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## Ways to Be Consistent with Your Marketing and Advertising Strategies as a Small Business Owner

1

**Set 1 to 3 annual sales goals.**

Once you have your sales or revenue goals set for the year, you can plan backward to strategize HOW you will reach them.

2

**Come up with specific monthly marketing strategies to achieve the annual sales goals.** Determine what actions and steps you will take each month to reach them.

3

**Implement the strategies for at least 3 to 6 months** to be consistent, with minor adjustments if needed.

4

**Celebrate successes.**

To boost your confidence and keep yourself from giving up, you have to celebrate your successes throughout the process of achieving your business goals.

5

**Evaluate the strategies quarterly and annually.** Make adjustments and changes as needed only after you have given your strategies a full 3 months' worth of time (at least) to work.