Goal One

Original goal	"Grow the email subscriber list by the end of September"
SMART goal	*Grow the email subscriber list by 12% by the end of September by focusing on the introduction of the For ALL line and capitalizing on our current subscribers.*

Question	Response
What makes this goal specific?	It focuses on email subscribers only.
What makes this goal measurable?	It aims at a certain growth percentage, 12%.
What makes this goal attainable?	It's based on a previous study that showed we can grow our list by 2000 subscribers per month.
What makes this goal relevant?	It's about the launch on our new product line, *For ALL.*
What makes this goal time-bound?	It's planned to be accomplished by end of September.

Goal Two

Original goal	"Increase the monthly conversion rate"
SMART goal	*Increase the average monthly conversion rate by 2% by end of September utilizing subscriber list segmentation and promotions.*

Question	Response
What makes this goal specific?	It focuses on conversion rate only.

What makes this goal measurable?	It expects growth to be by 2% monthly
What makes this goal attainable?	Tools like segmentation and promotions are at disposal.
What makes this goal relevant?	It will work hand in hand with the introduction of the For All line, which is expected to help grow the company as a whole.
What makes this goal time-bound?	It's expected to be attained by the end of September.