

S.M.A.R.T. Ways to Achieve Your Goals

To save time and effort in life, you need to know your purpose, otherwise, you may be running aimlessly. Purpose gives us the reason why things are created or made. By knowing your purpose, it simplifies life. It helps us define our goals. Setting goals are necessary. Whether it is short-term or long-term, you need to create strategies, write it down, and organize it according to its priority and that can help you achieve your goals in life. Furthermore, in her [research study](#), Psychologist and researcher, Dr. Gail Matthews, found that people are 42% more likely to accomplish their goals when they write it down.

Then the LORD replied: "Write down the revelation and make it plain on tablets so that a herald may run with it.

- Habakkuk 2:2

Here's how SMART ways to achieve your goals effectively.

Specific

By being more specific with your goals, you can have a better understanding of the pain points and desires of your target market.

Here are two types on how to define and to be more specific of your target market.

- Demographics (age, location, gender, income level, etc.)
- Psychographics (personality, attitudes, values, hobbies/ interests, etc.)

Measurable

You need to establish tangible metrics that will help you measure whether the goals you have set are being achieved or not.

Attainable

Identifying goals and knowing how to measure it are not enough. It is also necessary to have the right tools and set of skills to attain your goals. It is like baking with the right equipment.

Relevant

You have to make sure that your goals are relevant to you. This will help you answer whether your goals are true or not. Moreover, this will help you to create materials to achieve your larger goals in the future.

Time-based

You also need to be able to plot a timeline when your goals need to be completed. In this case, you will be able to assess if you are being efficient or not.

Reference:

<https://www.lifehack.org/844018/action-plan>

<https://handmade.marketing/2018/08/28/target-audience-marketing/>