

DOG TRAINING BUSINESS GOAL PLANNER

PLAN YOUR YEAR AND SET GOALS
WITH AN ACTIONABLE PLAN



Welcome!

HOW TO USE THIS PLANNER

Welcome to the Goal Planner for Dog Trainers in Business! This planner is designed to help you set and achieve goals that solve specific problems or bring about desired outcomes in your dog training business.

Most importantly, the aim is to help you to set goals in a way that makes them actionable and achievable. I have also created an accompanying Trello board if you would like to manage your tasks digitally. [**ACCESS HERE>**](#)



ABOUT ME

I'm Tenille and I'm here to help you to grow your dog training business. Whether you run group classes or board and train, or you only run private lessons. Whether you live in a big city or a small town. You can make a profitable career as a dog trainer in your own hours and without burning out. I'm thrilled to meet you and be your guide. Let's set some goals.

See more resources at dogmatterspro.com

This guide will help you set goals specific to your dog training business, but you can use the same process to set goals in other areas of your life. Usually, these areas may include:

- Business
- Finances
- Relationships
- Health & Fitness
- Personal Development
- Hobbies & Interests
- A big life project like a build, renovation, big holiday etc.

When you're ready, you can follow the same goal-setting and planning process for these areas of your life. Tip: Set an image that represents your goals for each category. This forms a goal-oriented vision board.

Tenille x

LET'S SET SOME BUSINESS GOALS...

Many people have a broad idea of what they want to achieve. They can envision a picture of their dream life in their mind's eye. Or when I ask about their business goal, they can tell me a financial number they want to reach, but they cannot tell me how or why they arrived at that specific figure, or how they're going to get there.

Or perhaps they tell me about their dream to own land and run an exciting dog training facility, but they have no plan on how to achieve that and the date set is, "one day."

When goals are set vaguely, it makes it difficult to decipher what the actual steps are to get there, how long they should take, or in what order they need to be done.

This planner aims to solve that common problem and give you a list of action steps that you can take to move forward and continually gain momentum towards your specific and measurable business goals.

This goal-planning workbook will guide you from that big-picture vision you have, right down to tomorrow's action-based to-do list.

YOUR DREAM VISION:

This is where you can be a bit broad - fantasise about your big-picture goal and what life will look like once you've achieved it. Set a date that you want to be living this vision. Don't limit yourself!



What problems and challenges are currently stopping you from achieving this goal?

Identifying what your specific challenges is the first step to planning out solutions.

Setting problem-solving goals allows you to take an action-based approach towards overcoming obstacles and creating positive change within your business.

Each goal you set will serve as a stepping stone towards resolving a particular challenge or realising a desired outcome.

Reflect on the challenges or areas of improvement within your dog training business. Pinpoint the specific problems you want to solve or the outcomes you wish to achieve. By clearly defining these areas, you'll gain a deeper understanding of where your focus should lie.

CURRENT CHALLENGES OR PROBLEMS:



Example:

- 1. Need for more clients (Desire: to increase revenue)*
- 2. The website isn't showing in Google searches (Desire: To increase website traffic)*
- 3. I don't have many followers on social media*

PRIORITISE

Next, organise these challenges in order of priority - what do you need to solve most urgently and so on?

Prioritise them based on the significance and impact they will have on your business.

You have probably heard of SMART goals:

Specific: What is the problem you are solving and the specific action step you want to take to achieve this?

Measurable: How will you know when it is achieved? What are the metrics?

Achievable: Do you foresee this as something that is doable for you within this timeframe?

Relevant: How is this specific action step relevant to your big vision goal?

Time-bound: When is the deadline to achieve this step?

Although tracking your metrics is important, I recommend you set goals that you can control. For example instead of a goal to “make \$10,000 this month”, the goal could be based around increasing your lead-generating activities, such as, “set up a new video ad and dedicate \$200 to the advertising budget.”

Or, instead of, “Reach 1000 followers on Tiktok,” your goal could be, “Post a daily video on Tiktok.”

The difference between those two goals in both of those examples is that one is fully within your control and the other is something you hope for but can't guarantee. The best goals can be ticked off like a to-do list.

Take your previously listed challenges and let's turn them around into action-based solutions ie what do you need to DO to solve this problem? List the solutions to the challenges you listed in the previous step:

The Challenge: _____

Action-Based Solution: _____

Goal Metric: _____

To be completed by: _____

Example:

Challenge: To increase website traffic

Action-based solution: Publish a weekly blog post optimised for SEO and run an ad campaign to the blog

Goal Metric: 2,000 monthly website visitors by the end of the year

To be completed by: 31/07/2023

TAKE THESE ACTION-BASED SOLUTIONS AND BREAK THEM DOWN INTO SMALLER TASKS:

Problem or challenge: _____

Action-Based Solution: _____

Tasks:

- _____
- _____
- _____

Example:

Problem or challenge: To increase website traffic

Action-Based Solution: Publish a weekly blog post optimised for SEO and run an ad campaign to the blog

Tasks:

- *Research a list of relevant keywords using the Google Keyword Planner*
- *Write a list of blog article topics and set their due dates*
- *Make a list of main bullet points to create the outline the first blog article*
- *Write the blog article*
- *Complete the Search Engine Optimization Checklist for the article*

PLAN YOUR YEAR, QUARTER, MONTH, WEEK & DAYS TO TAKE ACTION STEPS

Once you've identified what your goals are and the specific action steps you need to take, it's time to plan out your time and schedule each task using it's expected timeframe. To do this, allocate your goals using the following questions:

Within the next 12 months, I will have achieved:

- Project relevant to goal #1 with the specific outcome of _____
- Project relevant to goal #2 with the specific outcome of _____
- Project relevant to goal #3 with the specific outcome of _____

Example:

- *I will have published 50 weekly blog articles optimised for SEO aiming to bring in 2000 website visitors per month*

This Quarter, I Will Complete The Following Tasks:

- One part of one project
- One part of one project
- One part of one project

Example:

- *Research a list of keywords relevant to my blog*
- *Create a list of Blog topics and their due dates*
- *Write and schedule 10 blog articles*

This Month, I Will Complete The Following Tasks:

- Tasks related to this quarter's projects
- Task
- Task
- Task

Example:

- *Research a list of keywords relevant to my blog*
- *Create a list of Blog topics and their due dates*
- *Complete 4 articles and schedule*

This Week, I Will Complete The Following Tasks:

- Task:_____ Expected Time Required: _____
- Task:_____ Expected Time Required: _____
- Task:_____ Expected Time Required: _____

Today's Tasks:

When you set your tasks for each day, you do not have to work on one task until completion. Instead, use time blocking to dedicate a chosen time period to that task, then move onto the next one. This way, you can keep steady momentum on the tasks and achieve small wins rather than only feeling accomplished when the entire task is completed. Try setting a timer and race the clock to see how much of that task you can get done before the timer goes off.

Of course, if you're feeling like you're in the flow and you don't want to stop working on that task, you can continue if you'd like.

You may have heard of the Pomodoro Method where you work for 25 minutes, then take a break for 5 minutes or similar. Using time blocking, set a timer for your work sprint, then set a timer for your breaks so that you don't lose time to distractions.

- Task: _____ Time Block: _____
- Task: _____ Time Block: _____
- Task: _____ Time Block: _____

Example:

- *Task: Make a list of keywords to include in articles for SEO. Timer: 30 minutes*

IMPORTANT: Track Your Progress

What is measured is improved.

Regularly track your progress towards each goal using the metrics you are wanting to grow.

For example, if you're working on increasing income, track the money that comes in each day. If you're working on increasing leads, track the number of leads that come in daily. If you're working on creating a new habit, track the days you complete it.

Tracking helps you to be more mindful of your goals and stay focused on them every day. Just being more aware of your targets can influence your micro-decisions and actions in everything you do.

Use this data to make adjustments when necessary. For example, if tracking leads, keep track daily of how many leads come in.

Date	Metric	Number
7/7/23	Incoming leads	4

Self-Reflection - Time Tracking Audit

If you feel like you are losing a lot of time and you don't know where it's going, start with an honest time-tracking audit. For one week, track everything you spend time on and how much.

TIME TRACKER

Date	Time	Activity

Questions To Ask Yourself Along The Way

It's good to regularly self-reflect and ask yourself questions, you may be surprised at how the self can answer. You can just think on these, but putting pen to paper and journaling on them is the best way to process your thoughts and help your creativity and problem-solving. Here's a few questions I recommend journaling on regularly:

- In what ways have I got in my own way recently?
- Looking back at my day, is there anything I would have done differently that would be more helpful toward my goals?
- Who do I need to become to be able to take the actions I want?
- If I choose to be that person right now, what would my actions look like?

Allow yourself to stay flexible when required, learn from your experiences, and adapt your approach as you encounter new insights or challenges along the way.

It's natural that sometimes things don't work out the way we planned.

When you accept this, it will be easier to brush off perceived failures, focus on the learning, and move on to the next action.

Setting action-based goals is an ongoing process. As you achieve your goals and overcome challenges, new opportunities for growth and improvement will emerge. Embrace this continuous cycle of goal-setting, action, evaluation, and refinement to elevate your dog training business to new heights consistently.

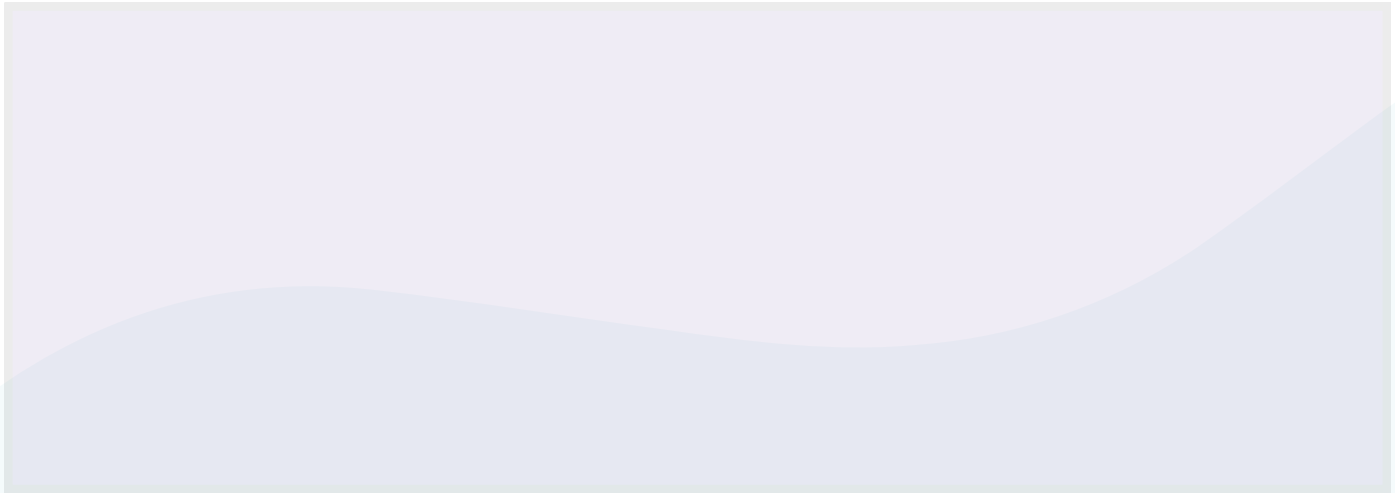
Putting It All Together: Your Goal Planner Workbook

The following pages put all of the parts together to form a goal planning workbook that you can save to your device or print and fill in as needed.

GOAL PLANNER WORKBOOK

YOUR DREAM VISION:

This is where you can be a bit broad - fantasise about your big-picture goal and what life will look like once you've achieved it. Set a date that you want to be living this vision. Don't limit yourself!



CURRENT CHALLENGES OR PROBLEMS (IN ORDER OF PRIORITY):



Take your previously listed challenges and let's turn them around into action-based solutions ie what do you need to DO to solve this problem? List the solutions to the challenges you listed in the previous step:

Challenge:

Action-Based Solution:

Goal Metric:

To be completed by (date):

Challenge:

Action-Based Solution:

Goal Metric:

To be completed by (date):

Challenge:

Action-Based Solution:

Goal Metric:

To be completed by (date):

Challenge:

Action-Based Solution:

Goal Metric:

To be completed by (date):

Break the solutions down into smaller tasks:

Action-Based Solution:

Tasks:

-
-
-
-
-


Break the solutions down into smaller tasks:

Action-Based Solution:

Tasks:

-
-
-
-
-

Within the next 12 months, I will have completed the following from my list of solutions:

- 
- 
- 
- 
- 

Quarter starting:

This Quarter, I Will Complete The Following:

Month:

This Month's Tasks:

Week starting:

This week's tasks:

Time required:

<input type="checkbox"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>
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Today's Date:

Task: Predicted Time: 30 Minute Blocks:

Secondary Tasks:

Progress Tracker

Metric	Date	Progress

Daily Time Tracker

Record every half hour of time spent

Week Of: _____

TIME	Mon	Tues	Wed	Thurs	Fri	Sat	Sun

WANT MORE RESOURCES TO GROW YOUR DOG TRAINING BUSINESS?



Access courses and downloads to help you grow your dog training business at the link below. [Contact me here](#) if you'd like to enquire whether there is availability for private coaching



[VIEW RESOURCES FOR YOUR DOG TRAINING BUSINESS](#)