

# Social Media Objectives Worksheet

*Refer to Pages 8-10 in your Social Marketing Guide*

**1. How do you want to be known?**

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**2. What do you want to be known FOR?**

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**3. WHO do you want to know you?**

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**4. Describe your Target Market:**

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**5. How can you best SERVE that market?**

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**6. WHY should people follow you?**

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**7. Who do YOU want to know? (Create your Inner Circle)**

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# Social Media Objectives: Worksheet Reference Guide

## 1. How do you want to be known?

Describe your *ideal* professional self. Who are you, in the eyes of your market? What strengths or skills define you?

## 2. What do you want to be known FOR?

What one thing do you most want to be known for in your market? If I recommend you to someone I know, I would say: \_\_\_\_ is who you need to know for \_\_\_\_.

## 3. WHO do you want to know you?

Since you are best known for \_\_\_\_, you want to get in front of \_\_\_\_\_. Refer back to point #2. If you write resumes for a living, you want "job seekers" to know you.

## 4. Describe your Target Market.

A general description of the market you are targeting. What do they most need? What do they most want? What kind of people are they? What are the habits, quirks, feelings, routines, dreams or desires they have in common? How do they spend their time. What products/services do they use?

## 5. How can you best SERVE that market?

Knowing who and how they are, and what they most want and need, how can YOU best serve that market? What can you offer that will make a difference to them?

## 6. WHY should people follow you?

Get in the shoes of your target market. Why would YOU follow you? Create a reason to be followed! ;-)

## 7. Who do YOU want to know?

(Refer to Pages 60-61 in your *Social Marketing Guide*.) The people you align and associate yourself with professionally will ultimately become your "Inner Circle" and help define your business. Who would you most like to be "grouped" with in the eyes of your market? Consider people who already serve your market that you respect and admire. They may be "up and coming" (newer to the market) or already successful Market Leaders. You want a good mix of people on various levels that have values similar to your own.