

# WHAT'S YOUR HOLIDAY GOAL?

Take a step back. Think about what you want to get out of your shop and the amount of time and resources you are able to dedicate to fueling that success. This exercise will inform how you go about setting your goals.

Using the SMART mnemonic as a guide, craft a goal for your holiday season that is Specific, Measurable, Attainable, Relevant and Time-bound. These criteria are a helpful way to formulate a goal that's both ambitious and realistic within your own custom parameters.

## STEP ONE

Write out your goal for the holiday season to get started. For example, you might strive to rebrand your shop, make your photos press-ready, launch a gift-worthy product or develop new packaging materials with holiday flair.

**This holiday season, my goal is**

---

Don't worry – it doesn't need to be perfectly formulated just yet. The exercise below will help you polish this initial nugget of an idea into solid gold.

## STEP TWO

To find your focus and trajectory for this holiday season, take some time to fill out the chart below.

GETTING SMART	KEY CHARACTERISTICS	YOUR GOAL'S KEY CHARACTERISTICS
<b>SPECIFIC</b>	Pinpoint the details. What do you want to accomplish and why? What research do you need to do? What materials, tools and knowledge will you need?	
<b>MEASURABLE</b>	How much time will this goal take? How will you know you've reached your goal?	
<b>ATTAINABLE</b>	How can your goal be accomplished? Will it challenge you to develop your shop? Is it something you can realistically accomplish given the time frame and necessary assets?	
<b>RELEVANT</b>	How will this goal enhance your holiday season? How will your shop benefit as a whole? What helpful business lessons will you learn?	
<b>TIME-BOUND</b>	Mark your calendar! By which dates will you need to achieve each element of your goal? When do you need to complete your goal for it to be effective this holiday season?	

## STEP THREE

Taking into consideration the elements you brainstormed above, rewrite your goal into a short, memorable sentence or two. This will serve as your northern star as you prepare for the holiday season.

---



---



---

