



9 Steps to Setting Your Goals

Have you ever felt confused about how to set goals or why it is even important? You are not alone! The following are 9 simple steps to assist you in identifying what you want to accomplish and how to develop a plan that produces results.

1. **Start at the end!**

Don't start at the beginning...start at the end! List all of the goals you want to achieve in the next year. How many of those goals are related or might be considered a sub-category of one larger goal?

Consider:

- Are you willing to make substantial changes?
- What are the 5 opportunities that you are currently not making the most of?
- How much profit should your business make?
- Your time has value! How do you want to spend your time?

2. **Be Specific – List Tactics and Benefits**

Write out specific action items (or tactics) for each goal. Then, create a list of how achieving each goal will benefit you.

Consider:

- What actions are you willing to set into motion today, tomorrow, or the next day?
- What are you unwilling to do?

3. **Focus on what you want for yourself – not what others want**

“Should”, “supposed to”, and “have to” are all negative words. Going through life focused on what you ‘should’ do versus what you want to do will only add unwarranted stress.

Consider:

- How you want to live your life.
- What is your life long dream that is worth living, starting now?
- Who do you want to be around and have as friends?

4. Identify and understand your motivation

Most people believe that money is what motivates them. I have found that to be untrue. Each of us has our own set of ideals that motivate us – sometimes based on specific situations. If you can identify your predominant motivational style, you can determine the best ways to achieve your goals.

Consider:

- Do you dislike systems and deadlines?
- Do you like to learn new things?
- Do you enjoy asking for other people's opinions?
- Do you take comfort in planning and organizing?

5. Be Realistic

If you made \$25,000 last year, would it be realistic for you to believe you would make \$500,000 in the upcoming year? Probably not. Simply put, set goals that are achievable with hard work.

Consider:

- How much money do you need to make to fulfill your financial obligations?
- How much money do you want to save this year?
- How much time can you dedicate to growing your business?

6. Keep a calendar – and use it!

Have you ever thought about how many companies sell, design, or manufacture calendars? Identifying the proper time management tool is essential in keeping you on track. Paper or machine – it's important to figure out what works best for you!

Consider:

- Are you a visual learner? Do you need to see each day or each month?
- Are you a list maker?
- Do you embrace technology?

7. Review Daily, Weekly, Monthly

So you have a plan – now what? Review it daily, weekly, and monthly. Don't fall victim to 'out of sight out of mind.'

8. Impose incentives and Understand consequences

-What would your reward(s) be if you were to achieve the goals you set for yourself?

-If you didn't achieve the goals you set for yourself, how would that impact you?

9. Partner with an Accountability Representative

Now that you have a plan, who is going to hold you accountable to executing against it? You will, right? Maybe! Did you hold yourself accountable last year? Who is going to keep you on track, keep you focused on achieving your goals versus allowing all of the outside 'stuff' to keep dragging you down? Identifying a partner to help keep you on track is a vital ingredient in ensuring your success.

Bonus Step:**10. Visualize Your Success**

It's one thing to have a goal, but it's also important to visualize your goals and say, "I can do that! I want to do that!" Visualization is the way you can put your confidence to work. Many people blame others and say, "My business wasn't successful; I can't get people to buy anything." Or they'll say, "I could have earned more last year, but it doesn't come as easy to me as it does to everyone else." These are not the reasons. They're excuses. It's not about the outside stuff. It's about the work. You've got to do the work! It's about your own will to succeed – your will to do whatever it takes to get to your goal. You must see it. Your own mind is the only limit. If you don't believe that you can achieve your goals and can't visualize them, you won't be able to be successful.

Fill your head with visions of success. That way, there's no room in your mind for other people's negativity and doubt about whether you can fulfill your goals. You'll know you can. Imagine your goal, see it – and do everything you can to work towards doing it. And you will.