BUSINESS

PLANNER

IMPROVE SALES & MARKETING

GOAL GO-GETTERS

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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**

www.goalgogetters.com

Mini Course

Accomplish Goals

Mindset + Skillset

Boost Confidence

Foundational Course

IDEAL Framework

JAN

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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

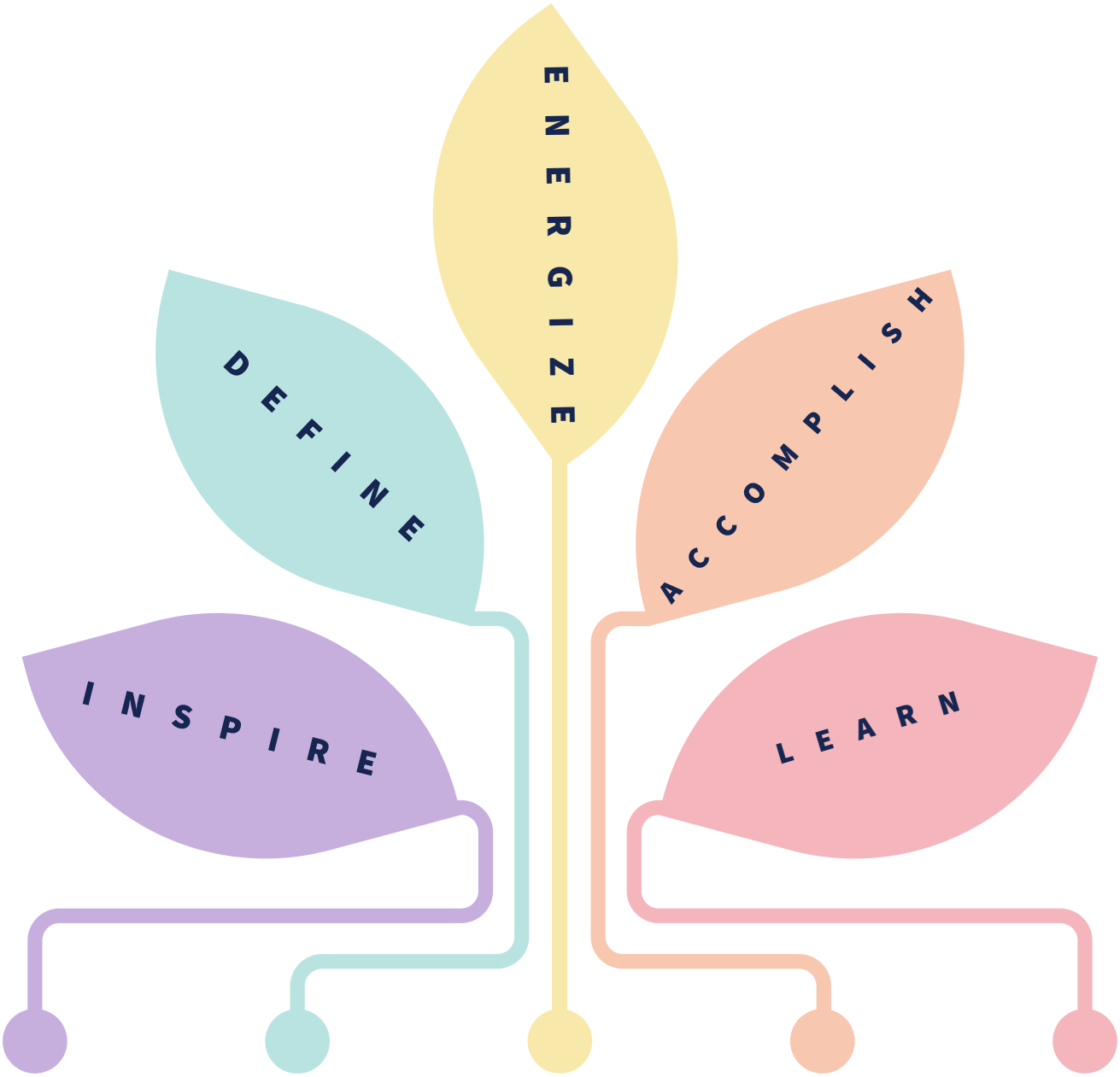
What challenges am I solving for my customers?

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 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

GOAL PLANNER

BUSINESS

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

info@goalgogetters.com

www.goalgogetters.com

www.thegoalgogetter.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	SUGGESTED TASKS
CONTENT PLANNING & CLARITY	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

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