Goal setting worksheet

SMART goals worksheet

What are SMART goals?

SMART goals are a structured way to set and achieve meaningful objectives. Instead of vague ambitions, SMART goals help you define exactly what success looks like and how you'll get there.

The SMART framework stands for:

S	**Specific**	Clearly define what you want to achieve
M	**Measurable**	Identify how you will track progress
A	**Achievable**	Ensure the goal is realistic and within reach
R	**Relevant**	Align the goal with your priorities
T	**Time-bound**	Set a deadline for achievement



Why Use SMART Goals?

- Brings clarity – No more vague goals that lead to confusion
- Makes tracking easy – Progress can be measured along the way
- Keeps goals realistic – Helps you set challenging but attainable targets
- Creates motivation – A well-structured goal increases commitment
- Provides a roadmap – You'll know exactly what steps to take

How to Use This Worksheet

1. Use the worksheet questions to define your own SMART goal on the following page
2. Combine your answers to craft your SMART goal
3. Use the worksheet questions to define your own SMART goal
4. Fill out the Action Items section to create a clear action plan
5. Track your progress with check-ins, and adjust if necessary

SMART goals template

Specific

What exactly do you want to achieve? Be clear and detailed.

Ex. “I want to grow my business’s email list to reach more potential customers.”

Measurable

How will you track progress and know when you’ve succeeded?

Ex. “I will add 1,000 new email subscribers by offering a free resource and promoting it through social media and ads.”

Achievable

Is this goal realistic? What resources or steps are needed?

Ex. “I will run targeted ads, collaborate with influencers, and optimize my website signup forms to capture leads.”

Relevant

Why does this goal matter? How does it align with your priorities?

Ex. “Growing my email list is crucial for increasing brand awareness and converting leads into paying customers.”

Time-bound

What is your deadline for achieving this goal?

Ex. “I will reach 1,000 new email subscribers within the next 60 days.”

Putting It All Together: Your SMART Goal

Now, let's write your own SMART goal based on your answers below:

Bad goal:

"I want to grow my email list."

- Too vague – How many subscribers?
- No measurement – How will progress be tracked?
- No measurement – How will progress be tracked?

Good SMART goal:

"Grow email list by 1,000 subscribers through lead magnet, social media, and targeted ads within 60 days."

- Specific – Clear goal (grow email list)
- Measurable – 1,000 new subscribers
- Achievable – Uses specific marketing strategies
- Relevant – Helps business increase brand awareness and potential sales
- Time-bound – Goal to be achieved within 60 days

What's next?

Action Items

It's time to get to work. What are some things you can do to achieve your goal? Write down some action items that can help you start achieving your goals below:

Task/milestone	☑

Check-ins

Now that you have your SMART goal, it's important that you track your progress. Set calendar reminders to check in on your progress and write your progress below.

Tip: Set calendar reminders to review and adjust your SMART goals regularly.

Date	Progress	Notes