

# SHY THOUGHTS TO SAVAGE CONTENT



# CREATING SMART GOALS

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Chances are, you've probably tried a million ways to really get stuff done but all too often it seems to fail? Trust me, it's not you! It's the methods you've been taking.

Sure writing something down or making a schedule may be cool, but will it's not going to help you! #FACTS

Let me give you the number one secret successful people use to really stop procrastinating. And if this doesn't help you, feel free to spam my Instagram page with poop emojis!



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I am going to show you how to work SMARTER not harder when getting your ish done!

George T. Duran, former Director of Corporate Planning for Washington Water Power, created a strategy that he utilized to effectively complete your goals!

We all have goals and we know what our expected outcome should be but the route there is pretty blurry. We can dissolve that blurriness by indoctrinating SMART Goals. Just like how we use a GPS to plug in our destination for an intended route, we can use the SMART goal device in order to help us reach our goals!



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## How does it work?

The Word SMART is an acronym that breaks our goal down into smaller steps.

Specific

Measurable

Attainable

Realistic

Time Bound





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## What does it mean?

### Specific

This goal should be simple and clearly define in order to describe what you are doing. If it is specific it should include the what, why and how. (Of course the who is you!)

EXAMPLE: I am going to make a post on Monday's every week on Nearly Hair by drafting and submitting content by 8:00 pm so my readers stay engaged. (vs. I am going to submit content more)



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## Measurable

Your goal should have a criteria so there is tangible evidence that you have accomplished your task. Measuring our progress helps you to stay focused and on top of your game.

To ensure your goal is measurable ask questions like: How will you know you have achieved your goal?

EXAMPLE: I will write down to do a post each Monday and cross it off in my calendar that I have completed this task once the post goes live.



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## Aggressive

Goals that challenge you or make you travel outside of your comfort zone usually yields better results. You have to develop and possess the needed skills, abilities and knowledge to achieve your desired goal. Most goals are attainable when there are thought out steps in place to execute. Sometimes as you follow through your steps you begin to realize that you are surpassing the steps you once deemed to be impossible.

EXAMPLE: My goal is challenging and aggressive because I do not like having deadlines for projects and it applies pressure.



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## Realistic

One of the most important factors in goal setting is making it realistic! You cannot possibly have a goal that you wish to achieve you do not have the correct skill set or tools. Your goal also has to present objectivity where in you are able to operate. Your goal can be both aggressive and realistic as long as you have the right mindset to strive for progress.

EXAMPLE: My goal is realistic because I produce content for my website all the time its just aggressive because I have set a frequency point. I have the skill set and tolls I need to accomplish the task, and the aggressiveness in the realest perspective allows this to be a high motivator to stretch my capabilities.



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## Time Bound

All goals should have a timeframe to create a sense of urgency. Without a timeframe your goal may never be attained because your focus can be obscured. Time allows good tension to be built around our goal, instead of thoughtless procrastination. Having a start and end date allows you to take manageable steps on your journey.

EXAMPLE: By December 1st, I will have published 12 articles on my website. One accounted for each week.



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It's Your  
Turn!

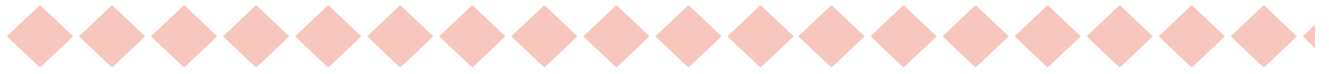
Check out the worksheet below to apply everything you've just learned to be on your way to getting ish done! Use the worksheet for each goal you think of.

\*Be sure to refer to the examples above!

# S.M.A.R.T. GOALS

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Get Your Ish Done!



What is your exact goal?

**S**pecific

How will you track your progress?

**M**easurable

Why is this challenging?

**A**ggressive

Is this really attainable?

**R**ealistic

When do you want to complete this?

**T**ime  
Bound

