



CREATE INVESTING GOALS THE "SMART" WAY

When it comes to personal finance and investing, many people do not accomplish their goals. Vague statements, such as "I want to be rich" or "I want make enough money to retire", are the main culprits.

It's not that these goals aren't "good" or ambitious; they are things that almost all of us want to achieve. But planning and attaining is very difficult because the word "rich" means different things to different people and "enough money" changes change over time.

So what can **YOU** do to be successful?

A SMART goal is a great way to clearly define what you want. Print out page 1 as an example, and page 2 as a template to create your S.M.A.R.T goals.

Specific

- Can you create a clear description of your goal using a number, percentage, or rate?

Measurable

- Is there a way for you to measure progress towards your goal?

Achievable

- Do you have the necessary drive, knowledge, authority, and skill to achieve this goal?

Realistic

- Can you achieve the objective with a reasonable amount of effort?

Timely

- Can you clearly define a beginning and end date for achieving this goal?



Clear Description	I will save \$1,800 per year by depositing \$150/month into my savings account (The dollar amount and rate make the goal specific)
How to Measure	I will monitor paper and/or electronic statements from the bank, which measures my account balance each month
Can I Do It?	Creating an emergency savings account is important to me and I have the power to alter my budget to save \$150 per month
Level of Effort	I will drink water instead of my daily Pepsi (\$1.00) I will brew my own coffee each morning (\$4.00)
Start/End Date	Begin on January 1 st and End of December 31 st (12 months)
SMART Goal	I will save \$150 per month, from January to December, as measured in my monthly savings account balance, by drinking water and brewing my own coffee



Clear Description

How to Measure

Can I Do It?

Level of Effort

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SMART Goal



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