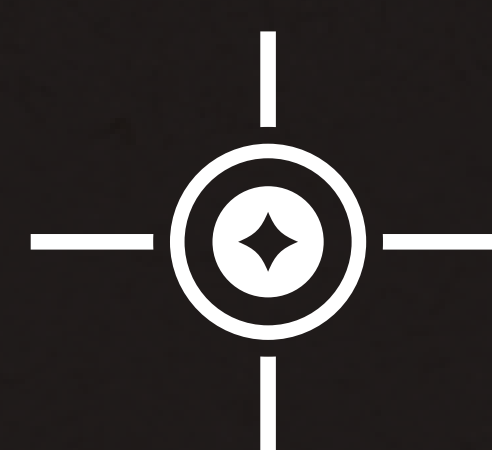
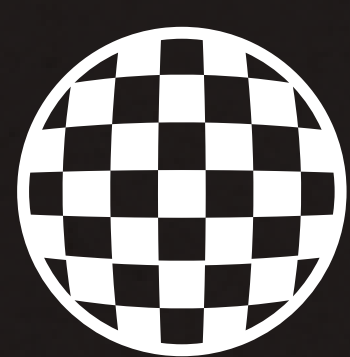


AGDco

GOALS

Workbook

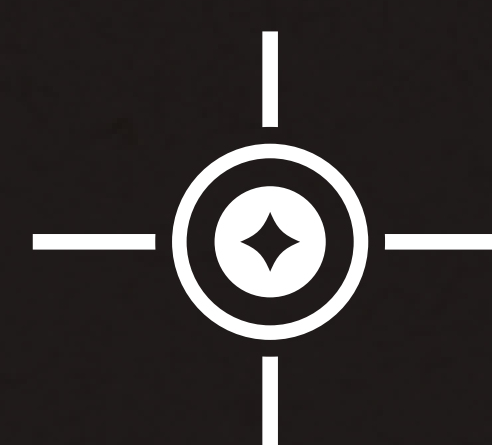
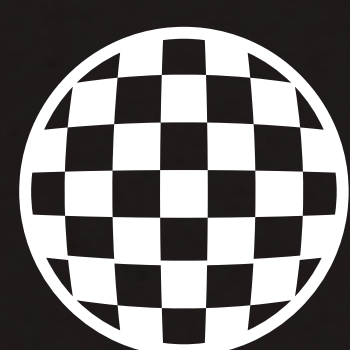
2023



I'm not talking about setting

GOALS

(yet)



I'm talking about

REFLECTION

The best way to Crush it in 2023
Is to LOOK BACK AT 2022

Progress isn't just about
MOVING FORWARD

It's about *NOT*
FALLING BACKWARD

Systems

How can you make your life

EASIER?

What would you like to work less on this year?

What is the most frustrating thing on your plate?

Is there something that's always on your mind when you should be focusing your efforts elsewhere?

Who or what could do it better?

Communication

Can You Make it Easier for

CUSTOMERS

To Work With You?

What were your frequently asked questions last year?

What info would help new customers choose YOU?

How smooth is the client experience?

Is there any follow up after the fact?

Position

How Do Customers

FIND YOU?

& Do They

TRUST YOU?

How did your customers find you last year?

Where were they last year instead of buying from you?

Can you give advice on your customer's next step with someone else?

Offering

What actually

MAKES MONEY?

And what felt like a

WASTE of TIME?

Have you sold a product or service before? What did best?

What took the biggest investment (time or money)? Was it worth it?

What is the next thing you can offer your customer? Next Step?
Longer Stay? Entertainment? Another round?

*It's common in Branding
to follow*

SIMON SINEK'S

Concept

**START WITH
WHY**



Find the deeper PURPOSE that drives you, then identify HOW you do it differently, this helps inform WHAT you do.

Get to know more about the concept [HERE](#)

“We achieve more when we
Chase the Dream
Instead of the competition.”

SIMON SINEK

*At Awfully Great
We call this*

HEART, HEAD, & HANDS

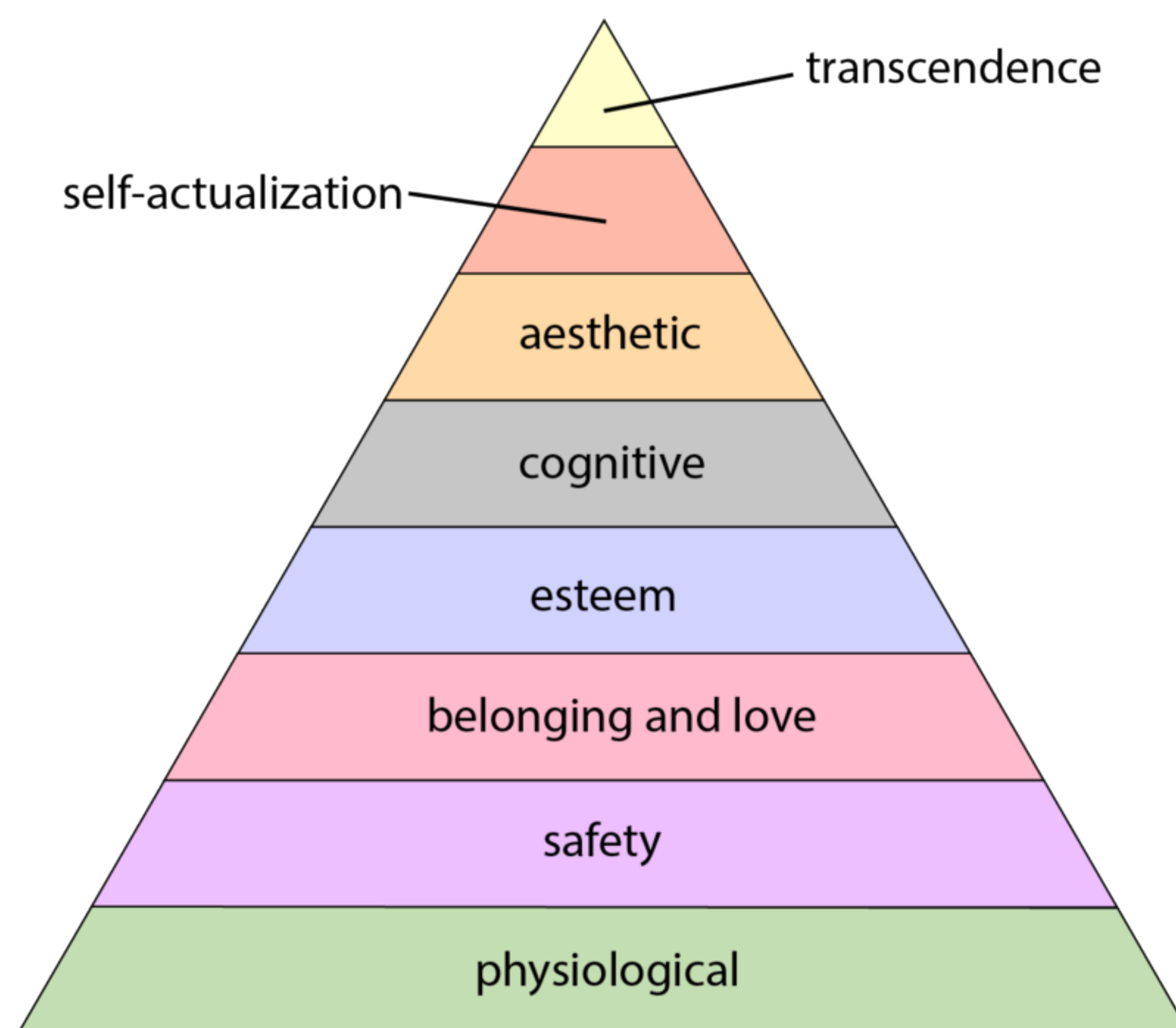
**3 keys to developing
brands AND humans.**



Not just because it sounds catchy, these are common terms in psychology for the cognitive, affective, and psychomotor domains.

But Tristan!
It's not a simple process to
bring these to the world.

I know, right?!?
That takes it's own process



Check out
Maslow's Hierarchy of Needs



Maslow's Hierarchy of needs is a theory that parallels many other theories of human developmental psychology, some of which focus on describing the stages of growth in humans. Find out more [HERE](#)

It All Boils Down to

Mindset What is going to be your mindset in the next year?

Offerings What service or products do you want to offer?

Success is What do you hope to gain by doing better?

Position How do you want to position yourself. Educator? Learner? On the Journey?

Places How & where do you want to build relationships?

Pack Who do you WANT to work with? Collabs? Team Growth? Coaches?

Strategy How will you try to make that position clear?

Community How can you invite others to your brand community?

Can you "give back" in some way?

MY
2023 Goals
& THINGS TO FOCUS ON

Head

Hands

Heart

Self

Other

World

Mindset	Offerings	Success is
Position	Places	Pack
Strategy	Community	Causes

Now You're Ready to Set

2023 GOALS

WORTH ACHIEVING

GOAL SMART NOT HARD



Now that the Broad goals are set, think about how they may align.
For the best chance of success, Make sure these are SMART Goals.

**“When I was growing up,
I always wanted to**

be someone

Now I realize I should have been

more specific.”

LILY TOMLIN

S

**BE
SPECIFIC**

What do you want to achieve, be specific.

M

**MEASURE
IT**

How do you know that you have achieved or are on the right path?

A

**CAN YOU
ACHIEVE
IT?**

Is it realistic? It's great to have big dreams, but make sure this goal has steps to achieve it.

R

**KEEP
IT
RELEVANT**

Is this goal important to you? Why?

T

**TIME
BOUND**

When will you accomplish this goal?

S	BE SPECIFIC	What do you want to acheive, be specific.
M	MEASURE IT	How do you know that you have acheived or are on the right path?
A	CAN YOU ACHEIVE IT?	Is it realistic? It's great to have big dreams, but make sure this goals has steps to acheive it.
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T	TIME BOUND	When will you accomplish this goal?

Thanks for grabbing our
GOALS WORKBOOK!

Now that you've got those goals all set and ready to go, it's time to tackle the next step: *ACHIEVING THEM!*

And guess what? We're here to help!

So don't go it alone - let's set up a Brand Checklist Meeting and make sure your branding is consistent and effective. Simply click the link below to schedule your meeting, and we'll take care of the rest.

Thanks again for choosing Awfully Great and we can't wait to see you **CRUSH THOSE GOALS!**

[Book A Brand Checkup](#)