

SMART goals

A dream is not a goal. A goal has a number and a date. Choose one. Focus. Write a 90-day target a stranger could score, then a 7-day action you can count.

Brian's bar, in one line.

Specific enough to repeat. Measurable this week. Attainable for someone like you — stretch, not fantasy.

Relevant to listings, buyers, or income this quarter. Time-bound on a real date. If any letter is mush, rewrite.

My 90-day SMART goal (one sentence)

Walk it through the letters

S · Specific. One number, one pool of people, one method.

M · Measurable. What do we count? Activity or result — name which.

A · Attainable. Why is this a stretch, not a fantasy?

R · Relevant. How does this move listings, buyers, or income this quarter?

T · Time-bound. The date on the calendar.

Examples (don't copy — steal the shape)

- Take 4 listing appointments from past clients and sphere by [date].
- Hold 8 open houses by week 12, each with 25 doors the Saturday before.
- Make 20 conversations a week for 8 weeks, logged before Friday 5 p.m.
- Call 15 past clients every Tuesday before noon for 12 weeks.

Not goals

- Get better at listings. Grow my business. Be more consistent. Go viral. Redesign the website.

7-day action (countable by next Friday)

Done-by day and time _____

Accountability — name of a real person _____

How they'll know (text, shared list, they ask Tuesday) _____

I will text my coach when this is done (what I'll send — the number, not a novel) _____

If you cannot write the 7-day action without hedging, the 90-day goal is still a dream. Shrink it until the next seven days are obvious.