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Setting and Planning to Achieve Your Goals

You've probably heard of S.M.A.R.T Goals before...and that's because it's a formula that works! Here's a complete overview, a goal setting worksheet and a social media marketing goals checklist to help you get your business goals accomplished!

SPECIFIC – Your goal needs to be spelled out very precisely and you also need to have a reason WHY behind your goal...some benefit or emotional attachment that will keep you focused. For example, a goal might be to earn \$12,500 per month and onboard 5 new quality clients monthly in the next 90 days.

Using language that leaves no doubt as to what the goal is, why you want to achieve the goal, and how you will get there is very important. If you are not able to be detailed in your description of the goal, it will be hard to meet it. Take the time to do this part right.

MEASURABLE - This is where the Journal comes into play. It's a report card and a method to measure what you want to accomplish and what you actually accomplished. If your goal cannot be quantified, then it's not a full goal and you won't know how when you have succeeded. An example of a measurable goal would be "I want to deposit to our bank account an additional 100 dollars per week. I'll accomplish this by writing five 500-word articles each week for a life coach."

ACTIONABLE / ACHIEVABLE – There are different things that "A" can stand for, but it's usually actionable or achievable. In order to achieve anything, you must take action. So, make your goal actionable, where you do something each day that will eventually result in an accomplished goal.



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Goals should also be achievable or you will quickly get frustrated. Be accurate about the time it takes to reach a goal, and what actions it takes to get there. Also, know who will be responsible for doing it.

RREALISTIC / RELEVANT – “R” can stand for realistic or relevant, and both are important. If you want your goal to succeed, it should most certainly be realistic or you will fail. If you’re currently making \$500 a week and your goal is to increase that to \$12,500 in 90 days, that’s not realistic. However, you may be able to increase it by \$300. Once you achieve that goal and are earning \$800 a week, you can set a new goal to increase your income by another \$500 a week or something similar.

Your goal should also be relevant to your life’s vision and match your values. There’s no point in making or achieving goals that have no relevance to your long-term life goals. You could instead use that time to reach goals that get you one step closer to actually reaching your life goals. So always ask yourself, if the goal is relevant to your life goals.

TIME BOUND / TIMELY / TRACKABLE – Various authors refer to the “T” in the S.M.A.R.T. acronym as time-bound, timely or trackable. All of these t’s are important parts of the goal creating and setting process. If you don’t set a time limit and you can’t track what is happening, your goal will be hard to quantified or show as achieved. Journaling helps you with this.

Whichever words you use to help you craft your goals, the important thing is to have a process to help you make smart goals. Smart goals are goals that you follow through on achieving and know when you’ve met them.

To get started planning your S.M.A.R.T Goals, use the following worksheet.



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Determine Your Smart Goal Worksheet

Specific: If you went through the first part of the training, then you should have these goals documented already. But it never hurts to write them down again to further cement them in your mind and to clarify if necessary.

What goal do you want to accomplish?

Why is this goal important to you?

What do you need in order to accomplish the goal?

What obstacle(s) might you face while achieving this goal?



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Measurable:

How much or how many do you need in order to achieve your goal?

How will you know when you have achieved this amount?

Actionable / Achievable:

Is your goal attainable in the period provided?

Yes, as long as I work on it daily I should have no trouble achieving my goal.

No. After careful consideration, I need to rework the goal so that it is attainable.

Can the required tasks be completed in the timeframe?

Yes, as long as I work on it daily I should have no trouble completing the goal within the timeframe.

No. I think my goal may be a bit lofty. I will break it down into more achievable steps.



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Realistic / Relevant:

Is your goal realistic?

Yes, while it may not be easy, it is possible to reach my goal.

No. After careful consideration, I think I may need to rework it a little.

Is it relevant to your overall life goals?

Yes, this goal will bring me one step closer to achieving my life goal.

No. After careful consideration, I think I need to create a different goal.

Time Bound / Timely / Trackable:

When will you complete your goal?



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Social Media Marketing Goals Checklist

Set Your Goals: Select any that apply to what you want to accomplish through social media.

- a. Generate Awareness: Entertain Inform
- b. Engage With Your Audience: Conversations Content
- c. Drive Traffic: To your site To your profiles
- d. Convert Your Audience: Customers Followers
- e. Customer Retention and Loyalty: Contest Promotion Giveaways/Gifts

Identify Your Audience: Answer these questions about your ideal target audience.

- a. What's their age range?
- b. What's their gender?
- c. What are their job titles?
- d. What are their interests?

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