



Figure 134: SMART objectives

64.3.1.1 Are the objectives specific?

You can't answer all the world's problems in one project. So ask yourself if the brief's goals apply to a single clear area in need of improvement. If it seems fuzzy or too broad (*as much X as possible, more Y than ever before, create some Z*) ask your customer to clarify.

The easiest and fastest check is to decide whether the brief gives you a sense of knowing what to needs to be done, after you've read it once. The more times you need to read it, the more you find yourself assuming or guessing, the more likely it is that the brief fails the S of SMART.

64.3.1.2 Are the objectives measurable?

The freelancer's greatest friend on a brief is *measurable results*. This doesn't have to mean hard numbers—an uptick in positive perceptions or optimism can work—but make sure the brief includes some metric against which you can state whether your project succeeded or failed.

Increase sales by 10% this year is a measurable objective. So are *find 500 customers in New York* and *double profit margin per sale*. That's right: