



5 Step Guide to SMART Weight Loss Goals

What are SMART goals? The word SMART is an acronym, and it stands for Specific, Measurable, Attainable, Realistic, and Time.

In order for you to be successful in your journey through life, you need a purpose—a goal. So you say, “Oookaaaayyy, I want to lose 50 lbs! That’s my goal...easy.”

How do you lose 50 lbs? You go to the gym every day, and you eat a perfect diet. You have set your goal. You have a plan. Done! You go off in pursuit of your goal.

Two weeks later on a Friday you wake up late, so you don’t work out in the morning. Then you go to a family party, drink and eat terribly, throw in the towel for the rest of the weekend, and the “I will start again on Monday” syndrome begins again.

Have you been here before? Let’s chat about this scenario for a second.

It turns out, when it comes to weight loss goals, your ultimate success depends on setting the right kind of goals—goals that have a long-term vision but are divided up into manageable chunks with a plan of action. Losing 50 lbs is a GIGANTIC goal, and without a clear, long-term plan of action, you’ll stay in a reactive state of mind. The result? The second you hit a road bump, your gigantic goal feels too big to grab onto to get yourself back on track.

SMART goal thinking is taking your gigantic goal, identifying why you really want it, how you can measure it, developing an attainable and realistic plan according to an attainable, realistic, and measurable timeline.

Let’s get started.

1. Specific

Your goal needs to be *really* **S**pecific. Specific goals are higher in purpose and crystal clear.

For example if your goal is to lose 50 lbs, that's great, but unless you know precisely *why* you want to lose weight, it is not specific enough for you to be successful. You need to find out why your goal is important, what it will allow you to do or what it will give you that you want.

A. What is your goal? (The big one. We'll break it down in a minute).

B. *Why* is this your goal? What do you want that achieving this goal will give you or make you feel? Is there something you want to be able to do that you cannot do now?

Let's get really specific here. The answer to the "why" question is going to vary from person to person, but it's really important to get to the heart of ***your why***.

- I want to run after my children/grandchildren without feeling out of breath.
- I want to walk up a flight of stairs and not need to pause to catch my breath.
- I want to feel attractive to my spouse.
- I want to go to the beach and feel comfortable taking off my shirt.
- I want to sit on an airplane and not need an extension.
- I want to be strong and agile at ____ years old.
- My parent died of heart disease, and I want to spare my children the pain of losing their parent too soon.

Here are some more questions to ask yourself to help you dive deeper and clarify your why.

- Do you feel a lack of energy or have trouble getting out of bed?
- Do you feel weak? If yes, do you enjoy feeling weak?
- What could you do if you were stronger that you can't do now?
- Do you feel embarrassed about your weight?
- Are you afraid of eating in front of others?
- Do you have respect for yourself? Why or why not?

What's your why?

C. Now, it's time for a switcheroo. Your "why" is now your goal. Your original goal is what you are going to do to get there.

- a. What is your new "why" goal? (I want to fly on an airplane without a seat extender.)
- b. What will you do to achieve this goal? (I will lose 50 lbs.)

2. Measurable

Second, the goal also needs to be **Measurable** and then—once you have completed your goal—maintainable. There needs to be a way for you to track how you are doing on a week-to-week or month-to-month basis. The gigantic goal is often too big for you to achieve because it looks too big when "life" happens. The kids get sick, you have a tough day, there is a party, a holiday, etc. Working towards a goal has to have a measurable way to track progress in small chunks, get a gold star, a "like" or something that is a little success, little win or a pat on the back to keep you going.

A. What are you going to measure and track on a daily, weekly and/or monthly basis?

B. How are you going to measure your goal? What tool or indicator are you going to use to measure your progress?

- Your clothes get too big and you need to go shopping
- You are able to complete more repetitions of a movement
- You look at the scale and the number goes down
- You are going to measure yourself

C. How are you going to track these measurements? Will you write it down in a notebook, your phone, on your calendar? Will you use an app? Will you find an accountability partner and give them periodic updates?

3. Attainable

Third, the goal needs to be **Attainable**. Knowing from the beginning how the goal can be accomplished from the beginning will set you up for success. You will break up the gigantic goal into small tasks that are relatively easy to do.

Think about this age old question, “How can I eat an elephant?” Well, “One bite at a time.” Taking small steps that are attainable for you within your life will get you ultimately to what you want. Working out for 60 minutes 3x per week before work may be attainable, but what happens when it is chilly out and you want to sleep in a little longer? Starting with a commitment to do 20 minutes every day may be more attainable.

Smaller commitments may mean your goal takes longer, but smaller commitments are easier to attain and thus set you up for long-term success.

- A. Have you tried to achieve this goal before? What did you do to try to achieve it? Did it work?
- B. What parts of pursuing your goal did you like? What parts did you not like?
- C. What are your roadblocks?

For example, if you struggle to workout, what prevents you from working out?

- Is it needing a babysitter, your spouse, kids’ activities?
- Do you not like going to the gym, feel uncomfortable in workout clothes or feel anxious that other people are watching you?
- Do you have any ailments or physical limitations that prevent you from feeling safe while exercising on your own?

What’s getting in your way?

- D. What will you need to do on a daily basis to achieve your goal? How about weekly? Monthly?
 - a. Given the roadblocks I have to deal with, internal and external, are these tasks attainable?

4. Realistic

Fourth, you need to see if your goal is **Realistic**. We live in an instant gratification world. If the goal is lose 50 lbs in 12 weeks. You have to do the math and realize that 50 lbs in such a short period of time for most people is unrealistic. How long did it take you to get to your current weight? Is it realistic to expect to lose weight in 12 weeks that took you ten years to put on in the first place?

- A. How long would you like it to take you to achieve your goal?
- B. Divide this period of time into 1/3, 1/2 and 2/3 chunks. In order to achieve your goal in this amount of time, what progress do you need to have made at each point?
- C. How easy will your goal be to achieve on your own? Do you need help?
 - a. If you need help, where will you need help? Staying motivated? Someone to hold you accountable? Moral support?
- D. Will you need to make any financial investment to achieve your goal with the support that you need?
 - a. How much will it cost you if you don't make this investment now?

5. Time

Finally, you need to think about **Time**. Weight loss goals require a time commitment. You need a timeline for your plan, and you also need to know what time you have available in your daily life to accomplish the tasks in your plan. One will inform the other.

Start by assessing how you spend your time.

- A. What does your existing schedule look like?
- B. What are your time traps, the things that take up time with no clear ending? (email, social media, children, work, housework)
 - a. How much time do you spend on each of these activities?
 - b. Are these activities necessary? Are some of them optional? Can you limit the amount of time you spend on some of them?
- C. When will you make the time to exercise? Food shop? Prep meals?
- D. What can you delegate to another person? Would having someone plan and prepare some of your meals be helpful for you?
- E. Could you find 4-5 hours a week to spend on yourself?

You may figure out that you have to work out in the morning before work. Working out after work is not possible for you because you have to bring the kids to practice, you get home late from work, you need to make dinner, etc. But — in order to work out before work and get enough sleep (which will make your goal attainable), you need to go to bed earlier, which means you can't stay up watching your regular TV show that comes on at 10pm.

Managing these “time-sucks” may take a bit of sacrifice.

Going back to our example, if you want to lose 50 lbs in 12 weeks, you need to lose about 4 lbs a week, which requires you to burn off 2000 calories a day--roughly 3 hours of working out while eating a very, very strict diet. You will need to find the time to get the 3-4 hours workout in and prep your food for the day.

Are the steps necessary to achieve the goal of 50 lbs within the timeline of 12 weeks realistic or attainable *for you and your life*? If the answer is no, you are predestined to fail.

But shifting the timeline can make the goal both realistic and attainable.

- F. Thinking about timeline, support, roadblocks, life events, physical challenges – is your goal realistic in the amount of time you'd like to achieve it?

Let's lay out a realistic timeline for you to achieve your goal. To keep your goal realistic and attainable, let's plan for 1 lb a week of weight loss. (If you want to lose 50 lbs that means you should plan for 50 weeks).

- G. How many weeks will it take you to reach your goal?

- H. If you follow this timeline, where will you be at the halfway point?

- a. Where will you be $\frac{1}{3}$ of the way to your goal?

- b. Where will you be $\frac{2}{3}$ of the way to your goal?

- I. To achieve your goal according to this timeline, what do you need to do on a daily basis?

- a. What do you need to do on a weekly basis?

- b. What do you need to do on a monthly basis?

My SMART Goals Plan

Now let's put it all together.

My goal is:

In order to achieve my goal, I will do:

My goal will take me _____ days/weeks/months to achieve.

I will achieve this by the $\frac{1}{3}$ mark:

I will achieve this by the $\frac{1}{2}$ mark:

I will achieve this by the $\frac{2}{3}$ mark:

On a daily basis, I will do:

On a weekly basis, I will do:

On a monthly basis, I will do:

I will measure and track my progress this way:

I know my challenges will be:

I will enlist the support of:

Do you need some help reaching your goal? We are here for you.
[Click here to schedule a free, no-strings-attached consultation.](#)

About Fitness Coaching, LLC

The Fitness Coaching Team is a group of highly educated, Nationally Certified personal trainers and nutrition coaches, who deliver motivating and enjoyable programs custom designed to get you results.

We develop a “YOU-Centered,” individualized fitness and wellness plan to help you reach your personal goals.



We:

- Are goal-driven with a complete focus on you (not our phone or someone else in the gym)
- Develop varied, customized and fun exercise programs tailored to your needs.
- Educate you on the proper technique of exercises to make them safe and effective.
- Create a safe space and judgement-free zone.
- Motivate you in a manner that works best for your personality and give you the accountability you need.
- Offer different packages that are affordable for most people.
- Give you back your time by meeting in the convenience of your home or office.

We work with:

- Busy Professionals who lack the time to go to the gym and need someone to motivate them.
- Adults over 55 who have limitations from a joint replacement, injury/illness or have trouble doing what they used to do.
- Adults who have a lot of weight to lose, feel anxious about going to a gym or working out in front of others.
- Post-Rehabilitation Individuals who have finished physical therapy and need the next step in getting back to “real” life post surgery or injury.
- Overwhelmed Parents who feel taking the time to get to a gym and being healthy will take more valuable time away from their children.

You can be strong and healthy. You deserve it.

[Schedule a free consultation.](#)