

S.M.A.R.T.E.R OBJECTIVES

Use this worksheet to develop your own
S.M.A.R.T.E.R objectives.

Goals and objectives are not interchangeable. A goal is a broad statement that illustrates the larger vision of what you want to achieve. An objective is a statement that defines specifics and outlines what success looks like. A good objective is specific, measurable, attainable, relevant, time-bound, evaluated, and revisited.

Goal: Increase sales

Objective: Optimize paid digital targeting to drive qualified traffic to gated content on the website to increase leads by 5% in the next three months; evaluate and tweak targeting every month.

Business Goal Write the business goal you're trying to achieve. Trying to achieve	
Specific What area of the main goal do you want to accomplish? Don't be broad—go deep.	
Measurable How can you measure progress and know if you've successfully met your objective? What are your current benchmarks and what kinds of growth metrics will you be tracking?	
Attainable Do you have the skills and resources required to achieve the objective? If not, can you obtain them? Is the amount of effort required on par with what the objective will achieve?	
Relevant/Audience-specific Who does this objective target? Why is our strategy relevant to our audience?	
Time-bound What's the deadline and is it realistic? Or by when do you want to achieve this objective?	
S.M.A.R.T. Objective Review what you have written, and craft a new objective based on what the answers to the questions above have revealed.	