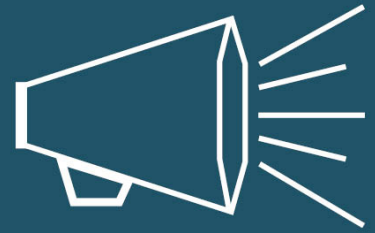


**Plan**



**Do**



**Share**

# **A Guide to Getting Things Done**



# Planning Worksheet for:

Project Name Here

## WHY are you doing this project?

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And therefore my goals are:

- 1.
- 2.
- 3.

## WHERE are you doing it?

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## WHO will be involved?

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## WHEN will you do it?

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**Do**

# To Do List For

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Project Name Here

**WHAT are you going to do to reach those goals? HOW are you going to do it?**

Action Item	Due Date	Person Responsible	Notes	Complete?



# Marketing Plan

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Project Name Here

## WHO is your target audience?

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What are the demographics (gender, age, income, etc.) of this audience?

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What are the goals, challenges, and interests of this audience? How can you help them?

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What are some objections they might have to your program and their involvement in it?

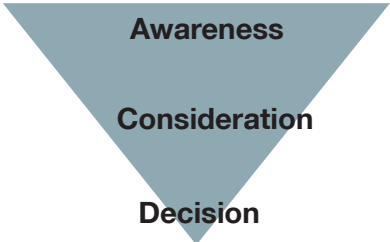
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## WHERE is your audience in the marketing funnel?

- They are not aware of my program
- They are aware of my program, but have not engaged with it
- They are considering becoming involved
- They know about the program and have decided to become involved
- They know about the program and have decided not to become involved



## WHERE does your audience hang out?

*What social media platforms do they use, what publications do they read, etc.*

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## WHY should your audience care?

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What makes your program unique? (Why they should choose you over someone else)

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## WHAT is your message to this audience?

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How would you say this in 140 characters?

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## WHEN will you share this?

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## HOW will you do this?

Goals	Strategies	Tactics
1.	1.	1.
		2.
		3.
	2.	
2.		
3.		