



B U S I N E S S

PLANNER

**IMPROVE SALES &
MARKETING**

GOAL GO-GETTERS



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Goal Go-Getters

Foundational Mini Course

About

Accomplishing Goals and Boosting
Self-Confidence

Become A
**GOAL GO-
GETTER**

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Account To Watch The Video



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Mini Course

Accomplish Goals

Mindset + Skillset

Boost Confidence

Foundational Course

IDEAL Framework

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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:

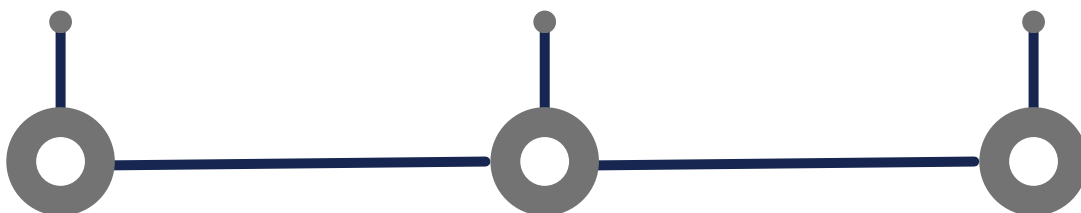
Inspired
Energized
Accomplished
Valued
Appreciated
Confident
Motivated
Seen, heard, supported

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



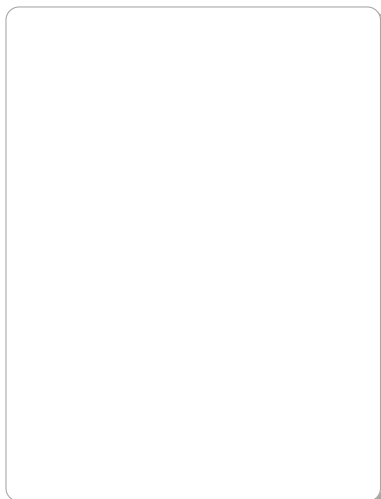
Feel. Do. Have. Approach

What challenges am I solving for my customers?

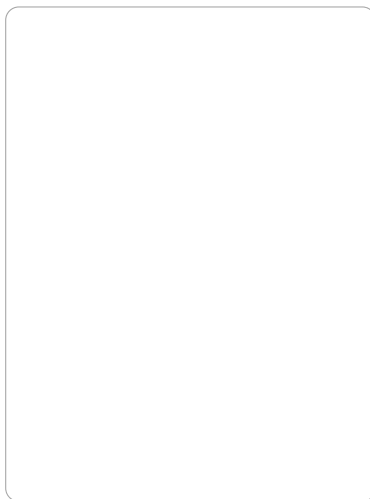


List words that your customers want to feel, do or have to overcome the challenge.

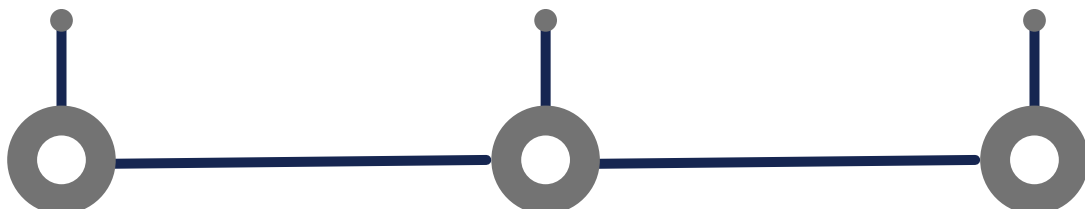
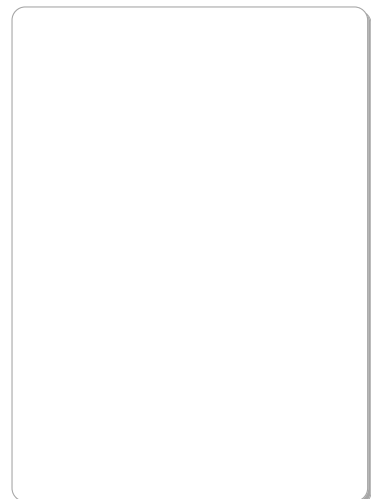
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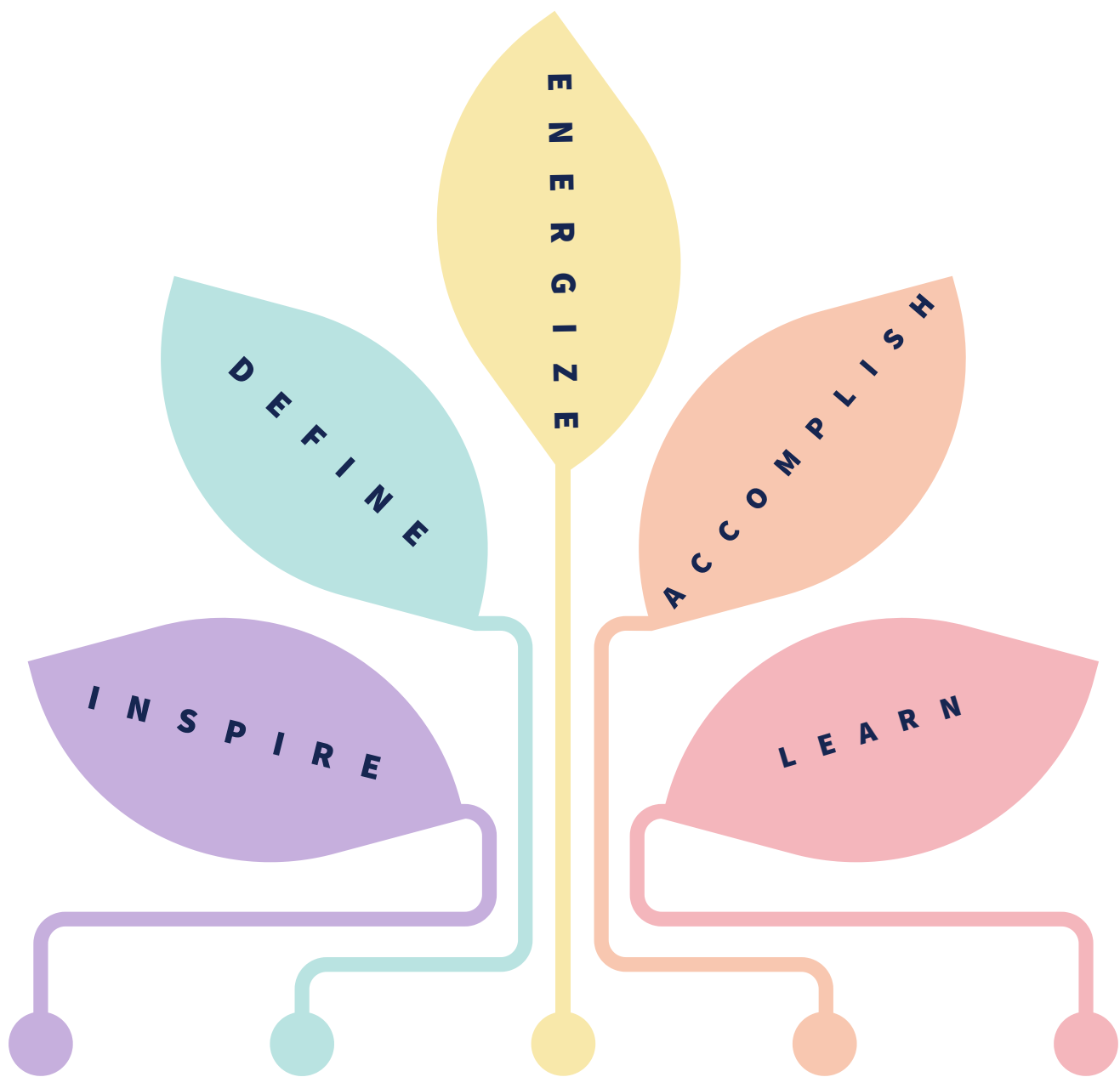


THEY WANT TO DO:



THEY WANT TO HAVE:





Review the table of contents and choose a goal that you would like to accomplish.

Tailor the timeframe and tasks for your chosen small-step goal so they work perfectly for 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

Record your current sales and then set a calendar reminder to record your sales while accomplishing the goals in this planner.

DATE: _____

CURRENT SALES

SALES 2 WEEKS FROM DATE

SALES 1 MONTH FROM DATE

SALES 2 MONTH FROM DATE

SALES 3 MONTHS FROM DATE

SALES 4 MONTHS FROM DATE

SALES 5 MONTHS FROM DATE

GOAL PLANNER

B U S I N E S S

INCREASE LEAD GENERATION THROUGH
INBOUND MARKETING

PLANNER

IMPROVE SALES &
MARKETING

DAILY PLANNER

INSPIRE

Generate 20% more leads via inbound marketing strategies (SEO, content, etc.) in the next 7 days. Adjust the time-frame and % to reflect your business.

WATER



TOTAL :

ENERGIZE



GOAL GO-GETTERS



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www.thegoalgetter.com

Welcome to the
Goal Go-Getters Team!

DOODLE

ENCOURAGEMENT

“Every blog you write, every keyword you optimize, every piece of content you share is building a stronger path to your ideal audience. Keep going — your leads are growing!”

DEFINE

DAY

TASK

☐
MONDAY

Audit your current content and SEO performance.

☐
TUESDAY

Refresh or optimize 1-2 top-performing pages or blog posts.

☐
WEDNESDAY

Publish a new piece of lead-focused content (blog, checklist, etc.).

☐
THURSDAY

Promote content on relevant channels (Pinterest, LinkedIn, etc.).

☐
FRIDAY

Add or improve lead capture tools like forms, popups, or CTAs.

☐
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

TOPIC

SUGGESTED TASKS

SEO & CONTENT OPTIMIZATION

1. Identify your top 3 traffic-driving blog posts and update keywords, headers, and internal links.
2. Add a strong CTA (call-to-action) at the end of every high-performing blog post.
3. Ensure all blog titles and meta descriptions are optimized for relevant keywords.
4. Run a free SEO audit (using tools like Ubersuggest or Ahrefs) and fix basic errors.
5. Add alt text and descriptive filenames to images on key landing pages.

CONTENT CREATION FOR LEAD GENERATION

1. Write and publish a new blog post that answers a common customer question.
2. Create a downloadable lead magnet (e.g., checklist, worksheet, or mini-guide).
3. Turn an existing blog post into a carousel or infographic for Pinterest or Instagram.
4. Film a short video tutorial and embed it in a blog or landing page.
5. Create a “Start Here” content hub page that links to your best resources.

PROMOTION & LEAD CAPTURE ENHANCEMENT

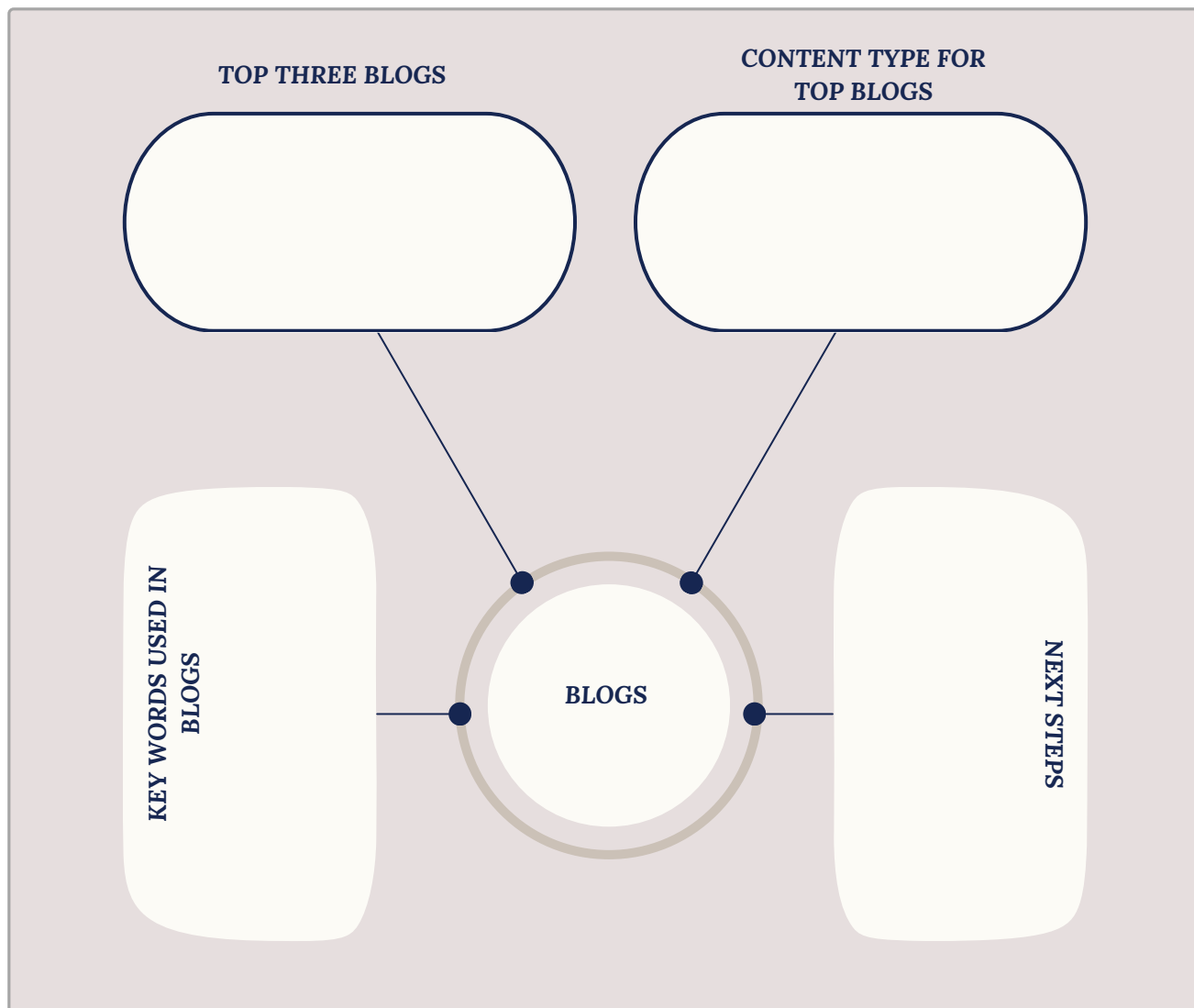
1. Add a lead capture form (or improve an existing one) on your blog or homepage.
2. Create a simple exit-intent popup with an incentive (e.g., free download).
3. Share your latest blog post in 2–3 Facebook groups or LinkedIn threads.
4. Schedule daily posts promoting your content across your top social platforms.
5. Submit a blog post as a guest article or feature on a partner site or community blog.

ACCOMPLISH

DAY	TASKS
<input type="checkbox"/> MONDAY	
<input type="checkbox"/> TUESDAY	
<input type="checkbox"/> WEDNESDAY	
<input type="checkbox"/> THURSDAY	
<input type="checkbox"/> FRIDAY	
<input type="checkbox"/> SATURDAY	
<input type="checkbox"/> SUNDAY	

NOTES

ACCOMPLISH



LEARN

CELEBRATE / GRATITUDE

GOAL PLANNER

B U S I N E S S

DEVELOP A BASIC ANALYTICS SYSTEM

PLANNER

IMPROVE SALES &
MARKETING

DAILY PLANNER

INSPIRE

Set up a basic analytics system (Google Analytics, social media insights) within 7 days to track marketing campaign performance. (Adjust the time-frame as needed to reflect your business)

WATER



TOTAL :

ENERGIZE



GOAL GO-GETTERS

✉ info@goalgogetters.com
 🌐 www.goalgogetters.com
 📱 www.thegoalgetter.com

Welcome to the
Goal Go-Getters Team!

DOODLE

ENCOURAGEMENT

“You’re building visibility—and with it, confidence. Knowing what’s working helps you do more of what matters.”

DEFINE

DAY

TASK

☐
MONDAY

Decide which platforms and metrics you want to track based on your current marketing goals.

☐
TUESDAY

Set up or review your Google Analytics account and make sure it’s connected to your website.

☐
WEDNESDAY

Explore your social media platforms’ native insights (Facebook, Instagram, LinkedIn, etc.) and note key performance indicators.

☐
THURSDAY

Create a simple tracking dashboard or spreadsheet to bring key metrics together in one place.

☐
FRIDAY

Do a test review of current campaigns using your new setup and document what’s working—and what’s not yet clear.

☐
SATURDAY

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

☐
SUNDAY

Identify 2 specific areas for improvement and document actionable next steps or tests you want to run.

TOP FOCUS

1

2

3

4

ACCOMPLISH

TOPIC

SUGGESTED TASKS

PLATFORM SETUP & ACCESS

1. Clarify what channels you're currently using (e.g., website, Instagram, LinkedIn, email).
2. Set up or double-check Google Analytics for your website with tracking code installed.
3. Connect your site to Google Search Console for SEO and performance data.
4. Access or assign admin roles for each relevant platform's insights section.
5. Confirm data is flowing and timestamps are correct—accuracy starts here.

METRIC SELECTION & ALIGNMENT

1. Define your core marketing goals: traffic, engagement, leads, conversions, etc.
2. Choose 3–5 KPIs for each platform (e.g., bounce rate, CTR, reach, new visitors).
3. Make sure metrics align with campaign objectives—awareness, interest, or action.
4. Add notes or definitions so you and your team know what each metric means.
5. Set a baseline: record current performance to measure growth from here.

DASHBOARD & REPORTING SETUP

1. Choose a format for your dashboard: spreadsheet, Google Data Studio, or basic slide deck.
2. Create sections for each platform and paste in relevant screenshots or export data.
3. Set weekly or bi-weekly reminders to review and update results.
4. Use color coding or notes to highlight trends, spikes, or drop-offs.
5. Document your observations and ideas in one place for easy review and improvement.

ACCOMPLISH

DAY	TASKS
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NOTES

ACCOMPLISH

PLATFORMS CURRENTLY
BEING USED

KPI

LEARN

CELEBRATE / GRATITUDE



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