

PAST PERFORMANCE WORKSHEET

To know how to drive your marketing for the coming year, you need to **evaluate past performance**.

Take time to reflect on the past year, and answer the following questions about your marketing strategy:

What part of your strategy **worked**?

What were your **most significant** accomplishments?

What parts **didn't work**?

What could help **improve** these failed parts?

What does the data say about your **marketing performance**?

