



**SMART GOAL-SETTING FOR
LEAD GENERATION SUCCESS WORKSHOP**



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INTRODUCTION

INTRODUCTION



1. The importance of structured goal-setting in achieving success:

- **Why Structured Goal-Setting Matters:** It helps clarify what success looks like, breaks down overwhelming ambitions into manageable tasks, and provides a roadmap for progress. Research by Edwin Locke and Gary Latham highlights that specific, challenging goals lead to higher performance compared to vague ones.



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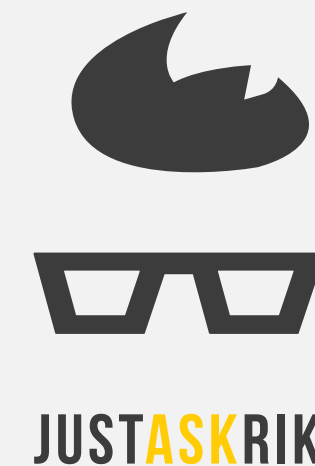


1. The importance of structured goal-setting in achieving success:

- **Improved Focus and Motivation:** Goals aligned with the SMART framework act as a compass, helping individuals and teams focus their efforts and avoid distractions. For example, a clear plan for a marketing campaign ensures resources are efficiently allocated.



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1. The importance of structured goal-setting in achieving success:

- **Overcoming Procrastination:** Without clear goals, tasks often get delayed due to uncertainty or lack of direction. Setting structured goals gives a sense of purpose and urgency.



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2. Share a simple example:

- **Vague goal:** "I want to grow my business."
- **S.M.A.R.T goal:** "Generate 50 qualified leads in 30 days using LinkedIn DMs, blog content, and a dedicated landing page."



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3. Explain the S.M.A.R.T framework:

Specific: Focused and well-defined (e.g., number of leads, platform used).

Measurable: Success is quantifiable (e.g., metrics like clicks, sign-ups).

Achievable: Realistic within available resources.

Relevant: Aligned with overall business goals.

Time-Bound: Tied to a clear deadline.



THANK YOU