

*Thank you for showing us the way to truly be free, and to live nothing but an extraordinary life, the way it was intended. - Erial Wheeler*



5 MINUTE MARKETING JOURNAL

*the*  
SIMPLIFIED  
GOAL ACHIEVEMENT  
MARKETING  
PLANNER



CEO & YOUR MARKETING MASTERMIND  
SHANA LYNN YAO

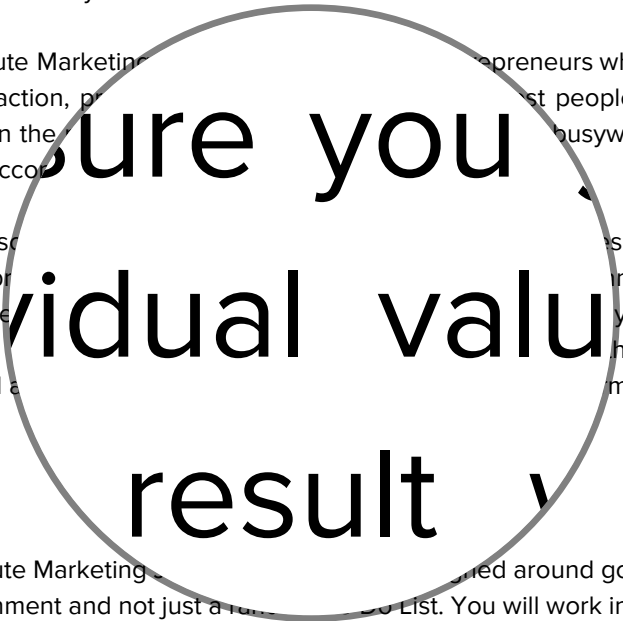
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## INTRODUCTION

Welcome to your 5 Minute Marketing Journal. This is the first step to heightened productivity, focus, fulfillment, goal accomplishment and creating overall success in your business and life.

The 5 Minute Marketing Journal is designed for entrepreneurs who get caught up in distraction, procrastination and busyness. Most people end up not focusing on the big picture, getting lost in busywork, resulting in lack of accomplishment.

Based on scientific research, this journal is designed to help you beat procrastination and get more done. It's designed to help you focus on your personal mission in business and life, the deep and meaningful actions that lead to long-term results.



The 5 Minute Marketing Journal is designed around goal accomplishment and not just a to-do list. You will work in 30 day sprints, to build your business around your overall mission and financial goal, in a realistic, achievable time frame.

Most people lose their focus on their overall end goal which results in unconsciously sacrificing your personal values and overall health.

But true success - the kind realized by leaders and people that produce change in the world - is created from the *inside out*. Without your health and happiness, success cannot be enjoyed and in the end, cannot grow.

## GETTING STARTED

Because you need clarity around your overall mission, the first 3 pages are to be done every 30 days. This will help you gain and stay focused on your overall mission and marketing.

Take at least 20 minutes to be done first thing in the morning of your marketing mission. If you don't have time, do it at the end of the day.

The next step is to create a list of your daily routine. This will help you to check your social media and email.

Productivity is not about doing someone else's social media or checking your personal goals and fulfillment.

As a mother, you must put the mask on yourself first, be a mom first, and then what really matters in your life and business.

xo Shana

CEO & Your Marketing Mastermind®  
Total Genius

EVERY *30* DAYS

*"Do or do not, there is no try."*  
Yoda

WHAT IS YOUR OVERALL MISSION OF YOUR BUSINESS? WHY MUST YOU DO THIS?

(This is your overall business mission, cause, purpose)

BE YOUR SUCCESS IDENTITY

WHAT 3 WORDS DESCRIBE YOUR HIGHEST VISION OF YOURSELF - WHY YOUR

(3 words for your most successful)

1.

2.

3.

30 DAY ACHIEVEMENT

(What will you have achieved in 30 days?)

*You will see it, when you believe it.*  
Wayne Dyer

I AM COMMITTED BECAUSE:

*(What is the meaning you have associated with your why? Why is it important to you outside of your income?)*

AL CLIENTS

DESC (Demographics)  
(psychographics)

WHAT IS THE URGE

3 MAIN THINGS YOUR CLIENTS ARE SUFFERING WITH THAT ARE THE SOLUTION

- 1.
- 2.
- 3.

MY 30 DAY MAGIC  
(Your monthly income)

HOW MANY CLIENTS DO I HAVE TO SELL TO GET TO MY TARGET?

OVERALL MARKET (How are you different from your competitors?  
(How are you different from your marketing?)

## BRAIN DUMP - PAST, PRESENT, FUTURE

### YOUR COMMITMENT

Today and everyday is your moment to create your life. Keep this journal near you and review it often. Be reminded of what you believe and who you are.

Every experience today is a learning experience to move you forward. Find the good in everything and more good will *show up*. You create the life *you believe is possible*.

Believe in yourself. You. Are. Amazing.

*I believe in myself and my mission.*

*Sign here:*

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THE DAILY 5

*“Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition.”*

Steve Jobs

WHAT ARE YOU GRATEFUL FOR?  
(List 3 things different from you)

- 1.
- 2.
- 3.

WHAT IS THE MOST PRODUCTIVE THING YOU CAN DO TO MOVE FORWARD?  
(MIM - Most Important Move)

*Business:*

n)

*Life:*

*Your belief in yourself must supersede the situation.*

J a s o n N a z a r

WHAT DO YOU NEED TO DO TO ACCOMPLISH YOUR MIM?

*Business*

1.

2.

3.

4.

5.

*Life*

1.

2.

3.

4.

5.

SECONDARY TASKS OF IMPORTANCE

(Only start these AFTER you have completed your MIM)

1.

2.

3.

### DAILY MARKETING TASK

(3 marketing tasks you are committed to accomplishing every day - this could include social media, sending an

1.

2.

3.

### ESSENTIAL NETWORKING

(3 new people you need to and communicated with that you do in your business - list them below)

1.

2.

3.

### INCREMENTAL LAUNDRY

(Daily "tedious tasks" you avoid but must do daily to be successful - i.e. Facebook posts, tracking numbers, responding to emails)

1.

2.

3.

4.

5.

*If you truly believe that what you have is useful and valuable to your clients, then you have a moral obligation to try to serve them in every way possible.*

Jay Abraham

ABI MARKETING VEHICLE  
(Webinar, Teleclass  
promote daily to  
evergreen website)

that you will do and  
This can be ONE

What is it?

- 1.
- 2.
- 3.

WHERE WILL

- 1.
- 2.
- 3.

DO IT TODAY?

CREATIVE BRAIN DUMP

D A I L Y R E C A P

**RATE 1 - 10 (1 = NOT PRODUCTIVE; 10 HIGHLY PRODUCTIVE)**

TODAY WAS PRODUCTIVE - *Daily score*\_\_\_\_\_

TODAY I FELT CONFIDENT IN MY WORK - *Daily score*\_\_\_\_\_

TODAY I HAD TOTAL CLARITY - *Daily score*\_\_\_\_\_

MONEY SCORE- *Daily score*\_\_\_\_\_

WHAT MADE TODAY GREAT?

WHAT WOULD HAVE MADE IT BETTER?

DID I FOLLOW MY INTUITION AND WORK ON MY PASSIONS?

WHAT AM I COMMITTED TO DOING TOMORROW?