

Ambition Starts Here—

A Culturally-Inclusive, Productivity-Boosting Daily Planner Designed for Setting and Achieving Goals.

2021

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Louisville, KY, USA—S. Deon Stokes, the unapologetically ambitious founder of [The Ambition Planner®](#), is disrupting the daily planner market with culturally inclusive, goal-crushing planners and organizational tools unmatched by any other 90-day planner available.

Stokes' mission to create The Ambition Planner® came from a place of need. After searching for a daily planner for her personal use, Stokes came up empty-handed. She sought a culturally-inclusive daily planner to help organize her personal and business goals while allowing for space to keep herself spiritually-grounded. Instead of settling, Stokes took pen to paper and began drafting the layout for The Ambition Planner®, becoming one of the few black-owned planner brands in the market.



Hardcover, softcover, digital, printable—The Ambition Planner's [collection](#) has rapidly grown to offer a range of planning tools, making the signature planner system accessible and convenient for every type of woman. The 90-day planner system is more than just a calendar—it features a [Daily S.M.A.R.T. Goal-Setter](#), a culturally-inclusive holiday calendar,



Weekly Goal Check-Ins, a Monthly [Financial Planner](#), a [Vocabulary Builder](#), inspirational quotes, affirmations and more. S.M.A.R.T. is an acronym for Specific, Measurable, Attainable, Relevant, and Timely, and the planners utilize this proven system to bring [intention](#) and accountability to goal-setting. This system paired with an undated, 90-day format creates a powerful resource for achieving goals. The undated format allows for goal-setting to begin at any time without letting a single page go unused.

“You can make or break a habit in 21 days, and in [90 days you can change your life](#),” says Stokes, “and this planner is designed to help you do exactly that.” It is The Ambition Planner's mission to empower women and guide them through organizing their days,

weeks, and months with a planner that boosts productivity, values inclusivity, deepens spirituality, and helps women identify and achieve their most ambitious goals.

The daily planner has won the approval of driven professionals, entrepreneurs, life coaches, therapists, changemakers, faith-focused women and more. The Ambition Planner's powerful inclusive format is strikingly unique in the daily planner market, providing key productivity tools to be customized to the user's needs. The Ambition Planner® continues to release new products and printables to enhance their planner system, offering a [comprehensive collection](#) to support anyone looking to add some valuable organization to their life.



In addition to daily planners and printables, The Ambition Planner® has also launched a [90-Day Daily Devotional, *Ambitious Faith*](#), written by Stokes' mother, international speaker and teacher D. Reneé Mobley. Stokes partnered with her mother to create *Ambitious Faith* to inspire ambitious women to begin each day with intention and spirituality. The 90-day format perfectly pairs with the 90-day planners, offering a deepened focus on spirituality as a key element to setting and achieving goals.

More details about The Ambition Planner® and its signature 90-day planners, Daily Devotional, Printables, and Planner Bundles are available at theambitionplanner.com and [Etsy.com/shop/theambitionplanner](https://etsy.com/shop/theambitionplanner). *Ambitious Faith* can also be found at [Amazon.com](https://amazon.com).

The Ambition Planner®, founded by S. Deon Stokes, is on a mission to empower women and guide them to success with a planner that boosts productivity, values inclusivity, deepens spirituality, and helps women identify and achieve their most ambitious goals. The Ambition Planner® offers a collection of physical and digital planners, printables and productivity tools, all designed to support setting and achieving ambitious goals. Visit theambitionplanner.com for more information.

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