

BRAND GOAL

Setting

keep each goal to 5. Remember to keep these specific, realistic, actionable, time-bound and measurable

WHAT ARE YOUR BIG FAT HAIRY GOALS

Really big goals, one that may even seem impossible initially. Allow yourself to think big

WHAT ARE YOUR SHORT-TERM GOALS

what are some more realistic goals for your brand? Write the short term goals (1-2yrs)

WHAT ARE YOUR LONG-TERM GOALS

what are some more realistic goals for your brand? Write the some long term goals (5-10yrs)

WHY DO YOU WANT THESE THINGS?

Why do you want these things, write your reasons down

WHAT ARE YOUR PLANS?

How do you intend to achieve these things?