



Christian Business Networking™

ANNUAL BUSINESS GOAL SETTING

As you begin the process of planning for the coming year, take some time to pray. Thank the Lord for his provision this past year and commit to serving Him in the coming year. Read Luke 14:28-33 and reflect on the importance of planning. Now pull out your business plan to use as a guide as you evaluate the areas listed below.

The wisdom of the prudent is to discern his way,
but the folly of fools is deceiving. Proverbs 14:8

	PRAYERFUL REFLECTION How is God calling me to focus on this area this year?	SMART GOALS (Specific, Measurable, Attainable, Realistic & Timely)
TARGET MARKET Be sure you have clearly defined your target market on whom to have a constant focus		
COMPETITORS How can you capitalize on their strengths/weaknesses? Determine your competitive advantage in your industry		
HUMAN RESOURCES Will you need additional staff this year? What will be their experience, pay or skills required? Will current staff need additional training, pay or appreciation? How can they be empowered?		
VENDORS/SUPPLIES Could your business improve by meeting with vendors to streamline your processes, communication or pricing? Do your supplies suit your needs?		
MARKETING PLAN How will you get your products/services in front of ideal clients? How will you communicate your message? How many clients do you expect from advertising (email, print, radio, seo, social media, tv)? Client referrals? Networking? Cold Calling? What is your marketing budget?		
OPERATIONS How can you run your business more efficiently? Should some of your work be delegated?		
FINANCIAL PROJECTIONS How much money do you need to be profitable? What are your goals?		
MINISTRY How is your business a ministry to your clients? vendors? employees?		