

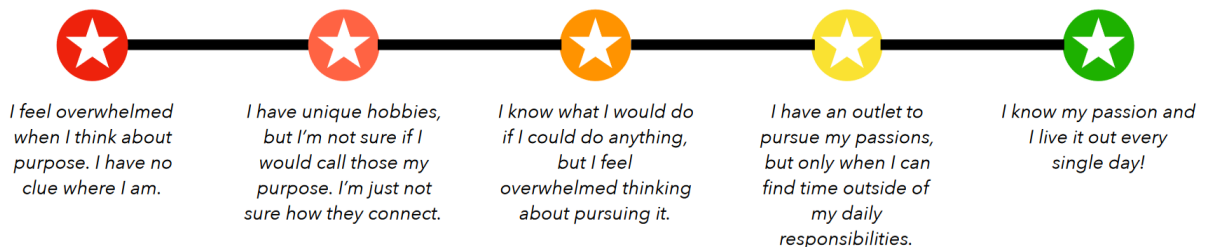
## EMBRACING DIGITAL MARKETING INTENTIONS WORKSHEET

*“Live with intention.  
Walk to the edge.  
Listen Hard.  
Practice wellness.  
Play with abandon.  
Laugh.  
Choose with no regret.  
Appreciate your family, friends,  
colleagues, clients and community.  
Continue to learn.  
Do what you love.  
Live as if this is all there is.”  
— Mary Anne Radmacher*

### 1. Define Your 'Why'

Mark the Clarity Scale with *WHERE YOU ARE NOW*:

**On the clarity scale, how would you rate the power of purpose in your life today?  
Circle or mark on the scale below where you are today.**



Your "Why" serves as the guiding force behind your business. It defines your purpose, vision, and long-term goals. It's the North Star that helps you navigate decisions, strategies, and directions for your business.

Knowing your "Why" keeps you motivated and resilient, especially during challenging times. It fuels your passion and determination, allowing you to persist even when faced with setbacks.

Your "Why" can differentiate your business from competitors. It forms the basis of your brand story, connecting emotionally with customers who share your values and beliefs.

A clear "Why" resonates with customers. When they understand why your business exists beyond making a profit, they are more likely to become loyal supporters and advocates.



AN EXERCISE TO GET CLEAR ON YOUR OWN 'WHY'

What gets you out of bed in the morning?

.....

Why does THIS get you out of bed?

.....

Why is THAT important to you to?

.....

What is it important to you about THAT?

.....

Why is THAT important to you to?

.....

Why is THAT important to you to?

.....

Why is THAT important to you to?

.....

*Why is it Important for You to Be SUCCESSFUL?  
This Is Your Big Why:*

*What Would I Like to BE, DO and HAVE?*

*(Consider each area of your Life: Your Career, Work, Financial Situation, Social, Love & Relationships, the Physical You, Mental, Spiritual)*



## *2. Define Your 'Why' for Embracing Digital Marketing:*

*Why is integrating digital marketing crucial for your real estate business?*

*What specific goals or improvements do you aim to achieve through digital marketing?*

## *3. Reflect on Your Skills:*

*What digital marketing skills do you currently possess? [List your existing skills]*

*Which skills do you need to develop or enhance for effective digital marketing?  
[Identify skills you aim to develop]*

## *4. Align with Your Core Values:*

*List Your Defining Core Values:*

*How does digital marketing align with your core values as an industry professional?*

*Which values will guide your approach to digital marketing strategies?*

***Don't be surprised if you want to update to your Goals with the Clarity, you Gain!***

## 5. Intention Setting:

Based on your 'why,' skills, and values, set specific intentions for embracing digital marketing. These could be short-term or long-term goals.

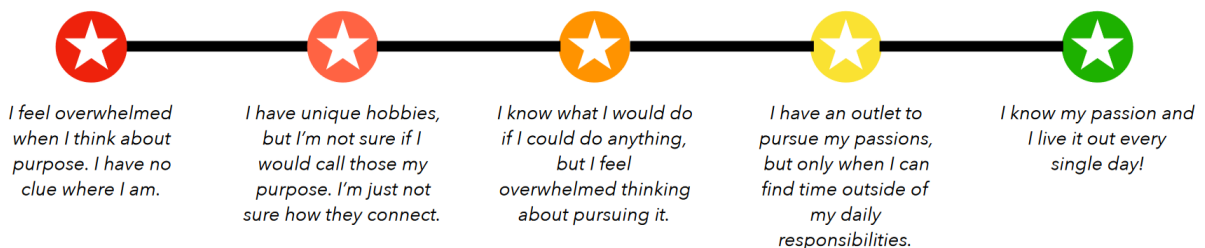
In your own words, Write down your intention to commit to your goals: e.g.

*"I pledge to wholeheartedly commit to my goals. I understand that achieving them requires dedication, focus, and resilience. I vow to honour this commitment by consistently taking steps toward my objectives, overcoming obstacles, and staying true to my vision. My dedication is unwavering, and I embrace the journey with enthusiasm and determination."*

**CONGRATULATIONS! You Just Set Your Sights On a New You!**

Revisit the Clarity Scale Quarterly to See Who You are Becoming

**On the clarity scale, how would you rate the power of purpose in your life today?  
Circle or mark on the scale below where you are today.**



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**For Tips and Connection in a Community of Like-minded Business Owners who along with me, will help keep you on track, achieving Milestones and Meeting Goals**