

## ***Start with the end in mind***

What is your business goal?

Starting with the end in mind will enable you to make the right decisions and help you stay focused. It will also help you to write a business plan and spot opportunities.

Start by switching into dream mode to come up with some ideal scenarios – Where would you like to be? What would you be doing? What new skills/knowledge do you have? How do people perceive you? Who are you in business with? And what will be your online presence?

Now back to reality; your final goals need to be SMART (Specific, Measurable, Achievable, Realistic & Timely) to ensure that you can map your progress, achieve them in the time allocated and know when you have succeeded!

### ***My business goal:***

What is the one thing that you want to achieve to feel success? .....

What key message must your website communicate to enable you to achieve your business goal?

.....  
.....

What resources, links, activity etc need to feature on your website? .....

.....  
.....

How and where can you direct people to your website? .....

.....  
.....

What would need to be in place in 6 months to ensure you are on track? .....

.....  
.....

What could you do online this week to get the ball rolling? .....

.....  
.....

