

A 3D target with a dart hitting the bullseye. The target is purple and white, and the dart is orange and black. The target is positioned on the right side of the image, and the dart is positioned on the left side, pointing towards the center of the target. The background is a dark purple gradient.

# **GOAL SETTING SECRETS**

How To Take Control Of  
Your Life And Reach Your Goals  
Like Never Before!

# Table of Contents

<b>Introduction</b> .....	2
The importance of Goal Setting .....	2
The difference between Goal Setting and Wishful Thinking .....	4
The Power of a Positive Mindset .....	7
<b>Setting a timeframe for your goal</b> .....	9
Long Term Goals: Life Goals, 5 Years Goal .....	9
Medium Term Goals: One Year to 90 Days Goal .....	10
Short Term Goals: Monthly, Weekly, Daily Goals .....	11
<b>Simple 15-Step Goal Setting Framework</b> .....	13
Clarity First .....	13
Break It Down Into Written Goals .....	14
Prioritize .....	15
Identify Obstacles. ....	15
Determine Knowledge and Skills To Overcome Those Obstacles .....	16
Create a To-do List For Each Goal .....	17
Set Deadlines For Each Goal.....	18
Turn Your List and Deadlines Into A Plan.....	18
Use A Planner .....	19
Create A Support and Accountability System. ....	20
Take Action.....	20
Use Visualization To Keep Motivation And Focus.....	21
Reward yourself .....	22
Evaluate How The Plan Is Working .....	22
Reset Your Goals If Necessary .....	23
<b>Advanced Goal Setting</b> .....	25
SMART and SMART-ER Goals .....	25
OKRs, BHAG and Backward Goals .....	26
One Word Goal Setting.....	27
Locke and Latham’s 5 Principles .....	28
Tiered Goals Framework .....	29
Golden Circle, BSQ, OGSM and Goal Pyramid .....	30
<b>Recommendations</b> .....	32
Goal Setting Tools and Apps.....	32
Recommended Reading .....	33
<b>Bonus Chapter</b> .....	35
<b>Conclusion</b> .....	37

# Goal Setting Secrets

## Chapter #1

---

The importance of Goal Setting in Business and in Life, and why it is essential for you to achieve success.

Knowledge is power and there are many examples of people who were down and out, only to go into a public library and get a free education. Having the right goals for your business, gives you the knowledge you need at your fingertips.

Writing out a roadmap of what you need to achieve, means you know the start and finishing point. This is essential and you can compare it to a run in the desert. If you were to start a marathon run without a plan or even the right equipment, you will not arrive at your destination. In all likelihood, you would perish.

Having a well thought out set of goals with measurable results will have you on the right track for business success.

The ability to stop and reassess your progress, then make the right corrections is also an essential ingredient. When everything is right in front of you, it only takes a short time to evaluate and decide if you are way off course. This will save you time, money and your overall mental outlook will stay very positive.

Compare it to having goals and coming to the end only to find out, you spent more money than you will make back on a particular project, because you didn't stop to assess the situation and correct the error.

Working in a team environment, means well defined goals are essential. The ability for everyone to have input on the goals, review progress and adjust, means everyone is on the same track.

Personal goals make you feel totally alive. When you do not have goals, you tend to drift through life, letting things just happen to you. In many cases, people lose control over many areas of their lives, because they have zero goals and with that comes, no ambition.

Setting and achieving personal goals can help you in many areas, from rekindling relationships, getting into shape, managing your finances and even with your spirituality.

Instead sitting back and looking at others who are achieving personal and business goals, you can now get on the same path. You won't look at others and ask, "how come they are so lucky?" You will instead know the how and why of other people's success.

The difference between Goal Setting and Wishful Thinking and how to avoid the trap of never achieving your goals.

Here is an example of wishful thinking vs actual goal setting. In Canada, the CBC television corporation conducted a poll and found that approximately 34% of Canadians were planning on funding their retirement by winning the lotto before the age of 65. The percentage, if the poll was conducted in all of North America would likely be in the same range and this is a recipe for disaster. It would be interesting to see if any of the people who fall into the 34% have any written goals at all.

Wishful thinking in regards to having a successful life is a sure-fire way to failure. In a household where there is no budget set up, wishful thinking is how the family proceeds through a month. One partner may wish that the boss grants some overtime and that extra money will be used to restock the house with food.

A better solution is to have written goals and in that, having a section regarding debt reduction and a clear budget on where each dollar earned and spent goes.

In setting goals, people sometimes use the wishful thinking approach. They might write down, "I'm going to finally lose weight this year. I will stop drinking soda pop and that will help me finally lose weight and look great."

The idea of cutting out the soda pop is of course ideal but the overall goal lacks any clarity or even a realistic time frame. To set a real goal for weight loss, you need to first define the reason for the goal.

Once you have your big why... then you can move to setting a timeframe in which you will lose a safe amount of weight. The goals would include what would happen each day, week and month.

It would be efficient to write out a weight loss goal that is realistic. Writing down that you will lose five pounds a day, is not realistic and actually unhealthy. You have to a weight loss goal

that can be achieved with putting in the work but not make the weight loss goal so big, that you will get frustrated quickly and give up.

Many people fall into the trap of not achieving their goals and there are specific reasons as to why this happens. In order to achieve your goals, you must develop the mindset of, “do it now.” Write out your goals, do it now. Start on goal one, do it now.

When you get that mentally planted within your brain, you will stop looking for ways to avoid getting started.

You may find yourself in the position of wanting to wait until, “you feel it.” Put a piece of chocolate in front of a person and it is highly unlikely they will wait to feel like it before they are ready to eat chocolate. It is a heavenly pleasure. Attach pleasure and satisfaction into your mindset of getting down to the business of setting and achieving goals.

There will be some bumps in the road and you need to develop the mindset of knocking those bumps flat as a pancake. There will be external and internal tough moments in anything you do that is worthwhile. Acknowledge the issue and look for ways to remedy it quickly.

This is mastery of your mind, where you do not have the words, “I am going to quit because it is hard,” in the back of your mind. It may be a cliché but the saying, “when the going gets tough, the tough get going,” should be your motto. Be mentally and physically tough and the big nasty speed bumps that life throws up in your way just won’t have the same impact.

You need to remember that setting goals and achieving them will not be a piece of cake and if it were, why would you bother? The true pleasure and juice from life, comes from setting and achieving goals.

You now know, the road to achieving your goals may come with some issues and now you will need to guard from another major issue.

Self-sabotage is something that happens to a lot of people. Things start to go good and then they make a rather big error and mess it up. Why does this happen? Scientists believe that the subconscious mind kicks in and tries to protect us.

When you are not 100% committed to achieving your goals, your subconscious mind thinks that you may get hurt in the long run, so it deliberately sabotages your efforts in order to spare you from massive pain.

Many people just accept this self-sabotage without really ever investigating how and why it happens.

You now know the answer of why it happens and it is up to you to make sure you are totally committed. This will stop self-sabotage from occurring.

Success in reaching your goals is often determined by mindset. A positive mindset is a “success mindset,” meaning you’re confident in yourself but also able to learn from mistakes.

We talked about self-sabotage and this is definitely a mindset issue that you will deal with. You also need to take an inventory of what type of mindset you currently have.

It helps to journal your most personal thoughts. Get it out on paper and then look and see where you need to make changes. What are your current beliefs? Do you believe that life is hard and only the lucky get ahead? Do you believe that you are not worthy of success because of your past history or the history of your family?

Write out your positive beliefs and your negative beliefs. Then under the negative beliefs, write out why this is untrue and what you are going to do to change. For example, if you wrote out, “I always fail,” that is not a true belief.

We all have things we succeed at. The idea is to look at your successes even if they are small and blow them up to be huge. You succeeded in learning to walk, ride a bike, and drive a car and so many other things. Sometimes we take the small successes we have in life for granted.

Learn to look at the so-called failures in your life as learning experiences. For instance, if you had a great job and then you somehow got fired or needed to quit, write down what happened. What did you learn about getting fired? Did you learn that you can pick yourself up and begin again with a fresh attitude? Or did you learn that it was a job that you were not really suited for in the first place and that you need to really analyse a job and what you bring to the table?

Any negative belief or thought that you have in your mind, does harm to you mentally and physically. In terms of the physical, when you have a negative belief and then add more negativity to that belief by replaying things in your mind, it makes your heart rate and blood pressure rise.

It is far better to learn how to erase negative thoughts and install new thinking. There are many ways that you can do this. A lot of people have great success with things like meditation,

positive affirmations or completing courses on positivity. It usually takes some trial and error to see which one works best for you.

To get a feel for how to change a negative mindset to a positive mindset, begin by doing it the simple way. Reprogram your mind by being fully aware of how you talk to yourself.

Ask yourself, if you talk down to yourself by saying things like, “I am so stupid, how did I forget to put in that report at work today?” Even the simple words like, “that was dumb of me,” can go a long way to increasing your negative mind.

Try writing out positive phrases to replace the negative phrases you use frequently during the day. This is also helpful if you talk badly of others. You may not realize it but the negative phrases you use about the people you meet or know well, have a dramatic impact on your positive mindset. Change the way to you speak in your head or in that whisper voice you sometimes do.

Next up, talk positive to yourself before you sleep. You can say positive affirmations or just have a conversation with yourself as you get ready to sleep for the night. Since you are doing this positive self-talk, your muscles will relax and your heart rate will lower.

You will find that while you are telling yourself that you are a “loving, caring person who sees the good in all,” you might not even finish a full five minutes of positive self-talk before you drift off. If so, that is awesome, because your subconscious mind is going to kick in and work to give you more of what you were thinking about while you drifted off. It will work away in the background, increasing your positivity while you get a deep and restful sleep.

### Setting a timeframe for your goals

When setting goals, you want to set both short-term and long-term goals.

Short-term goals could cover one day, or a few days or a few weeks, up to six months. Long-term goals can take six months or longer to complete.

As you set and reach short-term goals, you will be more motivated to reach your long-term goals.

Sometimes, short term goals are part of the necessary steps to get to achieve you more ambitious long-term goals.

That's why it is really important to have a mix of both short-term and long-term goals. Here's a breakdown for setting a timeframe for your goals...

#### - Life Goals

For doing your life goals, you need to be prepared to have quality time alone. You hear about people having bucket lists, which are things they want to do or see before they die. Bucket lists are included in life goals, they are not separate. On bucket lists, it could be just a few words like, "I will sail around the Fiji Islands and drop anchor at the sweetest places."

To do a complete life goal and remember this is something that you really need, schedule one or two days of the week and retreat somewhere quiet. Here are the things you want to cover in your life goals and it is like a life manifesto:

- Your health and fitness is a must. In life goals, you need to imagine how taking care of yourself will allow you to live well into your 80's or 90's. But don't stop there, visualize how you will feel and look. You want to set your goals so that when you reach that age, you are flexible and still strong. You'll be able to hike, perhaps even mountain climb. Your digestive

system will work like it did when you were a kid. Mentally you'll be "as sharp as a tack, as the old saying goes."

- Learning should never stop. Write out how many books per year you want to read and what type. Consider adding taking university courses on subjects that interest you and when will you do that? Will you take a course on history this year and then perhaps get a degree in archaeology when you retire?

- Speaking of retirement, what are your goals career wise for the next 5, 15 or even 20 years? How will you fund your retirement and will you retire early at age 55 or 60?

### **- 5 Years Goals**

A lot can happen in five years. To make it a positive five years, spend some time writing out the story of your five-year life. What is going to happen in those five years? Include what your finances will look like. Where will you be working, the same job or is a career change going to occur? How will your physical and mental health look like? Will you start a martial arts program and make it a goal to go from a white belt to a black belt in five years? Will you shed a significant amount of weight? What about your habits, will you work diligently to change bad habits to good?

Think of the five-year story as if you are writing a short memoir for Amazon Kindle and you write it as if it has already happened. Once you have your short story written, start breaking down what needs to happen in tasks and timeframes.

You can use SMART goals for achieving your Kindle story. Then make an action plan for each SMART goal in order to stay focused and on track.

### **- One Year Goals**

For one-year goals, you can pick 2-3 major goals. Then using your calendar or planner, break it down to sub-goals for each month in order to reach your 3 major goals. So in January, you might have 10 sub-goals to work on, while March may have 6 sub-goals.

As you look at the entire 12 months of sub-goals, adjust them where you see there may be potential problems and then visualize what accomplishing each sub-goal will look like and how it will lead to success for your 3 major goals.

### **- 90 Day Goals**

In 90 days, you could take 5-7 big goals and break them down into doable parts. Many people find that going beyond 7 major goals in 90 days, leads to overwhelm.

Take stock of which goals are the most important to reach in 90 days. If your health is good, this is a goal you can leave out while focusing on cash flow for instance. What goals if reached in 90 days will have the biggest impact on your life? As in the SMART goal system, these 90 day goals must be measurable. Exactly how long will each task for one goal take to reach. Be realistic, can you do it in 90 days and if not, you need to work on a goal that can be accomplished.

### **- Monthly Goals**

These goals take serious time management. You have 30 days to complete a goal and you need to know at what speed you can work to do this.

For example, if you want to join a 30-day challenge to learn how to build and use a vision board, you need to break down the steps in the challenge. Will there be a lot of reading and how fast can you read? How many hours per day can you put towards working on the challenge? Will there be webinars associated with the challenge and can you attend them?

You may consider using a bullet journal to list out the task involved with the challenge and the time required for each task. With a bullet journal you will have the information right in front of you and then be able to make a decision if this is a goal for you this month.

### **- Weekly Goals**

For weekly goals, you take the goals from your longer goal frame of 90 days or yearly and then break them down into what needs to be accomplished every week. Next you block time on your planner/calendar for each task.

It is also good to write at the top of the planner why this particular goal is so important to you. Motivating yourself each and every day of the week, starting on the big Monday, will keep you on track. Write down beside each task, when you will start and finish it, with the hours required totalled at the bottom. Be clear on your time frame.

### **- Daily Goals**

You have to take the first steps, putting one foot in front of the other. To walk ten miles, it requires you to take a step at a time. Daily goals are the first steps of your long range goals. To lose fifty pounds, you need to start with the first pound on day one. Writing up daily goals means putting together the daily action plan that will lead to the end goal. It might look like this:

*Eat fruit for breakfast*

*Do yoga before work*

*Have lean meat and veggies for supper*

*Take a 45-minute walk after supper*

For each of your big goals, saving money or paying down debt as an example, break down the steps that must be done each day with an action plan.

## Simple 15-Step Framework to Crush Your Goals

What does it take to achieve a goal and see it become reality? Here are 15 steps you can follow today to ensure you achieve your goals.

This 15-step framework is for anyone who is looking to achieve a specific goal in their personal or professional life, no matter how big or small. If you're unsure of how to go about starting on a path to achieving your goals, then this will help.

- 1- *Clarity: Write down the things that are most important in your life. Brainstorm, and feel free from constraints. Remember, we are talking about your ideal life.*

The average person does not have clarity in their life. Overwhelm has a lot to do with the state of mind and when the mind is cluttered, it is difficult to see the important things in life.

You see this a lot when there is trouble in a relationship. One or even both people are unsure of what they actually want from the relationship. They may spend time thinking about a past relationship and what was good or bad about it. To achieve clarity on a current relationship, the person needs to let go totally of past relationships and be clear on what they need right now in this moment.

Goal setting needs clarity, whether it is relationship goals, weight loss goals or income goals.

This is where you need to write down what is truly important in your life and dismiss what is not.

For example, be clear on why you want to lose weight and why you want to do it in a certain time frame. Why is this important to and only you? You are what matters and outside influences should not hold any weight in your decisions. A main reason why a

weight loss goal is not reached, is because the person is doing it for someone else or how they feel they are perceived by others. Your mental and physical health should be the number one reason why you have a weight loss goal.

Take the time to sit down and brainstorm ideas for setting and achieving the goals that matter to you. For effective brainstorming you need a quiet space where you will not be interrupted. Sit comfortably and clear your mind of anything that may have been bothering you during the day. You want to just open your mind up and let it run as many thoughts as you can in terms of your goals. To get the most out of this, let any idea that pops into your head, have its own say in your goals. Write it all down in point form and don't stop to think about how valid this goal idea is. Get as many ideas down on paper as you can. When you are done, take a nice break and then come back and read it over. Don't eliminate anything yet because as you go through and see ideas that are keepers, there may be an idea or two that can be joined together to make a valid goal worth pursuing.

- 2- *Break it down into written goals. Be clear and descriptive.* Now it is time to expand on those notes and turn them into fully written goals. We will use fitness goals as an example.

Instead of writing, "I will exercise three times a week," you would write something like, "I will set aside Monday, Wednesday and Friday at 7:00 a.m. as my workout time. I will exercise for 45 minutes and rehydrate during two-minute breaks. My routine will be treadmill for 30 minutes, followed by 15 minutes of varied kettle bell exercises."

You now have a clear goal with specific routines and times. Write out a brief statement as to why you chose and wrote this goal. Include what you will need to do in order to make it happen. Do you need to set an alarm to get up early or will there be any obstacles in your way, you need to clear first?

Make it fully known to yourself why this goal is important and your reasons why you will persist and not miss a day.

- 3- *Prioritize. List your goals in the order of what would have a major impact in your ideal life.*

We looked at a fitness goal. When you write out your goals, where would it fit in the order of importance?

If you are relatively in good shape already, this goal may not be as important as your relationship goals for example. You have to delve deep inside yourself and figure out what would make your ideal life. If you are deeply unhappy in a relationship or career goal, then those are the goals at the top of the list and they deserve your full attention.

An example of this would be, someone who has worked in the banking system and risen from a teller to an assistant manager. However, the vast majority of the time they are unhappy being confined to a desk and yearn to learn about new cultures.

Becoming a digital nomad and traveling to Asia, may be the ticket to happiness that they have not pursued. In this case, coming up with a plan and goals to become an online financial advisor, would be their number one goal.

Put your goals in the order that will help create your ideal life. Understand as well, that not everyone has pressing relationship or spirituality goals and that is alright. If income goals are hugely important, by all means make that a priority.

- 4- *Identify Obstacles. What will stop you from reaching your goals? What you will have to overcome to achieve your goal. Determine how to overcome each of them.*

We talked before about roadblocks and there will always be people or circumstances that will crop up and try to derail your progress.

To avoid being overwhelmed by this, it is important to be proactive and identify potential problems ahead of time. Once you can identify them, it is a matter of eliminating them before they can take root. Once your goals are written out, go back and read them over.

Ask yourself questions about what could possibly stop you from reaching your goal.

Let's use the example of being overweight. Either you have pinpointed this or your doctor has said it is starting to impact your health. Weight loss is your number one goal. We have heard many times about the issues people have with losing weight and keeping it off. You start by writing out what obstacle you might face:

- Your partner is an over eater and the fridge is stocked with unhealthy choices.
- Your friends like to go out after work on Friday to the pub for burgers/fries and of course beer.
- You cannot afford a gym membership
- You know you overeat when stressed.

Okay now that you have identified possible problems, write down beside them, how you will eliminate them before starting your goal.

- I will get my partner onboard with weight loss first. I will talk to them and if it doesn't work, ask my doctor to speak to us both.
- I love my friends but my health is more important. I am going to ask to go to places with healthy choices or arrange to be with them on different days.
- Money is an issue I am working on. Since I cannot afford a membership, I will find a workout buddy for walks, or bodyweight exercise at home.
- I will start meditating and managing my stress. I will let go of negative thinking and see healthy food in a positive way.

Use this idea for all your goals, whether they are health, relationship or financial.

Getting the big nasty roadblocks out of the way, will make your life easier when unforeseen obstacles crop up. And remember they will crop up but you have the tools to deal with it effectively.

- 5- *Determine what knowledge, skills and training you need to work on to be able to achieve your goals.*

We live in an age where information is a keyboard click away. Most of the skills you need to upgrade can be found by googling tutorials.

For example, if your number one goal is financial stability, you may need to learn basic budgeting or accounting. As you are writing up your financial goals, you realize that the term, “living paycheck to paycheck,” applies to you.

This doesn’t mean that you should put away that goal, instead it is showing you that are lacking in money knowledge.

When you learn to track every dollar that comes into your possession and where each one goes, it gives you major insight on how to cut spending. Once you can eliminate wasteful spending like buying lunch or getting the biggest coffee available, then you can learn to take that money and perhaps invest it.

Right now, you might say, “well that would be peanuts.” In truth, just buying coffee and a newspaper everyday costs you at least \$100 per month. You could put that money into mutual funds.

Another area to gain knowledge in, would be examining all your monthly bills. Companies add in extra charges, sometimes on purpose and sometimes by mistake. It is not unheard of, for a bank to automatically add life insurance to a credit line and you are already well covered at work.

Becoming skilled in any area you need, whether it is updated computer knowledge, speed reading for business or even a new language for career improvements...is possible to do quickly. Once you have identified a lack of skills for a goal to be achieved, take massive action on it now.

- 6- *For each goal, make a list of things you should do to achieve that goal.*

Just having a goal is not enough. There will be a number of items that you will need to do, in order to have major success. An example of a to do list for a goal, looks like this:

**Goal:** I will increase the traffic to my blog which will result in more opt-in's and sales. I will go from 10 visitors a day to over 100 per month. As I grow my channel and increase my traffic, use profits to create information products that I sell and build a buyers list.

**To do:**

- Create a YouTube channel, where I showcase my knowledge about fat burning.
- Learn how to make professional quality PowerPoint videos, with great images and bullet points.
- Use Camtasia or Screen Cast O'Matic to record the PowerPoint slides and record the audio of myself as I read the bullet points.
- Take a course on YouTube best tactics, so that I can learn how to write a great description and create thumbnails.
- Upload between 2-3 videos a week and share on social media. Ask for feedback and shares, then improve my work.

7- *Set deadlines for each one of the goals.* You must have a deadline in order to hold yourself accountable. Not having a deadline, means that procrastination is going to rear its ugly head on a more frequent basis.

Taking a goal and breaking it into smaller parts, means you can put a deadline on each individual piece.

For example, if one piece of the goal has a one to two-hour deadline, the moment you meet that deadline, you get a dose of satisfaction. You now feel ready to conquer perhaps an even bigger piece of the goal.

8- *Transform your lists and deadlines into a plan.* If the goal is too big, break it down into smaller goals while keeping in mind the ultimate goal you want to achieve.

Running a five K race as a newbie takes planning. It is a big goal. In this case you would plan out your steps and each one would lead to you entering and hopefully winning the race.

Here is an example:

- Buy the proper shoes
- Increase my stretching and flexibility
- Do a 2.5 K course
- Evaluate what I learned from that 2.5 K run
- Work on my breathing

By taking your list and turning it into a plan, you know what works and what needs to be tweaked. Then it is taking action.

- 9- *Now it's time to use a PLANNER. The ideal planner should have the dedicated pages for Life Goals, 5 Years Goals, One Year Goals, 90 Day Goals, Monthly Goals, Weekly Goals, Daily Goals.*

Using a planner will help you keep everything in one spot. While many people use apps for planning, you have to be aware that you may become frustrated with switching between apps to get everything done.

A paper planner allows you to do everything, from your list, appointments, goals and even writing in motivational quotes or telling yourself what a great job you just did. Paper planners can be taken anywhere and there is no concern about a Wi-Fi connection.

An example of planner you should consider is the, "High Performance Planner," by *Hay House*. Hay House was started by Louise Hay, who produced many self-help books, including an awesome affirmation book. The High-Performance Planner is a combination planner and journal. This planner was developed by studying high achievers and what they did to create the habits and actions necessary to achieve their goals

- 10- *Create a support and accountability system. Determine who in your life or business network you will have to work with or work around to achieve your goal.*

Everyone can use an accountability buddy. That buddy can help you with staying on track, giving you new ideas and getting a big dose of motivation. The first thing you need to do, is write down who would be the best person or group of people to have as your buddy.

You might be tempted to pick your life partner right away and in some cases that would be a mistake. If your life partner is not 100% onboard with your career or your overall goals, they could sabotage what you have laid out.

As you write out possible choices, think of those who are not only positive but are action takers as well. Your next step is to connect with that person and setup times when it is best for a check-in, to see if you are on track. Put this into your planner, which should have a calendar for scheduling. On Sunday night, review your week and see what tweaking you need to do in order to be on track.

When you note that you have a coffee meeting at 2 p.m. on Monday with your accountability buddy, this will ensure you do the necessary catch-up before that meeting.

- 11- *Take Action. Implement your daily, weekly and monthly plans. This is where your to-do lists come in handy.*

As you do your week-end review and note when your accountability meeting is, your next step is making sure you have an action plan for Monday morning.

Next up, go through the rest of the week and list in order of importance, the tasks you need to do each day. You should already have a small list for each day, week and the entire month.

This Sunday review is an add-on, since you know that a roadblock or two will have altered your action plan. When you look over your action plan, if you are not excited

and bursting with energy to meet those goals, get up early Monday morning and get yourself motivated for the week.

- 12- *Use visualization to keep motivation high. Create clear, vivid, exciting, emotional pictures of your goals as if they were already a reality. This is very powerful.*

Visualization works! You can find many success stories on the internet of ordinary folks and highly successful business entrepreneurs who have used visualization to create their dream lifestyle.

Watching motivational videos is great, yet creating your own internal videos has a greater power. You are the director of those mental movies and in this, you need to take charge and make an Oscar worthy visualization.

Take weight loss as a goal. This is always a difficult goal for many people, because weight loss involves so many different factors. The mental image that a person has of themselves is one of the biggest issues.

Visualizing a weight loss goal would go like this:

- Relax in a quiet spot uninterrupted.
- In the mind's eye, bring up a picture of the current you. See your body as it truly is today.
- Make another picture of healthy eating and proper hydration.
- Create a picture of fun exercise that is rigorous enough to shed weight.
- Make several pictures of you as the weight comes off, until you see the ideal you.
- Now run the entire set of pictures as a slide in your mental viewer. Add some motivating words or music
- Make sure to smile and really get into the mental movie as you are the star and give yourself a round of applause at the end.

Use the visualization technique for all your goals and see them coming true. Put huge amounts of passion and love into your visualization as you must love yourself and know that you deserve this.

- 13- *Reward yourself.* Everyone loves treats. When you work hard on anything, you should reward yourself as you hit milestones.

Each person is different, so decide if you need daily or weekly rewards to keep your motivation up. Daily rewards can be a quick trip to that high-end coffee shop for a speciality coffee you only have for special occasions.

Decide on a great reward for the end of a very productive week on your goals. Note: If you fall short, no reward. Keep it real! When Saturday hits, what will you reward yourself with? A trip to the nail salon, the cigar store or that new food truck with the amazing Mexican food. It has to be something you would not normally do unless you it was a special day.

Plan in advance what your ultimate reward will be after completing your 90-day goals for example. Factor in what you can afford, what will keep you excited to moving towards the end goal and reward?

Get an image or take a picture of that goal and put it on your desk. Is it the best restaurant in town or a week-end at the bed and breakfast with the main person in your life?

- 14- *Evaluate how the plan is working.*

In the next section we will be talking about SMART goals and the need for measurable goals. *Each goal will have a measure attached to it.*

For instance, debt reduction is the goal and you need to save \$3.00 per day by staying out of the coffee shop. At the end of the day, when you evaluate, if you went for coffee for a friend, you know you need to make that up somehow during the week. Your choice may be no coffee and brown bagging for lunch the next day.

The evaluation will not work if you leave it until the end of the week. You must go over your goals at the end of the day and score yourself on what was accomplished.

Use a five-star system. When you are not hitting a five out of five on your daily goals, evaluate what went wrong? Was it an unexpected roadblock or did you fail to commit and take action that day?

When you spot an issue, make a plan on how to correct the next day. You will be reviewing everyday and then a major review at the end of the week. This is when you decide if you need to reset a certain goal, due to it not being attainable as you had previously thought. Don't think of it as a failure if this happens. It is a learning experience and now you understand exactly what you are able to commit to and take action on.

- 15- *Reset your goals if necessary.* The first step is to discover why you need to reset your goals.

Unless you have set goals that were actually unrealistic, the issue might be your mindset. Are you checking in with yourself everyday, asking how you feel?

Doing a self-diagnosis on your mindset daily, is important. When you ask yourself how you are feeling and your internal voice says, "I'd rather be in bed," you know right away that you need to exercise, listen to a motivational tape or give yourself a pep talk in the mirror.

Managing your mindset is your responsibility and no one else can do it for you.

When the mindset is okay, it is time to ask yourself if those goals are truly your life vision or did you miss something? Go over the goals and if you don't feel a burning desire in your gut, then re-write the parts that just do not move you.

When you set goals, you sometimes forget to factor in certain things like family issues or the possibility of an increased workload where you are employed. Even self-

employed people have clients that will contact them out of the blue and ask for a new project to be done...yesterday. :)

Look at the timeframes you committed to and decide if you were generous in telling yourself that you could achieve a particular goal in that timeframe. Adjust your timeframes according. For example, if you put down that you could write a report in 5-6 hours but are finding that you actually need 16 hours, then reset the time frames to what is actually realistic.

## Advanced Goal Setting: Top Goal Setting Methods, Frameworks & Systems

The above 15-step framework should be more than enough to cover your Goal Setting needs and start putting things into motion to get things done.

But if you want to dig more into the science of Goal Setting, we have added a few of the most popular Goal Setting methodologies. Read on to determine which is best for you or your business.

### SMART and SMART-ER goals

This is the most popular Goal Setting method, and it's for a good reason: It's very clear, and it works both for personal goals as well as for business goals.

Setting SMART goals means you will be focused and able to track your progress effectively. Let's go over each letter and how it applies to you.

S- Stands for **specific** and you are writing out exactly what the goal is without being too elaborate.

M- This is for **measurable**. You need to have times and weights attached to each goal. "I will save \$100 per month in a special account."

A- Are your goals **achievable**? You need to write out goals that can be met with hard work. If you have never run a 10K race and make it a goal to run one next week, it is not likely to be achieved. You need to practise first.

R- Make your goals **relevant** to your circumstances. Becoming a digital nomad when you have a spouse and three kids in school, is highly unlikely to be relevant to your situation. Being an online coach at home, would be relevant.

T- **Time bound** means you have a realistic timeframe for each goal. Deciding to follow famous authors who have written a novel in 10 days, is not a timeframe that 99% of the population could achieve.

In **SMART-ER goals**, we are going to add in the following to SMART:

E- This is where you **evaluate** your progress. Daily ask yourself if you committed the time and effort and achieved your goal. Do you need to adjust?

R- **Re-adjustment** is normal and even birds flying south for the winter have to re-adjust due to wind and storms. If you play sports and your swing is off in baseball, you need to re-adjust your hold on the bat, your body positioning or how you are viewing the incoming ball. Re-adjust your goals to make them achievable.

## OKRs

This stand for **Objectives and Key Results**. This method of goal setting has been used by companies for approximately 40 years. The main goal may be increasing company profits by 23% in the next year. This is followed by a list of everything that needs to happen in order for the main objectives to be reached.

This simple method is used by Bill Gates, Larry Page and even Bono to tackle their biggest goals.

## BHAG

This goal setting method stands for **Big Hairy Audacious Goal**. These goals are shooting for the moon type of goals and can be very inspiring. An example would be someone who has had a limited amount of success in writing, to have a BHAG of writing a Kindle eBook that outsells famed author Stephen King and stays number one in horror on Kindle for at least six months.

## Backward Goals

In backward goal setting, you start with the end in mind first. For example, you write down that you want a blog on the Keto diet, which brings you a monthly income of \$2,500K to \$5,000K a month. You need perhaps five sub-goals that require clear and concise thinking.

Your next step is to break down the pathway to that blog already producing what you want, using your sub-goals. It would look like this:

- Obtain a domain name and upload the framework of your blog.
- Write a lead magnet report to obtain email sign-ups.
- Create an information product or training that you can sell for \$97 and upwards.
- Setup traffic to the blog via solo ads or affiliates, for maximum traffic

Next you split the sub-goals into smaller goals that can be done quickly:

- Hire an expert to upload a theme like Socrates and put the framework of your blog together
- Use PLR or a content writer to create your lead magnet and book
- Find the best solo ad providers and contact them

The final step is making a list of simple to do tasks that can be quickly completed:

- Research and buy a domain name today
- Write the bullet points for what you want in the lead magnet and info product the next day
- Find your PLR or content creator on the 3<sup>rd</sup> day
- Write to 10 solo ad providers on the 4<sup>th</sup> day

Now you have all your steps in place and can cross off each task, moving quickly to the next. With a plan like this, your path to a \$5,000 will be actualized faster than normal.

## One Word Goal Setting

The idea behind this is simplify and laser focus. It is something that people who find sticking to a traditional goal setting idea, may gravitate towards because of the stress-free structure. A person doing weight loss goals would spend time visualizing what weight loss means to them

after the visualization session, they would write down single words associated with weight loss:

- Slim
- Model
- Healthy
- Athlete
- Painless
- Running
- Clothes

At the end of writing out the single word list, it is time to choose one that represents a whole year and what the person hopes to achieve. A person may choose the word HEALTHY, and associate it to some of the other words, like “athletes are healthy, if I am healthy, I am pain free or if I am healthy, chances are I will be slim.” That one word then becomes a mantra that can be repeated when the going gets tough. Posting the word on the fridge, on the shower door and even the office wall, will make the word sink deep into the subconscious mind.

### Locke and Latham’s 5 principles

Doctors Locke and Latham are behind the scientific principals we will now go over. We start with:

**Clarity-** Being 100% clear on what the goal is. “I will build my first sales page, with all the components in 5 days.

**Challenging Goals-** Stretching and growing without overtasking yourself. “I will study how sales pages are built and do that in one day, in order to be ready for four days of building.”

**Commitment-** “I will tell my coach, Facebook group or partner what I have committed to and why.

**Feedback-** Ask for feedback in order to correct the course if needed. “I will contact an expert in building sales pages and request feedback on what needs to be improved.

**Task Complexity-** Look at the progress after a few days and if the task of building a sales page is too complex: “I will get the basic sales page put together in 5 days and review it. Then add in the buy buttons and video sales letter on day 6.”

## Tiered Goals Framework

You have your big dreams and your “Why,” you want to accomplish them. Now you can look at putting your goals into tiers. The first tier is called Annual. Here you write out what you want to accomplish in one year and then add just a bit more to make you get out of your comfort zone and do it.

An example of this is knowing you want to earn \$65,000 a year. Now just bump it up to \$75,000. Here is a cool reason why you would do that. Many people drool at the idea of earning \$100,000 a year and for many people who work at home, this is the big goal. However, it is rarely attained. It is just too big a number for the average person, so they settle for \$65K. That’s great but if you put that number at \$75K, when you make it, it means you are so much closer to that elusive \$100K that everyone talks about.

The next step would be quarterly goals. Ask yourself what would I need to do in order to hit  $\frac{1}{4}$  of my yearly income goal? Write out all the steps to making \$18,750 in the 1<sup>st</sup> quarter of the year. Chunking it like this, makes it mentally more doable. Write out the tasks needed for this income goal.

Monthly goals are the final step. In our example we need to make, \$6,520. Write out each step. Let’s do an example for this last section. Is your business client based? If so, how many new clients do you need this month? How many phone calls/emails do you need to do? How many referrals do you need? Do you need to work more hours per day to accomplish this?

Don’t forget to review and evaluate your progress. Be prepared to get up early if you need to take more action to reach those goals.

## Golden Circle

For the golden circle concept, it is a ring of circles with the center piece being “**why?**” In working for a business or having your own, you need to start with **why** you are doing this. Are you providing a major value to people? A company that manufactures speciality equipment for special needs people, has a **why** goal of improving the quality of life. Using the same company, their next part of the circle is **how?** They may list their how, as having people with mobility issues testing their products before bringing them to the market. The final part is the **what?** Having set up the why in the beginning it is easy for the company to write out their company motto and explain **what** they do. “The P+M company makes light-weight, durable mobility scooters to enhance the quality of life of their customers.”

## BSQ

In BSQ, you come up with a BIG goal, one that really excites you. Moving to the next section, you go SMALL. This is chunking down what you need to do in order to reach that big goal. Finally, you move QUICK, completing each SMALL chunk on a timely basis to complete the BIG goal.

## OGSM

We break down OGSM just like this:

O- Your **objective**, your big vision which is totally clear as your end goal.

G- This is your **sub-goals**. Each sub-goal fits one on top of the other, until it is the max goal reached.

S- You have to have a **strategy** in order to complete each single sub-goal.

M- This is the same as your **measurable** section, “M,” in SMART goals. These are your measures, the times to complete each sub-goal.

## Goal Pyramid

When you think of the Pyramid's in Egypt, you may consider how strong they are and how they have lasted and stayed in such great shape over these thousands of years. The base is very wide and gives strength to all the stones above it. With that in mind, it is how goal pyramids are put together. You begin with this solid base and build on:

- Daily habits are what you need to strength and use every day to reach your goals. This also includes losing bad habits and replacing them with good ones that serve your ultimate purpose. To open a business, you need the great habits of waking up early, exercising, doing the toughest task of the day first.
- Short term goals get put on next. These are the goals that give you strength. They are done by completing daily tasks on time. You need to raise money and find employees for your business.
- Long term goals are only available to you, if you put in the foundation of short-term goals and met them. For example, you had a short-term goal of getting investors onboard and interviewing staff. You now have the money and you are putting it into buying stock for your business. Your staff is hired and training before the grand opening is on-going.
- Primary goal is where you have made it to the top and your business is open with great stock and the right employees to do the job.

## Goal Setting Tools and Apps

- **Trello** is a versatile tool that can be used in a variety of ways for goal setting. As we discussed, 90-day goals are a popular method for goal setting and Trello has you covered there. You can use a template to set and view your 90-day goals.

Trello organizes by using a small card system. You can list out your goals, put in what routine you have to work on the goals and track your progress. Basically you can set up a card for any part of goals that you want to, including making checklists.

- **Google Drive** is a great way to share your goals with a goal buddy or a workmate. You can organize your goals online into whatever format works best for you. As you complete a goal, your goal buddy can check in and see how things are going and then offer coaching tips on how to improve.

- **Asana** is highly praised, much as Trello is. Many people who work on large teams find it a very flexible tool. Team managers can assign certain goals to the person most likely to complete that goal and check in on the progress. In Asana, you are able to create checklists to help you manage your goals. Weekly and daily tasks are much easier when you have it laid out in front of you. Make sure to download the free template for setting your goals and then take action filling it out.

- **Wunderlist** is a digital planner. Use this to write out your daily tasks and pay close attention to the section called, "My Day." This section will help you stay focused on your important tasks for the day and move you closer to completing your goals.

- **Nozbe** is great for setting the tasks you need to do to accomplish your goals. You can then add in what habits you need to develop in order to have success.

### Top 10 Goal Setting Books

- Michael Hyatt is well known for his book on goal setting, creating habits and some of the best planners available. His book, “Your Best Year Ever,” is a must read. The title says it all. Michael goes over how to become unstuck and rid yourself of the desire to quit when things get tough. It covers personal and business goals, which is great because if your personal life is not on track, it will make setting and achieving business goals very difficult.
- Thibaut Meurisse has a book called, “Goal Setting: The Ultimate Guide to Achieving Goals That Excite You.” Its title really speaks because if your goals do not excite you, then it is unlikely you will take massive action to achieve them. In this book, you will find ideas that give you an energy boost to get it done. We all know there will be roadblocks and the author addresses 4 ways to overcome the obstacles that crop up. Persistence is key to everything in your life and it started from the day our ancestors walked the earth. They were persistent in locating food and shelter to survive. If they didn’t, they perished. Humans have a weak persistence button due to the way society is. To excel, be persistence and Thibaut was wise to include this in his goal setting book.
- S.J. Scott covers everything you need to know about S.M.A.R.T. goals in the book, “S.M.A.R.T. Goals Made Simple.” This book also includes a section on accountability and for some people who set goals, they need an accountability partner to keep them on track. Creating positive habits will help you in all areas of your life and S.J. Scott talks about how to turn your S.M.A.R.T. goals into habits.
- Caroline Miller takes a slightly different approach in her book called, “Creating Your Best Life.” She uses real life stories of how goal setting creates ultimate happiness in your life. This approach of mixing goal setting exercises with examples of success, will appeal those who can relate to manifesting what you want in your life.
- Heidi Grant Halvorson understands modeling successful people. This is something Tony Robbins talks about extensively in his motivational books, which also include goal setting. Heidi talks about the 9 things that highly successful people do differently. This is serious stuff

because people like Bill Gates and Richard Branson became wildly successful by doing things that average people do not even think about. For real success and ultimate goal setting achievement, learning the secrets of others is the way to go.

- Mark Murphy is an executive coach. He believes that simple goals with no desire will no work. Instead, you need to get out of your comfort zone and set goals that are hard but also matched to a deep desire to achieve them. In his book titled “Hard Goals,” he goes deep into having intense feelings and ownership of your goals.
- Big Potential is by Shawn Achor. This book is a must for those who work as a team. In this book, it is stressed that the biggest potential is realized by having a team working on goals and giving each other valuable feedback. The team idea means that some people will be strong in certain areas like planning, while others may excel at taking a written goal and putting together a massive action plan.
- Classic books have timeless wisdom and with that thought it is important to read great books like, “How to Win Friends and Influence People,” by Dale Carnegie. The title may fool you into thinking that this book is not about goals but it is one of the best. A very large number of highly successful people over the last 80 plus years, have used this book to write goals and achieve success in business and life.
- The next classic book you should read is “The Power of Positive Thinking,” by Norman Vincent Peale. Remember if you have already read a fantastic book once... read it again and take notes. Both Dale and Norman’s books should be in your personal library and have lots of notes and highlighter marks. This book is about achieving life goals, while maintaining integrity and living a positive lifestyle.
- When it comes to goal setting, Brian Tracy is someone you want to learn from. Over the years, he has produced a number of business and self-help books that fly off the bookstore shelves. Titles like **Eat That Frog**, are classics. For goal setting you should definitely read, “Goals.” Brian is a big believer in doing some pre-work before even sitting down to write your goals. He advocates getting your beliefs in order and taking ownership of what happens to you in your life. Previously we mentioned persistence as being a key factor in not only setting but achieving goals and Brian factors that into his goal setting views. A definite do not miss book.

Goals are not all equal and they are not meant just for one aspect of your life. For this reason, we are adding this extra chapter covering 4 main areas of your life where your Goal Setting approach will take into consideration specific challenges...

### - Goal Setting For Entrepreneurs

As an entrepreneur there are many times when it is just you. Everything falls on your head, from accounting to making sales. You can get overwhelmed and then start doubting yourself and the goals you have set. When this starts to happen, you need to shut off the internal negative dialogue.

You will have many goals to achieve, yet you should make sure to have at least one big self-development goal. This may be working on your overall mindset or taking a course in NLP for super self-confidence and related items.

Just like your self-development goals, you should have monthly, quarterly and annual income increase goals. As an entrepreneur, your income is not set in stone like a bi-weekly paycheck. Motivate yourself to reach higher by having monthly to annual goals with an ability to track your progress.

Make sure you have short term goals in order to keep constant cash flow. If your goals are set for 3 month periods, you will find your revenue short, which means that you may have to borrow money for working capital.

### - Goal Setting For Your Career

In job interviews, it is normal to have the interviewer ask “where do you see yourself in 5 years?” The average person will stumble on this question or give an extremely brief answer. To advance in your career, you must have well defined goals, with timelines and a clear vision of what it will look like when you arrive in five years. Visualize it as if it has already happened and then write the goals to match your vision.

Move away from the crowd who always speak of dissatisfaction with their career and say they are going to do something about it. Those people are not committed and you know that you must commit to the vision and goals that you have. You need to do something every day to move towards your end career goal. That might be committing to getting more education or learning a new language.

It is a challenge to further your education while working, yet many people do this. Find out what you need to do in order to get that managers job if perhaps, you haven't made it to assistant manager yet. Frequently in the hotel system, you see people who understand this and they are able to spend a very small amount of time as a new assistant manager, before being promoted to manager. They find out what to learn and speak to and model those who did the same thing.

### - Goal Setting For Children

Imagine what life would be like, if your parents had taught you goal setting at any early age. What a great way to teach responsibility and a never give up attitude.

Teach children to dream big. Ask them questions like, "what would give you the most joy if you could do it in life" Ask them to set the biggest goal possible.

To make sure their big goal is truly what they want and that they are not guessing, ask them questions about why and how they can do this goal. A good way to get the steps they need, is to draw a set a stairs and write at the top, what the big goal is. Next, have them come up with a task/step for each stair. Chunking down what they need to do will give them the roadmap they need.

As an adult you are fully aware of the roadblocks to anything you do. Children do not always see obstacles and when one crops up, it could put them off from reaching the goals. You need to discuss what could happen. Ask them questions to really involve them. Once they are able to give a possible issue that may make them want to quit, ask them how they could improve? When they understand that they can turn a bad habit to a good one or find a way to knock down problems, they will be eager to try.

## - Goal Setting For Your Health

In goal setting for health, you need to take into account, not only your physical goals but your mental health goals as well.

Make sure to write out goals regarding avoiding and relieving stress. Make it a goal to meditate more than once a day, perhaps once in the morning and once just before bedtime. This will help you with the goal of getting proper sleep.

In your mental health goals, write out what you need to read and what even what podcasts would help with keeping your mind in a positive state.

Each person's health goals will be different. Those with a low amount of body fat, can incorporate weight loss directly into their fitness goals. If your health is suffering and the doctor has been talking to you about it, your weight alone might be one goal. In this case you need to write out separate goals for weight loss and physical fitness. This is the only way you can have clarity and laser focus on weight loss.

You should have healthy eating goals and make healthy eating permanent. Taking stock of how you eat and when you eat, can help in writing these goals out. Do you eat for stress? You would need to address that in your eating goals. Having a hamburger to release stress, will impact your mental health goals. You need the habit of drinking a large quantity of water, when you feel stressed.

### Conclusion:

Goal setting and achieving goals to be successful in all areas of your life...takes work. That is why so many people fail at goal setting or do not even attempt to set goals. You've read this book, which means you are highly motivated to take charge of your life.

This is a road map that you can follow and the information here, sets you up for success. You are already at the head of the class and now it is up to you to put in the rest of the work and graduate with honors. Take massive action and set your goals starting today.