



Let go of  
WHAT YOU THINK  
is probable in business.  
Explore  
WHAT IS POSSIBLE.

Hello dear pet business owner who is about to create your 12-month Best Year Yet® plan and attend the CATAPULT! Program!

A few important things to note *before* creating your plan: Be sure to read below thoroughly before beginning. It will save you time and energy!

If you haven't yet signed up to create your business and life plan, and you want to do it (it's an optional - but highly recommended! - part of the CATAPULT! course), you can click to [sign up to get the goal setting/tracking software and begin your plan right now.](#)

For those who have purchased the goal setting/tracking software already:

**1) Before you fill out the "role" section of your plan, think CAREFULLY about which roles you are currently living. You can feel free to include one or two roles that you want to live but aren't currently.**

You can pick eight roles total. Think about this now and get very clear about those eight roles *now* before starting your plan and/or until you get to that section in the plan.

An example of a "role" you are living and that you want to put some energy into in the next 12 months might be: father, mother, daughter, son, business owner, homeowner.

An example of a "new role" you might want to step into in the next 12 months might be: gardener (you want to start a garden), homeowner (you want to buy a home), romantic partner (you want to attract the right relationship), etc. I recommend no more than two new roles to step into in a 12-month period.

***If you enter one or two roles incorrectly during this process or change your mind after you've already listed it as a role, the plan system, unfortunately, won't let you change it until you are done with the plan.***

**2) Read carefully the small box of instructions on the right side of the page for \*each stage\* that you are on while working the program before writing your own answer. It**

will help create clarity for you about how best to word your answers and will minimize or eliminate the time you later might spend correcting your answers.

- 3) **When you get to the PRO part (where you'll set up your quarterly/monthly/weekly goals) cross over to PRO. (PRO is your \$125 purchase...very worth it as it lets you track your plan!)** Then go ahead and write your quarterly, monthly and next week's goals.
- 4) **After you've completed your questions 1-10 and your quarterly/monthly and next week's goals (and before you arrive for your first CATAPULT! date): Set the timer for 15 minutes and write as if it were a year from now and you've completed the goals you listed.** For example: I am \_\_\_\_\_ (not "I will" or "I imagine"). Don't edit this writing.

Simply write from your *heart and soul* and see what wants to emerge. You may be surprised. Or not. You can't do this incorrectly, so just see what is wanting to bubble up from within.

(Then copy and paste this writing for question "0" in PRO.)

I'm so excited about working with you. This goal setting/tracking system has worked wonders in my life and in the lives of others I've worked with and that, combined with the 4-Week CATAPULT! Program will take your business to a whole new level of success.

I look forward to accompanying you on the journey that you are about to embark on...

More details will arrive a few days before the first class!

Warmly,

Kristin Morrison

**Founder, Six-Figure Pet Business Academy™**  
[www.SFPBacademy.com](http://www.SFPBacademy.com)

