

What is your goal?

Make ensure it is SMART

Specific eg Sell 10 tickets to a workshop

Measurable eg Include a code to track where sales come from and note how many sold

Achievable eg If the room can say seat 20 people then 10 is manageable and a good starting number to half fill the room. Marketing will help achieve this

Realistic eg 10 tickets at an offer price is do able as the workshop is relevant

Timely eg promote the course at least a month before the event in March

Spare a moment here to note down some thoughts for your own key marketing/business objective for 2019.

Specific

Measurable

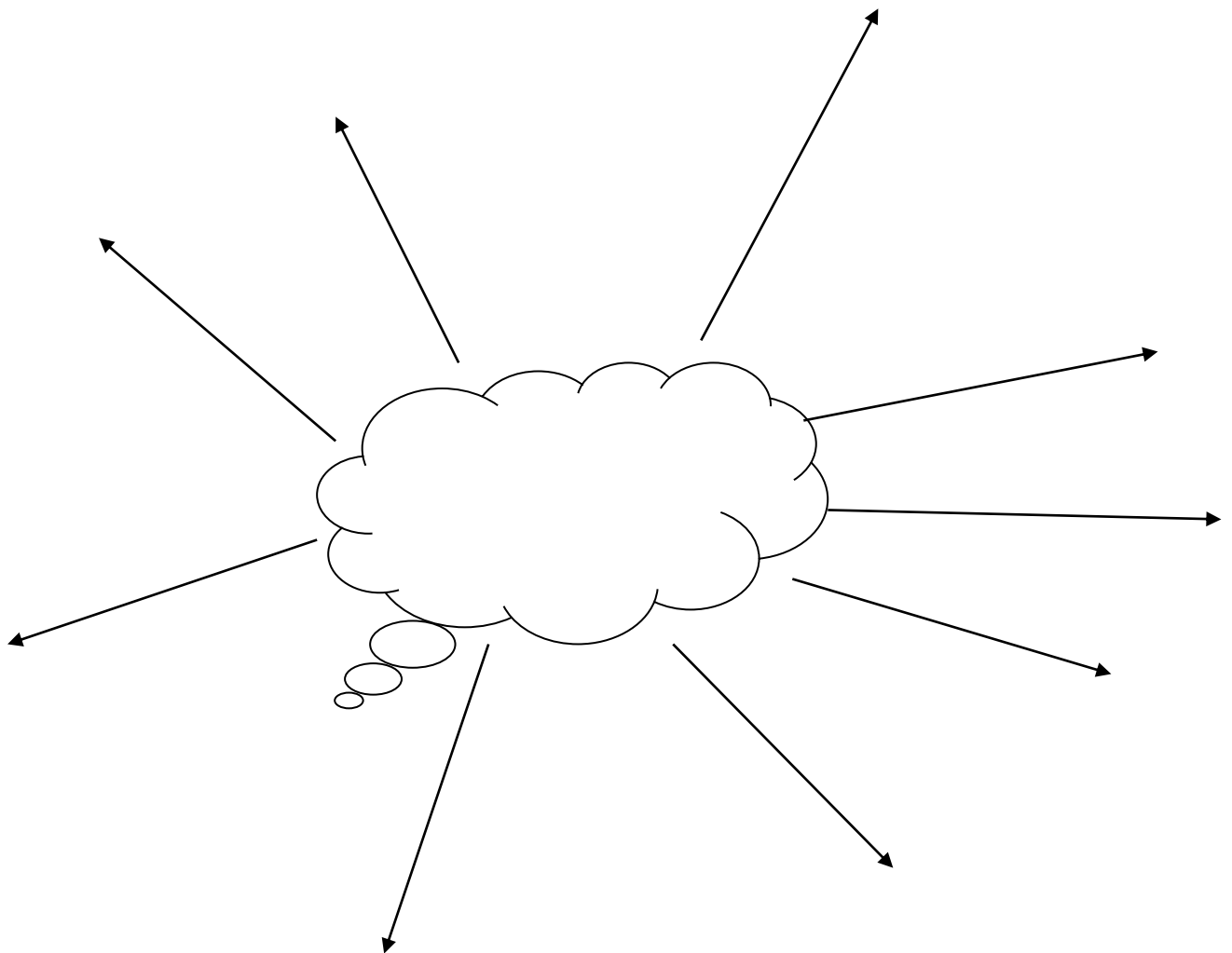
Achievable

Realistic

Timely

Brainstorm and draw yourself a mind map of potential goals or objectives that match your objective. A mind map is like a brain dump of all your thoughts and ideas.

Get everything out of your head and put everything on paper to help you move forward.



Learn the basics of Marketing and get everything you need to create your own Marketing Plan <https://pinpointmarketingconsultancy.co.uk/marketing-packages/7-proven-how-to-steps-to-build-and-grow-your-business/>