

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