

# THE ANNUAL STRATEGIC PLAN 2024

Think. Dream. Do.

Created by Todd Durkin



# YOUR ANNUAL STRATEGIC PLAN

*“If there is ever a time to step into your BEST self, it’s right NOW. In a world filled with too much negativity, pessimism, hemming & hawing, and waiting to see what’s going to happen, I refuse to think and act like most everyone else. HOGWASH!! Let’s do the deep work below and then create & manifest what WILL be an iconic year! #LetsFreakingGo”*

-TD

## ***Section 1: A Time to Reflect on Your Past Year***

- 1. Write a few sentences or short paragraph that best describes your LIFE at this point in time? You can comment on your energy, your health, your career, your relationships, your finances, your mindset, your soul-set, or anything else you would like to comment on... Be sure to share what has most energized/inspired you this year. Likewise, be sure to share what has most drained you this past year.**

2. Gratitude. Upon reflection of the last year, WHO and WHAT are you MOST GRATEFUL for?

3. What were some of your top wins, accomplishments, achievements, or experiences from the past year (this can be both personal and professional)?

Personally:

Professionally:



7. What are some of your top lessons that you learned or were reinforced in the past year?

8. What were your top 2-3 books you read this year? And what did you take away from these books?

9. What were your top 2-3 podcasts you listened to this year? What did you get out of these podcasts?

10. How have you changed the MOST in 2023? Maybe it's even one word or a short phrase that describes/epitomizes this past year. Or maybe it's complex and you want to write a paragraph or two...

11. If you could change one thing about your past year (2023), what would it be? (Let's assume it's something you can control). This is something that probably did not work well...or didn't turn out the way you thought...

12. Any other thoughts, feelings, emotions, or reflections about 2023 before turning the page to 2024?

## ***Section 2: Creating Your Vision for an Extraordinary 2024!***

**13. 2024. It's YOUR year. Take some time to write down ALL the "big" things you want to create, do, experience, maximize, or potentiate personally or professionally in 2024? These are all the things that you would love to do, experience, or accomplish this year. It could be personally, professionally, relationally, financially, spiritually, physically, etc. What do you want to do, where do you want to go, who do you want to do it with, what IMPACT are you going to create?**

**14. What are you MOST excited for this year (Business and Personal)? What's giving you the "JUICE" and "ENERGIA"?**

15. What is currently DRAINING your “juice” these days that you need to reduce/eliminate because it’s robbing you of joy, happiness, peace, and fulfillment?

16. What are your current TOP HABITS that you MUST stay dialed-into so that you can operate at peak levels and accomplish what you want?

*“It is often the small steps, not the giant leaps,  
that bring about the most lasting change.”*

-HRM Queen Elizabeth II



17. What is ONE HABIT that you need to reduce/stop/eliminate that will prevent you from achieving your 2024 goals?

18. What are your “Big 5” goals for 2024? These are the 5 “big” things that when you reflect in one year from now, if you were to do THESE things, it would be a great year. This can be a mix of personal/professional.

1)

2)

3)

4)

5)

**19. What is your THEME for 2024 (It could be ONE WORD or a short phrase)?**

a. Why is that your theme?

b. What do you need to do to create/support that theme?

c. What's in your way or could prevent you from achieving this theme?

d. What needs to go? What is holding you back or do you need to let go of that is preventing you from living your theme?

e. Anything else you must do to live your theme?

**20. "Tap into the Whispers." What is God whispering to you to do or "be" this year? What or Who is He calling you to step into in 2024? (Don't be scared...write it down!). This can be an actual "thing" He's calling you to do, or it can be a state of "being" for you to step into an even better version of you. Write it down now...**

21. What is your “God-Sized DREAM” for 2024? (Sometimes we call it a “B.S.A.G.” [big scary audacious goal]; sometimes it’s called a “B.H.A.G.” [big hairy audacious goal]; Either way, it’s the ONE BIG SCARY & HAIRY THING that’s bigger than you and you have no idea how it can get done. But you know it requires massive faith and God’s hand to somehow make happen. What is it? What is your “God-Sized Dream”?

22. If 2024 was going to be the last year of your life, what is the ONE thing you MUST do THIS year? Maybe it’s ONE thing or maybe it’s 3-5 things. But if you knew you were going to die within 365 days from now, what MUST YOU do?

*“In a world that contains tragedies, we must realize that they’re vastly outnumbered by blessings.”*

-David Jeremiah, What Are You Afraid Of?

### ***Section 3: GOING DEEP—Creating Your Best LIFE!***

23. **My Life Sentence.** What is your purpose on this earth? This should be no longer than 5-10 sentences. It's what your life stands for. Write down **WHO** you are or **WHAT** your **LIFE** stands for...You could even refine it to one sentence or one word. It might begin with something like, "I exist to..."
24. **Tombstone Sentence.** This is what **YOUR** life stands for. It could be one sentence or 2-3 sentences. Write down **WHO** you are and **WHAT** your **LIFE** stands for... It could even be 3, 4, or 5 words with a defining short phrase, quote, or saying!

25. What are your "BIG 5" for LIFE? These are the 5 "big" things you want to accomplish in your lifetime in order for you to feel maximally fulfilled and that you fulfilled your potential.

1)

2)

3)

4)

5)

After defining your “Big 5” for LIFE, please answer the following questions:

26. WHY do you want to accomplish these in your lifetime?

27. What is it going to take in order for you to achieve your “BIG 5 for Life”?

28. What might get in your way that would prevent you from achieving what you want and what do you plan to do to combat that?



## ***AND THEN SOME...***

The rest of the sections are highly recommended. While Sections 1-3 are imperative, I would highly recommend sections 4-7 as well.

Sections 8 & 9 are “deep” and truly transformative if you would like to “let go” of some stuff and step into your deepest, most “Legendary Self.”

Section 10 is a combination of some of my favorite and most powerful writing exercises.

### ***Section 4: Optimizing Your FOCUS, Productivity & Performance... and ultimately ENERGY***

29. Where does your FOCUS need to be right now?

30. What is your mission for the next 3 months?

31. Name at least 5 of your top core values. These are your non-negotiables in good times and tough times. This is WHO you are at your essence...

1)

2)

3)

4)

5)

**32. What are your top 3-5 gifts, talents, and strengths as a person?**

**33. What is your top “super-power”?**

**34. What makes your HEART & SOUL sing on a regular basis? These might be your top 3-5 roles, “hats,” or things you love to do (professionally/personally)?**

**35. What do you feel are 3-5 of your top skillsets professionally?**

**36. What is one decision you would make if you knew you would not fail?**

**37. What is holding your back from making that decision?**

38. What do you need to do this year to be maximally “productive”?

39. What is your “W.L.W.B.”? When Life Works Best, what are you doing? (Who are you spending time with? How much are you working? What are you working on? How are you spending your time? How much are you exercising and investing in personal-care? How many live events/workshops are you attending? How often are you listening to podcasts/books on tape?...)

40. What does your ideal day/week look like? (How many days do you want to work a week; how many hours are you working per day and per week?)...

## ***Section 5: Upping Your Circle-of-Influence, Environment, and Adventure***

41. List your "Top 5" people in your "inner circle" who bring out the best in you (personal and/or professional)...

a. How often do you talk/connect with them?

b. How often do you want to talk/connect with them?

c. What can you do to foster even deeper CONNECT time with them?

d. What would they say are the 3 BEST things about you?

e. What would be ONE piece of advice they would tell you?

f. Is there anything they would tell you to STOP doing?

**42. Living Environment. Are you living where you want to live?**

**If so...what can you do to even further enhance your environment in your home?**

**If not... where do you want to live?**

a. What kind of house, condo, etc. do you have/want?

b. Do you want a big house, small house, be in mountains, at the beach, at a lake, etc.?

c. What can you do to your current living situation to improve that environment? (i.e., Paint your room, create a home gym, create a garden, create a meditation area, etc.)

**43. What trips/vacations would you like to take in 2024? And when are you going to take them?  
Who would you like to take them with?**



## ***Section 6: Optimizing Your Health, Fitness, Vitality, & ENERGY...NOW!!***

44. Describe your current energy and mindset these days.

45. What do you need to do to improve and amplify your energy even more?

46. Training. Describe your current workout routine.

a. What's working well?

b. What's not working well?

c. What do you specifically need to change in order to take your physical health, personal fitness, and physical performance to the next level...?

- Flexibility/mobility →

- Strength →

- Conditioning →

**47. Nutrition. What are 3-5 things that need to improve/change in your nutrition/diet in 2024?**

**48. Supplements. Are there any supplements you need to be more consistent taking because when you do, you feel healthier, more energized, recovery is enhanced, etc?**

**49. Sleep. Describe your sleep patterns, rest, and overall energy in a couple sentences.**

**a. How much sleep do you average per week currently?**

b. How much sleep do you need to get per night?

c. What time are you currently going to bed & waking up?

d. What time do you NEED to go to bed and what time do you want to wake-up?

**50. Morning Routine. Write down below your current OPTIMAL morning routine. Or is there anything you can improve with your morning routine to make sure you get your day started optimally with your physical, mental, or spiritual conditioning? What day do you realistically want to do this (ie. Everyday, 5-days a week, etc.?) How much time do you want to spend with your morning routine? (i.e. 30 minutes, 60 minutes, or 90 minutes?)**

**51. Night-Time Routine.** What are you doing well at night? What can you do to improve your nighttime routine? Is there anything else you can do to improve your evening/nighttime routine to make sure you end your day on the right foot?

a. What's working well?

b. What's not working well?

c. Anything else you can do to improve the last 1, 2, or 3 hours of your "night-time routine"?

**52. MINDSET.** What do you need to do (or not do) to further sharpen your mindset these days?

**53. What limiting belief, thought, or STORY do you need to DIVORCE your mind from because it's holding you back from where you want to go? And what are you going to do to SMASH IT?!**

**54. SPIRITUAL/SOULSET. What are 3-5 things you can do on an everyday basis to grow closer to God and your spirit? What will help you further align your deep passions and your divine purpose?**

## ***Section 7: Deepening & Strengthening Your Relationships***

How would they tell you to act, be, do right now?

55. What are 3-things you can do to be a better spouse/significant other (if applicable)?

56. What are 3-things you can do to be a better parent (if applicable)?

57. Who are 3 people you are pouring into?

58. Who are 3 people who are pouring into you?

59. Who are 3 people who you SHOULD be pouring into?

60. Who or what are you taking for granted in life? (List out... this is NOT meant to be a negative; it's simply meant for you to remember who/what is in your life that is important that needs awareness, time, energy, commitment, and dedication). List out now...



## **AND THEN SOME (Part 2)...**

The following sections are once-again optional. You can do all of them, some of them, or none of them. Take a peak and dive in. ENJOY!!!

### **Section 8: The SHIFT 1.0. Blessings, Curses, Regrets...and Moving FORWARD in 2024 & BEYOND (Getting Rid of any Deep-Seated Junk!!!)**

*(If you are still harboring lingering, festering junk from the pandemic or other, I highly encourage you to complete this section and ELIMINATE any/all garbage that very well may be holding you back from moving forward!)*

**61. What were some of the best things & biggest blessings that happened to you in the past 3-4 years (post-pandemic)?**

**62. What were some of the toughest/most challenging things that happened to you/your business in the last 3-4 years? (This includes anything that happened to you during the pandemic that you are still holding onto and that is preventing you from moving forward)...**

**63. REGRET, BURDEN, or PAIN.** Any regrets, burdens, or pains in the last 3-4 years?  
These can be any “moves” you made or didn’t make, mistakes made, big decisions you made or didn’t make, any heaviness or burdens you are carrying, guilt you are processing, negative emotions you are experiencing, or pain you are feeling. Please write them down below...

**64. Letting Go of Your “Anchor”...** What is “it” that you NEED to let go of (personally, professionally, relationally, financially, etc.) that’s still holding you down and back from the last few years?  
Write it down HERE...

**65. WHY** has this happened “FOR” you... instead of “TO” you?

**66. Ultimately, what is the “shift” that needs to happen? And when are you going to do it? And how are you going to forge ahead to make it happen?**

**67. Are you ready to LEAVE “it” behind...and STEP-INTO your BEST SELF? If so, WHEN are you willing to do that...**

*\*\* If this section deeply pertains to you, I highly recommend you write the “Love Letter to Yourself” in Section 10 when you complete this section.*

## **Section 9: THE SHIFT 2.0—The SHIFT into Your Most Legendary Self**

68. What does your “Legendary-Self” look like? This is the BEST version of YOU...

What are you doing...

How are you spending your time...

Whom are you spending time with...

What are you working on...

What kind of fun are you having...

How are you giving back...

What kind of impact are you creating in your business, community, city, state, etc...

69. If there are 5-10 things you must do in your lifetime, what would you like to do/accomplish (personally and/or professionally)?

70. What would you like or need to do/or who would you need to become in order to become your most "Legendary-Self"?

71. What does the “next level” look like for you? What do you specifically need to do...

Personally:

Professionally:

72. How do you want your life to be different in the next 6-18 months?

73. How do you want your life to be different in the next 3-5 years?

#### **74. The BIG SHIFT.**

**How can you be even more “legendary” in your life now and find even more FULFILLMENT? What is necessary for you to step into that next “season” of your life? What are the specific steps, habits, or actions you can take to step-INTO that best self. Define what you are going to do, when you are going to do it, and WHY you are going to do it.**

*\*\* If this section deeply pertains to you, I highly recommend you write the “Legendary Letter to Yourself” in Section 10 when you complete this section.*

## **Section 10: SOUL-WRITING. DEEP THOUGHTS...DEEP WRITING. Transformation Gets IMPRINTED Here...**

I would love for you to take a stab at even ONE of these per week over the next 4-8 weeks, or even over the next 4-8 months.

My recommendation is you would start a stopwatch and write for 15-30 minutes minimally for each letter. You can write these letters at ANY TIME.

I would also recommend you write these letters on your laptop or in a separate journal.

Let your pen flow...

(There is no right or wrong order for you to complete these letters—ALL of them are powerful. GO DEEP!)

**75. 2024 Decree. Fast-forward 365 days. Upon reflection of 2024, what do you want to look back at and be most proud of?**

What do your relationships look like...

What does your health look like...

What does your career/business look like...

How much money are you creating/generating/making...

Where are you living...

What changes did you make to your living environment...

Where are you having the most fun in life...

What trips did you take...

What incredible experiences did you create...

**Write this as if it's already happened and you created the year you most desire. Start with something like "I'm so happy and grateful for 2024 now that..."**

(Remember, you are writing this as if it's the end of 2024 and you have created the year you just previously painted).





**76. Your OLDER-WISER SELF. What would your “older-wise self” say to you?**

**Take 5-10 minutes to stop, meditate, think, and have a “conversation” with YOU in 20-years from NOW. Yep. In 20-years from now, how old will you be? Have a conversation with that man or woman and glean the wisdom and words of your “older, wiser self.”**

**What would they share with you today?**

**What would they say to you?**

**How would they tell you to act, be, do right now?**

**What important wisdom would they provide for you to tap into?**

**What “gifts” would they provide to you?**

**What questions would you ask them?**

## 77. Your LOVE LETTER...to YOURSELF. The Power of a Love Letter.

Write a letter to yourself. A “love” letter that celebrates you. Forgives you. A letter that gets rid of any and all heaviness that you are holding onto or encourages you to keep going. Write a letter that rids you of any/all guilt, regret, pain, anger, frustration, or mistakes you have made or reinforces the decisions and actions you have done. Please be sure to forgive yourself of any regret you have, mistakes you’ve made, or any head trash you are holding onto that is holding you back.

Remind yourself of what you have done.

Remind yourself of the many blessings in your life.

Remind yourself of why things have happened “For” you...and not “to” you.

Remind yourself of WHO you are, WHERE you come from, and WHY you exist...

And MOST IMPORTANTLY, REMIND yourself WHERE you are going...

#BestIsYetToCome

## **78. A LEGENDARY LETTER...to YOU!**

**Write a “BE LEGENDARY” letter to yourself. This is one that allows you to define the following.**

**What will it take to become my legendary self?**

**What does “next level” look like for me?**

**How can I serve even better? My existing Tribe as well as anyone who needs a life-transformation.**

**How do I want my life to be different in 1-year?**

**How do I want my life to be different in the next 3-5 years?**

**What is the BEST use of my time NOW to bring me even deeper happiness & fulfillment? What shifts must I make and when am I going to make them?**

**Declare what you WILL do to step into your most Legendary Self!!!**

## 79. "The Best is Yet To Come—Your BEST Self" Letter.

Think about your life in the future. Imagine everything that you have dreamed of has come true and is being manifested. Imagine your life going as well as it possibly could and then write this best possible future. You have worked hard and succeeded at accomplishing most of your life's goals. Think of this as the realization of all your life's dreams. You can "fast-forward" 5-years, 10-years, 25-years, or longer. Imagine that everything that you have desired has come true. Here is your writing exercise: Write for 20-minutes minimum on 5-consecutive days or nights. You can write longer if you wish. Enjoy dreaming, writing, and getting ready to make your dreams become a reality.

#BestIsYetToCome

**80. Your Best & Highest Self...A LETTER from those who have your best interests at heart.**

Before you begin this letter, sit down some place where you can be quiet and undisturbed for a few minutes. Then close your eyes and imagine you are sitting at a table in a large, comfortable room. Then I want you to imagine all the people who have your best interests at heart. This might include people who are living or those who have passed away. Invite all of these people to sit at your imaginary table and perhaps there are 5-10 of them. You might also invite Jesus to the table, or anyone who represents your faith. And then, invite the final person to the table --- your higher self. This is your best self, the person you are at your very core, who absolutely has your best interests in their heart. With all of these people sitting around your imaginary table, ask them whatever question you'd like them to answer. And then sit still and let them share their thoughts. And go one-by-one around the table and hear what they have to say about you...

Once you feel that you've received the messages you need to hear, then open your eyes and begin writing.

Who was at your table and why them?

What do they want you to know?

Did they share any special messages with you?

What did they remind you to do?

Did they provide any specific instructions or ideas for you?

What is the message they want you to hear?

Were there a lot of common "themes" from the people at the table or were there a lot of different messages & wisdom being dispensed?

What mantra can you develop based on a common-theme that may have arisen?

What are your action-steps?

Take 15-30+ minutes to do this exercise. The more you write, the more you tap into your best and highest self. Go deep as you think, listen, dream, and write.

When all done, please come back to this exercise and read your letter and comments regularly. It will do a lot to empower you to remember your "Best & Highest Self."



## 81. Create a Vision Board...of Your Future Life!

What do you want your life to look like in the next 5-10 years? How about in the next 3-5 years? Heck, how about in the next year alone?

Now cut out 10, 20, or 30 pics from a magazine or online that depict the life and lifestyle that you want to live. It can be a combination of business/professional, personal, relational, health & fitness, family & relationships, lifestyle, etc. These pictures depict the life you want to be living in the future.

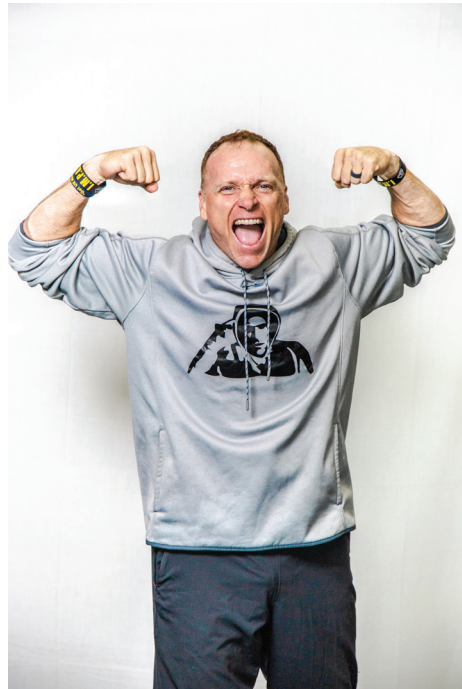
After you cut these pictures out, paste/glue them on to a poster-board that you can hang somewhere conspicuously in your home where you see it everyday. Look at it. Talk to it. Meditate on it. And BECOME it!

Note: If you do this with a spouse, significant-other, or loved-one, it's even more powerful. At the very least, share your Vision Board with those closest to you in your life. Enjoy your "conscious reprogramming" and get ready to potentiate and manifest your dreams, desires, and visions.



# WHAT IS YOUR ONE WORD (OR SHORT PHRASE) THEME FOR 2024?

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*"Life happens somewhere between your deepest fears  
and your greatest desires."*

-Tony Robbins

# WHAT ARE YOUR BIG 5 GOALS FOR 2024?

Imagine yourself on December 31, 2024, looking back on the year. As you review everything you did this year, what do you see? What did you accomplish? Think about those questions as you consider your Big 5 goals for the year. Take your time and go deep. These Big 5 goals will create the structure for the rest of the year.

1.

2.

3.

4.

5.

# TAKING ACTION ON YOUR BIG 5

## Your #1 Goal

1. Why do you want to accomplish this goal?

2. What 3-5 specific actions will you need to take to make this happen?

a.

b.

c.

d.

e.

3. Who will you need to connect with in order to accomplish it?

4. What habits will you need to adapt or change in order to achieve it?







## Your #5 Goal

1. Why do you want to accomplish this goal?
  
2. What 3-5 specific actions will you need to take to make this happen?
  - a.
  - b.
  - c.
  - d.
  - e.
  
3. Who will you need to connect with in order to accomplish it?
  
4. What habits will you need to adapt or change in order to achieve it?

# WHAT IS YOUR B.S.A.G. (BIG, SCARY, AUDACIOUS GOAL) FOR 2024?

*“People usually consider walking on water or in thin air a miracle.  
But I think the real miracle is not to walk either on water or in thin  
air, but to walk on earth.*

*Every day we are engaged in a miracle which we don't even  
recognize: a blue sky, white clouds, green leaves, the black,  
curious eyes of a child - our own two eyes. All is a miracle.”*

*-Thich Nhat Hanh*



# TAKING ACTION ON YOUR B.S.A.G.

1. Why do you want to accomplish this goal?
2. What 3-5 specific actions will you need to take to make this happen?
  - a.
  - b.
  - c.
  - d.
  - e.
3. Who will you need to connect with in order to accomplish it?
4. What habits will you need to adapt or change in order to achieve it?

# FINANCIAL PLANNING

1. What is your income/revenue goal for 2024? What will happen if you reach this goal? Why is it important?
2. What are your primary income/revenue streams (e.g., paycheck, side hustle, etc.)?
3. What are your supplemental income/revenue streams (e.g., Beverages, food, clothing, etc.)?

4. What are your passive income/revenue income streams (e.g., MLM, supplements, life-coaching, Patreon account, Ad-sense on YouTube, swag/merch, etc.)?

5. What part of your income/revenue stream is the most profitable? Which has the most potential for growth? Why?

6. What part of your income/revenue stream is least profitable? Why?

7. What are your top expenses? What expenses could you decrease or eliminate?

8. What do you need to focus your time and energy on to generate the revenue/profit that you desire? What can you let go?

*"I can do all things through Christ who strengthens me."*

-Philippians 4:13

