

# FINDING FOCUS

## WORKSHEET

### BOLT

on **MARKETING**

#### **BUSINESS GOALS**

Identify your top marketing objectives

#### **TARGET AUDIENCE**

Profile your ideal customer

#### **QUICK WINS**

List simple, achievable steps you can implement now

#### **CONTENT IDEAS**

Brainstorm relevant topics to engage your audience

#### **WEEKLY MARKETING SLOT**

Set aside dedicated time each week

#### **WHAT'S NOT WORKING & NEEDS RE-EVALUATION**

Highlight areas for improvement or change

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