

SMART Goal Setting Worksheet

Goal Statement

What do you want to achieve? (e.g., Generate more leads from LinkedIn)

Specific

Clearly define your goal. (e.g., Increase LinkedIn followers by 20% within 3 months)

Measurable

How will you measure success? (e.g., Track new followers, engagement rate, and conversions)

Achievable

Is this goal realistic based on your current resources and capabilities?

Relevant

How does this goal align with your business objectives?

Time-bound

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What is your deadline? (e.g., Complete by March 31st)

Action Plan

List 3 key actions you need to take to achieve this goal:

Review Date

When will you review progress? (e.g., Every 2 weeks)

Notes

Any additional thoughts or adjustments needed.