

GOAL SETTING

Discover What You Want in Life and Achieve It
Faster than You Think Possible



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INTRODUCTION

*Give me a stock clerk with a goal and I will give you someone who will make history-give me someone without a goal and I will give you a stock clerk –
J.C. Penny*

Have you ever wanted to accomplish something, but been unsure how to get started? Or maybe you started something, but couldn't figure out the right actions to take? Or you began taking action – and nothing happened. No results – zip, nada, zero.

Sometimes trying to aspire for something is like trying to find your way out of a very large (and very confusing) maze. You know where you are, and you know where you want to be, but the area between “here” and “there” is shrouded in mystery and fear.

Well, your fear and confusion are about to pack their bags and head off into the sunset because this eBook is going to take you by the hand and show you step-by-step how to achieve most anything. That's right – most anything.

You see, achievement is very much a process of moving from one place to another, just like the above maze concept described. If you don't know the route that leads to your destination, you'll just keep wandering around in circles.

Ah, but what if someone gave you a map, a step-by-step guide that told you exactly where to turn, which route to take, and led you easily to the end of the maze? I bet you'd have no trouble succeeding then.

The problem is that a map written by someone else can only help you so much. Unless the creator of the map lives inside your head and knows your unique position in life, your skills, your strengths, your weaknesses - any

guide they provide will be vague and general; untargeted to what YOU want to accomplish.

There is a solution, however. What if you could write your OWN map? What if you had a guide that could take you through a simple, step-by-step process that reveals the most focused action steps, how to prepare for dealing with obstacles, how to objectively evaluate your progress and change direction when necessary as you go along?

It is all possible with goal setting. Goal setting can give you that and more. It will guide you in developing your own focused, targeted, personalized map – a map that will lead you wherever you choose to go.

CHAPTER 1 – WHAT IS GOAL SETTING

Goal setting is the process of writing down specific, measurable, and time-targeted objectives. You figure out what you want, you write your desires down, and then you work towards achieving them.

The ability to clearly define and articulate your goals is the single most important skill you can develop to achieve the success you desire. If you don't set a destination, how will you know where to go? If you set a destination, but your description is vague, how will you know how to get there?

Unfortunately, in our society, the word goal has been given a bad rap. It is a word that is associated with commitments, responsibilities, and hard work. For some, it even reminds them of all the times they failed to meet their goals. Although this word has some negative connotations, setting and writing down goals is vital to any success. Here are the reasons why.

Benefits and Importance of Goal Setting

For starters, anytime you set a goal, in a sense, a switch flips on within your mind that helps you notice opportunities that you never noticed before – opportunities that could be instrumental for the attainment of your goal. Remember the last time you went to buy a car? Once you decided which model to buy, you started seeing them everywhere. Prior to flipping on that switch, you never noticed that car, even though they were always there. It works the same when you establish a goal; you become aware of options and choices you never knew existed. Until then, opportunities could be staring you in the face, but you'd never know.

Also, as humans, it is natural to have a lot of desires. However, many of our desires conflict with each other. Meaning, fulfilling one desire may require giving up another. For example, say you desire to have a promotion at work and at the same time, you desire the ability to enjoy your life. There may be

a conflict there because if a promotion increases your responsibilities, that may put more pressure and stress on you, consequently decreasing the quality of your life. In relationships, many people who want to find that special someone can't because they still have a need to date other people. As you can see, sometimes fulfilling one desire means not having another.

When you have conflicting desires like this, instead of moving toward any specific want, you remain stagnant, like the proverbial donkey Susan Jeffers talks about in her bestseller *Feel the Fear and Do It Anyway*. As one of her students lamented, *Sometimes I feel like the proverbial donkey between two bales of hay - unable to decide which one I want, and in the meantime, starving to death.*

However, when you work through the goal setting steps, you find out what you want in life and figure out the things that you are willing to let go. This way, your mind is not being tugged in every which way by your conflicting desires. And when you narrow in on what you want, you have a destination. When you have a destination, it is easier to pick the right road. As a result, you spend less time and energy getting there. However, without goals or a destination, you are like a heat seeking missile with no heat to seek.

In addition to letting go of the chains that pull you in every direction, another benefit of goal setting is that it naturally helps you stay away from the circumstances you want to avoid in life. There are two types of people in this world – ones who work towards what they want and those who work to avoid what they don't want. Most unsuccessful people in this world never focus on what they want. Instead, they spend their whole life trying to dodge situations they don't want. They spend all their time and energy not wanting to *be rejected*, not wanting to *be broke*, or not wanting to *have bad things happen to them*.

It is all and good to not want negative things in your life, but if you are always trying to avoid unwanted circumstances, it makes it difficult to move toward your desires. Imagine getting into a cab for instance, and telling the driver all the places you don't want him to take you. He might take you to a place you like, or he might not. It works the same here. It is great to know

that you don't want *debt* or you don't want *a stressful job*, but unless you communicate what it is that you do want, more than likely, you will be moving from one bad situation to the next.

This is where goal setting comes in. By deciding on what you want, you fill the void in your inner mind with a clear target. And when you work to move yourself toward that target, as a consequence, you automatically move yourself away from negative situations you want to avoid in life. It happens naturally.

More importantly, goals allow you to take control. Instead of living life by chance, you live by choice – you choose your own outcome and select your own course of action. Again, the unsuccessful people of this world live life by chance; they don't do anything to take responsibility for their lives. Instead of thinking about what they want out of life, they wait around for things to happen. They think the perfect job, person, or offer will come knocking on their door. When no one knocks, they get upset at the world.

Well, there is no reason to get upset because with goal setting, you choose what you really want to do with your life and what short term and long term goals you need to make that happen. Then you break down the goals into the smaller and manageable targets that you complete on your way to the success you desire. This way you don't have to wait around for things to happen, you create your own destiny.

Lastly and the greatest benefit of goal setting is that it gives you the precious ability to examine your life in the big picture. As a society on-the-go, we tend to get caught in a daily routine of completing tasks, setting schedules, living paycheck to paycheck trying to make ends meet. We never get a chance to step outside this routine to see if we are on the right road. We make the mistake thinking our busy lifestyle is progress. However, without some sort of destination to guide our actions, our busy, on the go lifestyles *accomplishes only busyness*.

With goal setting you step outside of this motion-cycle and look at your life in the big picture. You determine where you are at and where you want to go. As mentioned earlier, when you know where you want to go, you can