

GOAL &
MARKETING
PLANNER

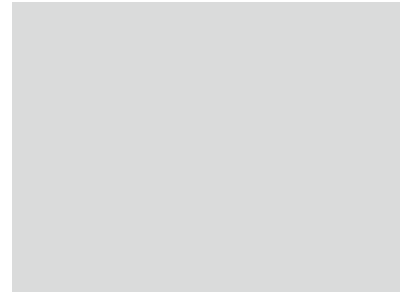
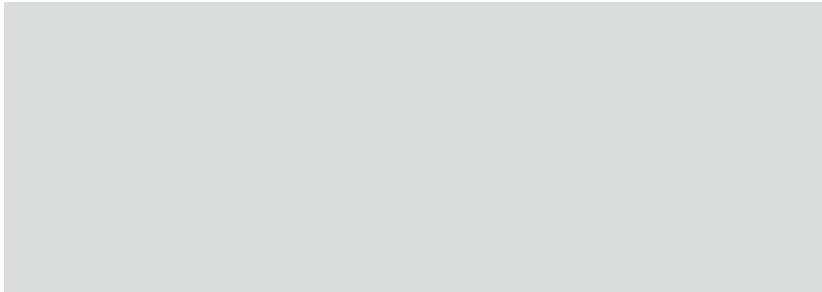


OBOK
CONSULTING

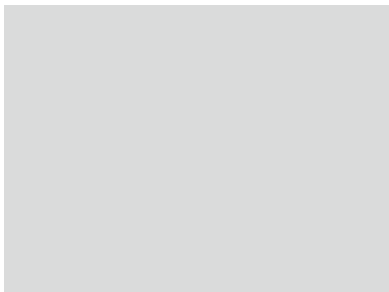
THE IDEAL CLIENT

What problem needs to be solved & why hasn't it be solved?

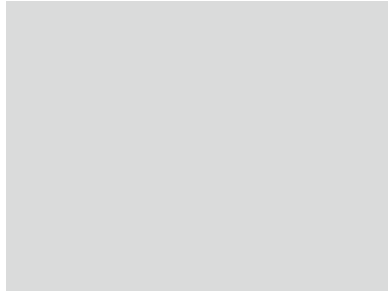
Describe your ideal client:



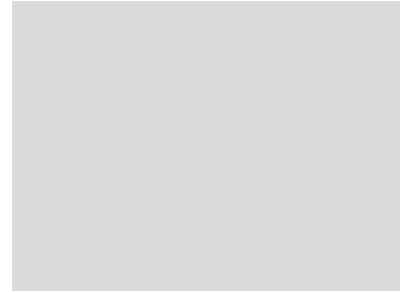
Age



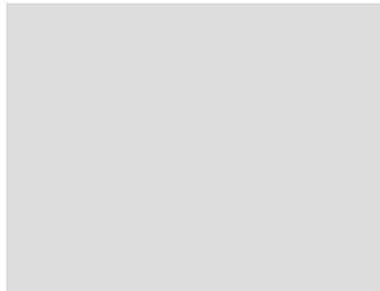
Motivations



Frustrations



Gender



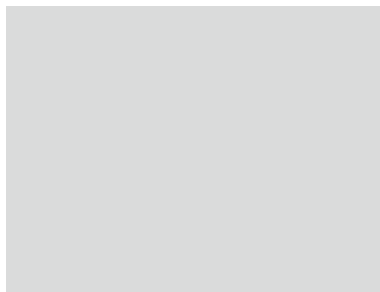
Goals/Dreams



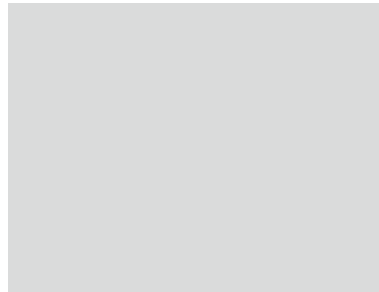
Motivations



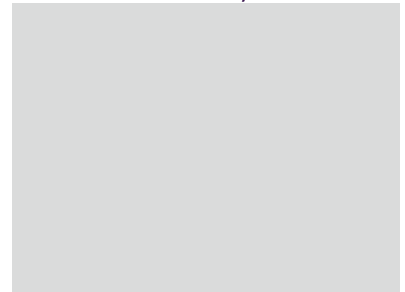
Career/Hobbies



Geographic Details

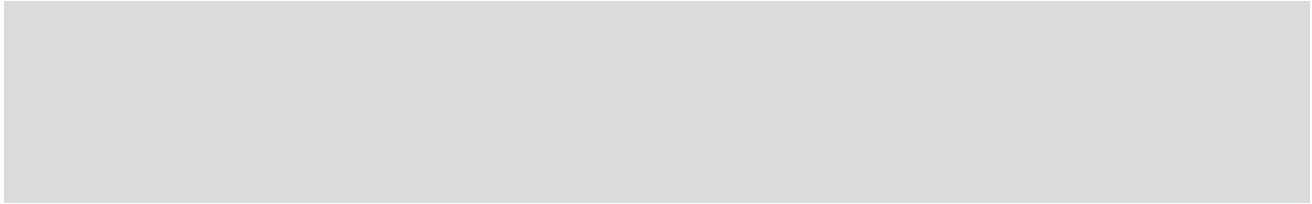


Leaders they follow

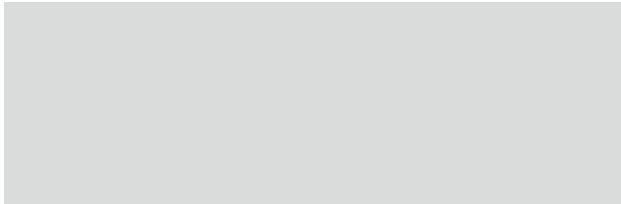


BRANDING

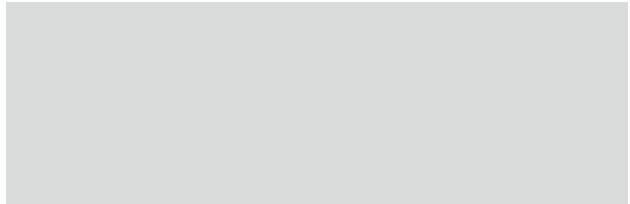
Describe your brand



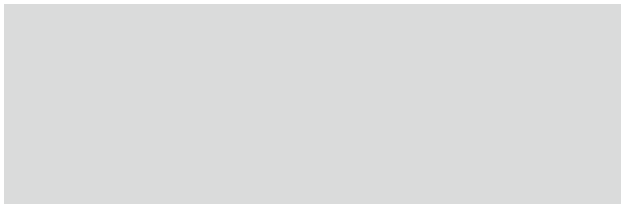
Why does your brand exist?



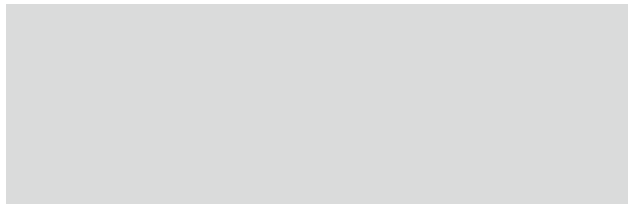
What is your brand mission?



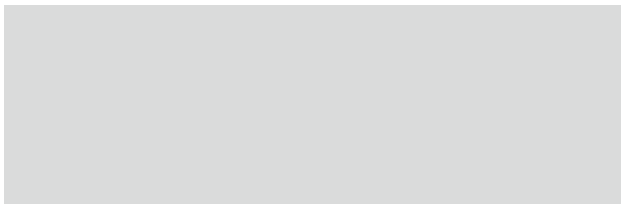
What are your brand values?



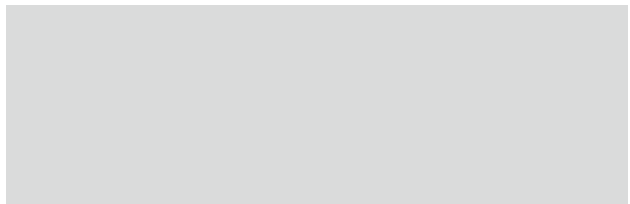
What is your value proposition?



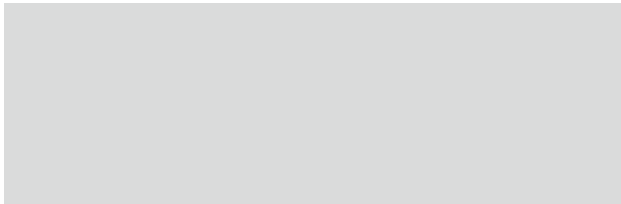
What's your brand's personality?



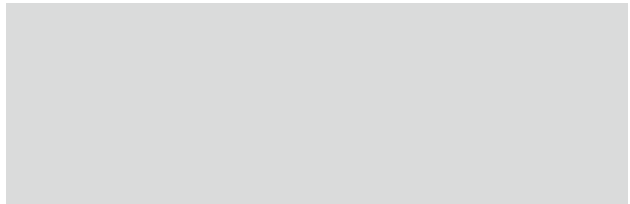
What makes your brand different?



What are your brand's strengths?



What are your brand's weaknesses?



STYLE

What are your brand's hex colors?

#_ _ _ _ _

#_ _ _ _ _

#_ _ _ _ _

#_ _ _ _ _

#_ _ _ _ _

What are your brand's fonts?

Headings

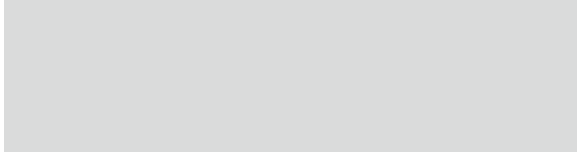
Subheadings

Body

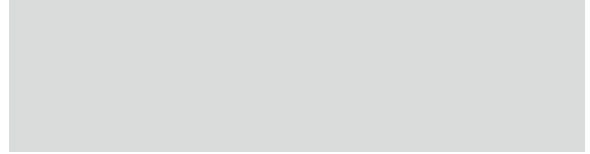
Describe the imagery for your brand

THE VISION

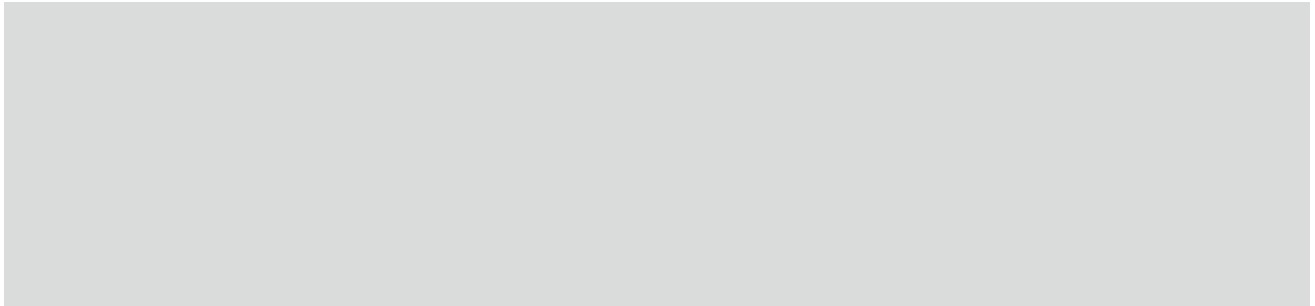
How much money would you like to earn this coming year?




How many hours would you like to work each week?



Where can you create more time leverage in the business? Examples: Creating group programs, outsourcing some of your work, etc.



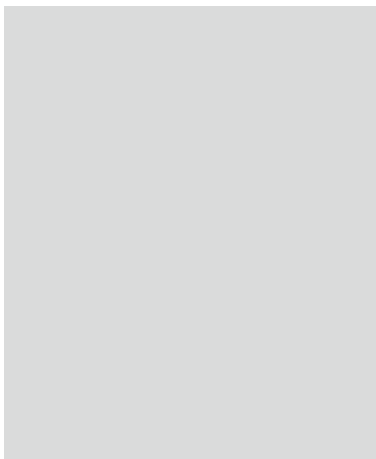
In what areas would you like to expand your business in the coming year? Examples: Serve a higher-level client in your niche, grow your own team, etc.



What products or services do you need to add to achieve your expansion goals?

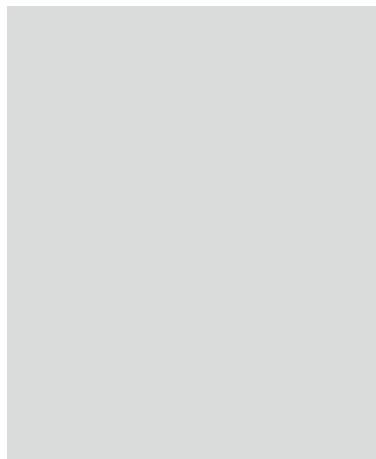
PASSIVE INCOME

Digital courses, digital products, etc.



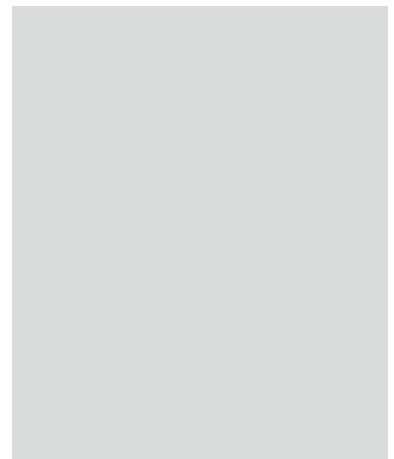
RECURRING REVENUE

Subscription products, retainers, etc.



HIGH-END/VIP PROGRAMS

Intensives, retreats, events, etc.



YOUR YEARLY GOALS

Health

Family

Spiritual

Home

Finances

Business/Career

Fun

Adventure

Skills

Decide your intention or theme for the coming year

YOUR REVENUE GOALS

Total Revenue Goal: \$

Product/Service:	Price	x Number Sold	Annual Revenue
<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
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This should equal or exceed your total revenue goal: \$

YOUR QUARTERLY GOALS

1st Quarter Goal

January

February

March

2nd Quarter Goal

April

May

June

3rd Quarter Goal

July

August

September

4th Quarter Goal

October

November

December