

TERMS TO REMEMBER



Terms to remember when trying to figure out your goals for your AMP (Annual Marketing Plan): **1. BHAG**, Big, Hairy, Audacious, Goals. Don't be afraid to dream and think out side of the box when it comes to your goals. **2. SMART** goals. Are your goals Specific, Measurable, Attainable, Realistic and Timebound?



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**ATTENTION!
HOT NEWS!**

