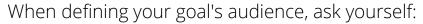


is for ALIGNMENT **ACTION FOCUSED**

Once you've set your goals, the next thing to ask is, whom are these goals targeting (Who's your WHO?) The more specific you can get about your audience, the better your communication will be (and the better the results).



- Is this goal targeting my WHO?
- Is this goal targeting ME?
- Is this goal targeting my TEAM?
- Is there any relevant data or information about this audience from previous projects or market research?



Is your goal aligned with your purpose?

- Does this goal reflect my WHY?
- Will it result in accomplishing my Vision?
- Is this goal aligned with my Mission?



Can you break down your goal into actionable steps?

- Can I accomplish each step within the goal's timeframe?
- Who can support me to get each step done?
- Does each action align with my Mantra?
- Can I actively communicate this goal?





CHANNEL COMMUNICATE CO-CREATE

LET'S GET TACTICAL!

Co-Create





There are many "Channels" for you to communicate the value you have and give to your audience, your WHO.

Not every Channel is for everyone, and frankly, you'd go crazy, and it'd be no FUN if you tried to do everything available to you.

You are probably already doing the things you love to do, which is great, and you'll continue using those Channels.

Let's see if you can try something new, integrate it with what you are doing, co-create, and turn your communications into

Win-Win-Wins!

Here are some COMMUNICATION CHANNELS to consider:

YOUR Own Website

Blogs Social Media Speaking

Articles

Participating in Groups Workshops/Courses

E-mail & Newsletters

Videos

Books

Brochures/Biz Cards Letters/Postcards/Gifts Networking





Goal:	Start Date:	End Date:
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MY CHANNELS

Me:	ssage
Channel #1	Channel #2
Channel #3	Outcomes What worked?
	What didn't work?
	What will I keep?
	What will I get rid of? ☆ ☆ ☆ ☆ ☆