

Goal Setting

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



Regional Interest

Shows general market interest online according to geographical location

Regional interest

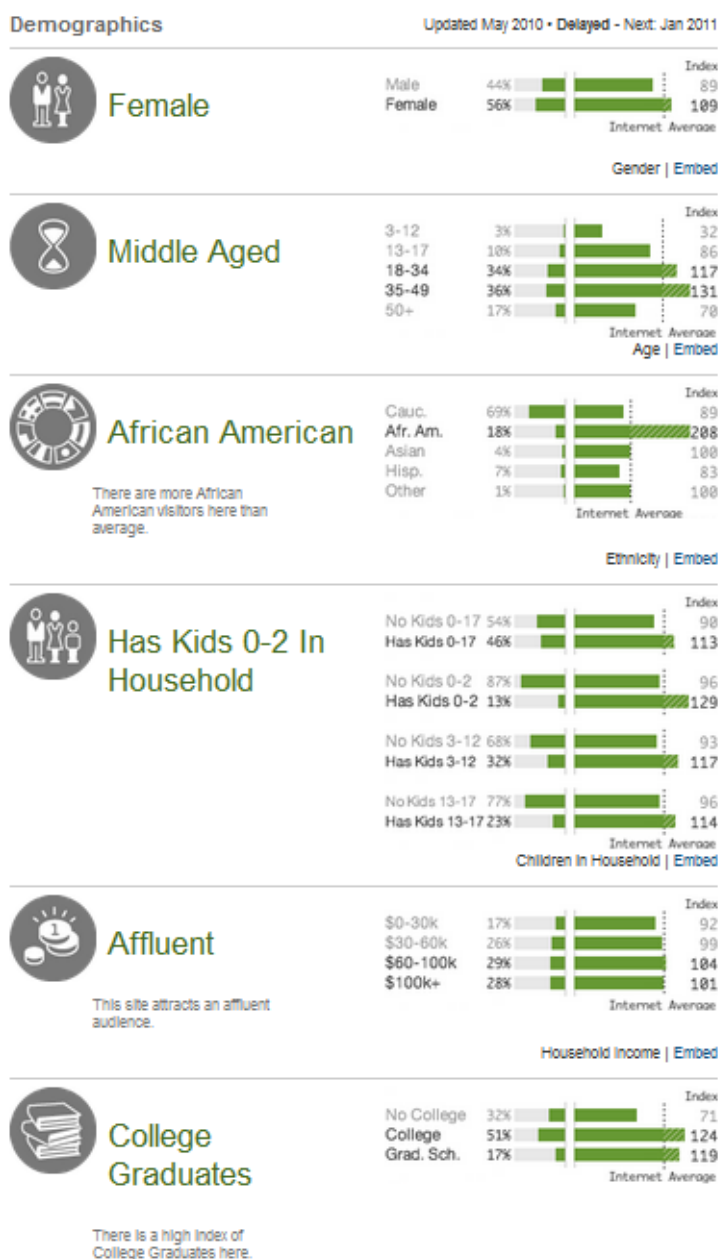
1.	New Zealand	100
2.	South Africa	91
3.	Singapore	86
4.	Australia	86
5.	India	77
6.	Philippines	72
7.	United States	55
8.	Canada	52
9.	United Kingdom	32
10.	Germany	4

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on www.mindtools.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.





The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

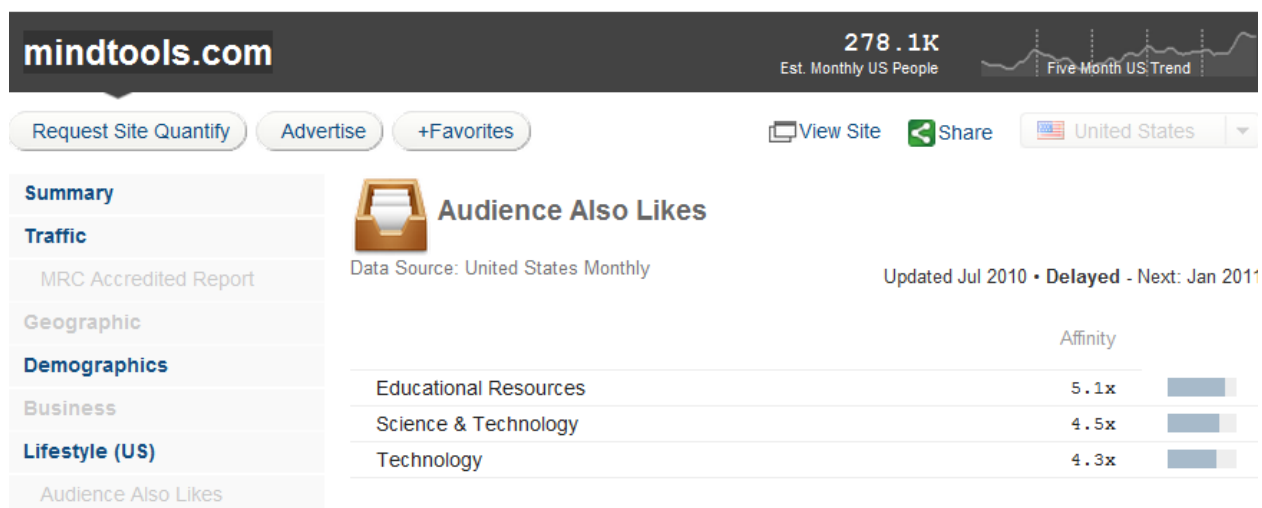
For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

Psychographics (data based on www.mindtools.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.





Frequently Asked Questions

- What is goal setting?
- What is the procedure for goal setting?
- Does goal setting requires memory and learning?
- How does goal setting works?
- How much planning is needed for goal setting?
- How long should the period be for goal setting?
- Why goal setting is beneficial?
- How can you ensure that the goal-setting tasks become meaningful to the employee and not merely busy-work?
- What are good activities or group dynamics related to personal goal setting?
- How to encourage goal setting in individual?
- What are the importance of planning and goal setting for career success?
- What are the four main purposes in organizational goal setting?
- What are good goal-setting techniques?
- Why does one fail to follow his or her goals?
- How to ensure one follow his or her goals?
- What are some ways to stay motivated when it comes to setting a goal and accomplishing it?
- How does goal setting increases motivation?

- What are the advantages of setting goals?
- Is there a time period for goal setting?
- Is it necessary to have goals before you anything?
- Are there any tips in reaching our goals?
- What matter will affect you in reaching your goals?
- Do you wish someone to be a mentor to guide you to reach your goals?
- Can anyone influence you in making your goal setting?
- What factors are needed in you to set and achieve your goals?

Problems & Frustrations

- **Setting unrealistic goals**

Okay so I've heard time and time again that setting an unrealistic goal is, in essence, sabotaging yourself before you even begin because it's too discouraging. Well I was reading an article in Fitness Magazine and it was an interview with some health author/personal trainer and she said that you SHOULD shoot super high with your goals and set goals that seem like they are out of your reach. Her theory was that if your goals are that ambitious you'll try a lot harder to get there than if you had a mediocre (more realistic) one. She said that even if you don't reach that goal you'll be so proud of how hard you worked to get to where you ended up that it's not a big deal. So what is your opinion on the matter? Are YOUR goals "realistic"?

- **In need of a goal setting software**

I have a huge problem with keeping track of my goals. I just seem to fall short of achieving them and it sucks. Is there a goal setting software out there? Search results yield dozens of products but I don't know what to pick.

- **Difficulty sustaining motivation**

I find sustaining motivation difficult. It is almost always easy to start a challenge, but rarely easy to move through the month after month of progress that is required. What techniques, tips, or insights can anyone offer?

- **Too many goals and not being able to keep up with them**

I've been experimenting lately with a number of approaches to goal-setting. Here's what I'm currently doing: 1. Listing six goals (three personal and three professional) for lifetime, 10 years, 5 years, 3 years, 1 year, quarter, month and week. Always stating these goals in the positive and attaching a date (e.g., "By January 1st, 2009 I will have a net worth in excess of one million dollars."). 2. Reading these goals every morning as part of my morning routine. Often I'll play music while I read them. While I like this approach it's not quite giving me as much juice as I'd like. I'm thinking it might be because I have too many goals (basically 48 that I read every day). It's entirely possible that I just need to throw these goals out and do something from scratch (e.g., these might not be the right goals). I'd love to hear anyone's opinion on what has worked well and not so well when it comes to goal setting.

- **Can't get started working towards goal and losing confidence fast**

I want to go to top-tier Ivy league school for an MBA in their class of 2015 (I have a name in mind). There is no goal that I am surer of in my life. It excites me immensely when I picture about it in my head, I feel energised by it, and I know that it is not empty. This is a goal I set for myself, and I can envision what sort of contribution I can make in the world with such an education and such contacts, as well as how that will help me become a more marketable person. I know that I can fit in there, I have talked to people that have gone there and figured out it's the right move in my life. It's also deeply personal because of what it will mean to my immigrant parents. However, to get there, I need to study for my GMATs. That's where the trouble is. I just can't get started and I'm losing confidence fast. It's like seeing my dream slip further away from me. What should I do?

- **Trying all means to keep working towards goals**

I've tried an accountability buddy to keep my goals on track, but I find myself lying to him sometimes. I've tried setting simple goals instead of a big one but I'm still moving slowly. I've introspected deeply about this and I know that my goals are important to me but I find myself struggling to get to where I want to be. Help me!

- **Lack of self-discipline**

I have plenty of goals to work on but I need self-discipline to make them into regular everyday habits. As I read on I came to a portion that spoke about working on just one goal at a time. How the heck am I supposed to do that! I have so many different things going on at once that I can't imagine just working on one goal for 30 days. I appreciate the time length of giving yourself 30 days to allow the new habit to settle in but just one at a time? I know that I need to slow way down and not do so much but I'm a married woman with 4 children and a job etc how can I work on just one thing. I really want to be successful and find something that will really help my situation any ideas or advice will be appreciated thanks.

- **Goals are set but still not doing anything**

I'm sitting down to write out my goals so that I can get on track. Lately I have done nothing. I can't do it though. Am I not taking responsibility or letting things overwhelm me?

- **Able to make plans towards goals but fall short at implementation**

You know the tale of the Grasshopper and the Ant? Yeah, I'm the grasshopper. As soon as I make a resolution to, say, do my homework, eat more healthfully, stick to a budget, etc, within five minutes I've broken it. I can make all kinds of beautiful plans but I fall woefully short at implementation. On a day-to-day basis I just don't make the visceral connection that all the little breaks I give myself now create a big pile of crap in the long-term--though when it comes around to bite me in the ass it is all too clear. I've tried to-do lists. I've tried GTD. I have ADHD, and have tried medication and therapy. I put little post-it notes everywhere. I can get the system to work for a few days--even a few weeks--and then I slack off or something comes up that breaks my concentration and it's all over. I think the problem comes at making the transition from the "good" behavior going from a temporary fix to incorporating it into my life. I'm living like I'm five and there are no consequences, though they hit me again and again. It's gotta stop. What tricks do you use to activate your willpower and implement long-term change so you can ultimately realize your goals?

- **Goals are set but still not doing anything**

I somehow always manage to do this. There are days when I don't do hardly anything and I always convince myself in the moment, "ah its fine, it's okay ill just play a game for a while." I'm really sick of this; even when I do have good days I feel out of control of the bad. They just keep hitting me like bombs or something. I DON'T have time. I keep reading on procrastination; keep trying to stay optimistic (though I'm afraid that's actually hurting me!) (Though at the same time being optimistic is really helpful because I used to be a depressive it obviously worked go figure. how do you stay just pragmatic?) Giving me a schedule doesn't work because I can never stick to it. What should I do?

- **No interest in anything but there are still things he wish to achieve**

Well I don't really have any, I just sort of float through life lost. I'm 30 now and feel the same way now as I did at 15, I have no interest in anything, no passion in anything. Sure I'll muster up motivation and attempt things now and again but it's not long before I give up, some things have been: Quit Smoking, Exercise Daily, Lose Weight. All have amounted to nothing, probably because my heart was never really in them to start with and that's the problem, my heart has never been in anything, life just sort of feels like penance before dieing and going to heaven.

- **Depressed and bored with life because of no life goals**

What if you have no goals in life? These days I am really depressed or bored I don't know what to call it. I have a great life, a lot of great friends I have a good relation with my family I go to college and Studies are really easy for me I have never cared for studies but I get average grades without any work at all. I have a good job and from the surface everything is great. But it I feel like I have no goal in life. I don't really care about anything. At first I had a blast with the life I had but now it seems like I am just drifting along and I'm just bored. What should I do?

- **Don't know how to make goals meaningful**

I haven't found a good way to set my goals. I've read the book, and I understand the SMART way, but I don't know where or how to write them down so they will be meaningful to me. Do I set a goal for 5 lbs. by a certain date or 20 lbs. by a certain date. I'd love to get some ideas on how others do this.

- **Trouble setting goals**

You see, I seem to have tremendous trouble in setting goals. I just don't seem to be able to set goals that motivate me much. It also doesn't help that I've been in such an apathetic state for so long that I'm not too sure what I want, so asking the question, "What do you want to do?" is a really crap question for me. I've tried the bucket list, "What would you do if you couldn't fail?", "What would you do if you were 10 times smarter than everyone else?" but so far they've yielded rubbish. So what are your ways of setting motivating, delicious goals?

- **Need help setting goals and going through with them**

I need help setting goals and most importantly, accomplishing them. I can set goals, but I never go all the way though with them, for example, for the past 3 years in Track I told myself that I am going to be one of the top long-jumpers in the team, I said that I was going to be one of the coaches pick because I try my best all the time during practices... I kept this in my mind for the first week or 2 and I felt really good, and I was doing really well. But then gradually I stopped trying until the point where I just sucked and didn't get any better, and if anything, got worse. I just gave up. Well this summer I want that all to change; I want to be in great shape for this XC season and into Track. My goal is also to jump a 16 long jump. Right now I have that motivation as I always do when I start something new, but I am really worried that I am going to lose that, what can I do to prevent me from giving up

- **Don't know how set and track short and long term goals**

I recently decided I want to do an 'upgrade' on my current methods of goal setting; and so I started looking into the various apps and websites which can help you set and track goals. I found a few which seem decent, such as: 1. Lifetick - Online Goal setting. Made simple. 2.

GoalsOnTrack Features 3. goal-setting software: limited edition registration. Does anyone have any experience with any of the above or other suggested sites/apps which you can share? What methods do you use to set both short and long term goals, and why?

I need some help with goal-setting. I have been doing some experimenting with short-term goal-setting and that's been working really well for me. I can make good, useful task-lists for the day and work through them without wasting too much time micro-managing. All these goals are just tasks, though. Something I can do within minutes or perhaps a couple of hours and then move to the next thing. I don't know how to deal with mid- to longterm goals, however. So here's my questions to you all: 1. How do you set long-term goals? Where do you "put" them? 2. How do you keep track of your progress towards these goals? 3. How do you make sure you don't lose sight of them?

- **Don't know how to set realistic goals**

I just started today and I've got to lose 60lbs. I'm finally properly motivated and dedicated and I just have to set myself some mini goals to keep me going. But I don't know how to set realistic goals. I want to set myself up for success by having goals I can actually achieve, but that are still challenging and force me to push myself a little.

- **Can't organize life**

I went through an emotional trauma a few weeks ago. My wife left. I'm coming out of feeling gross emotionally, but now my brain feels whacked. A month or two ago, I reached some health and career goals (partly with the help of Ritalin). My therapist told me to set

new goals right now, but I'm so messed up that I'm having a hard time with time. I struggle to plan what I'm going to do tonight, let alone what I'm going to do tomorrow. I feel like I'm living with blinders on my eyes, you know the kind the put on horses, but they're only letting me see a very narrow strip of a few things I have to do. I think the therapist just wanted me to plan some things that will help me take care of myself, but I've also been trying to figure out ways to get things done and make some improvements. I can make task lists, but I can't organize them into anything meaningful. And each list seems incomplete and confused and doesn't really address the work before me. And most things, besides a few immediate chores, seem inaccessible. I've actually been working hard, but I feel like I'm running in circles, starting new projects that will never get finished, taking little chunks out of other responsibilities that are only growing larger. And my brain right now can't fathom these projects or dreams. It can barely think about what's going to happen an hour from now. How can I set goals when I don't know what I can do in five minutes? How can I set goals when I have so many screw ups in front of me that I don't know which one to tackle? How can I dream when I'm sitting inside of a life full of unfinished dreams?

- **Trouble understanding goal-setting**

Some people say, one has to have goals so that he knows where he is now and where exactly wishes to get. So it is recommended to set goals, break it down into tasks and complete and so on. Even books are written about setting goals. Others say (Leo Babauta for example), one does not have to set goals, or one can live and still achieve and have great progresses without specific goals. What's more, without goals there is less pressure on one so he can easily make progresses. Do you set goals or not? Why? Which way works for you?