



ESTABLISHING GOALS

Knowing how to set motivational goals makes all the difference between success and failure. All people have dreams, but most do not have goals. What is your dream? Take time to write it down. It has been said that only 5% of the people in the world know what they really want to do in life; the rest conceive themselves to be directed by circumstances.

Are you going to be in the 5% that choose to live their lives the way they want to live them? If so, how do you translate your dream into action? The way to get a dream into action is by setting immediate and long-range goals.

Immediate Action - always stay focused on what you want:

1. State goal in the positive, i.e., I will see 5-7 teachers per day.
2. Goal must be in the appropriate context: when, where, what, with who, and how.
3. Write the goal down, break it down into smaller more manageable pieces, i.e., I want to make
\$2,000 this week = \$400 a day or = \$50 per hour in an eight-hour day.
4. Visualize yourself achieving the desired goal. See it, Hear it, Feel yourself having it.
5. Must be measurable, how do you know when the goal has been achieved?
6. Take a picture of your goal and place somewhere you will see it daily – like your bathroom, in your car or presentation book.

IMMEDIATE OR SHORT-TERM GOAL- Short Range Goals are the goals that require...

IMMEDIATE ACTION

The Acid Test in determining a short-term goal is when you can immediately get out of your chair right now and TAKE ACTION UPON that goal.

Some guidelines for Short Term Goals are that they be:

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|----------------|---------------------------------------|
| 1. Conceivable | 5. Measurable |
| 2. Believable | 6. Controllable |
| 3. Achievable | 7. Something that you really want |
| 4. Unalterable | 8. Self-maintained and self-initiated |

Being Conceivable is being able to vividly see yourself in that position.
For example: driving a new car or earning a specific income.

Believable is that you actually and sincerely believe the goal can be accomplished.

To be Achievable, you need to acquire experience and the skill necessary to accomplish your goal.



LONG RANGE GOALS

Indefinite Goals for a 3 - 5 Year Period

In 3-5 years where will you be? What will you be doing? With whom will you be associated? How do you want to be living? Think about it.

Make the Goal Functional and Flexible.

Be flexible in regard to a territory, team, and how you are going to specifically achieve your goal. Do not put unnecessary limitations upon yourself. Instead, be general in that you are going to be a sales manager making \$125,000a year.

Why flexibility? A highly motivated person who is operating on goals needs flexibility. Because he/she is an opportunist in a positive sense, he/she will see the opportunities and be flexible enough to react to those opportunities.

Once you have a goal, you need additional resources and information. You must acquire additional resources in accordance with your desire and goals. From successful people you can draw this additional information, but only from those who know what is needed for you to accomplish your goal. Thus, you have added resources to your storehouse of knowledge.

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IDEAS FOR ACTION IN MOTIVATIONAL GOALS

Suggestions for attaining objectives:

A fulfilled need doesn't motivate, but an unfulfilled need, such as an empty pocketbook, does. As we grow, our goals will change. The "AIM HIGH" concept of being a millionaire in ten years may not have seemed aiming high enough for ten years from now.

Suggestions for attaining objectives:

1. Know your objectives and be willing to pay the price.
2. Form a solid base. The first step can be the hardest part. For example: The first \$500,000.00 of \$1,000,000.00 can be the hardest to set aside.
3. Choose an environment that will support that goal. For an example: Association with positive, successful people tends to instill these qualities in others.
4. Let other people know what your goals are so that you can overcome any fear that might stop you from attaining your goals by not bringing them into the light.

SUCCESSFUL PEOPLE - are those people who set goals and objectives and are do-it-now people.

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DELIBERATE USE OF SELF-MOTIVATORS

A Self-Motivator is any symbol, command or phrase given to yourself to motivate you to immediate Positive Action, for example:

- DO IT NOW!
- I AM A POWERFUL ACHIEVER!
- SUCCESS IS ACHIEVED BY THOSE WHO TRY AND KEEP TRYING!!
- WHERE THERE IS NOTHING TO LOSE BY TRYING AND A GREAT DEAL TO GAIN IF SUCCESSFUL -- BY ALL MEANS TRY!!!!
- TO BE ENTHUSIASTIC - ACT ENTHUSIASTIC!
- WITH EVERY ADVERSITY, THERE IS THE SEED OF EQUAL OR GREATER BENEFIT! LOOK FOR IT!
- DO TWICE AS MUCH IN HALF THE TIME!
- THE SYSTEM WILL WORK FOR YOU IF YOU WORK THE SYSTEM!
- IT TAKES LESS TIME TO SUCCEED THAN TO FAIL!
- DO THE RIGHT THING BECAUSE IT IS THE RIGHT THING TO DO!



You can make these or any Self-Motivator a part of yourself by using the three forms of suggestion. They are:

- a. Suggestion comes from outside (your environment) Example: The five senses.
- b. Self-Suggestion is purposely controlled from within.
Example: A slogan we give ourselves with repetition and emotion.
- c. Auto-Suggestion acts by itself unconsciously, like a machine that reacts in the same way from the same stimulus. Example: An automatic response that comes from the subconscious.

REGARDLESS OF WHO YOU ARE OR WHERE YOU HAVE BEEN, YOU CAN BE WHAT YOU WANT TO BE.

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