

# SMART GOALS TASK

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Hey peeps!

A SMART goal is Specific, Measurable, Achievable, Relevant/Resonant, and Time-Bound.

I firmly believe that if your goals are not SMART, they are just dreams. Running a business is not easy and as much as some people like to say “Dream, Believe, Achieve” and this will bring you success, the majority of the time, that’s not going to cut the mustard. If you have a dream, make it a goal, then work really bloody hard to make it happen. THEN you will see success.

So, back to our goals.


**Make it SPECIFIC:** The more specific you can be in your broad goal, the easier it will be to work out the action plan to make it happen. Instead of saying “I want more clients”, tell us what KIND of clients you want. “I’m going to attract more clients booking baby portrait sessions who will then become lifelong customers.”

**Make it MEASURABLE:** Numbers, numbers, numbers. Exactly HOW MANY new clients are you going to attract? “I’m going to attract 50 new clients booking baby portrait sessions”

**Make it ACHIEVABLE:** Be confident, but realistic. If you are just starting out and haven’t done any baby portraiture before, booking 50 new clients in the near future might be asking too much. Aim high, but make sure you’re not setting yourself up for failure.

**Make it RELEVANT:** It’s really important to work towards goals that MATTER, and prioritise what you are trying to achieve in your business. If bringing in more baby portrait bookings is actually not what you need to do at all, because in fact you are a sports photographer, the end result is not going to help your business grow.





**Make it RESONANT:** Does the outcome resonate with you, your business, and your values? If it doesn't, you'll find it very difficult to commit and see it through. Maybe deep down you would much prefer to focus on Weddings because you don't even LIKE babies that much...

**Make it TIME-BOUND:** Without a time-frame, how are you possibly going to see whether you kicked the goal or not? "I'm going to get 50 more clients" ... in the next 50 years? Keeping in mind the "achievable" criteria, give it a set time-frame so you are motivated to make it happen by that date. This might mean adjusting your quantifiable metric (number, numbers, numbers).

*So, using our baby portrait example, a very SMART goal might be:*

**I'm going to attract 25 new clients booking into baby portrait sessions and spending an average of \$1500 on photographs, by the end of April.**

### **Set some SMART GOALS**

Get out your goals you wrote down at the very beginning of the program.

Choose just one goal (if you wrote down a few), and using the worksheets below you need to make this goal SMART.





# QUARTERLY GOALS

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WORK OUT YOUR BIG SMART GOAL FOR THE NEXT 3 MONTHS

What do you want to achieve?

(Specific)

How will you measure if it has been achieved?

(Measurable)

In what way will you achieve it?

(Achievable)





How will it benefit your business?

(Relevant)

How badly do you want it?

(Resonant)

When do you want to achieve it by?

(Time Bound)

