

S.M.A.R.T. Goals And Define Your WHY

S.M.A.R.T	EXAMPLE	PERSONAL (write yours here)
Specific	Increase the amount of disposable household income by using our baking skills and creating “Bake to Go” campaign.	
Measurable	Increase the amount of disposable household income by \$700 per month by using our baking skills and creating a “Bake to Go” campaign with service 4 days a week.	
Achievable	Increase the amount of disposable household income by \$700 per month by using our baking skills and creating a “Bake to Go” campaign with service 2 days a week. *4 days a week may be aggressive if one has a full-time job, kids, other responsibilities.	
Relevant	Increase the amount of disposable household income by \$700 per month by using our baking skills and creating a “Bake to Go” campaign with service 2 days a week. Because quick and easy pickup appeals to customers, they will be more willing to buy, which increases disposable income.	
Time-based	Increase the amount of disposable household income by \$700 per month by Q3 of 2023. This will be done by using our baking skills and creating a “Bake to Go” campaign beginning in February 2023 on Tuesdays and Saturdays. Because quick and easy pickup appeals to customers, they will be more willing to buy, which increases disposable income.	

“Why” is this goal being set? Example: Achieving this goal will help our family generate money for the 2024 vacation fund that will help us create happy memories!

My personal “why”: