



SMARTER Goals set you up for success! When your goals are clear and you know exactly what you're working towards it's easier to get started, make action plans, see your progress and succeed!

INSTRUCTIONS: Follow the steps below to learn about SMARTER goals – and begin to develop a goal of your own. Then turn over to page 2 to write out your finished SMARTER Goal, identify 3 actions to get started, plus see a SMARTER Goals example.

What do you want to set a goal around? _____
(turn over for an example of this process)



SPECIFIC *Have you ever struggled to get started because your goal is too fuzzy? Well, the more specific you are, the easier your goal is to start, work towards & achieve. Get clear here! Ask yourself: What are the outcomes I'm looking for? What results do I want? Then: Write out your goal (what you want) below, and make it as SPECIFIC as you can:*



MEASURABLE *A measure lets you know you've achieved your goal, and also enables you to track your progress. How would you prove your goal is complete? This points to your measure. It could be a financial amount, a count, percentage or some other measure. Rewrite your goal to include a MEASURE—or how you would PROVE your success:*



ACHIEVABLE *goals are within your control. This means you are able to make it happen (even if you need help to get there). For example, "winning the lottery" is not 'Achievable' as you do not have agency—the power—to make this goal happen. List some of the skills and resources you possess to be able to achieve this goal:*



RELEVANT *How important is this goal for you? Is it relevant to your values? Does it move your business forward? Does it move you towards your purpose? Rewrite your goal, ensuring it is RELEVANT:*



TIME-BOUND *goals motivate us, giving us a date to aim at and plan towards. Is there a specific date you're aiming at? If not, what might be reasonable? Consider your lifestyle, other responsibilities and life events that could get in the way. By when would you like to complete your goal?*



EVALUATE *What are the milestones for achieving this goal? How can you evaluate your progress to get better results? Rewrite your goal to include how you will EVALUATE your progress:*



REWARD *How will you recognize progress as you work towards achieving this goal? How will you celebrate successful completion of the goal? Rewards help to build sustainable habits. List what you will do to REWARD yourself as you progress with your goal:*

SMARTER Goals Worksheet EXAMPLE:



Starting goal: Sell more eBooks.

- **Specific** – Increase the revenue from my health eBook from \$10,000 to \$25,000.
- **Measurable** – Compare the revenue from the previous year with the revenue from this year.
- Is it **Achievable** and within your control? **3 Key Steps I can take include:**
 1. Create a new, more exciting front cover
 2. Create a marketing action plan e.g., asking 25 friends to read and review it on Amazon
 3. Increase the price from \$9.95 to \$12.95
- **Relevant** – Increasing the revenue from my health eBook from \$10,000 to \$25,000 supports my business model and allows me the opportunity to hire-out additional artwork to support the eBook.
- **Time-Bound** – I would like to complete this goal by: November 30th 2025.
- **Evaluate** – Check if sales increase after each **Key Step** and adjust the plan as necessary.
- **Reward** – Plan a celebration dinner with all of the participants (e.g., cover artist, friends who participate in my marketing, etc.) to commemorate the success of my eBook.

Final goal: Increase the revenue of my health eBook from \$10,000 to \$25,000 by November 30th 2025; evaluate each Key Step to adjust as needed; commemorate my success with a team dinner.

Before writing out the final version of your SMARTER Goal, read this final tip:

Great GOALS are stated in the POSITIVE: Why? Because we get what we focus on. Whenever we say "I want to stop biting my fingernails" our brain has to first build a picture of what you DON'T want - bitten fingernails - in order *not* to do it. So, it's good to build a picture of what you're working towards, rather than building a picture of what you don't want. Here are two examples:

- Use "I have healthy fingernails" rather than "I want to stop biting my nails"
- Use "I weigh 150lbs" rather than "I want to lose 20lbs"

Write your finished SMART Goal Here:

Review the previous page, and remember the final tip above, write out your newly SMARTER goal below.

My SMARTER Goal is to: _____

_____ **by:** _____ Day - Month - Year

To wrap up this worksheet, write out the first 3 Steps towards your SMARTER Goal below:

Action 1 _____ **by when** _____

Action 2 _____ **by when** _____

Action 3 _____ **by when** _____

FINALLY, remember that goals are there to INSPIRE you, not to beat yourself up with!
Any time your SMARTER goal feels genuinely too hard, and you find yourself switching off, STOP!
Revisit this worksheet and reset your goal - making it more "Achievable."