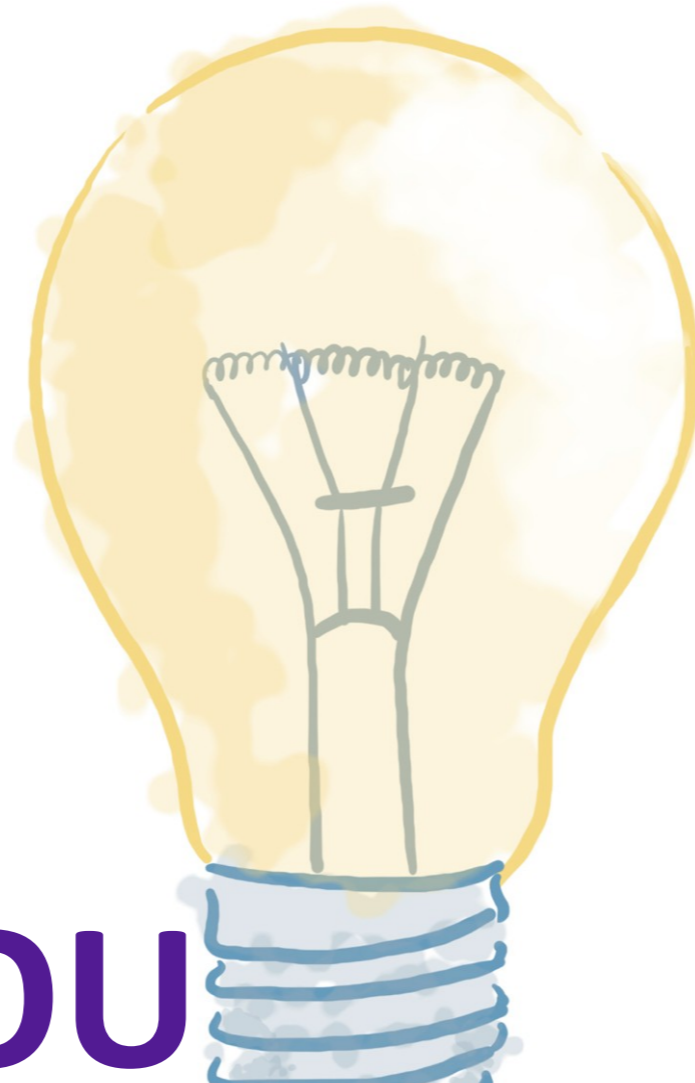




**ISOmantra**  
Aim • Adapt • Achieve



**ARE YOU  
SMART?**

**Effective goal setting for shine on biz success!**



**ISOmantra**  
Aim • Adapt • Achieve

“

A GOAL IS A

DREAM



**ISOmantra**  
Aim • Adapt • Achieve

“

A GOAL IS A

**DREAM**

WITH A  
DEADLINE

-Napoleon Hill

**WRITE IT DOWN!**



**ISOmantra**  
Aim • Adapt • Achieve



**ISOmantra**  
Aim • Adapt • Achieve

**WRITE IT DOWN!**

*Statistics show that writing down all your goals  
**GIVES** you an **80% HIGHER** chance of  
achieving them!*

# TIP



**ISOmantra**  
Aim • Adapt • Achieve

Get **creative** and get **engaged**  
to **set the stage** for goals and a  
**WINNING** business year that  
will make you **cheer!**





**ISOmantra**  
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**30%**

**PEOPLE WHO HAD CLEAR,  
WRITTEN GOALS & AN  
ACTION PLAN**



**ISOmantra**  
Aim • Adapt • Achieve

**30%**

**PEOPLE WHO HAD CLEAR,  
WRITTEN GOALS & AN  
ACTION PLAN**

**EARNED 10X MORE  
THAN OTHER 97% COMBINED**





**ISOmantra**  
Aim • Adapt • Achieve

**DON'T BE  
ANOTHER  
BRICK IN  
THE WALL**



**ISOmantra**  
Aim • Adapt • Achieve

**TIME**





**ISOmantra**  
Aim • Adapt • Achieve

**TIME**

**TOGETHER  
SMART**



“

A goal set properly

is halfway reached

”

**-Zig Ziglar**



**ISOmantra**  
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# SMART GOALS



**ISOmantra**

Aim • Adapt • Achieve

# SMART GOALS

Specific **M**easurable **A**ttainable **R**elevant **T**imebound



**ISOmantra**  
Aim • Adapt • Achieve



**BLOGS AT PURPLE PANDA  
INTUITIVE GRAPHIC/WEB  
DESIGNER**

**MEET JANET**



**ISOmantra**  
Aim • Adapt • Achieve

## BLOGS AT PURPLE PANDA INTUITIVE GRAPHIC/WEB DESIGNER



*solopreneur*

*right-brained*

*mental-blocks*

*Marches to her own beat*

*Plays dumb*

*'lazy'*

*Gets into her own way*

# MEET JANET





Bitch, please!  
I know I'm smart!

MEET JANET



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# SMART

# GOAL #1



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**\$60k +** (the dolla dolla bills, y'all!)

# SMART GOAL #1

Janet will earn \$60k or more this 2013 by sending out at least 3 new proposals a week, launching an e-shop portion for passive income streams which will donate 20 to her own social outreach initiatives, guest blogging on relevant sites 4x a month and asking for client feedback (survey) as standard procedure after every project. This will allow Janet to grow her business, analyze how to improve, and reinforce her conscious brand.



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**BREAK IT  
DOWN!**



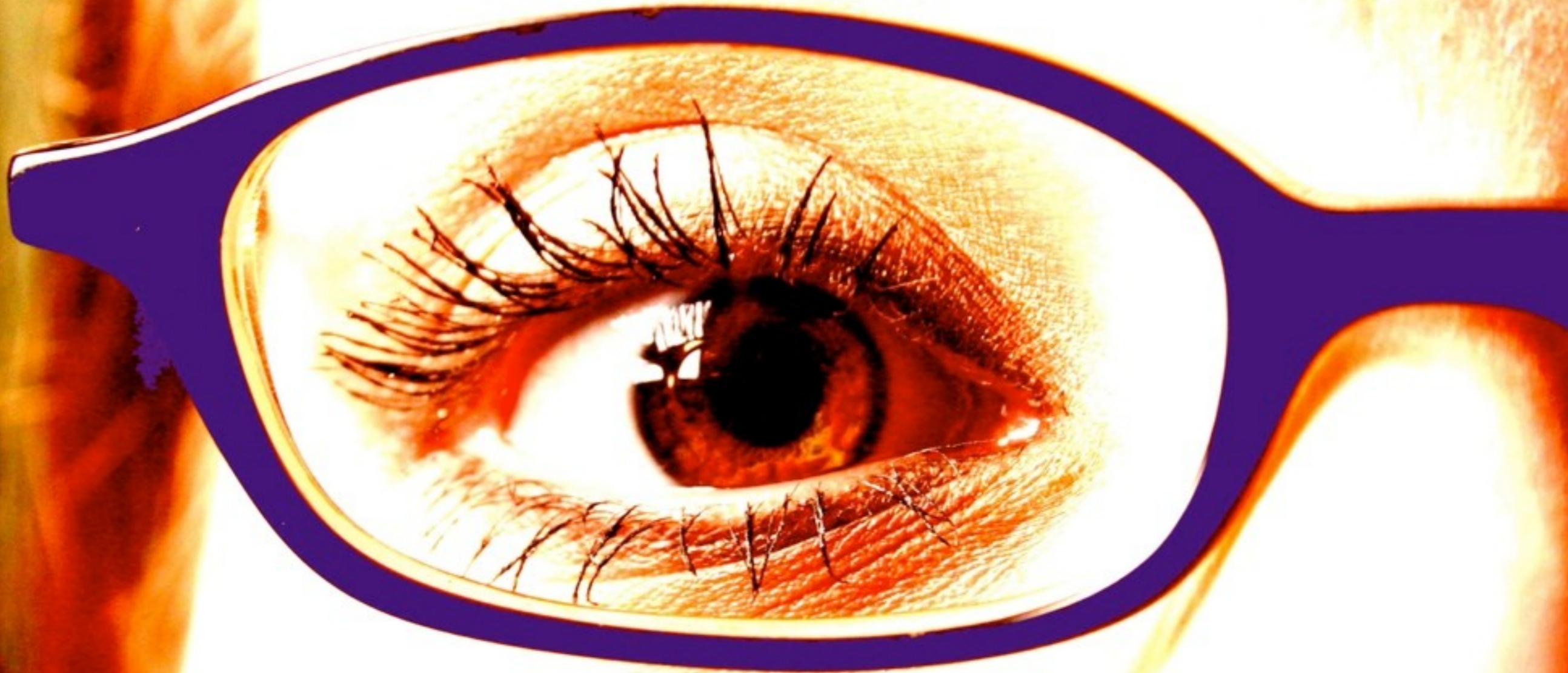
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**ISOmantra**  
Aim • Adapt • Achieve

# SPECIFIC





**ISOmantra**  
Aim • Adapt • Achieve

# SPECIFIC



Grow her 'hobby biz' into a full-on professional business with an annual income of \$60k or more this 2013.

# M MEASURABLE



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# M MEASURABLE



**ISOmantra**  
Aim • Adapt • Achieve



Create a monthly marketing goals spreadsheet that will look at how many new proposals are sent out, close rate, follow up letter, blogs, guest blogs, and other relevant information (of course, keep track of monthly income too).



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**ATTAINABLE**

FINISH



**ISOmantra**  
Aim • Adapt • Achieve

# ATTAINABLE

Janet's strategy is to ask for client feedback (survey) after every project, send out at least 3 new proposals a week, network and/or **MASTERMIND** with service professionals at least 1x a week, guest blog on relevant web design sites 4x a month and create an e-shop for passive multiple

# RELEVANT



**ISOmantra**  
Aim • Adapt • Achieve



# RELEVANT



**ISOmantra**  
Aim • Adapt • Achieve

I'm not Stuck!  
I'm RELEVANT!

Adding additional clients and income streams will allow Janet to increase her revenue. Adding a social responsibility portion of the sales will attract her ideal client that wants to make a difference. Measuring marketing efforts will allow her to keep track of what's working and what's not. Adjust accordingly.

# RELEVANT



**ISOmantra**  
Aim • Adapt • Achieve

Get out of  
my way!

...But sometimes pandas (and Janet) get in their own way. She'll have to be more productive and focused than her lazy procrastinating ways. Working ON her business, not in her business. Janet's up for the challenge!



**ISOmantra**  
Aim • Adapt • Achieve

# TIME-BOUND

The clock is ticking. Janet will earn \$60k or more this 2013!



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"My biological clock is ticking and I want babies NOW!" -The Complete Works of William Shakespeare (Abridged)

Janet ain't tying the knot, but she'll get knocked up to celebrate! She'll finally be able to afford one kid & looks forward to joining the mompreneur club.

# CELEBRATE!





**ISOmantra**  
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# SMART

# GOAL #2



# List Building

## SMART GOAL #2

In order to spread her message that would appeal to her ideal client avatar and grow her list from 60 to 500+ in one year, Janet wants to launch an ebook manifesto about conscious living entitled “Purple is the New Green: A Conscious Living Manifesto” which will be out on April 29th, 2013. She will achieve this by writing at least 1,500 words, 3x a week.



**ISOmantra**

Aim • Adapt • Achieve

The **SCARIEST MOMENT**  
is always **RIGHT BEFORE YOU START**

— Stephen King, On Writing

# THE STRATEGY



**ISOmantra**  
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# THE STRATEGY

- Janet will write 1,500 words, 3x a week.
- She will measure her list building statistics via Mailchimp and strategically use Google Analytics to see where her pages may need improvement to add more list conversions.
- E-book design will be her own, as a way to market her services.

If she plays her cards right, she could have a straight up flush! (Full of heart + passion)





**ISOmantra**  
Aim • Adapt • Achieve

# IN THE WAY

Janet wasn't born famous.  
She knows list building is hard work.  
Especially when website traffic is less than 50 a  
day, on average.

# CELEBRATE!

EXPLORE. TRAVEL. SEE THE WORLD.



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Aim • Adapt • Achieve





**ISOmantra**  
Aim • Adapt • Achieve

# SMART

# GOAL #3





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# Launch

## SMART GOAL #3

Janet will establish herself as an expert intuitive graphic/web designer and the go-to professional for holistic, creative entrepreneurs and heart-based businesses by soft launching her new web design site on February 14th and hosting a launch party on February 21st. This will allow her the confidence to put herself out there and really hone in on her niche.



# Week 1

- Code the Website (already designed) in four hour chunks
- Spend 1 day to write the copy for service packages and about page
- Cross browser test website to make sure tech is working
- Soft launch site February 14th

# Week 2

- Work on promotional/launch plan
- Create Facebook event of launch party
- Start inviting/emailing people
- Email influencers to see if they can help
- Launch party on February 21st



**ISOmantra**  
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# LACK OF TIME

A tight launch plan will be tough but Janet needs it ASAP to go pro + gain confidence



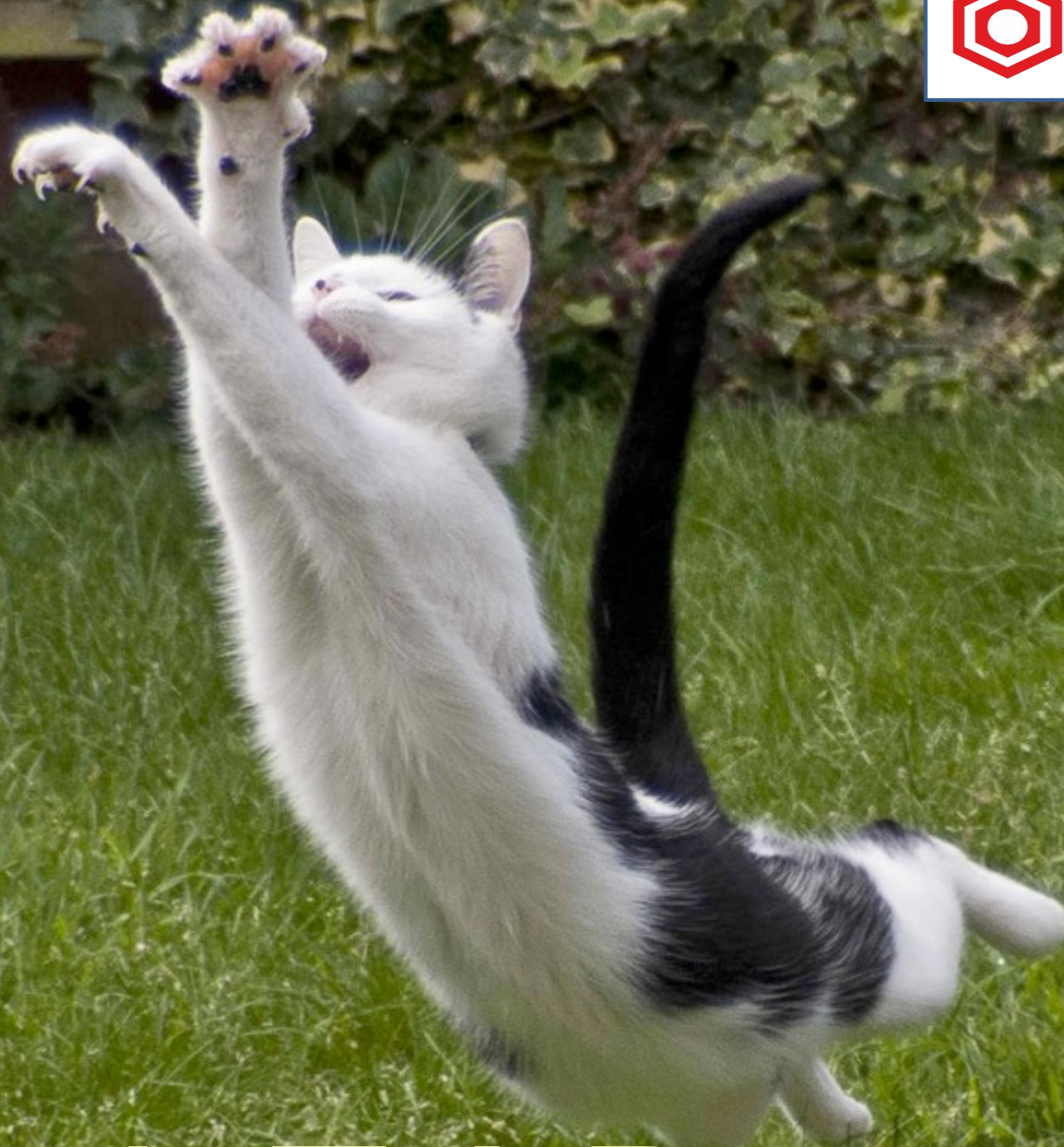
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KEEP YOUR **EYE** ON  
THE **PRIZE**



**ISOmantra**  
Aim • Adapt • Achieve



TAKE A

BIG LEAP



**ISOmantra**  
Aim • Adapt • Achieve

CELEBRATE BY GOING ON A RELAXING  
TROPICAL SPA VACATION

# TIP



**ISOmantra**  
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THINK OF YOUR BIG HAIRY AUDACIOUS  
GOALS (BHAG) AS CUTE LITTLE MONSTERS



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Aim • Adapt • Achieve



Janet's BHAG is to have a full service boutique design agency so she can free up her time for other projects like... building a tropical eco treehouse wellness resort!





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She spotted land near a beach resort. But lack of funds gets in the way. She needs to find an angel investor to pitch her idea.



**ISOmantra**  
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PRETTY PLEASE  
WITH BAMBOO  
ON TOP?



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“WHATEVER THE MIND CAN  
CONCEIVE AND BELIEVE  
IT CAN ACHIEVE –Napoleon Hill



**ISOmantra**  
Aim • Adapt • Achieve

THANK YOU FOR VIEWING. IF YOU  
LIKED THIS...



**ISOmantra**  
Aim • Adapt • Achieve



THANK YOU FOR VIEWING. IF  
YOU LIKED THIS...



**ISOmantra**

Aim • Adapt • Achieve



THANK YOU FOR VIEWING. IF  
YOU LIKED THIS...

(Just sayin')