

# Goal Planning

## WORKSHEET FOR FREELANCE WRITERS



'Our goals can only be reached through a vehicle of a plan... There is no other route to success.'

- Pablo Picasso

**INSTRUCTIONS:** Use a fresh copy of this worksheet for each individual goal you're working toward. Work out your motivation, strategy, specific tactics you'll use to achieve your goal, and give yourself deadlines.

Goal #4

## Your Goal

Describe your goal. Remember to use SMART goals - they should be specific, measurable, attainable, relevant, and time-bound.

Land my first white paper client by November 30, 2017.

## Strategy

Describe your overall strategy for reaching this goal. This is your broad approach, not the specific things you'll do or specific tools you'll use.

Increase my visibility to attract new clients, and showcase new skills to existing clients who might need this service.

## Tools & Tactics

Now get into the specifics. List the tools and tactics you'll use to implement your strategy. If they don't fit within your strategy, leave them out.

- Write blog posts about white papers
- Announce the service via my newsletter
- Publish my own white paper as an example
- Improve my SEO for 1st page rankings to help new clients find my service page.

## Measurement & Progress Check-Ins

List any intermediate goals & deadlines to keep yourself on-track.

- 5 white paper blog posts with strong CTAs. Oct. 31
- Newsletter promo to existing clients w/ limited discount Sep. 14
- Publish my white paper on my freelance site Oct. 16

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