

SMART Goal Template

GOAL: _____

Date: _____

S	Specific	<p>What exactly do you want to accomplish?</p> <p>Be detailed and precise. Avoid vague statements.</p> <p><i>EXAMPLE: "Increase website traffic" becomes "Increase website traffic by publishing two blog posts per week."</i></p>	
M	Measurable	<p>How will you measure success?</p> <p>Define specific criteria for tracking progress.</p> <p><i>EXAMPLE: "Increase website traffic" becomes "Increase website traffic by 20% within three months."</i></p>	
A	Acheivable	<p>Is this goal realistic given your current resources and constraints?</p> <p>Ensure the goal is challenging but feasible.</p> <p><i>EXAMPLE: Publishing 20 blogs a week may not be achievable, but publishing two might be.</i></p>	
R	Relevant	<p>Why does this goal matter?</p> <p>Align the goal with broader objectives, values, or priorities.</p> <p><i>EXAMPLE: Increasing website traffic is relevant if it supports business growth or lead generation.</i></p>	
T	Time-Bound	<p>What is the deadline for achieving this goal?</p> <p>Specify a clear timeframe to maintain focus and urgency.</p> <p><i>EXAMPLE: "Increase website traffic by 20% within three months" sets a specific deadline.</i></p>	

Bonus Question: WHY do you want this goal? WHY does this goal matter?
