

Goal Planning

WORKSHEET FOR FREELANCE WRITERS



"Our goals can only be reached through a vehicle of a plan... There is no other route to success."

- Pablo Picasso

INSTRUCTIONS: Use a fresh copy of this worksheet for each individual goal you're working toward. Work out your motivation, strategy, specific tactics you'll use to achieve your goal, and give yourself deadlines.

Your Goal

Describe your goal. Remember to use SMART goals - they should be specific, measurable, attainable, relevant, and time-bound.

Strategy

Describe your overall strategy for reaching this goal. This is your broad approach, not the specific things you'll do or specific tools you'll use.

Tools & Tactics

Now get into the specifics. List the tools and tactics you'll use to implement your strategy. If they don't fit within your strategy, leave them out.

Measurement & Progress Check-Ins

List any intermediate goals & deadlines to keep yourself on-track.

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