



HOW TO MAKE YOUR GOAL SMART

Make sure your goal is Simple, Meaningful, Actionable, Realistic, and Trackable. Here's how to convert your idea into a SMART goal.

1. Find Your Why. What is the importance of completing this goal? Identifying your goal's meaning will give you motivation to finish.

2. Verb it! State the goal with a verb that best captures what finishing the goal looks like. If you're stuck, use the word "finish" for now; when you break the project down, you'll use more specific completion words.

3. Track progress. What metric will you use to track your progress? This may be time (finish by x date) or some other metric.

4. Check it against reality. You'll be doing this project along with other projects, and almost all of us creative folk underestimate how long something will take and overestimate how much we'll prioritize any given goal.

5. Reread the goal to see if it's still simple. It will probably have some formulaic phrasing such as "(Completion Verb) (Idea) by (Date)" and that's a very, very good thing.

6. Level It! After you make your goal SMART, it's time to figure out what successful completion of that goal looks like. How does success look different for this goal when it's a small, moderate, or epic success? Which level of success best fits the current time and resources you have available for this goal?
