



WORKING
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YEAR *by*
DESIGN

2016

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MARKETING GENIUS FOR PETPRENEURS™



WELCOME.

Newness is invigorating. Freshly sharpened pencils and blank pages.... New, totally perfect shoes.... New car smell.... That giddy sense of unknown you feel when traveling somewhere you've never been. The thrill of possibility... adventure... opportunity. A new year may just be the most delicious, meaningful newness of all.

Inherent in another January is permission to start again. I love New Year's traditions because they encourage reflection and goal setting: ritualistic celebration of **what has been** and opening up our minds and hearts up to **what can be**.

When you're an entrepreneur turning your passion into a business, the lines between life and business are blurry. Not just because that ol' work / life balance thing is tricky, but also because you're hand crafting your brain, skills and knowledge... your **greatest joy...** into a tangible, commercially viable business. You're putting your raw self out there to be tried, critiqued and consumed.

Like all the resources that will be shared through the **working with dog** blog – this planning workbook is a reflection of the inseparable nature of your life and your business. **You are the key** to the success of your business, which can be a blessing some days, and other days, well, somewhat shit. But I am here to share with you some good news:

You already have *everything you need* to be successful. **You don't need to wait anymore.**

You have what it takes *right this second* to shift your wildest dreams into reality.

What you'd like to be wealthier? More organized? Lose weight? Gain confidence? Have better skin, better routines, more time, less anxiety, healthier diet, happier relationships? More customers? Less debt? More income? Less overwhelm?

Here is the thing... You're not going to wake up one day with those boxes ticked off. **It's time to stop getting ready to get ready.** Your life-changing, earth-quaking, mind-shifting transformation is going to come one small habit-breaking action at a time.... And each one of these mini victories will come from one **very simple mind set shift**. Yup, you guessed it, say it out loud with me this time:

I already have *everything I need* to be successful. **I don't need to wait anymore.**

I have what it takes *right this second* to shift my **wildest dreams** into reality.

Your challenge is to **take inventory of what you have**, to choose a **perspective of gratitude** for each and every bit of it, and then **focus** on **utilizing it** to **propel you forward** in ways that defy your fantasies. This plan will get you started. **You got this!**

Shall we begin?

GETTING STARTED.

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Ok it's time to **print this baby out**, collect your best pens, pencils, crayons, paints or whatever! Be sure to **check the list on the next page** to make sure you've collected the resources you need to complete the exercises {*do this in advance so it doesn't mess with your creative mojo*}.

As you begin your journey through this workbook, I invite you to find a quiet space, filled with as much good juju as you can muster. Light your good candles, or make a fire. Put on some happy background music. Cozy-up with your fluffy blanket or better yet, your fluffy pet! Grab a glass of wine or tea, a little sweet treat to sustain your brain-power {*my personal favourites are Lindor truffles + a mug of Aveda tea or a glass of Pinot Noir*} and settle-in. Turn off your phone and wifi, lock yourself away from distractions, and carve out some hours to **design your best year yet!** Want some accountability? **Share a photo of your planner: #myyearbydesign**

Sending gratitude, grace and genius from our house to yours...

xx Nic & Charlie



CHECK LIST.

So the good news is that this planner is a mega super helpful tool to plan your **best year yet in business**. The flip side, is that because this aint no fluff planner, it requires a tiny bit of preparation. Please make sure you check the list below and **gather these resources** before you begin so you have everything you need to hand as you go. If you have an accountant, bookkeeper or bookkeeping software, these will just take seconds to acquire. If you don't, simply construct your numbers as best you can!

- ☐ **PROFIT & LOSS STATEMENT** *for 2015* [with bookkeeping software this is an easy report to run- you need your 2015 REVENUE]
- ☐ **REVENUE BREAKDOWN** *for 2015* [where did your 2015 REVENUE come from by product / category? ex. retail, licensing etc.]
- ☐ **LIST OF TOP 5 CLIENTS** *of 2015*
- ☐ **YOUR BIG KID PANTS** [growth isn't easy, and planning takes time, but that's **not going to stop you!**]
- ☐ **A BINDER + HOLE PUNCH** or some other method to keep this planner safe and easy to navigate throughout the year.
- ☐ **CALCULATOR** [if you use the one on your phone put your phone in flight safe mode and turn wifi off so you don't get distracted!]



WHAT'S INSIDE

ACKNOWLEDGING 2015	6
ALLOWING FOR GRACE	15
SUMMING IT UP	16
DESIGNING 2016	17
DAYDREAMS	18
REVENUE	19
REVENUE STREAMS	20
UPGRADE	21
ACTION	23
NEW CUSTOMERS	25
PRICING	30
INTENTIONS	32
BABY STEPS	34
ON THE DAILY	37
ABOUT THE AUTHOR	40
RESOURCES FOR PETPRENEURS	42
EXTRA LINED PAGE	43
'DAILY TREATS' TEMPLATE	44

ACKNOWLEDGING 2015.

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When jumping in to anything new, it's important to stop to look back at just how far we've come. The mountains we've climbed, those relationships we've forged and all the lessons we've learned which have brought us to exactly where we now. Let's discover what 2015 has taught us...

What were your three **MOST SIGNIFICANT VICTORIES** of 2015?

1. _____
2. _____
3. _____

What were your three **MOST CHALLENGING OBSTACLES** in 2015?

1. _____
2. _____
3. _____

What did 2015 provide that you are the most **GRATEFUL** for?

Who or what provided you with the most **SUPPORT** in 2015?

What would you like to take with you as a **TOKEN OF YOUR SUCCESS** as you enter 2016?

A tangible reward or award? A new friendship? A new acquisition? A new perspective?

What would you like to leave behind?

What were your three **GREATEST BUSINESS LESSONS** of 2015?

1. _____
2. _____
3. _____

What did you **FEAR YOU COULDN'T BE / DO** but **PROVED YOURSELF WRONG** in 2015?

That is **AMAZING** – how did you do accomplish the impossible?

What **RESOURCES** or **TOOLS** proved to be the most useful or valuable to your business in 2015?

Who were your five **MOST VALUABLE CLIENTS** [MVC'S] of 2015?

1. _____
2. _____
3. _____
4. _____
5. _____

How did you find / acquire / convert them?

1. _____
2. _____
3. _____
4. _____
5. _____

What **LESSONS** did you learn as a result of working with them?

How do you think you could have **SERVED THEM BETTER** or **DELIGHTED THEM MORE** ?

What **MARKETING ACTIVITIES** would you say you tested in 2015? {List as **MANY** as you can think of – online, in print, at events, sales/promotions, partnerships, sponsorships etc.}

Based on bringing in **PAYING CLIENTS** that you **ENJOY WORKING WITH**, which activities were the most successful?

1. _____
2. _____
3. _____
4. _____
5. _____

Did any big **SURPRISES** come directly or indirectly from your **MARKETING EFFORTS** in 2015?

ALLOWING FOR GRACE.

Did 2015 throw some curve balls at you? Did some people you love disappoint you? Did you disappoint yourself? Did you experience loss? Let these pages be a chance to purge the icky... **Get it out!** Allow yourself some resolute forgiveness and consider *[even if only on paper here]* offering some of that same grace to any villains of your 2015 story. *[Again, take as many pages as you like – don't let paper be a limitation! If you want more lines there is a blank lined page at the end – print as many copies as you need!]*

SUMMING IT UP.

When it comes to marketing [and life!] storytelling is the way to go. So just for fun, let's sum up 2015 as if you are a character in a novel. Try writing about your year in the third person: What did your character discover, learn and laugh about? What did she cry over, celebrate or conquer? How does she feel about 2015 coming to a close? What is she hoping for in the sequel... ? *[Take as many pages as you like – don't let paper be a limitation! If you want more lines there is a blank lined page at the end – print as many copies as you need.]*

DESIGNING 2016.

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Ok, so we are warmed up and we have now **officially** closed out 2015. We get to start completely fresh, armed with the insights from 2015's adventures. The New Year is yours for the crafting – what will it be for you? How will you turn your vague desires into tangible realities? Well, keep in mind that accomplishing goals, business or otherwise, is about **three simple steps**:

1. SET GOALS which are **AMBITIOUS** and **ACHIEVABLE**.

This sounds simple, but many people are so afraid of failure and commitment that they simply *never fully decide on what they want* or choose goals that aren't challenging enough to inspire growth. Equally, you need to believe your goal is possible {even if you're not sure how you're going to get there yet}.

2. BREAK IT DOWN into small, bite-sized chunks.

Small actions are the key to big transformations. Especially when it comes to trying new things or taking on big huge goals that scare you, if you just take tiny steps forward, none of which are overwhelming, before you know it, the work is done and the fear is gone.

3. DEVELOP A HABIT of **DISCIPLINED ACTION**

Schedule time into your day {ideally every day} to ACT... to do the work that gets you closer to your goals. **No excuses.**

DAYDREAMS.

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Before we get into choosing concrete objectives – let’s take a moment to design that dream life. A year from now, or five years from now if that feels more realistic... What is your dream scenario? What does a **DAY IN YOUR LIFE** look like? Where are you living, what are your rituals, who do you share your days with? What is the calibre of colleague are you surrounded by, what is your workspace and life space like? What “stuff” have you acquired or shed and most importantly, how do you spend your TIME and how do you FEEL? *[Take as many pages as you like – don’t let paper be a limitation! If you want more lines there is a blank lined page at the end – print as many copies as you need!]*

REVENUE.

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Chances are, your daydreams include **MAKING MORE MONEY** so let's jump **straight into the juicy stuff**. Consult your PROFIT/LOSS STATEMENT and REVENUE BREAKDOWN for these questions.

How much **REVENUE** did you earn in 2015? _____

Chances are, that revenue came into your business is a variety of ways. LIST ALL THE WAYS YOUR BUSINESS GENERATED INCOME IN 2015. Consider products, product categories, clients, projects, events, affiliate or commission sales, licensing, B2B, B2C etc.

REVENUE STREAMS.

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Now we need to group those client types, groups, products or projects together into a few **REVENUE STREAMS**. Looking at your list on the previous page, create categories for your income in a max of 8 streams. If you have more than that, figure out ways to combine them. If you have less, that's fine. The total of all of these together, should be your total **REVENUE for 2015**.

NAME	QTY. SOLD / SALES	AVERAGE PRICE /SALE	CATEGORY TOTAL
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____

TOTAL 2015 REVENUE: _____

UPGRADE.

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Now we move onto creating your plan for 2016! Do you have a REVENUE goal for 2016? IF not, consider a percentage (20%, 25%, 50% - whatever feels right for you) increase from last year. Set a 2016 REVENUE GOAL for your business here. **It should feel slightly uncomfortable – but possible:**

What is your **REVENUE GOAL** for 2016? _____

GREAT! Now we need to take a look at how that new revenue will be created. Sounds oversimplified, but there *are only* **THREE FUNDAMENTAL WAYS** to **GENERATE MORE REVENUE** in your business:

1. CREATE NEW REVENUE STREAMS (create new products or methods of generating income)
2. CREATE MORE TRANSACTIONS (find new clients for existing products or get existing clients to purchase again)
3. RAISE PRICES (charge more for existing products)

Now we decide how to turn each of your REVENUE STREAMS into your **2016 REVENUE GOAL**. For each REVENUE STREAM assign an ACTION: Will you keep it? Delete it? Increase TRANSACTIONS/ CUSTOMERS or INCREASE the PRICE?

2016

YEAR *by* DESIGN 2016

NAME	QTY.	AVERAGE PRICE /SALE	ACTION (delete, new, + transactions, + price)	CATEGORY TOTAL
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
6. _____	_____	_____	_____	_____
7. _____	_____	_____	_____	_____
8. _____	_____	_____	_____	_____
9. _____	_____	_____	_____	_____
10. _____	_____	_____	_____	_____

TOTAL 2016 REVENUE: _____

ACTION.

So let's talk about how you're going to make this all happen:

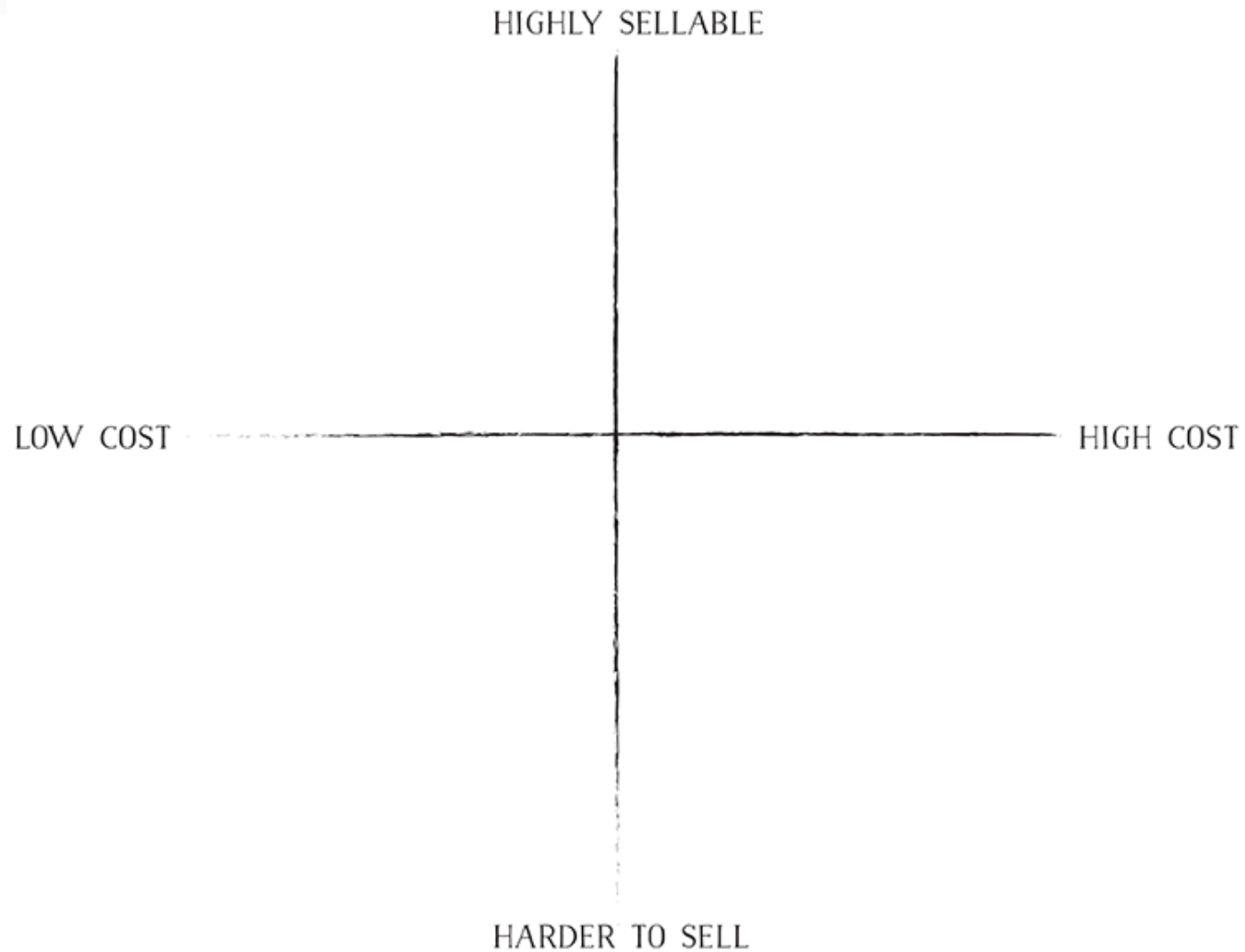
1. **CREATE NEW REVENUE STREAMS** (create new products or methods of generating income)
2. CREATE MORE TRANSACTIONS (find new clients for existing products or get existing clients to purchase again)
3. RAISE PRICES (charge more for existing products)

1. What **NEW REVENUE STREAMS** do you think you could add to your business? Pay special attention to products that will be **EASY TO SELL** (products you know your customers want/need) and **CHEAP TO PRODUCE** (time + money). Ideally this will also have **HIGH PROFIT MARGIN AS WELL** (not just low cost, but profitable). Have you been considering a leveraged or passive income product? Could you license your imagery or brand to other companies? Do you do work for other companies yet – could you add a B2B product or service? Do you have a large audience or plan to build one – could you become an affiliate?

Write your **NEW REVENUE STREAM IDEAS** where they fit on the matrix below...

The **LOW COST + HIGHLY SELLABLE** category should be your priority! Start there.

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NEW CUSTOMERS

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Now that we have an idea of which new products / ideas we're going to pursue – let's have a look at the

Most common concern for nearly every small business... HOW DO I FIND AND CONVERT MORE CUSTOMERS?

1. CREATE NEW REVENUE STREAMS (create new products or methods of generating income)
2. CREATE MORE TRANSACTIONS (find new clients for existing products or get existing clients to purchase again)
3. RAISE PRICES (charge more for existing products)

There is certainly **way more to discuss** on this topic than we can fit into a couple pages of this planner. This is one of the major topics we focus on [in great depth!] over at workingwithdog.com – but to start with, let's ensure that you're business is 100% READY to ENTICE & CONVERT those customers once you get close enough to them to be considered. It's amazing how easy it is to overlook the basics, which can really make ALL the difference!

TAKE A JOURNEY WITH ME...

Think for a moment about the remarkable things a dog is capable of... Jaw-dropping mid-air frisbee grabs, detecting and warning us about explosives, cancer, impending seizures and even natural disasters. Dogs are a bundle of heightened sensory inputs – they operate at the highest level of their capability almost by default, relying totally on each and every one of their SENSES in ways we humans can barely comprehend! ***So what does this have to do with you and your business?***

Well in **YOUR BUSINESS**, your **MARKETING SENSES** – your **CORE SKILLS AND INSTINCTS** - need to be *just as keen* as Dog's.

Impressive. Honed. Operating at the highest levels by default. For increasing transactions, is necessary to **START HERE FIRST**.

AT THE BEGINNING:

SIX MARKETING SENSES

SELF: 1. WHO ARE YOU? WHAT IS YOUR STORY?

SIGHT: 2. WHO ARE YOU FOR? AUDIENCE & NICHE

HEARING: 3. WHAT DO YOU SELL? VALUE & PROBLEM SOLVING

TOUCH: 4. WHERE DO YOU SELL IT? CHANNELS & TOUCH-POINTS

TASTE: 5. HOW DO YOU SELL IT? SALES & PROMOTIONAL STRATEGY

SMELL: 6. HOW DO YOU KEEP DEMAND HIGH: EXPERIENCE / ENGAGEMENT

Which of these senses are you MOST SURE OF? Which ones elicit **POSTIVE FEEDBACK** from your customers?

Which of these senses do you think need the most work? Do any elicit **NEGATIVE FEEDBACK** from your customers?

If you could focus on a TOTAL OVERHAUL of only **ONE MARKETING SENSE** PER QUARTER...

Which will you work to improve in Q1, Q2, Q3 and Q4?

Q1 _____

Q2 _____

Q3 _____

Q4 _____

Ok, so your SENSES are HONED... **WHAT WILL YOU DO WITH THEM?** Let's start with DISTRIBUTION. How do you get your products/services to your customers? What new RELATIONSHIPS or CHANNELS could add to this network?

Next, let's do a quick brainstorm of ways you might ATTRACT new customers to you directly – what have you NOT tried that you'd like to? Do you advertise, if so, what works? Do you have a content marketing strategy? Do you see conversions from affiliates or social media? Let's explore how to pull customers to your world (*review pg. 14 for things that worked last year!*)

PRICING

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Finally... What about RAISING YOUR PRICES?

1. CREATE NEW REVENUE STREAMS (create new products or methods of generating income)
2. CREATE MORE TRANSACTIONS (find new clients for existing products or get existing clients to purchase again)
3. **RAISE PRICES (charge more for existing products)**

Pricing should not be an emotional decision – but it is important to consider that our feelings some times have an impact in how we present our products + brand. How do you feel about raising prices? What assumptions are you making about your clients?

CONSIDER THIS: First Quarter is great time to raise prices because consumers understand it's may happen. Consider running a "Last Minute" promotion in January to sell products/services at their current price. This helps 'ease the blow' of increases and can generate great revenue at an otherwise bleak time of year!

Are any of your products / services **HIGH COST** and /or **HIGH DEMAND** that you have capacity to produce more of:
could easily withstand a 10% / 20% increase? What could their new prices be? Play with the idea of ending them in 9's
[Research proves this ACTUALLY DOES lead to more purchases... If not 9's then 5's or 7's]

Now, could you put anything on **SALE** or **CLEARANCE** that you want to be rid of? Could you **BUNDLE** anything to
provide more **VALUE** for the customer but more **REVENUE** / **VOLUME** / **HIGHER AVERAGE SALE** for you?

INTENTIONS.

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Now it's time to **PULL IT ALL TOGETHER**. Because we agreed that LIFE and BUSINESS are intertwined – let's create some goals that might be a mix of BOTH. Review your DAYDREAMS (pg. 18) and your REVENUE ACTIONS (pg. 23-31). DECIDE ON THREE **AMBITIOUS and ACHIEVEABLE GOALS** that support YOUR REVENUE ACTIONS and which help make YOUR DAYDREAMS POSSIBLE. Take some time with this and write them down below.

What are your three **BIG GOALS** for 2016?

1. _____
2. _____
3. _____

What do you **FEAR MOST** about declaring these GOALS ?

What **CAN YOU DO** you to energize your GOAL instead of your FEAR?

What do you need help with to **SUPPORT YOU** in accomplishing these big goals?

HOW, WHERE and WHEN will you acquire this support?

BABY STEPS.

Let's start by breaking each goal down into smaller pieces: **CHOOSE 6 STEPS** to take to get between NOW and achieving them and A DEADLINE by which each step (and the overall goal) will be complete!

GOAL #1 WHERE I'M AT NOW: _____

1. _____ DATE: _____

2. _____ DATE: _____

3. _____ DATE: _____

4. _____ DATE: _____

5. _____ DATE: _____

6. _____ DATE: _____

BIG GOAL #1: _____ DATE: _____ **DONE!**

GOAL #2 WHERE I'M AT NOW: _____

1. _____ DATE: _____

2. _____ DATE: _____

3. _____ DATE: _____

4. _____ DATE: _____

5. _____ DATE: _____

6. _____ DATE: _____

BIG GOAL #2: _____ DATE: _____ **DONE!**

GOAL #3 WHERE I'M AT NOW: _____

1. _____ DATE: _____

2. _____ DATE: _____

3. _____ DATE: _____

4. _____ DATE: _____

5. _____ DATE: _____

6. _____ DATE: _____

BIG GOAL #3: _____ DATE: _____ **DONE!**

GO NOW AND SCHEDULE THESE DATES & DEADLINES
INTO YOUR CALENDAR! SET REMINDERS...



ON THE DAILY

One of the keys to making your goals ACTUALLY happen is to incorporate them into your daily routine. A habit of daily *planning* - tossing out your EPIC TO-DO list in favor of a realistic ACTIVITIES list {max 3 per day} that INCLUDE your GOALS will help you stay focused and centred. This helps avoid and the creep of urgent tasks which can take over. **At the end of this planner is a template for our daily activities list...** Feel free to print these out and use them each day to keep your goals on track! You can always do your 'brain dump' with all the stuff swirling in your mind in your journal or on another list, but use this type of activities list to help schedule your day.

This list includes our DAILY TREATS regime – our signature recipe for happiness! If you use it, share it with us! **#mydailytreats**

Today I am THANKFUL for {attitude of gratitude for attracting all the good stuff!}

My REWARD today is _____ for accomplishing _____ {POSITIVE REINFORCEMENT!}

The ELEMENT I will enjoy today is {dogs are good for getting us outside – embrace the sunshine, wind and rain!}

Today my great ACTION is {physical movement or business action – commit!}

Today I will show TENDERNESS to {show love – receive love – it's fuel!}

Today I will make SPACE for myself {can we recommend me time, PLAY, or a bit of extra sleep?}



2016 WILL BE **THE YEAR OF....**

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I COMMIT TO EXPANSIVE POSSIBILITIES

I COMMIT TO TAKING SMALL ACTIONS TOWARDS BIG RESULTS.

I COMMIT TO CLAIMING MY ENERGY FROM FEAR TO INVEST IT IN EMPOWERING MY DREAMS & GOALS.

I KNOW THAT I HAVE EVERYTHING I NEED TO BE SUCCESSFUL

I HAVE WHAT IT TAKES RIGHT NOW

TO SHIFT MY DREAMS INTO REALITY AND I AM READY!!

SIGNED: _____

ABOUT THE AUTHOR.

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My name is J.Nichole, but most people call me Nic. I'm a marketing strategist / writer / designer / pet photographer mash-up who began my journey as a #petpreneur in 2005. In 2007 I co-founded a little enterprise called Dog is Good, a design-led lifestyle company based in California. We began with no budget, working out of my business partners' living room and DIG is now a multi-million dollar business bringing joy to the lives of dog lovers worldwide.

Fast-forward to 2015. I have just celebrated my 10th year in business. I now live in London because at a wedding in Bavarian-themed town in Washington, I met a British guy who turned out to be the love of my life. Queue international romance. Queue International move.

When I arrived in the UK in 2012 I took time out to complete a Masters degree in Marketing at Kingston University (one of London's top business schools). I graduated *with Distinction* after publishing an award-winning Dissertation on 'social media strategy in the pet industry'. December 2015 I was named one of the '40 under 40' by *Pet Age Magazine*.

Along the way I have had the opportunity to do some fairly epic things. I have shot on assignment on top of snowy mountain peaks, under water, and all over the globe from Lake Como to Lake Malawi. I got my name on the cover of my first book in 2007, shot my first coffee table book in 2012 and have contributed as writer and or photographer to all the major US dog publications that matter including, Bark, Dog Fancy, Modern Dog, CityDog, Pet Age, etc.

My clients include many of the major players in the pet industry, including Purina, Petco, Halo, Kong, Halti [Company of Animals], Halo, Wellness and Victoria Stilwell as well as a slew of ridiculously inspiring SME's, pet photographers and entrepreneurs who all just want to make a living making a difference for the lives of customers and their dogs.

Now, I am 100% dedicated to bringing the experience, expertise, contacts and positive attitude that has defined my journey and proved successful for my clients, to the masses through the '**working with dog blog**'. I am particularly passionate about helping brands grow organically through digital channels but have also I've learned that clear how-to steps, some accountability and a dash of inspiration go a long way to help us all create real change in our businesses, and our lives – so I am dishing all of that out too. **Want some?**

Awesome, we'd be thrilled to have you. Come on over to **workingwithdog.com** and join our movement. Also, be sure to shoot with us and our BRAND NEW instagram family: **@workingwithdog** – Oh and don't forget to share a photo of your completed planner: **#myyearbydesign**



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PET PHOTOGRAPHY *profit* BOOTCAMP | NOW ENROLLING FOR 2016

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working with dog is a **BRAND NEW** online network of #petpreneurs growing their businesses together with the support of weekly videos, LIVE Q+A, a private Facebook community, done-for-you templates, advice, how-to's and support from top global experts in both pet *and* in marketing >



Date:

Money Goal:

LONG TERM GOALS

SHORT TERM GOALS

- | | |
|---------|-------------------|
| 1. | 1. |
| | <i>this year</i> |
| 2. | 2. |
| | <i>this month</i> |
| 3. | 3. |
| | <i>this week</i> |

Today I will joyfully tick these important activities off my list!

- ☐ 1.
- ☐ 2.
- ☐ 3.

TREATS #mydailytreats

- ☐ Today I am **Thankful** *for*
- ☐ Today my **Reward** *for* is
- ☐ The **Element** *I will enjoy today is*
- ☐ Today my great **Action** *is*
- ☐ Today I will show **Tenderness** *to*
- ☐ Today I will make **Space** *for* myself *at*