
A free guide from Mark Hancock

The Solopreneur Profit Planner

Your 6-month focus tool

Focus beats ambition every time.

• • •

Mark Hancock

Author · Coach · Speaker

markhancock.com.au

A free guide from Mark Hancock

The Solopreneur Profit Planner

Your 6-month focus tool

Focus beats ambition every time.

• • •

Mark Hancock

Author · Coach · Speaker

markhancock.com.au

Why this planner is different

Most planners promise the world and deliver 80 pages of overwhelm. You fill in the first week with enthusiasm. By February it's at the bottom of a drawer.

I've been there. Thirty years of corporate leadership taught me that the people who actually hit their goals weren't the ones with the prettiest systems — they were the ones who stayed focused on a few things that genuinely mattered.

This planner is built around that idea. Twelve pages. Single-page layouts. No fluff. Just the questions you actually need to answer to keep moving in a direction that matters.

How to use it

Start with the 6-month snapshot on the next page. Three boxes, ten minutes. Don't try to fill in everything in one sitting — that's how planners die.

Then work one monthly page at a time. Set your profit target. Pick three priorities. Check in once a week. Write down what you learned.

Every quarter, take twenty minutes with the review page. Be honest with yourself. Keep what's working, drop what isn't.

That's the whole system.

— *Mark*

6-month snapshot

Three questions. Ten minutes. The foundation for everything that follows.

My 6-month profit goal

The one thing that has to go right

What I'll stop doing

Month

Profit target

\$

Three priorities this month

1

2

3

Weekly check-in

Week	Wins	Blockers
1		
2		
3		
4		

Lesson learned this month

Month

Profit target

\$

Three priorities this month

1

2

3

Weekly check-in

Week	Wins	Blockers
1		
2		
3		
4		

Lesson learned this month

Month

Profit target

\$

Three priorities this month

1

2

3

Weekly check-in

Week	Wins	Blockers
1		
2		
3		
4		

Lesson learned this month

Quarterly review — Q1

Twenty minutes. Be honest. Four boxes.

What worked

What didn't

What I'll double down on

What I'll drop

Month

Profit target

\$

Three priorities this month

1

2

3

Weekly check-in

Week	Wins	Blockers
1		
2		
3		
4		

Lesson learned this month

Month

Profit target

\$

Three priorities this month

1

2

3

Weekly check-in

Week	Wins	Blockers
1		
2		
3		
4		

Lesson learned this month

Month

Profit target

\$

Three priorities this month

1

2

3

Weekly check-in

Week	Wins	Blockers
1		
2		
3		
4		

Lesson learned this month

Quarterly review — Q2

Twenty minutes. Be honest. Four boxes.

What worked

What didn't

What I'll double down on

What I'll drop

If this helped, here's what's next

If you've made it this far — actually filled in the boxes, done the reviews, sat with the hard questions — you already know more about your business than most people who've read ten books on the subject.

The next step depends on where you're headed.

Hundred A Day

A digital income academy for solopreneurs building revenue streams that work from anywhere.

The Someday Shift

Coaching for couples in their mid-50s who want to go nomadic but don't know where to start.

If you just want to follow along — the writing, the lessons from the road, the occasional honest take on building a business while moving every few weeks — markhancock.com.au is home base.

Either way, I'm glad you grabbed the planner. Use it, share it, and let me know how you go.

— Mark

P.S. If this resource was useful, the kindest thing you can do is send it to one other person who'd benefit. The planner is free and always will be.