

SMART Goal Planner

S

specific

What EXACT goal do you wish to accomplish?

M

measurable

How will you measure progress or know you've reached your goal?

A

attainable

What skills or outside help will you need to reach your goal?

R

relevant

Is the goal worthwhile? Is it the right time to accomplish it?

T

timely

When will you complete the goal? When will you work on it?

SMART Goal:

Action Steps: Develop Your Marketing Plan

- Does your WHY drive your messaging on your website and/or social media?
- Who are your target audiences? How might messaging and tactics vary to reach them?
- Do you need a website? If so, which platform is best?
- List 3-5 potential partners you can reach out to in the next 2-3 months. Think outside the box: Who else might be a partner you haven't thought of?
- Identify a budget for local advertising. Based on this workshop, which avenues are best to start? (Direct calls, Email Campaign, Facebook Ads, NextDoor, etc.)
- What are your top 3 priorities based on your SMART goals?

3 Month Goal:

Tactics:

6 Month Goal

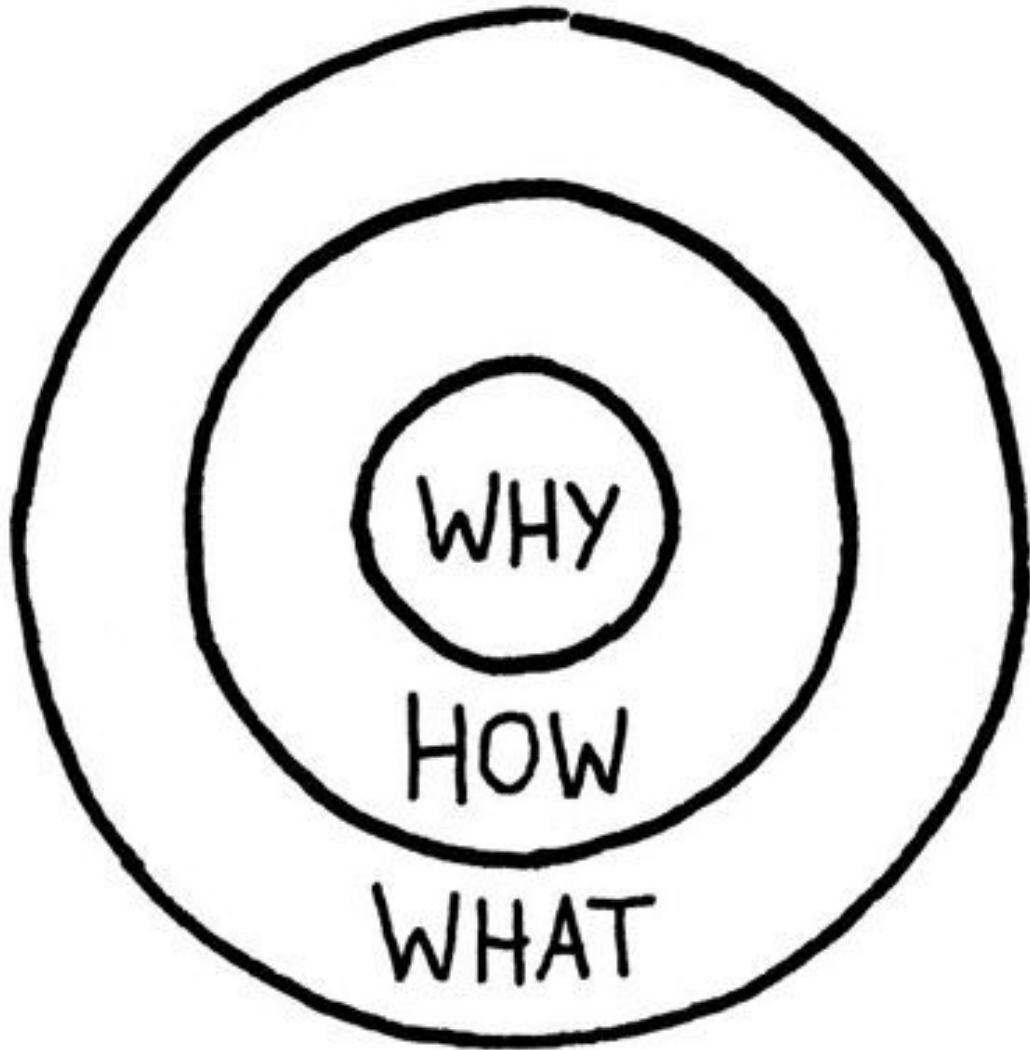
Tactics:

9 Month Goal

Tactics:

12 Month Goal

Tactics:



Sinek, S. (2013). *Start with why: How great leaders inspire everyone to take action*. London: Portfolio/Penguin.