



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?

