

MAKE THIS YEAR YOUR BEST YET!

# Annual Goal Planning Workbook

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PUBLIC RELATIONS • MARKETING

# GOALS

List 3 Goals that you want to accomplish this year

1. \_\_\_\_\_

What do you need to do to accomplish Goal #1?

2. \_\_\_\_\_

What do you need to do to accomplish Goal #2?

3. \_\_\_\_\_

What do you need to do to accomplish Goal #3?

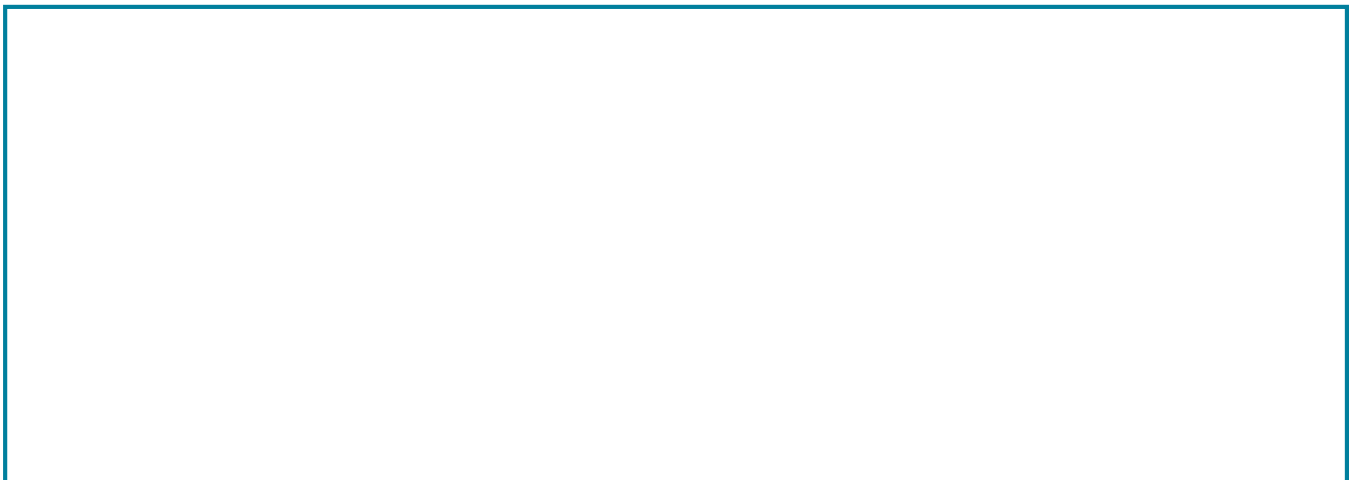
**THIS YEAR I GIVE MYSELF PERMISSION TO...**



**THIS YEAR I WILL STOP...**



**WHAT DO YOU WANT TO DEVOTE YOURSELF TO THIS YEAR?**



## **TASK LIST & TIMELINE**

*Use the table below to create your project timeline and schedule your important tasks. Don't forget to refer to your goals, which should have a deadline. Your goal deadlines should act as a reference when making your timeline.*

<b>Task</b>	<b>Details</b>	<b>Due Date</b>	<b>Notes</b>

# MONTHLY MARKETING STATISTICS - JANUARY

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		

# MONTHLY MARKETING STATISTICS - FEBRUARY

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		

# MONTHLY MARKETING STATISTICS - MARCH

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		

# MONTHLY MARKETING STATISTICS - APRIL

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		



# MONTHLY MARKETING STATISTICS - MAY

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		

# MONTHLY MARKETING STATISTICS - JUNE

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		

# MONTHLY MARKETING STATISTICS - JULY

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		

# MONTHLY MARKETING STATISTICS - AUGUST

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		

# MONTHLY MARKETING STATISTICS - SEPTEMBER

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		

# MONTHLY MARKETING STATISTICS - OCTOBER

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		

# MONTHLY MARKETING STATISTICS - NOVEMBER

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		

# MONTHLY MARKETING STATISTICS - DECEMBER

## Social Media Stats

Social Media Site	# at End of Month	Difference between this Month and Last
Facebook Followers		
Twitter Followers		
Instagram Followers		
YouTube Subscribers		
Other:		

## EMAIL LIST STATS

	# at End of Month	Difference between this Month and Last
Email List Subscribers		

## WEBSITE STATS

	# at End of Month	Difference between this Month & Last
Total Monthly Visits		
Unique Monthly Visits		
Page Views		
Average Visit Duration		
Bounce Rate		

## FINANCIAL STATISTICS

	Total for Month	Difference between this Month & Last
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		



# MARKETING STATISTICS – YEAR IN REVIEW

## Social Media Stats

Social Media Site	# at Start of Year	# at End of Year	Difference/Amount of Growth
Facebook Followers			
Twitter Followers			
Instagram Followers			
YouTube Subscribers			
Other:			

## EMAIL LIST STATS

	# at Start of Year	# at End of Year	Difference/Amount of Growth
Email List Subscribers			

## WEBSITE STATS

	# at Start of Year	# at End of Year	Difference/Amount of Growth
Total Monthly Visits			
Unique Monthly Visits			
Page Views			
Average Visit Duration			
Bounce Rate			

## FINANCIAL STATISTICS

	Total for Year	Difference between last Year & This Year
Income		
Expenses		
Profit ( <i>Income minus Expenses</i> )		



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