



B U S I N E S S

PLANNER

**IMPROVE SALES &
MARKETING**

GOAL GO-GETTERS



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GOAL GO-GETTERS

If you found this planner,
please be kind and return to:

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Email

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Feel. Do. Have. Approach

THE CONTENT BELOW IS A FEW EXAMPLES FOR BOTH EMPLOYEES AND LEADERSHIP COMBINED
REGARDING GOAL GO-GETTERS PRODUCTS

What challenges am I solving for my customers?

Stagnant or declining revenue growth
Inconsistent lead generation and low conversion rates
Unclear or inefficient sales channels and processes
Difficulty attracting new customers
Struggles with keeping loyal customers long-term
Underdeveloped or ineffective leadership skills
High employee turnover and low retention
Lack of recognition and appreciation in the workplace
Dull, uninspiring work environments
Low engagement and participation in team meetings

Sample

List words that your customers want to feel, do and have to overcome the challenge.

THEY WANT TO FEEL:

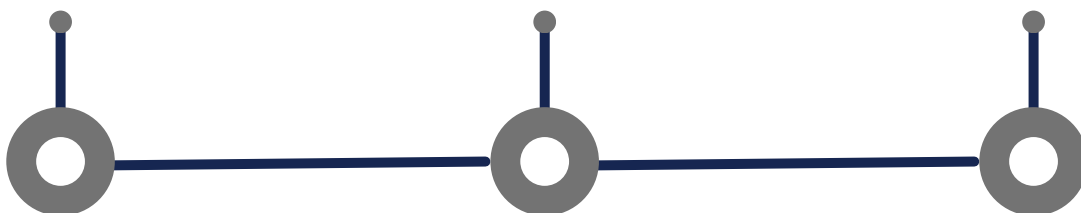
Inspired
Energized
Accomplished
Valued
Appreciated
Confident
Motivated
Seen, heard, supported

THEY WANT TO DO:

Lead with clarity and confidence
Communicate effectively
Recognize and celebrate wins
Engage their team with purpose while also having fun
Build a positive and thriving culture

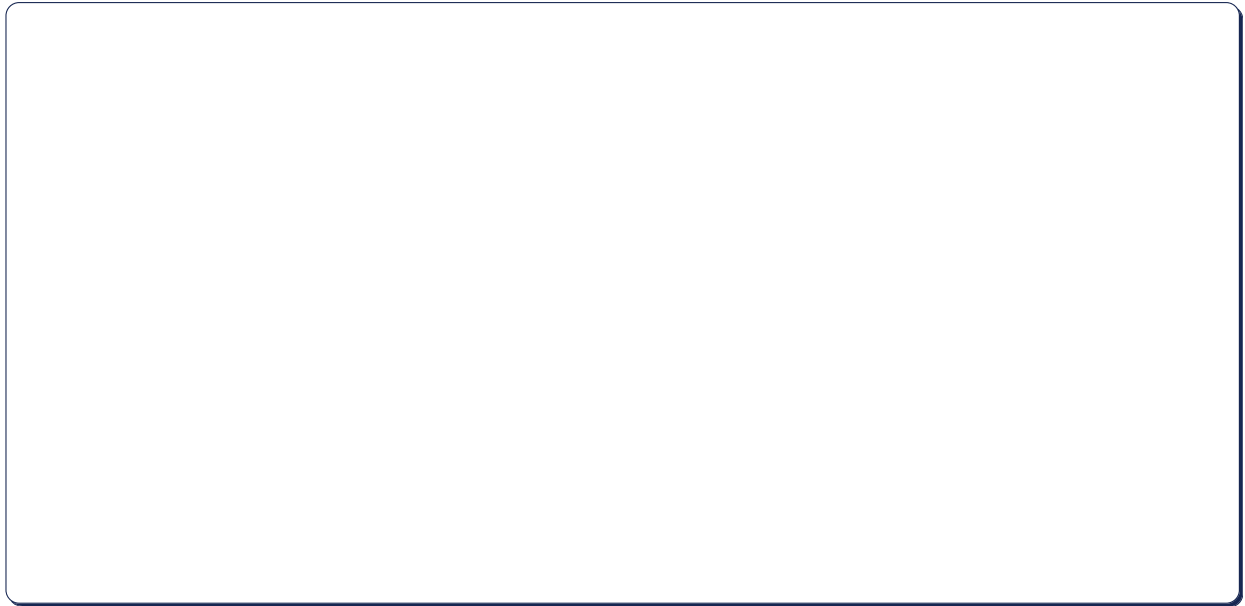
THEY WANT TO HAVE:

Increased revenue
Consistent lead flow
Loyal, happy customers
A high-performing team
A fun, connected workplace
Clear goals and actionable strategies



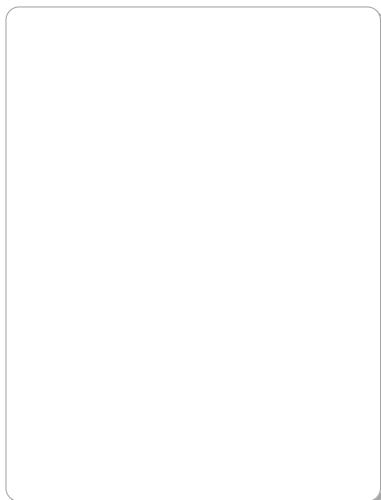
Feel. Do. Have. Approach

What challenges am I solving for my customers?

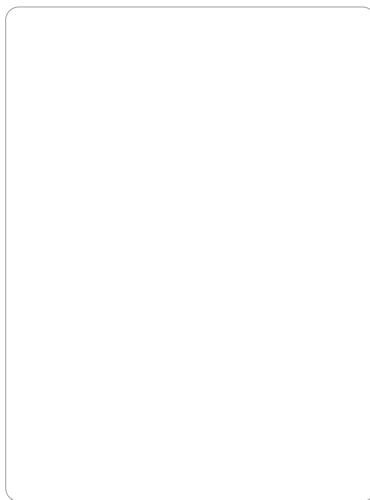


List words that your customers want to feel, do or have to overcome the challenge.

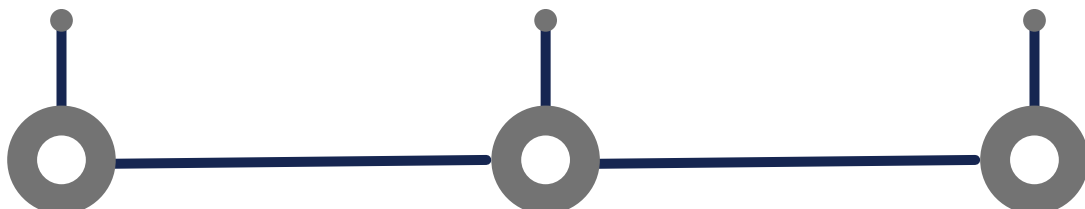
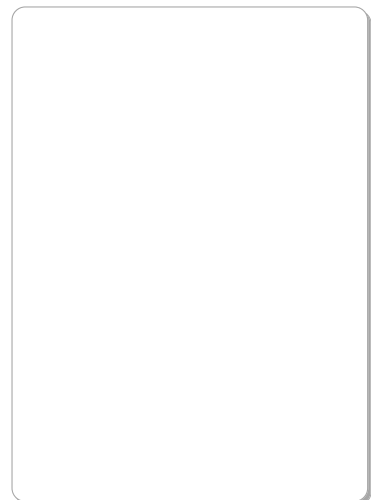
THEY WANT TO FEEL:

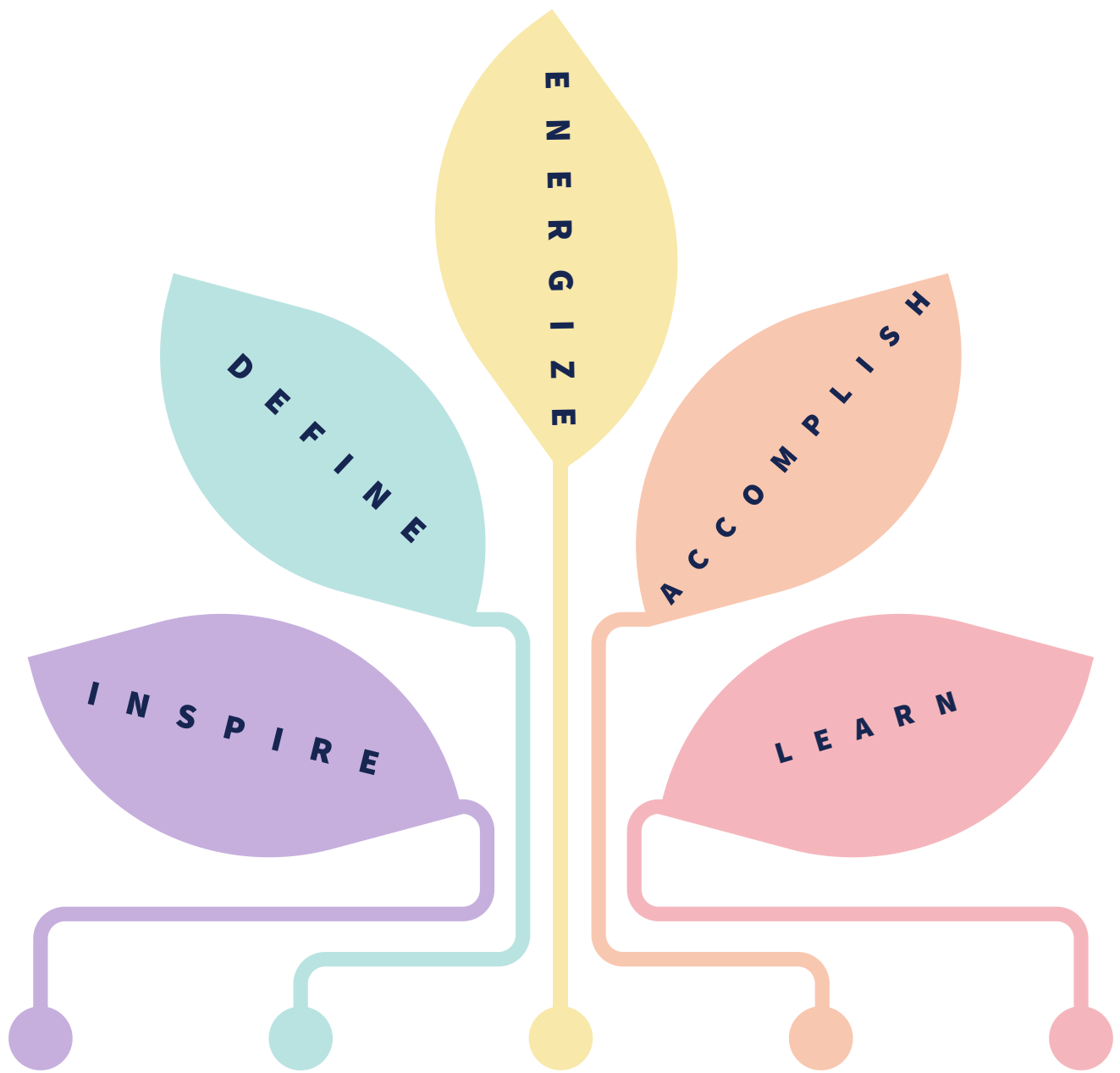


THEY WANT TO DO:



THEY WANT TO HAVE:





Review the preset goal and adjust if necessary to best suit your company and products.

We have already the defined how to accomplish the goal just simply adjust if needed to best suit your company and products.

Implement a team-building activity and/or a Goal Go-Getters energize technique.

Accomplish the small-step goal tasks.

Record your wins, weekly/monthly sales revenue, Acknowledge new things that you learned

Goal Go-Getters IDEAL Framework

GOAL PLANNER

B U S I N E S S

CREATE FIVE ENGAGING
SOCIAL MEDIA POSTS

PLANNER

IMPROVE SALES &
MARKETING

WWW.GOALGOGETTERS.COM

DAILY PLANNER

INSPIRE

Create 5 pieces of engaging social media posts and publish them within 7 days. (Adjust the quantity and time-frame as needed to reflect your business)

WATER



TOTAL :

ENERGIZE



GOAL GO-GETTERS

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 www.goalgogetters.com

 www.thegoalgetter.com

Welcome to the
Goal Go-Getters Team!

DOODLE

ENCOURAGEMENT

Every piece of content you create is a chance to educate, inspire, and connect with the people who need what you offer. Whether it's a blog, a post, or a webinar—your voice matters. Keep showing up!

DEFINE

DAY

TASK

☐
MONDAY

Brainstorm content ideas and the proper social media platforms to publish them on.

☐
TUESDAY

Outline and begin drafting content.

☐
WEDNESDAY

Organize the structure of your content.

☐
THURSDAY

Finalize and design your social media content (carousel, caption, or graphic).

☐
FRIDAY

Publish all 5 pieces and promote them.

☐
SATURDAY

Celebrate your wins—big and small! Recognize achievements and share successes with your team.

☐
SUNDAY

Take the day off to rest, reflect on what worked, recharge for the next week, and jot down any new ideas or improvements.

TOP FOCUS

1

2

3

4

ACCOMPLISH

DAY	TASKS
☐ MONDAY	
☐ TUESDAY	
☐ WEDNESDAY	
☐ THURSDAY	
☐ FRIDAY	
☐ SATURDAY	
☐ SUNDAY	

ACCOMPLISH

TOPIC

CONTENT PLANNING & CLARITY

SUGGESTED TASKS

1. Choose topics that speak directly to your audience's needs or interests.
2. Define the visual style or tone for each post.
3. Research relevant hashtags, keywords, or trends to increase visibility and engagement.
4. Decide where each piece will be published or promoted. (For example: a LinkedIn post would be more business oriented than a post posted on Pinterest.)
5. Set realistic goals for reach, engagement, or next steps.

NOTES

ACCOMPLISH

AUDIENCE NEEDS/INTERESTS

VISUAL STYLE OR TONE

Platforms

1

2

3

4

RELEVANT HASHTAGS

REALISTIC GOALS FOR:

Amount of likes :

Amount of Comments :

Amount of Subscribers :

Product Purchases :

NOTES

ACCOMPLISH

TOPIC

SUGGESTED TASKS

CREATION & VOICE

1. Format your posts for easy scanning—use emojis, bold text (where possible), or line breaks.
2. Design your social posts to stop the scroll—use visuals or formatting that grab attention.
3. Use emotionally resonant language that connects with your audience’s mindset or obstacles.
4. Keep your tone engaging and authentic across all pieces.
5. Add one “value boost” to each (like a tip, checklist, or quick win).

PUBLISHING & PROMOTION

1. Double-check that formatting guidelines are met for each platform.
2. Proof your content before publishing.
3. Schedule or post at optimal times. (Research if you are not sure)
4. Review your posts to make sure they are computer and mobile friendly.
5. Boost posts with a small paid promotion budget. (Optional)
6. Track engagement and note what worked for next time.

NOTES

ACCOMPLISH

Checklist

Format posts for easy scanning

☐

Posts stop the scroll

☐

Connects with your audience

☐

Added one "value boost" to each

☐

Formatting guidelines are met

☐

Content Proof

☐

Computer and mobile friendly

☐

Publish Posts

☐

NOTES

LEARN

CELEBRATE / GRATITUDE



NOTES

A decorative spiral binding on the left side of the page, consisting of a series of dark grey, ring-like shapes connected by a thin line.

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