



#### **PR VICTORY LAP GOAL EXPLAINED:**

This weekly worksheet was created to **help you set and meet one publicity-boosting goal a week** that will push you further along the road to ongoing public relations success and fruitful relationships with the media. We call this your PR Victory Lap Goal.

**Your PR Victory Lap Goals** is a goal that, once accomplished, will make you want to do a victory lap around your office or home, high fiving everyone in sight.

**Fill out this chart every Sunday night** and set a doable goal that you can accomplish by the end of the week if you prioritize, work productively, and believe in yourself.

**Have a major goal that cannot be accomplished in one week?** Break it into smaller pieces and make those your weekly PR Victory Lap Goals. Before you know it you'll have our major goal completed!



1. **What is one public relations task you can accomplish this week that would inspire you to take a PR Victory Lap around your office?**

This should be a goal that will move your business forward in the areas of public relations outreach and/or media relationship building.

2. **What needs to happen to ensure you can reach this goal?**

**Examples:** You need to make an appointment with yourself for two hours of dedicated, uninterrupted PR work, you need to ask the Facebook group to weigh in on a subject line for you, you need to hunt down the best media contact at a local newspaper you want to pitch.

**3. What potential obstacles could distract you from or deter your work towards your goal?**

These could be mental obstacles, scheduling obstacles, you name it. It's important to predict in advance what could hold you back from reaching your PR Victory Lap Goal.



**4. What's your plan to prevent these obstacles from distracting you from reaching your PR Victory Lap Goal?**

