

NEWBIE BLOGGER

goal setting

Having a direction for your blog is crucial to building the foundation you need to become successful. What do you want to achieve with your blog? It's important to set goals for yourself so you know what direction to head in. You know where you are starting, but now you need to figure out where you want to be. And you can't just set any goals, you need SMART goals. Specific, measurable, attainable, relevant, and timely goals are ones that lead to true action.

<p>Specific</p> <p>IS IT SPECIFIC ENOUGH?</p> <p>What are you trying to achieve? Describe in detail.</p>	<p>Measureable</p> <p>IS IT MEASUREABLE?</p> <p>How can you measure your progress? What numbers?</p>	<p>Attainable</p> <p>CAN YOU REALISTICALLY ACCOMPLISH THIS GOAL?</p> <p>Set yourself up for success!</p>	<p>Relevant</p> <p>WHAT ARE THE NECESSARY RESOURCES YOU NEED?</p> <p>Do you have what it takes?</p>	<p>Timely</p> <p>WHAT IS YOUR DEADLINE?</p> <p>Can you accomplish the goal in this time?</p>
--	--	--	---	--

Here's some examples of a SMART goal for a newbie blogger!

- “ By January 2018 [TIMELY], through participating in brand collaborations every month [RELEVANT] beginning August 2017, I will pay off my Nikon camera (used for blog photos, \$500 value)[MEASUREABLE] which amounts to earning \$100 per month in income OR equivalent value in free product(s) and brand merchandise [ATTAINABLE]. ”

— Now, that's SPECIFIC!
- “ During the month of September 2017, by reaching out to 20+ brands, I will secure 3 paid brand partnerships/collaborations for Instagram amounting to a total of \$200. ”
- “ In my first year of blogging, through strict daily scheduling I will create 3 items of blog content per week (Motivation Mondays, Workout Wednesday, and Fashion Friday) on a consistent basis in order to build my following to 1,000 blog page views per month/50 new Instagram followers per month (a total of 12,000 yearly page views and 600 new Instagram followers). ”

Now, you try!

It doesn't have to be the real thing, just try it out so you get the hang of it.

“ a goal without a plan is just a wish ”

Now that you have set your intention and created goals for your new blog, it's time to figure out how to reach your goals. This worksheet will guide you in creating your overall goals for your blog, and executing your personal vision.

WHY do I blog? _____

SMART Goal: _____

SPECIFIC steps:

1. _____
2. _____
3. _____
4. _____
5. _____

How will I **MEASURE** this? _____

What are my necessary **RESOURCES**? _____

How important/**RELEVANT** is this?

What's my **TIMELINE**? Due date: _____

SMART Goal: _____

SPECIFIC steps:

1. _____
2. _____
3. _____
4. _____
5. _____

How will I **MEASURE** this? _____

What are my necessary **RESOURCES**? _____

How important/**RELEVANT** is this?

What's my **TIMELINE**? Due date: _____

SMART Goal: _____

SPECIFIC steps:

1. _____
2. _____
3. _____
4. _____
5. _____

How will I **MEASURE** this? _____

What are my necessary **RESOURCES**? _____

How important/**RELEVANT** is this?

What's my **TIMELINE**? Due date: _____

SMART Goal: _____

SPECIFIC steps:

1. _____
2. _____
3. _____
4. _____
5. _____

How will I **MEASURE** this? _____

What are my necessary **RESOURCES**? _____

How important/**RELEVANT** is this?

What's my **TIMELINE**? Due date: _____

Reflections & Results:

Accomplishments I want to repeat _____

Mistakes I want to avoid _____

Things I need to learn or I have questions about _____