

2018



2019

Moving Forward

Where You've Been > Where You Are Going!

Complete this one page form - you will be surprised at how clear your plan will become.

Year End Sales: 2016 _____ 2017 _____

2018

Enter your Q1, Q2, Q3 & projected Q4 revenue

Q1: \$ _____

Q2: \$ _____

Q3: \$ _____

Q4: \$ _____

\$ _____

Total

What was your goal for 2018?

\$ _____



What were your plans for increased revenue in 2018? (check all that apply)

- Consistent Marketing
- Update Website
- Consistent Email Marketing
- Consistent Social Media
- Start using a CRM
- Automate Marketing
- New Marketing Literature
- Hire a Marketer
- More sponsorship
- Rebranding
- Start Blogging
- Create a Marketing Plan
- New Website
- Implement Email Marketing
- Implement Social Media
- Create a Referral Program
- Hire / train new sales staff
- Start / More Networking
- Stop Wearing Too Many Hats
- Educate Customers
- More Community Activity
- Add SEO / Digital Advertising
- New Advertising Medium
- Other

What did you accomplish? ___/___ (mark how many you succeeded at out of the number checked above)

Did you have an actual plan with timelines? Yes ___ No ___

Do you feel you were successful at implementing your marketing changes in 2018? Yes ___ No ___

Did you reach your goals? Yes ___ No ___

What is the one thing you wanted to do and didn't? _____

What are your plans for increased revenue in 2019? (check all that apply)

- Consistent Marketing
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How do you plan to accomplish your above choices?

Will you create a timeline this year? Yes ___ No ___

What do you need to put in place to accomplish your goals for this year?

2019

Enter your projected Q1, Q2, Q3 & Q4 revenue goals

Q1: \$ _____

Q2: \$ _____

Q3: \$ _____

Q4: \$ _____

\$ _____

Total

Of course, you can go into much more detail than this. Our form was created to get you thinking about what your plans were and what did and did not happen so you can make them happen for 2019. If you would like help moving forward - simply email this completed form back to us, we'll take a look and offer suggestions (no obligation).

admin@prowlcommunications.com

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