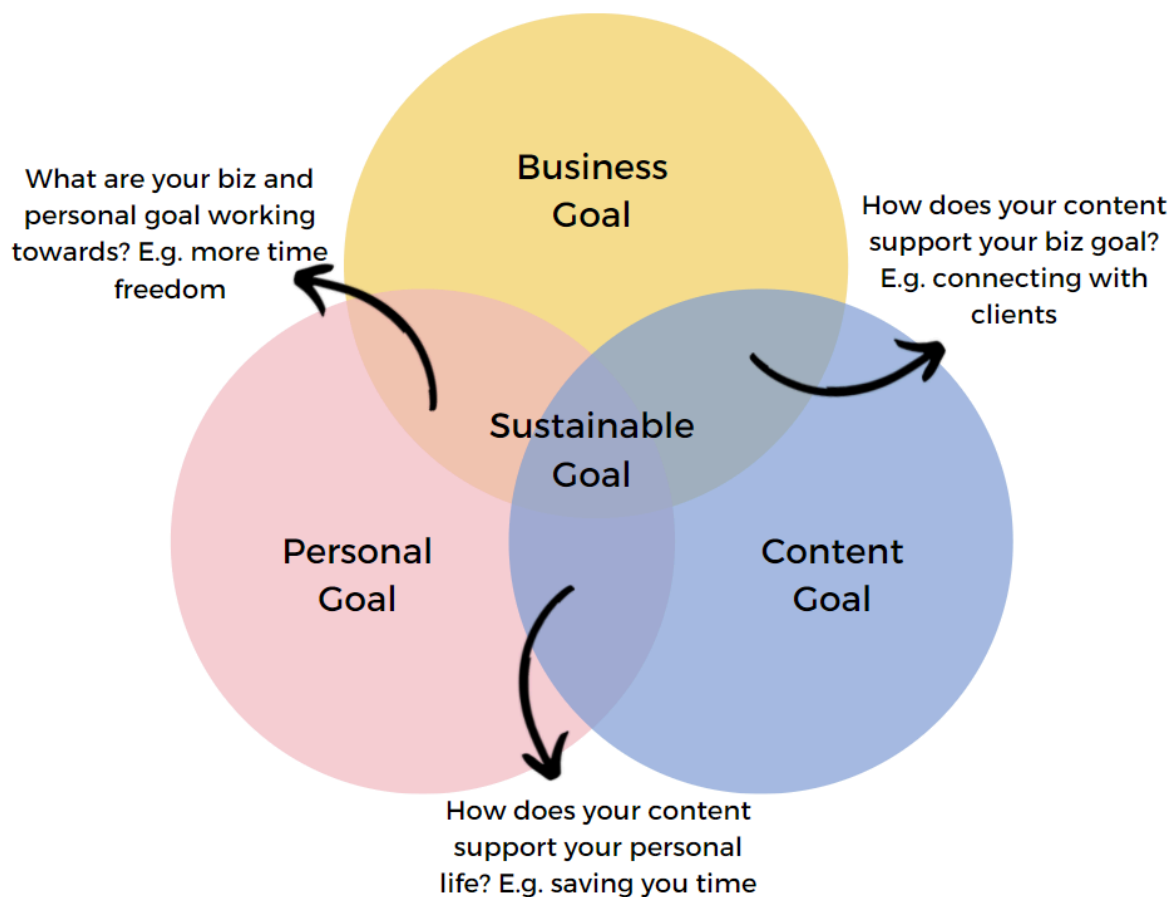


SUSTAINABLE GOAL SETTING

I've put together a little diagram to help you see how these 3 types of goals fit together to form a sustainable goal.



Write down your goals below to help you come up with a common goal! This is invaluable to actioning your content strategy in a way that ensures alignment with your why:

Business Goal(s)	Personal Goal(s)	Content Goal(s)
E.g. get X new clients this quarter	E.g. improve family relationships	E.g. grow a following of potential clients with content

How can I turn this into a sustainable goal?

E.g. My goal is to create and post engaging and educational content to Instagram (grow a following of potential clients with content) 3 times a week (not as much of a time demand as daily to spend more time with family) that positions me as an authority in order to attract my ideal clients (get X new clients this quarter with your unique offering).

Note: Not all goals will fit together as neatly as this example. But if you can incorporate ways to ensure that your goals are positioned in a way that is sustainable you're on the right track.

If your business goal is to create a new product in quarter 1, how can you spend time on it without compromising family time? How can you use content to build hype towards the release of your new product?

SUCCESS CHECKLIST

Now that you've set your goals, break them down into bite-size tasks. How can you make your goal more tangible?

Tip: Set milestones to help you measure your progress towards reaching your goal e.g. by X date I will have the first draft of my new ebook.

Business Goal: _____	Personal Goal: _____	Content Goal: _____
<div><input type="checkbox"/> Step 1</div> <div><input type="checkbox"/> Step 2</div> <div><input type="checkbox"/> Milestone 1</div> <div><input type="checkbox"/> Step 3</div> <div><input type="checkbox"/> Step 4</div> <div><input type="checkbox"/> Milestone 2</div> <div><input type="checkbox"/> Step 5</div> <div><input type="checkbox"/> Goal completed</div>	<div><input type="checkbox"/></div>	<div><input type="checkbox"/></div>