

Setting Goals – Six Characteristics of Highly Effective Goals:

1. WRITTEN

- a. Makes it more real.
- b. Increases conscious and subconscious awareness.
- c. You'll notice more people, resources, information and opportunities that are available to achieve your goal.

2. USES PRESENT TENSE

- a. Enables brain to visualize goal and start seeing it as real.
- b. Don't say "I will," state in present tense so it pulls you forward.
- c. What's more powerful:
"I will eat more healthy."
"I eat healthy foods and feel great about myself."

3. STATED POSITIVELY

- a. We think in pictures.
- b. The mind focuses on what you think about.
If you think: "I will not eat junk food," the mind focuses on the junk food.
Using a sports analogy, such as golf, If you think: "I'm not going to hit the ball in the water," guess where the ball goes? In the water!
KEY: Focus on where you want to go or what you want to do.

4. SPECIFIC & MEASURABLE

- a. Clarity attracts.
- b. Must give you a purpose.
- c. Ambiguous goals produce diluted results.
- d. Don't say, "I want to be happy or have more money." (If you find a dollar on the ground you suddenly have more money - is that what you really want??)
- e. Get specific, what does more money or happiness look like for you?

5. TIME BOUND

- a. It's human nature to put things off... we get comfortable or busy or lazy
- b. Most people work best with a deadline.
- c. Give yourself a reasonable timeline.
- d. Consider tying it to some external event, ie: launch website by industry conference.

6. BALANCE OF CHALLENGE & REALITY

- a. Needs to cause you to stretch, grow and get out of your comfort zone.
- b. Must also have some degree of believability.