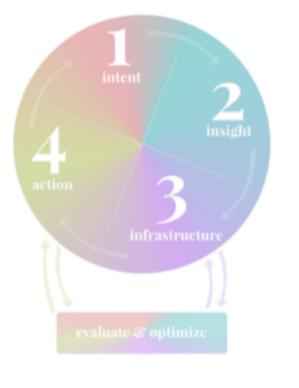
AMP'D OnTrack Wheel

Planning for the Long Term Success of Your Business

The AMP'D OnTrack Wheel was developed as a big picture approach to continuously evaluating what's going on in your world and how you and your business should respond accordingly. While most people want to jump straight to Action in attracting ideal clients and growing their business, your efforts will take you farther faster if you take a little bit of time to define Intent, Insight, and Infrastructure first. A sustainable business that continually attracts ideal clients relies on having a strategy in place to plan and respond as your business- and the world- changes. This framework starts with an intentionally set anchor followed by a thoughtful approach to review and optimize.



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Intent: What are your goals for your business and your role in it?

Insight: What has worked? Who are you trying to reach? What do you know about them? (Age, buying habits, popular social media apps, etc.).

Infrastructure: What will you need in place to reach your goals? What systems do you already have? What team members can you delegate work to?

Action: What are the specific andmeasurable tactics you can organize to accomplish your goals?

Evaluate & Optimize: How will you know what success looks like?

Cycle of Seasons:

After working through the *OnTrack Wheel* initially, you'll likely spend some extended time in *Action*, then cycle through the seasons as things change. You'll also be able to go back and revise *Insight* based on results of *Action*, and even *Intent*, as your goals change. If (*when*) you get stuck, you can always go back to Intent, review, and edit based on that anchor of where you want to go.