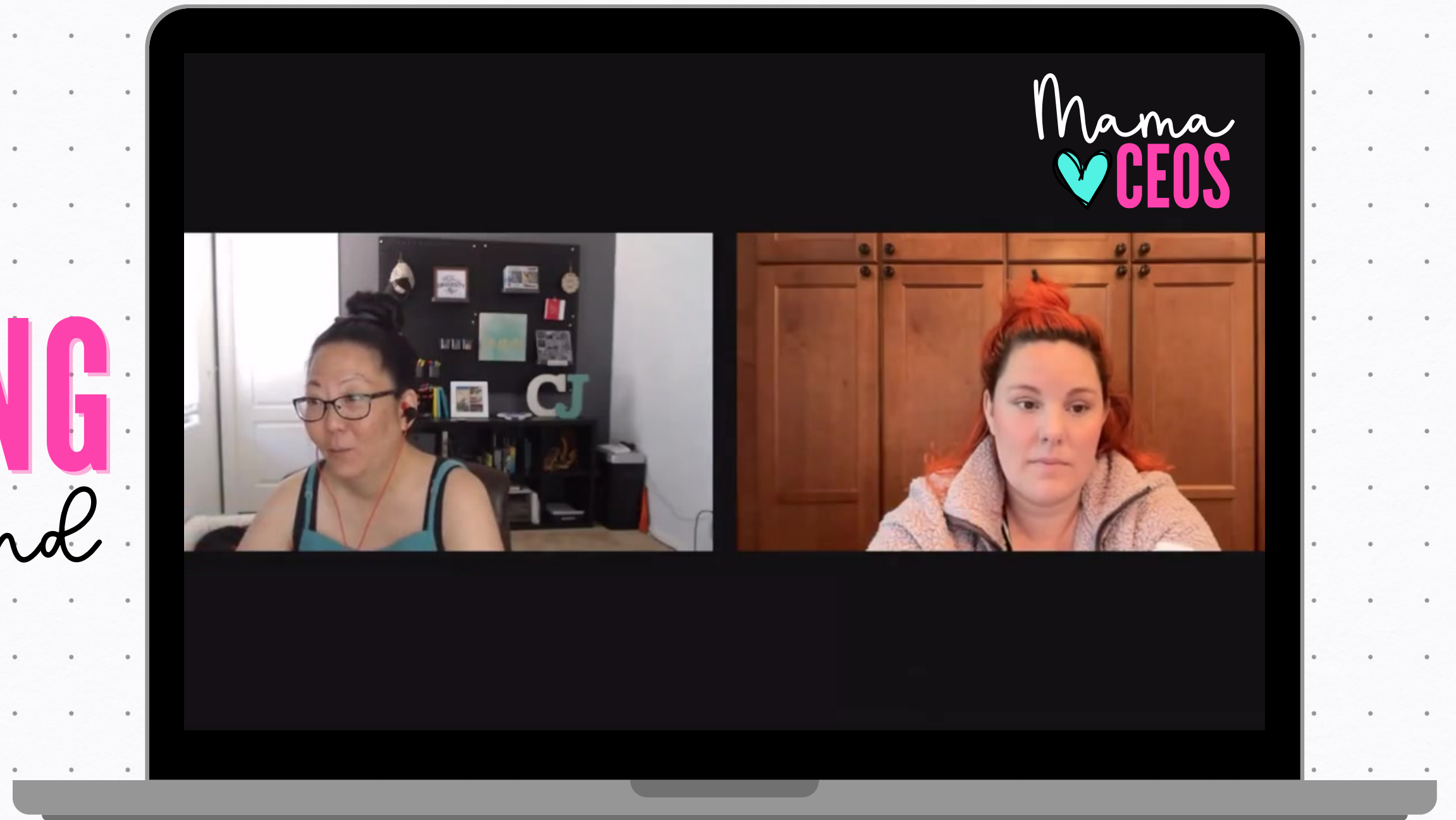


# GOAL SETTING

with a **WHY** in mind

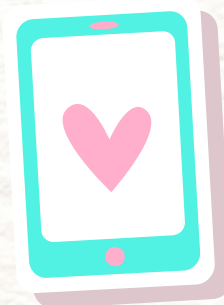




about us



Marissa



# MARISSA MAE SAYERS

Founder of Sayers & Co

- Wife, mama of a basketball team
- Sourcing Queen
- Instagram expert
- Makers University Business Coach
- The better half of the Mama CEOs



about us



# CHRISTINE JERRY

Founder of The Virtual Collab

- Wife, mom of a tennis team
- Published author
- Content strategist
- Pinterest expert
- Makers University Business Coach
- The other 1/2 of the Mama CEOs



before we get started...



**Let's take 30 seconds to write down our WHY.**

People who **write down their goals** are **20% more successful** in accomplishing them than those who did not.  
(Gail Matthews' Goal Research Summary).

People who **wrote goals down, made a plan, and enlisted friends to help them** by sending regular progress reports **succeeded closer to 75% of the time."**  
(Dominican University study)

**IMPORTANT!**



Companies that **set quarterly goals** have a **30% greater return** than companies that set annual goals.  
(HR researcher and expert, Josh Bersin, forbes.com)

People who **set difficult goals** are **34% more likely to love their jobs.**  
([leadershipiq.com](http://leadershipiq.com))



# WHAT WE'RE USED TO THINKING THE GOAL IS



- Posting 2x a day on IG, FB, or Pinterest.
- Upload a listing on Etsy.
- Send out a weekly newsletter.



- Posting 2x a day on IG, FB, or Pinterest.
- Upload a listing on Etsy.
- Send out a weekly newsletter.



**THESE ARE TASKS TO HIT OUR GOAL!**



# DO YOU REACT LIKE THIS?

**Posting 2x a day on IG, FB, or Pinterest.**

» *That's so exciting, now I get to do that all over again.*

**Upload a listing on Etsy.**

» *OMG! I can't wait to add the 30 other listings!*

**Send out a weekly newsletter.**

» *This was amazing, just 51 more weeks to go!*



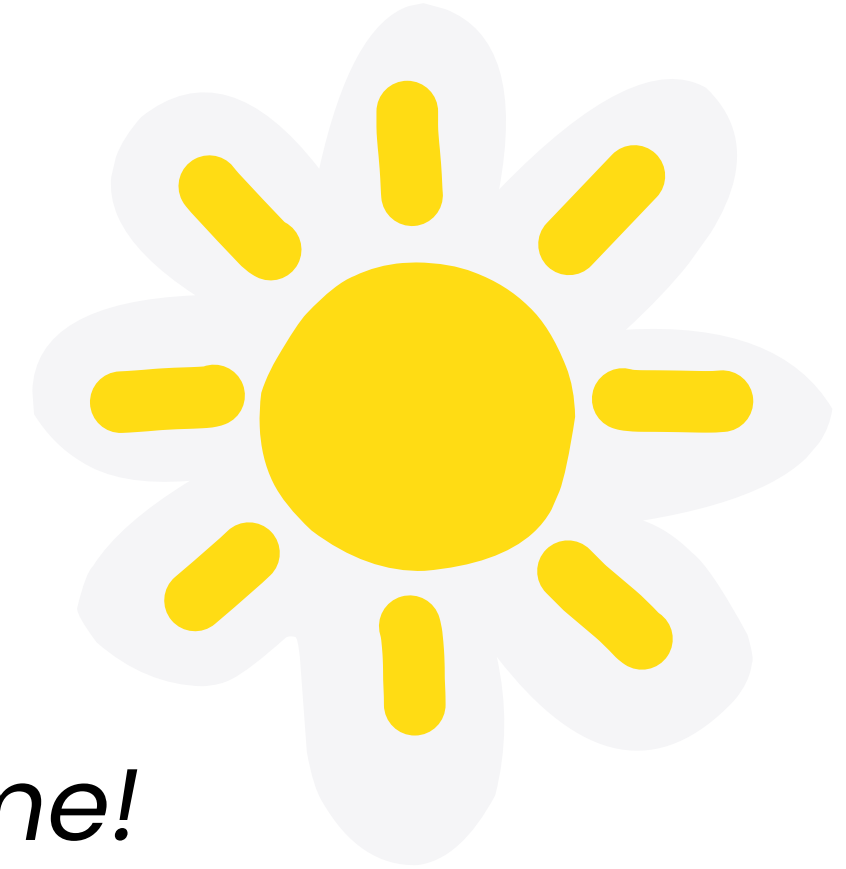
# WHAT THE GOAL REALLY IS!



- Grow a community.
- Increase traffic to our shops.
- Generate more sales!



# SEE THE DIFFERENCE?



**Grew your community by 1,000 followers.**

» *YASSSS! People are really seeing me!*

**Increase traffic to our shops.**

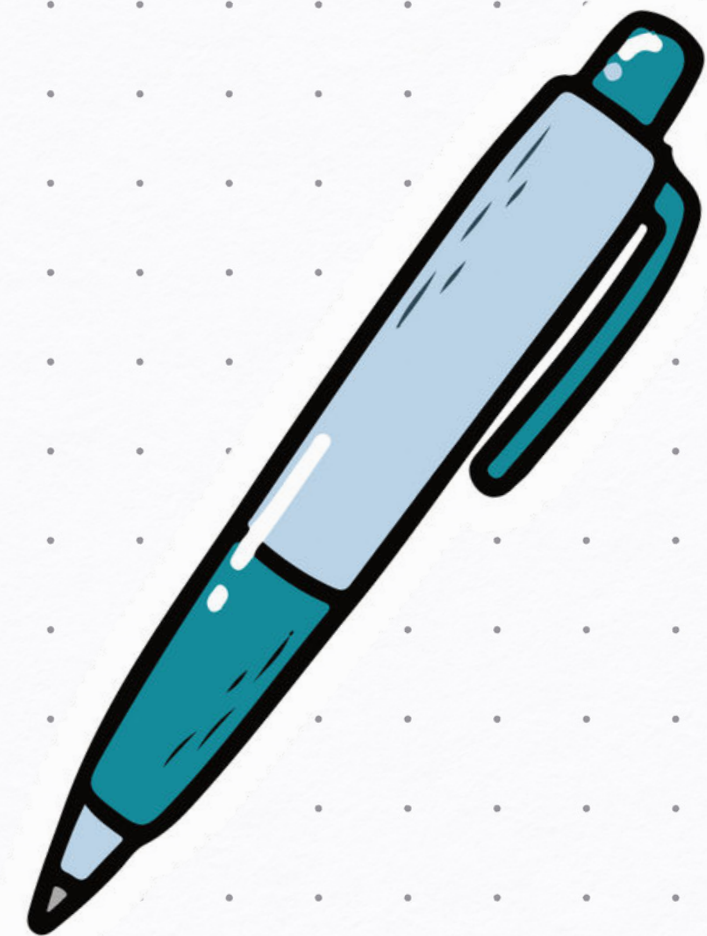
» *I have 300 people checking out my shop! WHAT?!!!!*

**Generate more sales!**

» *I just sold 50 wreaths! That's a new record!!!*



**HOW WE WRITE GOALS  
MAKES A HUGE DIFFERENCE**





# GRAB OUR EDITABLE CANVA TEMPLATE!!!

in **1 WEEK** I will

**STEPS** I need to take

**RESULT** of hitting goal

Mama



Mama  
♥ CEOs





in **1 WEEK** I will

**STEPS** I need to take

**RESULT**

Mama

1

**Set a deadline**

- **next week**
- **month**
- **quarter**

2

**Write the high level goal!**



# THINGS TO DO

in **1 WEEK** I will

**STEPS** I need to take

- 
- 
- 
- 
- 
- 
- 

**RESULTS** of hitting goal

Mama

**3 Write the steps  
you need to take  
to achieve that  
goal.**





Mama  
♥ CEOs

**GOAL SETTING USUALLY  
STOPS HERE, BUT...**





**Our *why* is so POWERFUL and should be considered throughout the entire goal setting process.**

**This is the Mama CEO difference! We apply our "why budget."**



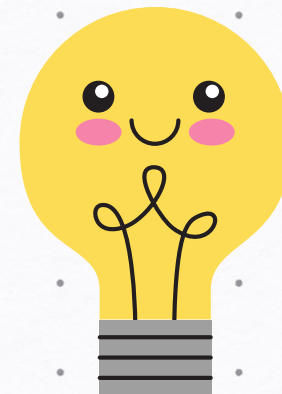
# THE WHY BUDGET

YOUR WHY

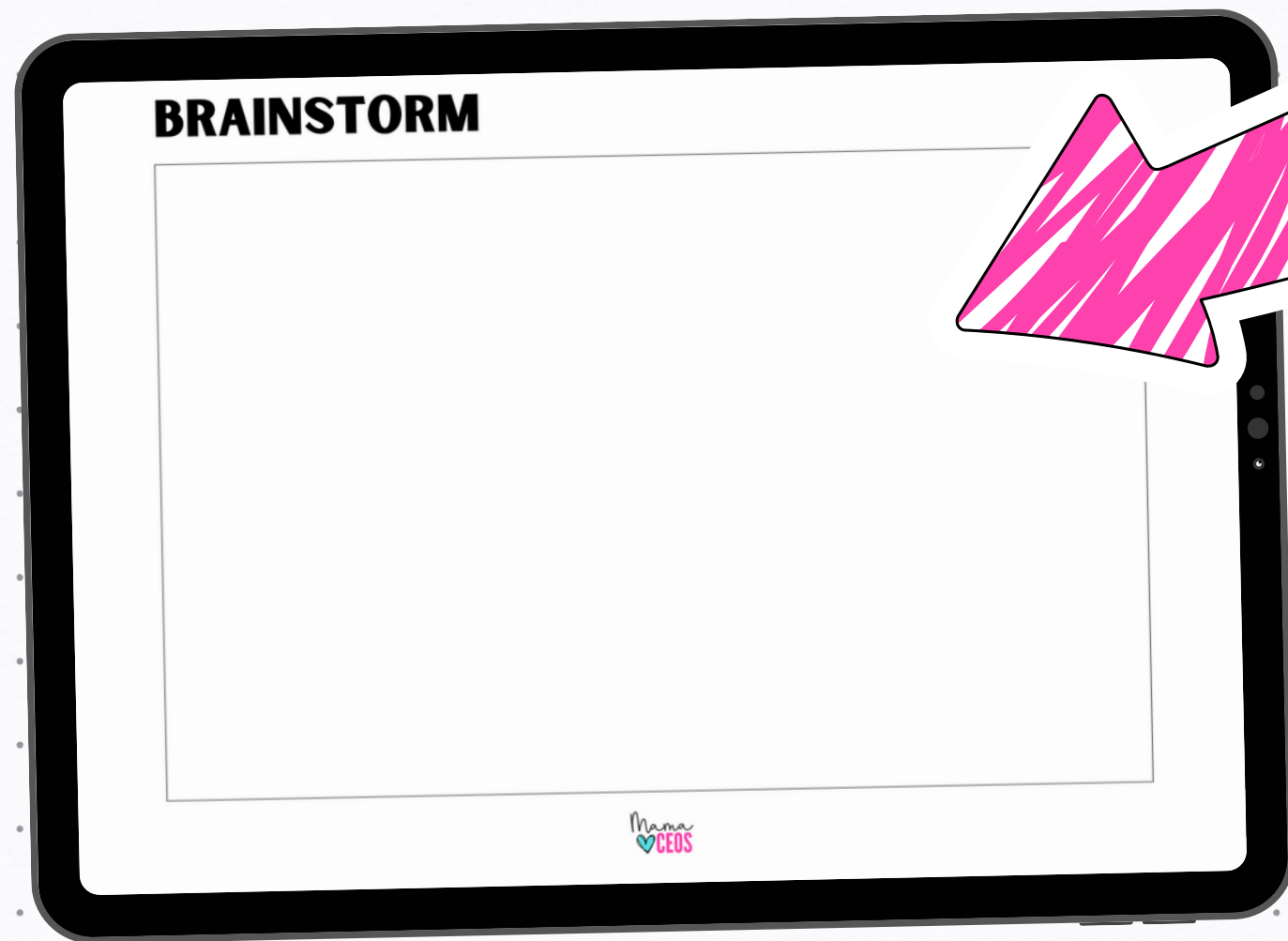
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+







3

**Brainstorm  
actionable steps  
that fit your  
"why budget"**

**This allows us to create the best steps  
that fits our life because **our why**  
shouldn't be built around our business.**

**Our business SHOULD BE built around  
our why.**



# tasks with quick ROI

immediate – 30 days



- Social media
  - Short video
  - Post a Story
  - Carousel
  - Photo/recorded video
  - Go Live
- Collaboration
- Giveaway
- Texting
- Email your list
- FB Marketplace
- Local FB groups
- List your products on Etsy
- Etsy Explorer
- Coupon or sale
- Great CTA (call-to-action)



# tasks with longer ROI

30-90 day



- Blogging
- Pin to Pinterest
- Ads
- Starting a new SM profile
- Educational content
- Email list building
- Attend events
- New product line
- Take a course/workshop
- Join a coaching program



# EXAMPLES:

## STEPS

- **Pin on Pinterest** —————→
- **Go LIVE on FB** —————→
- **Post 3x per day on social** —————→
- **List 10 items on Etsy** —————→

## ROI

- **Free traffic** (takes 60–90 days)
- **Nurture existing audience** (immediate results)
- **New audience** (30–90 days)
- **Sales** (dependent on SEO and existing community)



# THINGS TO DO

| STEPS I need to take                                                                                          | RESULT of hitting goal |
|---------------------------------------------------------------------------------------------------------------|------------------------|
| <ul style="list-style-type: none"><li>○</li><li>○</li><li>○</li><li>○</li><li>○</li><li>○</li><li>○</li></ul> |                        |

4

Now write down the final steps or tasks you've determined to fit your "why budget" and goal.





# THE LAST STEP IS OUR FAVORITE

We think it's the Mama CEO secret sauce!



yay!

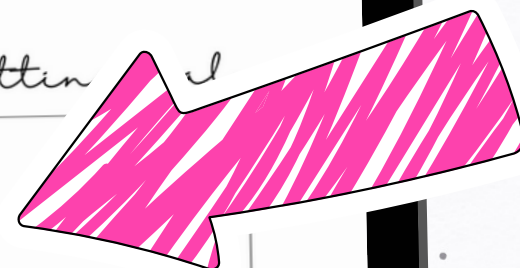
hooray

in **1 WEEK** I will

**STEPS** I need to take

**RESULT** of hitting

Mama



5

**Write the results  
that you'll get from  
accomplishing  
your goal.**

SLAY

Give us a second before  
you start writing.



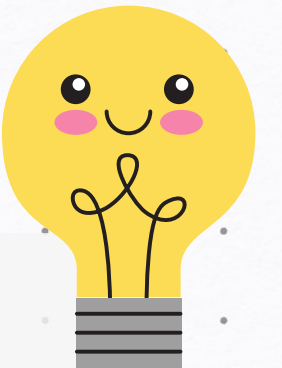
# THE RESULTS SHOULD MOTIVATE YOU!



- **More family time**
- **New opportunities**
- **More creativity**
- **Business expansion**



- **Less debt = less stress**
- **Legacy building**
- **Retire**
- **College freedom**
- **Travel**







Baby Evie



Baby Hayden



Kevin

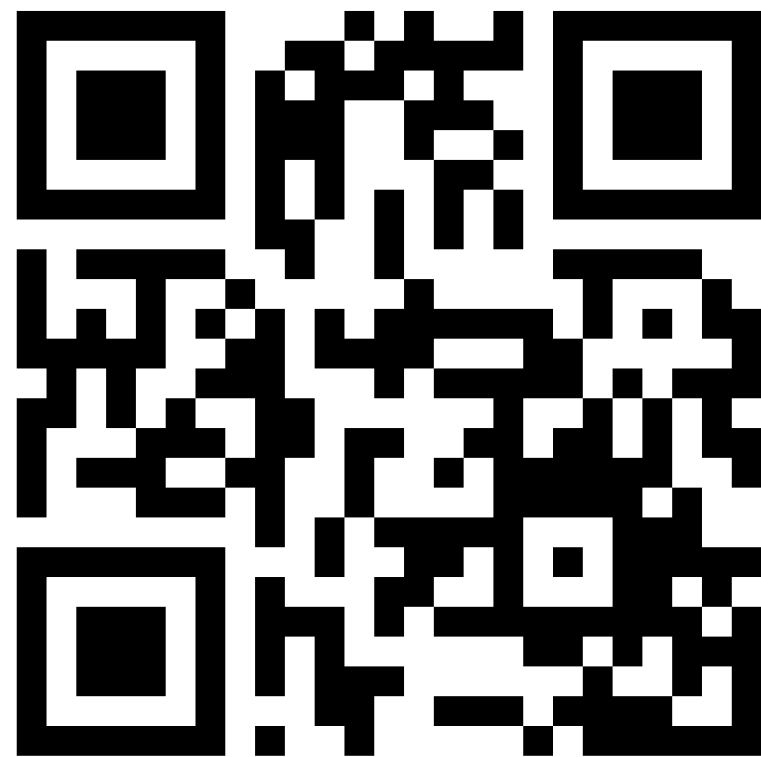
# HOW ABOUT A LITTLE story TIME



Robert



# SHARE YOUR SHEET & STORIES!



Use keyword **WML2023** for quicker access.