## Ambassador Planning: Why – Goals – Tactics Worksheet

### MY WHY

<table>
<thead>
<tr>
<th>REVISION 1</th>
<th>REVISION 2</th>
</tr>
</thead>
</table>

### GOAL 1:

<table>
<thead>
<tr>
<th>TACTICS</th>
<th>TARGET COMPLETION DATE</th>
<th>COMPLETED?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tactic 1:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 2:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 3:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 4:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 5:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### GOAL 2:

<table>
<thead>
<tr>
<th>TACTICS</th>
<th>TARGET COMPLETION DATE</th>
<th>COMPLETED?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tactic 1:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 2:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 3:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 4:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 5:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### TOP CUSTOMER PROSPECTS

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10.

### TOP AMBASSADOR PROSPECTS

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10.

### FOLLOW UP

<table>
<thead>
<tr>
<th>POTENTIAL CUSTOMERS</th>
<th>NEW CUSTOMERS</th>
<th>AMBASSADORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1.</td>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
<td>2.</td>
<td>2.</td>
</tr>
<tr>
<td>3.</td>
<td>3.</td>
<td>3.</td>
</tr>
<tr>
<td>4.</td>
<td>4.</td>
<td>4.</td>
</tr>
<tr>
<td>5.</td>
<td>5.</td>
<td>5.</td>
</tr>
</tbody>
</table>

### TO DO LIST

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 
11. 
12. 
13. 
14. 
15. 
16.
Ambassador Planning: Why – Goals – Tactics Worksheet

WHY
Why do you want to be a Plexus Ambassador? Why did you join? What motivates you to build a business with Plexus? Are you just in the business as a personal Plexus user purchasing wholesale? Do you want to build a business and earn extra income? Do you want to drive a "Plexus Lexus" and go to Maui compliments of Plexus one day? It's important to define your WHY so you can set goals and make plans to achieve your WHY. Capture your initial Why below (and yes once you achieve your WHY you may move to something else or you may need to revise your WHY as your life changes)

GOALS & TACTICS
Capture your goals & tactics that will move you toward your WHY. When goals are achieved, add new ones.

<table>
<thead>
<tr>
<th>EXAMPLE GOAL: Get Initial Customers</th>
<th>TACTICS</th>
<th>TARGET COMPLETION DATE</th>
<th>COMPLETED?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tactic 1: Use FRANKS method to identify prospects</td>
<td>First week</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 2: Send introductory email to everyone identified using FRANKS method / Send Facebook PM to all Facebook friends</td>
<td>First week</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 3: Begin Posting on Facebook</td>
<td>Day 1 &amp; every day</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>