

Goal Setting Guide



Virtual
BIZ ⚡ PARTNER

Intro

It's hard to grow your business if you don't know your goals. Too many times I see people setting goals based on what others think they should do. I've outlined this simple process you can follow that will help you to decide your goals. And if you already have them set, but feel they are not quite what you want, try this process and see what you come up with.

And as a side note, if you are a mom also running a business, plan some time for this process when it's quiet at home and you won't have any interruptions.

Before you get started, grab a pen and paper. I find this works better if you are writing rather than typing. And if you are more inspired by colored pens and fun paper, then by all means use that.



Ok, let's jump in!

⚡ 10 Steps to Goal Setting ⚡

- 1)** Turn off all distractions. This means silence the phone, close Facebook and e-mail or anything else that might steal your focus. Get a piece of blank paper. Now pretend the year is almost over, you are having a conversation with a close friend telling them the 3 to 5 big goals you accomplished this year. Start writing down the conversation and be as detailed as you want. And these goals don't always have to be just business. For example, one of them could be to increase your overall health. If you are someone that has a hard time focusing, set a timer for 20 to 30 minutes for this step.
- 2)** Get a new sheet of paper and write down those 3 to 5 goals (maybe 6) that you were telling your close friend about. Sum up each goal into 1 sentence. Leave several lines between each goal or accomplishment and use more paper if needed.
- 3)** Say the first yearly accomplishment out loud. Now close your eyes, while concentrating on that accomplishment. How does it make you feel? Really soak in that feeling.
- 4)** Tell someone what those goals are. You must believe this goal can and will happen. You can take this a step further and the person you tell those goals to, ask them to be your accountability partner. This will help to make sure you are on track as time goes on!
- 5)** Now it's time to break these goals down. Braindump all the thoughts you have about what needs to happen for you to achieve this goal. Use paper, post-its, whatever method works for you. Or you can go back to that empty space you left in step #2. There is no right or wrong way to do this. The purpose is to get everything out of your head that you possibly can. If you are like me, once you start this, you will later think of more items to add to the braindump. I like to do a braindump then come back to it a day or two later and add those additional thoughts that came up.

6) Now enter that goal and tasks or action steps into your project management system. If you are not using any sort of project management system I recommend signing up for Asana, it's free and can do all you will need as your business grows. But if you already use something that works for you then stick with that. Right now, don't worry about adding due dates or lots of other details. Just get the project with associated tasks into your project management system.

7) This step is where things can get tricky. You need to have your goal broken into quarters or 90 day chunks. You need to have your next 90 days mapped out so you know what to implement to drive you towards you goal or goals happening. This means you take the tasks you set up for step #6 and now you are giving those dates, assigning them to yourself or a VA if you have one. In order to keep yourself focused and to avoid overwhelm, I suggest working on 1 to 2 goals a quarter. And 1 goal can take more than one quarter to complete. The bigger picture idea is that you have the next 90 days mapped out so you are moving your business forward based on your goals.

8) If you have a VA then set up a call to review the goals you have now set up. This can be helpful if you are someone that needs to talk through things. It's also a good time to check-in with your VA and make sure your tasks are clear, the necessary info is listed, and so on. You don't need to review each individual task, but talk about the goal, timing, who is doing what and cover any questions. Then make sure you check in on a regular basis with each other. I suggest weekly meetings even if they are short. And if you have no VA maybe have a meeting with a friend or accountability partner to make sure what you have set up makes sense. It's always beneficial to have someone review what we did because they will see it in a different way.

9) If you just did step #8 and you have no one for accountability or want community support then join my FB group here: <https://www.facebook.com/groups/momsinbusinessonline/> You can share your goals here, ask for support, get feedback and maybe even find an accountability partner. It's a brand new group and I am excited to support you in it!

10) Now **CELEBRATE!** Congrats for making it this far. Business isn't easy and you need your goals to steer you where you desire to go. You've just taken a crucial step so go reward yourself :-)

