



SMART Goal Checklist for Small Businesses

Use this checklist to ensure your goals are **SMART**:

Specific, Measurable, Achievable, Relevant, and Time-bound.

Complete each section to create clear, actionable goals for your business.

1. Specific

Make sure these goals are clear and well-defined.

Example: Instead of “Improve customer experience,” say, “Reduce customer support response time to under 24 hours.”

Questions	Your SMART Goal
What exactly do I want to achieve?	
Who will be responsible for achieving this?	
Where will this goal be focused?	
Why is this goal important to my business?	
What resources or tools are needed to start?	

2. Measurable

Ensure your goals can be tracked with numbers or metrics.

Example: Instead of “Gain more website traffic,” say, “Increase website traffic by 20% over the next two months.”

Questions	Your SMART Goal
How will I track progress on this goal?	
What metrics or indicators will show success?	
How often will I check progress?	
How will I know when the goal is achieved?	
What tools or systems will I use to measure it?	

3. Achievable

Set goals that are realistic given your resources.

Example: Instead of “Double revenue this month,” say, “Increase revenue by 15% by launching a new product line.”

Questions	Your SMART Goal
Is this goal realistic given my current resources?	
What challenges might I face, and how can I address them?	
Do I have the tools, skills, and team to achieve it?	
Are there smaller steps I can take to make it achievable?	
Has this type of goal been achieved before by businesses like mine?	

4. Relevant

Make sure these goals align with your business objectives.

Example: Instead of “Launch an unrelated product,” say, “Expand our bestselling range to attract high-value customers.”

Questions	Your SMART Goal
How does this goal fit into my long-term plans?	
Will achieving this goal help my customers?	
Is this the right time to pursue this goal?	
How does this goal support my business values?	
Will this goal have a meaningful impact on growth?	

5. Time-Bound

Set deadlines to keep yourself accountable.

Example: Instead of “Start a marketing campaign soon,” say, “Launch a summer marketing campaign by the 1st of June.”

Questions	Your SMART Goal
What is the final deadline for this goal?	
Are there key milestones or checkpoints along the way?	
Is the timeline realistic given my current priorities?	
How will I ensure I stay on track?	
What happens if I don't meet the deadline?	

Quick Tip: Review your goals regularly to track progress and make adjustments as needed. SMART goals are a dynamic tool to help your business grow and succeed.

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