Set three business goals for Q1 2027

Twenty minutes now gives you three goals, each with a number, a date and one marketing move that gets you there.

> **Be specific.** "More enquiries" is a wish; "12 quote requests a month by 31 March" is a goal. Bring this page to your January planning call and we'll build the plan around it.

Step 1: Where 2026 landed

BEST MONTH OF 2026 AND WHY

WHERE MOST NEW CUSTOMERS CAME FROM

ROUGHLY HOW MANY ENQUIRIES A MONTH

ONE THING YOU KEPT MEANING TO FIX

Step 2: Three goals for January to March

#	Goal (what, how much, by when)	How you'll measure it	One marketing move that gets you there
1			
2			
3			

Examples that work

SPECIFIC, DATED, MEASURABLE

- "20 booked jobs from the website by 31 March, up from 11 a month now. Measure: contact form + call tracking. Move: rebuild the two service pages that get the most traffic."
- "Cut cost per lead from $85 to $55 by 28 February. Measure: Google Ads lead conversions. Move: pause Performance Max, run a keyword campaign on the five services that make money."
- "Launch the new website by 14 March. Measure: it's live. Move: confirm the build by 31 January so content is written in February."
- "Get 15 new Google reviews by 31 March, from 42 to 57. Measure: Google Business Profile. Move: send the review SMS after every completed job (Door 11 has the script)."

Reality check

- [ ] **Each goal has a number and a date**
  If it doesn't, it's a direction, not a goal. Directions are fine, but they don't get reviewed.
- [ ] **You know where the number will be read from**
  Contact form, phone log, Google Ads, Xero, your booking system. If nothing tracks it today, the first task is to start tracking.
- [ ] **You could explain each goal to a staff member in one sentence**
  If it takes a paragraph, split it into two goals or drop the weaker half.
- [ ] **At least one goal depends on something you start in December or January**
  A March result needs a January start. Websites take six to eight weeks; ads take a month to settle.

What happens next

1. **Keep opening doors.**
   Doors 2 to 5 help you take stock of your website, your leads and your ads. Door 7 turns these goals into a budget.
2. **Door 23 pulls it together.**
   The one-page marketing plan on 23 December uses the three goals from this page.
3. **Book your January planning call.**
   Thirty minutes with Ming, free, no pitch. We look at the goals and tell you plainly what would move them.

Book your free Q1 planning call

Bring this page. We'll turn the three goals into a February start.

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