

Smart GOALS

S

Specific

What do you want to do?

SET MY BUSINESS UP AND GAIN MY FIRST CUSTOMER.

M

Measurable

Provide a way to measure your progress.

IN ORDER TO ACHEIVE THIS I NEED TO:
NAME THE BUSINESS.
SET UP WEBSITE.
SET UP SOCIAL MEDIA ACCOUNTS.

A

Achievable

Ensure your goal is possible to accomplish.

AS I AM UNABLE TO SET UP AND DESIGN A WEBSITE MYSELF I WILL USE A SPECIALIST MARKETING COMPANY TO SET MY WEBSITE AND SOCIAL MEDIA ACCOUNTS UP.

R

Relevant

Is this a worthwhile goal relevant to your objectives?

THE ONLY WAY OF MARKETING MY BUSINESS TO GAIN MY FIRST CUSTOMER IS BY BEING VISIBLE ON SOCIAL MEDIA AND ON THE INTERNET.

T

Timely

Set a realistic timescale for the completion of your goals.

CONFIRM NAME FOR BUSINESS BY 15TH JANUARY.
WEBSITE TO BE SET UP BY THE 15TH FEBRUARY.
SECURE FIRST CUSTOMER BY THE 15TH MARCH.

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