**Goal setting Workbook**

**Just exactly what is it that you want?**

If you don’t know where you’re going, it doesn’t matter what route you take. Knowing where you want to go --- what you want to accomplish --- is vital to your success. In the early part of this century, Napoleon Hill was commissioned by Andrew Carnegie to find out what successful people had in common, and one of the key factors he identified was that every one of them had written down their goals.

Goals are one of the “Basic 5,” the things that have been found to be essential to success in network marketing. Remember, successful people do the things that unsuccessful people are unwilling to do. Writing down your goals and preparing a goal statement that you will read aloud twice each day may not seem important, but it is one of the key things that successful people do. This workbook will help you do it, following Chapter 4 in the *Career Manual*.

**Step 1: Capturing Your Dreams**

First, make a list on scratch paper (or copies of the next page) of everything you want. If you are married, do this with your spouse. Set aside a couple of hours when you will not be disturbed and take your time. Don’t worry about how you’re going to get all of these things. It doesn’t matter how big or small an item you dream of, just write it down!

Consider each of the major areas of your life in preparing this list:

 Spiritual

 Family

 Personal

 Business

 Material and Financial

**Do you want to make a specific donation to a religious activity? A favorite charity?**

**Save for your children’s education? Send them to summer camp? Buy a new baseball glove?**

**Own a new home? A new car? A boat? A vacation cruise? A computer? A new suit? New cookware? A gas grill? New countertops? Paying off a credit card debt? A video camera? A particular book?**

You should be able to fill several pages this way. Some of the goals you think of may seem out of reach, but don’t let that stop you from writing them down! Commit your dreams to writing: what you want, what you want to be, and what you want to do.

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**What I Want**

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**Step 2: Categorizing Your Goals**

Organize the goals into the five areas listed above. You can do this by copying them over to the next five pages, entering them on a computer, assigning a letter code to each one (S,F,P,B, or M), or using highlighters of different colors. This step will help you to define and crystallize your goals. You may begin to see where your strongest motivations lie.

**Step 3: Prioritizing Your Goals**

Within each of the five areas of your life, group your goals. You should start to identify those that are most important (of greatest value to you) as well as those that are most urgent (time-sensitive). An effective ay to do this is to label each item A, B, or C according to its category of importance: “A” means that it is vital, “B” that it is of some value, and “C” means that it would be nice to do.

Next, within each category (A, B, or C) in a specific area of your life, group the items according to time frame in which you think they should be achieved:

 Short term (Goals to be achieved within the next 18 months)

 Intermediate term (goals to be achieved with the next 18 months to three years)

 Long term (goals to be achieved in more than three years)

This would be a good time to re-evaluate your most important intermediate- and long -term goals to determine whether there are short-term activities that would move you towards these important longer-term goals. You may want to give these activities a higher priority than “C” items on your short-term list. Don’t eliminate the “C” items, though. These may serve as rewards for making progress towards your more important goals.

Finally, number the items in the order you plan to obtain them. You will now want to concentrate on the short-term objectives.

There’s a saying, *“The nearest peak is the tallest.”* Faraway goals may be more challenging, but it is our near-term goals that motivate us most powerfully --- and they must be achieved first.

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**Spiritual Goals**

**Short Term Intermediate Term Long Term**

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**Family Goals**

**Short Term Intermediate Term Long Term**

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**Personal Goals**

**Short Term Intermediate Term Long Term**

**Goal Setting Workbook Page 7**

**Business Goals**

**Short Term Intermediate Term Long Term**

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**Material & Financial Goals**

**Short Term Intermediate Term Long Term**

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**Step 4: Emotionalizing and Crystallizing Your Goals**

Every goal on your list must be SMART, which stands for

 Specific

 Measurable

 Achievable

 Realistic

 Timed

Define each short-term goal on your list as specifically as possible. Describe it exactly and in the finest level of detail possible. Your concept of the goal should be absolutely clear. If the goal is a microwave, choose the brand, the size, color and other options. Obtain a brochure if possible, or a picture from an advertisement. Experience your goals whenever possible. If your goal is a car, go to the showroom and drive the model you want. If it is a new home, spend an afternoon walking through houses like the one you want. If it is a stereo, take a copy of your favorite piece of music to the store and play it on the model you want. It is important to make your goals crystal clear so that your subconscious will go to work for you to help you realize your dreams.

Translate the goal into measurable terms. This will usually mean a monetary value, but not always. One of your goals may be to commit time to a particular community or social activity, for example, to work with the children in your local scout troop. For the goal to be useful, it can’t be vague or general: “spend time with the scouts” won’t do. It isn’t sufficiently specific, and you can’t really measure it. Make the goal as specific as possible: a specific number of hours in a specific role in a specific time period. “I am serving as an assistant scoutmaster and spending three hours each Thursday evening and one weekend every month from September to June.” That is specific and measurable. At the end of each month, you will know whether you have done it or not.

Verify that the goal is one you can really achieve. It may be too late for you to become a professional athlete, and wishing won’t make it so. On the other hand, you may well be able to achieve a single-digit golf handicap.

Finally, you must identify when you want to reach the goal. This is crucial. You must set a deadline, a particular date and time for accomplishing each of your goals.

For example, if the goal is to get out of debt, list every one of your debts separately, with the exact amount of each one. Identify which one is the most pressing (for example, to avoid extra charges and fees, or to minimize the interest rate being paid). Set a date to pay the first one off, then the second one, and so on. Calculate how much money you need each month to pay off each debt by the date you have set.

Be realistic about the effort required to achieve your goal. If you are only willing to commit 30 minutes per day to piano practice, you will never be performing professionally. You must establish a balance between your desires and your commitment to achieve them.

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**Step 5: Build a Business Plan**

Copy your goals for the next six months, in the order you wish to accomplish them, onto the following table. For each goal, identify the required down payment and the monthly income required to support the goal. Put these figures in the second and third columns of the table.

In the fourth column, you will accumulate the monthly income to accomplish each goal in turn, adding each successive monthly payment to those higher on the list. In the manual this called the “accumulative” monthly income.

If that isn’t clear, following these steps will give you the desired result:

1. In the first line of the fourth column, *copy* the figure in the first line of the third column.
2. Working on the second line of the fourth column, *add* the figure immediately above (the first line of the fourth column) to the figure on the left (the second line of the third column).
3. Repeat the process: on the third line of the fourth column and each line thereafter, *add* the number above to the number on the left until you reach the end of your list.

In the fifth column, translate this monthly figure into a weekly figure by dividing by four. (Dividing by 4.3 would be more precise but using four will give you a little margin. If you overshoot your goals, well, you run the risk of reaching your dreams early.)

In the sixth column, compute the number of executive coordinators you must sponsor and develop to achieve this income. You can calculate the number of income centers you want to have “flushing” every week by dividing the weekly income desired by $2,100. Then determine the number of “qualifying legs” (>5,000BV/week) needed to cause this number of centers to flush. (For all practical purposes, this is equal to the number of centers plus one.) Finally, multiply this by four because it takes about four executive coordinators in each leg to make it qualify.

Understand two important points:

* Four “Go-Now” distributors will not immediately build 5,000BV/week---initially, four distributors seriously doing the Basic 5 will probably bring in about 5,000BV/month.
* Although you only need to sponsor one distributor per leg, you don’t want to have to depend upon the timing or actions of others to achieve your goals. That’s why we recommend sponsoring as many people in each leg as it takes to get four “Go-Now” distributors.

In the 7th column, put the date you want to achieve this goal. The last date should be no more than six months from your qualifying date (“QDate”). Remember, it will take a new distributor several weeks to get trained and moving, so you should allow up to two months of “lag” from the time you sponsor each distributor to the time that they can be expected to qualify as executives or begin producing significant business volume.

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Now, give yourself a reality check. What are you willing to give to achieve this goal? How many meetings are you willing to attend during the week and on weekends each month? How many are you willing to hold yourself? How much time will you commit to your own training, reading, and listening to tapes? Given the number of people on your possibilities list and the amount of time you are willing and able to commit to the business, is this plan realistic? Identify what you are willing to commit, to sacrifice, and what you must overcome to become successful.

**What I Will Do, Commit,**

**Sacrifice and Overcome**

**Time:**

**Meetings:**

**Money:**

**Changes:**

**Sacrifices:**

**Things to Overcome:**

**Other Commitments:**