

New Year's Goals for Your Business in 2008

1. Start by Reviewing 2007:

What worked well for you last year?

What didn't work so well? What was frustrating or stopped you from accomplishing what you wanted?

What were the top 3 ways you found new clients this past year?

What networking relationships, connections, subcontracting relationships, client relationships, etc. really helped you in the past year? Which ones do you want to continue into 2008?

What were your gross revenues last year? How much were you hoping to make? What was your bottom line profits? Were you profitable last year? What got in the way or helped you succeed?

2. Where You Are Right Now

Why do your clients hire you? What is one thing you do really well that your clients like about you?

How do you want to grow this year? It might be more revenue, more profits (yes, they are different), less paperwork, more graphic design work, learn SEO, learn databases, focus on one CMS, or ??

What things do you want to do less of in 2008? What are your ideas today to accomplish that?

What type of work (ie what work feeds your creative needs) do you want to do more of in 2007? What type of work is your most profitable type of work? Does your sales / marketing cover both of these to keep you both creatively and financially satisfied?

Are you clear what your unique value proposition is for your clients? How do you want to improve / change / clarify it for 2008?

3. Preparing 2008 for Success

What is your busiest time of the year? Your slowest? Have you prepared in the past for this or do you get caught in the feast and famine pattern? What can you do differently this year to change that?

What new organizations / relationships or connections do you want to make this year? How important it is for you to get out and meeting your colleagues? How to you make time for this?

What marketing programs do you want to put in place this year?

Name one thing you don't do now in your business that you know you "should" that you really want to accomplish in 2008. What needs to happen to get it done?

How will you define success in your job / business this year? A number of new clients? A level of revenue or profits?