



HOW TO MAKE YOUR GOAL SMART

Make sure your goal is simple, meaningful, actionable, realistic, and trackable. Here's how to convert your idea into a SMART goal.

1. Verb it! State the goal with a verb that best captures what finishing the goal looks like. If you're stuck, use the word "finish" for now; when you break the project down, you'll use more specific completion words.

2. Time it! Think about what seems to be a reasonable amount of time to complete the goal, then double the time (to account for the fact that we chronically underestimate how long it will take to get something done).

3. Check it against reality. You'll be doing this project along with other projects, and almost all of us creative folk underestimate how long something will take and overestimate how much we'll prioritize any given goal

4. Reread the goal to see if it's still simple. It will probably have some formulaic phrasing such as "(Completion Verb) (Idea) by (Date)" and that's a very, very good thing.

5. Level It! After you make your goal SMART, it's time to figure out what successful completion of that goal looks like. How does success look different for this goal when it's a small, moderate, or epic success? Which level of success best fits the current time and resources you have available for this goal?
