

Initial ideas for the goal	
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<b>S Specific</b>	
What are you going to do?	
Is it easy to understand?	

<b>M Measurable</b>	
How will you keep track of our progress?	
Is it easily measurable?	

<b>A Achievable</b>	
Is this goal possible?	
Is this goal too easy?	

<b>R Relevant</b>	
Does the goal align with your marketing strategy?	
Is it relevant to your success?	

<b>T Timely</b>	
Is the goal tied to a specific date?	

Revised SMART Goal	
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