

Goal1 Example: Hire 3 New Employees

Start Step 1: Create Job Descriptions.

Plan A: Start from scratch.

Plan B: Browse websites in similar industries for job postings.

Step 2: Find Candidates.

Plan A: Post on job boards.

Plan B. Ask friends for referrals.

Step 3: Conduct Interviews.

Plan A: Meet at a co-working space.

Plan B: Talk over Skype.

Goal Met: Hire 3 New Employees

Goal 2 Example: Build Social Media Presence

Start Step 1: Create Business Accounts.

Plan A: Focus on one platform to start.

Plan B: Try out many platforms before narrowing in on a couple.

Step 2: Create a Campaign

Plan A: Use only native content.

Plan B: Try buying ads to boost reach.

Step 3: Analyze performance to improve engagement.

Plan A: Create reports manually to save costs.

Plan B: Use a platform like Hubspot to streamline analytics.

Goal Met: Build Social Media Presence