

Module 2 Worksheet

Making Your Idea Clear - Setting Realistic Goals

AI Prompts for Goal Setting ✓

Copy and paste these prompts, replacing [your service] with your actual business idea:

- Basic goal exploration:** *"Help me set realistic first-year goals for a small [your service] business on the Isle of Man. What should I aim for in terms of customers and income?"*
 - Break it down:** *"Break these goals down into smaller 3-month milestones that feel more manageable."*
 - Reality check:** *"Are these goals realistic for someone just starting a [your service] business with no existing customers?"*
 - Local market check:** *"What factors should I consider when setting income goals for a [your service] business on the Isle of Man?"*
 - Growth planning:** *"How might a [your service] business typically grow from month 1 to month 12?"*
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Your SMART Goals ✓

- Write your main 12-month goal:** Make it Specific, Measurable, Achievable, Relevant, and Time-bound

Example: "Have 15 regular house cleaning clients and earn £1,200 per month by December 2025"

Your goal: _____

- Break it into quarterly milestones:**

Months 1-3 (Getting Started):

Months 4-6 (Building Up):

Months 7-9 (Growing Steady):

Months 10-12 (Hitting Target):

Success Indicators ✓

- How will you know you're on track? List 3 things you can measure:**

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- 1.
 - 2.
 - 3.

What does a successful week look like by month 6?

What does a successful month look like by the end of year 1?

Reality Check Questions ✓

Ask yourself (and AI if you want more thoughts):

- Time commitment:** "How many hours per week am I realistically willing to work on this?"
 - Money needed:** "What will I need to spend to get started and reach these goals?"
 - Skills required:** "What do I need to learn or get better at to achieve this?"
 - Local demand:** "Are there enough potential customers in my area for these goals?"
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AI Tips for Better Goal Conversations 💡

Ask for specific numbers

- "What's a typical monthly income for a new cleaning business?"
- "How many clients does a successful handyman usually have?"
- "What should I charge per hour/job in my area?"

Get AI to challenge your thinking

- "Is earning £2,000 per month realistic in my first year?"
- "Am I being too ambitious/not ambitious enough?"
- "What could go wrong with these goals?"

Explore different scenarios

- "What if I only work part-time on this business?"
- "How would my goals change if I focused on [specific type of customer]?"
- "What's the difference between summer and winter for my type of business?"

Ask for step-by-step breakdowns

- "What should happen in my first month to stay on track?"
- "How do I get from 0 customers to 10 customers?"

- "What order should I do things in?"
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Common Goal Mistakes to Avoid ⚠️

- Too vague:** "Be successful" → "Earn £800/month with 12 regular clients"
 - Too ambitious:** "£5,000/month in 6 months" → Start with smaller, achievable targets
 - No timeline:** "Get lots of customers" → "Get 5 customers by end of March"
 - Only about money:** Include customer satisfaction, work-life balance, learning goals
 - Set in stone:** Be ready to adjust as you learn more about your market
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Your Goal Summary ✓

- Complete this sentence:** "By [date], I want to [specific achievement] which will mean [why this matters to you]."

Your summary: _____

- Share your goal:** Tell one person (friend, family member) about your goal - it makes you more likely to achieve it!

Person told: _____ Date: _____

Ready for Module 3? ✓

You're ready when you can tick these boxes:

- I have a clear 12-month goal written down
 - I've broken it into smaller quarterly milestones
 - I've used AI to check if my goals seem realistic
 - I know what success looks like week by week
 - I can explain my goal clearly to someone else
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Extra AI Prompts to Try 🚀

Want to dig deeper? Try these:

- Seasonal planning:** "How might my [your service] business be affected by different seasons on the Isle of Man?"

Competition research: *"If there are already [your service] businesses in my area, how can I still achieve my goals?"*

Scaling ideas: *"Once I reach my first-year goals, what would be realistic goals for year 2?"*

Risk planning: *"What could prevent me from reaching these goals and how can I prepare for that?"*

Next: Module 3 - Who Needs What You Offer?

Remember: Goals aren't set in stone - they're your best guess right now. It's fine to adjust them as you learn more!