

Create the Vision // Explore Your Possibilities

What does success look like for you?

What does success look like for your clients/customers?

Create a SWOT Analysis

Strengths

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Weaknesses

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Opportunities

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Threats

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Now, Set Your Goals

Your goals should address a listed item from your SWOT analysis, align with your vision, and follow the SMART guidelines

Specific. Measurable. Actionable. Realistic. Relevant. Time-bound.

List at least one primary goal TODAY:

1. _____

2. _____

3. _____

Align Your Marketing Efforts with Your Goals

Write down your current marketing tools (website, emails, ads, social media). Then, write down how it meets your marketing goals.

Tool	It is helping me reach my marketing goals by...
_____	_____
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