

# Smart Goals

## WORKSHEET

What are your goals? i.e. more leads, better conversion rates, brand awareness, etc.

Keep them S.M.A.R.T:

**Specific-** your goal should not be ambiguous and clearly state what is expected, why it is important, who's involved, where it is going to happen and how it's going to happen.

**Measurable-** your goal should have concrete criteria for measuring progress and reaching the goal.

**Attainable-** your goal should be realistic and possible for you to reach.

**Relevant-** your goal should be important to your business and address a specific initiative/problem.

**Timely-** what is the expected/desired date that you will reach the goal?

1

2

3

4

5

# Smart Goals

## WORKSHEET

When do you want to hit these goals?

How much time are you going to spend each day/week to achieve these goals?

What do you need to do to achieve them? i.e. hire someone, download apps + tools, etc.