

# GOING After GOALS GUIDE

Lorem Ipsum

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# Going After Goals Guide

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## Section 11:

# GOING AFTER GOALS

**“Success is the progressive realization of a worthy goal or ideal.”— Earl Nightingale, The Strangest Secret**

As the late great Earl Nightingale stated in that quote, the true definition of success is going after the things in life that are important to you. Success does not just come down to having lots of money, a prestigious corporate job, a huge house, a perfect family, or nice cars. That is just how society dictates success to us. A person who decides to quit their job, sells all their belongings, and decides to backpack across Europe with everything they own strapped to their back is just as successful as the person who builds a business from the ground up and is able to sell it to a big corporation for millions of dollars. Both of these people are successes as long as they are doing what they set out to do!

The way to success is going after the obtainment of what you choose out of life. You accomplish that by setting and working towards your goals.

I am sure most of you reading this already have some experience with setting goals. What is your success rate for achieving the goals you set? If you are already a goal-achieving master, well congrats and hats off to you! For the rest of us, I am going to be discussing important things in this section that will help to massively increase the success rate when it comes to achieving goals.

A majority of people's goal-setting goes something like this. Beginning of a New Year, most people usually tend to set goals for themselves. Some people even write them down, a very important first step. Certain people start strong by taking the first steps toward their achievement. Then life happens, people get busy doing other things, and at the end of the year, most people are lucky if they even clearly remember the goals previously set, much less accomplished them. The primary problem with this approach is the lack of a system to review the goals and progress regularly. The other problem is not having a set minimum target of committed time spent every week towards their obtainment.

Some people don't set goals at all because of disappointments from past goal setting, lack of belief in themselves, or just a fear of not hitting their goal and feeling like a failure because of it. If that sounds like you, remind yourself, goals are important. The process of setting and going after them, whether you achieve them or not, still brings you closer to the life you choose and develops you as a person.

**“You miss 100% of the shots you don't take.” – Wayne Gretzky**

**“Shoot for the moon. Even if you miss, you'll land among the stars.” – Norman Vincent Peale**

A big problem I observed when it comes to goal setting is people tend to set goals that they don't have any control over. Then judge the results based on the uncontrollable target vs. the controllable action steps.

Let's use a salesperson as an example of this. Their goal is to make an additional 3k this month. This salesperson works hard and does everything in their power to earn that extra 3k, but

at the end of the month, they fall short and don't hit the 3k mark. Would that same person be able to feel like they accomplished their goal? Not if their goal's focus was worded based on the 3k profit vs. the action steps needed to obtain that 3k profit.

Using that same salesperson, let me show you how the goal could have been worded better so they could feel the deserved success from the hard work they put in. We first start by estimating what action steps would be needed to obtain that 3k income increase. Let's say they earn 1k for each sale they make, that means they will need to make three extra sales that month. If that salesperson looks back at their history and realizes they usually average one sale for every ten people they call, the salesperson can then estimate by making 30 more sales calls that month they would probably be able to earn the extra 3k in income. So ideally, the salesperson's goal would read as follows:

Goal: To increase income and sales by making 30 more sales calls this month. Target: Earn an additional 3k in income.

Do you see how the goal was separated from the target? Targets (things you don't have control over) can be very beneficial for planning purposes and to be clear on what you are aiming for. However, at the end of the goal timeline, if you have accomplished the actions and not the target, you can still pat yourself on the back and feel accomplished. Use the target not being hit as an opportunity to re-evaluate and change the action steps needed in the future. Keeping your success mindset based on the actions, not the target accomplishes several things.

- 1) It gives you increased motivation and confidence because you feel in control of the outcome.
- 2) It helps you think backward in terms of what is needed to accomplish the target instead of just setting the target itself.
- 3) Assuming you complete the set of actions, it gives you a sense of accomplishment, which in turn helps change your identity to someone who accomplishes the goals they set for themselves.

To help explain these points even further, I am going to discuss another popular goal and one I will be doing a full example of later in the chapter, and that is the goal of losing weight. When most people set weight loss goals, they set the goal based on the number of pounds they would like to lose, which unfortunately is not a guaranteed outcome regardless of the work put in. Using the example of wanting to lose 10 pounds within three months, let's break down the action method of goal setting.

Considering there is an average of 12 weeks in 3 months, that would mean the person would want to average losing one pound a week (realistic weight loss is 1-2 lbs. per week). To lose one pound of weight a week, research shows most individuals would need a calorie deficit of about 3,500 per week or 500 per day from where they are currently at. Now let's say they want to accomplish half of this with exercise and half of this with diet, and they currently eat around 2,250 calories a day. They would need to cut back to around 2,000 calories a day. For exercise, let's say they used a calorie burn calculator (the number of calories burned during exercise varies greatly by activity and starting weight). They figure to burn the additional 1,750 in calories per week. They would do 30 minutes of cardio 5x per week and 20 minutes of strength training 2x per week as well as a weekly yoga class. Ideally, this is how they would write the weight loss goal.

Goal: To lose weight and increase physical fitness by averaging 2,000 calories consumed per day, doing 30 min of cardio 5x per week, 20 min strength training 2x per week, and completing a weekly yoga class (can substitute alternative exercises for similar calorie burn). Target: Lose 10 lbs. in 3 months

If you are wondering why I made the goal wording so specific vs. just writing something like eat healthier and workout. It is because deciding what you are going to do and how you are going to do it monumentally increases your chances of getting it done. Additionally, you will also see I left room for flexibility that offered alternative option substitutions for obtaining the same outcome.

Now let's break down the possible outcomes of this goal:

Completed both the action steps of the goal and the targeted outcome: Goal Accomplished

Completed the targeted outcome but not all the action steps: Goal Accomplished

Completed the action steps (within reason a few days of skipped workouts or eating a little more are bound to happen) but didn't hit the target: Goal Accomplished but time to re-evaluate, make adjustments to your plan and restart with changed action steps, revised timeline, and same target if target is still a desired outcome.

Didn't complete a majority of action steps or hit target: Goal Not Accomplished. If this is the scenario, it is time to sit back and review what happened. Were the action steps not completed because of lack of discipline, lack of structure, lack of time, or were they just unrealistic? If you are still interested in the initial desired outcome, make adjustments, give yourself more time, set a new goal plan, and start again. If the goal you originally set is important to you:

"Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it." - Michael Jordan

"You do what you can for as long as you can, and when you finally can't, you do the next best thing. You back up, but you don't give up." - Chuck Yeager

"It does not matter how slowly you go as long as you do not stop." - Confucius

Now that we have gone through some of the primary problems when it comes to achieving goals, we are going to go into how to properly set them as well as break down some goals as examples.

For what you learn in this section to work, you need to make two commitments to yourself:

- 1) You will sit down and review the goal pages you create in this section once a week.
- 2) You agree to spend a minimum of one hour a week (with the exceptions of vacations and illnesses) on any current active goals you have. (According to recent statistics, most people spend, on average, 35 hours a week between watching TV and scrolling through social media. Point being most people have an hour or more per week they can dedicate to their goals.)

## The Art of Proper Goal Setting

**“A goal properly set is halfway reached.” — Zig Ziglar**

You may already have some familiarity with the framework of setting S.M.A.R.T goals, which commonly stands for Specific, Measurable, Attainable, Relevant, and Timely. Although all that is important, I think there is a more important framework to consider when setting your goals.

And that is always to ask the questions What, Why, When, and How.

**What:** What specifically is it you are looking to accomplish with that goal? Remember to make the goal itself action-based with a specified target if necessary.

**Why:** Why is accomplishing this goal so important to you?

**When:** What is the timeline for starting the goal, and when is your target completion date?

**How:** What strategies and habits will help you in obtaining that goal?

Also, what are the stepping stones (actions) and milestones (smaller achievements) that you will need to pass on the way to accomplishing this goal? You may not know all of them upfront, and that is okay. What's important is to map out what you do know, and you can fill more in as you get further into the process if you need to.

**“The secret of getting ahead is getting started. The secret to getting started is breaking your complex overwhelming tasks into small manageable tasks and then starting on the first one.” – Mark Twain**

### 5 Step Process to Achieving Your Goals

#### Step 1: Write It Out

The very first step to put into writing all the What, Why, When, and How questions we just went over. I have created a worksheet called the Prioritized Goal Action Plan to complete with each active goal. Some people may feel that filling out an action plan for your goals is a lot to do. Remember, you are not filling out action plans for all your goals at once, just the active ones (max three). Also, if you are going to be working on a goal that takes over 30 days to accomplish, there is no excuse or reason not to spend around 30 minutes in the planning process. Another rule of thumb when creating the action plan if the goal is going to take over a year to accomplish, break it into smaller goals. Ideally, break down goals into between one-and-three-month time frames.

The following pages give two examples of me breaking down goals into the action plan to help you with filling out the worksheet. The first one is the goal we already started discussing because it's a popular one, and that is the goal to lose weight. The second one is a personal goal of mine “Complete writing, editing, and formatting this guidebook and have marketing ready, and listed for sale on the website.” If you are reading this right now, that means I achieved my goal!

You can see that my goal is based on actions that are under my control. I do not have a separate target for this specific goal because everything I want to accomplish I have control over. However, the next goal I set when it comes to this guidebook will be related to first-quarter sales. My goal itself will be based on the marketing strategies I plan to use and the marketing budget I plan to spend. My target will be the

number of programs I would like to sell in that period of time. Now, this is my first time at marketing or selling something like this, so a lot of it is going to be educated guesswork. Next quarter when I set targets, I will have a lot more data to go off of. I bring this up because it is important to understand a lot of time with new goals; you will not have all the answers right away. You still need to take your best stab at it and tweak as you go forward once you have more data.

## Step 2: Visualize It

A lot of people are familiar with the recommendation of visualizing the completion of your goals and how it makes you feel before you complete them. That is an important part of the process. Even more important, though, is visualizing yourself in the process of completing the goals. Research shows the people that have visualized the process as well are far more likely to achieve the goal than the people who just visualized the intended outcome.

Similar research conducted around visualization has shown that it works because neurons in our brains interpret the imagery as real-life action. This new neural pathway created from the visualization reinforces the behavior similar to how it would be reinforced from actually completing the action. That is why visualization is used a lot to increase athletic performance. Many famous athletes have credited visualization's ability to improve their performance.

After you are done creating your written plan, take some time to visualize yourself working through the process with the end result of accomplishing the goal. Then every week, spend a little time during your goal review session visualizing the actions you will be taking on the goal that week.

## Step 3: Schedule in the Action

What gets scheduled in your calendar has a significantly higher chance of getting done than anything not scheduled in your calendar. As mentioned before, for a goal to qualify as an active goal, you need to dedicate at least an hour a week to it. When I say an hour a week, I mean minimum, an hour a week. Ideally and depending on the goal, you would be spending more time on its obtainment. First you must decide what the ideal amount of time is to spend per week on your goal. Then every week during your weekly review, schedule it in the calendar just as you would appointments with yourself. If something really important comes up during that same time period, don't skip it, reschedule it.

## Step 4: Track and Review

You will want to have a set time every week where you review your goal plan, schedule, and track progress. I do Sunday morning but pick whatever day and time you want. Just make sure to put it in as a repeating event in your calendar and stay consistent. For this system, the most important thing to track is time spent on your goals. There will probably be other important things to track with each goal as well. Using the example of weight loss, both measurements and weight would be something most people would track. Every week during your review process, you will want to mark on the action plan worksheet the amount of time spent that week on that goal. Each worksheet has enough tracking space for about a year's worth of entries. If the amount of time you spent on the goal is what you marked in your calendar exactly, it will be easy to track. Otherwise, it is a good idea to utilize a time tracking system like a paper time log, software, or an app to track your time. You will also want to mark off any steps or milestones you have completed. If new action steps come up, go ahead and add them even if they are not in the correct order.

Cross out any unneeded action steps as well.

### Step 5: Reset and Remain Flexible

Things will go wrong, action steps will change, you will miss some weeks, and sometimes deadlines won't be met. Understand this and be prepared for it. When you fall off the horse, do your best to get back on as soon as possible. If you get to the end of your goal timeline and have not accomplished the goal, actions, or the target, re-evaluate the goal by asking the following questions:

- Why wasn't the goal accomplished?
- What can you do differently to move forward?
- Are you still interested in pursuing the goal?

If you don't hit your target, use it as a chance to reflect, make changes, and restart if pursuing the goal is still of interest to you. Remember, you don't fail until you quit going after what's important to you!

"Goals. There's no telling what you can do when you get inspired by them. There's no telling what you can do when you believe in them. And there's no telling what will happen when you act upon them." — Jim Rohn

## Exercise: Create Your Active Goal Action Plans

Using the Prioritized Goal Action Plan worksheet, go ahead and break down your top one to three active goals that you picked in the last section picking your priorities. Once that is complete, figure out what day of the week and time will work best for you to spend around 20 minutes reviewing the goal sheets and scheduling next weeks' time in the calendar. Make sure to set that up as a recurring appointment with yourself in your calendar.

Remember, if something comes up that causes you to miss your goal review time spot or the time you scheduled to work on your goals, don't skip it, reschedule it!

## Prioritized Goal Action Plan:

## Example 1

|                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| <b>What:</b> To lose weight and increase physical fitness by averaging 2,000 calories consumed per day, doing 30 min of cardio 5x per week, 20 min strength training 2x per week and completing a weekly yoga class (can substitute alternative exercises for similar calorie burn). <b>Target:</b> Lose 10 lbs. in 3 months                                                                                                                        |                                                           |
| <b>Why:</b> Because I know losing this weight, and the actions I take to lose it will keep me healthy and help me avoid future health problems. Losing this amount of weight will improve my confidence, I will feel proud of myself for accomplishing this, and I will have integrated new healthy habits that have the potential to last me a lifetime of staying fit and healthy. Not to mention how great I will look and how good I will feel. |                                                           |
| <b>When:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Start Date:</b> 1/1/20 <b>Completion Date:</b> 3/31/20 |
| <b>How:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Strategies</b>                                         |
| <ul style="list-style-type: none"> <li>Create healthy meal list</li> <li>Find phone app to help track calories</li> <li>Meal plan and food prep every Sunday</li> <li>Record weight and measurements</li> <li>Join a once a week yoga class</li> <li>Only keep healthy food in house</li> </ul>                                                                                                                                                     |                                                           |
| <b>Helpful Habits</b> <ul style="list-style-type: none"> <li>Regular Exercise</li> <li>Cooking more at home</li> <li>Tracking food consumed and calories</li> <li>Cut out soda</li> </ul>                                                                                                                                                                                                                                                           |                                                           |

## Stepping Stones and Milestones

|                                     |                                          |                                                |                                                   |                                     |                                    |
|-------------------------------------|------------------------------------------|------------------------------------------------|---------------------------------------------------|-------------------------------------|------------------------------------|
| Track measurements and weight       | Create healthy food list and snack ideas | Remove all unhealthy food and sodas from house | Download calorie and food tracking app onto phone | Week One of 3,500 calorie deficit   | Week Two of 3,500 calorie deficit  |
| Week Three of 3,500 calorie deficit | Milestone: First 3 lb. weight loss       | Week Four of 3,500 calorie deficit             | Week Five of 3,500 calorie deficit                | Week Six of 3,500 calorie deficit   | Milestone: Total 6 lb. weight loss |
| Week Seven of 3,500 calorie deficit | Week Eight of 3,500 calorie deficit      | Week Nine of 3,500 calorie deficit             | Week Ten of 3,500 calorie deficit                 | Milestone: Total 10 lb. weight loss | Final tracking and measurements    |
| Create plan for maintaining weight  |                                          |                                                |                                                   |                                     |                                    |

*Remember To Visualize The Process and The Results!*

## Weekly Tracking Time Spent

| Week      | Time     | Week | Time | Week | Time | Week             | Time | Week | Time |
|-----------|----------|------|------|------|------|------------------|------|------|------|
| 1/5-1/11  | 6 hrs.   |      |      |      |      |                  |      |      |      |
| 1/12-1/18 | 4.5 hrs. |      |      |      |      |                  |      |      |      |
| 1/19-1/25 | 5 hrs.   |      |      |      |      |                  |      |      |      |
|           |          |      |      |      |      |                  |      |      |      |
|           |          |      |      |      |      |                  |      |      |      |
|           |          |      |      |      |      | Total Time Spent |      |      |      |

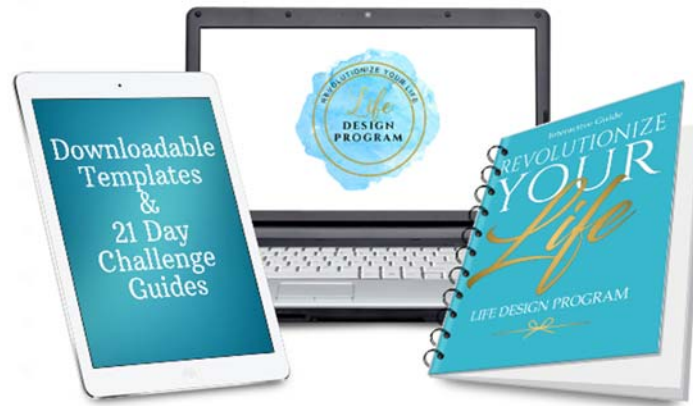
### Example 2

## Stepping Stones and Milestones

*Remember to Visualize The Process and The Results!*

| Week      | Time      | Week | Time | Week | Time | Week             | Time | Week | Time |
|-----------|-----------|------|------|------|------|------------------|------|------|------|
| 9/1-9/7   | 1 hr.     |      |      |      |      |                  |      |      |      |
| 9/8-9/14  | 3.5 hrs.  |      |      |      |      |                  |      |      |      |
| 9/15-9/21 | 13.5 hrs. |      |      |      |      |                  |      |      |      |
|           |           |      |      |      |      |                  |      |      |      |
|           |           |      |      |      |      |                  |      |      |      |
|           |           |      |      |      |      |                  |      |      |      |
|           |           |      |      |      |      | Total Time Spent |      |      |      |

Don't forget to download the **FREE Goal Action Plan Template** that was sent alongside this guide. If you enjoyed this **FREE** guide on **Going After Goals** and found it useful, you would benefit from checking out the rest of the **Revolutionize Your Life: Life Design Program** available at [TheRevolutionBlog.com/LifeDesignProgram](http://TheRevolutionBlog.com/LifeDesignProgram).



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