

2023

GOAL PLANNER



FOLIO  
ALBUMS

## HOW TO WRITE A PURPOSEFUL GOAL

When creating goals it's a good idea to reflect on the year before. In this goal planner we start by reflecting on the last year in your business. Please feel free to add to this as much as you wish. Looking at what you achieved and didn't achieve will create the foundations for your goal.

Once you have your goal, it's important to set an ambitious key result or indicator. A key result is usually number driven to give you something calculative. This will help you aim high and challenge yourself. Then you can create goal initiatives to help you achieve your key result. This turns one intimidating goal into manageable chunks.

*Goal: What do you want to achieve?*

*Key Result: How are you going to measure it?*

*Goal Initiatives: How are you going to achieve it?*

To help you along the way we've created an example goal below.

## GOAL EXAMPLE

### Goal

*To sell more albums in 2023*

*Key Result: Increase my album orders by 50% (from 15 to 30)*

### Goal Initiatives

- *Order a sample album to inspire my clients*
- *Incorporate albums into the client conversation from the beginning*
- *Create a social media campaign to showcase my albums*
- *Create a dedicated album page on my website*
- *Do a live video about why I love fine art printing vs high steet printing*

# REFLECT

1. What worked well in 2022?

2. What could have been improved?

3. What did you achieve?

4. Was there anything you had to overcome?

# GOALS

Goal 1

Key Result:

Goal Initiatives

Goal 2

Key Result:

Goal Initiatives

# GOALS

Goal 3

Key Result:

Goal Initiatives

Goal 4

Key Result:

Goal Initiatives

