

# Action Plan

Study and complete the charts for each goal set.

## CURRENT GOAL

WHAT IS THE PURPOSE OF THIS GOAL?	WHAT SKILLS, ABILITIES, BELIEFS, KNOWLEDGE, ETC., DO I NEED TO ACHIEVE THIS GOAL?	WHAT IMMEDIATE ACTION CAN I TAKE?	WHAT STEPS ARE NECESSARY TO ACHIEVE THIS GOAL?

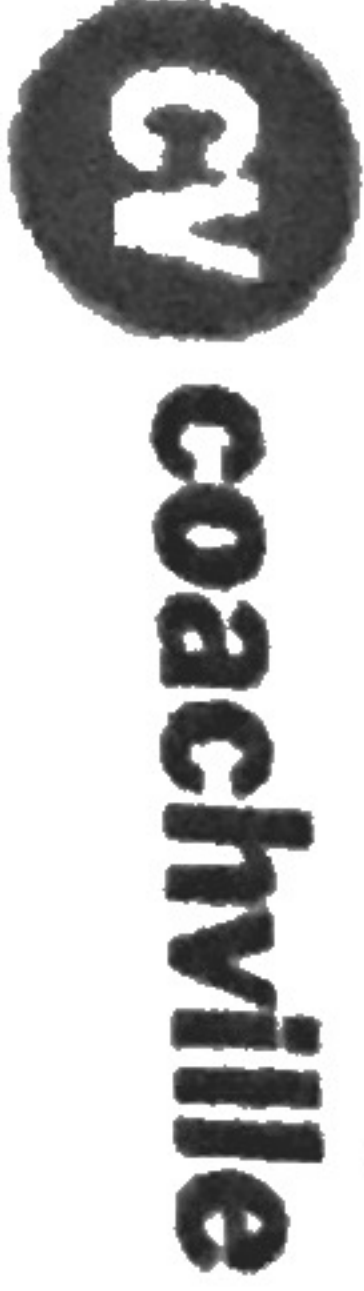
WHAT WILL THIS GOAL DO FOR THE QUALITY OF MY EMOTIONAL SELF?

WHO WILL HOLD ME ACCOUNTABLE FOR THIS GOAL?

- !! READ OVER YOUR GOAL SHEET SEVERAL TIMES DAILY.
- !! TAKE AT LEAST ONE ACTION DAILY TOWARD YOUR GOAL.
- !! DREAMAGINIZE LIVING YOUR GOAL SEVERAL TIMES DAILY.
- !! SURROUND YOURSELF BY PEOPLE WHO WILL HOLD YOU ACCOUNTABLE FOR YOUR GOAL.
- !! EVALUATE YOUR STEPS OFTEN TO MAKE SURE YOUR ACTION STEPS ARE WORKING.
- !! JUST BEFORE YOU ARE READY TO ACHIEVE YOUR GOAL, SET MORE GOALS TO KEEP YOU FUELED!

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## **Yoga Business Marketing Action Plan for the next 3 months**

**“Design your offerings”** – select your niche/specialization plus differentiate yourself from other yoga teachers working in the same market segment

**“Get noticed and remembered in 30 seconds”** – create your own elevator speech

**“Make a lasting impression”** – write your yoga bios – different versions for different occasions

**“Put yourself on the map”** – create an online presence – website, directory listings, Google Plus

**“Get social”** – present yourself on FB, Twitter, LinkedIn, Pinterest (choose 2 to begin with)

**“Build your base for growth”** – network in your community and online, invite your ideal client to experience your classes/services, follow up with prospects and students/clients

**“Let the world know about you”** – promote yourself and your business regularly and consistently