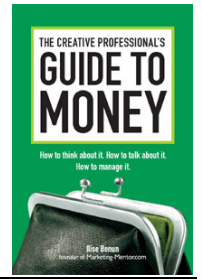


Preview...

The Creative Professional's Guide to Money: How to think about it. How to talk about it. How to manage it.

By Ilise Benun, founder of Marketing-Mentor.com



Set Your Goals Worksheet

Once you decide you are ready to get serious about growing your business, your next step is to look at the “big picture” goals you must face to create that success you want. Each goal you achieve gets you closer.

Think about what you need most for your business right now then fill in the blanks below:

This is one business goal I want to achieve: _____

Example: Get one new client a week

I will complete this goal by this date: _____

This is what I want to accomplish by reaching this goal: _____

What might get in my way before I reach this goal: _____

Break Down Your Goal:

Brainstorm a list of **five action steps that will get you to your goal**. These are the steps you need to take each day. You won't know everything right away, so the steps should be a running list that you keep handy and continue adding new steps to.

Here are 5 general steps that can be used to accomplish any goal:

1. Outline the objectives from beginning to end complete your goal.
2. Estimate the timeframe necessary to reach each milestone.
3. Draft a step-by-step plan to complete the objectives within your timeframe.
4. Determine what help you need to complete each step.
5. Determine a budget for the money needed to reach your goal.

Now write down the 5 steps you think will get you to your goal and list them in order of priority. What needs to be done first? Then what? Then what? What's next? And so on...

1. _____
2. _____
3. _____
4. _____
5. _____

marketing-mentor.com | teaching the art of marketing and self promotion

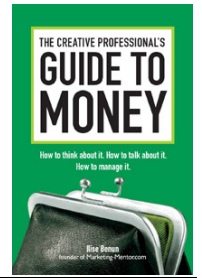
Sign up for a free mentoring session or call (201) 653-0783

Preview...

The Creative Professional's Guide to Money:

How to think about it. How to talk about it. How to manage it.

By Ilise Benun, founder of Marketing-Mentor.com



Your Action Plan:

Now you know what you have to do, so your next step is to turn your list of steps into a to-do list of specific actions. This is your action plan. Use the sample below to help you get started.

This Is My Business Goal: Get one new client a week.

Action	To Do List	Time to Complete
1. Make a list of 10 new prospects	Attend a networking event	1 week
2. Reach out to 2 new prospects a day	Send messages or make calls during same half hour each day to establish consistent daily routine	1 day

Add to your calendar the to-do list tasks, and the complete dates from your list of actions, and start doing them today....