

## **The Dilemma of Thinking Big.... or *How to Set Goals Effectively***

We are all inundated each day in Real Estate with the Magic of thinking big. We're exposed to other agents who live fabulous lives, do thousands of deals and gross millions of dollars. We are constantly told to be a Millionaire real estate, to hire more people, etc.

I coach one woman who at 30 and in her 2<sup>nd</sup> year of real estate full-time (after moving to a completely different state for her husbands loan officer career) who sold a bit over 4 million in 2014 - 18 transactions... not bad.

Her goal was 7 million in 2015 and when she announced it at her ALC meeting she was told she wasn't thinking big enough. She was actually "blasted" by the other members... that she was thinking "too small".

This activated her monkey mind and she said "I'm depressed that my goals aren't big enough." I then told her breathe.... and then we began to look see tell the truth.... because to do that, only then could she take authentic action.

What we observed was that she made more money than she ever had before, paid off a lot of debts, and was realistically going do more this year. When she makes \$175,000 profit this year (with her \$7M goal) that will allow her to experience success – she'll buy a home, finish paying off her debts, and go on a trip to Europe and she will have done consistently done what she said she would do with clarity focus ease and grace. **Big things....** and yet she was "feeling bad about her low goals."

### ***Money is not a goal in and of itself.***

At that moment I asked her what monkey mind symptoms where coming up - she said scarcity, comparison, either or thinking – she said Comparison was the big one. After a bit of discussion she came up with - I'm comparing my insides to other peoples outsides.

Lets look at your lifes intentions. This is one place they come into play. We coach you to set goals around your life's intentions! **Goals that are meaningful and bring a sense of joy to YOU – not to anyone else.**

But when we compare we find our Monkey Minds saying "*it's not safe, it dangerous, you need to do more, you might fail*". AArgh! No wonder we can experience stress and incoherence with goal setting.

**There are two types of income...External (money and title) and Internal (pride on doing great work and pursuing mastery). The ordinary chase the first. The exceptional want the last.**

External Profit brings us great income... great money...

Yet... sometimes less "external profitable" deals bring more satisfaction – Donna calls them Pro Bono Sales or Charity work. Sometimes those are the ones that bring more Internal Profit.

**Donna's Note: *Yet, we do need to have a specific number of those we do maximum each year. We must have External Profit to have the ability to do that Pro-Bono or Charity work.***

*Never lose the sparkle in your eyes and your sense of wonder about the things most people take for granted. Don't miss the simple rewards of internal profit.*

Life favors the committed results require effort and dedication take action.

Self discipline to put off short-term gratification for long-term satisfaction.

Better awareness means better choice better choices means better results.

A fluid balance between performance/results and pleasure.

The more discipline the greater fulfillment we will experience.

Small sweet steps to greatness. One percent a day for 66 days. That's powerful. You're going to get to 66 days anyway, so why not? What 1% step each day could you take. *Focus on impact and meaning. Most important is not what we get but what we give to life. The contribution we make. Be someone be impactful on the world around you. Do what's right, not easy. Laugh often and much.* - RW Emerson.

So how do we set a great goal? **Make it Smart**

Specific - No wishy washy - CLARITY.

Measurable - You can say: *Yes I did it ... or No I didn't do it.*

Attainable - Is it reasonable to expect you can reach this in the time you plan in the T? A stretch but not so much that you become immobilized by it or don't believe it's possible, which REALLY activates monkey mind.

Relevant - Is it attached to a Life's Intention

Time Based - Must be by X date. And a CELEBRATION is planned with you reach the goal!

Thanks DonnaLisa for sharing: Things to do - Things to have - Things to give/share/helping Great things! I am adding to our form!