# *Teri Hutcheon Email Marketing Course: LESSON 4*

**Goal setting**

What does success look like to you? Be very specific! Complete this form, print it off and keep it on your desk so you remember why you’re spending time to learn this and so you can track your progress over the next few months and years.

**I will have succeeded when:**

**Okay, let’s get more specific about how email marketing is going to help you get to the point where you’ve succeeded.**

What do you want to accomplish with email marketing? How will it help you reach your goal?

How much money do you want to make each month from your business?

How many hours a week do you *want* to work on your business? Can you realistically work that much? When will you work those hours? Write it down!

How many email subscribers do you want? Why?

**Where are you TODAY?**

What are you doing with email marketing currently?

Does it produce revenue for your business?

How much time do you spend on your business now?

How much time do you spend on email marketing?

How many email subscribers do you have?

What’s your open rate?

What’s your click-through rate?

How much money are you making right now from your business?

Note: If you aren’t doing ANYTHING with email marketing and you have a brand-new ConvertKit account with zero data, that’s fine too! That is your baseline!