

A goal-focused planner designed to help you turn
your dreams into goals with small, daily actions

THE
Possibility
PLANNER

MADE WITH LOVE BY

Jupi Hüller

WHAT IS GOAL-FOCUSED PLANNING?

Let's break it down, shall we?

GOAL

(*noun*): the end toward which effort is directed: AIM

FOCUS

(*noun*): a center of activity, attraction, or attention.
A point of concentration.

This means that goal-focused anything is essentially aiming at a precise target. And, it means that goal-focused planning is aiming at a goal while making it precise by tightening the window of time.

Studies show our brains view time according to either *now* deadlines or *someday* deadlines. *Now* deadlines often fall within a 30-day window. You're more likely to procrastinate when it comes to working on the goals you categorize as later, or *someday*. So, whether you're trying to quit smoking or you want to lose weight, your brain will categorize a goal longer than 90 days out as something you can work on later. And you and I both know that in most cases later means never.

So, the #1 purpose of goal-focused planning is to help you *aim* with laser focus. And if there is one thing I know for sure it's this:

**"WHEN YOU AIM
AT NOTHING,
YOU GET
NOTHING."**

The Possibility Planner was designed to help you aim, inspired by the power of working in 90 day windows.

WHAT IS THE GOAL-FOCUSED PLANNING PROCESS?

1. SET THE VIBE:

A possibility-driven mindset helps you dream. And as you start to dream about all the things you want for yourself, your family, your career, and your health, remember it's never too late, you're never too old, and my friend, you are right on time. I want you to use the space here to dream about "future you." YOU five years from now. I want you to think about how you look, where you work, places you vacation, how much money you make...all of it. AND, I want you to think about how close you can get to these dreams if you start right NOW. And as each new quarter unfolds, continue to play, dream, vision board, write, and doodle as you think about your intention (vibe) for the next 90 days.

2. THRIVE 365:

In our goal-focused planning process, we work in 90-day windows, but it's important to understand the big picture so you can not only keep your eyes on the prize but also know what to focus on over the next quarter. Let's break down how this looks.

Annual Goal Column: In this section, you take the vision you created for yourself in "Set the Vibe" and write out your goals (both personal and professional) for the next year. As you write these goals for yourself, think achievable yet big enough to scare you a little. Also, it is important to be specific here. For example, "I want to increase my savings" is a great idea and pretty difficult to break down into small goals. If you say more specifically, "I want to save \$10,000 this year," then you know that to meet that goal, you will need to plan to save \$2,500 in the next 90 days. Again, this is where you think, "What does the future me look like?" while using this planner to make sure that intention becomes a reality with small, daily actions.

The Next 90 Days Column: This is where you'll take the goals you wrote in your Annual column and decide what you want/need to focus on first. Here is how I suggest you do that: Ask yourself honestly, what (out of the goals you set for the year) would help you create the most momentum the quickest? I like to think about this as a boulder. If you threw pebbles into a lake you would see the water move. Movement is good. BUT, if instead of pebbles, you threw a boulder into the lake—you would make a big splash. THAT! That is what you want. To pick the actions that will make big waves and pour rocket fuel on your fire. Now, make a commitment to take action on this and a few others this quarter. Set goals for the next 90 days both personally and professionally.

4. THE NEXT 90:

This is a space for you to journal and lean into what's possible when you open new doors. How do you want to feel? What do you want to let go of? What do you want more of? Getting your head in the game and focused on what's possible when you are brave enough to bet on yourself is a powerful shift to make.

5. WHAT COULD GO RIGHT:

Mindset is everything. We believe words are wands, especially the words we speak about ourselves. It's a knee-jerk reaction to worry about all the stuff that could go wrong yet it's way more empowering to focus on what could go right. This mental shift will keep you focused on what you're chasing when you experience the anxiety of unavoidable turbulence in life.

6. MONTH ZOOMED OUT:

Now, we fire up science and make sure the odds are in our favor by taking a couple of those 90-day goals and committing to advancing them in the first month. Use the column on the left to jot down your goals for the month so you can keep track, and then use the big calendar for things like your social media planning, meal planning, workout planning, etc. Get creative here, there are no wrong ways to use this calendar.

7. WEEK-AT-A-GLANCE:

Next, you'll use your week-at-a-glance to schedule *your* priorities while making sure your goals are a part of it. Personally, the first thing I do is write down all my work appointments, then I schedule my workouts for the week, then I take a look at my goals and schedule time to work on them. You'll also want to make sure you have things peppered into your week that bring you joy like date nights, brunch, self-care, time with friends/family, and good old-fashioned rest.

*You'll notice this planner is ALL ABOUT blending your personal life **with** your professional life because that is what vibing and thriving is all about. There is no such thing as work/life balance, there is just balance.*

8. DAILY PAGES, IN FOCUS:

THIS IS WHERE THE MAGIC HAPPENS! This is you getting laser focused on who you want to be each day by scheduling YOUR priorities. It's on these pages you lean into what's possible by making sure your mental health is taken just as seriously as your to-do list. The daily pages are made up of a few game-changing components that have become high-performance habits I can't live without. Let's break them down so you are familiar with the lingo:

Vibe Checks: This is you managing your energy. Remember, you can't be exhausted *and* brave. Plus, nothing works unless YOU do. So, this is you checking in with your mental wellness morning and night.

Fear Experiments®: One of the things I teach in my work on fear is that in order to get braver you must get OUT of your *comfort zone*, and the way we do that in the #fearboss community is by conducting daily fear experiments. Small and big things that push you outside your *comfort zone*.

"I Am" Power Statements: These are 4 statements that you write each morning to set the vibe and your mindset. Remember, words are wands. This is you speaking to yourself each morning declaring who you are, who you want to be, and where you want to go!

9. THE 90 DAY VIBE CHECK:

This is where you celebrate and reflect! You just made a big change and accomplished so much over the last 90 days so these pages are filled with thought-provoking questions that will empower you to crush the next 90 days. Listen, you do so many brave things every single day to keep your life moving forward, have you stopped to smell the roses lately? These pages are filled with inspiring prompts to help you celebrate yourself and all your achievements.

HOW TO USE THIS PLANNER

THERE ARE NO RULES here and everyone tends to use their planners differently yet the #1 requirement for this to work is for YOU to work. For you to make this commitment to yourself: Promise yourself you'll use this planner every morning and every night for at least 90 days, no matter what.

If you make that promise to yourself, I know without a doubt that you will dramatically improve the quality of your life and how you show up in the world. Every. Single. Day.

**"A GOAL WITHOUT
A PLAN
IS JUST A WISH."**

EXAMPLE PAGES

July

(JANUARY)

MONTH ZOOMED OUT

MY MONTHLY GOALS

Choose 3 goals from your 90-day goal list.

1

Write Outline for new keynote

2

Finish website edits

3

Launch new store

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7	8	9	10	11
Chicago						
12	13	14	15	16	17	18
19	20	21	22	23	24	25
			St. Louis Trip			
26	27	28	29	30	31	

JUDYHOLLER.COM

✓ = 30 day meditation challenge

MONTH ZOOMED OUT

[illegible]

WEEK AT A GLANCE

EXAMPLE PAGES

July 5

2020

Vibe Check

MORNING

1. I am health

2. I am allowed to say no

3. I am right on time

4. I am worthy

I am grateful for:

1. my health

2. the sun is shining

3. coffee

EVENING

1. I got out of my comfort zone today

☒ YES ☐ NO

If yes, the four I learned I conducted was...
emailed biz contact and asked for an intro

2. Today, I was the most proud of myself when ...
Stopped to meditate!!

DAY IN FOCUS

6 AMWake up and morning routine

7 AM

8 AMDraft social media for the week

9 AM

10 AM

11 AMworkout

11:45 got ready for day

12:00PM

lunch

1 PM

2 PMwrite podcast

3 PM

4 PMTeam call

5 PMEmail-zero inbox

6 PMFamily time

7 PM

8 PM

9 PM

JUDINOLLER.COM

DAILY PAGES

90 DAY

Vibe Check

This quarter I gained momentum on

My #1 goal of outlining and creating slides for my new keynote.

1 One thing I'm most proud of accomplishing over the last 90 days is:
Meditating for 30 days. It wasn't hard-5 mins but I could feel the difference

2 What got in my way last quarter:
Social media
Too much time scrolling

3 Because I opened new hours this quarter I will treat myself to:
A 90-minute massage

4 What I am most excited about going into the next 90 days:
Solo Vaca in September to reset and recharge

5 If I had to pick one word to sum up how I feel after opening new hours the last 90 days it would be:
PROUD!

JUDITHOLLER.COM

90 DAY VIBE CHECK

The logo for Thrive 365 features the word "Thrive" in a large, stylized, pink script font. Below it, the number "365" is written in a bold, black, sans-serif font.

ANNUAL GOALS

[illegible][illegible]

THE *Next* 90

Let's get our mind focused on what's possible, shall we?

- 1** Take a moment and write how you would like to FEEL over the next 90 days as you begin to transform.

- 2** I will commit to doing MORE of this over the next three months because it gives me energy.

- 3** If I want to achieve my dreams, what can I learn this quarter to help me make progress?

- 4** 90 days from now, if I could make progress on one goal, it would be ...

- 5** What excuses do I typically tell myself that get in my way?

- 6** What are the self-limiting beliefs that could hold me back?

- 7** What new door am I going to open that will help me level up in the next 90 days?

WHAT COULD GO *Right?*

Instead of worrying about what could go wrong, let's do what fear doesn't expect and focus on what is possible when you are brave enough to open new doors. Use this page to brain dump everything that could go right when you achieve your goals this quarter.

MONTH ZOOMED OUT

(Month)

MY MONTHLY GOALS

Choose 3 goals from your 90-day goal list.

1

2

3

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WEEK AT A GLANCE

THIS
WEEK'S
PRIORITIES

(from monthly goals)

1

2

3

4

	MON	TUES	WED	THUR	FRI	SAT	SUN
MORNING							
AFTERNOON							
NIGHT							

DAY IN FOCUS

(Day)

Vibe Check

MORNING

"I AM" power statements

1. _____
2. _____
3. _____
4. _____

I am grateful for:

1. _____
2. _____
3. _____

EVENING

1. I got out of my comfort zone today

☐ YES ☐ NO

If yes, the fear experiment I conducted was...

2. Today, I was the most proud of myself when...

6 AM

7 AM

8 AM

9 AM

10 AM

11 AM

NOON

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM

7 PM

8 PM

9 PM

-
- What got in my way last quarter:
-
-
- Because I opened new doors this quarter I will treat myself to:
-
-
- What I am most excited about going into the next 90 days:
-
-
-
- If I had to pick one word to sum up how I feel after opening new doors the last 90 days it would be:
-
-

COPYRIGHT© 2022 JUDI HOLLER
HOLLA! WORLDWIDE, LLC
ALL CONTENT IS ORIGINAL WORK BY JUDI HOLLER

FEAR IS MY HOMEBOY®, *FEAR EXPERIMENTS®*, AND *THE HAUS OF &®*
ARE REGISTERED TRADEMARKS OF HOLLA WORLDWIDE, LLC.
ALL RIGHTS RESERVED.

NO PART OF THIS PLANNER MAY BE REPRODUCED, SCANNED, OR DISTRIBUTED
IN ANY PRINTED OR ELECTRONIC FORM WITHOUT PERMISSION

INTERIOR AND GRAPHIC DESIGN BY MONOCHROME DESIGN HOUSE
PUBLISHED BY HOLLA! PUBLISHING

FOR MORE INFORMATION VISIT WWW.JUDIHOLLER.COM