

# Objectives Worksheet

**1. How do you want to be known?**

---

**2. What do you want to be known FOR?**

---

**3. WHO do you want to know you?**

---

**4. Describe your Target Market:**

---

**5. How can YOU best SERVE that market?**

---

**6. Why should people follow you?**

---

**7. Who do YOU want to know? (Partners & Peers)**

---

# Web Setup Checklist

**Domain Name**

**Hosting Account**

**WordPress Theme**

**Gmail**

**Google+**

**YouTube**

**Facebook Page**

**Twitter**

**LinkedIn**

**Pinterest**

**Instagram**

# Audience Assessment

**Site URL:**

Unique Visitors per Month:

Number of Email Subscribers:

**Social Media Reach - Number of Followers:**

Facebook Page:

Facebook Group:

LinkedIn:

Twitter:

Pinterest:

Instagram:

Google+

YouTube:

Tumblr:

Other:

**How are you actively promoting your website?**

---

**Primary Sources of Traffic (according to your site statistics):**

---

# Revenue Brainstorming

**1. Products & Services You've Purchased Or Use Yourself:**

---

**2. Your Favorite Brands:**

---

**3. Books or Magazines on Your Topic:**

---

**4. TV Shows/Movies Related To Your Niche:**

---

**5. Things You Collect (and what they mean to you):**

---

**6. Products, Services, Brands, etc You Would Recommend - And Why:**

---

**7. Things You Would NOT Recommend - And Why:**

---

# Niche Brainstorming Exercise

Describe your lifestyle, hobbies, interests, expertise & favorite things in single words:

---

What do people often ask for your advice or feedback on?

---

What types of books, magazines & blogs (topics) do you read most?

---

List your professional experience, expertise, and things you are GOOD at:

---

If money were no object and you could do ANYthing, what would that be?

---

What's something you most wish you could do, or have always wanted to do / try, but never seem to have enough time to get to it - or couldn't afford it?

---

If you could get a FREE lifetime supply of ONE thing, what would you choose?

---

If I gave you 10 hours a week and a bottomless bank account to start a new hobby, with the condition that a TV crew would follow you those 10 hours every week and document your progress, which hobby would you pick - and why?

---