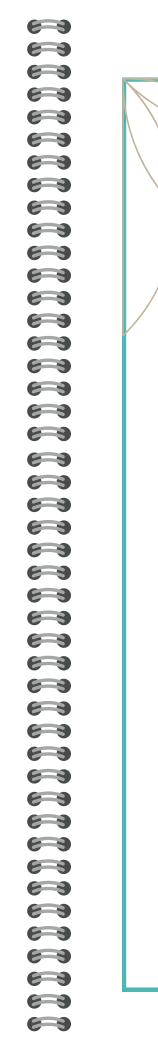
BUSINESS

PLANNER

IMPROVE SALES & MARKETING

GOAL GO-GETTERS



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100% RECYCLED PAPER INSPIRE AND ACCOMPLISH

Goal Go-Getters

Foundational Mini Course

About

Accomplishing Goals and Boosting Self-Confidence



16 Minutes

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 Boost Confidence

Accomplish Goals

Mindset + Skillset

Foundational Course

IDEAL Framework

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1	Increase lead generation through inbound market

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Current Brand Strategy

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at Purpose Does My	Business Serve?		
at Customer Experie	nce Do I Want To Pi	rovide? What Do	l Want My Customers To
COMPETENCE	EXCITE	MENT	SINCERITY
<u> </u>			
SOPHIS	STICATION	TOUGH	INESS

Current Sales Strategy

What Problems Am I Solving	g for My Customers Through S	Sales?"
What Am I Trying to Achieve	e with My Current Sales Appro	oach?
REVENUE GROWTH	LEAD GENERATION & CONVERSION IMPROVEMENT	SALES CHANNEL OR PROCESS OPTIMIZATION
CUSTON	CUSTOMI	ER RETENTION
ACQUISI	TION	

GOAL PLANNER

BUSINESS

IMPROVE CONVERSION RATES BY OPTIMIZING SALES FUNNELS

PLANNER

IMPROVE SALES & MARKETING

DAILY PLANNER



INSPIRE

Improve sales funnel conversion rate by 15% within 7 days by optimizing key touchpoints.

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TOTAL :

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Welcome to the Goal Go-Getters Team!

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ENCOURAGEMENT

"Optimizing your funnel is like tuning a high-performance engine even small tweaks can lead to big results. Every improvement you make brings more clarity, trust, and ease to your customer's journey."

DEFINE		
DAY	TASK	
MONDAY	Review your current sales funnel and identify weak points.	
TUESDAY	Improve or simplify your lead magnet, offer, or landing page.	
WEDNESDAY	Update or rewrite your sales page copy for clarity and impact.	
THURSDAY	Test and refine your email sequence or follow-up messages.	
FRIDAY	Add or enhance trust signals (testimonials, guarantees, FAQs).	
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

W W W . G O A L G O G E T T E R S . C O M

ACCOMPLISH

TOPIC SUGGESTED TASKS 1. Use Google Analytics or funnel tracking tools to pinpoint high-exit pages. 2. Check for broken links, slow load times, or confusing CTAs in the funnel. **FUNNEL** 3. Review mobile responsiveness on all funnel pages and email **AUDIT & FIXES** formats. 4. Walk through your entire funnel as a customer and document every friction point. 5. Use a heatmap tool (like Hotjar) to understand how users interact with your site. 1. Rewrite your headline to make it clearer, more benefitfocused, or curiosity-driven. 2. Add a short video or animated explainer to your landing or **OFFER** sales page. **CLARITY &** 3. Use bullet points to simplify and highlight offer benefits. **MESSAGING** 4. A/B test two variations of your lead magnet or sales page. 5. Update your thank-you page to include a secondary CTA (e.g., next step, limited-time upsell). 1. Rewrite your first follow-up email to focus on the customer's problem and solution. 2. Add a case study, review, or testimonial in your email **EMAIL SEQUENCE &** 3. Create a clear CTA in every email — link directly to the **FOLLOW-UP** 4. Add personalization tokens (like first name or location) to increase engagement. 5. Test email subject lines for better open rates (A/B test if possible).

ACCOMPLISH

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DAY	TASKS
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

NOTES	

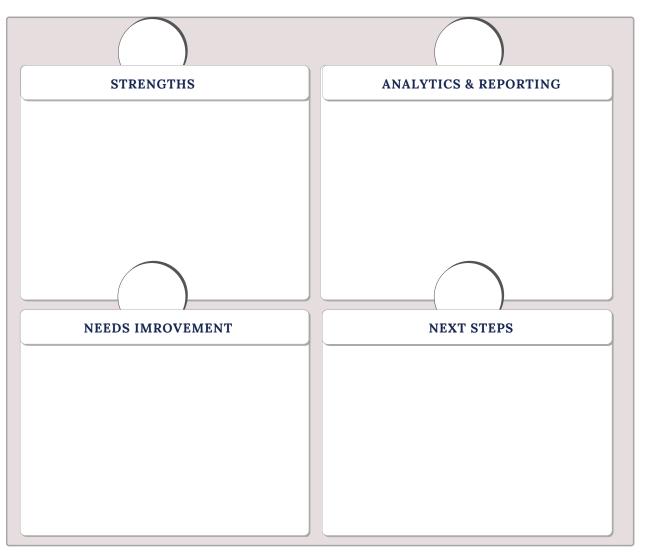
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LEARN	CELEBRATE/GRAITIUDE
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