|  |  |
| --- | --- |
| Firm Futures | Workbook  Facilitator: Janice Beckles |

**Reflection Time**

**My top achievement?**

**My best customers?**

**I enjoyed – offering/delivering?**

***“If you want to reach a goal, you must “see the reaching” in your own mind before you actually arrive at your goal.” – Zig Ziglar***

**Goal: Break it down** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Steps to achieve**

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***Tips to make your goals stick***

**Schedule it and put it on the to-do list**

Sometimes we forget the steps we need to take to achieve our new goals/actions. Schedule your new actions or make them part of your daily to-do list until they become something you do automatically.

**Make it public and be accountable**

Let family and friends know what new habits/goals you plan to work on. They will call you out if you don’t stick to your plan and get you back on track.

You may even go as far as sharing it publicly on Facebook or write a blog about your new journey. Knowing that others read it and know about it might be just enough to keep you going when you feel like throwing in the towel.

**Or**

**Find an accountability partner and help each other along**

Find someone with the same or similar goal. Keep tabs on each other and encourage each other to keep going. It’s much harder to slip if you know someone else is depending on you being there.

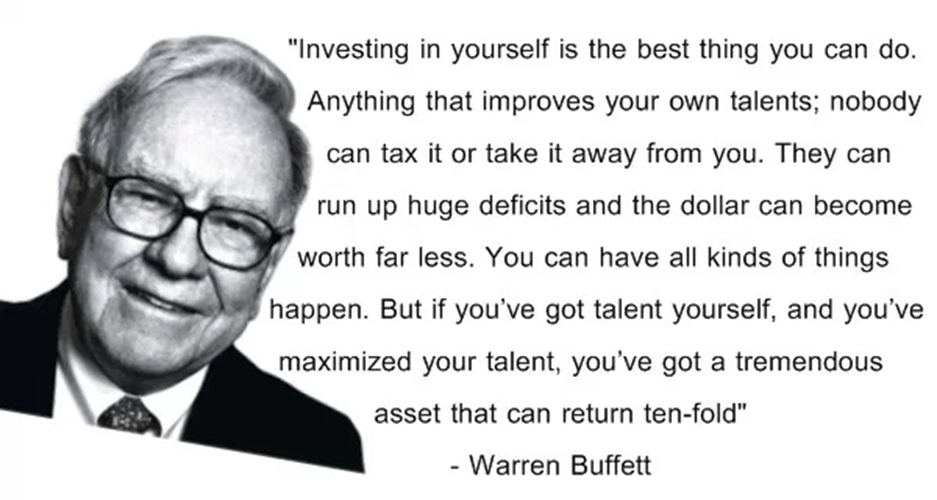
**“The future belongs to those who believe in the beauty of their dreams.”—Eleanor Roosevelt.**

**Dream Client DNA**

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**Personal Development Plan**



Actions:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Action Plan

How will you use the things you have learned? Creating an action plan can help you stay on track and on target. When you take responsibility for yourself and your results, you get things done!

*In this session,* you will be asked questions to help you plan your short-term and long-term goals. This final exercise is a way for you to synthesise the learning that you have done and put it into practice.

I am already doing these things well:

I want to improve these areas:

What will I say yes to?

What will I say no to?

|  |  |  |  |
| --- | --- | --- | --- |
| As a result of what I have learned on the course, I am going to… | My target date is… | I will know I have succeeded when… | I will follow up with myself on… |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

***You don’t have to be great to start, but you have to start to be great.  
~*Joe Sabah**

**Free and Low-Cost Marketing Tools**

**Video**

* <https://slide.ly/promo>
* <https://vimeo.com>
* <http://ripl.com/>

Make, share, and watch videos

**Graphics, Posters, Presentations, Infographics**

* <https://www.canva.com/>
* <https://piktochart.com/> - **Infographics**
* <https://www.picmonkey.com/>
* <http://ripl.com/>

**Royalty Free Images**

<https://www.pexels.com/royalty-free-images/>

<https://pixabay.com/>

<https://unsplash.com>

<https://burst.shopify.com/>

<https://foodiesfeed.com/>

<https://www.gratisography.com/>

**Manage and schedule your Social Media**

* https://meetedgar.com/
* <https://hootsuite.>[com/dashboard](https://hootsuite.com/dashboard)
* <https://buffer.com/>

**Customer Relationship Management and other cool tools**

* <https://www.hubspot.com/resources>

Free CRM tool to grow and manage your business

**Marketing & Social Media Planner**

* <https://coschedule.com>
* <https://www.hubspot.com/resources>

**Analyse headlines for blogs etc**

* <https://coschedule.com/headline-analyzer>

**Databases and emails**

* <https://mailchimp.com>

**Schedule meetings**

* <https://doodle.com>

**Sourcing Content and Influencers**

[www.rightrelevance.com](http://www.rightrelevance.com)

<https://www.crowdfireapp.com/>

**Generate Free PR**

<https://www.helpareporter.com/>

Sign up with [Help A Reporter Out](http://www.helpareporter.com/) (HARO) and generate free PR. You can respond to any relevant media queries and get mentions in major publications.

#journorequest

**Good training sites**

Hubspot & Co Schedule

**NOTES/LEARNINGS**