

Example of SMART goals for an illustrator SHORT TERM

SMART Goal Template	
SMART goal	<p><i>Insert your SMART goal. Ensure that the goal is Specific, Measurable, Attainable, Relevant, and Time Oriented.</i></p> <p>Launch an online portfolio showcasing my top 10 digital illustrations by the end of next month.</p>
WHO/WHAT does your goal target?	<p><i>Does your goal target a specific group or outcome?</i></p> <p>The goal targets building an online presence to attract freelance clients and showcase illustration skills.</p>
HOW are you going to measure it?	<p><i>Are you going to measure it?</i></p> <p>Measure the progress by tracking the completion of each illustration and documenting progress weekly.</p>
Is the goal you set ACHIEVABLE?	<p><i>Achievable within the resources and time you have?</i></p> <p>Yes, it is achievable by allocating 2 hours daily for illustration work and prioritizing tasks effectively.</p>
Does the expected value ALIGN to your business plan?	<p><i>Is the goal aligned with your overall business or career objectives?</i></p> <p>Yes, building an online portfolio aligns with the career goal of attracting freelance clients and showcasing skills.</p>
WHEN will you reach your goal by?	<p><i>When will you reach your goal by?</i></p> <p>The goal will be reached by the last day of next month.</p>

Example of SMART goals for an illustrator LONG TERM

SMART Goal Template	
SMART goal	<p><i>Insert your SMART goal. Ensure that the goal is Specific, Measurable, Attainable, Relevant, and Time Oriented.</i></p> <p>Establish an online store to sell art prints and merchandise featuring my original illustrations within the next three years.</p>
WHO/WHAT does your goal target?	<p><i>Does your goal target a specific group or outcome?</i></p> <p>The goal targets creating a platform to sell art prints and merchandise, reaching a wider audience and generating passive income.</p>
HOW are you going to measure it?	<p><i>Are you going to measure it?</i></p> <p>Measure progress by setting targets for the number of products to launch and monitoring sales growth over time.</p>
Is the goal you set ACHIEVABLE?	<p><i>Achievable within the resources and time you have?</i></p> <p>Yes, it is achievable by researching e-commerce platforms, creating a product catalog, and marketing the store through social media and networking.</p>
Does the expected value ALIGN to your business plan?	<p><i>Is the goal aligned with your overall business or career objectives?</i></p> <p>Yes, building an online store aligns with the career goal of generating passive income, expanding audience reach, and promoting artwork.</p>
WHEN will you reach your goal by?	<p><i>When will you reach your goal by?</i></p> <p>The goal will be reached within three years, with the online store launched and the first set of products available for sale.</p>



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