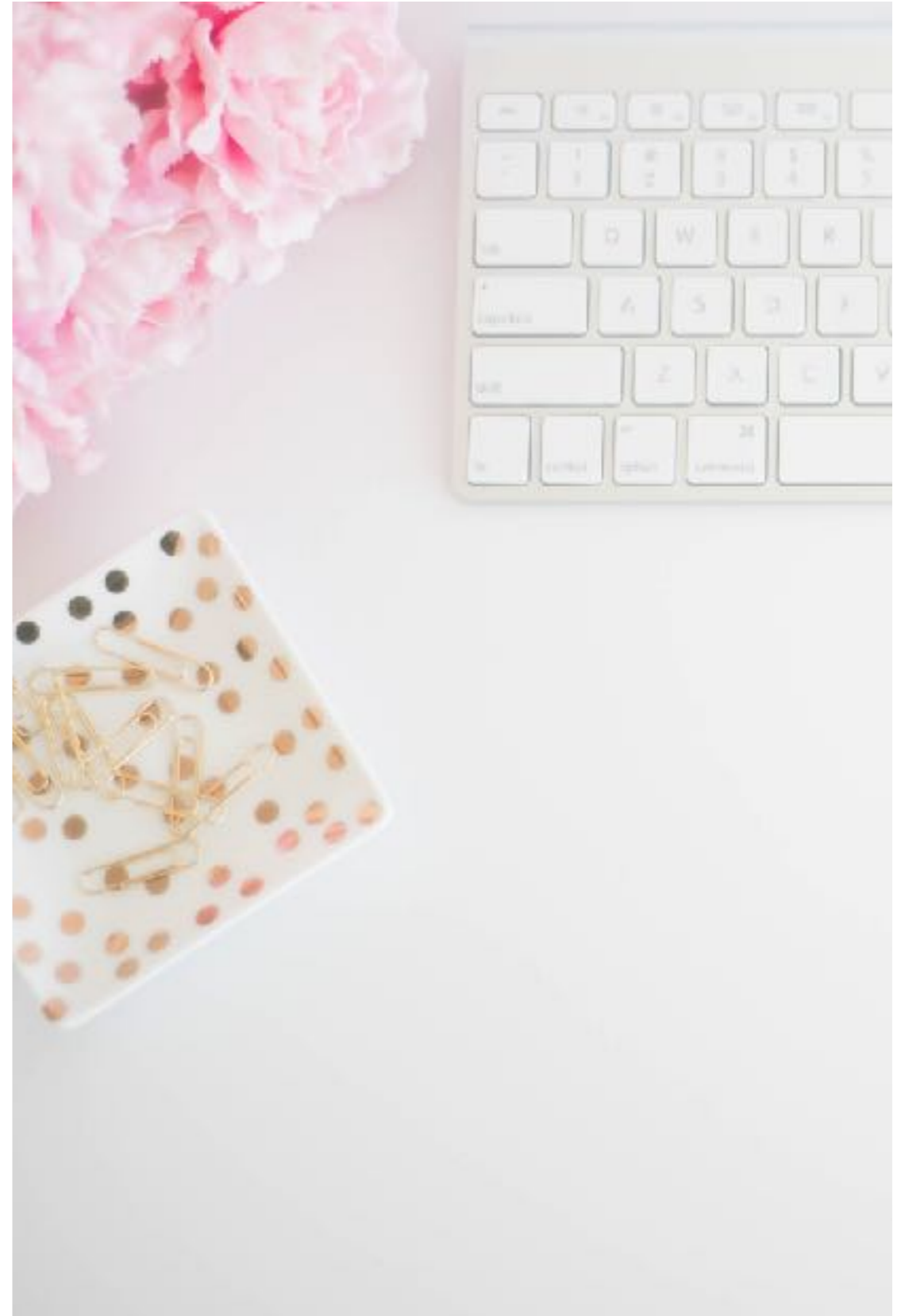


# *The Perfect Goal*

**HOW TO SET GOALS YOU CAN REACH AGAIN AND AGAIN**

# 01. WHY GOALS ARE SO IMPORTANT TO YOUR BUSINESS



# Understanding Your Business

- What are you doing that's working?
- What are you doing that you hate or isn't working?
- What's taking up most of your time in your business?
- Is that thing the most important?

# Growth & Success

- What does success look like to you?
- What goals do you have to set to achieve that vision?
- What is the most important thing you can do for your business to get you to your “dream job”?
- Will this vision take other people, more money or more time?

# *Intentionally Working*

- Set a big picture goal for the next 3 months
- This goal will fuel 3 other (smaller) goals for each month.
- These goals will give you your task list
- These tasks will be your daily to-dos

# Laser Focus

- Clean up your inbox (Seriously.)
- Unfollow, unfriend and unsubscribe (You don't need that many voices in your life)
- Get rid of your junk and clutter. A messy work space is a distracting workspace
- Install any tools you need to work better (Chrome Nanny, Rescue Time, One Tab, etc)

## 02. WHAT MAKES A GOOD GOAL



# Challenging

- Set a goal outside of your comfort zone
- Set a goal that makes you nervous
- Set a goal you're not sure you can reach
- Set a goal that you'd want to keep to yourself



# Obtainable

- Your goal shouldn't be impossible
- Your goal should be something that you could hit within two years
- Set a goal that somewhere in your gut, you feel like you can make it
- Set a goal that excites you

# Deadlines

- Your goal should have a 3 month due-date
- Your goal can't be moved or set back
- This goal needs to be set in stone, starting today and ending in 3 months

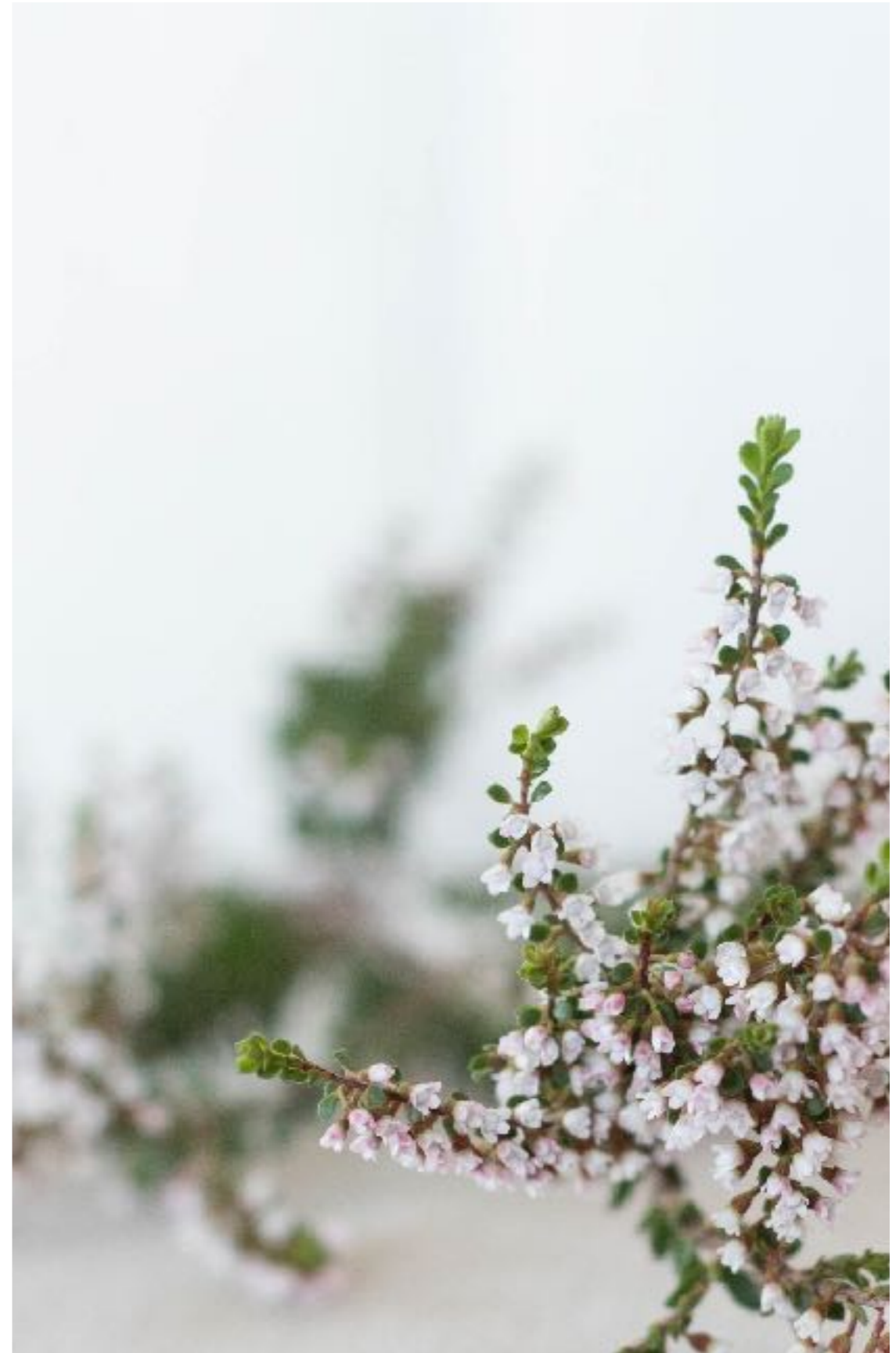
# Measurable

- You need to know if you've hit your goal
- Your goal needs to be able to be shared with others
- There should be a clear goal, action and result

# Positive

- Your goal shouldn't be to “stop doing xyz”
- Change the phrasing to positively frame your goal
- Write the goal in the present tense.

### 03. HOW TO USE A BRAIN DUMP TO FIND YOUR GOAL



# *Piece of Paper*

Grab a blank sheet of paper, a pile of sticky notes or hop on your favorite text editor and set a timer for 15 minutes.

Until the alarm goes off your only job is to write everything that comes to your mind and get it on paper.

All those projects you want to start in your business, those emails to send, chores to do, updates to make. Write them all down.

# Sticky Notes

I love using sticky notes because it's so easy to organize them when your done, but use whatever tool you prefer.

At the end of 15 minutes you should have a messy pile of things your mind has been holding onto. Now, it's time to organize these ideas.

# Organize

Make some categories.

Organize your notes or stickies into groups.

Don't think too hard about it and don't have too many categories.

5-10 groups is perfect for our next step.



# Fasting

- What can be done RIGHT NOW?
- What are your big projects?
- What can you remove from your list?
- What will you keep?

# Set Your Goal

- What is one goal that can unite these projects?
- Will that goal make other projects easier in the future?
- Will that goal set you up to get to a place of success?
- Are you excited about this goal?

## 04. DEVELOPING YOUR GOAL & ACTION STEPS



# Write it out

- Make sure the goal follows the format we talked about.
- Write this goal out on paper. Stick it on your wall, your computer, your mirror.
- Put this goal EVERYWHERE.

# 10 minute tasks

Now, take your brain dump notes and re-write your ideas into steps that help you reach your goal. For example, if you wrote “write more blog posts” on a sticky note, change it to say “outline and plan 3 months worth of blog posts” add a couple extra tasks like the following:

- Research ways to monetize blog posts
- Sign up for google ads
- Write 1 blog post each week
- Add relevant ads to the post
- Market the blog post on social media

# Break it down further

Take a day or two to work on this part. Re-write, clean up, add and organize your ideas into a set of tasks that push you toward your goal. If you find there are ideas that just don't fit in with your goal - save them for next month.

In the meantime, start working on your tiny 10-minute tasks that we pulled out earlier. Get those small things out of the way and off your plate so you can focus on the most important pieces.

Once you have your task list, it's time to put them into an order that makes sense.

*Break it down further*

WHAT IS THE SMALLEST, EASIEST FIRST STEP FOR YOU?

WHICH TASKS EXCITE YOU THE MOST?

WHICH TASKS ARE YOU DREADING?

HOW CAN WE BREAK SOME OF THESE BIG TASKS INTO SMALLER,  
10 MINUTE ACTIONS?

## **O5. THE 3 MONTH PLAN**





# Pick your Calendar

- Google Calendars
- ToDoist
- Asana
- SuccessWiz App
- Planner
- iPhone Calendar

# Next Steps

WHO WILL YOU TELL ABOUT YOUR LIST AND WHO WILL YOU TELL  
WHEN YOU COMPLETE TASKS?

HOW WILL YOU MANAGE TASKS THAT DON'T GET DONE ON TIME  
EACH WEEK?

HOW WILL YOU CELEBRATE AT THE END OF EACH WEEK WHEN YOU  
COMPLETE ALL YOUR TASKS?



Q & A