

"A" is for

AUDIENCE ALIGNMENT ACTION FOCUSED

Once you've set your goals, the next thing to ask is, whom are these goals targeting (Who's your WHO?) The more specific you can get about your audience, the better your communication will be (and the better the results).

When defining your goal's audience, ask yourself:

- Is this goal targeting my WHO?
- Is this goal targeting ME?
- Is this goal targeting my TEAM?
- Is there any relevant data or information about this audience from previous projects or market research?



Is your goal aligned with your purpose?

- Does this goal reflect my WHY?
- Will it result in accomplishing my Vision?
- Is this goal aligned with my Mission?



Can you break down your goal into actionable steps?

- Can I accomplish each step within the goal's timeframe?
- Who can support me to get each step done?
- Does each action align with my Mantra?
- Can I actively communicate this goal?

"C" is for

CHANNEL COMMUNICATE CO-CREATE

LET'S GET TACTICAL!

Co-Create



There are many "Channels" for you to communicate the value you have and give to your audience, your WHO.

Not every Channel is for everyone, and frankly, you'd go crazy, and it'd be no FUN if you tried to do everything available to you.

You are probably already doing the things you love to do, which is great, and you'll continue using those Channels.

Let's see if you can try something new, integrate it with what you are doing, co-create, and turn your communications into Win-Win-Wins!

Here are some COMMUNICATION CHANNELS to consider:

YOUR Own Website

Blogs

Social Media

Speaking

Articles

Participating in Groups

Workshops/Courses

E-mail & Newsletters

Videos

Books

Brochures/Biz Cards

Letters/Postcards/Gifts

Networking



Goal: _____

Start Date: _____

End Date: _____

MY CHANNELS

Message

Channel #1

Channel #2

Channel #3

Outcomes

What worked?

What didn't work?

What will I keep?

What will I get rid of?

