

## Creating S.M.A.R.T. Goals

Goals are one of the most important factors in success. Goals establish your direction and your desired destination. The key to effective goals is setting **S.M.A.R.T.** goals.

**S.M.A.R.T.** goals are **S**pecific, **M**easurable, **A**ttainable, **R**ealistic and **T**angible.

**Specific** – You have a much greater chance accomplishing a specific goal than a general goal. A specific goal answers who, what, where, when, which and why. A general goal is, “I want to get into better shape.” A specific goal says, “To improve my strength and stamina, I will join the local health club today and work out three days each week using both free weights and aerobics.”

In your business, having a specific goal for each day is critical. These daily goals need to be in writing. You want your statement to say exactly what you **WILL** do today.

**Measurable** – Establish concrete criteria for measuring progress toward the attainment of each goal. By measuring progress, you stay on track, reach target dates and experience the exhilaration of achievement that encourages you to continue striving toward your goal.

Being able to quantify a goal is very important. It is the only way to know whether you truly achieve those goals. Producers want to be measured. They want to know exactly where they stand.

**Attainable** – Set goals that are totally within your control and power. Make them within your grasp when you apply yourself. Goals that are unbelievable provide no power; therefore they create no internal action. You should be able to see yourself accomplishing your goal with reasonable effort.

So many times people set goals with factors over which they have no control. Have you ever set a goal like, “I will sign up three new distributors today?” Probably everyone in our business has done that. The only problem with this goal is that you are not in complete control of the outcome. Who determines whether or not a prospect joins, the distributor or the prospect? You know that the prospect decides. So why would you put someone else in charge of your success?

You know that this business is a numbers game. The more CD's and DVD's you share and the more follow-up calls you make, the more people who decide to join you. So your goal should be something over which you have total control. You may not control who says yes, but you can sure control the number of people you contact. You can control

how much enthusiasm you use in your presentation. You can control how many CD's or DVD's you distribute. You can control the number of follow-up phone calls you make. Set goals such as "I will distribute 10 CD's today" or "I will give three enthusiastic presentations during the next three days."

**Realistic** – A realistic goal must represent an objective toward which you are both willing and able to work. A goal can be both high and realistic; you are the only one who decides how high your goal should be.

Realistic goals are challenge because you usually get excited about the possibility of doing something great. You set goals thinking that you can accomplish anything. You can accomplish anything, but you may not be able to do it today. So, you break your huge, life-changing dream into small, bite-sized goals that you can accomplish day by day.

*"Success is the progressive realization of a worthy ideal."*

Earl Nightingale

You build a big dream one step at a time. Daily action in your chosen direction takes you where you want to be. Think big and dream big, but set daily goals that are attainable TODAY. Tomorrow you can take realistic steps toward the dream. The key is to make daily progress.

**Tangible** – A tangible goal is one you can experience with one of your five physical senses. Even when setting a goal for something intangible, that goal should be attached to something tangible.

This deals with the "why" or the dream aspect of your goals. This is the longer-term element of the process. Ask yourself "Why am I taking these daily actions? Because I want what this additional money can help me purchase...." Your goal may be to earn \$1,000 a month, but until you attach something tangible to that amount of money, you will have a tough time attaining it. Ask also, "What am I going to do with \$1,000 a month? Will I take a vacation? Do I want to buy a new car?" Describe that lofty, tangible goal or dream, and then divide it into achievable, daily goals.

Setting goals is valuable when done properly. Make sure that you create your goals using the **S.M.A.R.T.** system.