

# GATEWAY TRAVEL

• LEADERS IN TRAVEL AGENT SERVICES •

## S.M.A.R.T. Marketing

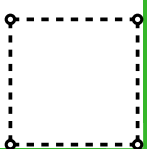
What Is Your Business's  
or Personal Name?



What Is Your Goal?

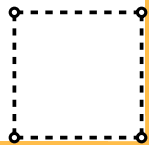
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**S**pecific



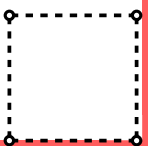
Is the goal clearly written, with no ambivalence? Is it clear how you can accomplish the goal and any support you may need to accomplish the goal?

**M**asurable



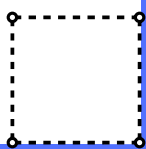
Does the goal answer the questions of how many, how much, or how often?

**A**chievable



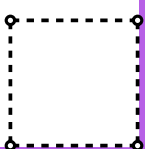
Can you achieve this goal by the target date? Do you have all the resources necessary to achieve this goal?

**R**elevant



Are the expected results relevant to your business? How is it aligned with your objectives?

**T**ime Bound



Does the goal state a clear and specific time line or completion date?

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## S.M.A.R.T. Marketing

	Goal 1	Goal 2	Goal 3
<b>S</b> pecific			
<b>M</b> easurable			
<b>A</b> chievable			
<b>R</b> elevant			
<b>T</b> ime Bound			

## Actionable Items List

Goal 1  
Actionable  
Items

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Goal 2  
Actionable  
Items

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Goal 3  
Actionable  
Items

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