



Refresh your Business Goals

Every so often we need to refresh our goals when we have lost our way, feel stagnant or the business changes. Use this tool to brake down where and how to refresh to set you back not he right path to success.

Where are you now? Write down 4 things.

Sales figures for the last 6 months compared to previous 6 months.....

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Profit figures over the same period.....

Who has bought your product or service (repeat customers, new customers, families, professionals, men/women etc)

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Where or how do you get most of your sales (from social media to website or Google search to website/booking platform or word of mouth or events etc)

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Here are 3 ways to take you to the next level & refresh your business goals.

- Find out more about the customers you are attracting to give you more insight. Use Google Analytics and social media Insights to find out their age, location, interests, digital usage etc and find more audiences that are the same

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- Understand what content provides the best results. Use social media insights to see which posts worked best or maybe Analytics to see what Blog post drew the biggest crowd. Build on that knowledge

- Are you providing clear, concise and focussed messages about the core attractive qualities to your business?

Finally list 3 things that you can add to what you sell that will provide added value to your customers while providing you with a better profit margin or add delight to turn your customers into advocates of your business. This might be the way you wrap your products and send them out or a free cake on arrival. You might provide a VIP email subscription offering existing customers exclusive content or help.

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- 2.
- 3.

