



FESYK
MARKETING

Goal Setting Workbook.



Coming up with short-term goals to help you achieve your big goals can be difficult for many. And when it comes to business, it can be intimidating to consider setting goals that have some perceived risk around them.

To help you along, here's a list of prompts that will help you create a framework for setting and achieving your goals. Once you've answered these questions, your next steps are to create your brainstorm list, vision board, or whatever it is that helps you capture your ideas, and then create your list of action items.

What works for me? I take a giant piece of flipchart paper, write down my ideas and then create a to-do list on another big sheet of paper.

My BHAG (Big Hairy Audacious Goal) is to:

5 questions to answer that will inspire you to create your short-term goal list and action plan:

1. What are five things that need to happen before you can achieve your BHAG?

(ie how much money do you need? How many newsletter subscribers do you want to reach? Do you need a website? Do you want to increase awareness in your community or on social media?)

2. What resources do you already have to help you achieve your BHAG?

Take stock in what you have done thus far and see what aligns and can be leveraged to take you to the next step. (ie Are you killing it on Instagram? Do you have a supportive team that sees your vision and is ready to help? Do you have amazing Google reviews?)

3. What resources do you wish you had to help you achieve your BHAG?

Consider what might make a difference in how soon this goal gets accomplished. (ie Do you need more space? Do you need to dedicate more time in your day/week/month? Do you wish you could improve on a skill or grow your team to support your BHAG?)

4. Who are three people who can help me accomplish this goal who don't know what I'm working toward?

The most underutilized resource we have is the people around us. We tend to play small to fit in and in doing so miss opportunities to let others help us.

5. What is holding you back?

It's hard to see our blind spots but consider some of the stories you're telling yourself that prevent you from taking the next step forward. Do you feel unworthy or fearful? In achieving one thing are you giving up another?

You've got this!

P.S. - If you need a little more support, we can help!

Get in touch at hello@fesykmarketing.com

