

BUSINESS GOALS & PLANS

1. What are the three biggest problems you solve for people with your business?

1 _____
2 _____
3 _____

2. Name your top three business goals/objectives for this year:

1 _____
2 _____
3 _____

3. List some of your competitive advantages over others in your industry:

Let's make sure you're highlighting everything that sets you apart from your competition!

4. List your revenue streams, in order of biggest priority to smallest, for this year:

Even if this is different than last year, it's important to know where you want to bring in the most money, so you can focus marketing efforts appropriately.

5. How do you usually find potential customers? If it's not ideal for you, how would you prefer to?

6. How would you define your ideal client?

Be detailed - you should check your advertising / promotions against this description so the right people are going to be the most intrigued/excited by your marketing.

WEBSITE GOALS & PLANS

1. Which elements on your current website are you really *happy* with?

2. Which elements on your current website are you really *unhappy* with?

3. What do you wish your website could accomplish for your business?

4. What are the top three actions (in order) you'd like people to do when they visit your website?

1 _____
2 _____
3 _____

5. Do you blog or use social media? Do you have a calendar for organizing posts?

6. What changes / updates do you want to make to your website this year?

7. What's your top non-business related goal you'd like to accomplish personally this year?

8. Any other notes that haven't already been covered?

