

# GET CLEAR ON YOUR 2026 GOALS

PRESENTED BY



## Get Clear on Your 2026 Goal

(Be specific — this is what your marketing should support)

- Revenue target
- Number of clients
- Booked-out calendar
- Selling out an offer

My primary 2026 goal is:

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## Your Why

(Why your business exists beyond "making money")

I help \_\_\_\_\_

achieve \_\_\_\_\_

so they can \_\_\_\_\_

## Your Strategy

(How marketing supports your goal)

What does marketing NEED to do for my 2026 goal?(pick 1-2):

- Generate consistent leads
- Increase sales / enquiries
- Attract better-fit / higher-value clients
- Build trust & authority
- Nurture existing customers
- Other: \_\_\_\_\_

Do I have a clear journey from first touch → client?

- Yes
- No
- Kind of \_\_\_\_\_

What do they need to understand or trust before buying? \_\_\_\_\_

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What is the ONE action I want them to take? \_\_\_\_\_

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## Your Website

(Your website should work harder than you do)

### Above the Fold (First 5 Seconds)

- It clearly says who this website is for
- It clearly states the problem I solve / outcome I deliver
- It clearly tells the visitor what to do next

### Messaging & Clarity

- Hero message is clear, simple, and tied to the WHY
- I don't need to explain the website in person
- Speed + clarity > clever words or design

### Calls to Action

- One primary CTA per page
- CTA matches buyer intent (book, enquire, buy, download)
- No competing or confusing CTAs

Biggest website improvement needed \_\_\_\_\_

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### Navigation & User Journey

- Navigation is simple and intentional
- Pages align with how a buyer thinks and searches
- No dead ends or "where do I go now?" moments

### Trust & Proof

- Testimonials are visible and specific
- Results, reviews, or case studies are easy to find
- Authority signals are present (logos, experience, credentials)

### Experience & Performance

- Mobile experience is clean and easy to use
- Website loads fast
- Buttons, text, and forms are easy to tap and read

## Your Email

(You own your email database)

Email foundations (tick what's true):

- I actively collect emails
- There's a clear reason to subscribe
- New people get welcomed properly
- I nurture (not only when selling)
- Emails guide people toward working with me

Biggest gap right now: \_\_\_\_\_

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# Your Content

## Goal Alignment

- Do I know what my content is meant to do?(leads, trust, sales)
- Is my content aligned to my business goal – not just posting for the sake of it?

## Planning & Structure

- Do I plan my content ahead of time?
- Do I have clear content pillars I rotate through?

## Positioning & Authority

- Does my content show how I think, not just what I do?
- Would someone understand my expertise after scrolling my feed?

Biggest gap right now: \_\_\_\_\_

## Content Mix

- Education(teach something)
- Trust(proof, experience, behind-the-scenes)
- Connection(story, beliefs, personality)
- Conversion(offers, next steps)

## Calls to Action(CTA)

- Does every post tell people what to do next?
- Am I directing people off social(DM, website, email)?

# Your Content Pillars

## Education & Tips

Teach your audience something useful.

- How-tos
- Quick wins
- Common mistakes
- Myth busting
- “Do this, not that”

## Authority & Positioning

Show how you think and why you're the expert.

- Opinions / hot takes
- Frameworks & processes
- “Here's how I approach this”
- Behind your strategy decisions
- Industry commentary

## Proof & Trust

Build credibility.

- Client results
- Case studies
- Testimonials
- Before & afters
- Screenshots / metrics / wins

## Story & Connection

Humanise your brand.

- Founder story
- Business lessons
- Values & beliefs
- Behind the scenes
- Personal insights tied back to business

My 4 content pillars are:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

## Problem Awareness

Help people recognise their pain.

- “If this sounds like you...”
- Common struggles your clients face
- Red flags
- Symptoms of a broken system

## Offers & CTAs

Move people to action.

- Service breakdowns
- What working with you looks like
- Limited spots / availability
- Lead magnets
- DM or booking prompts

## FAQs & Objections

Remove friction.

- Pricing questions
- “Is this right for me?”
- What to expect
- Who it's not for
- Comparison content

## Lifestyle & Brand Energy (optional)

Show the vibe.

- Day in the life
- Work style
- Wins + challenges
- Business owner reality
- Culture & personality

# Your Paid Ads

## Strategy Clarity

- I have a clear business goal for running ads
  - I know what success looks like(leads, sales, bookings)
  - I know which offer/service ads will promote
- If not → Ads will amplify confusion, not results.

## Audience Clarity

- I know who I'm targeting(not “everyone”)
  - I understand their problem, desire, and objections
  - I know what would make them stop scrolling or searching
- If not → Targeting and messaging will miss the mark.

## Website Conversion

- My website clearly says who it's for + what problem it solves
  - There is one clear primary CTA
  - It builds trust(proof, testimonials, authority)
  - It converts without me explaining it
- If not → Ads will send traffic, not conversions.

## Email Foundations

- I capture emails(lead form, enquiry, opt-in)
  - I have a basic welcome / follow-up flow
  - Leads are nurtured after the click, not forgotten
- If not → You're paying for leads you don't warm up.

## Content Readiness

- My content shows trust, expertise, and clarity
  - I have proof or authority I can reuse in ads
  - My content already gets engagement, saves, or DMs
  - I know which messages resonate best
- If not → Ads will struggle to convert cold traffic.