

Lets Outline the Project:

Get Some Goals & Explore Purpose:

Here, you want to identify what your post, story, blog is intended to do, and what goals do you hope to achieve. Think about how your goals and purpose tie into your business and what your potential clients and customers may want to know about your business and services.

Goals:

1. _____
2. _____
3. _____
4. _____

Purpose:

Your purpose might be to inform, demonstrate authority, build trust or maybe you want to start building your social media following. These metrics aren't specifically Quantifiable, but are designed to help you focus on reflecting back on the long-term effects of what you have shared with your customers online.