

Worksheet #1: The Short Term

Date: _____

For me, the short term is _____ days

Ideal Short Term Client: *Who has a problem you can solve right now, and has the resources to hire you to solve it?*

Emotional State: *What is this client feeling right now?*

Offering/Service: *What kind of offering would solve their problem, and respect their feelings?*

Marketing Tone: *In this time, are there any special considerations for your messaging ?*

Financial options: *What financial options would make investing in your product or service easier for this client?*

Worksheet #2: The Longer Term

Date: _____

For me, the longer term is _____ months

Ideal Short Term Client: *Who has a problem you can solve right now, and has the resources to hire you to solve it?*

Emotional State: *What is this client feeling right now?*

Offering/Service: *What kind of offering would solve that problem and respect that feeling?*

Marketing Tone: *In this time, are there any special considerations for your messaging ?*

Financial options: *What financial options would make investing in your product or service easier for this client?*

Reflection and integration

How are both the short term and long term connected to my mission or roots?

(What are your mission or roots?)

What marketing activities (Tiny Marketing Actions) feel right to address your *short-term* business goals?

What marketing activities (Tiny Marketing Actions) feel right to address your *long-term* business goals?

How will you take care of your mental and physical health as you navigate business this year?