
THE WEDDING SCHOOL



BUSINESS GOALS WORKSHEET

How often do you sit down and establish goals for your business? I try to assess my business every quarter to see how I'm doing, how I'm meeting my goals, and to set new goals for the future. I have a set of questions that I answer, and I compare them to my answers from last time...and the time before...and the time before that!

I highly suggest that you take some time to really look into your business. How are your finances? How are your marketing goals? Do you even know? If not, it's okay! For a long time, I just ran my business month to month. I had no concrete goals, and no roadmap to achieve them. I started by creating some spreadsheets, making some lists, and ended up with my Business Goals Worksheet.

I hope you find this as helpful as I do!

Let's start out by tallying up some basics!

How many weddings have you shot TOTAL? _____

How many did you shoot last year? _____ **How many will you shoot this year?** _____



How much income did you make from wedding photography last year? _____

How much did you make the year before? _____ **The year before that?** _____

Are you on track to meet your projected income for this year? _____

When was the last time that you ran your financials for your business? Take some time and go through your records! Don't guess here, really go back through your bank statements and tax returns to come up with precise numbers for the year. Where are you spending your money? Are you surprised by anything you see here? Are you spending too much money in one area? Not enough in another area?

THE COST OF DOING BUSINESS

Advertising	
Dues/Fees	
Insurance	
Legal/Professional Services	
Office Expenses	
Taxes/Licenses	
Travel	
Meals/Entertainment	
Utilities	
Rent/Mortgage	
Website/Hosting	
Software Subscriptions	
Equipment/Cameras/Computers	
Repairs/Maintenance	
Other?	
Other?	
Other?	
Other?	
Other?	
Other?	
Other?	
Other?	
Other?	
<u>TOTAL</u>	

When was the last time that you ran your financials for your personal life? Much like with your business finances, take the time to make sure the yearly numbers are correct. No guessing! Where are you spending your money? Are you surprised by anything you see here? Are you spending too much money in one area? Not enough in another area?

PERSONAL FINANCES AND EXPENSES

Rent/Mortgage	
Home Utilities	
Phone/Cable/Internet/Cell Phones	
Home Improvements/Home Maintenance	
Student Loans	
Clothing/Apparel	
Groceries	
Dining Out	
Entertainment	
Car Payment	
Car - Gas	
Car - Insurance	
Health Insurance	
School Tuition	
Kids	
Personal Care	
Retirement Savings	
House Cleaning	
Taxes/Savings	
Kid Savings/College	
Other?	
Other?	
TOTAL	

I also find it helpful to keep a social media calendar. I check it a few times per year to make sure I'm staying as efficient as possible!

SOCIAL MEDIA CALENDAR

Weekly Task	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
<u>Twitter</u>							
Retweet 5 things from peers/other industry professionals							
Tweet 3 business-related tweets							
Tweet 2 personal tweets							
Reply to at least 7 @ mentions							
Tweet at least one question that invites a response							
<u>Facebook</u>							
Respond to comments on your Facebook wall							
Post 3 business status updates on your Facebook wall							
Share 2 industry-related posts on your Facebook wall							
Comment on 6 Facebook statuses							
Leave a message on 2 Facebook business pages							
Find and like 3 new industry peers or professionals							
<u>Pinterest</u>							
Pin 10 new pins of your own work							
Comment on 5 pins from industry peers/professionals							
Find and follow 2 new industry peers/professionals							
Pin 5 new pins to other boards you curate							
<u>Instagram</u>							
Post 2 new business-related images							
Post 2 new personal images							
Comment on 4 images (something other than "nice!")							
Find and follow 2 new industry peers/professionals							
<u>Blog</u>							
Blog one post of wedding/engagement/client images							
Blog one post of business updates							
Share your blog post on Twitter, Facebook, and Google +							

BUSINESS FINANCIAL GOAL:	
In one week I will:	
In one month I will:	
In six months I will:	
In one year I will:	
In five years I will:	

<p>PERSONAL FINANCIAL GOAL:</p>	
<p>In one week I will:</p>	
<p>In one month I will:</p>	
<p>In six months I will:</p>	
<p>In one year I will:</p>	
<p>In five years I will:</p>	

<p>PRICING AND PACKAGES GOAL:</p>	
<p>In one week I will:</p>	
<p>In one month I will:</p>	
<p>In six months I will:</p>	
<p>In one year I will:</p>	
<p>In five years I will:</p>	

MARKETING GOAL:	
In one week I will:	
In one month I will:	
In six months I will:	
In one year I will:	
In five years I will:	