

SEO
Unlocked

NEILPATEL

DEFINING YOUR WHY: THE PERSONAL GOAL WORKSHEET

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY

DEFINING YOUR WHY: THE PERSONAL GOAL WORKSHEET

In virtually all areas of life, meaningful progress doesn't happen by chance. Whether you want to learn an instrument, write the next great American novel, or lose weight, you must have a clear vision of your goal before taking aim and setting off on the journey. Becoming masterful at SEO is no different.

I want you to be successful, which is why I want you to start this course with clarity and purpose. Your path to mastery will come with challenges and obstacles, like anything worth achieving. When those moments arise, refer back to what you've written here as a reminder of your goal and, most importantly, your WHY—the deeper reason behind your desire to acquire this knowledge.

Give your goal extra impact by connecting it to a larger idea, a compelling vision that evokes passion and excitement in you. This picture—whatever it is—will drive you to continue to learn, improve, and succeed.

INSTRUCTIONS:

Handwrite up to 300 words on your personal goal for this course and how you feel when you achieve it.

EXAMPLE:

My goal for the course is to understand where I'm going wrong in my approach to using SEO in growing my sales of my shoe company. If the course helped me achieve a revenue growth of 60% over the year I would be ecstatic and would take a well earned earned break with my family to Athens, Greece.

MY PERSONAL GOAL FOR THIS COURSE IS:

WHEN I ACHIEVE MY GOAL I WILL FEEL:

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