

Where do you want your business to be in the future?

What do you want it to look like?

If you shut your eyes

and release yourself from limitations and obstacles,

what would your business, or perhaps your life, look like?

write this down

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What are goals?

Whenever you create a plan there is always a goal. Something you want to achieve. And writing a business or marketing plan is no different.

Whenever you do something, you need to decide how you are going to do it.

Not all tasks require much recognition of a plan because perhaps the action is taken so often that there is no thought process behind it.

However, when you want to achieve bigger success than making a cuppa tea, or if you want to change direction, plans need to be created.

If you always do what you have always done, you will always get what you have always got.

Goals are the things that we want to do or achieve.

These are the things the plan will help you to achieve.

Without establishing the goals, it is pointless creating a plan.

Do you want

- monetary gain?
- to contribute to society?
- to help someone?
- to provide a service?
- to manufacture a product?
- to grow a brand?

What do you want to do?

Next

To realise your vision, what do you need to do?

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