



Marketing Dynamics  
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## Conquering the last quarter

I know the year flew by really quickly and around this time, many people start to go into panic mode because everything they had outlined to be done in 2018 does not seem to be completed! But have no fear, this month I am going to help you get back on track so you can complete 2018 on a high note!

### We will cover:

1. Looking back at your goals
2. Prioritizing productive activities
3. Breaking tasks into small doable action steps
4. Creating a calendar of completion



### Let's start:



## What are your goals?

You know we must always start with your GOAL in mind. Now you may have been able to knock some tasks off your yearly to do list but let's look back at what your big goal for the year once.

Your goal will guide the activities that you decide to undertake and is your navigational guide throughout the journey of entrepreneurship.

If you did not write one at the beginning of the year, that is okay, write it the goal for the last quarter of the year. And if you did write one, then let's rewrite it here so it feels brand new again! Remember your GOAL must be SMART

- Specific
- Measurable
- Attainable
- Realistic
- Time Bound



**Write out your GOAL for the end of 2018! (Do not be afraid to dream BIG)**

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## What is your priority?

What we tend to feel is that everything has to happen immediately and all at the same time. That is a recipe for disaster and overwhelm. There are some things in your business that have to happen before other things can happen.

You need to be honest with yourself regarding your time, resources and money and get into action with the things that are an absolute priority. These are usually the things that generate income in your business and not nice to have things.

For example, having calling cards are a priority if you are attending many networking events. If however, you are not a very social entrepreneur, then a calling card is NOT a priority.

Let us start by simply making a list of all the activities you need to do in order to get you to the goal you listed above. Write EVERYTHING even if it is calling a web designer to get costing, or asking your husband to change shifts to pick up the kids, or getting your desk cleaned out. Write it ALL out here

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Now that you have it all written out, let's prioritize this. There is no right or wrong answer but you already know deep inside what is truly important and what to wait until the end of November to get started on. (And yes some things will carry over into 2019 and that is OK!). Start to prioritize based on the importance of bringing in revenue into your business. Put the nice to have lower down on your list.

**Write out your priority list here (be specific)**

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## Your task calendar

Much like your content calendar when you decide what to share on what platforms and in what way, a task calendar is essential to manage overwhelm, manage yourself and ensure that no stone gets left unturned.

Next to each item you have listed, from most vital to least vital, choose a date and time when it should be started and completed. Give yourself time for follow up emails or calls if needed, but do not stretch it out so far that you get a chance to forget it. Eg. Get started with website design could look like

1. Monday- call 3 web designers and get costs for developing website
2. Tuesday- research websites I like and save the looks for future reference
3. Wednesday- write out a draft of the content I want on my website
4. Thursday- Decide on the images I would like on my website
5. Friday- choose a web designer and speak to him about payment options, material needed and an agreed upon start date.

Obviously you may have multiple tasks per day but do not fill up each day with tasks from the time you wake until you sleep. Work smarter not harder. Think through your processes, resources and time.



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Let's start creating your task calendar here:

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Days	Task	Task	Task
Sunday			
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			

**GET INTO ACTION!!**  
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