



MotivatingMum

Support and advice for mums in business

GOAL SETTING AND REVIEW EXERCISE

Hi Mums, please find following review and goal setting and review exercise. I hope you find it helpful.

A couple of things to keep in mind:

- Everyone works differently so make sure you alter this to suit the way you work.
- Make sure when you set your goals you are clear on the outcome. Understand why you want to get advertising in a particular magazine for example, not just because it's exciting. When it comes to review time end of the year you'll be able to determine if these activities really helped you.
- When you set your goals make sure they're measurable i.e. to reach more people on FB is not really measurable – to have 1000 likes by Dec 31, 20xx is.

Now, let's get started:

- Write down your mission statement/main aim for your business i.e. mine is to provide support and advice to mums in business, or those starting out.
- If you haven't already, write down an idea of what your goals for the last year were/may have been. This can be to make 'x' amount of money, sell 'x' number of products, gain 'x' number of likers or aims more obtuse like learn Twitter or get a logo designed.
- Write next to this what your outcome was.
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- Write next to this, what may have helped/hindered you to achieving your goal – what you decide to do about your findings goes into the next table.

I would do a table that looks something like this:

Area	Aim	Outcome	Notes
Make money	'x' amount	Actually made 'x' less	Over-estimated how much I would make in one year. Spent a lot on suppliers.

- Once you have completed your table you can move on to reviewing and planning for the New Year.
- Start by having three separate tables – one for business aims, one for marketing and one for personal (or you can have them all in one table, one under the other (or merged – whichever works best for you).
- I use a table more like this:

Area	Aim/s	Date	Cost	Notes	Responsible
MM associates	Get two more on board (make sure these aims are specific and measurable)	June 20xx	Insert cost of activity here – if any cost. Don't forget to charge for your time if it's Twitter/FB (if you want to get a true representation)	Advertise on 'x' website. Do regular shout outs letting mums know.	Alli

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- Business aims can include anything from money to make, products to sell, suppliers to get, website maintenance etc. Complete the table as I have above. You can go on to add as many aims per area as you like.
- For every business aim you write down, think about if you need to do any marketing around it. If you do then add those details in your marketing section as you can see I have below:

Area	Aim/s	Date	Cost	Notes	Responsible
Facebook	Get two more associates on board	June 20xx	-	Do regular shout outs letting mums know. As mums I already know to do shout outs for me.	Alli

- Once you have completed and added all your business aims you can move onto your freestanding marketing aims. These could be anything from getting exposure in two magazines to raise the profile of the business to running a special event for the same reason.
- Be sure when adding your business and marketing aims that they are relevant to your initial mission statement to ensure you're in line with what you're trying to achieve.
- Once you have all your aims, dates and areas etc you can get out your diary and start scheduling. For example, if I want two more associates by June 20xx and I know how long it takes me to convert I would write in my diary in Feb to get started.

If I have an aim to be more involved on Twitter, now is the time for me to determine a schedule that will allow this.

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If I want to sell two mentoring sessions a month, now is the time for me work out how I will approach it and then schedule that in.

- Last, I also have a table for my personal aims. You could include in here that you want to spend more quality time with the kids or go to the gym. Schedule that in around your business timetable to ensure you look after yourself also.
- Once you have all your tables complete you can move on to forecasting. This is where you estimate what you will earn based on your figures from last year and your activities planned for the coming year. You can forecast for six months and then schedule to do the same again at year end. Read this article here on [forecasting](#) for more info.
- Forecasting is especially helpful for allowing you to decide what activities you can afford, which need to be rejigged and which should be dropped or rescheduled for a later date.

Good luck! And if you have any questions feel free to post them on the Motivating Mum [mums forum](#).

Cheers, Alli x

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