

A large, stylized number '5' in a light blue color, positioned to the left of the text.

5 ways to  
**SMASH**

your  
Marketing  
goals

*Set smart goals*

**Specific, Measurable,  
Attainable, Relevant,  
and Time-bound.**



**identify them but don't set too many  
so you don't overwhelm yourself**



*Make a plan*



**Write out a plan that details what steps you need to take to reach your goal.**



**include objectives, channels,  
budget & timelines**



*celebrate the wins*

**Celebrate your small  
wins along the way to  
keep you motivated.**



**& treat any failure  
an opportunity to learn**



*gather your tribe*

**Mentors, business  
coaches, professionals**



**refer, outsource or engage  
it takes a tribe to run a business**

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# BELIEVE IN YOURSELF

**Believe in yourself and  
your ability to reach  
your goal.**



**if the planning is in place  
and contingencies are noted  
then GO FOR IT!**



# ABOUT SAM

Sam Hicks is an expert in Business Development, marketing and photography who specialises in assisting micro and small business in achieving their goals.

## **What does Sam do?**

Empowers Small Businesses in North East of Victoria and beyond.

## **How does she do this?**

Working with clients  
Specialising in 1:1 Mentoring  
One page plans  
Workshops

A white, handwritten signature of Sam Hicks on a dark teal background. The signature is fluid and cursive, with a large initial 'S' and a long horizontal stroke at the end.

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*Want to know more?*

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