

A DEFINITIVE GUIDE TO CREATING A MARKETING STRATEGY

GOALS WORKSHEET

Now is the time to think big about what you want to accomplish in the next year. Use customer feedback and last year's performance data to drive you.

Answer these questions with your team to help brainstorm goals and clarify ideas:

How has your **target audience** changed?

In what ways can you **better serve** your target audience?

How many **new clients** do you want to gain?

What are your **revenue goals**?

What **services or products** do you want to expand?

What is most important to **focus** on?

Once you have completed this worksheet, begin using these answers and your Past Performance Worksheet to draft SMART goals for the coming year.

