

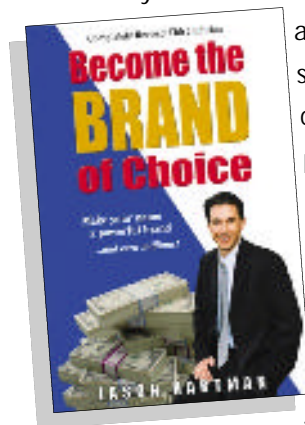
Make 2003 Your Best Year Ever With Jason Hartman's Goal Getting System



Aim For The Goal...and Score!

The next step in establishing an effective relationship marketing and Personal Branding program is *goal setting*. I'm familiar with several goal-setting systems, and I'd like to share with you one that has worked well for me. Here

gives you a logical framework for dividing, planning and pacing the steps necessary to achieve your goals. For example, rather than saying, "My goal is to lose ten pounds", the statement is stronger when you rephrase it this way: "I have already lost ten pounds, at the rate of two pounds per week. For every pound I lose, I feel stronger and have more energy." You have established a realistic time frame for the realization of the results of your goal statement, and by avoiding time ambiguity, you lessen the chances of procrastination or abandonment of the goal.



are the guidelines for effective goal setting that will help you develop clear, concise goals.

Be results-oriented

Your goal statement must focus primarily on the desired result, and it must specifically state in the present tense what it is you want to achieve, as if you have already achieved it. A concise one-

sentence statement is usually adequate. For example, rather than saying, "My goal is to make \$200,000 this year", the statement is more effective when you state it this way: "I'm on track to earning \$200,000 this year, and I'm enjoying the benefits of my high income every day." Remember that your sub-conscious mind is very gullible. It can't tell fact from fiction. So you can fool it into thinking you are already at your goal, and it will direct your behavior accordingly. You can thereby create your own reality by telling yourself you've already achieved it. This process works for both short-term and long-term goals.

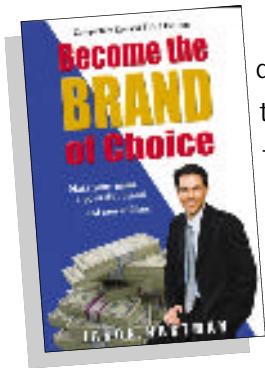
Use a specific time frame

Define the specific time frame for the achievement of your goals. When you have a time reference, it adds a dimension of urgency to the goal-setting process. It also

The goal should be measurable -

You must define a clear way to measure your progress toward the achievement of your goals, and specific targets at which to aim. When your goals and your progress are measurable, you are more easily motivated to work toward them, because you can monitor your results and take corrective action if you are off course. Also, by having immediate feedback of your progress, you reinforce your commitment to your goals. Instead of saying "My goal is to start a savings plan this year", the statement is stronger when you rephrase it this way: "I've saved one hundred dollars from each paycheck for a year, and I'm enjoying the security of knowing I have a growing savings account."

As you set your goals, write a detailed statement of the sensory impressions you will feel when you actually realize each goal. Be as specific as possible: What will it look, feel, taste, sound and smell like? Also, detail the emotions you will experience upon the realization of your goal. Next, write a statement of the "payoff", or the positive conse-



quences you will derive from achieving the goal.

Test the sensory aspects of your goal statements with questions such as these:

- *Is this something I really want?*
- *Is this possible (realistic)?*
- *Will it change me and help me grow?*

If your goals are to take root in your subconscious mind, and activate your nervous system to set you on a path to take action toward their achievement, they must be imbued with rich sensory detail. Remember that your subconscious mind cannot tell the difference between reality and vivid imagination, so the more vivid and realistic you make your mental images, the more likely you are to fool your subconscious into believing your goals are already your reality. If your subconscious believes you have already achieved your goals, it will direct your conscious mind to behave accordingly, and your behavior will hasten the actual realization of your aspirations. Just as the little acorn is the seed of a giant oak tree, our goals are the seeds of our reality.

It has been said that a person without goals is like a ship without a rudder. It's not a good idea to go through life rudderless. To help you navigate life successfully, I will now give you an eleven-step method for goal achievement. From my own experience, I've found it to be a very effective system.

The Eleven-Step Program

Step One...

Make a detailed list of all the things you want to *do*, *be*, and *have*. Create in your mind the people, places and feelings you want to experience. Use your imagination to *do*, or *be*, or *have* anything and everything. Do not limit yourself! Remember to include things in all areas of your life,

such as: career, relationships, finances, leisure, education, spirituality, retirement, and family.

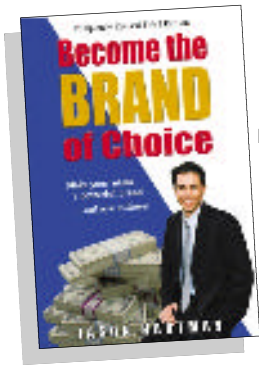
Step Two...

Put *time limits* on each goal - one month, six months, one year, etc. If you find that most of your time limits are long-term, break your goals down into smaller sub-goals. Generally speaking, you will be more likely to achieve large goals if they are tackled in easily accomplished smaller segments. Remember that "the best way to eat an elephant is one bite at a time". On the other hand, if you find that too many of your goals are short-term, decide which is the most important, and prioritize them. Then focus on those at the top of the list, doing one thing at a time. If you get too scattered, or have too many unfinished projects, you will lose your focus and become ineffective, frustrated, confused and discouraged. Harry Emerson Fosdick once said: "No horse ever accomplishes anything until it is harnessed; no steam or gas can drive an engine until it is confined; no Niagara is ever turned into light and power until it is channeled; and no life ever grows great until it is focused."

Step Three...

Select five of your most important goals. Write a few concise paragraphs about each of them. Describe how each will look, feel (physically and emotionally), sound, taste, etc. Involve all of your senses as completely as possible. Create a vivid mental image of each goal as it is achieved. The longer and more detailed your descriptions are, the better. Use powerful and compelling adjectives to describe the changes that have taken place in your life because you accomplished these goals (use plenty of imagination). Read these descriptions to yourself several times a day, every day, emphasizing what the achievement of each goal will mean to you, and why you must have it. You will be much





more motivated and effective if you have a compelling *reason* for making the effort, rather than just doing it.

Step Four...

Review your goals against this checklist:

- Are they specific?
- Are they positive?
- Are they consistent with your values (not your friends' values, or the medias', or your parents', but *your* values)?
- Are they clear to the senses (sight, sound or feelings)?
- How will you know when the goal is achieved (is it measurable?)?

Step Five...

List the tools, abilities and resources you have, or to which you have access. You have many resources at your disposal, and you may not even be aware of all of them. Be honest with yourself when you list your talents and abilities. List all the resources available to you for each separate goal (your resources include all the people in your life who could help you in some way). You may have a slightly different list for each of your goals.

Step Six...

Describe the type of person you need to be to accomplish your goals. Find successful role models, and read about and study their lives and their teachings. Remember that in life, as in the laws of physics, for every action, there is a reaction. If one of your role models has accomplished something that you would like to accomplish, just do what he or she did, and you should get the same, or a very similar, result (similarly, if you continue to do something that doesn't work for you, you will continue to get unsatis-

factory results).

Keep in mind, however, that there are always elements of special talent, luck and circumstance, which you may not be able to duplicate or control. For example, suppose you have always dreamed of being an opera star. You have researched Maria Callas' life story and begin to copy her behavior. You try to do *everything* that Callas did on her road to stardom. Except for one little detail - you can't sing. No matter how hard you try, or how long you practice, or how many important people you know, you still can't sing. In this case, you'd better not quit your day job. You will never be another Callas. Or, suppose you want to be a great philanthropist like Andrew Carnegie. But you're broke. You can do everything Carnegie did, but unless you somehow become very wealthy, you will not become a great philanthropist. Or suppose you have always had a burning desire to be Queen of England. You can emulate Queen Elizabeth to your heart's content, but without the circumstance of royal birth, you have no chance of becoming Queen of England. Of course, these are extreme, even ridiculous, examples, but I want to point out the importance of being realistic and honest with yourself, or you will set yourself up for frustration and disappointment.

In general, before we can *have* something, we must *do* something, and before we do something, we must *be* something. Zig Ziglar said, "It's not what we get by reaching our goal that counts, it's what we become just by trying."

Step Seven...

Create a detailed step-by-step goal-achievement plan. List what you need to do today, tomorrow, next week, or next month. Break every goal down into daily activities and do something every day to advance yourself toward that



goal. Remember, read your sensory goal statements every day and visualize yourself as already having achieved your goal(s). You must come to believe them, and that each and every goal you've set for yourself has *already happened*, or is *happening right now*.

Step Eight...

Be willing to take prudent risks (taking risks does not mean being *reckless*). Step outside of your comfort zone. When in a new endeavor that involves uncertainty, start small and build on your successes, always going forward in your actions. You can't continue doing what you have always done, or nothing is going to change. It's foolish to expect different outcomes if you persist in doing the same old things. In baseball, you can't steal second base while keeping your foot firmly planted on first base. Expecting success in achieving your goals without doing something different and being willing to take some risks is like sitting in front of an empty fireplace and expecting to get warm.

Step Nine...

Take action! There is no substitute for action. Nike (the shoe company) hit the nail on the head with their sales slogan, "Just Do It!" If one of your goals is to lose weight, you will need to get your butt off the couch, push yourself away from the dining table, get on a diet, and start a fitness program. You can start slowly, but the key is to *get started*. Then, follow through and make your program an integral part of your lifestyle so you do not lose your momentum or commitment to your goal.

You must take some action on every goal every day, even if that action is just to read your sensory goal statement, so you have some positive reinforcement of your commitment. If your goal is to save money, start when you get your *next* paycheck. Drive to the bank, open a savings account and make a deposit equal to your goal amount. Follow up with a deposit *every time* you get paid. Consider yourself one of your most important creditors, and you

must pay yourself just like you must pay your mortgage or rent, your phone bill, or your electricity bill. Convince yourself that if you miss a payment, you will take yourself to court to collect the debt you owe yourself.

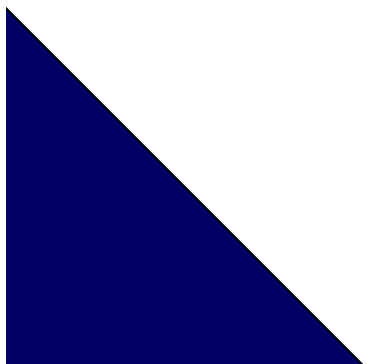
Step Ten...

Stay prospective. Try to anticipate positive developments, and facilitate them. Once your goals are verbalized, written, visualized, and you believe they will happen, just let them happen, and enjoy your progress and the daily changes that are occurring in your life. Harold Melchert said, "Live your life each day as you would climb a mountain. An occasional glance toward the summit keeps the goal in mind, but many beautiful scenes are to be observed from each new vantage point. Climb slowly and steadily, enjoying each passing moment. The view from the top will be a fitting climax for the journey."

Step Eleven...

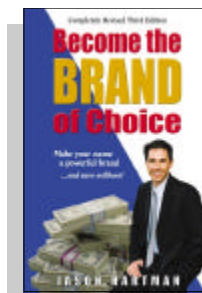
Set an example. Let others see the progress you are making, not by boasting or merely saying you're going to do something, but by living out loud, so to speak, so that your personal or professional life-changes are evident to your friends, family and associates. People will start to change the way they perceive you - they will start to see you as the person you intend to become rather than as you were. The ways that others interact with you will change as you change, and this will reinforce the new directions that you are taking.

It's interesting how pursuing your personal goals starts to affect others in your life. A few paragraphs back, I said that if you don't take control of your future, others will determine it for you. Now, by taking charge of your life and the direction it takes, you are changing the lives of others who work and live with you as they adapt to your new reality. Don't you find that process fascinating?



© Copyright 1999-2003, Jason Hartman

www.BrandofChoice.com



www.PlatinumSells.com

