



Goal Action Plan



**Set the right goals with a
plan of action**

SMART Goal Setting Guide Sheet

A practical goal's components describe performance standards that will "tell us what good behavior looks like." The **SMART** acronym can help us remember these components.

Specific- The goal should identify a particular action or event that will take place.

Measurable- The goal and its benefits should be quantifiable.

Achievable- The goal should be attainable given available resources. The goal should require you to stretch some but allow the likelihood of success.

Timely- The goal should state the period in which it will be accomplished.

Here are some tips that can help you set practical goals:

1. Develop several goals. A list of five to seven items gives you several things to work on over time.
2. State goals as declarations of intention, not items on a wish list. "I want to get more leads" lacks power. "I will get 15 extra leads a month " is intentional and powerful.
3. Attach a date to each goal. State what you intend to accomplish and by when. A good list should include some short-term and some long-term goals. You may want a few goals for the year and some for two- or three-month intervals.
4. Be specific. "Increase Profit" is too general; "to increase profit by 20% in the next 6 months" is better. Sometimes a more general goal can become the long-term aim, and you can identify more specific goals to take you there.
5. Share your goals with someone who cares if you reach them. Sharing your intentions with your parents, best friend, spouse, or business coach will help make sure you succeed.
6. Write down your goals and put them where you will see them. The more often you read your list, the more results you get.
7. Review and revise your list. Experiment with different ways of stating your goals. Goal setting improves with practice, so play around with it.

S.M.A.R.T GOALS

SPECIFIC

- **What exactly needs to be accomplished?**
- **Who else will be involved?**
- **Where will this take place?**
- **Why do you want to accomplish the goal?**

MEASURABLE

- **Who will know I've succeeded?**
- **How much Change needs to occur?**
- **How many accomplishments and actions will it require?**

ACHIEVABLE

- **Do I have, or can I get, the resources needed to achieve the goal?**
- **Is the goal a reasonable stretch for me? (neither too far out of reach nor too easy)?**
- **Are the actions I plan to take likely to bring success?**

RELEVANT

- **Is this a worthwhile goal for me right now?**
- **Is the goal meaningful or just something others think I should do?**
- **Would it delay or prevent me from achieving a more important goal?**
- **Am I willing to Commit to achieving this goal?**

TIME BOUND

- **What is the deadline for reaching the goal?**
- **When do I need to take action?**
- **What can I do today?**

Here's an example of a SMART goal for a paving company:

Increase the number of new customers by 20% in the next six months by implementing a targeted marketing campaign.

Specific: The goal is specific because it targets a specific outcome - increasing the number of new customers by 20%.

Measurable: The goal is measurable because the number of new customers can be tracked and measured over the next six months.

Achievable: The goal is achievable because it's based on a specific marketing campaign that targets potential customers who are most likely to be interested in the company's services.

Relevant: The goal is relevant because acquiring new customers is important for the company's growth and profitability.

Time-bound: The goal is time-bound because it has a clear deadline of 6 months.

To achieve this goal, the paving company might consider implementing a targeted marketing campaign that includes tactics such as search engine optimization (SEO), social media advertising, and email marketing. The company could also track the success of the campaign through metrics such as website traffic, lead generation, and conversion rates. By setting a SMART goal and implementing a targeted marketing campaign, the paving company can increase its customer base and grow its business.

ACTION PLAN EXAMPLE

Example of an action plan to increase the number number of new customers by 20% in the next six months:

1. Use targeted online advertising: One way to increase the number of new customers is to use targeted online advertising. You could use platforms like Google AdWords or Facebook Ads to create ads that target potential customers based on demographics, interests, and location. This will help ensure that your ads are seen by people who are most likely to be interested in your services.
2. Create valuable content: Another way to attract new customers is to create valuable content that demonstrates your expertise and helps educate potential customers. For example, you could create blog posts, videos, or infographics that provide tips on maintaining a driveway or selecting the right paving material. By creating valuable content, you can build trust with potential customers and position your company as a knowledgeable authority in the industry.
3. Optimize your website: Your website is often the first impression that potential customers will have of your company, so it's important to make sure it's optimized for conversions. This includes using clear and compelling calls-to-action, providing detailed information about your services, and ensuring that your website is mobile-friendly. You could also consider using live chat or chatbots to provide quick answers to potential customers' questions.
4. Offer promotions: Offering promotions or discounts can be an effective way to attract new customers. For example, you could offer a discount on a customer's first paving project or provide a free consultation. By offering an incentive to try your services, you can encourage potential customers to take the first step towards becoming a customer.
5. Leverage customer reviews: Customer reviews and testimonials can be a powerful tool for attracting new customers. You could encourage satisfied customers to leave reviews on your website, Google My Business listing, or other review sites. Positive reviews can help build trust with potential customers and provide social proof that your company delivers high-quality work.

This is an excellent example of an action plan for a marketing strategy that helps attract new customers and achieve your SMART goal of increasing the number of new customers by 20% in the next 6 months.