



Specify Your Why

Clarify Your Strategy



Specify Your Why

What are you ALREADY rocking when it comes to your social media marketing efforts?

Write down the top three areas where you are confident that your efforts are making a direct impact on the growth of your business:

1.

2.

3.

Using the answers you wrote above I want you to say the following out loud:

"I am so proud of myself for : (insert first answer here). Good job me!"

And then I want you to pat yourself on the back like a crazy person :) Repeat for answers two and three please! Reflect on all of the hard work you put into accomplishing each of these wins. Recall how you felt about your social media efforts last month, or last year, or a few years ago. Feel a deep sense of pride and gratitude that you have come so far and made such excellent progress. Congratulations on already coming so far!



Now, I want you to write down up to TEN of your current social media goals. (If you don't have ten, that's okay, the point is that there are no restrictions, the sky is the limit here)

You can write anything from “get more comfortable doing Lives” to “get X number of followers ” to “increase my incoming DMs” to “have a more polished profile” to “knowing what to post every day” to “finding new clients”:

My Dream List of Social Media Goals:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



Here's the tricky part. Now, I want you to look at the above dream list, and pick **JUST TWO** of those goals. **ONLY TWO!**

My primary social media goal is:

My secondary social media goal is:



Now it's time to add our NUMBERS and DEADLINES. We can't manage what we can't measure!

Get as specific as possible with your top two goals by adding these two details. For example: If your goal was to increase the number of incoming DM's you receive each week, I want you to add details like: "I will **triple** the average number of "Tell me more" DM's that I get every week by **January 2021.**" **Add yours below:**

Primary goal numbers and deadline:

Secondary goal numbers and deadline:



These clear, specific, actionable goals are your anchor points. If you ever find yourself getting lost in the social media jungle and unsure where to focus your time, effort or energy, just revisit your two anchor goals and ask yourself: "Is this effort moving me closer or further from accomplishing MY WHY?"

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