

A top-down view of a desk with a laptop, several gold paper clips, and small green plants. A central white-bordered box contains the main text.

Goal Setting for Bloggers

AN ACTION PLAN TO ACHIEVE
YOUR GOALS

ADDIGANLEY.COM

Hey, Friend!

Welcome to the goal setting workbook for bloggers. I am so happy that you took the first step to achieve your big goals. Creating a plan to follow will help you to not only accomplish your goals but keep you motivated along the way.

I encourage you to plan your blogging goals one quarter at a time. This means you are only going to focus on the next 90-days. I will walk you through each step of the process to break your big business goals into 2-week sprints to help you stay focused and get more done.

This method is powerful because it can take an overwhelming goal and break it into small projects and everyday tasks.

Follow through the workbook so that you can create an action plan to ONLY focus on the most important projects and tasks to take your blog to the next level.

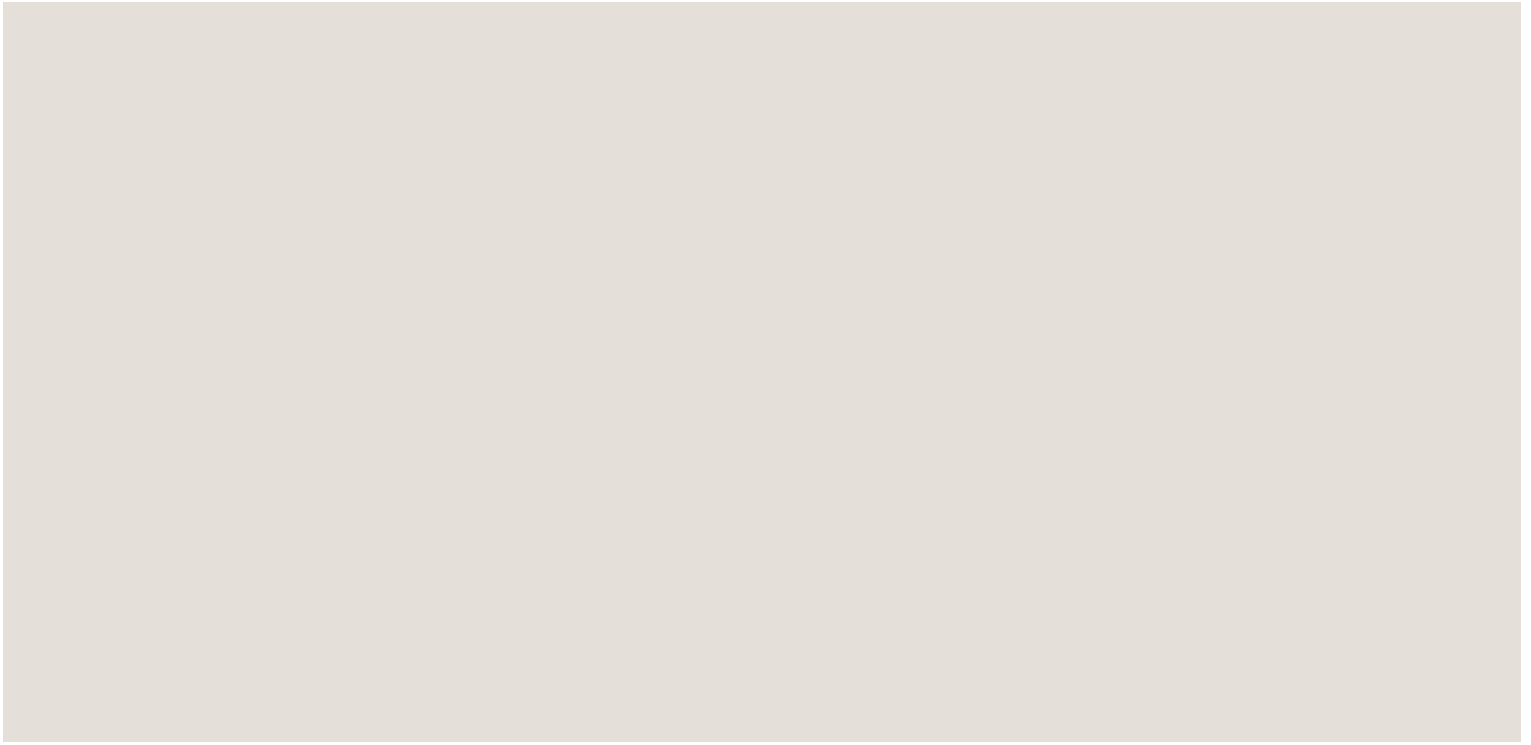


Xo,

Addi

Step #1 - Brain Dump

- Where do you see yourself in 90 days?
- What do you want to accomplish?
- How do you want to feel?

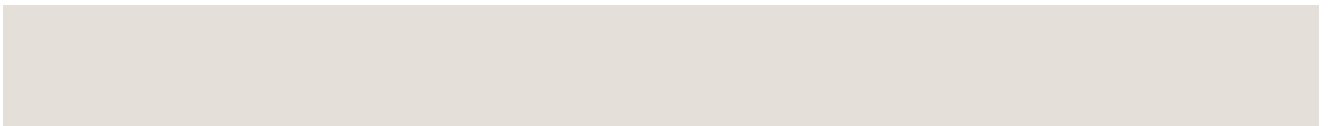


Step #2 - Prioritize

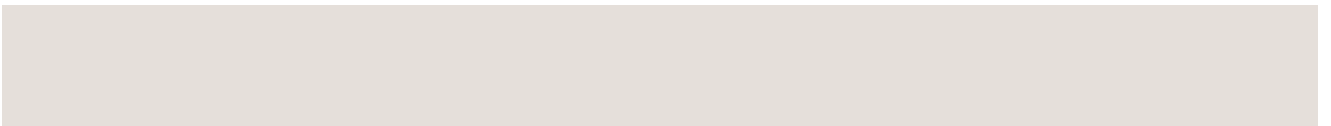
You can't work on 10 different things at once. You have to prioritize. Use the brain dump ideas from above and go through these questions to prioritize your list.

- What will have the biggest impact?
- Am I ready to invest the time & energy?
- Does it excite me?
- Does it feel urgent?


1



2




3



Step #3 - Get Specific

Make your goals specific and measurable. Example: Grow my email subscribers by 500 new members by August 15th.



Step #4 - Break it down

Once you have the goals you will be working on, it is time to break it down into 2-week sprints. A sprint is when you work on 1 high-impact project for 2 weeks. Doing this will help you to stay focused on the projects and tasks that are most important to get your desired results, and will allow you to eliminate all of the other busy work.

To do this, you have to start with the big goal you set and break it down as much as you can until you have individual tasks to put into your calendar.

On the next page, you will see an example of how to break down your goal into projects and tasks.

GOAL

Increase email list by 500 people by X date

PROJECT 1

design lead magnet

PROJECT 1 TASKS

- *Draft content for lead magnet*
- *Create the content*
- *Choose the design software*
- *Design the pages*
- *Add branding*
- *Download final copy*

PROJECT 2

opt-in form + follow-up sequence

PROJECT 2 TASKS

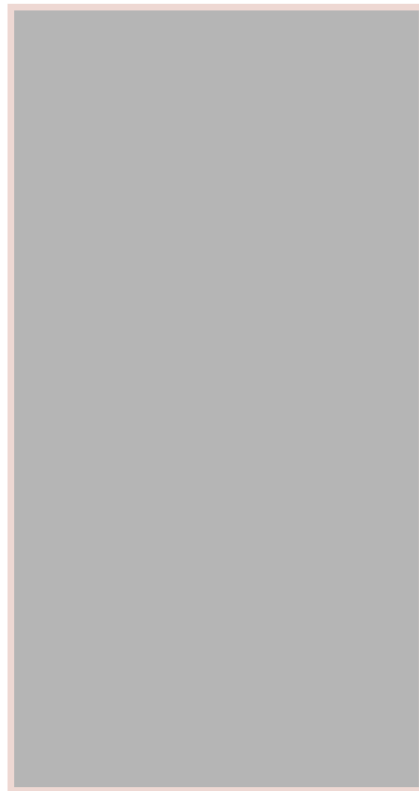
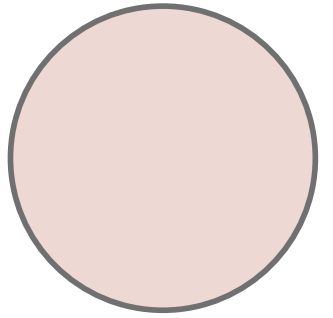
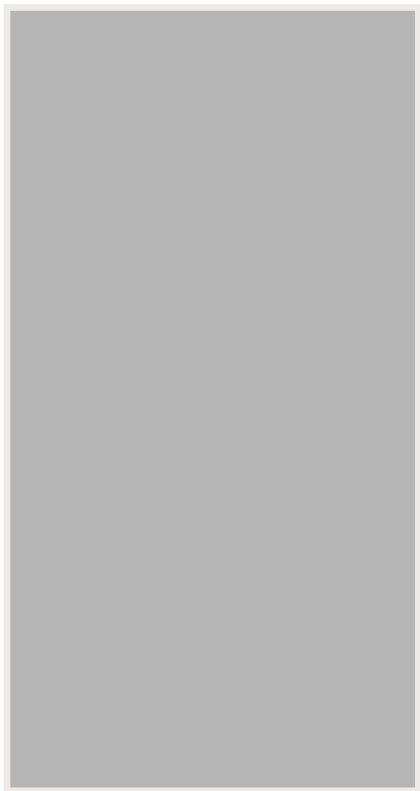
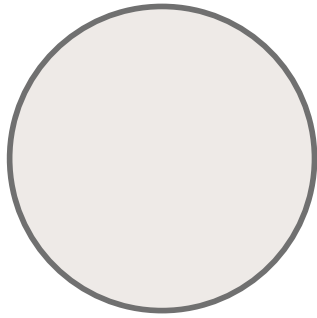
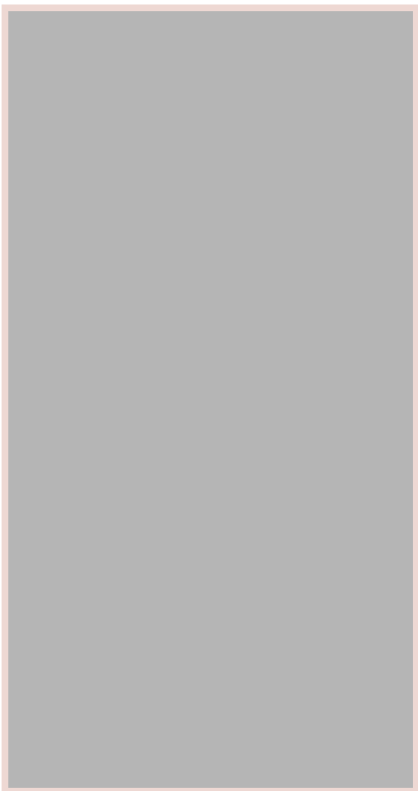
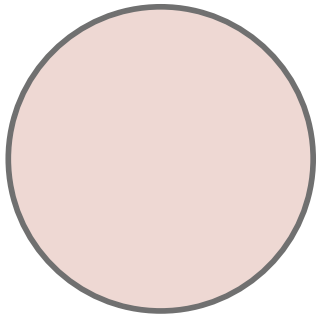
- *Make form in email software*
- *Write follow-up sequence*
- *Edit sequence*
- *Add sequence + tech in email system*
- *Test form + sequence*

PROJECT 3

update website + blog content

PROJECT 3 TASKS

- *Make a list of blog content this new lead magnet can be added into*
- *Design graphics to add into blog content*
- *Update posts*



Step #5 - Put it on your calendar

Now that you have broken down your goal into individual tasks, you need to schedule the tasks in your calendar so that you can stay on track.

Block off time each day to complete the tasks that will move you closer to hitting your blogging goals.

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sprint #1							
Sprint #2							

MONDAY	TUESDAY	WEDNESDAY
Draft content for lead magnet	Choose the design software	Style + add branding
Create the content	Design the pages of the lead magnet	Edit + finalize