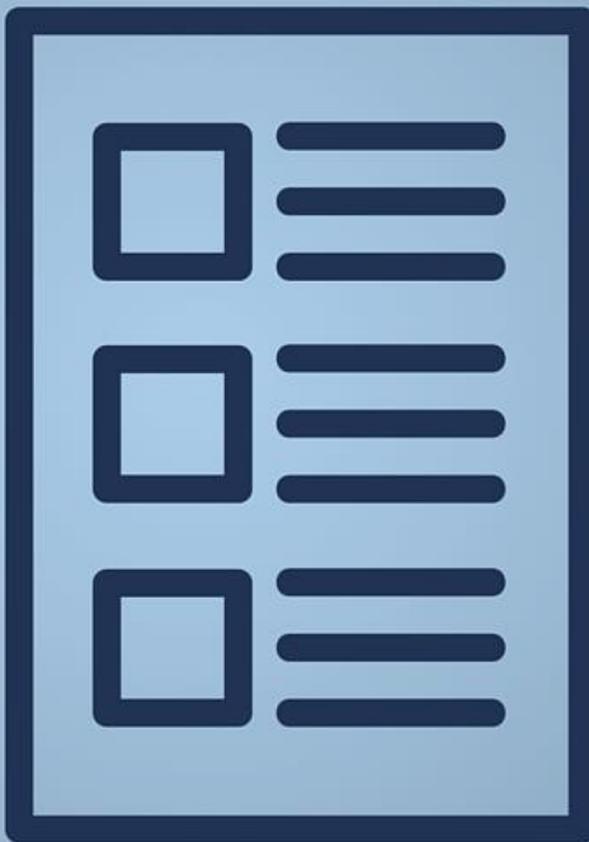


The InfoHound's

SMART Goals

For Marketing



Worksheet

SMART GOAL WORKSHEET

SMART = SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT/REALISTIC, TIME-BASED

In the space below, write down your business (or marketing) goal -

GOAL:

Work through each question to see if the goal you have meets the SMART outline. If not, revise and rewrite until it successfully meets SMART criteria.

IS YOUR GOAL SPECIFIC?

A specific goal should state what you want to accomplish, why it's important, and how you plan to achieve the goal. Knowing what it will take to get to "X" is just as important as determining what "X" is.

IS YOUR GOAL MEASURABLE?

A measurable goal should have specific targets and milestones to measure progress towards. Can you ask 'how much' or 'how many' or ask 'how will I know when I've reached X?' Often goals are numerically-based, so as to be easier to track.

IS YOUR GOAL ATTAINABLE?

An attainable goal should be realistic and something you want to achieve. Break it down into manageable action steps that use the time and resources you have available to you. Beware – do not set goals that are far beyond reach or you will become frustrated and not make progress.

IS YOUR GOAL RELEVANT (ALT = REALISTIC)?

A relevant goal makes sense when you measure it against your organization's mission, vision, positioning, target market and industry/field. Is your goal relevant under current conditions and contexts?

A realistic goal is one that you are both willing and able to work towards – a stretch but possible to attain with steady work. Ask yourself if you have done something similar in the past and can refer to. What similar conditions and actions worked for you in the past?

IS YOUR GOAL TIME-BASED?

A time-based goal has a limited and defined period of time in which to implement action steps and progress towards completion. Without a time frame there is no urgency and it becomes a 'someday' dream. It's not an open-ended plan.

GOAL + OBJECTIVE SETTING TEMPLATE(S):

GOAL CONSIDERATIONS -

What is your business working to achieve during your planned, upcoming marketing period?

What is your time frame (next quarter, next six months, or this year)?

BEGIN WITH A VERB (e.g. 'to increase, to achieve, to improve, to raise') **ADD A CLAUSE THAT DESCRIBES THE GROWTH ASPECT YOU'RE AIMING TO ADDRESS** (e.g. gross revenues, profits, clients) then **ADD A SUCCESS INDICATOR** (e.g. by 10%, \$10,000, 5 new clients).

OBJECTIVES CONSIDERATIONS –

(If you aim to reach multiple goals in a given time period, complete 1 objective for each goal)

How will your business achieve its goal over the time period?

What measurable actions can you take to reach your goal?

BEGIN WITH A VERB (e.g. 'to introduce, to gain, to improve, to increase') **ADD A NOUN** (e.g. 'a new product, greater share, prospect generation, prospect-to-client conversion rate, revenue from additional/secondary services') then **ADD A PRECISE DESCRIPTOR OF THE DESIRED CHANGE** (e.g. 'to attract 10 new pharmaceutical industry clients, to achieve 5% market share growth, to reduce time between prospect inquiry and client proposal by 5 days').