

## Goal Setting and Planning Worksheets

*Created for use during the Growing Digital: Advanced Online Marketing Strategies Workshops*

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Goal setting is important.

**Why**

who regularly  
their goals, earn **9x** as much  
over their lifetime.

**80%** of Americans  
have **NO** goals.

**<4%** of Americans  
their goals.

Source: David Kohl

The infographic features a chalkboard with 'SET GOALS' written on it. It includes icons of people, a pencil, and stacks of money. The text is presented in a clean, modern font with key statistics highlighted in bold colors.

To increase your potential for success,...



When setting goals, ask yourself these questions: What will you specifically accomplish? How will you know when you have reached this goal? Is this goal attainable with available resources? Does this goal positively impact your mission and align with your values? When will you achieve this goal?



Think back over what has been discussed today. Take time now to write SMART goals to implement new or improved social media or digital marketing strategies to enhance your online marketing efforts. Then write the first steps you will take toward achieving each goal.

**Goal #1:**

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**What are the first steps you will take toward achieving Goal #1?**

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**Goal #2:**

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**What are the first steps you will take toward achieving Goal #2?**

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**Goal #3:**

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**What are the first steps you will take toward achieving Goal #3?**

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Find more resources for your value-added agriculture enterprise at [ag.tennessee.edu/cpa](http://ag.tennessee.edu/cpa).



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