



## Annual Planning Sheet

### Desk Strategy

**Uniqueness:** What is unique about my firm, myself and my experience?

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How will this uniqueness benefit my clients?

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**My Niche:** How will I describe my niche for 2012? (industry, function, geographic region)

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**Sweet Spot:** My "Sweet Spot" client looks like this:

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**Annual Goals:** Below or on a separate sheet of paper, write down the two or three goals that you want to achieve for each category for 2012:

Business/Desk \_\_\_\_\_

\_\_\_\_\_

Personal Finance \_\_\_\_\_

\_\_\_\_\_

Family \_\_\_\_\_

\_\_\_\_\_

Recreation \_\_\_\_\_

\_\_\_\_\_

Physical Fitness \_\_\_\_\_

\_\_\_\_\_

Spiritual/Mental \_\_\_\_\_

\_\_\_\_\_

In your journal, list what five changes you are willing to make to accomplish these goals. It can be a character issue (learn how to become more disciplined) or issues related to your personal and professional performance.

Scott Love trains, motivates and inspires recruiters to achieve greatness in the profession. Visit his online recruiter training center for tips, downloads, videos and articles that can help you bill more. [www.GreatRecruiterTraining.com](http://www.GreatRecruiterTraining.com)

