



7 STEPS TO QUICKLY & EFFECTIVELY
ACHIEVE YOUR GOALS

Workbook



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Vision

What is your vision for the future?

If you could wave a magic wand and have your business be any way you wanted it to be a year from now, what would it look like?

What parts of your business do you love and want to do more of?

What parts of your business do you want to do less of?



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Motivation

Why do you want to create this vision?

Make a list of ALL the ways you would personally benefit from achieving your goals and creating this vision. What would you do with the money you make? What would you do with the extra time you have? How would achieving this vision make you feel?



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Mindset

What negative messages are holding you back?

Write down your fears and the negative messages that are holding you back. Is this actually true OR what else could be true?

Change your actions OR your expectations.



Negative Message:

What else could be true?

Positive Action Steps:

USP

What is your Unique Selling Position?

What is your Unique Selling Proposition?

What is your Unique Selling Points?

What needs & wants can you fulfill for your ideal bride?

What problems do you solve?



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Ideal Customer

Who is your ideal bride?



Age

Location

Average Income

Interests & Hobbies

Where do they hang out?

Where do they get their information?

Where do they shop?

What are their goals?

What is their preferred form of communication?

What phrases and language do they use?

What are three adjectives to describe them?

Your Marketing Message

Based on your ideal customer and how you can solve their problems, begin to brainstorm ideas of how you can communicate this. Focus on touching their emotions as well as the benefits of using your product/service,



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Business Systems

Write down every area of your business and identify whether or not you have a clearly defined system. Make a list of the areas in which you need to create OR refine your business systems.



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Additional Skills & Knowledge

Write down all of additional skills and/or knowledge you will need to effectively achieve your goals.

What steps can you take to attain these skills and knowledge?



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Master To Do List



Write down EVERYTHING that you need to or want to do in your business to achieve your goals

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Project To Do

PROJECT NAME

Estimated Project Completion:

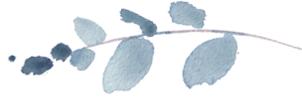
Estimated Budget:

Steps to Complete:

	Hire-Delegate-DIY	Estimated Completion
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		

TO DO LIST

List every numbered item on every project list organized by completion date



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Marketing Goals Yearly

January

February

March

April

May

June

July

August

September

October

November

December



Marketing Goals Monthly

Month of

A large, blank, cream-colored rectangular area with horizontal dotted lines, intended for writing marketing goals.



Marketing Goals Weekly

Week of

Monday

Tuesday

Wednesday

Thursday

Friday



Daily To Do List

Date:

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