## **Goal One**

| **Original goal** | “Grow the email subscriber list by the end of September” |
| --- | --- |
| **SMART goal** | *Grow the email subscriber list by 10% by the end of September* |

| **Question** | **Response** |
| --- | --- |
| **What makes this goal specific?** | We are aiming to specifically grow the email subscriber list by 10%. |
| **What makes this goal measurable?** | We are aiming to increase by 10% so we can easily measure our success. |
| **What makes this goal attainable?** | The timing isn’t ridiculous. We are given until September. |
| **What makes this goal relevant?** | This aligns with the companies business goal of growing their customer base. |
| **What makes this goal time-bound?** | We have a deadline until September. |

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## **Goal Two**

| **Original goal** | “Increase the monthly conversion rate” |
| --- | --- |
| **SMART goal** | *Increase the monthly conversion rate by 15% by the end of September* |

| **Question** | **Response** |
| --- | --- |
| **What makes this goal specific?** | We are focusing on monthly conversion rate for this goal |
| **What makes this goal measurable?** | We have the goal of increasing it by 15% so we can measure if we are doing well or not based on this. |
| **What makes this goal attainable?** | The time scheduled isn’t rushed. We can certainly get to the goal by the deadline. |
| **What makes this goal relevant?** | This aligns with the company goal of selling more furniture to their customers. |
| **What makes this goal time-bound?** | We have a deadline. |

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