

## Checklist 2—Vision and SMART Goals

### VISION

What is your vision?

How do you want to grow your business?

### GOALS

What do you want to achieve?

### ARE THE GOALS S.M.A.R.T.?

**Specific:**

Who? What? Why? Where? When?

**Measurable:**

How much money? How many clients or contacts?

How will I know when it is accomplished?

**Achievable:**

How can the goal be accomplished?

**Relevant:**

Is this the right direction for me and my business to go after achieving this outcome?

**Time-based:**

When do I need to begin on this goal and when do I need to complete it?