

# GOALS FOR LIFE

## SET SMARTER GOALS THAT STICK

OPTIMIZE YOUR WILLPOWER

STOP PROCRASTINATION

CHANGE BAD HABITS

ENJOY YOUR LIFE

FREE  
GOAL SETTING  
WORKSHEETS

JOHN RICHARDSON



# Goals For Life

Create SMARTER Goals That Stick

by John W Richardson

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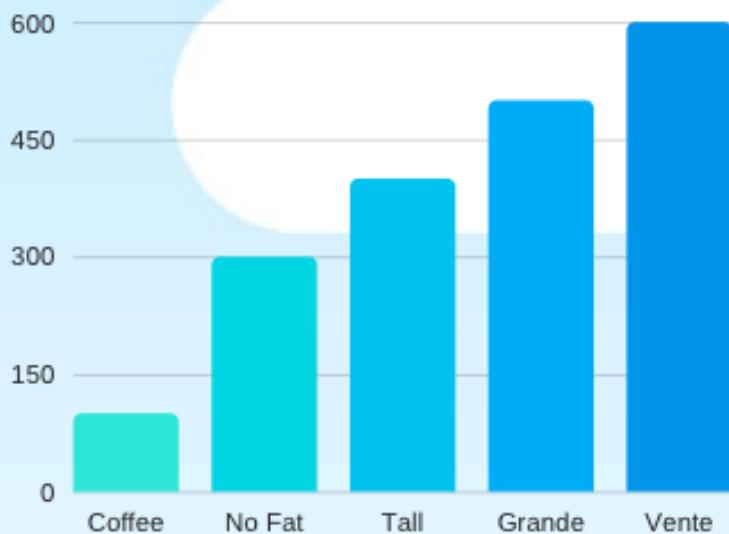
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# Daily Habits

CUE, ROUTINE, REWARD



GOAL  
MINUS 500  
CALORIES

ONE POUND!  
PER WEEK

WEIGHT LOSS - YEA

The  
COFFEE  
SHOP

Daily  
**CUE**



Change The  
**ROUTINE**



Be Happy  
**REWARD**

## FOREWORD

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The year was 1999, and I had a simple goal in mind. I needed to lose 10 pounds. I had heard about SMART goals at work and decided to write down a simple plan to get the weight off.

My plan was simple. I just wouldn't eat high fat and high-calorie foods. I made a list of the bad things and set up some simple meal goals. I figured since I had written them down, being successful with them would be easy. I made sure they followed the SMART goal formula. They were specific, measurable, achievable, realistic, and timely.

Four years later, instead of losing weight, I had gained an additional 20 pounds, and my goals kept getting pushed forward and renewed. I still had great intentions, but I didn't have the willpower or organization to pull them off. The problem was, my plan always started tomorrow. In four years, all I had lost was... four years.

Procrastination stopped me cold.

My goal setting was a total failure. In fact, I would have probably been better off not stressing over my goals, and just lived life. For all the great advice about writing down goals, they ultimately failed me.

Then in the summer of 2003, I attended a Toastmasters convention and heard a group of excellent speakers. One presentation introduced me to a radical goal-setting idea that I had never heard before.

I left the convention that day and set some 12-week goals. Over the next three months, I lost 26 pounds, took on a leadership role with Toastmasters, and got a job promotion at work. In the ten years since then, I have refined and modified this

“revolutionary” goal setting technique, with amazing results. From writing six books, to running a triathlon, I’ve had great luck with goal setting.

In the last year, I discovered some new findings on willpower and habit change. Some of this research turned my long term personal development beliefs on their head. It suddenly started to make sense why so many people have trouble with goal setting, resolutions, and procrastination.

This book is divided into four sections and can help with simple goals all the way up to world-changing ambitions.

You’ll learn about

1. SMART Goals with a twist. How we changed one word and made the system more action oriented for better results.
2. SMARTER Goals. We took the latest research on willpower and habit change and applied them to the SMART Goal system. The result is a structured system that is easier to implement and can give lasting change over the long haul. If you find that procrastination and willpower are a problem, this is the chapter for you.
3. Personal IMPACT Goals. When you need to jump past ordinary and do what is seemingly impossible, an Impact goal can get you there.
4. World IMPACT Goals. When you truly want to change the world, an outward focused IMPACT goal is the place to start.

The chapters on SMART(ER) goals offer plans that help you create modest objectives that are easy to set up and get results. If you want to lose a few pounds, make more sales, save more money, or a host of other primary goals, one of our SMARTER goal plans is for you. With the SMARTER system, you’ll be amazed how easy it is to implement and how little willpower it takes to keep it up. Overcoming

procrastination and willpower challenges are more comfortable with this unique goal setting technique.

If you have something bigger in mind, IMPACT goals are for you. They're not easy, and not for the faint of heart, but if you want to change your life or change the world, I can show you how. In fact, if this plan fits your needs it may be one of the most exciting adventures you'll ever experience.

So what are you waiting for? Let's get started.

## USING THIS BOOK

This book is set up in organized sections to take you through the goal setting process.

In the first section, you'll dream a little and prepare yourself to set some fantastic goals.

Then we'll look at the basic science of goal setting.

Each Goal setting chapter has three items.

- 1.** The basic overview of the subject
- 2.** Examples with a couple of goal setters, Bob and Sally.
- 3.** Worksheet with step by step instructions.

Our fictional goal setters (based on real-life examples) include Bob, who wants to set a personal goal to lose ten pounds. We'll follow his trials and tribulations through diet and fitness goals. Our second goal setter is Sally, who is a corporate gal in sales who needs to pick up her sales figures. We'll follow her as she implements goal strategies at work.

Once we see how Bob and Sally do, then it will be your turn. Just download the chapter worksheet and follow along with your own goals. You'll have the basics of goal setting down in just a few chapters. You'll soon know how to set them and what to expect.

The book starts out with basic goal setting and progresses through more advanced tools. By the end of the book, you'll be familiar with popular goal setting techniques

and be able to use the latest research in willpower, habit change, and motivation to help you change your life.

Come along with us as we explore Goals for Life.

# Chapter ONE

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## DREAMS

### **Dream a Little Dream**

I love to dream. When I was a kid, I used to dream about flying like a bird. It was one of those ideas that I knew was impossible but was cool to envision. I could see the ground below, and the clouds up high. I hated to wake up.

As I've grown older, I've been tempted to put those dreams aside. I've been told to be a realist and tone those ideas down. Don't get your hopes up John; it will lead to a letdown. Put your dreams away, and do the mundane. Follow the rules and do what you're told. Don't color outside the box. Put the colors away. Black and White. It might be a mortgage, or feeling like there are not enough hours in the day. It might be the tired feeling after a full day of work, or just struggling to get by.

Perhaps you are like me. You want to dream again. You want something more than your dead-end job, and your mundane life. You want to get out from in front of the TV and start experiencing things yourself, instead of watching others do it. I have good news. You can still dream. You have permission. In fact, as we get started with this book, that's exactly what I want you to do. Our dream-sheets have some simple outlines to prompt you in different areas, such as health, fitness, diet, money, housing, transportation, and writing.

Step 1: For our first exercise, take out three pieces of paper (or download our dream sheets. Links at the bottom of the page) and set aside about 15 minutes. On the first

sheet put the words “I want to do,” at the top of the sheet. Set a timer for five minutes, and start dreaming about all the things you want to do in your life. Go crazy; no holds barred. Use your imagination. I’m giving you full permission to go all out. Items like running a marathon, traveling the world, and writing the best-selling novel, come to mind. Write until the page is full or the timer goes off.

Do it now.

Step 2: Put that page aside and take out another. Write the words “I want to have,” and again set the timer for five minutes. Now is your chance to dream big. Because you are going to write down the things you would want to have if money were no object. Put down the cars, houses, technology, and stuff that you want. Don’t overthink this, just write as fast as you can, whatever comes to your mind.

Do it now.

Step 3: Put that page aside and take out another. Write the words “I want to change,” and again set the timer for five minutes. Now is your chance to change the world for the better. For this exercise, I want you to be as specific as possible. Instead of writing down global peace or something with vague parameters, I want you to name names, put down places, and give specific outcomes. Example: I want to help the starving children in Mexico City by starting a food mission.

Do it now.

What do you think? Did you feel a sense of soaring freedom as you completed those exercises? Now you have three pages full of dreams and ideas. Take a look at what you wrote. Put all those negative thoughts out of your head, and put the sheets in front of you. Do you see a pattern? Do you see a theme? If so put some keywords

down that express what you wrote down. Otherwise, compile a list of the items that mean the most to you.

## Project Download: Dream-sheets

[I Want to Do](#)

[I Want to Have](#)

[I Want to Change](#)

# Chapter TWO

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## WHAT IS A GOAL?

### What is a goal?

A goal simply is a dream with a date attached to it. You now have three sheets with all sorts of ambitions on them. Put these sheets on a table or desk in front of you and take a highlighter and mark the dreams that stand out. Pick three or four things you want on each sheet.

For our next exercise, take out another sheet of paper and divide it into three sections ( or you can download our long-term goal planner) and mark them starting at the bottom, one year, five years, and ten years. Now divide the vertical sheet into three columns. Mark them To Do, Things I Want, and Things to Change.

**Exercise:** Take your crazy dreams and put them five or ten years out in the column where they belong. Work your way back and put your smaller ambitions a year out. Don't worry about reality here. Just write them down. Don't overthink this. Take another five minutes and do this.

Do it now.

You have just done what most people will never do. You have written your goals down on paper. This is a great place to start when planning and organizing your goal planning sheets.

If you were to stop reading this book right now, and just put these sheets aside, you would have a basic guide to success. Now all you need is a specific roadmap of how to get there.

How are you feeling right now? I hope you are feeling energized. If you are feeling guilt or stress, put it aside. Look at those long term goals and dream a little. Visualize the goal coming to fruition. Who is with you? Where are you? Make a note of what you see in your mind's eye.

Now make a note of what you are passionate about. Is it doing something? Is it owning something? Is it helping someone? Make notes and write these down.

Before moving on to the next section put these sheets aside for a while. Let the ideas sink in. I suggest sleeping on them before proceeding.

## **Project Download: Goal Planner**

[Multi-Year Goal Planner Divided](#)

# # #

## **Four Types of Goals**

There are four types of goals we will concern ourselves with in this book. They are

- 1. SMART Goals**
- 2. SMARTER Goals**
- 3. Personal IMPACT Goals**
- 4. World IMPACT Goals**

To give you an overview, SMART based goals are evolutionary goals that include minor changes that are made over time that affect outcomes down the road.

For example, when Apple rolled out a new product like the iPhone, iPad, or iPod, those were “Revolutionary” items. They never existed before. When they moved from the iPad 1 to the iPad 2, that was an evolutionary move, since it was just a change or upgrade to an existing product. Evolutionary goals are usually modifications to existing actions, habits, or products. In the goal setting sense, it might be going on a diet, increasing a sales goal, or exercising more.

SMART stands for

- Specific
- Measurable
- Achievable
- Realistic
- Timely

To get started with this system in the next chapter, we'll make a change to one of the tenets that will make the system more efficient. We'll then take a look at how our test subjects, Bob and Sally, set this type of goal. At the end of the chapter, it's your turn. We'll guide you through the process of setting your SMART Goals with a downloadable worksheet.

Next, we'll look at the outcome of Bob and Sally's goal setting and then suggest a SMARTER way to do things.

Then we will explore Personal Impact. These are larger scale goals that involve rather large changes in behavior and directly involve the individual. Such goals might include large weight loss, running a marathon, or participating in a triathlon. The key here is built around the acronym IMPACT. It stands for

- Impossible
- Mastery
- Practice
- Action
- Coaching
- Timeline

The key to this type of goal is that it is broad enough in scope that people will say it is impossible to achieve and that it affects you directly. It is a personal goal. We'll cover this in chapter 5. This type of goal is revolutionary rather than evolutionary.

The last section is World Impact. It is based on the same IMPACT acronym but affects the world. This type of goal can change your legacy, and the changes can outlive your life. Such goals include starting a business, building a non-profit, or building a ministry such as a church or charitable organization.

# Chapter THREE

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## ACTING S.M.A.R.T. WITH EVOLUTIONARY GOALS

### **SMART Goals**

Take a look at almost any book or blog post on goal setting, and you'll quickly come up with the common acronym S.M.A.R.T.

It stands for

- Specific
- Measurable
- Achievable
- Realistic
- Timely

The SMART goals system has been around for years, and it has many adherents. I've used it with limited success with certain types of targets and found it almost entirely useless on others.

While I like the words Specific, Measurable, and Timely, the other two words greatly limit its effectiveness. I'll cover how it is used and show you what specific goals you should use it for.

Here are the definitions.

## **Specific:**

Your goal needs to be specific in nature. There needs to be a clear definition of what you are going after. For example, if one of your goals is to buy a new car, it would be a lot easier to achieve the goal if you had a specific make and model written down. A new yellow Corvette with V8 gives you much more information about price and style than “sports car.” It’s also a good idea to break down big numbers into understandable terms. A \$40,000 car sounds unreachable, but if you break it down into monthly payments of \$500 for five years, it is easier to put it into perspective.

## **Measurable:**

As you are working towards your goal, you need a system of measurement to make sure you are making progress. For example, if weight loss is a goal, tracking your weight or inches around your waist are measurable units that will indicate progress. By setting a timetable and milestones along the way (such as losing 2 pounds/week), you know if you are on track to reach your goal.

## **Achievable:**

This indicates whether you will be able to achieve the stated goal. This means looking at what others have done and adjusting from there. Unfortunately, this usually means setting the bar way too low for most people. When you say achievable, this generally relates to “make it easy” to accomplish, so goals are often scaled back. For example, let’s say you need to lose 30 pounds. It does not sound achievable, so many people kick it back to something “reasonable” like 5 or 10 lbs.

## **Realistic:**

Similar to being achievable, realistic means that what you are trying to do needs to be within your control. For example, if your weight loss goal means eating less, you

have to be in control of your diet. If you don't have a gym membership, going to the gym is out of your control and not realistic.

### **Timely:**

How much time do you need to allot to reach this goal? Setting a realistic timetable is crucial to accomplishing your goal. Many times people underestimate how long something will take to achieve. Breaking down long-term goals into monthly/weekly/daily pieces is an excellent way to measure your progress.

### **Our SMART Goals For Life Change:**

One thing that SMART goals are missing is an action step. There is nothing in the system that says you have to do anything. This is one of the primary reasons in a SMART Goals survey on my blog that the success rate for this type of goal is about 50%. It's easy to write down the steps and analyze if the goals are realistic and achievable, but where does this model say that you need to take the first step.

Since Realistic and Achievable are close in meaning, I suggest we replace the word Achievable with Action. This simple change means we need to set up action steps to get the goal accomplished. This simple but profound change can make a significant difference in the success rate.

On our new SMART Goal sheet, we have a place for action steps. The list is now

- Specific
- Measurable
- Action
- Realistic
- Timely

So now that we know the definitions, how do we go about using this system? I have found it easiest to use this system for evolutionary goals. An evolutionary goal is one where the outcome is slowly changed over time. It works well for goals like sales quotas, salary increases, and fitness goals.

I have set goals like this over the years and had reasonable success with them in the short term. However, this type of goal requires a good bit of willpower, and the rewards are small. Many times a goal like this will fail over time. The reason; old habits soon take over. This type of goal is often the victim of procrastination or willpower failure.

Let's do an exercise and set a basic SMART Goal.

# # #

## Exercise: Setting up a SMART Goal

- Exercise: Set Up a Smart Goal
- Documents: Dream Worksheets from Exercise 1
- Tools: Download the [SMART Goal Worksheet](#)
- Time: 30 Minutes

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Let's have some fun and show you how to setup a smart goal. For this exercise, you'll want to pick one simple dream item from one of your lists to run through the guide. For our example here I'm going to use a weight loss example

On your planner, under specific, write out a few sentences that describe specifically what you hope to accomplish. For our exercise here is what I'm putting down

**Specific:** I will limit my calories to 500/per meal. I will have three meals per day and two 100 calorie snacks. It will limit my daily calorie intake to 1700 calories per day. A 500 calorie reduction from normal which should result in a one pound loss per week.

Next move down to the measurable line and write down how you will measure success. For our example, I'm writing:

**Measurable:** I will weigh in once a week on Monday mornings as soon as I get up and before I eat or drink anything. I will record my weight in my 12-week weight loss planner.

Now you need to move down a line and write down your action steps. My example is:

**Action:** I will create daily meals ahead of time so that I can take them with me. (You may need to write down multiple steps)

The next step is to make sure your goal is realistic: Do you have control of the situation or do you need outside help?

**Realistic:** I am in full control of my eating habits. I will measure and make sure that each meal does not exceed 500 calories

The final step is to set a time limit for your goal success and daily time allotted for success. Here is mine:

**Timely:** I will continue with this program seven days a week for 12 weeks. I will weigh in once a week, and record my weight in the diet planner. I will spend no more than five minutes at each meal figuring out my calories.

\*\*\*\*\*

As you can see, using the updated SMART Goal Planner is easy. Just take a few minutes and fill in the five boxes. Now you have a simple goal plan that is easy to follow. Just refer to your SMART Planner on a daily basis. For some people, this is easy, and the results follow quickly.

SMART Goals like this are entirely dependent on willpower. You'll need willpower and motivation on a daily basis to see this goal through. This type of goal is subject to procrastination. Here are a couple of equations you'll want to examine to see if you have a good chance of success.

- Willpower > Temptation to Cheat
- Motivation of End Results > Temptation to Cheat
- Willpower > Ingrained Habits

For many people, failure comes right here. In the example I used, the motivation of final results is pretty small. Since body weight with fluid intake can vary as much as 3 or 4 pounds per day, it may take 3 or 4 weeks to see measurable results. Here is the big question. Can you maintain willpower for three weeks without seeing results?

With SMART Goals you'll need to be honest with yourself up front. Success is determined by motivation and willpower. If you find that you tend to procrastinate

when setting goals, I would suggest that you look at SMARTER Goals in the next chapter.

For more information on Willpower and Self Control, I recommend that you read [The Willpower Instinct](#) by Kelly McGonigal Ph.D. This is a fascinating book that will explain why standard goal setting is so difficult for many people.

# Chapter FOUR

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## SMART GOAL OUTCOMES

### **Bob Tries To Lose Ten Pounds**

Let's take a look at our fictional subject, Bob, and his SMART Goal.

#### **Bob's Evolutionary goal #1: Lose ten Pounds**

Here is how he wrote it...

**Specific Goal:** I will lose ten pounds in ten weeks by reducing my daily calories by 500 a day. I'll do this by keeping all three standard meals at 500 calories or less for a total intake of 1500 calories a day. It will result in a 500 calorie deficit/day from my usual 2000 calories/day.

**Measurable:** By following this goal, I will reduce my caloric intake by 3,500 calories/week which will result in a one pound weight loss.(3,500 cal = 1 pound).

**Action:** I will create 500 calorie meals ahead of time.

**Realistic:** I'm in control of what I eat so calorie reduction should be simple.

**Timely:** I'll weigh in each Monday and track my progress.

**Outcome:** For the first few days everything was on track. Willpower overcame temptation.

On day four something happened...

It's 3:30 in the afternoon and Bob is headed back to his desk after taking a short break. As he walks down the corridor to his office, he finds something curious. Someone has left a plate of brownies on the light stand. As he walks past, he says to himself, 'Don't think about brownies.' After all, he is now on day four of a 12-week diet, and he told himself in no uncertain terms that he wouldn't have sweets or sugar and certainly not brownies.

As he gets back to his desk, the thought of brownies comes back in his mind. He tries to extinguish it, but the vision seems just to get larger and larger. Suddenly words are accompanying the picture. Deliciously soft mounds of incredible taste and texture. The dark chocolate mixed with walnuts and covered in confectioners sugar. Powerful word pictures flood his brain.

Suddenly he snaps out of it and says to himself once more, 'Do not think about brownies,' yet that seems like all he can think about. He tries to distract himself with work, but the insidious picture of incredible taste and texture keeps flooding back into his mind.

He gets up and paces around the room. 'This can't be happening,' he says to himself. 'After all, I do have control of my mind, don't I?' Yet as he sits back down, the images are still there. He fires up a browser and tries to distract himself. For the next hour, he tries to get his thoughts as far away from brownies as he can.

Now the clock is ticking close to five. He packs up his things and says to himself.. *Walk past the brownies*, as he gets up from his desk and enters the hall. As he enters

the corridor, he can see that the plate is still there with four brownies left. He walks slow and tries to divert his eyes as he walks by. As he proceeds, something clicks inside his brain, and his right arm extends itself, and his hand automatically grabs one of the brownies, albeit the smallest one.

In horror, he watches from inside his head as his hand delivers the brownie to his lips and then it's all over. He tastes the delicious morsels and savors the smooth texture. The scent of the powdered sugar is intoxicating as he devours the rest of it.

Now he has a real quandary. There are three more brownies on the plate, and it's five o'clock. Surely he doesn't want them to go to waste. Just then, another voice pops into his head which simply says... 'What the hell, just have one more.'

But instead of just one, this other voice guides him to eat the other three. After all, he doesn't want someone to have to throw them out.

As he gets in the car to drive home, the incredible guilt starts. 'How could I have eaten four brownies,' the inner voice prompts. 'It is only day three on my diet, and I've already blown it... big time. How could this have happened?' Then he thinks back. The whole problem was, he couldn't put the brownies out of his mind. Such a simple task, yet the harder he tried, the more difficult it became.

At 40 years old, Bob just experienced the insidious side of willpower and an ancient lizard brain function that did exactly the opposite of what he wanted.

Bob saw the enemy but was powerless to stop himself from temptation. At 5 p.m., he was tired and his resources of willpower for the day suddenly ran out. It's why, as simple as it seems, setting the wrong type of goals will have exactly the opposite effect of what someone is trying to accomplish.

# # #

## Sally's Sales Quota

Let's look at Sally's work based example.

### **Sally's Evolutionary Goal #1: Increase Sales by 5 percent**

Here is how she wrote it.

**Specific Goal:** I will increase my sales by making one more call at the end of the day before I go home.

**Measurable:** Since I usually make 20 calls/day adding one more should increase my sales by 5% over time.

**Action:** I have set the timer on my phone to alert me to make the call.

**Realistic:** I'm in control of my daily calls, so an additional call is doable

**Timely:** I'll check my sales totals at the end of the week and should see a 5% increase.

Sally is a sales person in outside sales. She sells products to clothing stores in her local area. Part of her sales are done on the phone, and other calls are made in person where she can show clients new items and fabrics. It's a great job, and she has been doing it for over three years. While her sales are good, she is just outside the top 10 in the company.

Her sales manager, Gail, has sent her to a SMART goals course at their company and has sat down with her afterward. They decided that they would look for a 10%

improvement over the next quarter. If Sarah reaches this, she'll get a thousand dollar bonus, plus the added commission from the increased sales.

Sally works a regular 8 hour day, five days per week. Average sales per day is a thousand dollars. Sally works in the office in the morning making phone calls and processing orders, In the afternoon she visits her local stores with samples and new products. To increase her sales by 10%, she just needs an additional sale a day. She sets the following goal.

Currently, she makes a total of 20 calls per day with a resulting ten sales. She makes 15 by phone in the morning and makes five stops at one of the local malls in the afternoon.

Her goal is simple. Make an additional phone call by phone in the morning and make an additional in person call in the afternoon. Seems easy enough.

#### \*\*\*\*\* THE OUTCOME

The first day of the exercise, everything goes well. Sally was excited about the additional income, and the extra calls seemed comfortable. The second day also progressed nicely. However, on Wednesday, things started to fall apart.

Sally's friend, Michael, made a lunch date with her which took over an hour. No extra call that day. Thursday Sally made an additional call at the end of the day. She called on four dress shops in the mall, but all of the representatives had already gone home. Frustrated, she got on the freeway and soon found out why everyone at that mall had

left early. The traffic was HORRIBLE. Getting back over an hour late, she realized this whole goal thing wasn't as easy as she thought.

The second week was similar, with the inner city malls being a real problem. Suddenly what seemed like a very good idea had turned into a nightmare. Trying to make a late afternoon call was not only hard but caused her to get home almost an hour later than normal. To add to the problem, her new boyfriend wanted to have lunch at least a couple of days per week.

Suddenly the easy goal had now become a real issue. Her sales manager was pushing, pushing, and pushing some more. She was tired of getting home so late, and her boyfriend was annoyed when she turned him down for lunch. The rest of her life was getting in the way of her goals. From a job she enjoyed, she now hated it. What seemed natural was now incredibly difficult.

### **Her SMART Goals didn't seem smart at all.**

By the third week, she was ready to quit or go back to where she was. Her sales are actually down now since her attitude is so bad.

What seems so easy on paper is not always easy in practice.

Have you been in this situation before? I certainly have. Sales quotas are always on the rise, and one of the easiest ways to increase them is to increase the time in the field.

Given this situation, maybe we can look elsewhere for help. Instead of a structured time-based goal, perhaps efficiency and habit change might be the key. Let's look at these in the next chapter.

# Chapter FIVE

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## SMARTER GOALS

### **Alternative: Change a Habit**

In our last chapter, we looked at what went wrong with Bob and Sally's SMART Goals. In both cases, a simple habit change is probably more efficient than trying to set a SMART goal. Here's why.

Over 40% of our daily activities are controlled by deep-seated and unconscious habits. A habit consists of three things: Cue, Reward, and Routine.

When you get the cue, you crave the reward, and you follow the usual routine. To deviate from this pattern takes willpower. We all have limited reserves of willpower, and when things get a little tough, old habits reemerge.

In Bob's weight loss example, he was fighting very deep-seated habits of meal consumption. The way it was setup, he had to exert willpower at each meal to keep the calories low, and this also meant the extra step of counting calories at each meal. This was almost guaranteed to fail in short order, yet this is one of the most popular goals being set.

When we get hungry (cue), we crave satiety (the reward), and we eat our usual meals (routine). Trying to change deep-seated habits, especially ones that are based on typical human cravings are tough. What researchers have found, is that it is much easier to change an existing habit than to create a new one.

In this case, if Bob was to change his routine by replacing one or two food items with lower calorie ones, he'll have much better luck than trying to create a new eating habit. Replacing soda with tea or vegetable juice, or taking the top bun off of sandwiches and burgers will be a much more efficient reduction in caloric intake than taking items completely away and counting calories.

In Sally's goal of adding an additional sales call, she was fighting the strong cue that comes in at 4:45 that says, "I'm tired, let's beat traffic and go home." It is a deep set cue with a strong reward. Unfortunately, a 5% difference in sales may not be enough to make the change worth it. In this case, it might be easier for her to modify the routine at lunch, to include making a call by phone while eating. Changing an existing habit by changing the routine instead of trying to create a whole new pattern at the end of the day may prove to be much easier.

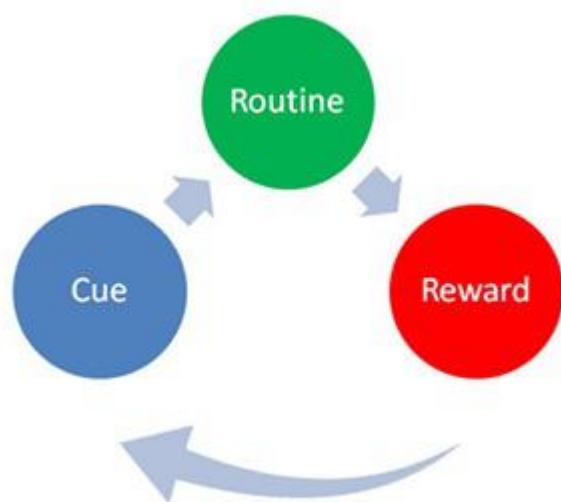
#### \*\*\*\*\* An Alternative

In the last two examples, we saw what can go wrong with a SMART Goal. They sound so good on paper but often fall apart when tested with real life. While it's often helpful to examine your smart goal and make modifications, one thing to carefully monitor is the willpower/habit ratio. If you have to apply maximum willpower to see a goal through, you have two problems. The first is getting to the end of your goal. Chances are, like in our previous examples, you'll run into obstacles along the way which will derail your efforts. The other is boomeranging when the goal is over. So many times, especially with diet and fitness goals, you'll end up worse in the long run than if you didn't go through the goal in the first place.

What I suggest in cases where there is a stubborn habit in place or a high willpower ratio is to look at habit change instead of setting a goal. There are two benefits with

habit change. One is that this habit change system doesn't focus on a negative action or highlighting a problem. Mentally this can be a good thing. The other is not having a timetable in place. In SMART goals, they almost all have an end date. If you are lucky enough to reach that, you are instantly thrust back into a previous state when the goal is over. With habit change that end date doesn't usually exist.

So how does habit change work? It's quite simple. You take an EXISTING habit and look at the three parts.



There is the ...

1. CUE: What triggers the action
2. Reward: How the habit benefits the person
3. Routine: The action is taken to get the reward for the user when cued.

The first step is to determine the actual CUE. It can be harder than it first appears. For example, let's say you get up mid-morning at work to get a snack. Is the action prompted by hunger, time, or possible social interaction?

Once you determine the reason you start an action, you need to determine what the actual reward is. Is it satiety, or meeting with friends for conversation? Determining the reward is of vital importance to make a successful change. Once you have the cue and reward figured out, it is pretty simple to change the routine.



Let's say you get up every day at 9 am, go to the lunch room, grab a coffee and a high-calorie cookie out of the snack machine and talk with friends for ten minutes. After doing a little research, you determine that the cue is your friends walking by your cubicle, the reward is a conversation, not the snack.

So to change the routine, you get the coffee, but not the cookie. This one change saves you 300 calories per/day. Since there is no end date, it will continue for a long time. You might have to apply a little initial willpower, but since the cookie is not the actual reward, you shouldn't need willpower in the long run.

Now to lose some significant weight over time, you can combine this habit change with another one. Let's say you drive by Starbucks on the way to work in the morning and always get a high-calorie latte. Here again, cue, reward, and routine. The cue is

seeing the Starbucks sign, the reward is a hot drink, and the routine is to order a fattening Latte. You have a couple of choices here. You can eliminate the cue, by taking a different route to work or change the routine by ordering a coffee or low-fat latte. The outcome is a loss of 300 to 500 calories but still keep the same basic routine. Here again, pretty painless.

The chances of success with habit change are relatively high if you don't have to disrupt the status quo much. In our two examples of SMART goal failure, either of those would work with habit change. The diet example is as simple as calorie substitution as in the example above.

The sales example would require upping the sales per order. It can be achieved quickly by changing the sales routine and asking for a larger order or substituting products with a higher selling price. Pretty painless compared to working through lunch and working late.

# # #

## SMARTER Goals

Let's combine the best aspects of SMART Goals with Positive Habit Change and create SMARTER Goals. To do it we just need to add two letters to our SMART acronym. Here's how we'll do it.

- Specific
- Measurable
- Action
- Realistic
- Timely
- Existing Habit
- Routine

As you can see in the list, we added Existing Habit and Routine to our list. When writing out our goals now, we'll focus on an existing habit to change. On our worksheet, we'll have a place to write down current habits and explore the three parts. Once we have discovered the existing routine, we'll change it in the routine section.

We just write down the new routine and how it differs from the original one. Now we have a positive change we can make and then we can set up our SMART Goal around it

The secret to making this work, will be to word our goal in a positive way, so in our mind, we are not thinking of an adverse action, but a positive one. On the worksheet, we plan out the actions and changes and then word our actual goal in a positive manner.

To get the new habit ingrained it will be good to structure the outcome of our goal for 12 weeks or more. This ensures that we have enough time to make the new routine an ingrained habit.

Let's take a look at our [SMARTER Goals Worksheet](#).

SMARTER GOAL Worksheet

What You Want To Accomplish		
Existing Cue	Existing Reward	Existing Routine
New Routine		
Existing Cue	Existing Reward	Existing Routine
New Routine		
Specific Action		
Measurable Results		
Is This Achievable?		
Anything Keeping Me From Realistically Doing This?		
Time To Completion		
Combined New Routine		
Positive Action Statement		

The easiest way to see how this works is to go through a simple example of a smart goal built around habit change. You can download the PDF here. [SMARTER Goals Worksheet](#).

Let's start at the top of our document.

1. Take a look at the existing routine and replace it with one that matches your goal. For our example here let's replace the 500 calorie Latte with a zero calorie Green Tea.

- 2.** New Routine: I will order a Green Tea instead of a high-calorie Latte. Calorie savings 500
- 3.** Specific Action: I will replace the Latte with a Green Tea.
- 4.** Measurable Results: 500 calories/day x 7 days = 3500 calories/week = One pound lost/week
- 5.** Is this Achievable?: Yes, very quickly.
- 6.** Realistic?: Yes, only a minor routine change. Green Tea tastes good.
- 7.** Time to Completion: 12 weeks initially, then ongoing as a revised habit.
- 8.** Positive Action Statement: I will replace my morning Latte at Starbucks with a delicious Green Tea which will enable me to get to my goal weight in 12 weeks. I will measure my progress on a weekly basis.

## Final Notes:

- Keep your goal sheet where you can see it.
- Modify as necessary to meet your goals

# # #

## Bob: A SMARTER Diet Plan

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### Bob: A SMARTER Diet Plan

Bob found that habit change was much easier than trying to max out his willpower.

He modified three daily eating habits

He replaced his:

- Starbucks Latte with coffee. A 500 calorie savings
- Lunch soft drink with iced tea. A 200 calorie savings
- Potato Chips while watching TV with an apple. 300 calorie savings.

Overall, with a few easy changes, he made a huge difference in his daily calorie intake without much pain. He didn't have to think about giving anything up because the modified routine offered an enjoyable substitute.

With a thousand calorie deficit, he noticed a significant weight loss quickly. Since these changes were not time bound, they were easy to do on a permanent basis.

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## Sally: A SMARTER Sales Call

Sally found that changing her basic sales call instead of making more sales calls, resulted in a higher monthly income, and helped her reach her company imposed sales goal.

She modified her default sales call in three ways

- She asked for a higher volume per order. By offering a discount for ordering more, her unit sales went up significantly.
- She featured higher priced items. Instead of starting her call with the cheapest items on her list to get an easy sale, she began featuring her upscale items by mentioning features and benefits. The customers loved this, and her average item price rose by 20%.
- She eliminated her low performing customers and then asked each of her regular customers for referrals. It allowed her to increase her average order and it reduced complaints.

Overall, habit change was much easier than trying to add hours to her day. Now she goes home on time and is enjoying the much larger paycheck.

# # #

## The Magic Elixir

### **The Magic Elixir**

I love the concept of SMARTER Goals. When you can modify an existing habit, you actually reduce or eliminate procrastination, since you are changing a routine you are already comfortable with and will also let you keep this action up almost indefinitely.

An excellent example of a successful SMARTER goal is what my editor Sarah did to lose weight. She decided to reduce her caloric intake and did this in a rather novel way. She modified her Starbucks habit by instilling a “magic elixir.” She had heard about the benefits of drinking green tea, so she replaced her usual high-calorie drinks with a grande green tea. It gave her two positives. Green tea has no calories, and in some scientific studies, it has been found to aid in weight loss.

So with one simple change, she had set up a long term habit change. The next thing she did was to replace her dinner plates with much smaller ones, which instantly reduced her overall calorie intake. Researchers have found that the average person will eat everything on the plate in front of them, so reducing plate size is an easy way to modify an existing habit and cut calories without the usual willpower challenge.

The third thing she did was to modify the size and calorie content of her recipes. With some simple tweaks, she was making delicious meals that contained 30% fewer calories and were prepared in smaller batches. It resulted in smaller portion sizes and meals that were diet friendly.

Overall, by modifying existing habits and replacing the existing routines with new, lower calorie ones, she has been able to lose over 30 pounds without the usual willpower nightmares. Her husband has done even better with over a hundred pounds lost.

Modifying a habit routine by replacing bad habits with good ones really works!

# Chapter SIX

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## KEEP A POSITIVE OUTLOOK

### **Positive Goals**

Goal Wording Tweak.

When setting any goal and writing it down, it is imperative that you frame it in a positive way. If your goal is written to “give up” something or “not eat” something, your mind has to do a couple of things.

Your mind cannot picture a negative, so if you say to yourself, “I’m not going to eat brownies anymore,” your mind has to imagine brownies and then draw a big red x around them. So if your goal is not to eat brownies, your mind is thinking of brownies all day long. Most diets are expressed in what you have to give up.

Researchers have found that goals expressed this way, not only don’t work over the long haul but in the case of dieting and other willpower challenges, they can increase the likelihood that you’ll increase the action that you are trying to prevent.

While this doesn’t seem to make sense, it is a fact that outlawing a food, only bolsters our desire. So anytime we find ourselves creating a goal that says “I won’t,” watch out. We need to re-frame the target into one that says “I Will.”

So instead of saying we can’t have brownies, cheesecake, and ice cream, let’s set a positive food goal that includes healthier choices. Instead of waging war against your appetite, make it your mission to pursue better health. Saying “I will” enjoy this

delicious grilled chicken, garden salad, and fruit jello, will give you a much greater chance of success.

Researchers have found that 65% of people in positive outlook eating programs like this have continued weight loss success after 16 weeks, compared to a standard diet that the weight is back at the starting point after just 16 days.

#### Exercise:

Here are a few negatively worded goals. Try your hand at writing a positive statement to replace them.

1. I won't eat high-calorie brownies for dessert.
2. I won't be late for work anymore.
3. I will stop spending \$10 a day at Starbucks on expensive drinks.
4. I won't sit in front of the TV for three hours a night.
5. I will stop procrastinating on writing my first book.

# Chapter SEVEN

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## WHO SHOULD YOU TELL?

### **Who should you tell?**

Ask most goal setting pundits about setting goals and one thing you'll usually hear in unison is that you should tell everyone around you that you have set a goal. That way, they will be there to encourage you. It's also an incentive to keep up with your goals as your friends will check in with you from time to time and see how you are doing.

I used to think this was a good idea until I tried it a few times. Unfortunately, a few things happened that I didn't expect.

1. Negative People came out of the woodwork and told me in no uncertain terms that what I was trying to do was impossible and that I was stupid to try it. My great idea now seemed really bad. Their negative vibes soon soured me on continuing.
2. Other people became jealous, and suddenly there was a riff. Who do you think you are to try that, they would think to themselves. It was strange at first, but sometimes actually damaged a relationship.
3. I got great pleasure announcing this great goal to others, just like I would have, had I accomplished it. Unfortunately, this had the side effect of changing a *want-to* goal into a *have-to* goal. When you HAVE to do something, the whole outlook changes. Unfortunately, this instantly took the fun out of the endeavor. For some people this might be a motivation, for me, it had a detrimental effect. Now if something went wrong, I had to make excuses why it didn't turn out the

way I said it would. While I need others to hold me accountable, this is one area that it makes sense to limit who you announce your goal to.

We have all had friends from time to time that have told us they were going to lose weight, quit smoking, give up booze, or a host of other items, only to get real quiet about it a few weeks later when the resolution went bust.

My recommendation is to tell only a handful of people at the most. It needs to be a select list.

1. The people need to be positive and looking out for your best interests.
2. I usually recommend telling only a spouse, coach, or mentor group.
3. I try not to tell anyone until the whole idea is setup and timetables in place.

Telling someone a crazy idea is not the same as confiding a planned goal. Be clear in your communication.

**Exercise:** Write down some mentors, coaches, or “positive” people that you can share your goals with.

# Chapter EIGHT

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## REVOLUTIONARY GOALS

### **IMPACT Goals**

By definition, with their limited scope due to achievable and realistic tenets, SMART Goals should be used primarily for basic goal setting. When you want to change your life or make an impact, you need something more. I've looked at a lot of goal strategies over the years and looked at different acronyms describing the component parts. I've heard of BHAG (Big, Hairy, Audacious) goals, HARD goals, and others, but I decided to create my own acronym of what has worked for me.

I took some index cards and wrote down all of the major components of a goal setting campaign. With these cards on a desk, I moved them around looking for words or phrases that resonated. After a lot of word-smithing and substitution, I came up with IMPACT goals.

This acronym relates the best attributes that I've discovered over the last 10 years. With this word, you don't have to add anything to complete a goal program.

This is IMPACT.

- Impossible
- Mastery
- Practice
- Action
- Coaching
- Timeline

Let's take them one by one.

**Impossible:** This is a word that resonates with me. So many people over the years have told me that my plans and ideas were impossible to bring to fruition that I decided to start with this word. To create an impact goal, you need to start with an idea that is so big or scary or different that either you or someone else will tell you it's impossible to achieve. I don't mean that it's physically impossible, but that is impossible for you or your team to accomplish. Just by definition, it may not have ever been done before. You may need to invent the process, procedures, and parts to make it happen. It becomes exciting and will keep you motivated.

**Mastery:** This is a concept that means continuous learning and improvement. The Japanese refer to this as Kaizen. In a goal setting sense, it means being the best that you can be. It means bringing all the best pieces and parts together and assembling something that has never been done before. Creating the best product or service that

you can. In an Olympic sense, it means a medal worthy effort. Mastery is all about learning and improving.

**Practice:** They say it takes 10,000 hours of practice to master something. The practice part is the massaging and practicing that continually makes you better. It is the failures and triumphs that move you forward. It is the team effort of working together. It's like a football team, getting ready for the next game with the ultimate goal of Super Bowl success.

**Action:** This is the one part of Impact that you cannot skip. You can plan, practice, and tweak, but in a timely fashion, you do need to take action. It's the most important part of impact goal setting. It may require a lot of effort, involve pain, and take a long time. That's why a coach is so necessary.

**Coaching:** Any worthwhile big goal in my life has always had a coaching or mentor component. You simply need another set of eyes or hands to help you accomplish your goal and to hold you accountable. For IMPACT Goals a good coach will keep you going when the going gets tough.

**Timeline.** In any goal, you need milestones and a completion date. You need a date that you will ship. It's when the product or service goes out the door. For goals of this magnitude, you may need an extensive planner and timeline.

Over the last ten years, I've been a part of about a dozen IMPACT goals. Most of them were personal in nature, but all of them had one thing in common. They all seemed impossible at first.

It's this impossibility that makes them exciting. The reward on each one was huge. Let's go back to the beginning of this book. Remember the dreams you wrote down. Many of them you probably consider impossible. Maybe you wrote down a million dollar house, an incredible business or travel adventure. If any of those came true, you would probably be incredibly excited. These are BIG goals.

There are two types of IMPACT Goals...

- 1. Personal:** Involves yourself primarily. Things such as Writing a book, Running a Marathon, Big Weight Loss Goals, etc.
- 2. World:** Goals bigger than yourself. Building a Business, Non-Profit, Platform, etc.

Here is a quote that explains IMPACT goals... It's better to look back on life and say: "I can't believe I did that." then to look back and say: "I wish I did that."

Let's look at how we can set one of these up and then look at a couple of examples from our duo.

# # #

## Setting up an IMPACT Goal

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### Setting up a powerful IMPACT Goal.

For this example, I'll relate the story of a Sprint Triathlon that I ran a few years ago. I had never run one before, so I needed to start from scratch. It seemed impossible to me since I had never done anything like that before, and at the time I wasn't much of a runner or swimmer.

**Impossible:** With the Impossible Piece, let's lay out in concrete terms what we hope to accomplish. The more detail here, the better. Many times, by their nature, you may not know all of the pieces you'll need. When a goal feels impossible, it could be because we don't yet know all the steps we need to take. Research may be necessary.

When I took on the challenge of the Triathlon, I needed to know the specifics.

I wrote down the distance, events, and times that would be required to finish. I also wanted to know the possible unknowns. I pre-ran the course to find out first hand how challenging the hills would be. What seemed impossible at first, became much easier in my mind when I broke it down into component parts.

**Mastery:** To master your goal, you'll need to acquire the needed skills and information to complete it. You need to focus on the outcome. To master the Triathlon would require that I develop the running, biking and swimming skills needed to finish. I went online and looked at training guides, and specific training routines.

I had to ask questions and find out how others had accomplished the event. I wanted to know how people my age and fitness level did. Asking specific questions here was crucial. I needed to reach a certain degree of mastery before taking on the event.

**Practice:** To master something usually requires a lot of practice. It's best to list the time and effort required over time to develop a competence level that is adequate. To make finishing a TRI a reality, I needed to practice running, swimming, and biking over a two month period. It was a three-pronged effort. Each took specific amounts of time, and especially with swimming, required that I go somewhere other than my home to practice.

### **Building up slowly and pacing myself, proved to be very helpful.**

**Action:** Any significant goal, requires action. Just like in our SMART Goal exercise, writing down action steps that I would take and schedule them on my calendar was vital.

Breaking the steps down into Next Actions is a good way to make sure you make progress and don't get stuck in the process. For example, you might put down that you need to practice swimming as an action, but in reality, swimming could be broken down into multiple next actions such as 1. Schedule time at the pool, 2. Drive to the gym, 3. Get a swim pass, 4. Practice laps. By writing down each step, you can better plan out new and potentially challenging goals.

**Coaching:** Most major goals require a good coach, mentor, or a professional forum, to help you complete the action and keep you motivated in the process.

For my triathlon, I relied on a personal coach at the gym, to help me with training, exercises and diet considerations. Her training kept me motivated to reach the goal. I also worked with people from a local TRI club who had raced the event before.

**Timeline:** Major goals require an accurate and precise schedule. You'll need to know the different milestones and completion times.

The Triathlon has been particularly tricky in this area. Since I had to practice and master three different disciplines, each requiring different equipment and practice areas, a complete time planner was necessary. I had to master (become proficient and hit certain times) different actions and figure in the results. If I skipped any one of them, it might hinder my finish.

**Overall:** When I trained for the Triathlon, I worked with a coach on the practice and mastery areas. I talked with other people my age who had competed before, to find out what was needed to finish and see how they had trained for their races. I soon discovered that most people had considered the race impossible at first until they broke it down into separate parts. I picked up a training manual that had overlapping timetables for training. It allowed me to set aside enough time upfront to get to the fitness level I needed. On the day of the race, all the pieces came together.

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**Exercise:** For your IMPACT Goal, I've set up a planning sheet that lists the six different areas, and allows you to plan out the necessary steps for completion.

## IMPACT Goal Worksheet Instructions

- Download the [IMPACT Goals Worksheet](#) (Opens in PDF)
- Print out the worksheet
- Fill out the individual sections as noted below.

Let's take a look at the pieces we'll need to put together an IMPACT Goal.

In the individual boxes on the worksheet fill in the following information.

1. **Impossible:** Write out the specifics of your goal in a detailed, action-oriented manner. Make the language positive if possible (I Will vs. I Won't). You may need to break the goal down into component pieces.

Example: I will train and practice for a sprint triathlon for the next three months. It will include Swim training, bike training, and running practice.

2. **Mastery:** To master your goal, you'll need to acquire the needed skills and information to complete it. You need to focus on the outcome. To master the Triathlon would require that you develop the running, biking and swimming skills needed to finish. Write down what skills and information that you need to learn.

Example: I will learn how to swim the breaststroke. I will find out how to improve my bike cadence.

3. **Practice:** To master something usually requires a lot of practice. It's best to list the time and effort required over time to develop a competence level that is adequate.

Example: To finish a Triathlon, I will practice running, swimming, and biking

for one hour per day over a two month period.

**4. Action:** Any significant goal, requires action. For larger IMPACT Goals, you may need to break your goal down into projects and then into individual action steps. Putting these on a daily planner as I wrote about in my eBook, Get A Life, will help you focus and be able to accomplish them on a daily basis.

Example: Project-Swimming: I will practice swimming laps for 30min/day on Mon, Wed, and Fri.

**5. Coaching:** Most major goals require a good coach, mentor, or a professional forum, to help you complete the action and keep you motivated in the process. In this section, I've included contact information for you to input and a short schedule for meetings.

Example: I will meet with Coach Smith for 45 minutes on Wednesdays and Fridays. Contact Info.

**6. Timeline:** Major Goals require an accurate and specific timeline. You'll need to know the different milestones and completion times. I've included an area for different individual projects and completion times. It is where all the time management comes together in one place.

Example: I will spend 30 minutes per day reading and learning about Triathlons. I will practice at least an hour a day in one of the disciplines. I will meet with my coach twice a week for two months.

## Additional Notes

- The IMPACT Goal worksheet is best kept where you can refer to it on a daily basis.
- You can transfer daily and weekly actions to the daily/weekly planners found in my eBook, [Get a Life](#).
- IMPACT Goals work best where a lot of change is required.

Now let's take a look at how Bob and Sally set up their IMPACT Goals.

# # #

## Bob: Taking Control of Health

Bob struggled with SMART Goals for years to help him get the weight off. While his basic goal was to take off ten pounds, he needed to lose 30 pounds to get down to a healthy weight and get his BMI (Body Mass Index) into the normal range. While the SMARTER goals helped, he needed something more.

One day at the bookstore he happened upon a book called, [Body for Life](#), which had pictures of ordinary people losing significant amounts of weight and completely changing the looks of their bodies. The transformations looked impossible. From a

fat guy to a body builder in three or four months was out of the realm of possibility. Bob thought the book was a joke, at first. Then a friend at work went on the program and lost his gut and built up his arms.

He decided to give it a try. The book, it turned out, was a complete IMPACT Goal planner in 200 pages. It covered the Impossible part, with incredible transformation pictures, and listed how much work it would be to master the exercises. Then it covered how much weekly practice it would take, along with a complete timeline of training requirements to get in shape.

The book came with an online coach, but Bob decided to join a local gym and worked with a trainer to master the exercises and equipment. After a few weeks, the transformation started. Inches just fell off his waist. His arms grew, and his gut declined.

### **The IMPACT combination worked for him.**

In 16 weeks he lost his 30 pounds and ended up in the best shape of his life. He had more energy and a new outlook on life. Since he overcame this impossibility, he was able to take on other personal challenges.

The best part was the confidence he had when he looked in the mirror, and the comments he overheard from friends and family.

# # #

## Sally: A Friend Who Believed

Sally was a good salesperson. She had a good way with people, and her customers loved her. She made reasonable money and was able to go home on the weekends. But she wanted to move into a house. Her little one bedroom apartment just wasn't cutting it anymore. She had tried to increase her sales, and with some SMARTER Goal tweaks she upped them about 10%, but she quickly realized that she was only able to make as much money as the time she put in.

She valued her weekends with friends and family, so working an extra day was out of the question. It wouldn't give her the income she needed for a down payment. She was stuck.

One day, one of her friends mentioned that she had started an online business at home focusing on moms with preschoolers. Within a year she was able to quit her regular job and transition full time into her home business. Sally asked some questions and looked at some options.

Starting her own business seemed impossible to Sally. How could she leave her company and start something new? Fear overcame her at the thought.

Then her friend told her something imperative.

She told Sally that she had a niche with the fashions she sold that could go national or international. Instead of just selling to local fashion stores with the company she worked for, she could sell to the world.

They sat down the next day at a coffee shop with pen and paper. They looked at what it would take to create an IMPACT goal.

The idea was big enough. It sure seemed impossible. Sally was a master at dress design, practiced on a daily basis with sales and marketing, was great at taking action, and she had a great coach with her friend. She even had the time by setting aside an extra two hours in the evening to give it a try.

Sally and her friend Mary launched a website, bought some product, started making calls, and developing customers. In a few short weeks, the orders started coming in. At first, some things worked, but others didn't. Mastering social media and website design took a little time, but with practice and some online coaching, the site grew.

***The secret to the whole process was breaking down the impossible into small pieces.***

It was finding a niche and skill that she was already a master at and had already put in thousands of hours. With her friend as a coach and two hours that she was usually watching TV, Sally transformed her world.

***The whole key was taking ACTION. It was taking the first step. It was saying to herself that she COULD do the Impossible!***

# Chapter NINE

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## GOALS THAT CHANGE THE WORLD

### Impact The World

In the last chapter, we saw how IMPACT goals can change your life and allow you to do incredible things you may not have ever imagined. I have talked to many people over the years that have taken a big step, usually an “impossible” one, and have lost weight, run incredible distances, written books, started blogs, and a whole host of other challenges that went on to impact their lives.

Many of these same people have taken these talents and taken them a step further by giving back and helping others do amazing things.

Impact like...

- Starting a business and hiring employees.
- Starting a ministry to help underprivileged kids
- Starting a non-profit to raise money for a great cause
- Writing a memoir for a family
- Raising money for medical research

There are so many ways to change the world and impact the lives of others, that this list could be endless.

The primary focus here, is outward rather than inward.

It's looking at life through a looking glass, rather than a mirror.

While personal IMPACT Goals are important, giving back and changing the world will help you create a lasting legacy.

One that will outlive your life.

The setup is the same; the focus has just changed.

Let's take a look at how Bob and Sally impacted their world.

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# # #

## **Bob's Fitness Business**

When Bob lost 30 pounds and changed his life with an IMPACT Goal, he decided to give back. The changes were so incredible, and the way he felt was so different that he wanted others to know one thing:

## ***It's not impossible to get control of your life.***

So he started a blog about fitness and health. He found products and services that would help others. He wrote insightful articles about how he overcame procrastination and got in the gym and made a difference.

His blog was only the first step. He decided to branch out and become a personal trainer. He took classes and got certified. At first, he would work with clients in the evenings and weekends. Then things began to take off. His blog traffic soared, and soon he had more training clients than he could work with part time.

After a while, Bob decided to take on fitness coaching full time by opening his own fitness studio, where he brought in other trainers and personal coaches. What had started as an impossible dream, was now a full-time business.

One that Bob was passionate about.

It all started with a simple goal worksheet and a dream.

How about you? Are you ready to IMPACT your world?

Let's take a look at Sally's adventure.

# # #

## **Sally's International Business**

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### **Sally International**

After a year, Sally had built her online fashion business with her friend Mary. The sales started to come in from around the world, and what had started out as a part-time gig, was now a full-time business.

#### **Sally had one slight problem, though.**

Every once in a while, she would get a return of an item. A dress, or a blouse that didn't fit right. The things were as good as new, but couldn't be resold. Some of her suppliers would take them back; others wouldn't.

She ended up with a collection of beautiful fashions that needed a home.

Taking a problem and turning it around, she created an incredible IMPACT in the lives of local women who were looking for work. She went in with other online sellers in her area and created a small ministry to help women job seekers have a good looking wardrobe for job interviews.

She called it Fashion Impact, and she was able to source some store space from a few of her local clients. Women looking for work could come in and get setup for little or no charge. Her small outreach also included interview training and resume building.

Soon, with her online collaboration, she was able to help many women take a BIG step and interview for a much-needed job. Many of these women were single moms with kids.

The results were incredible.

The success stories poured in.

All from an impossible dream on a piece of paper.

How about you? Do you have an impossible dream?

# # #

## **IMPACT Resources**

While this book is a starting place for ideas, I do have some resources that I've found that might help you make a greater IMPACT on your world.

For Starting Your Own Business

Chris Guillebeau: [The \\$100 Startup](#)

Donald Miller: [A Million Miles In a Thousand Years](#)



# Chapter TEN

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## APPENDIX 1: GOAL SETTING TOOLS AND INSTRUCTIONS

### **SMART Goals**

This section contains the goal worksheets and basic instructions for filling them out.

Please refer to the main sections in the book for more detailed information.

If you want to download all the worksheets in one larger download, I've provided them here in one handy Zip File. [Worksheet Downloads](#)

\*\*\*\*\*

SMART Goals are recommended for goals that are built around incremental change.

SMART Stands for:

- Specific
- Measurable
- Action
- Realistic
- Timely

## SMART Goal Worksheet Instructions

- Download the [SMART Goals Worksheet](#) (Opens in PDF)
- Print out the worksheet
- Write your basic goal at the top of the sheet. Example: I will increase my daily sales 10% over 90 days
- Fill out the individual sections as noted below.
  1. Specific: Write out the specifics of your goal in a detailed, action-oriented manner. Make the language positive if possible (I Will vs. I Won't)  
Example: I will make additional sales call at lunch and the end of the day, for the next three months. It will raise my quarterly sales results by 10%
  2. Measurable: Write out how you will track the results.  
Example: I will track my sales results daily and report them weekly and monthly.
  3. Action Steps: Write out specific action steps you will take to reach your goal.  
Example: I will make two new cold calls per day to new customers in that day's sales area. One at lunch, one at the end of the day. Each client I will call will be written out in advance. (I will call Betty's Fashion at noon)

4. Realistic: I will make sure the goal I set is realistic.

Example: Making two additional calls per day will take a total of 30 minutes.

This is realistic

5. Timely: Write down a start and end date for the goal, along with milestones along the way.

Example: I will start May 1st and end on July 30th. Sales figures reported at the end of each month.

## Additional Notes

- The SMART Goal Worksheet is best kept where you can refer to it on a daily basis.
- You can transfer daily and weekly goals to the daily/weekly planners found in my eBook, [Get a Life.](#)
- SMART Goals work best where a lot of willpower is not needed.

# # #

## SMARTER Goals

\*\*\*\*\*

SMARTER Goals are recommended for goals that are built around incremental change, where long-term change is warranted, and an entrenched habit is in place.

SMARTER Stands for:

- Specific
- Measurable
- Action
- Realistic
- Timely
- Existing Habit
- Routine

SMART Goal Worksheet Instructions

- Download the [SMARTER Goals Worksheet](#) (Opens in PDF)
- Print out the worksheet
- Fill out the individual sections as noted below.

How it Works: Just write down a new habit routine and how it differs from the original one. Now we have a positive change we can make and then set up our SMART Goal around it.

The secret to making this work, will be to word our goal in a positive way, so in our mind, we are not thinking of a negative action, but a positive one. On the worksheet,

we plan out the actions and changes and then word our actual goal in a positive manner.

To get the new habit ingrained it's good to structure the outcome of our goal for 12 weeks or more. This ensures that we have enough time to make the new routine an ingrained habit.

Let's take a look at our worksheet.

SMARTER GOAL Worksheet

What You Want To Accomplish		
Existing Cue	Existing Reward	Existing Routine
New Routine		
Existing Cue	Existing Reward	Existing Routine
New Routine		
Specific Action		
Measurable Results		
Is This Achievable?		
Anything Keeping Me From Realistically Doing This?		
Time To Completion		
Combined New Routine		
Positive Action Statement		

Let's start at the top of our document.

- I.** We'll fill in what we want to accomplish in everyday language. For our example let's put down: I will lose 10 pounds by reducing my calories by 500 per day. This is a simple goal, and we'll add specifics as we go along. Write this out in plain language that makes sense to you.

**2.** Now we need to figure out an existing habit that we can change to achieve our goal. For this example, we'll use a couple of scenarios from our previous chapter.

**3.** In our habit boxes, let's explore our daily high-calorie trip to Starbucks.

Here is how we can fill them out.

Existing Cue: Seeing the Starbucks sign on the way to work

Existing Reward: Hot refreshing drink

Existing Routine: Ordering a High-Calorie Latte

**4.** Take a look at the existing method and replace it with one that matches your goal. For our example here let's replace the 500 calorie Latte with a zero calorie Green Tea.

**5.** New Routine: I will order a Green Tea instead of a high-calorie Latte.

Calorie savings 500

**6.** Specific Action: I will replace the Latte with a Green Tea.

**7.** Measurable Results:  $500 \text{ calories/day} \times 7 \text{ days} = 3500 \text{ calories/week} = \text{One pound lost/week}$

**8.** Is this Achievable?: Yes, very easily.

**9.** Realistic?: Yes, only a minor routine change. Green Tea tastes good.

**10.** Completion: 12 weeks to start

**11.** Positive Action Statement: I will replace my morning Latte at Starbucks with a delicious Green Tea which will enable me to get to my goal weight in 12 weeks. I will measure my progress on a weekly basis.

## Final Notes:

- Keep your goal sheet where you can see it.
- Modify as necessary to meet your goals

# # #

## IMPACT Goals

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IMPACT Goals are recommended for goals that are built around revolutionary change.

IMPACT Stands for:

- Impossible
- Mastery
- Practice
- Action
- Coaching
- Timeline

## IMPACT Goal Worksheet Instructions

- Download the [IMPACT Goals Worksheet](#) (Opens in PDF)
- Print out the worksheet
- Fill out the individual sections as noted below.

Let's take a look at the pieces we'll need to put together an IMPACT Goal.

In the individual boxes on the worksheet fill in the following information.

- 1. Impossible:** Write out the specifics of your goal in a detailed, action-oriented manner. Make the language positive if possible (I Will vs. I Won't). You may need to break the goal down into component pieces.

Example: I will train and practice for a sprint triathlon for the next three months. This will include Swim training, bike training, and running practice.

- 2. Mastery:** To master your goal, you'll need to acquire the needed skills and information to complete it. You need to focus on the outcome. To master the Triathlon would require that you develop the running, biking and swimming skills needed to finish. Write down what skills and information that you need to learn.

Example: I will learn how to swim the breaststroke. I will find out how to improve my bike cadence.

- 3.** Practice: To master something usually requires a lot of practice. It's best to list the time and effort required over time to develop a competence level that is adequate.

Example: To finish a Triathlon, I will practice running, swimming, and biking for one hour per day over a two month period.

- 4.** Action: Any significant goal, requires action. For larger IMPACT Goals, you may need to break your goal down into projects and then into individual action steps. Putting these on a daily planner as I wrote about in my eBook, Get A Life, will help you focus and be able to accomplish them on a daily basis.

Example: Project-Swimming: I will practice swimming laps for 30min/day on Mon, Wed, and Fri.

- 5.** Coaching: Most major goals require a good coach, mentor, or a professional forum, to help you complete the action and keep you motivated in the process. In this section, I've included contact information for you to input and a short schedule for meetings.

Example: I will meet with Coach Smith for 45 minutes on Wednesdays and Fridays. Contact Info.

- 6.** Timeline: Major Goals require an accurate and specific timeline. You'll need to know the different milestones and completion times. I've included an area

for various individual projects and completion times. This is where all the time management comes together in one place.

Example: I will spend 30 minutes per day reading and learning about Triathlons. I will practice at least an hour a day in one of the disciplines. I will meet with my coach twice a week for two months.

## Additional Notes

- The IMPACT Goal worksheet is best kept where you can refer to it on a daily basis.
- You can transfer daily and weekly actions to the daily/weekly planners found in my first eBook, Get a Life.
- IMPACT Goals work best where a lot of change is required.

# Chapter ELEVEN

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## APPENDIX 2: WILLPOWER TOOLS

### **Limiting Willpower Challenges**

One of the biggest issues with SMART Goals is overcoming willpower challenges. Researchers have found that we all have limited amounts of willpower. As we saw with Bob and Sally, if we run into a stressful or busy time, these resources may be reduced. The same happens when we get tired.

Once our willpower resources are exhausted, we may fall back into our previous habits. This is why so many seemingly easy goals are doomed to failure. They work great when we are awake and alert. It's another story when we are sitting on the couch at night, and the commercial comes on for potato chips. Our willpower to resist them may be at a minimum, and we find ourselves eating half a bag before we know it.

#### \*\*\*\*\*A Possible Willpower Boost.

I ran into a novel approach the other day that you might be able to apply to your goal situation. For this note, I'll use a diet example.

Most diets that people start are restrictive and are set up 24/7. This means you have to have your guard up at all times. Drop your willpower reserve, and the goal fails. Do this a few times, and most people give up.

One diet researcher took a different approach. Instead of being on a diet seven days a week, he has people restrict their calories only two days a week. It's a simple concept. On the two "fast" days you're only allowed 500-600 calories. This concentrates your willpower needs to a very limited envelope of time.

The dieter can pick any two days per week, and they don't have to be consecutive. The rest of the week you just eat regularly. After trying this approach, I can say it is MUCH easier than a regular diet. Most people can restrict calories one day at a time. This type of diet generally results in a weight loss of a pound/week.

This limited willpower challenge can work in some situations. In a sales situation, make additional calls two days a week. For a financial goal, try reducing your daily spending just a few days a week. While the overall progress may be slower, the ability to stay on a program long term may be exactly what you need to reach your desired result.

For more information on this diet and approach check out the Fast Diet Book.

# Chapter TWELVE

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## CONTACT US

For more information about goal setting, please check out our blog at

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