

# 2021 SMART Goals Worksheet

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**STEP 1: What is your BIG DREAM? WHY** is the essential question to ask! This exercise should make you emotional as it discovers your internal fire.

Why are you building your business this year? \_\_\_\_\_

Why? \_\_\_\_\_

Why? \_\_\_\_\_

Why? \_\_\_\_\_

Why? \_\_\_\_\_

**STEP 2: Set a Big, Hairy, Audacious, Goal (BHAG)!** This goal should scare you and probably be just out of reach this year. It will put a goal around the vision! What is your BHAG for this year?

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**STEP 3: Make it S.M.A.R.T. (Specific, Measurable, Achievable, Relevant, and Time-Bound).** We must now convert your BHAG into a goal that you can be accountable to.

What is your goal's deadline? \_\_\_\_\_

Get these numbers for the workshop:

Household / Family Budget:  
\_\_\_\_\_

Average Revenue Per Recurring Client:  
\_\_\_\_\_

2020 Recurring Revenue:  
\_\_\_\_\_

Sales Conversion (#leads → 1 sale)  
\_\_\_\_\_

2020 Recurring Profit:  
\_\_\_\_\_

Employee Conversion (#applicants → 1 "retained" employee)  
\_\_\_\_\_

What is your 2021 SMART Goal? \_\_\_\_\_

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**STEP 4: Break up your SMART Goal!** We need to make your goal manageable by breaking it up into smaller bite-sized portions.

Quarter 1 SMART Goal: \_\_\_\_\_

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January SMART Goal: \_\_\_\_\_

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February SMART Goal: \_\_\_\_\_

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March SMART Goal: \_\_\_\_\_

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Quarter 2 SMART Goal: \_\_\_\_\_

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April SMART Goal: \_\_\_\_\_

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May SMART Goal: \_\_\_\_\_

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June SMART Goal: \_\_\_\_\_

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# 2021 SMART Goals Worksheet

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Quarter 3 SMART Goal: \_\_\_\_\_

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July SMART Goal: \_\_\_\_\_

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August SMART Goal: \_\_\_\_\_

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September SMART Goal: \_\_\_\_\_

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Quarter 4 SMART Goal: \_\_\_\_\_

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October SMART Goal: \_\_\_\_\_

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November SMART Goal: \_\_\_\_\_

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December SMART Goal: \_\_\_\_\_

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**STEP 5: Determine your action steps!** You've outlined your year in SMART goals to give you the best opportunity to achieve your 2021 BHAG. List the action steps you need to take in order to hit your first monthly SMART goal?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**STEP 6: Identify your landmines!** This will NOT be a cakewalk. List your potential landmines that could derail you from accomplishing your 2021 BHAG (fear, distractions, other people, money, time)? What has held you back in the past? These culprits are likely to strike again if you let them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

