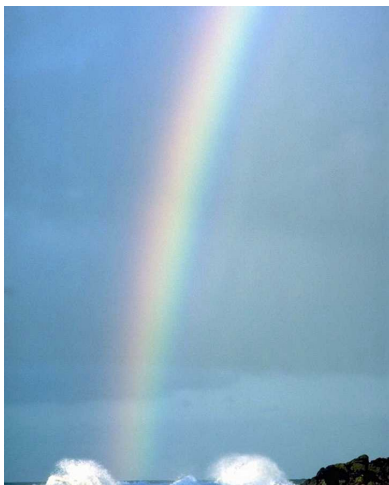


# 50 Ways To Reach Your Goals

A collection of ideas, tips, hints and other creative ways to help you achieve the success you desire.

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One of the primary factors of a happy, fulfilled life is a strong foundation of personal achievement. Of all the joys life has to offer, nothing quite beats the self-affirming thrill of setting out for and attaining our heart's desire.

There is a deep seated, instinctive need in the emotional make-up of human beings to chase after whatever makes them happiest – so much so that the founders of America placed the freedom to do just that as one of the basic and inalienable rights of all mankind – part of the definition of what it means to live a truly free and worthwhile life.

Each of the three main aspects of goal setting and achievement – choosing a goal, throwing ourselves after it and, finally, reaching success – has its own unique pleasure - the heart-stirring rush of setting out after something we've always wanted (or just discovered we want), the energizing pull of a finish line drawing ever nearer, and the giddy wave of satisfaction that fills us when we finally lay hands on our prize (and begin to eye the horizon for our signs of our next conquest). This cycle of desire, action and fulfillment creates a convection current of positive energy in our lives that helps us advance ever higher toward whatever distant pinnacle or success our journey through life holds in store for us. Without this energy flow, life can feel flat, dull and meaningless.

In this pages that follow, you will find fifty thought-provoking, effective and just plain fun techniques to help you succeed in capturing the spirit of adventure and success for your own individualized pursuit of happiness. Take what you can use right now, save the rest for a rainy day and get ready to live the life you dream of.

*Soni Pitts*

Visit my site at [www.sonipitts.com](http://www.sonipitts.com)

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## A Five-Step Process for Setting Goals

A special section created by Life-Work Coach Susan R. Meyer

[www.life-workcoach.com](http://www.life-workcoach.com)

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The first step to achieving goals is setting goals. If you follow five simple steps, you will have a very clear roadmap to lead you from today to a wonderful tomorrow.

### Step 1 – Create a vision of your ideal future

Write your dream. Be very specific – if you want a home of your own, include all the details. Where is it? What is nearby? How large is the property? What does the exterior look like? How many rooms are there and where will they be? What colors is everything painted? What are your neighbors like? This level of detail will make it much easier to set your goals because you will see exactly what the end-point is.

### Step 2 – Create goals from your vision

What are all the steps you will need to complete to achieve your goal? Make a list. For example, buying your dream house will involve researching locations and homes for sale. You will need to pull together money for a down payment. You will need to create a budget to see how much you can afford to pay monthly. You will need to research and get pre-approval for a mortgage.

### Step 3 – Write SMART goals.

SMART goals are goals that help you understand exactly what you need to do. This is what a SMART goal looks like:

***I will save \$20,000 within 24 months for a down payment.***

#### **Specific**

Describes the end result in terms of what is expected and when it is expected - \$20,000 within 24 months.

#### **Measurable**

Describes the end result in terms of quality, quantity, deadline or cost - \$20,000 within 24 months.

#### **Achievable**

Sets a challenge, but can be obtained through effort.

#### **Realistic**

Conditions of the goal are practical and relevant. To save \$20,000, you would need to save \$834 each month. Can you actually do this?

#### **Timely**

Appropriate in terms of current needs AND time-framed so that it is clear how long the activity will last. Saving for a down payment is timely if you want a house. Twenty-four months is the time frame.

### Step 4 – Identify obstacles

In the example above, saving \$834 a month might not be realistic or achievable. This could become an obstacle.

### Step 5 – Create plans (also known as *enabling goals or objectives*) to counter each obstacle.

If saving \$834 is an obstacle, you will need to create alternate goals like investigating no down payment mortgages or finding ways to borrow part of the money.

## Nuts and Bolts

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**Research several alternative ways to reach your goal, in case the most obvious path peters out short of the end.**

This avoids that trapped feeling you can get when you realize that the goal that you were after has, for whatever reason, been taken out of your reach. This tactic is similar to the way people plan a trip - when you know several different ways to get from point A to point B, if one road ends up being blocked, you can simply backtrack to the nearest turnoff and resume your journey from another direction. And sometimes, just as in physical traveling, the alternative route turns out to be more enjoyable and more appropriate for the journey than your first choice.



**Set up a goal-tracking chart that allows you to see where you're at on any particular goal – and what you still need to do**

Included at the end of this book is a sample goal-tracking sheet and instructions for use. There is room on this chart for several goals. This way, you can see at a glance how far along you are on any of them and whether or not you're falling behind on any.

This technique allows you to organize all the steps, tasks, and mini-goals at a time when you're mentally prepared for it, without worrying later that you're forgetting something. Plus, when posted in a prominent position (the family bulletin board, the refrigerator door or your office wall, for example) it serves as a reminder and a motivator to keep on keeping on.



**Periodically re-check and refine (or redefine) your goals**

It's no use struggling to meet a goal that, by the time you get there, no longer fits in with your life. During obvious stopping spots along the way (say, every 10 lbs on a weight loss goal, or when you've saved enough for a down payment as part of a house-ownership goal), take a few days to sit back and really *feel* how you are reacting to reaching this milestone. Are you excited, chomping at the bit – or nervous, with slight overtones of dread or entrapment?

Some nervousness is to be expected if you're reaching out in a totally new direction in life, and it's only fair to expect that not all feelings you have will be cheery and rosy, even if you truly want the goal you're heading for. There is, at the very least, some mourning to go through for the loss of your old ways and your old life. But take time to make sure that you aren't ignoring obvious signals that are screaming, "Run away! Run away!" for good reasons. Wedding jitters, for example, are perfectly normal; however, trepidation about abusive behavior, which doesn't seem to be declining (despite promises to the contrary), is another ball game altogether. Make sure that the goal you reach is the goal you want.



## Visualize success, and what you'll do to reward yourself

A goal envisioned is a goal half completed. Most people find it difficult if not impossible to expend large amounts of energy on something that they can't "see" as existing in their reality. Creating that vision before starting out on your journey creates a real destination in your mind, which is infinitely preferable to just wandering off in the general direction of whatever it is you want and hoping you end up somewhere acceptable. The stronger and more realistically detailed you make your visualizations, the better chance you have of succeeding. Why leave anything to chance – picture your goal right down to the stitching, as it were, to ensure that your energy is being focused in the right direction and is concentrated on creating the most effective and appropriate result.

Visualizing your "attaboy" (your gift to yourself for reaching your goal) works the same way, except with the added bonus of creating a higher level of motivation if it is a particularly, well, rewarding reward. Sometimes, if the work to get to your goal is especially difficult or unpleasant (weight loss, getting up an hour earlier every day, not yelling at the kids all week, etc) the treat can be far more energizing than the goal itself!



## Get your act together

Make sure that you have all the equipment, tools, resources, clothes and attitude you need to successfully reach your goal - *before* you start in on it. Nothing spoils a motivated mood faster than having to drop everything to find a pair of well-hidden tin snips, or getting to the gym and discovering that the skin-tight leotard you borrowed at the last minute from your sister doesn't meet their more conservative shorts-and-shirts-only dress code. Before embarking on any venture, always make sure that you know what you'll need. Think like a journalist writing a how-to of your particular goal. Envision each step and look around at your mental image – what are you doing, wearing, using, etc. Watch out in particular for those tricky "hidden" steps that can throw your whole schedule off – like getting halfway through a bread recipe for tonight's potluck and finding the instruction, "Now let dough set overnight in a cool, dry place"!



## Get motivated

There are literally thousands, if not millions, of books, websites, coaches, service groups and seminars out there just waiting to "pump you up"! Take advantage of these resources to boost your energy when it starts to dip, research motivational techniques you can customize for your own situation and temperament and find new and unusual tools and ideas to speed up your progress.



## Measure twice, cut once

Just as in carpentry, making sure that your decisions are based on sound data is essential to reaching your goals. Ensure that you know precisely what is going to be required to make your dreams come true, and that you meet these criteria and are capable of the sustained effort necessary. For some goals, such as being a pitcher for the New York Yankees, a certain set of basic skills and physical attributes are non-negotiable. Making sure that you possess these skills and attributes before you put your house in hock to pay for a Major League baseball camp is only common sense. If you're unsure whether or not you have what it takes, ask someone who does know – but be choosy about who you ask. If you want advice about making the Major League, ask someone with that sort of inside info – a scouting-level college baseball coach, a sports

agent, a sports journalist, etc. Don't ask cousin Bob just because he watches the game all the time and knows everyone's stats. Sure, he might be able to give you an unbiased viewpoint, but it is unlikely. Family baggage (he thinks you're the greatest thing since chipped beef, or he's still smarting over the fact that you ended up with "his" girl) can seriously impair his outlook. Friends and family members are usually the worst options for fair and objective evaluations, even if they are professionals in whatever field holds your interest. Only in the rarest of cases can someone be a professional first and a family member second – after all, they've probably been your (cousin, friend, etc) for much longer than they've been at their job.

That said, once you've double-checked the time, money and commitment necessary, and you're still sure you have what it takes – go for it!



### **Keep a progress journal or scrapbook**

Take pictures or write journal entries that track and celebrate your progress toward your goal and keep them in a special album or journal. If you get burned out or need encouragement, you can thumb through your past accomplishments and bask in the warm glow of past successes. You can also later use these notes and photos to create inspirational or instructional e-books, lectures or tele-classes to help others reach similar goals – and to help you expand the nature and scope of your goal.



### **Go surfing**

There are resources, websites, support groups, live chats, discussion rooms, forums, etc., on more subjects than anyone can hope to imagine, or need. Surely there are at least a handful of sites out there that could provide you with the support, information, motivation, and ideas needed to make attaining your goal easier. Learn the basic skills of effective, targeted web searching. Check your library for books on the subject or check the on Internet itself – yep, there are websites out there devoted to helping you find other websites. Ain't technology grand?



### **Keep fit**

Your body in many ways resembles a car. You can't get anywhere on an empty tank. Nor will you get far if it's full either – if it's full of junk. Eat well and in moderation, exercise, take time to have fun, balance your priorities, love, laugh, cry and otherwise allow yourself to be a fully developed person. If you bottle up "bad" emotions, fill your "tank" with candy, beer and cigarette smoke, and play couch potato all day, your goals may simply give up in disgust and walk out on you!

## Group Efforts

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### Start a “round robin” goal letter with others who need a little motivation and accountability

If you know a few people who are working on projects of their own (and lets face it, how many people do you know who aren't) ask them if they'd be interested in starting a “success round robin.” Participants do not have to be aiming for the same goals for this to work.

Start by writing a letter or email that briefly notes what your goal is and what you have done about reaching it and what tips, techniques and other helpful hints you may have (why not send along a link to this e-book, as well!). Send your letter on to the next person on the list, who then does the same before sending it on to the next person. By the time it gets back to you, not only should you have plenty to write about regarding your own progress (hey, you can't let the guys/gals down, can you), but you should also have plenty of inspiration and ideas to borrow from!



### Hold a “progressive” goal party

If you have a group of friends with the same goal who live in close proximity (or who can meet up comfortably in a third-party establishment), get them involved in a progressive goal party. The idea is to meet at one location, where you all complete one part of the goal as a group, then move on to the next (carpool or walk) to complete the second part, and so on. This can be extended to include shops and other buildings as well as houses. Be sure to have appropriate snacks, fun activities, etc., at each stop to make it a special day.

A good example would be a Christmas shopping/preparation party: Everybody starts at one house making lists, planning the day's activities and eating a light brunch. Next, hit the malls (or other predetermined shopping areas) together, making sure to help each other hunt down those hard-to-find items – and don't forget to stop by the coffee bar or other dining place to fuel flagging energy and regroup. Afterwards, it's on to the next house to wrap (and have a late lunch or early supper), then on to the next to bake cookies (don't forget the eggnog and late-night snacks!). It's good fun, great camaraderie, and everybody gets their stuff done and over with at one time.



### Join a support group, or form one yourself if none exists

The world is full of people who are in the exact same boat as you are, and many have been paddling that particular stretch of water for a lot longer than you have – to stretch a metaphor to the breaking point, these more seasoned mariners can often offer aid and assistance regarding sandbars, currents and other such hazards. Sometimes just having others around you who are going through the same issues (or have at some previous time) can help ease the feelings of isolation and those “I'm the only one who knows how I feel” blues that stop your momentum dead in its tracks.

If there are no support groups for your particular goal or problem, start one. Print out or write up some one-page flyers announcing that you are looking for people with the same concerns to form a support group. Be sure and put your phone number, email or other contact information on there somewhere, and then post them on bulletin boards at grocery stores, the library, any place goal-specific places (such as specialty shops or organizations related to your goal).



## Join a class

For almost any subject you can think of, someone somewhere is teaching a class on it. Check in with your local colleges (don't overlook specialized, vocational, or two year community colleges, as well as the more obvious universities), learning annexes, professional organizations and so on. Learning in a classroom environment means that your ideas (and limitations) aren't the sole foundation for your education. And in many cases, continuing or adult education-style classes work on a project basis, allowing you access to materials and equipment you wouldn't normally get to use as you finish whatever it is you're working on, while at the same time offering support, outside influences and the experience and personal attention of the instructor, all there to help you reach your goal.



## Goal-pool with friends or acquaintances

Get together with a group of friends or co-workers and host a logistical brainstorming party where all the invitees lay out the goals they'd like help with and make plans to meet them, with the help of the rest of the group. The result might look something like this:

- Every Monday the whole crew gets together for a half-hour after work to help Barbara make fund-raising calls for her charity (and in exchange, everyone gets invited to the hoity-toity, networking-heaven Christmas party held to thank the donors and volunteers).
- On Wednesdays, Bob hosts a scrap-booking dinner where he provides the food in exchange for mooching supplies, equipment and techniques from his more scrap-savvy cohorts.
- On Sundays, June hosts a brunch where everybody eats high on the hog in exchange for honest feedback on her catering recipes and presentation/marketing ideas.

Continue goal-pooling until everyone involved has met their goals – unless everyone decides to keep going and move on to the next batch of goals!



## Delegate your life

If you're having problems finding the time or energy to handle your everyday activities, let alone getting to your goal, "hire out" the other stuff in your life to clear up mental and physical energy for the sole purpose of reaching your goal. Assign distractions that don't require your personal involvement – like dinner-making, house-cleaning, errand-running and phone-and-door duty – to other family members. Do this until you reach your goal (or for as long as is practical, if doing it all at once isn't), with the understanding that you will reciprocate when it's their turn.

This can even be done in a work setting. If you are trying to study for a new certification, learn a new program to improve the company's database or some other job-enhancement goal, your boss may approve shifting some of your non-essential tasks to other employees (or even outsourcing them, if reaching your goal is important enough to the company). Just be sure and make it clear that reciprocation at a later date is part of the deal, so no one feels dumped on.

You might even consider suggesting that this become a standard company policy. The exchange of individual efforts for the good of the whole could just be the key to enhanced productivity for all!





## Get professional help

There's no rule that says you have to do it all yourself. There is a whole world of people outside your door (and maybe even in your house) who are capable of tackling parts of your project that you can't handle, or don't have the time for. Take advantage of them if that's what it takes to get the job done! After all, success is the issue, not proving you're Superman or Superwoman.

For example, let's say that your goal is to get your house ready for a move or an open house if you're trying to sell. If finances permit (and even if they don't, it can still be worth it in terms of mental health preserved), call in a maid service for a day to do basic cleaning, hire professional carpet cleaners, take the animals to a kennel and send the kids off with your sister to Chuck E. Cheese. Let the pros handle the crummy stuff while you focus on ensuring the safe transport of Great Aunt Gemma's priceless Ming vase to your new home, or while you get busy filling the house with that scent of baking bread that your realtor swears will close the sale.



## Bring in the big guns

People love to be needed, and love to be thought of as a leader in their field even more. If you could use a hand reaching a goal, ask around until you find someone in the field who seems universally respected and on the ball. Call them up and explain that you are trying to break into the field (be sure and choose someone for whom you will not represent up-and-coming competition) and that you've heard that they are the go-to person for the inside scoop. Ask them for what's known as an "informational interview", and offer to treat them to lunch so that you don't take up their valuable work time. Pick the nicest place within your budget, or ask where they like to eat – and don't forget your checkbook or credit card (call the restaurant first if you're unfamiliar with the place, to ensure your card or check will be accepted). Have a backup payment option on hand, just in case their credit card swiper is down that day. If your target decides to meet in their office, make sure you don't take up any more of their time than you originally asked for, unless they specifically ask you to stay on – and even then, use good judgment about overstaying your welcome.

Prepare a list of questions beforehand and make sure that you listen carefully to everything they say. Taking notes is nothing if not flattering to the speaker, so feel free to do so. If they start to wander off on a conversational tangent, a good way to bring them back on target is to say something like "Wow, someday I'd really love to hear all about (whatever they're talking about), but since I know you're very busy, I really have to ask you about (your question) before you/I have to leave."

After the interview, write a brief thank you note (on paper, not email) and get it in the mail that day or the very next morning at the latest. Then add that person to your network list! (See below)



## Create a network

There's a new kid on the block when it comes to networking – active network management. Rather than just collecting business cards and flipping through them when you need something (and losing track of those contacts you don't talk too often enough), active network management involves a bit more work – but nets huge results over time.

I've included a copy of the Success Team 100 program, Coachville's version of active network management (and one of the best I've seen yet) at the end of this e-book. Keep track of everyone you talk to that has been the least bit helpful (or even just friendly, if they couldn't help). Put the ones that seemed the friendliest and/or gave you the best advice in your active network,

keep in touch (and make sure to send them any business you can), and when you need it most you'll have a network of involved, knowledgeable folks who can put in a good word for you with the big boys!



**Tell your friends what you are doing, to make it harder to back out**

This is an oldie, but a goody. Peer pressure is a major force to be reckoned with, so why not put it to good use for once. Involve your friends to create an environment of accountability that will make it that much more difficult to weasel out of your resolutions or intentions.

## Sneaky Tricks

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### Break it up

Set aside specific chunks of time during the day (such as the first 10 minutes of every hour, or every commercial break) to work on a goal that can be broken down into smaller pieces, like writing a bunch of thank you notes, doing crunches, sorting through family photos, etc. Use a timer/alarm clock, if necessary and stick to your plan until you get the job done.



### Multi-task goal-completion work with everyday, "have to" activities

If you need to lose weight, don't take the dogs for a leisurely stroll – jog or power-walk them. Use the time you spend waiting at various appointments for catching up on trade reading or creating the materials/writing the outline for your next stunning teleclass or seminar. Take the opportunity to practice your character drawing or writing during your subway commute. If you need to do a job that is relatively mindless (weeding, ironing, dishes), use that time to listen to training MP3s/CDs or other goal-related recordings. The possibilities for implementing this tip are only limited by your imagination and lifestyle.

Always having something on hand to do that brings you closer to your goals during such “downtimes” not only frees up hours of otherwise lost time for your personal pursuits, but having something interesting and self-improving to do makes your chore time go by quicker, too.



### Work while you quibble

Sometimes you get halfway through a project and suddenly just feel like quitting, usually for what sound like good reasons – the workout's too hard, your skills are a little rustier than you thought, nobody seems to be buying your products, etc. When you hit this wall of resistance within yourself, go ahead and argue the pros and cons of quitting - *while you continue doing whatever it is you're doing!* By the time either "side" wins the argument, you'll generally be far enough along that you might as well finish!



### Choose “impossible” goals

When faced with a hard-to-reach goal, your best strategy may be to shoot even higher. Like aiming a punch or a kick “beyond” the target, aiming impossibly high will at least get you where you need to be, and will quite likely create a vacuum-like momentum that will pull you far beyond what you thought possible.

One of the reasons that this works is that by setting such high goals, you instinctively understand that what has worked before isn't going to work now – which ensures that “the way we've always done things” will be the first item on the chopping block. For example, if no one has ever made more than 30 sales in a month in your showroom, and if you determine that you're going to shoot for 50, it's quite obvious that the thinking and behavior that is normally employed to pursue sales simply isn't going to cut it. You'll have to sit down and figure out what sorts of things a person with 50 sales would have to have done to get them. Harebrained and even absurd possibilities that pop up in such brainstorming sessions suddenly become reasonable achievement strategies. Perhaps the thought comes that maybe there's a better source of clientele than walk-ins – instead

of just waiting for customers to come in, maybe you could host a series of classes showing how to get the best out of your product. Or perhaps you might start having sales lunches with old or repeat customers to pick their brains for ways to enhance your sales package. Or maybe researching mass-purchase possibilities by corporate-level buyers is a better option than focusing on the single-purchase buyers that normally generate your commission check.

Of course, despite all your creativity, it might not work. You may never hit 50 sales. But, at the very least, with your new strategies, high-level targeting and newly generated enthusiasm, you're more or less guaranteed to hit the previous ceiling of 30 sales without batting an eye.



### **If you're having persistent trouble reaching your goal, spend some time making sure you really want what you're fighting for**

Ongoing struggle and failure is a sure sign that something isn't right. Either you don't really want what you think you want, or something else is holding you back – and it is pointless to continue until you know precisely what the holdup is. Spend some time just noodling away at your own personal Gordian knot and see if you can find out how it got tangled. Once you know what the problem is, you can either untie the knot or figure out a way to cut through it.



### **Get away from your goals for a while**

Sometimes, absence *does* make the heart grow fonder. If you're so burned out on a particular goal that the thought of spending even one more minute in its company makes you want to barf, break away and do something else for a while. Take a mini-vacation, go to a day-spa, focus on a hobby or some other project for a few days – whatever it takes to get you the distance you need to clear your mind. When the mind is too tightly locked onto one target, it can develop an I/O (input/output) backup – no new info can fit in and nothing fresh can come out. Even as little as a few hours away from it all, if you're good at willfully blocking things from your mind, can be enough to give you some rest. Then you can come back to your task refreshed and able to attack it with renewed vigor.



### **Temp your way to the top**

Want to take the test for a software certification, but feeling a bit rusty? Need to brush up on your mechanic skills before tackling the full rebuild of that gas-and-oil-guzzler staining up your driveway? Or perhaps you need to re-enter the networking circle of your chosen work-from-home career after a few years out of the loop, but don't want to get trapped into the office-bound aspects of it. One visit to your local temporary staffing agency could have you on your way to meeting your goals and getting paid for it at the same time.

Temp agencies are well known for their desire to work with their employee-clients (that's you) on times, shifts, days and skill specifications. If you find out that you and a particular employer don't see eye to eye on what you need, you can just say "no" ("no's" are no big deal – the temp agency would rather find out *before* you walk out of an employer's office mid-shift and leave them with a PR hassle). By the time you've gotten what you needed out of the bargain, you and the agency have made some extra cash and the local businesses will know your name (and hopefully, that'll be a good thing).



### **Fake it 'til you make it**

On occasion, pretending that you have already reached your goal can be the same thing as actually reaching it, as far as anyone can tell. If you're trying to learn more patience, act patient even when you don't feel patient. Smile, and eventually you'll become a cheerier person without noticing when it actually happened. If you want to become a successful business person, do the things a successful business person would do: attend trade conferences, dress as well as you can afford to, speak with confidence (even if you don't feel it), and beef up your intro line from a weak "Hi, I'm Bob - in widget sales?" to "Hey, great to meet you. I'm Robert Sikes, top-ranking salesman in our Sarasota widget department." By the time anyone can "find you out", there'll be nothing left for them to find.



### **Perfect the fine art of the end run**

From time to time, the path to your goals is going to run smack into someone else's version of reality, which they may not be happy to have you "play through." In these cases, shift your direction of movement off-road and work around, rather than through, the problem. There are two important points to remember when doing an end run:

- Win-win is always better than win-lose, even if you have to work harder. Burnt bridges can come back to haunt you later.
- Creating your own version of reality, which is non-negotiable, is vital to a successful end run.

Example: You need a day off from your day job to make a goal-related trip or get some work done. You can either ask "Can I have a day off?" (...to which we can all guess the likely answer), or you can do an end run around their arguments and objections by simply stating "I've got to go out of town next month. Which is better for you, Wednesdays or Thursdays?" This creates the new reality (you *will* be out of town one day next month), but leaves those in charge still feeling in charge (win-win) by getting to pick the best day for you to do so. If they say that neither is good, then you counter with a set span of days by which you have to have this done ("I have to have this out of the way no later than the fifth") and let them deal with that.

Similar end-run approaches to different goals are definitely achievable. If you need a permit to open a business and the town council says that there are no such permits available, end-run solutions would include building outside the city limits or running a local campaign (backed by other city businesses) to change the laws. An end run around a college that doesn't offer your preferred major would be to create an independent study course in that field or to use a distance-learning college to flesh out the core classes you're taking on campus.

Does this always work? Of course, nothing in life is ever guaranteed. But with this new reality framework, your odds are way better than with simple "yes or no" questions, which have a base 50% chance of "no" right off the bat. To be effective, you must instill your actions with a mature approach that puts you on the same level as the person you're talking to.



### **Take a page from Eastern wisdom**

Meditation, martial arts that focus on disciplining the mind as well as the body, and chi-releasing massage and yoga can all help you reach your goals by clearing your mind, teaching you how to block out distractions, and showing you how to deal effectively with obstacles. The disciplines of

Eastern mind-body arts are a great help when stress or outside influences threaten your progress, and the meditative mindset helps keep the link between the sub-conscious and conscious mind open, streamlining the flow of creativity and flexibility and promoting the intelligent use of internal resources – and, not incidentally, short circuiting some of the resistance and negative self-talk that often create failure where there was none before.

Following a regimen of meditation and mind-body-spirit exercises also has a tendency to bring up old, suppressed issues and emotions that could be blocking forward movement without you even realizing it. Just think of these issues as psychological and emotional computer viruses lurking in your “hard drive”, quietly and invisibly throwing all sorts of otherwise normal functions off kilter, sometimes dangerously, and even protecting themselves by creating negative thought patterns which not only prevent you from removing them, but which prevent you from even seeing them in the first place. Yoga, meditation, deep prayer, hypnotic chants and other reflective practices are sort of like virus scanners that can root out such problems, bring them to the surface and isolate them more or less safely in a “quarantine” of conscious awareness where you can study them and their effects, and then get rid of them, in your own time.

## Thinking Big

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### Become a mentor or leader in the field

No matter what your goal or field of study, there is always someone who knows less about it, is further behind or needs more help than you do. By mentoring those who have not gotten as far as you have along the path, you create an ongoing drive to keep ahead of your “pack” and to stick to your studies. After all, people are counting on you!

Other ways to use this tip are to commit to teaching a continuing education class, hosting or speaking at a conference, giving a seminar, etc., on the topic of your goal. For example, if your goal is to learn how to raise orchids, halfway through your learning period set out flyers advertising a free class on orchid-growing, scheduled for the week after the end of your studies. Nothing keeps you heading for the finish line like a crowd of people waiting for you on the other side.



### Be like Mike (or Tiger, or Madonna, etc.)

The kings and queens of any field don't get there by cutting corners and letting others do their share of the work. If you want to be the best you can be, emulate those already at the top of their game: show up on time - every time; do the hard work necessary to build and maintain your skills; treat yourself with respect and treat others with respect (and make sure everyone else around you knows to follow suit). Surround yourself with people who can cover your weaknesses with their strengths. Keep your hand in, and your eye on, the fussy and not-so-exciting details and give back what you can – be a role model for others coming up from behind, use your talent to raise money or awareness for good causes, etc.



### Burn your bridges

Although it may be drastic, and very scary, sometimes jumping into a venture feet-first without a safety net can spur you onto success simply because failure (or quitting, for that matter) suddenly acquires “not an option” status. As scientific research shows over and over, the body's reaction when faced with a “sink or swim” situation can be a powerful force to reckon with. Survival is an overriding concern, and your body can't really tell the difference between actual survival in the jungle and metaphorical survival in the world of your goal, as long as it feels the same to you – especially if your way of life really does rely on your learning to swim as soon as you hit the water!



### Find a higher reason to reach your goal than just the goal itself

I need to be mentally sharp, physically and emotionally alert, and spiritually on top of things in order to do a good job for my clients. Knowing that none of these are possible without good physical fitness, when I feel like skipping or cutting a workout short, I repeat my mantra “Strong body, strong mind, strong spirit,” and picture all of the people counting on me to help them. This is a far more effective motivator than simply visualizing a fit body (which doesn't cut it for me after about 15 minutes on the rowing machine!) and reminds me of the higher purposes for getting fit.

Figure out for yourself how you can expand your perspective on reaching your goal – what things will it bring into your life besides the obvious, immediate benefits? Who else will benefit and how might that inspire you to greater effort? For example, a goal of getting up an hour earlier to have time for meditation might be hard to maintain on its own merits if you're not a morning person. But if you focus on how the calmer mindset and less rushed schedule will make you a better parent, spouse or employee, you may find that the higher benefits outweigh your immediate resistance.



### **Create an environment that is so inspiring and nurturing that it does half the work for you**

When your work and living space are cluttered and dirty, when dishes are piled up in the sink or when your wardrobe is uninspiring, energy that you need to meet your goals will be bled out of you like a battery being run down by a forgotten dome light. You need all of the energy you currently have just to run your life, and you need to generate more to reach your goals. Do so by ensuring that your environment doesn't just meet your needs (organizing, cleaning, maintaining, restocking, etc.) but goes the extra step to ensure that it actually creates energy by anticipating your needs and providing you with a reserve. How? Simple – overcompensation.

For example, if you feel better in bright colors, don't just throw out your "blahs" and pick up a few nice colored pieces – recreate your wardrobe starting with a few basic neutrals and then fill the rest of the closet with a handful of the brightest, most flatteringly-colored and styled clothes you can afford. This way, you will not only feel fantastic when you wear them, but when you look into your closet, you will feel inspired and energized by everything that is in there and not dragged down by having to fight your way through another "How can I throw together something decent out of this mess" battle.

If your problem is clutter and mess, organizing and maintaining is a great way to keep it under control, but having a "stuff audit" – where you toss out everything (furniture included) that you don't absolutely love or absolutely need, and that doesn't fit your perfect life ideal – ends up giving you less that you have to clean or organize, more room and more emotional energy to apply to other activities, plus the space to move in some choice, consciously chosen items that inspire you and move you forward, such as great art, a truly wonderful sectional set or that professional kitchen knife set you've always wanted (and never bought because your drawer was already full of inferior, but reasonably serviceable, knives).

Don't settle for less than what you want out of life – but less can be more if your new environment supports, encourages and energizes you.



### **Immerse yourself in the atmosphere and energy of your goal by volunteering**

Don't just run any marathon – find one that raises money for a charity! Why just learn to knit by making yourself a potholder when you can knit scarves, hats and socks for a homeless shelter, or knit blankets for rescued animals? Volunteering at a Habitat for Humanity chapter will perk up those rusty handyman skills that you need to finish that renovation. Other ideas could involve volunteering to lead an exercise class (using your own videos, if necessary) at the Boys and Girls Club, practicing your massage techniques at a women's shelter, etc.

Not only will you be setting aside time for reaching your own goal, but you will help others reach theirs, and meet some really neat people at the same time.





### **Maintain your spiritual strength and call on your higher power for help and guidance in times of need**

Just as you needn't go it alone in the physical sense, you needn't go it alone in the spiritual sense either. And just as you would apply for any and every grant, scholarship or other aid that your dream qualifies for, call upon whatever assistance that your religious or spiritual beliefs "qualify" you for too, whether that be intervention from saints on your behalf, direct guidance from your God, or however it works for you.

And on the same score, you shouldn't neglect your spiritual health any more than you would neglect your physical and mental health if you want to make your life over into something more perfect for you. Why leave any worthwhile option untapped when it could be the very source you need to end up with success at your fingertips?



### **Create a truth and step into it**

There is a saying in self-help circles that states, "Your mind can't take a joke." What this means is that whatever you believe to be true *is* true, at least as far as your mind is concerned. One dramatic example of this is what most people refer to as psychosomatic illnesses. There are many examples of this, such as false pregnancies and allergies that trigger severe, life-threatening reactions when the person believes (incorrectly) they have come into contact with the allergen. On a more psychological note, people who constantly repeat negative beliefs in their mind (I'm too ugly to attract men, my boss hates me, I will never be successful) create a reality where what they think is what they experience, unfortunately reinforcing the very belief that created the problem in the first place.

Although this can create problems for the people who suffer from the negative aspects of the phenomenon, you can harness the positive side of this extraordinary power for your own use by creating a truth and then stepping into it. For example, creating a powerful and professional website, complete with all the whiz-bang features of the big boys, creates a truth in the mind of your customers that you *are* one of the big boys and they will treat you as such, encouraging you to respond in kind.

Set yourself up with the trappings of success as it relates to your goal, behave as you would expect a successful person to behave and speak and think of your success in the present tense rather than future tense – and almost imperceptibly, you will step into the truth that you have created. Before you know it, you will be what you behave yourself to be, because your mind (which, let's face it, creates your reality as you know it on a very tangible level) can't tell the difference between, as it were, a Hollywood set and a real house. Make that ability work for you.



### **Never settle for what you can currently imagine**

You are a captive of your own imagination. In other words, your wildest dreams form the outer limit of what you believe to be achievable. However, there are many people who are living lives, doing things, and creating realities that are so far beyond what you could ever imagine that it will simply never occur to you to think about it – unless you consciously make the effort to suspend all disbelief in furtherance of your ideal life.

At one time, the running a 4-minute mile was thought by the top physical scientists of the day to be beyond the farthest bounds of what a human body could do – the physiology quite simply could not withstand the stresses needed to break this barrier. All their research supported these ideas and proved them to be true over and over again.

Too bad for them it *wasn't* true. When Roger Bannister beat the 4-minute mile in 1954, he was almost immediately followed by another, and then another and then hundreds of “anothers”, all running miles in under 4 minutes, until the point was reached where a 4-minute mile was less a wild success and more of a minimal time to beat as a measure of competitive racing base talent. What happened? It's simple. Bannister went to the edge of everyone's wildest dreams about how fast a runner could go and *he used that point as a starting block, rather than a finish line*. And you can do the same.

What are your wildest dreams surrounding your goal? Consider relocating your starting point to that accomplishment as the *least* you are willing to accomplish, rather than setting it up as a destination you one day hope to claw and drag your poor, worn carcass up to. Dream big, then run your race from the finish line onward.



### **Believe in your own Divine nature**

Despite the varying religious backgrounds that the world offers, all religions have one thing in common – a belief that their deity ordains each person's existence here on earth, usually through direct assistance in the birth process by the creation and gifting of a soul. That means that you are here because *the omnipotent creator of the Universe thinks it's a good idea*. And also, it follows by simple logic that if you are here, and alive, then some part of you (your soul or some other version of life force) is literally God-derived and often enough there is a direct and personal interest on the part of the deity in your being alive and doing the work you were sent here to do. How can you possibly fail with a genealogy and support system like that?

Remember your Source, and that you wouldn't be here unless you were supposed to be here. On top of all that, imagine how much spiritual horsepower you must have at your disposal to use, considering the Divine nature of the life force that's running your engine! It's a monument to the ability of the human psyche to generate artificial and self-imposed limitations that you manage to fail at anything!

## Just For Fun

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### Make a game out of reaching your goals

- Go to a yard sale and pick up a cheap board game, if you don't have any "throw away" games at home. Sit down and brainstorm a way to transform the game into goal-completion fun. Use contact paper to cover the old instructions or commands, and write in new ones with a permanent marker. Use stickers, arts and craft supplies, etc., to dress up the game to fit your needs. Then set the game up somewhere out of the way to play on an on-going fashion until you reach your goal.
- Use drinking games as a source of inspiration – for example, you might decide that whenever David Letterman takes a sip from his mug during his show, you have to do a set of crunches or iron a piece of clothing.
- Create a "Wheel of Fortune" spinner (you can re-decorate an old board game spinner) and spin it every morning to discover your mini-goal for the day.
- Set up a "game board" on the fridge and move magnetic pieces that represent various goals ahead one square for every task or mini-goal you complete on the way to the big finale.
- If several of you are working toward a common goal, hold casino nights at home or at work, where you bet goal-related tasks (keeping score on paper) and forfeit what you lose. For instance, if you have bet twenty crunches, a mile's walk and skipping two desserts on a losing hand of poker, you have to *do* everything you bet. You can also write such tasks on poker chips with permanent marker and then claim the forfeits you have in your stash after the game ends from each other during the period between games.
- Combine two or more examples for real fun!



### Friendly competition

Get together with a group of like-minded friends who are committed to reaching the same, or similar, goals. Brainstorm ways to "compete" in reaching those goals, decide on the timing and logistics of regular "check-in" meetings and perhaps set up a system of rewards.

Example: A group of friends all wish to lose weight. They decide to buy inexpensive pedometers to track their daily walking distance. Weekly meetings enable them to compare numbers and the winner each week is rewarded with a movie coupon paid for by weekly "dues" of a dollar or two per person.

Another scenario might be a group of co-workers who want to raise money for a charity. In their meetings, everyone is awarded "points" based on the money they raised that week, to be "spent" on favors from the others in the group (such as running off copies, fetching coffee, covering for them in meetings, etc). The selection and "price" of these awards should be determined in the initial meeting.



## **Play Family Feud!**

Every household has its own internal rivalries and competition. You've got to put up with it – why not use it to your advantage? For every grade-A homework assignment the kids bring home, you have to match it with 10 names for your prospects or contacts list within a predetermined time. Or for every goal your spouse meets, you have to match it with a goal of your own. Keep score and whoever falls behind has to pay a forfeit, like baking a batch of cookies for the winners! Feuders can scuttle their rivals' leads by doing more than is necessary (and getting it verified by a third party) and forcing the slacker to catch up or pay a forfeit. Hey, they're going to compete against each other anyway. At least this method puts a healthy, productive spin on the issue.



## **Choose a personal theme song and soundtrack that stirs you and refocuses you on your goal**

What would a superhero be without theme music? And what about those soundtracks used in the movies to make sure that those of us in the audience are either gripping our seats or bawling our eyes out on cue? Why not do the same for your life? Choose a song that seems to “say it all” about how you feel about your goal, or that just plain inspires you to do your best, then pick a “soundtrack” of other supporting songs to go along with it.

Make a tape, burn a CD, or download clips onto your computer – whatever works for you. Play the music when energy is flagging, when you need a boost, or when you feel the need to soar even higher than you already are. You can create a theme song/soundtrack pack for each goal you have, and even create a “master set” for your life in general. Keep your recordings handy – in the car, at home, at work - wherever you're likely to need them.



## **Go out dancing**

Not only does rhythmic movement of the body and the pulsating vibrations of music increase blood flow to important organs like the heart and brain, ensuring that you'll have the stamina and mental acuity to do what needs doing, but having a great night of fun, hanging out with friends and taking in hours of vibrant, energetic stimuli can give your creative juices a “tune up”, enabling them to function more smoothly in a crunch. And who knows - maybe that cute guy in the low-rider khakis will turn out to be the website designer you've been looking for!



## **Have a therapeutic meltdown**

It's crunch time: you're two days behind and the deadline's looming, your dog just ate your last clean hard copy of that oh-so-vital data and the helpful people at your computer company's customer service seem to have left the building – while you're stuck on hold looking at the “blue screen of death.” Time to lose it – constructively.

Get up and stomp and rant. Make it good, using up all those swear words you swore you'd save for a real emergency. Throw a few choice breakables (NOT the Ming vase – keep a box of rummage-sale crockery on hand for just such emergencies). Once you've gotten the hateful-nasties out, huddle up on the couch with a blanket and a beer or a cup of tea, depending on your tastes, and concoct a fantasy nightmare of increasingly worse case scenarios until the stakes and consequences are so high you can't help but giggle. That's your cue that it's working.

Once you've gotten to that stage, rank your scenarios according to their likely existence in the real world, design a few really solid plans for dealing with the most nightmarish projections, and then go to bed (no one will turn you in if you take a medicinal glass of wine with you). You'll wake up the next day rested, detoxified of all those negative energies that had been building up over the past few days, and totally prepared for the worst that can possibly happen. Anything less will be a breeze.



### Use birthdays and other gift-giving holidays to help reach your goals

Suggest to friends and family that for your birthday, Christmas, Hanukah, etc., you would much rather receive goal-related gifts than a new set of bath salts or scented candles. Examples:

- Tuition assistance at the college you're attending to get that new degree.
- Supplies, or money toward supplies, to open your new business.
- A gift certificate to a trendy shop to buy new clothes for that new figure.
- An invitation to that networking-central black-tie party to help promote your new business or fill up your Success 100 Team sheet.
- A computer program that you need for your new endeavor.

All of these gift ideas give your friends the chance to say, "I love you and support you", and they'll know that not only will their gifts fit (and be the right color), but that they will be used and appreciated far more than another holiday sweater would be.



### Clown around

Among the Plains Indians, *heyoka*, or sacred clowns, often purposely behave in strange or counter-intuitive ways, such as living their lives "backward" (riding facing the rear of the horse, drying off before bathing, etc.). They also tell tales of sadness and woe during good times and spin gleeful tales during times of want. This is done to teach the tribe's members not to take life too seriously, to remind them that all ups and downs are transient, and, on a more metaphysical level, to maintain the appropriate mental and spiritual balance of the tribe as a unit in relationship to the spirit world. Heyoka are held in very high esteem and thought to possess very strong medicine (spiritual/magical power) to keep the tribe healthy and safe through these actions.

You can integrate this "crazy wisdom" into your goal-reaching process by reminding yourself to invest money when times are good, prepare for unexpected emergencies and by remembering to have fun and go a little nuts in times of need to keep yourself from being sucked into a spiraling depression.

Even when times are tight, eating a dinner out or taking in a movie may make the difference between going completely bonkers and having the necessary mental calm and stability to make good choices. A proper balance in life is essential to reaching your goals and to using those achievements wisely – plus, even a little sip of tomfoolery has an impressive feel-good "kick" to it. So pull out that clown nose or those Groucho Marx glasses, slap them on your face and head downtown to see who smiles!



### Give yourself a gold star

Remember how rewarding it was in grade school to get back an assignment with a gold star sticker or some other tangible acknowledgement of a job well done? Well you can apply the same psychological boost to your goal-based activities today!

Sure, you could go about this in the literal sense, adding a sticker or some other item that makes you smile, such as a rubber stamp, to your daybook, calendar or goal-tracking sheet as a way to reinforce your successes. But why not get creative and offer yourself a more fitting reward? After all, you're a grown up now and your rewards should reflect this.

Ideas include:

- Treat yourself to your favorite pastry or specialty coffee that you resist indulging in regularly.
- Get a shirt or hat custom embroidered or screen printed (it's actually fairly inexpensive to do this) that reflects your successes. For example, your hat may sport a self-created logo for your goal, to be worn while actively engaged in goal-achievement activities. Or a shirt may have a message like "Ask me about my success!" to encourage others to help you pat yourself on the back.
- Give yourself a motivational award. Businesses do this all the time with "Employee of the Month" mugs and recognition pins, certificates, gift pen sets, etc. These items are available fairly inexpensively at motivation gift stores and websites. Even better, present it to yourself at a fancy dinner (in or out) complete with a short acceptance speech thanking all the "little people" (your friends and family who are dining with you) that made it all possible. Want more fun? Do this for every major milestone on the way to your success!
- Purchase some brightly colored window paint markers (available at any auto-parts store or department) and paint inspiring or congratulatory slogans, such as "Oh yeah, who's your daddy!" or "I'm number 1!" on the windows of your home and or vehicle, where you will see them often. Bonus points for painting it big enough to read from across the street – on the big picture window out front!
- Buy a face painting or temporary tattoo kit (henna works also) and tattoo yourself with congratulatory or inspirational messages. Better yet, become your biggest fan and paint your whole face up, sports-fan style, in your favorite colors – and root for the home team (that's you) all day long.
- Decorate a special dessert (cake, dessert pizza, big cookie, etc) in a congratulatory or inspirational theme with icing, sprinkles, etc. Set your creation in front of your plate to admire all through dinner.
- Create a boosting, "rah-rah" set of email messages (or just one that repeats) and load them into an auto-responder mailing program. There are many available on the web, and some are free (their ads appear in your email). "Opt in" to this self-created newsletter of support and at pre-determined intervals, you'll find these little "fun-sized candy bars for the soul" in your inbox.



### Have a "Pitch Party"

Invite friends and work together to haul out all the old stuff in your life that no longer works with your new direction. For example, if you have lost a substantial amount of weight, drag out all those too-big clothes, the ugly sweats you slouched around the house in and anything else that belongs with the “old you” (diet magazines, weigh-in charts, etc). If your goal is more esoteric or offers less tangible reminders of the changes, such as completing a training course or becoming a mother, buy a stack of brightly colored index cards and use markers to write down, one item per card, whatever in your life is getting “tossed out”, such as a low paying job because you weren’t certified, or pining over pictures of happy families in magazines because you didn’t have a baby.

Now gather up all the old stuff and ceremoniously destroy it, with lots of laughing and cheering! Have a bonfire, if that is permitted in your area, and throw everything onto it. Or burn the cards in a big ashtray or tear them up and fling them off a mountaintop. If the items are valuable, or you think someone else might find use in them, you can decorate your vehicles with streamers and window paint and have a festive parade to the local Goodwill or other “offloading” spot, then go out to dinner afterwards. Keep nothing in your new life from your old life that brings you down, holds you back or detracts from your success.

## And the winner is...

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### Once you've made it...throw a Success Shindig!

Of course you should celebrate your wins, but why do it in the time-honored (and booooooring) ways? Throw yourself a theme party, invite all your friends, coworkers, family – whomever you think should share in the fun – and let the good times roll. Ideas include:

- Throw a rock-climbing party at the local indoor climbing wall to celebrate your successful “climb to the top”!
- Host a “coming out” masquerade party. Invitees wear their brightest and most beautiful outfits, but hide them under dull and drab wraps until the appointed hour, at which point everyone “comes out” to join you in your brighter, more beautiful life like a room full of butterflies metamorphosing.
- Hold a gala awards dinner for yourself. Finagle your funniest friend or family member into MC'ing by regaling the group with your accomplishments, and then “awarding” you with your prize (see “gold star” tips on motivational awards above for ideas). Have lots of good food, music, drinks and whatever makes it a party for you. Wear a sash or nametag that announces your accomplishment so that everyone knows what you've achieved.
- Successful ladies – go on a “Queen of the Universe” adventure. Purchase an inexpensive costume tiara, gather up all your friends and have a girls' day out, complete with spa treatments, a movie, dinner...the works! Guys can adapt this by donning a custom printed hat or T-shirt and inviting the boys out for whatever spells fun for your group.



### Make it easy on the next guy

Take your experiences and create a book, article, tip sheet, checklist, website, workshop, teleclass or some other way for those who are following in your footsteps to avoid having to reinvent the wheel. Include things that made it easier for you, pitfalls that the inexperienced might stumble into, helpful resources and so on. You went to a lot of trouble and effort to achieve your goal – why not put that hard work to good use!

By helping those around you achieve their goals, you are also developing a network of people who will see you as a leader in your field, your name recognition and reputation will be enhanced and you could end up creating a prosperous income stream that will allow you to reach future success on the momentum of those in the past.



### Take a vacation

Give yourself some time off to just bask in the glory of your success. Head up to the slopes for the weekend, take a trip to the beach or just stay at home in your bathrobe with the ringer on the phone turned off. Rest and recovery are just as important to dealing effectively with life's successes as they are to its mishaps. If you immediately head out for the next horizon, you may burn out and fall apart, and in the process lose all the progress and hard work you have already put into your life.



Taking a vacation also allows you to expose yourself to fresh, new concepts, stimuli and information at a time when your mind is rested and refreshed, and open to new experiences. All this will add to the pool of “success mojo” you can call upon next time.



### **Give back**

Now that you’ve achieved success, use your skills, talents, position and influence to help others. Have you finally made it famous? Volunteer to show up at benefits to draw in the crowds (and the donations). Has your artistic ability finally achieved a level that garners good prices and lauded praise? Donate some works to a charity, or offer to do a mural or other piece for someone or some place that could really use it. Made your first million? Well, you get the picture.

What comes around *must* go around, if the system is to be kept active and healthy. Just as water cannot come out the end of a blocked hose, even with the inlet valve opened wide, hoarding your successes to yourself will eventually shrivel up the stream of energy and vitality you need to maintain it, not to mention keeping that power out of the world-wide playing field where it can do some good.



### **Create wealth**

Although wealth is often thought of as money-based, in truth it can be anything from actual cash to simply opportunities for others to better themselves and their lives. Now that you have reached your success, use your skills and position to create “wealth” (in the form of jobs, support systems, resources, mentoring, etc.) so that others around you can do likewise. As mentioned in the previous tip, once you get a system like that up and running sustainably, everybody benefits – including you!

## Goal Tracking Chart Instructions

Print out the Goal Tracking Chart on the next page, or use it as a template to create your own in any size or number goal columns that you require. Creating a Goal Tracking Sheet poster-sized on inexpensive and brightly colored poster board ensures visibility and accountability!

1. Place the name of one goal, or a major section of a larger goal, in the dark blue boxes at the bottom of the chart.
2. In the dark blue boxes at the top of each chart, in the appropriate column above each goal or goal section, place the deadline for that goal, if applicable.
3. Break down each goal or goal section into individual steps that make sense for each one (say, pound loss intervals for a weight loss goal, steps for gathering information for, completing and sending off a college application, etc). Fill in the light blue boxes in each column with stages involved in meeting that goal. Use as many or as few as you need.
4. Cross out, color in or place a sticker, etc., in each goal-step box as you complete that step (see sample chart this page). By placing several goals on one chart, you can track whether or not one goal is getting the lion's share of your attention, and you can eliminate worry over forgetting about less vital, but still important, goals in the flurry of day-to-day life.

### Sample Chart

Christmas	End of March	June 15	End of August
Reward Party!	Compile and publish	Live publish	Close 20 deals
50 lbs	Finalize design/layout	Validate code and test in browsers	Follow up interested prospects
40 lbs	Final draft text	<del>Design/content</del> final draft	Follow-up qualified leads
<del>30 lbs</del>	Rough draft text	<del>Design/content</del> first draft	Organize qualified lead list
<del>20 lbs</del>	<del>Outline text</del>	<del>List pages/content</del> needed	Cold calls
<del>10 lbs</del>	<del>Research</del>	<del>Outline design</del>	<del>Generate suspect list</del>
Lose 50 lbs	Finish E-book	Create work website	Generate 20 new clients

### Goal Tracking Chart



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### **Everyone knows the benefits of networking...**

1. No marketing or advertising costs.
2. No pain. No cold calls.
3. No waiting/hoping for more clients.
4. **And...the potential clients who do call are naturally better screened and readier to hire you.**

### **But how do you build a network quickly?**

1. Chamber of Commerce socials. Sure these work, but it's expensive time wise and for some sanity wise.
2. Networking groups. Can be very effective, if you're the type.
3. Ezines. Extremely powerful but they take time to build.
4. Team 100 Approach. It's free, it's here; let me tell you about it.

## **Phase One**

### **The Question...**

**If 100 other professionals knew you better, how many more referrals would you get?**

### **The Team 100 concept**

The idea is to educate 100 other professionals on exactly what you do. And ask them to educate you on exactly what they do. Tit for tat. No favors, no begging, no debt, no smiley-facing. Just a clean, fair, intriguing and powerful approach.

### **Why 100 other professionals?**

Because professionals know and come in contact with lots of other people, some of whom are absolutely perfect to be your clients. It's just a matter of expanding your network to tap into the network of other professionals. Simple, doable, easy. No selling required. Just honesty.

### **How do I start?**

Starting this process is really easy.

1. Print out the Team 100 form that follows this outline.
2. Take out your Rolodex, Palm, Day-Timer, business card file or that drawer in which you've stored those little slips of paper with people's names and numbers on them.
3. Start filling out the Team 100 form with those names.

### **The objective?**

To fill up your dance card of 100 professionals. That's the first step. You may not know 100 other professionals, but you probably know 20 or 30 or 50. Start there; write them down on the Team 100 form.

### **The Moral of the Story...**

1. You **can** build up a strong referral network.
2. The Team 100 Program (totally free) is just about the best way to do this.
3. You want the phone to ring with prescreened potential clients.
4. You want a referral engine/machine that **KEEPS** that phone ringing so that you **NEVER** have to do **any** other marketing for the rest of your professional practice.

## **Phase 2**

### **The Question...**

**How do I turn the Team 100 idea into long-term revenue/referral streams?**

### **Last section...**

1. I introduced you to the idea of the Team 100 program, as a way to build a network that in turn refers more business to you.
2. I asked you to start filling out the Team 100 form, from your Rolodex.
3. And I promised to show you how to turn this simple idea into a marketing and referral machine.

### **Here is exactly what to do...**

1. Fill out the Team 100 form as best you can, drawing from your Rolodex, business card collection, address book, Palm Pilot.
2. Send a letter to each person on your Team 100. (See letter below.)
3. Call the best-connected 10 on your list to get more folks to add to your dance card.
4. Get at least 25 more names/contacts from actions #2 and #3 above and fill these onto your Team 100 form.
5. Call or send a letter to each of these new folks.
6. Repeat process with these folks until you reach 100.

### **The Moral of the Story...**

1. You **can** build up a strong referral network.
2. People in your network **WANT** to be on your list.
3. Professionals in **THEIR** network want to be on **YOUR** list.
4. If you will just spend a day doing this single marketing strategy, and properly support these 100 folks in your network, you **WILL** receive a lifetime of referrals. It **IS** that simple.

### **The first letter to send to your network...**

Dear Bob:

Wouldn't it be great if we both knew **ALL** of the best professionals to refer our clients for **WHATEVER** need they had.

I was looking through my Rolodex the other day, and I figure that I know about 50 other professionals --everything from chiropractors to divorce attorneys. And, I naturally refer my clients to these other professionals.

Including you!

What I've prepared is a list of the 50 best professionals I know and I've included a copy of this with this note to you; it's part of a process called the Team 100. I hope that it comes in handy for you and your clients should they need a professional resource. Kind of like a private Yellow Pages.

But, as you can see, I only have this filled out for 50 professionals. Within 30 days, I want to fill up this 'dance card' to a full 100 -- or more professionals.

Are you willing to help? All you need to do is to fill in about 10 or 15 blanks of professionals that you know, but that I don't. That will get them on this list, and when the list is full at 100, I'll send you -- and them -- a fresh/updated copy of this Team 100 list so you'll have it should you ever need to refer clients to one of the professionals listed here.

My goal is to have a professional resource for virtually ANY need that my clients might have. And I thought this Team 100 was an easy way to build this resource and offer something to share with you and the soon-to-be other 99 professionals in my network."

END OF LETTER

## Phase 3

### The Question...

### How do I turn the Team 100 idea into long-term revenue/referral streams?

#### Last section...

1. I shared with you the steps of how to organize your Team 100 project.
2. I also provided a sample letter that you can send to your network in order to connect with them and get them on your official Team 100 list.
3. And I promised to show you how to turn this simple idea into a marketing and referral machine.

### How to convert your network into a lifetime of revenue...

Most professionals I've met agree that getting referrals from their professional network is a good thing because the clients are prescreened and there isn't a lot of marketing effort required. The phone just rings and new clients appear.

No-brainer.

But how to maximize the number of referrals you're getting in order to have enough clients coming in that you can safely rely on your network to keep your practice full, really full?

That's where the Team 100/250 approach comes in. Think about it... If/as you manage this

team, you are, in effect, gaining access to 5,000-25,000 other folks -- the clients of those in your network. And this access is what will help fill your practice and keep it full for a lifetime.

### **Here are the steps to maximizing your referrals and revenue...**

1. Appoint yourself as the host of this network of 100 or 250 professionals who you have put on your Team 100 'dance card.' In other words, be their mayor. (No need to tell them, however.)
2. So, now that you are the mayor, ask yourself, "What do my constituents need most that I can provide for them at a very small cost to myself?"
3. The answer? Training in how to build their practices via referrals, and the Team 100 in particular. 95% of professionals want and need new and/or better clients. And YOU can show them how.

### **Oh sure, but how...**

It really is simple to get the ball rolling as 'mayor' of your network. Over the next year, here's all you have to do...

1. **Send a monthly note and updated Team 100 list** to your network so they will have the most current 'yellow pages' of who's good in the various professions. You need to be consistent with this mailing (or emailing) each month. In effect, the monthly list/email also works as an effective reminder that you are there! And it provides value to the recipients because they have the most current list/info and seeing themselves on this list hits home.

2. **In your monthly note, include this type of info:**

--A simple profile of 2-3 of the folks on your list, written by them! This makes it newsy and helps to bond/connect the group.

--An update on YOUR practice and the work you are doing, and with whom. Make it personal about you. Your network is curious.

--A couple of mentions of special offers made by those on the list/network. This adds a little more incentive for folks to read your note.

--A mention or two of how the Team 100 works and is working for folks. This builds credibility/evidence.

3. **Offer special stuff, from time to time.**

--Personally, I'd offer a free TeleClass (you can rent a 30-150-person telephone bridge cheap at coachu.com) where you teach something you know to your constituents and invite others in your network to do the same. This builds community and increases the profile of the 'members.'

--Offer a hotline to folks one day a month where they can call you gratis and get help on your subject of expertise. 99% of folks will not call on that day, but they will quickly form the opinion that you are accessible/generous. And, they will call or email you later.

### **That is all I have to do?**

Yep. We're talking a max of 5 hours a month to do/manage this, and less than \$100 in costs. Wouldn't you rather support and manage your network and benefit from the resulting referrals than to constantly market for new clients?

### **What is the catch?**

Hmm, let me think. Okay, I think there is a catch, but it's an interesting one. The catch is that you have to 'expand' your role with this group. Meaning to take a leadership position without asking for permission. And to take the time to care and to find out what the folks in YOUR professional network most want and need. And then to find an ultra-low cost way to deliver on that. This can take a little reorienting in your thinking to evolve into this larger role with your network. But once you see the impact you're making -- and when you receive your first referral from your Team 100 -- you'll be hooked and encouraged to continue.

### **The moral of the story...**

If you could work with just 1% the 5,000-25,000 clients of the other professionals in your Team 100 Network, would your practice be full? Yep.

**Note: Use the sample sheet that follows to begin creating your own Success 100 Team, or design your own to fit your interests and needs.**



## Team 100 Program Sample Sheet

Specialty	Name	Phone	Email/Web
1. Acupuncturist			
2. ADD Expert			
3. Auto Mechanic			
4. Banker/Loan Officer			
5. Bookkeeper/Bill Payer			
6. Business Attorney			
7. Business Coach			
8. Business Strategist			
9. Career Counselor			
10. Certified Public Accountant			
11. Childcare			
12. Chiropractor			
13. Communication Coach			
14. Computer Consultant			
15. Corporate Coach			
16. Corporate Trainer			
17. Defense Attorney			
18. Dentist - Cosmetic			
19. Divorce Attorney			
20. Electrician			
21. Event Planner			
22. Executive Coach			
23. Executive Recruiter			
24. Feng Shui Consultant			
25. Financial Planner			
26. Florist			
27. Graphic Artist			
28. Handyperson/Fixit			
29. Healthful Food Delivery			
30. House Painter			
31. Housekeeper/Cleaning Srv.			
32. Image Consultant			
33. Insurance Broker			
34. Interior Decorator			
35. Internet Marketer			
36. Investment Advisor			
37. IRS Expert			
38. Manicurist			
39. Marriage Counselor			
40. Massage Therapist			
41. Minister/Clergy/Priest/Rabbi			
42. Movement Therapist			
43. ND (Naturopath)			
44. Networker/Knows Everyone			
45. Nutritionist			
46. Personal Concierge			
47. Personal Organizer			
48. Personal Trainer			
49. Photographer			
50. Physician – Cos. Surgeon			

Specialty	Name	Phone	Email/Web
51. Physician - Internist			
52. Plumber			
53. Printer			
54. Psychic			
55. Realtor			
56. Refractive Surgeon			
57. Reiki Practitioner			
58. Rolfer			
59. Skin Care Specialist			
60. Spiritual Advisor/Coach			
61. Stockbroker			
62. Tax Attorney			
63. Therapist - General			
64. Therapist - Recovery			
65. Travel Agent			
66. Travel Agent - Adventures			
67. Venture Capitalist			
68. Veterinarian			
69. Virtual Assistant			
70. Voice/Speech Coach			
71. Web Designer			
72. Web Hosting Company			
73. Web Programmer			
74. Web Writer			
75. Writer			
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