
BEGIN AT THE END...

Outcome driven decision making

30 Day Goal

90 Day Goal

1 Year Goal

MISSION STATEMENT

"At [_____], our mission is to [_____]"
Company Name *Primary Purpose*

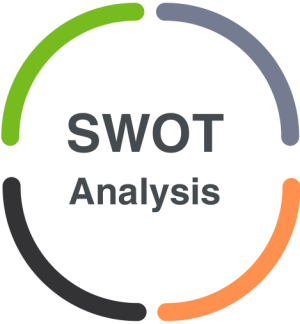
"by [_____], providing [_____]"
Key Actions/Methods *Unique Value Statement*

to [_____]. We are committed to [_____]"
Target Audience *Core Values*

as we strive to [_____]."
Additional Goals or Impact

SWOT ANALYSIS

<p>Strengths:</p>	<p>Weaknesses:</p>
<p>Opportunities:</p>	<p>Threats:</p>



The diagram features a central circle composed of four colored segments: green (top-left), grey (top-right), orange (bottom-right), and black (bottom-left). The text "SWOT Analysis" is centered within this circle. Dashed lines extend from the corners of the circle to the four quadrants of the SWOT analysis table.

CREATING SMART GOALS

S

M

A

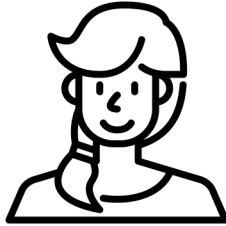
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T



Marketing & Design Studio

+801.702.7758
913 Center St., Suite 6B
Evanston WY 82930



NAME: _____

AGE: _____

GENDER: _____

EDUCATION LEVEL: _____

OCCUPATION: _____

JOB TITLE: _____

LOCATION: _____

ANNUAL INCOME: _____

MARRIED: Y / N

CHILDREN: Y / N

INTERESTS

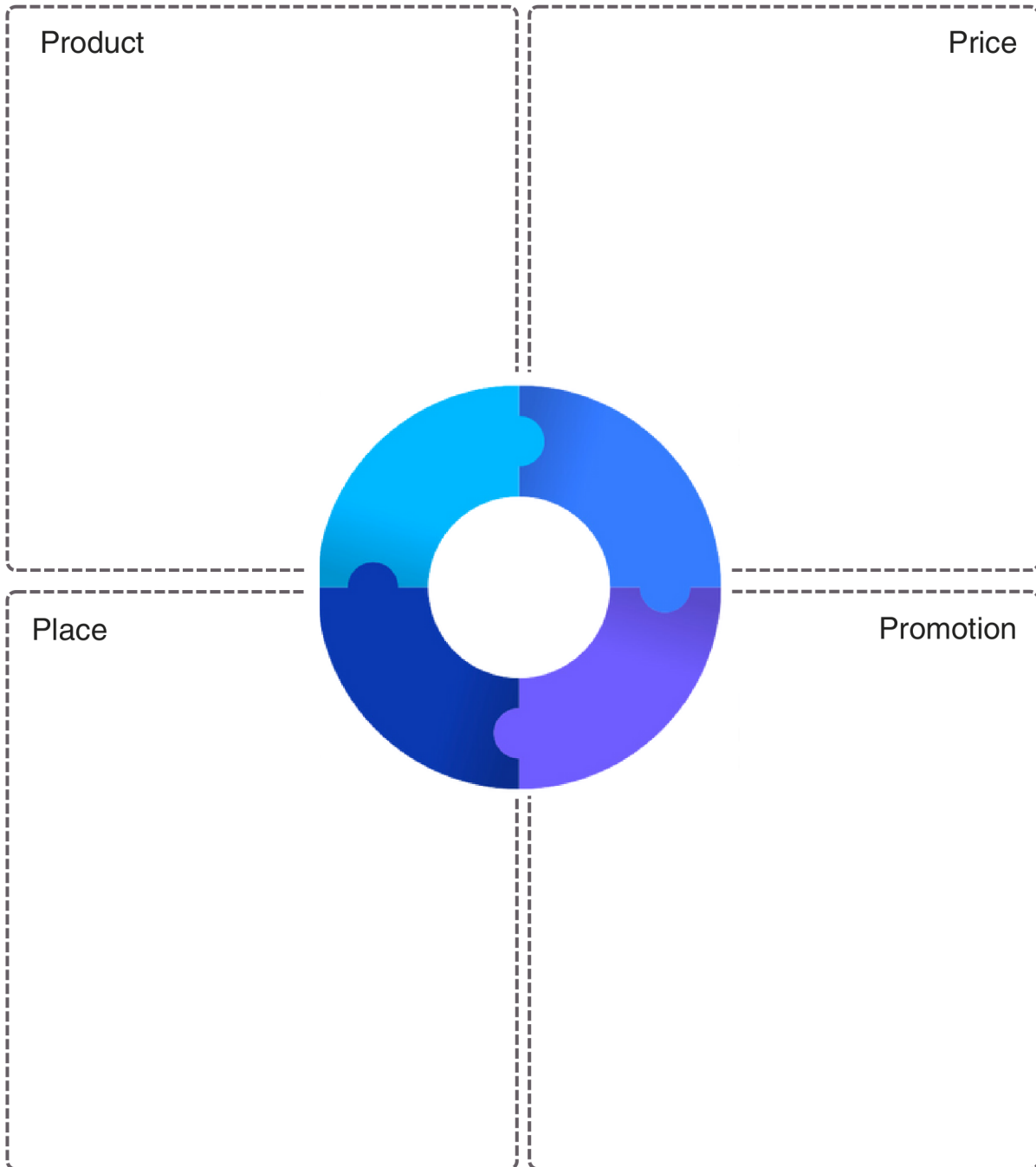
GOALS & VALUES

SOURCES OF INFORMATION

PROBLEMS & CHALLENGES

NOTES

THE MARKETING MIX

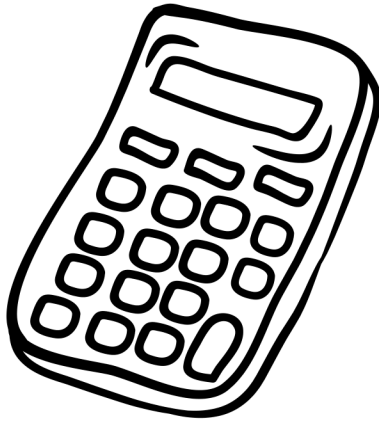




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MARKETING BUDGET CALCULATOR



GOAL: _____

AVG SALE AMOUNT: _____

OF SALES: _____

CPA: _____

BUDGET: _____

CHANNELS: _____

KPIs: _____

OF SALES NEEDED

Goal / Average Sale Amount

COST PER ACQUISITION

Marketing Costs / New Customers (or)
Gross Profit x Max %

MARKETING BUDGET

of Sales Needed x CPA

KPIs