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10 POWERFUL SMART GOAL EXAMPLES TO HELP YOU ACHIEVE YOUR DREAMS

ARTICLE by Thomas J Law
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Let's cut to the chase: These SMART goal examples can help you to achieve

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M EASURABLE

A CHIEVABLE

R ELEVANT

T IME-BOUND

OBERLO

Let's explore each characteristic a little further.

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On the other hand, if your goals aren't SMART, they fail. Well, *duh*.

Seriously, goals that aren't SMART are often more like wishes and resolutions – they feel good to make, but they're virtually impossible to implement and achieve.

In short, you're more likely to achieve your goal when you make it SMART.

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The logo for OBERLO is centered within a large, light green U-shaped graphic. The word "OBERLO" is written in a bold, black, sans-serif font.

10 Effective SMART Goal Examples

Now that you understand what they are and why they're important let's look at some SMART goal examples to inspire you.

These 10 SMART goal-setting examples showcase how you can create

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- **Relevant:** I want to become a fit, healthy, and strong person — I want to be full of vitality, energy, and zest for life!
- **Time-bound:** I have signed up for a marathon 6 months from now.

SMART Goal Example Summary:

I'm going to follow the Nike app training program to run a marathon 6 months from now without stopping.

2. Achieve a Personal Project

Weak Goal Example: I'm going to write a book.

SMART Goal Example:

- **Specific:** I'm going to write a 60,000-word sci-fi novel.
- **Measurable:** I will finish writing 60,000 words in 6 months.
- **Achievable:** I will write 2,500 words per week.
- **Relevant:** I've always dreamed of becoming a professional writer.

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- **Relevant:** I want to deepen my social ties, feel more loved and supported in my life, and support those I love.
- **Time-bound:** I will stick to this plan for 3 months, then re-evaluate and plan my next steps.

SMART Goal Example Summary:

I will call David, Sarah, and Mum twice per week for 3 months to develop my relationships with them.

Business SMART Goal Examples

Whether you want to start or grow a company, here are a few business SMART goal examples to help inspire your goal-setting process.

4. Start a Business

Week Goal Example: I'm going to be an entrepreneur

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Weak Goal Example: I'm going to make more sales.

SMART Goal Example:

- **Specific:** I'm going to learn [how to use Facebook Ads](#) and invest 30% of my profits into this marketing channel.
- **Measurable:** The goal is to double my sales within 3 months.
- **Achievable:** I have a reasonably successful small business that is ready to handle a growth in sales.
- **Relevant:** I want to make 6-figures per year working from home.
- **Time-bound:** I will start a [Facebook Ads course](#) tomorrow and start running paid campaigns within 1 week. Then, I'll continue to learn and scale-up, and evaluate my results in 3 months.

SMART Goal Example Summary:

I will begin a Facebook Ads course tomorrow and start investing 30% of my business profits into paid campaigns within 1 week. I will continue to learn and invest in Facebook Ads to double my sales within 3 months.

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I will hire a VA to manage customer service inquiries within 2 weeks to free up time. I'll use this time to research and add 5 new products to my store before the end of the month.

SMART Goal Examples for Work

Here are a couple of professional SMART goal examples for work to help you progress in a rewarding career.

7. Land a Dream Job

Weak Goal Example: I'm going to get a better job.

SMART Goal Example:

- **Specific:** I'm going to become a search engine optimization (SEO) specialist for a leading software as a service (SaaS) company like Shopify and work

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Weak Goal Example: I'm going to secure a promotion.

SMART Goal Example:

- **Specific:** I'm going to earn a promotion and become a senior SEO specialist.
- **Measurable:** I will complete the required training and submit my application. I will also take on an additional work project to demonstrate my readiness to shoulder more responsibility.
- **Achievable:** I've worked as an SEO specialist for 3 years, and my work has produced significant results. Also, my company is looking to take on another senior SEO specialist at the end of this quarter.
- **Relevant:** I want to keep learning and challenging myself as I progress in my career.
- **Time-bound:** I will take on 1 additional work project within the next 2 weeks, complete the required training within 6 weeks, and submit my application within 8 weeks.

SMART Goal Example Summary:

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spend their time selling to people who are likely to purchase.

- **Measurable:** The goal is to increase the team's sales by 5%.
- **Achievable:** We've identified the top reason our leads don't purchase: they don't fully match our [target market](#). If we can ensure everyone we call matches our target market, our sales will likely increase.
- **Relevant:** Our core aim is to grow company sales by more than 20% this year.
- **Time-bound:** We aim to [increase sales](#) by 5% within 3 months before re-evaluating our strategy.

SMART Goal Example Summary:

I will lead my team to improve our qualification process so that the team only calls high qualified leads that are likely to purchase. We aim to increase sales by 5% within 3 months.

10. Manage a Team Effectively

W H O L E I F I C A N I M A G I N E I T I C A N A C H I E V E I T .

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I will improve team communication and free up wasted time by implementing a team messaging solution within two weeks. The aim is to cut the time spent on messaging from an average of 1.5 hours to 45 minutes per day per team member within 1 month.

Summary: How to Write a SMART Goal

Why are SMART goals effective? In short, they can help you gain clarity on your objective and ensure that you do what's needed to achieve your goals.

In summary, follow these 5 simple steps when learning how to set smart goals:

1. **Specific:** Determine what you want.
2. **Measurable:** Identify what success is.
3. **Achievable:** Make sure your goal is reasonable.
4. **Relevant:** Ensure your goal aligns with your overarching goals.
5. **Time-bound:** Set a deadline and create a schedule.