

12-Week Focus Goals Worksheet

Sources of inspiration for this document: [The 12-Week Year](#), [High-Performance Habits](#)

Date:

Main 12-Month Goal:

(this MAIN goal needs to be simple, yet concise - For example: Have 1 million in sales revenue - notice I specifically said “sales revenue”. I didn’t just say “make 1 million dollars”, because it is not precise)

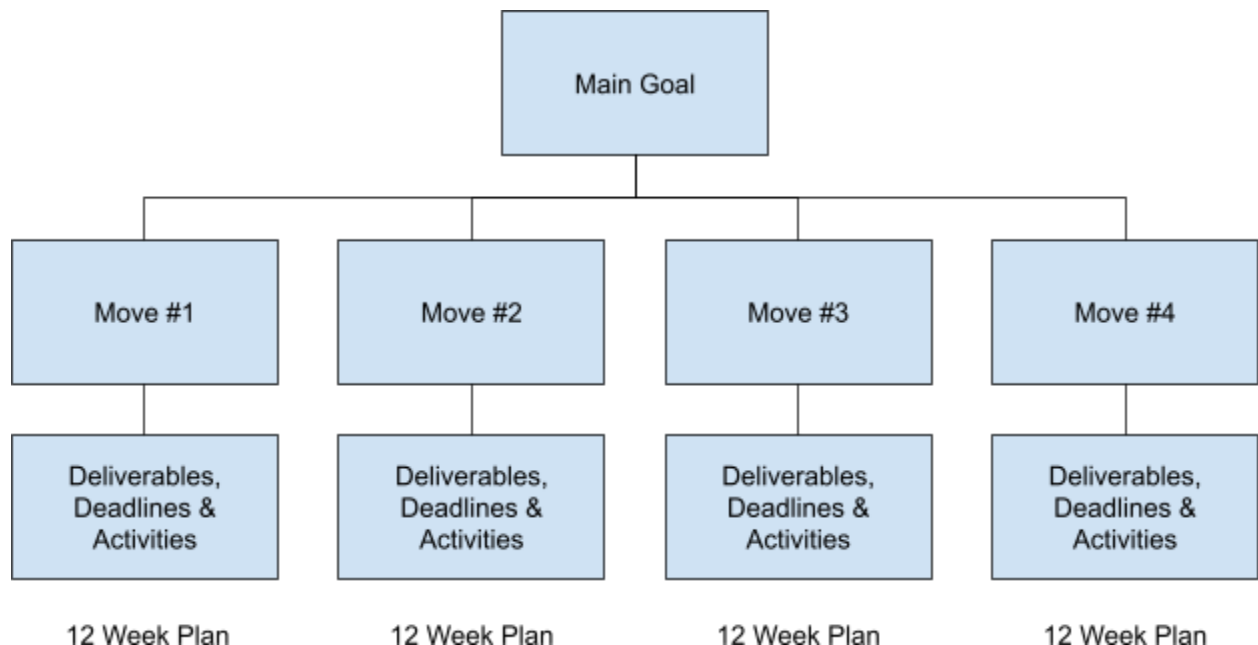
Notice another thing. You have only ONE main goal to list. Not 2, not 3 or 30.

We want to work toward a big goal that will impact your business.

The next part is to break this goal into 4 MAJOR moves to make it happen.

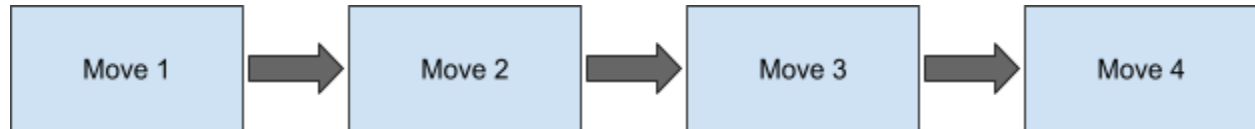
Each move is a “**project**” comprising deliverables, deadlines, and activities. We’ll get to that in a moment.

Here’s what this process looks like



Step 1.

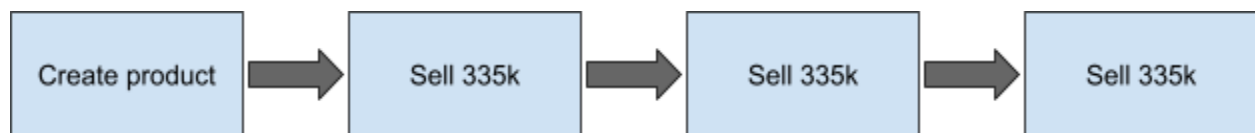
Consider the 4 MAJOR steps to make your 12-MONTH goal a reality (be brief here - such as “write book”, “have 50k person email list”, etc)



These moves are best tied to the 4 calendar quarters. It makes things easier to measure. So Move 1 is Jan - Mar 31, Move 2 is Apr - Jun 30, and so on.

Note: these major moves might change, but for the most part, you probably know the BIG things you need to do to reach your 12-month goals.

Using the example of making 1 million in sales revenue, my moves might be:



Do you see how **simple** the ‘moves’ are? And they are pretty BIG goals for 12-weeks, right?

But that’s the point.

If I focus the first 12 weeks on creating a product, and the rest of the year selling that product - I’m in alignment with my major goal.

I don’t get distracted by anything else.

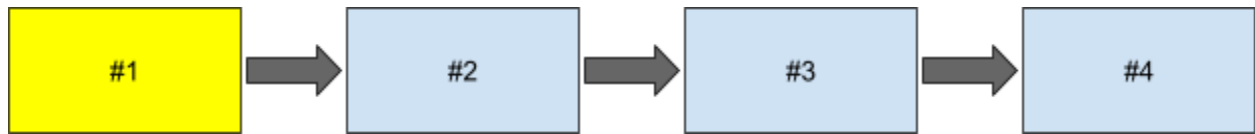
Does this mean things will be perfect and work precisely to plan? Probably not. But now I have a focus.

So your next move is to **brainstorm the action items** you need to achieve to hit these major moves.

We’ll do that on the next page.

INPUT YOUR MAJOR MOVES

(double click the image to edit)



Highlight the one you're working on by choosing the box and changing the color when you edit

Step 2.

BRAIN DUMP

Use the space below to write down everything you COULD do in the NEXT 12 weeks - *even if it has nothing to do with the “move” you’re focused on.* This is just a brain dump for now. The order and priority don’t matter. Keep going until you exhaust everything in your head.

Stuff I could work on:

Step 3.

ACTION ITEMS

With your next move in mind, select the top two or three action items that will have the greatest impact on your business. Put them in the first section of **the blank worksheet on the last page of this document**

My example:

Main goal: 1 million in sales revenue

Examples of some Stuff I could do:

create more YouTube videos and build the following
buy a Facebook advertising course
update my website
launch a podcast
build my email list
create an email campaign for coaching intake
create live Facebook videos
host a mastermind

build my Instagram channel
research the market for an email marketing product
create the email marketing product
go to marketing seminars
take a vacation
write an ebook
write a book
....etc

12-Week Targets That Will most likely impact my business:

(EXAMPLE) 12-Week Targets
Research market for an email marketing product Create email marketing product Increase my email list by 200 people (notice this became more specific from the example above)

Step 4.

ACTION PLAN

In this step, you will write down the specific tasks for EACH 12-week target. These become your weekly tasks.

This step is the one that you need to put a bit of time in. It shouldn't take that long. Perhaps 60 minutes at most. But put the time in upfront so you don't need to do this weekly.

The best part is, when you complete this "blueprint" you will have a plan of action for each of the 12-weeks.

Keep in mind, this is your **forecast**. Which means that things can and probably will change. The good news is it's easier to adjust as you go.

Starting each week with a plan of action in mind already is so much easier. AND it's more productive than trying to fill the week. This is why you have a due date column. Make sure you use this.

Sometimes a tactic might be a small thing. So, it doesn't need to fill the entire week. This is your STRATEGIC GAME PLAN.

(Note: you don't NEED to have 3 items in your main targets - if you have one big item, it's easier to focus)

One more thing.

It's recommended that you actually **follow the 4 quarters of the calendar**.

In other words, if you are beginning this exercise on March 3rd, then make a plan for 3 weeks and begin your NEXT 12-week focus April 1st.

The reason is simple. It keeps things aligned with what we are naturally used to. We don't need to remember when we started the 12-weeks, or when it ends. It's the same for everyone.

I found this to be highly effective with all my coaching clients because new clients usually come in midway through a 12-week cycle. I then needed to remember who was ending, starting, and so on. And they needed to remember their own 12-week cycle as well.

So to make it simple, just use the calendar quarters as your beginning and endpoints.

Here's an example:

12-Week Targets	
Research market for an email marketing product Create email marketing product Increase my email list by 200 people (notice this became more specific from the example above)	
Goal 1: research market for an email marketing product	Due by:
<i>Go to amazon and pull out the top reviews</i>	<i>Jan 7</i>
<i>Research Facebook groups for top problems</i>	<i>Jan 9</i>
Goal 2: create an email marketing product	Due by:
<i>Create mindmap brainstorm of product modules and lessons based on research</i>	<i>Jan 11</i>
<i>Fill in mind map with lesson data</i>	<i>Jan 25</i>
<i>Record module 1 training</i>	<i>Jan 29</i>
<i>Edit module 1 training</i>	<i>Jan 30</i>
<i>Upload module 1 training to Kajabi</i>	<i>Jan 31</i>
Goal 3: increase email list by 200	Due by:
<i>Create lead magnet based on research of problems</i>	<i>Jan 15</i>
<i>Build opt-in and thank you page for lead magnet</i>	<i>Jan 16</i>
<i>Create email sequence</i>	<i>Jan 16</i>
<i>Create Facebook ad (copy, creative, campaign)</i>	<i>Jan 18</i>
<i>Launch facebook ad campaign</i>	<i>Jan 21</i>

12-Week Blank Worksheet

(if you need to insert more lines for a goal section right-click an existing line and choose insert row below/above)

12-Week Targets	
Goal 1:	Due by:
Goal 2:	Due by:
Goal 3:	Due by: