



reach your goals

Goals = Core of the 30in30
Mighty Marketing Challenge



what is a goal?

Ambition

Intention

Target

Destination

Mission

Purpose

why set goals



Goals give direction.
Goals keep us focused
on the road to where
we want to go.



types of goals



Short Term Goals

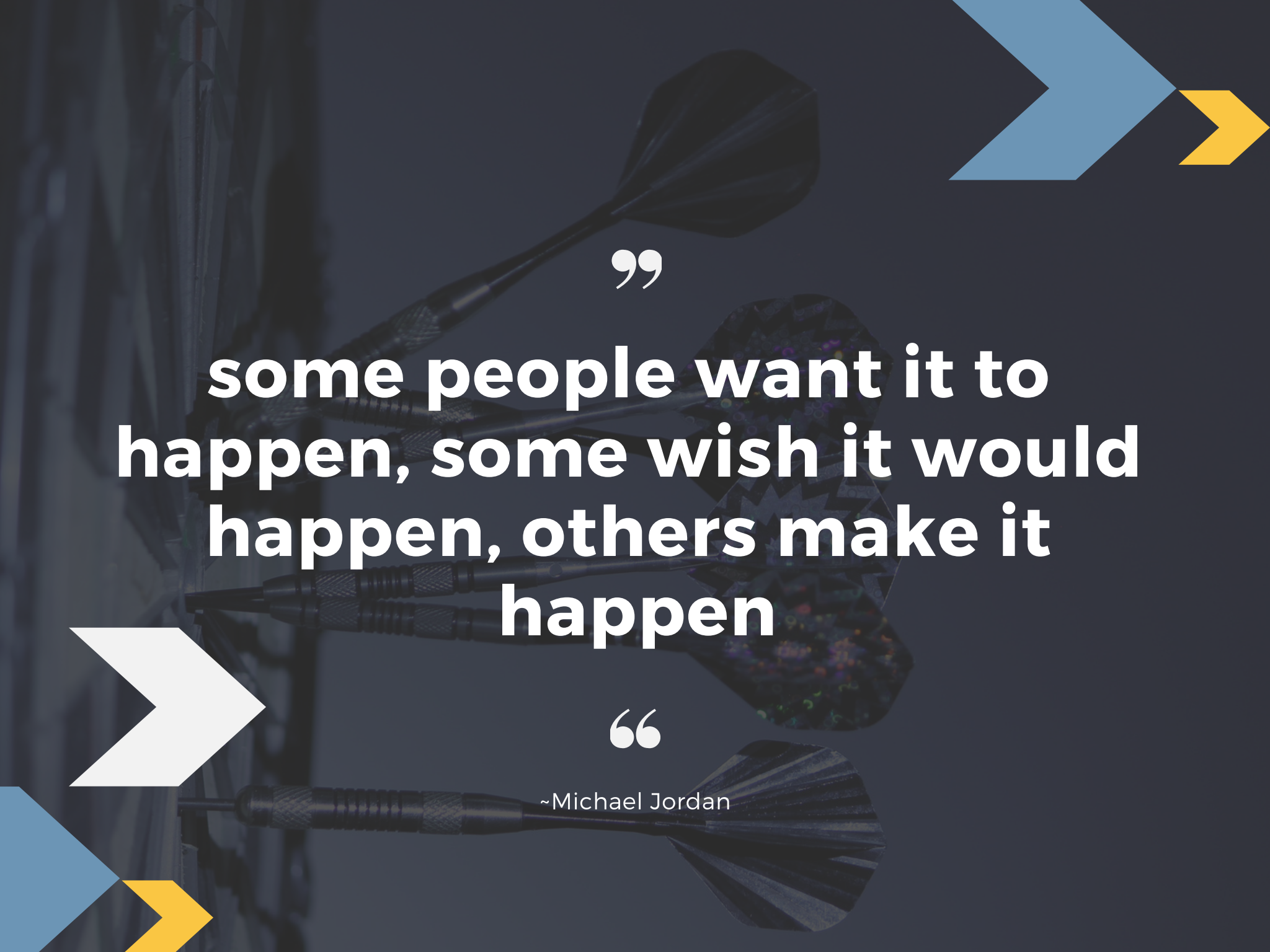
Goals you can achieve in a short period of time.



Long Term Goals

Goals that are more far-reaching because these goals take longer to achieve.



The background features a dark, moody image of several darts with black barrels and colorful flights (blue, red, green) embedded in a dartboard. The dartboard is partially visible, showing its segmented design. Overlaid on this image are large, stylized geometric shapes: a blue and yellow chevron pointing right in the top right corner, a white chevron pointing right in the bottom left corner, and a blue and yellow chevron pointing right in the bottom left corner.

”

**some people want it to
happen, some wish it would
happen, others make it
happen**

“

~Michael Jordan



unrealistic goals?

Goals give direction, focus, a road map.
But are our goals too big or too small? Are they relevant to the rest of our plans?

WHAT MAKES GOALS

unrealistic



UNTIMELY

Sometimes our goals don't align with the timing in our lives.



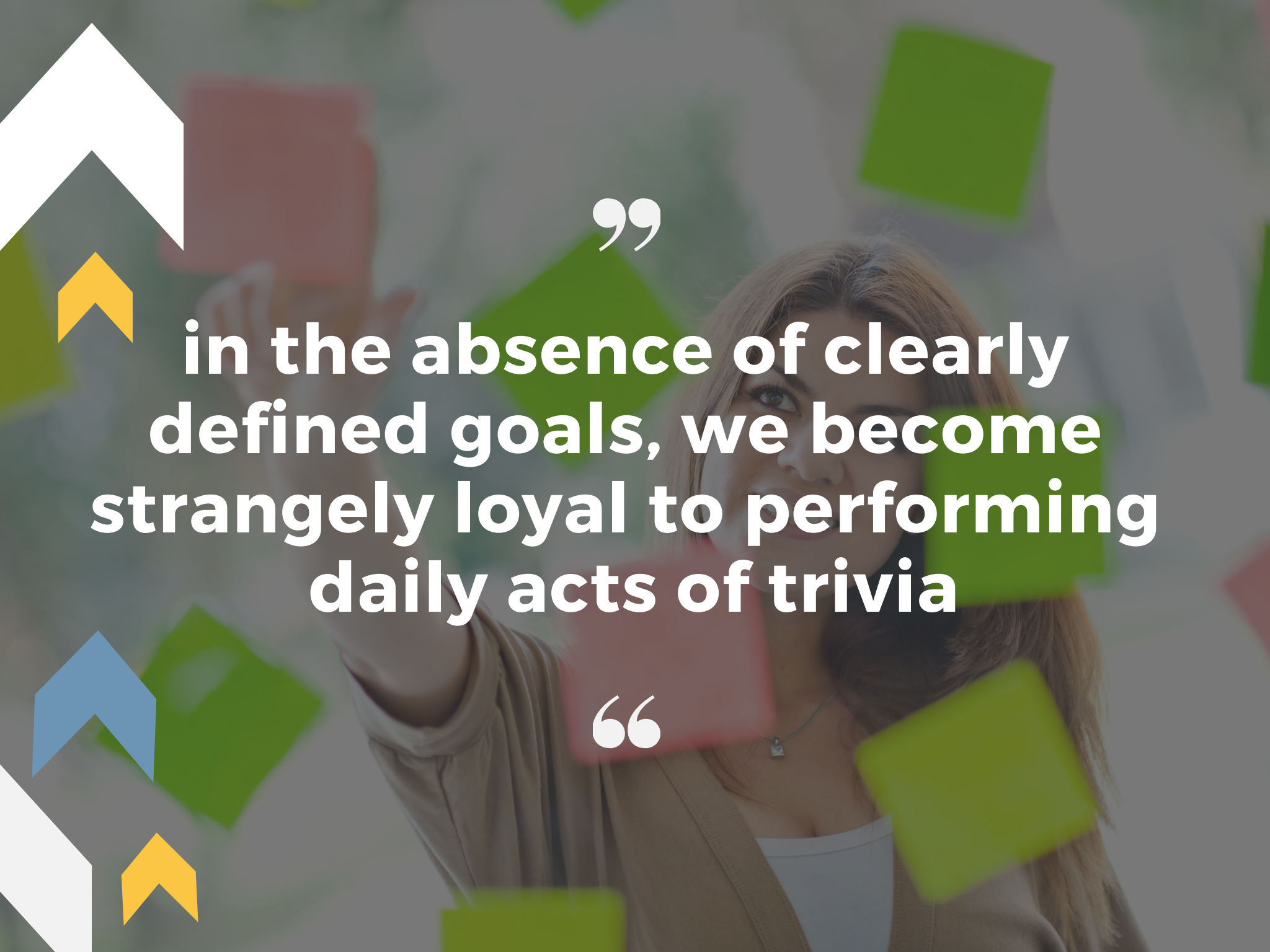
RESOURCES

Maybe we set goals that require too many resources - we don't have time, money, help.



GENERAL

Writing goals that aren't specific means we don't know where to go or if we get there.



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**in the absence of clearly
defined goals, we become
strangely loyal to performing
daily acts of trivia**

“



**set
smart
goals**



S

SPECIFIC

You should know the outcome of your goal

M

MEASURABLE

You should know when you will have reached your goal

A

ACHIEVABLE

You should be able to achieve your goals

R

RELEVANT

Will your goal help you in the long run?

T

TIME-BOUND

Set a time frame for your goals



**What are our
goals for the
next 30 days?**



Your 30in30 Action Plan

- Review marketing techniques
- List your current products/services
- Your most profitable products/services?
- Who is your best, ideal customer
- A business goal for next 90 days, for next 30 days
- Pick 1 marketing/promotion technique to focus on for 30 days
- Write a SMART marketing goal
- 3 ways to track progress
- 5 steps you can take, 30 minutes at a time
- Use the planners, guide, Facebook Group, Friday sessions for keeping on track