



# 12 Weeks On Purpose

(Based on the book 12 Week Year by Brian Moran)

| 12 Week Goals (3 Total)                                                                                 |
|---------------------------------------------------------------------------------------------------------|
| For the term ending _____ we will...<br>1.<br>2.<br>3.<br><div style="text-align: center;">Future</div> |
| (for ideas that emerge during <i>this</i> 12 weeks but we must wait to chase                            |

| Website                                             |                  |                 |
|-----------------------------------------------------|------------------|-----------------|
| Tactics = Actions                                   | Completion Color | Notes Or Action |
| Complete Sales and marketing workshop tools         | GREEN            |                 |
| Set mtg with designer for digital media creation    | RED              |                 |
| Write 3-4 CTA to be used on every form of marketing |                  |                 |
| Fill in scorecard every Friday                      |                  |                 |
|                                                     |                  |                 |
|                                                     |                  |                 |
|                                                     |                  |                 |
|                                                     |                  |                 |

| Goal 2            |                  |                 |
|-------------------|------------------|-----------------|
| Tactics = Actions | Completion Color | Notes Or Action |



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| Goal 3            |                  |                 |
|-------------------|------------------|-----------------|
| Tactics = Actions | Completion Color | Notes Or Action |
|                   |                  |                 |
|                   |                  |                 |
|                   |                  |                 |