



HOW TO WIN AT WEDDINGS

Lesson 1: Goal Planning

List your annual goal or salary (example: book 10 weddings or make \$50,000):

Break this down monthly: (what do you need to hit monthly to reach this goal, keep in mind: wedding booking season is high October-April, and your life events like vacations, when schools out, surgeries, etc.)



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Now to get creative head to this link or look up [Being Boss Chalkboard Method to create your goal map.](#)

But Shannon I'm here because I don't know how to hit my goals!? Like marketing stuff....

Your "how's or marketing" should always include:

- **Creating content and sharing it (blog post, podcast, video, a work book, a pdf)**
- **Increasing SEO**
- **Using 1 thing that has worked for your before (go through previous bookings)**
- **Building your social media presence**
- **Building your network**



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BATCH, BATCH, BABY.

Monday =

Tuesday =

Wednesday =

Thursday =

Friday =