

What is the goal of your site?	Rank in order of most importance
Make money from the website.	
Build your personal brand.	
Become a recognized expert.	
Build a platform.	
Create and sell products	
Launch an online business.	

Based on the #1 goal of your site list three goals for your site for 2014.	Is it a SMART goal?

List three words that describe your brand/ website TODAY.

List one thing that makes your site different.

Outsourcing- use this chart to help you decide what to outsource. Outsource what you hate to do. If you HATE what you HAVE to, this might not be the business for you.

What can you ONLY do.	What do you HATE to do.

List 3 revenue sources for your site today.

Name one revenue stream you would like to increase in 2014.

Hourly rate today: _____

Hourly rate goal: _____

Where are you very influential?

Diversify your business: 1= no diversity 5 = very diverse

	Rank 1-5	Change needed?
Revenue		
Traffic		
Social Networks		
Marketing		
Local		

Social media is a time waster if it is not correlating to your site goals.

Social Channel	% of traffic/ revenue	% of time	Social Channel	% of traffic/ revenue	% of time
Facebook			Google+		
Pinterest			Search		
Twitter			Referrals		