

Developing Your Personalized Marketing Plan



Sometimes, we create lives for ourselves that we don't like. For instance, you might be spending two hours a day blogging. When you first began blogging, you might have loved it, but now you don't want to invest so much time even though you feel like you have to. When you think about your marketing efforts and your goals, keep in mind what these goals will mean for you personally and professionally. If you have a goal to make three sales per day, that's great. But it means that you'll have to make three new products every day, not to mention the time you'll have to take to package and ship that many items. Is that realistic or will that cut into your valuable family time?

Keep in mind the long-term implications for each goal that you set. And also realize that your goals can and probably will change. That's okay. Before you fill out this worksheet, review the answers to yesterday's worksheet. Pay careful attention to how you want to live your life, what your dream work day would look like, and the things that drain your energy.

1. List three short-term goals for your business. {These should be goals that you can reach within the next month. Your goals could range from designing a new banner for your website to selling 10 products.}

2. What would you have to do to reach your short-term goals? {For instance, if you want to increase your sales by 25%, you might have to list more products on your website, send out press releases to bloggers in your niche, and market your products through twitter and Facebook.}

3. List three long-term goals for your business that are attainable within one year.

4. What would you have to do to reach your long-term goals? {Get creative, but be realistic.}

5. Where would you love to see your business in three years? {Would you like to advance it to a full-time career? Would you like to have an assistant? Think big.}

6. What would you have to do to get your business to where you want it to be in three years? {It's okay if you don't have all the answers. If you're unsure of what you need to do, you might include consulting with someone in your niche who's done what you want to do, getting a mentor, and compiling a specific business plan.}

7. What would you sacrifice to reach the goals above? {You may need to spend more time working on your business, save money to have a safety net to make your business full-time, or break out of your comfort zone to reach your goals.}
