


Setting SMART Goals Framework

 To see a reminder of SMART goals, their importance, and get more templates like this, visit [the original post](#).

SMART Goals

SMART goals provide a structured approach to goal setting, ensuring your objectives are clear, actionable, and achievable. The acronym stands for **Specific, Measurable, Achievable, Relevant, and Time-Bound**.

Framework

1. Specific: No More Vague Nonsense

Vague goals are like navigating with a foggy windshield—dangerous and entirely avoidable. Your goal needs crystal clarity so you know exactly what you're aiming for.

Ask yourself:

- What *exactly* do I want to achieve?
- Who's involved or impacted?
- Where will this happen?
- Why is this goal a priority?

Example:



"Increase social media presence"



"Grow Instagram followers by 15% to attract a larger audience for my services."

2. Measurable: If You Can't Measure It, It Doesn't Count

How will you know you've won if you don't know what the scoreboard looks like? Include metrics you can track like a hawk.

Ask yourself:

- How will I know I've hit my goal?
- What numbers or indicators will I track?

Example:

✗ "Improve blog engagement"

✓ "Get an average of 10 comments per blog post within three months."

3. Achievable: Keep It Real

Ambition is great; delusion, not so much. Stretch yourself, sure, but don't set yourself up for failure. Work within the realm of what's possible with your current resources and skills.

Ask yourself:

- Is this goal doable?
- Do I have the tools to make it happen? If not, how will I get them?

Example:

✗ "Publish 30 blogs in one month"

✓ "Publish 4 high-quality blogs per month for the next quarter."

4. Relevant: It's Gotta Matter

Every goal should be a puzzle piece that fits your bigger picture. If it doesn't align with your larger vision or priorities, it's a distraction.

Ask yourself:

- Why does this matter right now?
- Does this goal align with my long-term objectives?

Example:

✗ "Post 5 TikToks a week because everyone's doing it"

✓ "Launch a TikTok campaign to showcase expertise and increase brand visibility in the health and wellness niche."

5. Time-Bound: Deadlines Aren't Scary - They're Motivational


Without a deadline, a goal is just a wish floating on procrastination. Add a ticking clock to keep the urgency alive.

Ask yourself:

Marketingaid.io (Rebekah May)

- When's my deadline?
- What mini-milestones will keep me on track?

Example:

 "Write an eBook"

 "Complete a 10-chapter eBook draft by April 30, revising one chapter per week."

SMART Goal in Action

Here's a *chef's kiss* example of a SMART goal:

"Increase website traffic by 20% over the next three months by publishing two SEO-optimized blog posts per week and promoting them on LinkedIn and through email marketing."

Your Turn: Let's Get SMART

1. Think of a goal you've been putting off. (No judgment, we've all been there.)
2. Apply the SMART framework by answering the questions under each component.
3. Share your finalized SMART goal with someone who can hold you accountable.

Remember: A good goal isn't just about reaching the destination—it's about creating a roadmap so you can enjoy the ride *and* celebrate the wins along the way. Ready to show your to-do list who's boss? Go crush it. 🎯