

# Setting your **S.M.A.R.T** Goals

How To **Grow Your Traffic With**  
Content Marketing

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## Setting your S.M.A.R.T Goals: **THE PERSONAL GOAL WORKSHEET**

In virtually all areas of life, meaningful progress doesn't happen by chance. Whether you want to learn an instrument, write the next great American novel, or lose weight, you must have a clear vision of your goal before taking aim and setting off on the journey. Becoming masterful at eCommerce is no different.

I want you to be successful, which is why I want you to start this course with clarity and purpose. Your path to mastery will come with challenges and obstacles, like anything worth achieving. When those moments arise, refer back to what you've written here as a reminder of your goal and, most importantly, your WHY—the deeper reason behind your desire to acquire this knowledge.

Give your goal extra impact by connecting it to a larger idea, a compelling vision that evokes passion and excitement in you. This picture—whatever it is—will drive you to continue to learn, improve, and succeed.

### **INSTRUCTIONS:**

Handwrite up to 300 words on your personal goal for this course using smart goals and how you feel when you achieve it.

### **SMART Goals:**

Specific (simple, sensible, significant).

Measurable (meaningful, motivating).

Achievable (agreed, attainable).

Relevant (reasonable, realistic and resourced, results-based).

**MY PERSONAL GOAL FOR THIS COURSE IS:**

**WHEN I ACHIEVE MY GOAL I WILL FEEL:**