

STORY AIMS & OBJECTIVES TEMPLATE

There are loads of interpretations and templates for settings Aims & Objectives, so don't take my advice as gospel. Search and adjust things to suit your style and needs. As for me, this is how I approach them:

AIM: I	
OBJECTIVES (Create 3-5):	<u>Are Your Objectives S.M.A.R.T?</u>
1:	Specific: <i>be precise with your intentions</i>
2:	Measurable: <i>ensure you can track your progress</i>
3:	Achievable: <i>don't try and do too much</i>
4:	Realistic: <i>be honest, is your target a realistic one?</i>
5:	Time Bound: <i>set times when things need to be done</i>

Here's a quick example I made earlier...

AIM: I I Aim To Touch At Least 100,000 People With My Story By June 2016	
OBJECTIVES (Create 3-5):	<u>Are Your Objectives S.M.A.R.T?</u>
1: Help at least 10,000 people with the 30 Day Brand Story Course by January 2016	Specific: <i>be precise with your intentions</i>
2: Share my story at 3 Major Conferences (500+ attendees) by December 2015	Measurable: <i>ensure you can track your progress</i>
3: Become a 2x Amazon Bestseller by June 2016	Achievable: <i>don't try and do too much</i>
4: Produce at least 30 Guest Posts/Syndicated Posts by January 2016	Realistic: <i>be honest, is your target a realistic one?</i>
5: Perform at least 12 Webinars (<i>linked to at least 2 separate paid online courses</i>) by June 2016	Time Bound: <i>set times when things need to be done</i>

Although my Aim is measurable and ultimately S.M.A.R.T., this isn't its primary intention. It's a statement of intent that drives me to introduce 100,000 people to my About Page over an 18 month period.

Although a single objective wouldn't result in my aim's completion, combined they should send enough people to my site/about page. Between this Brand Story Course, my Books (*I Unlove You & The Successful Mistake*), Speaking, Guest Posts, and future Webinars/Courses, I have the means to connect with and drive large numbers of people to my site.

Although S.M.A.R.T., there's plenty of wiggle room. I don't mention the conferences I'll speak at, for instance. Or the sites I'll produce guest posts for. Or even which books need to become Amazon bestsellers.

Lots of direction but plenty of freedom to take whichever path I need to :)

CAN YOU SPARE A DOLLAR? If you find value in this Free 30 Day Course, please consider leaving me a tip. After all, 100+ hours went into making this, so if you can, [Please Click Here:](#)

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