

How to Master the Art of Goal Setting

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INTRODUCTION

This book is probably the smallest book ever written exclusively on the subject of goals, but don't let the size fool you. This book is also probably the most powerful book ever written on the subject of goals.

Goal setting is perhaps the most widely endorsed personal development idea in the world. Consider the following list of people who endorse goal setting: Oprah Winfrey, Michael Jordan, Pat Summit, Mark McGwire, Zig Ziglar, Napoleon Hill, Jim Carey.

Goal setting is also one of the most misunderstood personal development ideas. I attended a personal development seminar recently. There were over 1000 people in attendance.

The speaker shared his insights into goal setting. What he shared and what we learned I found fascinating, and I think you will find it fascinating as well. The speaker asked the group, "How many of you consider yourselves goal setters?" 99% of the people in the audience raised their hands.

He then said, "Let's find out. Take out a clean sheet of paper. Write down 10 goals. You have three minutes. GO." I began to write. At the end of the three minutes, I only had seven goals. I was surprised I was not able to come up with 10.

The speaker then asked the group, "How many of you were able to come up with 10 goals?" About 50 hands went up. Remember there were over 1000 people in the room. Only 5% were able to complete this simple exercise. He then went on to say that the reason 95% of us were unable to complete the exercise was because we were not goal setters.

He continued, "For a goal to be a goal it must be written down. Most people think that goal setting is merely deciding what you want. That is only the first step. Goal setting is a process. If you are not following the process, then what you are doing is not goal setting." He went on to teach us his process. I was fascinated because all along I thought I was goal setting and I realized in that moment that I wasn't.

Since that day I have been working on creating my own goal-setting process. I quickly looked for all of the goal-setting information I could find in books, on audiotape and on video.

From this study I created my own goal-setting process. I created what I believe is the most powerful goal-setting process in the world. This book is designed to influence you to write down your goals and follow the 10-step process that will help you create the life of your dreams.

I designed this book so that you can quickly and easily learn the most successful goal-setting principles in the world. I will begin by sharing with you why you should set goals and why you should write them down. I will then explain why people don't set goals. I will then teach you my 10-step goal-setting process. Lastly, I will introduce an interactive goal-setting computer program called *The Art of Goal Setting* for those who want to learn more.

WHY SHOULD I SET GOALS AND WRITE THEM DOWN?

Many people believe they are goal setters, yet they fail to write down their goals. Goal setting is not goal setting unless the goal is written down. Here are 9 reasons that you should write down your goals.

9 REASONS YOU SHOULD SET GOALS AND WRITE THEM DOWN

1. Written goals will help you reduce stress by creating a compelling future for you.
2. Written goals point your life in the direction you want to take it.
3. Written goals activate your subconscious mind.
4. Written goals will help you clearly communicate your life plans to others.
5. Written goals increase the likelihood that you will accomplish the goals by 1000%.
6. Written goals will improve your time management skills.
7. Written goals will motivate you.
8. Written goals help you manage the coincidences in your life.
9. Written goals will help you create the life of your dreams.

1. WRITTEN GOALS WILL HELP YOU REDUCE STRESS BY CREATING A COMPELLING FUTURE FOR YOU.

What causes stress? I have often thought about that question. My answer is: stress is caused by fear of the future. What if you had no fear of the future, would you have stress? My answer is: No.

Written goals will help you reduce stress by creating a compelling future for you. Have you ever met a negative person? I know I have. For many years I wondered what is the difference between a positive and a negative person.

My answer is: what they believe about their futures. Negative people tend to predict negative futures. Positive people tend to have positive futures. The future is imaginary. It doesn't exist. Because the future is imaginary, then why not imagine a bright, compelling future.

If you have filled your future with all kinds of compelling goals, will you have a bright or dim outlook on the future? Of course you will have a bright outlook. If you are excited about the future and what it holds for you, will that reduce any fears that you might have about the future? The answer, of course, is yes.

Let's now look at the opposite. If you approach the future with fear and worry, will you probably feel stress about the future? You probably will feel stress. By having written goals you will help reduce stress by creating a compelling future for you.

2. WRITTEN GOALS POINT YOUR LIFE IN THE DIRECTION YOU WANT TO TAKE IT.

What would happen if you got in a boat in San Francisco and you had no idea where the boat was going? Where would you end up? The correct answer is wherever the boat was going.

Now what if you got to the pier in San Francisco and three boats were there. One was a luxury liner headed for Alaska. One was a fishing boat headed for Japan. The last one was a private yacht headed for Los Angeles. You have the opportunity to board any of the three boats. Your goal is to get to Japan. Which boat would you get on? Of course the answer is number two – the fishing boat headed to Japan. Now consider this: the fishing boat is the least luxurious of the three and it is the longest ride of the three. In spite of that, you would take the fishing boat because it would help you reach your destination.

In five years you are going to arrive. The question is, "Where?" Written goals point your life in the direction you want to take it.

3. WRITTEN GOALS ACTIVATE YOUR SUBCONSCIOUS MIND .

Have you ever gone to bed and right before you fell asleep you were thinking about a problem in your life, and then in the middle of the night, you awoke with the answer? That is your subconscious mind working for you.

Another example is when you go to a restaurant and the server asks you for your drink order. Do you find yourself telling the server what you want to drink without thinking about it? For example, every time you eat you might drink Coke, coffee, water, ice tea, etc. And you order that drink every time without thinking about it. This is an example of your subconscious mind working.

A great metaphor to describe the power of your subconscious mind is an iceberg. When you are on the surface of the water you can see the tip of the iceberg. If you go under the water, though, you will see a much larger mass of ice. That is how your subconscious mind works. Your subconscious mind has a tremendous influence on your behavior.

Another example of how your subconscious mind works is smoking. Many people smoke unconsciously. Obviously smoking is not a good habit to have, but let's look at the concept of habits.

What if you could program good habits into your subconscious mind and use them without thinking about it, as the smoker does with cigarettes? One way to enter thoughts into your subconscious mind is by following my 10-step goal-setting process. I don't really understand how it works. I just know from my own experience and from the experience of others that it does work. I will say it again. I don't really understand how it works. I just know that it does work. Written goals activate your subconscious mind.

4. WRITTEN GOALS WILL HELP YOU CLEARLY COMMUNICATE YOUR LIFE PLANS TO OTHERS.

Many of the goals you have will require the assistance and cooperation of others. One skill you will need to develop is the ability to clearly communicate your goals to others. When you go through the process of writing down your goals, you are improving your ability to communicate your goals to yourself. Once you have clearly communicated your goals to yourself, you will automatically improve your ability to communicate your goals to others. Written goals will help you clearly communicate your life plans to others.

5. WRITTEN GOALS INCREASE THE LIKELIHOOD THAT YOU WILL ACCOMPLISH THE GOALS BY 1000%.

Remember, goal setting is not goal setting unless you are following the 10-step plan. When you invest the time in the 10-step plan, your investment will be rewarded with results. A great metaphor to which many people can relate is a wedding. When you planned your wedding, did you use the 10-step goal setting plan or a similar plan? Chances are you did.

Do you believe the planning you did for your wedding increased the probability that your wedding plans would be realized, versus no planning at all? Your life is no different. The more time you invest in planning, the more likely you are to achieve your goal. Written goals increase the likelihood that you will accomplish the goals by 1000%.

6. WRITTEN GOALS WILL IMPROVE YOUR TIME MANAGEMENT SKILLS.

Goals give your life direction. When you have direction, you know where to focus your time and energy. If your goal is to become the top real estate agent in the area you live, are you likely to have a job as a receptionist? No, of course not, because you would have a job as a real estate agent. My point is that many people have jobs that are not helping them achieve their dreams because they have never taken the time to think about what they want and write it down. Written goals give a clear idea of the best ways you can invest your time. Written goals will improve your time management skills.

7. WRITTEN GOALS WILL MOTIVATE YOU.

I am a sales coach. I have met thousands of sales people who hate to make cold calls. On a scale of one to ten, their motivation to make sales calls is one. I have also met many sales people who are extremely motivated to make cold calls. What is the difference between the two? I have found that the motivated sales people focus on the benefit they are receiving by making the cold calls.

In other words, they have invested time to clearly communicate to themselves the specific benefits they are receiving by making the calls. When you have written goals, you have a plan in writing that communicates to you the benefits you are going to receive once you take action. Written goals will motivate you.

8. WRITTEN GOALS HELP YOU MANAGE THE COINCIDENCES IN YOUR LIFE.

Have you ever had a goal and the goal manifested itself by coincidence? Many times in my life I have written down goals and then almost by coincidence the goal is achieved. Years ago my wife and I moved into a new home. We set a goal to get a new table with four chairs.

A few weeks later our friend Mark called to let us know he was giving us a table with four chairs. He explained that the table and chairs were in his storage. He wasn't using them and he wanted us to benefit from their use.

9. WRITTEN GOALS WILL HELP YOU CREATE THE LIFE OF YOUR DREAMS.

Why did you purchase this book? Why are you investing the time to learn these proven principles? For most people the answer is to help you create the life of your dreams. Show me a successful person, and I will show you how she is applying these proven principles in her life. Goal setting is quite possibly the most endorsed personal development strategy in the world.

Consider the following list of people who endorse goal setting:

- **Oprah Winfrey**
- **Michael Jordan**
- **Pat Summitt**
- **Rick Pitino**
- **Mark Victor Hansen**
- **Napoleon Hill**
- **Zig Ziglar**
- **Andrew Carnegie**
- **Thomas Edison**
- **Tom Hopkins**
- **Jim Carey**
- **Arnold Schwarzenegger**
- **Tiger Woods**
- **Rickey Henderson**

All of these people believe in goal-setting principles. Show me a successful person, and I will show you a goal setter. The results speak for themselves. These principles are like gravity. If you are holding a cup of coffee and you drop the cup, what happens? Right, the cup breaks and coffee goes everywhere. If you drop the cup, will the cup always fall?

The answer is yes. 100% of the time the cup will fall. That is because of the law of gravity. The goal-setting principles I have in this program are proven – like gravity. If you apply the 10-step goal-setting process, it will help you achieve your goals.

If you want to create the life of your dreams, then you must first clearly define what “the life of your dreams” is. Then you must write it down. Then you must create a plan of action. Then you must take action. Written goals will help you create the life of your dreams.

WHY DON'T PEOPLE SET GOALS?

By now you clearly see the benefits of goal setting. You realize that this is the one strategy consistently used by the most successful people in the world. You might be asking yourself, "So why doesn't everyone use goal setting as a strategy to realize their dreams?" Here are the 9 reasons why people don't set goals.

9 REASONS THAT PEOPLE DON'T SET GOALS

1. They don't know the importance of goal setting.
2. They don't know how.
3. They think they are already doing it.
4. They don't have any goals.
5. They are afraid of failure.
6. They don't believe in themselves.
7. They suffer from the curse of early success.
8. They are in a comfort zone.
9. They are afraid of success.

1. THEY DON'T KNOW THE IMPORTANCE OF GOAL SETTING.

Is it possible to become a millionaire without setting a goal of being a millionaire? The answer, of course, is yes. One example of how you could accomplish that is to inherit one million dollars.

Another example is for you to win the lottery. What are the chances that you will inherit one million dollars or win the lottery? Not very high. The chances of your becoming a millionaire without making it a goal are very slim.

Goal setting is important because by setting goals you dramatically increase the chances of your getting out of life everything that you want. The main benefit of goal setting is that it will help you get anything you want in life faster and easier than without goals. Once people realize how important goal setting is, they immediately become goal setters.

2. THEY DON'T KNOW HOW.

Where did you learn how to set goals? How effective was the teacher, the book or the tape at teaching you the fundamental principles of goal setting? Most people have never been taught proper goal setting techniques.

A simple analogy to illustrate this point is a person who doesn't ski. The number-one reason people don't ski is that they don't know how. Many people don't set goals because they don't know how.

3. THEY THINK THEY ARE ALREADY DOING IT.

Many people think they are already setting goals. In fact you may be one of those people. You might have gone through your life up until now believing that you were already using proper goal-setting techniques.

Consider the following example: a high school student might set the goal to have a GPA of 3.5. This is a fairly gifted student who, if he truly applied himself, could have a 4.0 GPA. At the beginning of the semester, his parents asked him what his GPA goal was for the semester. He responded with "3.5." His parents were satisfied with the answer and moved on to the next topic.

The problem is that is not goal setting. The end of the story: he finishes the semester with a 3.0 GPA. There is nothing wrong with a B average. The problem is he wanted a 3.5.

That was his goal, and his academic ability was a 4.0. If he had followed proper goal-setting techniques, he probably would have exceeded his goal. He goes through life thinking goal setting is merely deciding what he wants.

Deciding what you want is just one of many steps. There are 9 other specific steps that must be taken to provide the best opportunity for success. Think about it; how many times have you known what you wanted and come up short? How much more successful would you be right now if you were taught proper goal-setting techniques in junior high school and high school?

4. THEY DON'T HAVE ANY GOALS.

Over the last ten years I have met several people who tell me they don't have any goals. If you ask these people what their goals are, they respond by saying they don't have any. This is not really true, though.

They do have goals; they just have never taken the time to think about what they really want in life. Whenever I ask people who don't have any goals, "Would you like to retire financially independent?" what do you think they say?

Of course they say yes. Or I will ask them, "Would you like to have more energy? Would you like to make more money? Would you like to get a promotion at your job?" They always respond by saying yes.

Everyone has goals. Yet not everyone has taken the time to really think about what they want most in life and then write it down and then create a plan for achievement and then take action.

5. THEY ARE AFRAID OF FAILURE.

Have you ever met someone who enjoys the experience of failure? I surely haven't. We all want to succeed in life.

Many people are so afraid of failing that they are afraid of trying. They have the goal, the vision, the dream in their minds, but they never take action on it because the thought of failure dominates their minds.

If you fall into this category, my suggestion to you is to set small goals using proper goal-setting techniques. Once your confidence is up and you see how easy it is, you can move on to bigger goals.

Also keep in mind there is risk in everything. There is risk in going after your goals. (What if I fail?) There is also risk in not going after your goals. (What if I get through my life without going after what was most important to me?) For me, I would rather pursue my dream and fail than go through life asking, "What if?"

6. THEY DON'T BELIEVE IN THEMSELVES.

If you believed that you didn't have the talent to write a book, would you ever set a goal to write a book? Probably not. Our beliefs shape our behavior. In most cases we will only attempt what we believe we can achieve. For some people this fact makes their experience very limited.

Every time they think of a compelling goal that excites them, they tell themselves, "I could never do that." Yes, you can do that and much more. Goal setting is not a belief exercise. I will say it again.

Goal setting is not a belief exercise. Goal setting is an exercise in clearly defining what you want, writing it down, creating a plan for achievement and taking action. The process of goal setting is not a belief exercise. For some people, once they grasp that, the light bulb goes on. They think, "I thought I had to believe I could achieve the goal before I set it. Now that I know that the process does not have belief as a prerequisite, I can do it."

7. THEY SUFFER FROM THE CURSE OF EARLY SUCCESS.

Some people achieve success at an early age. They leave high school or college, and no one has told them yet that they can't achieve great things in their lives. They try different things and success comes easily to them. And then life deals them a blow, as life does.

All of a sudden success doesn't come so easily. In fact they lose the success they had. They lose their companies. They go bankrupt. They get divorced. They lose that unstoppable belief system they had, and they stop setting goals. What goals have you given up?

When do you tell yourself you are too old, not smart enough, not talented enough, without enough time, without enough money? Whatever reason you have for not succeeding, I can show you someone who has faced greater adversity and succeeded.

8. THEY ARE IN A COMFORT ZONE.

Many people are comfortable where they are in their lives. They have no desire to strive for more out of life. I accept that answer. There is nothing that says we need to constantly be striving for more. However, I have one question for a person who is in the "Comfort Zone." Do you truly have what you want out of life or are you settling for less?

9. THEY ARE AFRAID OF SUCCESS.

What if you had a big goal such as becoming CEO of a Fortune 500 company. This goal is appealing to you because you would be the boss. You would make an extraordinary income.

Then you start thinking, "Yeah, what if I became a CEO? What about all of that responsibility? What about all that stress?" All of a sudden you become fearful of the consequences of success.

Here is the question: If a person fears what will happen if he succeeds, how likely will he be to get started? Do you have any goals that you are not pursuing because you fear the consequences if you succeed?

INTRODUCTION TO SETTING GOALS

The 10-step goal-setting process I am going to share with you, I believe, is the most effective goal-setting process in the world. When I designed this process, I wanted to combine the most effective goal-setting strategies with the easiest application. Many of the processes I looked at while I was creating this system were either too complicated or didn't give you enough information to be effective. The following system is designed with you in mind. Follow the simple 10 steps in order, and turn your dreams into reality.

THE 10-STEP GOAL-SETTING PROCESS

1. Think about what you want and write it down.
2. Decide EXACTLY what you want and write it down.
3. Make sure your goal is measurable.
4. Identify the specific reasons that you want to achieve this goal and write them down.
5. Establish a definite date for accomplishment of your goal and write it down.
6. Create a list of action steps that you need to take to accomplish your goal and write it down.
7. Create an action plan from your list of action steps and write it down.
8. Take Action.
9. Do something every day.
10. View your goals as often as possible.

1. THINK ABOUT WHAT YOU WANT AND WRITE IT DOWN.

What is your dream? Where do you want to travel in your lifetime? How much money do you want to have when you retire? What would be the ideal job? The goal-setting process starts with thinking about what you want and how you want your life to be. One simple way to think is to ask questions. I have learned that your mind works like a search engine on the Internet.

When you are on the Internet, you might go to a search engine such as Yahoo. On Yahoo you can search for websites just like you can search for companies in a phone book. When you make a search on Yahoo, you type in the word and Yahoo will search for matching websites. Your brain is a search engine. When you ask it a question such as, "What would be the ideal job?" your brain will search through its files and produce an answer.

One way to effectively think about what you want is to ask yourself questions about what you want. When you get the answers, write them down. There is no right way to think about what you want. The ideas will become a menu of choices from which we can create our goals. We call this menu the **thought menu**. We want as many choices as possible. While I teach you the 10-step goal-setting process, I want to show you an example of what I mean.

The example will be a health goal. Let's assume I am a person who wants to lose weight. I have low energy. I currently weigh 238. I have poor eating habits. During this brainstorming session, I will ask myself several health-related questions to create my **thought menu**.

Here are four examples of questions I will ask:

How do I want to feel when I wake up in the morning?

What would my ideal weight be?

What type of food do I want to put into my body?

What foods should I be avoiding?

My answers are as follows: I want to feel energized when I wake up in the morning. My ideal body weight is 185 pounds. I want to eat more fruits and vegetables. I should avoid fast food, ice cream and soda. These answers become my **thought menu**.

Think about what you want and **write it down**.

2. DECIDE EXACTLY WHAT YOU WANT AND WRITE IT DOWN.

Look at your thought menu. From this menu of ideas, take each idea to its completion. The second step in goal setting is to decide exactly what you want. Be as specific as you can. An example would be, "I want to earn \$100,000 over the next 12 months." Notice, my goal was not, "I want to make more money next year." That would not be specific enough. From our example I look at my *thought menu*.

- **I want to feel energized when I wake up in the morning.**
- **My ideal body weight is 185 pounds.**
- **I want to eat more fruits and vegetables.**
- **I should avoid fast food, ice cream and soda.**

From the *thought menu* I want to take the idea to its completion. I decide the specific goal I want is to weigh 185 pounds. I now weigh 238. My goal is to lose 53 pounds.

Decide exactly what you want and **write it down**.

3. MAKE SURE YOUR GOAL IS MEASURABLE.

For a goal to be a goal it must be written down. Once you have written it down, look at your goal to see if it is measurable. What I mean by *measurable* is that you will know when you have accomplished your goal.

In my example my goal is to weigh 185 pounds or to lose 53 pounds. It is measurable, so it passes the test. If my goal were not measurable, then I would go back to Step 2 and rewrite the goal, making sure that it is measurable.

Make sure your goal is measurable.

4. IDENTIFY THE SPECIFIC REASONS THAT YOU WANT TO ACHIEVE THIS GOAL AND WRITE THEM DOWN.

The reason that most people fail to achieve their goals is they don't have a compelling enough reason to achieve them. Once you have begun the 10-step goal-setting process, you are ready to take action.

Along the path toward achieving your goals, you are going to run into some obstacles. That is where your *why* comes in. If your reason for achieving the goal is greater than the obstacles you face, then you will be much more likely to achieve the goal.

Here is an example: You have been smoking a pack of cigarettes per day for 18 years. You have had a goal to quit smoking for the last six years because you know smoking isn't good for you. You followed proper goal-setting techniques. You tried hypnosis, gum and quit-smoking seminars. Nothing seems to work.

You go to the doctor. The doctor says you have lung cancer. If you quit smoking now, you will have 10 years to live. If you keep smoking, you will die in one year. Would you be able to quit smoking? I think most people would.

Even though it was a goal of yours for the last six years and you were unable to succeed, I believe most people would be able to quit. The reason is they have a big enough *why* or reason to accomplish the goal.

When you set a goal, look at *why* you want to achieve the goal. Is your *why* a big enough reason for you to overcome the obstacles to achieve your goal? If you don't have a big enough reason, then imagine one. Spend some time really thinking about what it would mean to you to accomplish the goal. Also think about what the consequences will be if you don't accomplish the goal.

Write a paragraph about why you will succeed in achieving your goal. Once you have completed the paragraph read it over. After reading the paragraph ask yourself, "Do I have a big enough *why* to overcome the obstacles I am going to encounter?"

Back to my weight-loss example. Here is my *why*:

I must lose 53 pounds because this is not the person I really am. I am sick and tired of people thinking of me as fat. I want to run a marathon before I die, and I will never be able to do it at this weight.

I then look at my *why* paragraph. I believe I have a strong enough *why* to overcome the obstacles I am going to face, so I continue with the process. If my *why* is not compelling enough, I must go back and rewrite it.

Identify specific reasons that you want to achieve this goal and **write them down**.

5. ESTABLISH A DEFINITE DATE FOR ACCOMPLISHMENT OF YOUR GOAL AND WRITE IT DOWN.

It is very important to decide when you want to accomplish your goal. Your mind has an unconscious time line in it. For example, if your goal is to graduate from college by the end of 2000, your mind needs to start working on plans for what you are going to do once you graduate.

Knowing when you want to accomplish your goal will also have an effect on how you plan to achieve your goal. For example, if your goal is to earn \$100,000 in 12 months, that is very different from having a goal of earning \$100,000 in one month. Once you write down a date for your goal, your mind will start working unconsciously toward achieving your goal. The only way to take advantage of your mind is to set a date and enter it into your subconscious by writing it down.

In my weight-loss goal, my goal is to lose 53 pounds by March 25, 2001 (2 years from today).

Establish a definite date for accomplishment of your goal and **write it down**.

6. CREATE A LIST OF ACTION STEPS THAT YOU NEED TO TAKE TO ACCOMPLISH YOUR GOAL AND WRITE IT DOWN.

Ask yourself. “What are all of the steps I need to take to accomplish my goal?” This is a brainstorming exercise. Here we are looking to capture as many ideas as possible. We call this the ***action steps menu***. Once again, we want as many choices as possible to create our plan. We are not looking for the steps to be in order at this point. Take out a clean sheet of paper and write anything and everything that comes to mind – things you will need to do in order to achieve your goal. Here is my ***action steps menu*** for our weight loss example:

- Go to health food store to get good food.
- Exercise 3 times per week.
- Take a multi-vitamin every day.
- Go jogging 3 times per week.
- Make an appointment to meet with a nutrition expert to establish a diet.
- Meet with an exercise specialist to create a workout program.
- Create a tracking system to track my results.
- Buy an exercise book.
- Talk to my friend Bob (Bob lost 30 pounds last year) and find out how he lost weight.

Notice the list is not in any particular order. This is a brainstorming session. I am looking to capture as many ideas as I can on paper. Once I have listed as many ideas as I can think of, I will then go to the next step.

Create a list of action steps that you need to take to accomplish your goal and **write it down**.

7. CREATE AN ACTION PLAN FROM YOUR LIST OF ACTION STEPS AND WRITE IT DOWN.

Step 7 is where your thoughts mesh into a plan. Look at your action steps from Step 6. Put those ideas in sequential order. First do this. Then do that. All we are doing to create our plan is to prioritize the action steps in Step 6. Do not let the word *plan* scare you. This is a simple exercise.

1. Talk to my friend Bob (Bob lost 30 pounds last year) and find out how he lost weight.
2. Buy an exercise book.
3. Make an appointment to meet with a nutrition expert to establish a diet.
4. Make an appointment to meet with an exercise specialist to create a workout program.
5. Meet with the nutrition expert.
6. Go to health food store to get good food.
7. Take a multi-vitamin every day.
8. Meet with the exercise specialist to create a workout program.
9. Create a tracking system to track my results.
10. Exercise 3 times per week.
11. Go jogging 3 times per week.

When most people think about creating an action plan, they think of a lengthy process. The word *plan* scares many people.

As you can see from the above example, the plan took only a few minutes of thought. When you create a plan to achieve a goal, you need to ask yourself a question when you have completed the plan. Ask yourself, "If I follow the plan, will I achieve the goal?" So let's look at our example plan. If we execute the plan above, would we lose 53 pounds in 2 years? The answer is yes.

Create an action plan from your list of action steps and **write it down**.

8. TAKE ACTION.

Every step in the 10-step goal-setting process is important. Each step depends upon the other. This step, however, could be the most important. I can't tell you how many educated derelicts I have met over the years – you know, the person who knows everything about everything, yet can't seem to get himself to take action on his own life. Goals and plans are great, but they don't produce results. The only thing that produces results is *action*.

How many times have you planned to do something, yet when it came to the action phase, you didn't act? You must get yourself to take *consistent action* on a daily basis – even if they are baby steps. Remember this phrase: ***INCH BY INCH, IT'S A CINCH.*** When you take action on a consistent basis, even if it is a small step, you take advantage of the law of momentum. The law of momentum states that a body in motion, once in motion, tends to stay in motion.

In my weight-loss example, one action I might take today is to go to the health food store and pick out some food. That is a positive step toward the achievement of my goal. It is a small step. This step will help me create momentum. Another step I might take is to jog for two minutes today. That might not seem like a lot, but it really is. Most people never achieve their goals because they never take the first step. They never benefit from the law of momentum. Remember the journey of 1000 miles begins with one step. ***INCH BY INCH, IT'S A CINCH.***

Take action.

9. DO SOMETHING EVERY DAY.

Work toward the achievement of your goals every day – even if it is a small step. Rome wasn't built in a day, and in most cases your major life goals aren't going to happen overnight, either. Practice patience.

In our weight-loss example, "Today I will make an appointment with Bob to find out how he was able to lose the weight." This action is a small step toward the achievement of my goal. This step will activate the law of momentum. Today by taking this small step, I have put the law of momentum in my favor.

Do something every day.

10. VIEW YOUR GOALS AS OFTEN AS POSSIBLE.

Out of site, out of mind – human beings don't have the best memories. You have invested time to complete Steps 1 through 9. Now that your goals are written down with a plan, you can quickly review five to ten goals in a matter of minutes.

The more frequently you view your goals, the more you will burn them into your subconscious mind. Something magical happens when you do that.

After a period of time of frequently reviewing your goals with their plans of action, your subconscious mind will start to believe you are going to achieve the goal. Once you have accomplished that, you can take advantage of the most powerful personal development idea ever discovered.

WE BECOME WHAT WE THINK ABOUT. Notice, with the exception of Step 8 (Take Action), every step requires that you think about what you want and what you dream. Remember, **WE BECOME WHAT WE THINK ABOUT**. That is one of the secrets of the 10-step process.

The process requires that you invest time thinking about what you want most in your life. Many people who do not achieve their goals invest their time thinking of all the reasons they can never succeed in their lives, or they invest their time thinking of ways to solve other peoples' problems (Bill and Monica), or they invest their thinking time in the fact that they have no money. Note there is nothing wrong with thinking about these things. Just remember, **WE BECOME WHAT WE THINK ABOUT**.

If you choose to invest your time thinking about these things, there are consequences of using your mind in that way.

View your goals as often as possible.

AN INVITATION TO LEARN MORE

Once I had completed the 10-step process, I began implementing the system. Within a short period of time, I became frustrated. My frustration came when I began writing down my goals. I ran into the problem that I had goals written on scraps of paper all over the place. I had a difficult time implementing the 10-step process because the process required me to keep the paperwork organized.

I then asked myself, "What would be the most effective way for me to easily record my goals, my brainstorming sessions and my plans?" I immediately got an answer. My answer was to create a computer program that would walk me through the 10-step goal-setting process. It would enable me to have one place where I could store all of my goal-setting information. It would also allow me to go back to the work I had done last week and pick up right where I had left off.

At the time I didn't know anything about how to create a computer program. I shared my idea with several professionals, and I enlisted Andrew Duggan to create the program. Andrew was able to successfully convert my ideas into an easy-to-use interactive computer program. The program is called *The Art of Goal Setting*. It teaches the 10-step process you just learned, and it has an interactive goal-setting section. To purchase the program on CD-ROM, see page 42 for ordering information. Visit our website at saleschampion.com.

THE AUTHOR'S CHALLENGE TO YOU

You have just learned the most powerful goal-setting process in the world. Step 8 is to Take Action. I challenge you to implement these proven principles and create the life of your dreams.

Appendix A

9 REASONS YOU SHOULD SET GOALS AND WRITE THEM DOWN

1. Written goals will help you reduce stress by creating a compelling future for you.
2. Written goals point your life in the direction you want to take it.
3. Written goals activate your subconscious mind.
4. Written goals will help you clearly communicate your life plans to others.
5. Written goals increase the likelihood that you will accomplish the goals by 1000%.
6. Written goals will improve your time management skills.
7. Written goals will motivate you.
8. Written goals help you manage the coincidences in your life.
9. Written goals will help you create the life of your dreams.

Appendix B

9 REASONS PEOPLE DON'T SET GOALS

1. They don't know the importance of goal setting.
2. They don't know how.
3. They think they are already doing it.
4. They don't have any goals.
5. They are afraid of failure.
6. They don't believe in themselves.
7. They suffer from the curse of early success.
8. They are in a comfort zone.
9. They are afraid of success

Appendix C

THE 10-STEP GOAL-SETTING PROCESS

1. Think about what you want and write it down.
2. Decide EXACTLY what you want and write it down.
3. Make sure your goal is measurable.
4. Identify the specific reasons that you want to achieve this goal and write them down.
5. Establish a definite date for accomplishment of your goal and write it down.
6. Create a list of action steps that you need to take to accomplish your goal and write it down.
7. Create an action plan from your list of action steps and write it down.
8. Take Action.
9. Do something every day.
10. View your goals as often as possible.

About Eric Lofholm

Eric Lofholm is a Master Sales Trainer who has trained over 100,000 sales professionals globally. He provides simple sales solutions and easy ways for anyone in business to immediately increase their sales. His audience members receive more time, more success, more money and more fulfillment.

Eric started his career as a sales failure, unable to hit sales quotas, and close to being fired. Through devoted study and creating his own systems, he created a reputation of success that follows him to this day.

Eric has been trained by the top trainers of this time including: Anthony Robbins and Dr. Donald Moine, PhD., as well as countless others.

America's top companies, such as Microsoft, Prudential, and Wells Fargo Mortgage, hire Eric regularly to train, motivate and inspire their sales teams. His clients have added millions of dollars in sales to their record after attending Eric's energetic, practical and content-rich seminars.

Eric started as a sales failure unable to meet his quota. At one time he was on the verge of being fired from his first sales job. Through devoted study, determination, and hard work he has created a reputation of success that follows him to this day.

Eric has delivered over 1,500 public and private presentations in companies such as:

Merrill Lynch

Century 21

Citicorp

Mary Kay

World Financial Group

GTE

Coldwell Banker

Ford Motor Company

Hilton

Eric is the author of two books, [21 Ways to Close More Sales Now!](#) and [How to Master the Art of Goal Setting](#). He has also created 3 audio success programs, [How to Become a Sales Superstar](#), [How to Master the Art of Goal Setting](#), and [How to Master Time Management](#). He also publishes a monthly sales newsletter. **Eric helps sales professionals understand the needs of today's buyers!**

Visit Eric on the web at:

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