

Seasonal Strategy + SMARTIE Goals Worksheet

Use this worksheet to plan a business season that fits your life and your values.

Define the Season

Which season are you planning for? (e.g., *Spring 2026, Busy Market Season, Winter Rest*)

How long does this season last?

Seasonal Focus

- Creation and development
- Visibility and sales
- Community and collaboration
- Rest and development
- Other: _____

In one sentence, describe your strategy for this season:

Capacity Check *Be realistic about what's on your plate during this season.*

Hours available per week for my business:

For more on setting seasonal goals for your creative business, visit dreamspring.org/business-resources



Capacity Check – *continued*

This season feels: *(full, light, unpredictable, transitional, etc.)*

Competing priorities: *(work, caregiving, health, finances, etc.)*

Seasonal Priorities *What would make this season feel like a success?*

List up to three of your most important outcomes.

1.

2.

3.

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SMARTIE Goal *Choose one priority and define it using the SMARTIE framework.*

Specific - *What exactly am I working toward?*

Measurable - *How will I know when I've reached it?*

Achievable - *Is this realistic given my capacity this season?*

Relevant - *Why does this matter right now?*

Time-bound - *By when will this be complete?*

Inclusive - *Who does this goal include or consider?*

Equitable - *What support, access, or adjustments do I need to make this goal sustainable?*

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