



# Day Six - Why Goal Setting Is Essential for Your Success in Life and Business

Goal setting is crucial for getting what you want, whether it's in business or your personal life. There is simply no other way to produce real lasting change than by setting goals.

Look closely at anything you've achieved in your life and you'll discover that there was probably a well planned and well executed goal behind it. Here are some reasons why goal setting is so vitally important.

**Clarity** - Goal setting gives you clarity about what you want. If you don't set down in writing in concrete terms exactly what you want, you'll end up spinning your wheels and getting nothing done.

**Responsibility** - When you write down a goal and start working towards it, you give yourself a sense of responsibility to see it through.



**Action** - If you set your goals well, it will give you a concrete action plan, because as we say often at BSH ... "success belongs to the doers." Simply *wishing* for things to happen doesn't create any actual momentum at all.

**Motivation** - Without a goal how do you stay on target, especially when things go wrong? Making daily progress towards your goals through your action plan gives you the motivation to keep going.



**Focus** - Without laser-sharp focus, you're unlikely to ever achieve great things in your life. Having a goal and a plan for achieving that goal keeps you completely focused on what you need to do in order to achieve your aims. It also means you will be much less susceptible to "shiny new object syndrome" too. You know that you have to get started today and take small steps towards your eventual goal.

**Sound daunting ... don't worry! BSH can help!**

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# Be SMART About Setting Your Goals

You can do just about anything if you know how to set goals, but most of us don't. It takes quite a bit of planning and if you're not a planner, it can be tough. That's why we have the SMART method for goal setting.

SMART means that a goal should be:

- Specific
- Measurable
- Action-oriented
- Realistic
- Time-based

Are your goals really SMART? Let's take a closer look at this method and what these words actually mean in context.

**Specific** - Being specific helps you focus on exactly how you're going to reach your goal.

**Measurable** - There needs to be some way to know when you've reached your goals, which means your goals must be measurable.

**Action-oriented** - Without actions, your goals can never be attained. Break your goals down into smaller actions you can take to make those overall goals happen.

**Realistic** - Goals will only work when they're realistic.

**Time-based** - Set up a detailed timeframe for when your goal and all of your



sub-goals are going to be achieved.



## **So, What's Your Goal?**

When you're deciding what it is exactly that you want to achieve, make a statement that includes all of the specifics. Instead of saying that you want to save money, decide on a certain amount. If you want to lose weight, decide how many pounds you want to lose. Take a vague statement like 'I will have more self-confidence' and turn it into a detailed plan of action.

To make a start towards achieving your ideal life, please complete the activity on the following pages. This exercise will help you clarify what it is you really want, and the pages after that will help you clarify in your own mind what you need to do to reach those goals you have just written down.



# Goal Setting Worksheet

Long Term Goal (5 to 10 years):

SMART Criteria	Goal
<b>Specific</b> <ul style="list-style-type: none"><li>- What?</li><li>- Why?</li><li>- When?</li><li>- Where?</li></ul>	
<b>Measureable</b> <ul style="list-style-type: none"><li>- How will you measure your success?</li></ul>	
<b>Action-Oriented</b> <ul style="list-style-type: none"><li>- What will you do?</li><li>- Are there specific tasks to do?</li></ul>	
<b>Realistic</b> <ul style="list-style-type: none"><li>- Do you have the skill?</li><li>- Do you have the resources?</li><li>- Do you have the time?</li></ul>	
<b>Time-Based</b> <ul style="list-style-type: none"><li>- When will this be done?</li><li>- Deadlines?</li></ul>	



**Short Term Goals (Monthly to 1 year):**

SMART Criteria	Goal
<b>Specific</b> <ul style="list-style-type: none"><li>- What?</li><li>- Why?</li><li>- When?</li><li>- Where?</li></ul>	
<b>Measureable</b> <ul style="list-style-type: none"><li>- How will you measure your success?</li></ul>	
<b>Action-Oriented</b> <ul style="list-style-type: none"><li>- What will you do?</li><li>- Are there specific tasks to do?</li></ul>	
<b>Realistic</b> <ul style="list-style-type: none"><li>- Do you have the skill?</li><li>- Do you have the resources?</li><li>- Do you have the time?</li></ul>	
<b>Time-Based</b> <ul style="list-style-type: none"><li>- When will this be done?</li><li>- Deadlines?</li></ul>	



**Immediate Goals (daily to weekly)**

**Week:**

<b>Day/Week</b>	<b>Goal</b>
<b>Monday</b>	Priorities: 1.  2.
<b>Tuesday</b>	Priorities: 1.  2.
<b>Wednesday</b>	Priorities: 1.  2.
<b>Thursday</b>	Priorities: 1.  2.
<b>Friday</b>	Priorities: 1.  2.



## Who Do You Need to Help You?

Whether it is losing weight, exercising more, giving up smoking, or starting up and running a highly profitable, very successful business, we all need help to reach our goals.

**I freely admit I had a ton of help when I started out and during the growth of my businesses ... so let the Business Super Heroes help you too.**

You'll find that we have many decades of experience and expertise in helping and supporting businesses like yours as you go through your business journey. Because all of us here are business owners and not just Academics we know what you are really feeling and how lonely it can be.

### Turning Goals into Actions

In the goals you set out earlier, you need to think carefully about how you are going to reach them. Assuming your goals are SMART you need to have a good think about how you can achieve those goals.

Your goals may be so big that you need to break the goals down into much smaller sub-goals. Each of these sub-goal steps must be a task that, once completed, gets you closer to your overall goal.



## The Resources You Need

As a business owner, do you have the resources you need to reach your goals? Very few of us have all the knowledge and resources easily available to help us grow our businesses but we aim to change that. Of course, there is nothing stopping you from reaching every goal you have set for yourself but do you know how to reach them?

That's why at Business Super Heroes we have well over 50 titles to help ensure you reach your goals ... no matter what it is you need help with.

Our extensive collection of books and courses really are all the resources you need because they have been written for business owners just like you who, with a little push in the right direction, could easily take their business onwards and upwards.

## Time Considerations

There's no getting away from it ... you have got to find time to focus on the incredible profit boosting goodies we will send you as an Academy member. We talk all the time about the need to create a Power Focus Time, which is where you find just 90 minutes a day to spend on developing your knowledge and your business.

Get up earlier, go to bed later, switch off Eastenders or Judge Judy and just find the time to do great things in your business. If you don't, no amount of incredible information we send to you matters because nothing will get done or implemented - in short nothing will change.



## **Research Your Roadblocks**

There's a chance that you'll come across a roadblock that, no matter how you try, you just can't get over. It's good to know about these before you invest lots of time in reaching your goal. Learn from the experiences of others that have done this before.

Of course, if you think you have any roadblock that you think will prevent you from gaining full advantage from our Super Hero Academy program, do email us via the website for a full and frank discussion.



## **4 Surefire Ways to Fail at Reaching Your Goals**

Napoleon Hill said, 'A goal is a dream with a deadline.' Are you great at dreaming but not so good at attaining your goals? If so, something is holding you back. Here are four of the most common reasons why people fail to reach their goals.

### **The Reasons You Started in Business Gets Away from You**

It can take a long time to reach your goals. During that time, it's easy to stray from the real reason why you ever wanted to achieve it in the first place. In fact, you may very well forget it entirely.

With the Business Heroes Academy that is impossible, because every day you will receive an business boosting email as well as tons of other great member only benefits full of incredible information to boost your profits and customer base that you can start working on and implement into your business.

Everything we send you will help you focus on your goals and continue to drive you towards your dreams of running a highly successful and highly profitable business.

### **Too Much on Your Plate**

As discussed before, if you don't make time for your business then nothing will ever change in your life. Sure, we can send you everything you need to grow your



business, but unless you find time to implement these ideas, then nothing will change.

The key is to find just 90 minutes every single day for you to grow your business and implement the ideas, tips and strategies that has led so many of our members on to really most incredible things.

## **Choking on Negativity**

Often, we fall short of what we want because we focus too much on negatives. You think about what you don't want or where you don't want to be, instead of visualizing yourself in a good place in the future.

If your goal is to make more money and profit, stop thinking about how little you have at the moment but instead focus on how you will feel in a few months time once you have invested in your future.

## **Kill the Fear**

Many of us fail to make progress on our goals because of fear, which is perfectly natural. If you've got a big goal you're working toward, there's a good chance it's something you've never done before, and that can be terrifying.

When you're afraid, it's usually because you doubt your abilities. But with proper planning, this isn't an issue at all. If you break your goals down into sub-goals and daily actions that will get you closer to them, it just becomes a matter of logistics. A good plan with concrete steps helps you overcome fear.



## Take Action Today

Ultimately the main reason we fail at goals is because we fail to take action. This could be because of the fear mentioned above or for a number of other reasons, but it's essential to do something each day that gets you closer to your goals. This helps you understand your own abilities and skills better, and it gives you more confidence when you see yourself getting closer to getting what you want.

## How to Get Started

Probably the biggest thing that stops people from starting on their goals is that they don't know *where* to start. But here's the great thing ... whatever stage your business is currently at we WILL help you get started towards achieving your goals, whatever they may be.

## Asking for Help

One of the major reasons most business owners fail to reach their goals is that they think they can do it all themselves and here's the thing ...

### **YOU REALLY CAN DO IT ALL YOURSELF.**

We're not gonna lie to you. If you have at least a couple of decades to spare and dozens of hours free every week to study and research all this great information yourself, that's amazing! Well done you!

But why would you? The Business Super Heroes have put together a "System for Success" program containing all the information you need to grow your business

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in a structured, professional manner quickly. Forget spending decades getting it right all by yourself. Does that make sense to you?

The opportunity to grow your business is here. NOW. Ready and waiting for you.

All you gotta do is seize this opportunity with both hands and say to yourself ...

**"YES ... I DO WANT TO DO GREAT THINGS WITH MY  
BUSINESS AND EARN GOOD PROFITS."**

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