

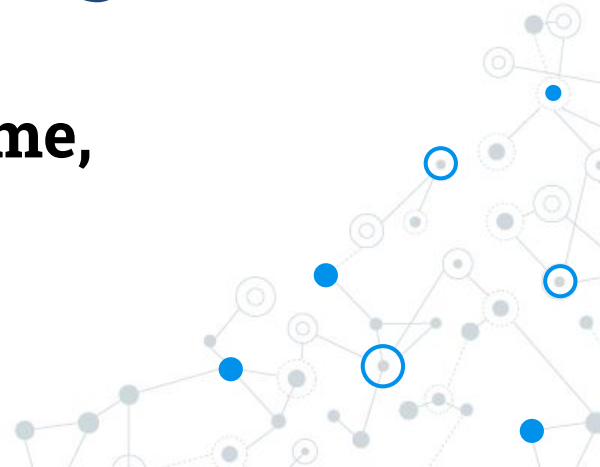


Nikole Haumont

Founder & Principal Designer of

Shield Bar Marketing

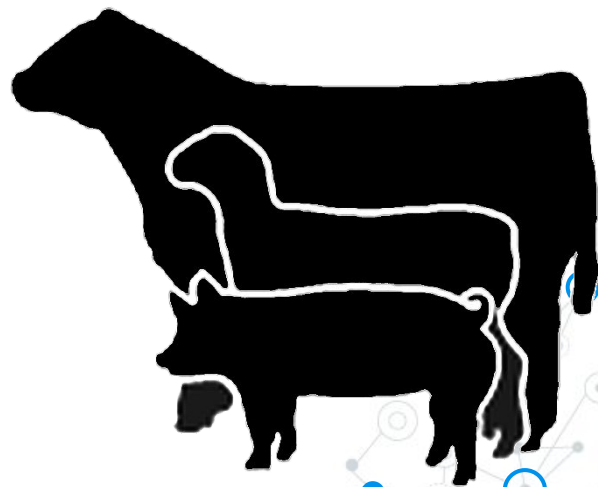
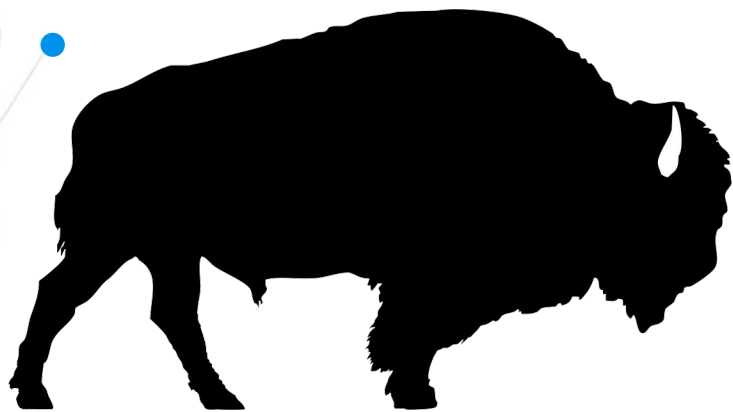
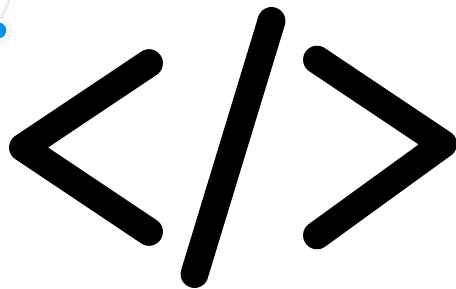
**Saving business owners time,
money & frustration.**

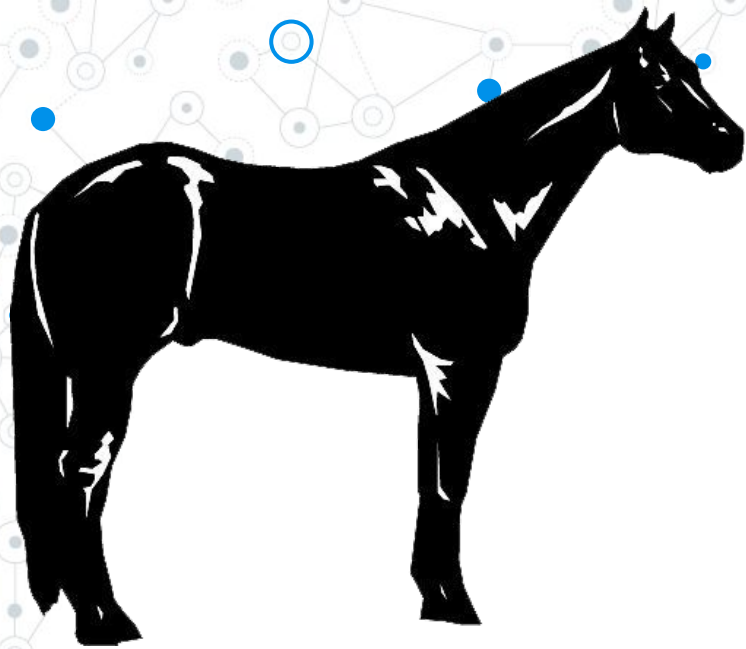




Today's Timeline

1. Introduction
2. WIGs vs PIGs
3. Q&A
4. 10 minute break
5. SMART Goals
6. Q&A
7. 10 minute break
8. Planning & Executing Your Marketing Calendar
9. Tips & Tricks For Getting It Done
10. Q&A







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PODCAST

*Give Your
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JILL FLEMING & NIKOLE HAUMONT

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Sahuarita mini-Shark
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WIGS vs PIGS*

WILDLY IMPORTANT GOALS (WIGS):

The vital few goals that must be achieved to fulfill the purpose, or nothing else you achieve really matters much.

PRETTY IMPORTANT GOALS (PIGS):

Goals that represent the many good things you can do.



The Power of Focus

Great leaders realize they can execute *only two or three goals* with excellence at one time.

Number of Goals	1-3	4-10	11-20
Goals Achieved with Excellence	1-3	1-2	0





Identify Potential WIGs

Write down all the goals, major projects and initiatives that are consuming your time.



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Welcome Back!



Goal Setting

S

SPECIFIC

Your goal is direct, detailed, and meaningful.

M

MEASURABLE

Your goal is quantifiable to track progress or success.

A

ATTAINABLE

Your goal is realistic and you have the tools and/or resources to attain it.

R

RELEVANT

Your goal aligns with your company mission.

T

TIME-BASED

Your goal has a deadline.



The real aim of this method is to define

who

what

where

when

why

so that there is no room for ambiguity or misunderstanding of the end result.

Remember that the ultimate purpose is to **help your company – and you –**
succeed.





S

SPECIFIC

Your goal is direct,
detailed, and meaningful.

SMART goals are **well defined** and express exactly what you are seeking to accomplish. Use action verbs to tell what you plan to deliver.

A broad goal won't bring you much success because you can't exactly pinpoint its main purpose. With a specific goal, you can be sure to set the right initiatives in place.



M

MEASURABLE

Your goal is quantifiable to track progress or success.

Unless you include

concrete, measurable values

to your goal, *how will you know if you've actually accomplished it?*

This is why it's essential to create measurable goals. Doing this will help keep you on track as you strategize and implement tactics in order to complete your goals.

When setting goals, always ask, "How much do we want to improve/increase this by?"



A

ATTAINABLE

Your goal is realistic and you have the tools and/or resources to attain it.

Yes, we want you to shoot for the moon – but don't shoot for Venus. That's way too far away.

As you build out your goals, be realistic.

Knowing your knowledge and resources, **make sure you set goals that are possible to reach by your deadline.**





R

RELEVANT

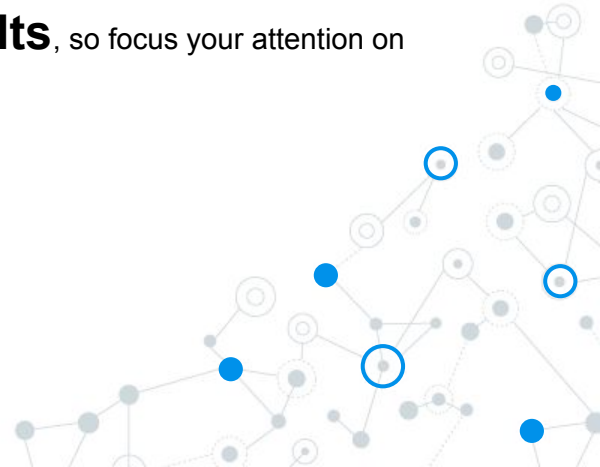
Your goal aligns with your
company mission.

Your goal should be relevant to your

company's mission and reflect one or more core values.

If it doesn't pertain to a main initiative you have for the quarter or just seems completely random, it's probably not a goal worth pursuing.

You want goals that can **yield your business impactful results**, so focus your attention on the ones that matter most.



T

TIME-BASED

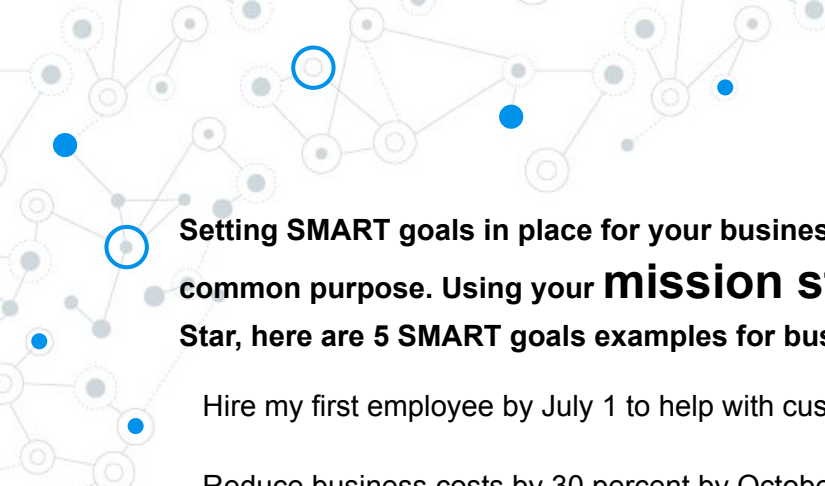
Your goal has a deadline.

When do you need your goal to be completed?

Establishing a **realistic timeframe** for achieving your goal locks in a **deadline** and keeps you **focused** on accomplishing your goals in that time restriction.

If you didn't give yourself a deadline, you would never really be able to know if you've accomplished your goal and be able to scale it later on.





Setting SMART goals in place for your business aligns your teams and keeps each employee focused on one common purpose. Using your **mission statement** and **vision statement** as your North Star, here are 5 SMART goals examples for business.

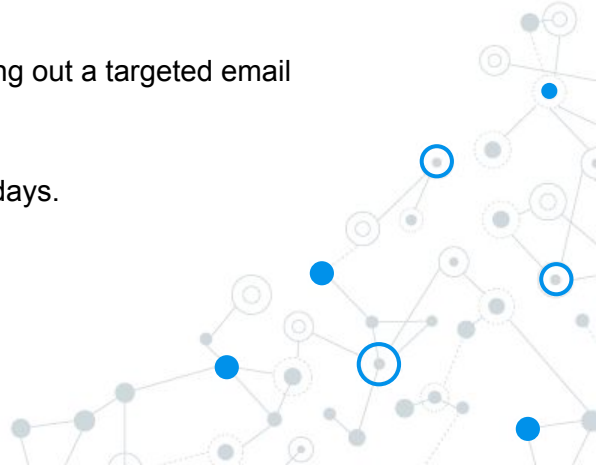
Hire my first employee by July 1 to help with customer service and production.

Reduce business costs by 30 percent by October 1 by negotiating with suppliers and trimming overhead.

Get one new referral this month by sending out a weekly newsletter (four newsletters total) to all clients and offer a discount off their next purchase as an incentive.

Increase the number of client touchpoints from one a month to three a month by sending out a targeted email campaign.

Choosing my main social media platform and maximizing all static areas in the next 7 days.






**From your WIG list, create your top
5 S.M.A.R.T. goals for your business.
Share your most important Wildly Important Goal with the group.**

Any questions?

10-minute break



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Welcome Back!





Planning & Executing Your Marketing Calendar

“If you fail to plan, you are planning to fail!”

— Benjamin Franklin



When it comes to marketing...

Consistency is key

At least 3x per week

Pick a channel where your ideal client is

Consider using an aggregator

Repurpose content





Sources

Your industry
Adjacent industries
Make a document/favorite on computer



Holidays

Religious Holidays
Federal Holidays
State/Local Holidays
National Day of...
timeanddate.com





Themes

Work in batches
Share it Sunday
Motivational Monday
Tips & Tricks Tuesday
What's New Wednesday
Talk About It Thursday
FAQs Friday
Shout Out Saturday





Images

Take your own!

Use Canva premium

Search Google for images available for use

Use free stock image sites such as:

<https://unsplash.com/>

<https://www.pexels.com/>

<https://pixabay.com/>

<https://hautestock.co/>



Tracking it All

Use a Google Sheets

- syncs across laptop/tablet/phone
- divide at least into 12 months
- preferably 52 weeks
- repurpose content

Download from shieldbar.com/smart



Time Blocking

The key is in not spending time, but in investing it. – **Stephen R. Covey**



Tips & Tricks for Getting It Done

Calculate Hours

Time Block

Use a Timer

Pockets of Time

Batching

Multi-Passionate

Delegate

- Guru
- Fiverr
- Upworks
- Thumbtack
- Hire Shield Bar Marketing ;)





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Facebook: [fb.com/shieldbarmarketing](https://www.facebook.com/shieldbarmarketing)





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