1. **Keep them few in number.** Focus on a handful of goals that you can repeat from memory. Today we are going to focus on Career Goals only.

2. **Make them “SMART.”** This is an acronym, as you probably know, and it is interpreted in various ways by different teachers. When I refer to *smart goals*, I mean this. Goals must meet five criteria. They must be:
   
   - **Specific**—your goals must identify exactly what you want to accomplish in as much specificity as you can muster.
     
     Bad: Write a book.
     
     Good: Write a book proposal for *My Life Story*.
   
   - **Measurable**—“you can’t manage what you can’t measure.” If possible, try to quantify the result. You want to know absolutely, positively whether or not you hit the goal.
     
     Bad: “Earn more this year than last.”
     
     Good: “Earn $5,000 more this year than last.”
   
   - **Actionable**—every goal should start with an action verb (e.g., “quit,” “run,” “finish,” “eliminate,” etc.) rather than a to-be verb (e.g., “am,” “be,” “have,” etc.)
     
     Bad: Be more consistent in blogging.
     
     Good: Write two blog posts per week.
   
   - **Realistic**—you have to be careful here. A good goal should stretch you, but you have to add a dose of common sense.
     
     Bad: Qualify for the PGA Tour.
     
     Good: Lower my golf handicap by four strokes.
   
   - **Time-bound**—every goal needs a date associated with it. A goal without a date is just a dream. Make sure that every goal ends with a *by when* date.
     
     Bad: Lose 20 pounds.
     
     Good: Lose 20 pounds by December 31st.

3. **Write them down.** This is critical. When you write something down, you are stating your intention and setting things in motion.
4. **Review them frequently.** This is what turns them into reality. Every time you review your goals, ask yourself, *What’s the next step I need to take to move toward this goal.* It’s up to you. The key is to do let them inspire and populate your daily task list.

5. **Share them selectively.** I used to advise people to “go public” with their goals—even blog about them. Don’t share them with anyone who is not committed to helping you achieve them (e.g., your mentor, mastermind group, or business partner).