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The SMART Way to Set Goals

By **Jude Wright**

Goal setting is equal parts art and science. Many people create goals that simply don't work. If

you're in business, you don't have the luxury of creating goals that don't work. You need to work effectively and you need goals you help you do it.

Here is a great way to create good goals that work... that keep you on track. They're called SMART goals and the acronym SMART will help you to remember the things that each goal needs to be:

* **Specific:** Your goal needs to be stated in a way that is clearly defined. Saying, I should work more, is not a goal that will be kept. However, saying, I am going to work a total of 8 hours each day, is a goal that is much clearer and specific.

* **Measurable:** This is closely related to the above attribute except that it also includes a way to make sure you are on track. A goal that says, I want to make more money, isn't measurable. However, a goal that says, I want to earn \$6000/month, is a far more measurable goal. It's easy to see, at the end of the month, whether or not you achieved it.

* **Actionable:** This means that your goal should be something that you need to do yourself in order to accomplish it. If you want to increase your income this year, it's not realistic to say, I'm going to win the lottery this year, because you have no control over whether you will win the lottery or not. However you might say, I'm going to increase my sales efforts by cold calling 10 people each day, which is something you can take action on yourself.

* **Realistic:** Goals that are actually achievable are much better and far more motivating. You'll feel better about yourself when you do hit goals than if constantly shoot for them and fall short. Realistic

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goals should not be so easy that you hit them every single time but should not be so hard that you never reach them at all.

* Time-oriented: Similar to the measurable attribute, your goal should have a timeframe for you to accomplish it in. Deadlines help people achieve their goals. If you anchor your goal to a time, you'll be able to watch your progress.

You can remember this with the acronym, SMART, so that when you're creating goals, you can create better goals for yourself. This is a popular goal-setting acronym in business, although occasionally the words are changed slightly to reflect the needs of the business.

Jude Wright is the owner of twenty websites. She finds her i-Marketing Organizer, found at

<http://judewright.com/organizer.htm>

, invaluable for keeping all of her Internet marketing information

accessible.

Goal Setting for your Home Business.

By Ian Hugh Canaway

The ability to set goals and effectively motivate yourself to achieve them in home business are two essential skills that you cannot afford to overlook.

To try and start a business without goals could be compared to throwing a baseball pitch, blindfolded in the dark. What would be your chance of getting your pitch on target? Never mind getting a strike-out. Unless you are very lucky it is unlikely that you will have any success without properly setting out goals.

If when you start your home business, in what ever field it maybe, if you have no goals and aim at nothing, is it not unlikely that you will hit nothing and achieve nothing?

To set effective goals there are a few things you need to know about yourself which will affect how you set your goals. You are affected by, the environment in which you live, your experience and knowledge, your attitude and dreams and visions for the future.

When you set your goals you need to decide what you want and when you want to achieve each goal. You should spend time writing down your goals and display them in a prominent position where you will see them daily to remind yourself to stay motivated and focused. Cross off your goals once they've been achieved, adding new ones to ensure your business keeps growing.

"Don't set your Goals to low. If you don't need much, you won't become much". -- Jim Rohn --

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I'm sure you will have come across the SMART analogy, with regards to goal setting. It contains the most important concepts to consider and adhere to when setting your goals.

Goals should be; Specific, Measurable, Achievable, Realistic and Time related.

For example it would be unwise to set a goal of making \$10,000 in a week, it's just not a realistic goal for the average person, unless you have a lot of experience and knowledge in your field or receive help from someone who has these attributes. When you failed to reach this goal your motivation would suffer and you might start doubting your decision to start your home business.

Ok let's set some goals, firstly, though I want you to write a list of all the things you want; whether it is a new car, watch, house, sofa, to send your kids through college or a successful home business, write them all down and say why you want it. When I did this I had a list the length of my arm and I'm still working through it 3 years on. By doing this it will help focus your mind and motivate yourself to succeed.

Now set your goals, they need to be SMART and you need to set both short term and long term goals. One of the best techniques I use is to set 6 goals before I go to bed for the next day and prioritise them. All successful people set goals and prioritise them in order of importance. Remember your time

is your most important asset; you simply cannot afford to waste it.

We are what we repeatedly do. Excellence, then, is not an act, but a habit. — Aristotle -

By making goal setting a habit there is no reason why you cannot achieve excellence.

Ian Canaway is the owner of

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and is dedicated to helping

you save time and money by providing the highest quality proven tools & opportunities and information for growing a successful home-based online business.

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Goal Setting the SMART Way

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