

# SMART Goal worksheet



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## How To Use The SMART Goal Worksheet

I want you to have an amazing career in the fashion industry! To make sure you keep your dreams and career on track you will need to write down your goals. Setting goals for your fashion career is not much different than setting personal goals. However, in this worksheet I am going to show you how to 10X your career this year! Sound good?

I want you to set goals that are actually achievable and ones you will WANT to work towards. To do this you need to write what are called SMART goals:

- **S** – Specific
- **M** – Measurable
- **A** – Attainable
- **R** – Relevant/ Rewarding
- **T** – Time based/ Trackable

**Step 1:** Write down a broad goal. These are general goals like “I want to work on more exciting projects this year.”

**Step 2:** Next, next to each one of your broad goals write down each one of the SMART components listed above.

**Step 3:** Finally, add it all together to write one big awesome goal!

The basic formula is as follows:

I will do *this*, in order to achieve *this*, by *this* time.

**In this worksheet are examples of SMART goals for every type of fashion industry professional. Check them out to get some ideas of how you would like to design your future!**

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## Examples Of Smart Goals For Fashion Industry Professionals

### Goals For Fashion Designers

No matter what category of fashion you work in (footwear, apparel, accessories) your goals will most likely be to either get promoted, find a new employer, connect with other influencers in the industry, or work on more meaningful projects. If you are an independent designer your goals may be something like: start your own collection, get more publicity for your business, increase sales, or write a business plan. Below are some examples to help you stay focused.

**1) Broad Goal:** I want to be promoted.

- S - I will become the lead designer for brand X.
- M - I will be successful if I achieve this title.
- A - I will accomplish this by meeting my deadline, offering at least two new core products each season, and by increasing sales 6% for the year.
- R - Reaching this title will reinforce my management skills and allow my to expand my training to manage a larger design team.
- T - I will have achieved this role within one year.

**SMART Goal:** I will meet all deadlines and financial goals set forth for my brand this year in order to be worthy of a promotion to Lead Designer of brand X. By reaching this new level in my career I will be able to lead a larger design team and be open to larger opportunities.

**2) Broad Goal:** I want to find a new job.

- S - I want to find a new job as a active footwear designer.
- M - This new job will pay me at least \$80k per year.
- A - I will accomplish this by reworking my portfolio to highlight my active footwear designs and creativity. I will create a personal portfolio website. And I will reach out to at least ten recruiters and HR persons through LinkedIn.
- R - By finding new employment I will be diversifying my portfolio, reigniting my creativity, and moving my career forward.

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- T - I will have achieved this within 6 months. I will rework my portfolio within one month, create an online portfolio in two months, and connect with recruiters and hiring managers within three months.

**SMART Goal:** I will acquire a new job as an activewear footwear designer in the next six months by redesigning my portfolio, creating an online portfolio, and reaching out to at least ten recruiters and hiring managers. By acquiring this new job I will be diversifying my skills and portfolio, which will help my move my career forward as a designer.

**3) Broad Goal:** I want to work on more creative projects.

- S - I will work on at least two new creative projects in the field of innovative swimwear design.
- M - These two new projects will be in addition to my current job and will be such that I can add to my online portfolio to demonstrate new skills.
- A - I will achieve this by pitching two new ideas to my current employer. I will also seek out two side projects or collaborations.
- R - By working on these additional projects I will be learning more about innovative swimwear fabrications, and therefore increasing my skill set to make me a more desirable employee.
- T - I will achieve this within one year.

**SMART Goal:** I will find at least two new projects to work on this year in the field of innovative swimwear design that will teach me more about special fabrications and constructions that will increase my skills and knowledge in the field to make me a more desirable employee.

**4) Broad Goal:** I want to become a well known designer.

- S - I will become a well-known menswear designer in the luxury market.
- M - I will be successful if I am recognized for my work in such trade publications as WWD, GQ, and Times.
- A - I will accomplish this by acquiring the services of a PR/publicity firm and launching a publicity campaign.
- R - Establishing myself as a popular menswear designer will reinforce my 5+ years of experience in the industry, and allow me to reach my desired clientele.
- T - I want to be considered a successful menswear designer in two years.

**SMART Goal:** I will acquire the services of a PR/publicity firm and launch a publicity campaign that will help establish me as a well-known menswear designer who is acknowledged for my work by top industry publications.

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This will reinforce my 5+ years of experience in the field and allow me to reach my desired luxury clientele and increase my sales by 50%.

**5) Broad Goal:** I want to increase sales for my business.

- S - I will increase sales in my intimate apparel clothing business by creating a monthly membership of box items that are shipped directly to customers homes.
- M - I will have this platform built by August of this year.
- A - I will achieve this by hiring a website engineer to build the platform & have it ready by June, and find a distribution warehouse to help fulfill orders by August.
- R - By creating this in-house distribution platform I will have created a new stream of income for my business that I have more control over.
- T - This new revenue stream will be ready to launch by August of this year.

**SMART Goal:** I will create a new revenue stream for my business this year by hiring staff to design a new platform that will be ready to launch by August of this year. By creating this new revenue stream for my business I will have more control over my communication with my customers about my brand.

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## Goals For Freelancers

Whether you are a freelance designer, stylist, photographer, etc. your goals will likely center around finding more clients, increase sales, increase personal brand recognition, and working on projects that you are really excited about. Below are some examples to help you stay focused on your business.

**1) Broad Goal:** I want to find more clients for my freelance business

- S - I will land new clients to do work in technical design within the womenswear market.
- M - I will land at least five new clients this year.
- A - I will achieve this by sending monthly update to my current and pass clients, as well as reaching out to at least three new lead each month.
- R - By landing these five new clients I will be increasing my annual income, and be able to stay more fully booked thought the year, which allows me to plan and schedule better.
- T - I will acquire these five new clients by the end of the year.

**SMART Goal:** I will land five new clients this year by staying connected with my current and pass clients, as well as reaching out to new leads each month. By adding these five new clients this year I will be able to increase my annual revenue and plan a more productive year.

**2) Broad Goal:** I want to increase my income this year.

- S - I will increase my income this year.
- M - I will increase my revenue this year by at least \$10k.
- A - I will achieve this increase by adding at least one more freelance job each month.
- R - By increasing my my income by this amount it will allow me to get my own apartment and keep my salary in line with the industry average.
- T - I will increase this revenue within the next 9 months.

**SMART Goal:** I will increase my income this year \$10k by adding one additional job each month. This increase will allow me to get my own apartment and have my salary be on par with the industry average.

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**3) Broad Goal:** I want to create a personal brand for my business.

- S - I will create a personal brand for my freelance business that highlights me as a editorial stylist.
- M - I will be successful if my online platforms have consistent images, colors, and design.
- A - I will take an online course or hire a branding manager to help me design my personal brand that is throughout my online platforms.
- R - By achieving a consistent personal brand for my freelance business I will stand out among my peers and to my potential new clients.
- T - I will achieve this within the next three months.

**SMART Goal:** I will create a personal brand for my freelance business within the next three months that is consistent among all my online platforms that highlight aesthetic, creativity, & designs. By establishing this consistent branding I will stand out among my peers and to potential new clients.

**4) Broad Goal:** I want to work on new projects that excite me.

- S - I will work on new creative projects in the field of historic costume design.
- M - I will find at least three new projects within this field.
- A - I will achieve this by reaching out to my network of stylist, theatre, and television producers.
- R - By working on these historical costuming projects I will be increasing my knowledge in this field and setting myself as an expert in this field.
- T - I will achieve this within one year.

**SMART Goal:** I will find at least three new projects to work on this year in the field of historical costume design that will teach me more about historic costuming, fabrics, and constructions that will increase my skills and knowledge in the field to make me a more desirable costumer.

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**5) Broad Goal:** I want to work on keeping my accounting straight for my business this year.

- S - I will work on keeping better records and billing my clients on time.
- M - I will invoice clients when due and send late notification 30 days after.
- A - I will achieve this by purchasing software that allows me to create quick invoices and send scheduled notifications. I will purchase this software this month.
- R - By invoicing my clients in a timely manner I will be able to keep better track of my revenue and have less stress about my income.
- T - I will achieve a regular income stream within three months.

**SMART Goal:** I will create a more efficient business by purchasing invoicing software by the end of the month. This software will allow me to more efficiently bill clients and release stress in my business.



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## Goals For Fashion Bloggers/ Marketing/ Sales

Marketing can include anything from content marketing, social media, trims and packaging, to point of sale images. It is a vast arena! Your goals might be more about creating customer engagement, designing marketing campaigns, increase visibility, or gain more followers. If you work more on the sales side your goals might be centered around decreasing charge backs, increasing floor space, or increasing “out the door” prices. Below are some examples that will get you started on how to help build your business.

**1) Broad Goal:** I want to elevate brand X by running a big marketing campaigns.

- S - I will work on a national marketing campaign to help elevate brand recognition.
- M - This campaign will be a million dollar marketing campaign.
- A - I will achieve this by pitching two new campaign ideas to my team each quarter.
- R - By showing my interest in participating in such a big marketing campaign my team and colleagues will consider me when an opportunity arises.
- T - This big marketing campaign will happen by end of year.

**SMART Goal:** I will elevate brand X by running a million dollar marketing campaign. By pitching new ideas to my team each quarter I will be the obvious choice to be the lead when such a campaign becomes adopted.

**2) Broad Goal:** I want to double our impressions throughout all of our social media platforms.

- S - I will increase our impressions throughout all of our social media platforms.
- M - I will increase our impressions on Twitter, Instagram, & Pinterest by 50k, and increase followers by 10k.
- A - I will achieve this increase by engaging more with customers & introducing more video into the posts.
- R - By reaching this goal I will also be simultaneously reaching more potential customers for the brand.
- T - I will achieve this increase within six months.

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**SMART Goal:** I will increase brand recognition by increasing online impression across all social platforms within the next six months by incorporating video and engaging more directly with customers. When I do this I will also be reaching more potential customers for the brand.

**3) Broad Goal:** I want to increase sales.

- S - I will increase sales of our outerwear division.
- M - I will increase sales by 3% each quarter in this division.
- A - I will achieve this by working with the planning team to get higher AURs and selling better stock to plan.
- R - By achieving this increase I will be in line for a bonus and be in a good position for new opportunities.
- T - This goal will be met by end of year.

**SMART Goal:** I will increase sales within the outerwear division by 3% each quarter by the end of the year. By meeting this goal I will be due a bonus and be in a good position to take on new opportunities.

**4) Broad Goal:** I want to create a community of raving fans for brand X.

- S - I will create a community of followers, customers, and brand ambassadors for brand X.
- M - I will create a community of at least 100k FB members, 50k Instagram followers, and 1000 brand ambassadors.
- A - I will achieve this by running monthly challenges on my social platforms that will make the customers more engaged with the brand. I will watch webinars or take online courses to learn how to create the most engaging challenges and competitions. I will take these class within three months.
- R - By designing this engaged community customers will become more familiar with my brand's mission and create a word of mouth community.
- T - This goal will be met by June of next year.

**SMART Goal:** In the next three months I will learn how to create amazing online challenges and competitions for my brand community. By creating monthly challenges and/ or competitions to engage people in our community I will be able to create a FB community of at least 100k, 50k Insta followers, and at least 1000 brand ambassadors by June of next year.

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**5) Broad Goal:** I want to become VP of sales for brand X.

- S - I will be promoted to VP of Sales for brand X.
- M - I will exceed my sales plan for two years in a row by at least 10%.
- A - I will achieve this by working very closely with my sales team and planners to make sure we keep our sale to stock numbers in line to decrease overstock issues and charge backs.
- R - By achieving this regular increase in sales I make me an excellent candidate to be promoted to VP of sales.
- T - This goal will be met by February in two years.

**SMART Goal:** I will become VP of sales of brand X in two years by exceeding my sales plan two years in a row by at least 10%. By working closely with my sales team and planners I will create good working relationships with my peers, and prove my leadership capabilities.

I hope you have found this workbook helpful! My goal is to give you quality content that you can take action on immediately. Please follow us @pickglass on all social media and remember to share! To become part of the PG community and get instant access to ALL of our wonderful content please join the email list at [www.pickglass.com](http://www.pickglass.com).