

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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- 1 **Intent:** What are your goals for your business and your role in it?
- 2 **Insight:** What has worked? Who are you trying to reach? What do you know about them? (Age, buying habits, popular social media apps, etc.).
- 3 **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?
- 4 **Action:** What are the specific and measurable tactics you can organize to accomplish your goals?
- 5 **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.