



## Quartzlight Marketing Objectives, Goals & Strategies Workbook

### Objective:

What do you want to accomplish in your business over the next year?

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### Goal:

(To better manage time and budgets, we ask, "what is the goal?" Perhaps it is X number of events, products or services, or, a specific dollar amount we want to earn.)

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**Quartzlight Marketing Objectives,  
Goals & Strategies Workbook, p2.**

## **Strategies:**

How do we plan to achieve this goal? What methods are we going to use to work toward the goal?

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