**YOUR PUBLISHING GOALS (THE STEPS TOWARDS ACHIEVING YOUR VISION)**

**A. Goals define the specific short-term steps** you will take to eventually reach your vision.

**B. Goals need to be specific, measurable, achievable, realistic, and timely (S.M.A.R.T. goals).**

**C. Examples of goals:**

1. *By December 31, begin publishing.*

2. *Compile a list of at least 40 potential advertisers and reach out to them by XXX to have an initial conversation about their advertising goals. Also introduce our publication*

3. *Evaluate the effectiveness of our editorial content by mailing a reader survey or conducting it online and evaluating results.*

**D. Every six or twelve months determine your goals for the next year.** Refer to your goals often so that everyone knows them and works to achieve them.