



Define your  
why



# Start with why

The moment you know what you want to achieve, your content becomes clear, consistent and targeted

- Create awareness
- Create trust
- Build your email list
- Build your network
- Establish yourself as a leader or expert in your field
- Increase revenue and sales
- Document your journey
- Express your opinions
- Find others with similar interests?



Define  
your goals



# SMART GOALS

SPECIFIC

Your goal is clear  
and specific

MEASURABLE

You can track or  
measure your  
progress

ATTAINABLE

The goal is  
challenging but  
still achievable

RELEVANT

Your goal ties  
into your "why"

TIME-BOUND

Your goal has a  
deadline

# Example

## Objective

Increase brand awareness online

Increase leads and sales

## Goal

Increase Facebook group by 10%

Increase engagement per post by 50%

Increase website traffic by 20%

Increase newsletter subscribers by 5%

## Metric

# of new group members

# of page post like, shares and comments

# of new website sessions per month

# of new email subscribers per month



# Homework

Complete the worksheet in your workbook before you continue on to the next lesson.

