

# How to **set goals** that **get results**



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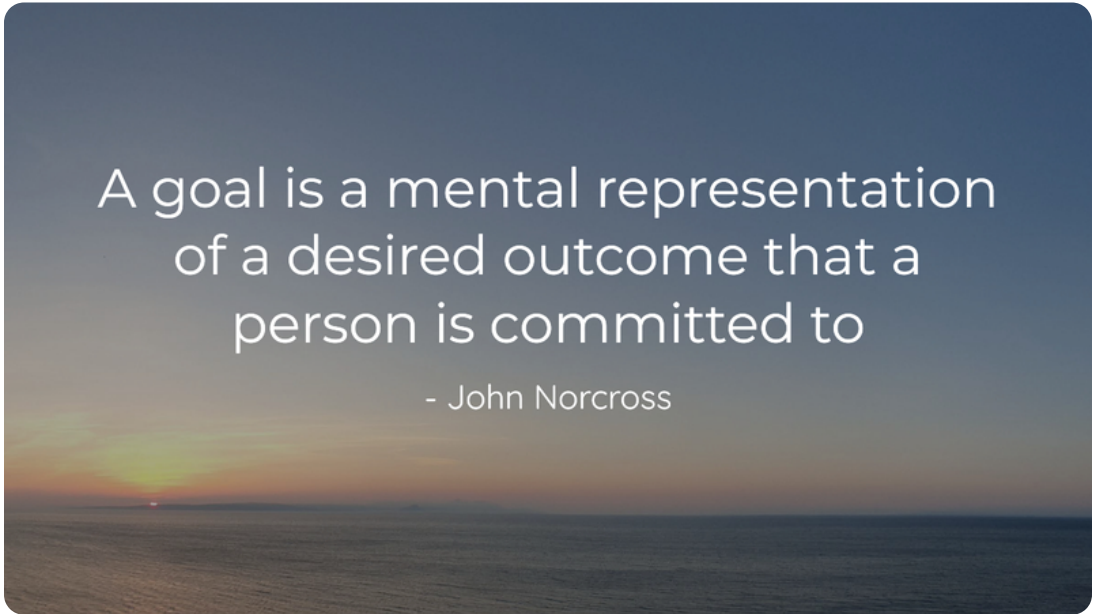


# Understanding what a goal is

According to BusinessDictionary.com, a goal is "*An observable and measurable end result having one or more objectives to be achieved within a more or less fixed timeframe.*".

Goals certainly need to be **measurable** and have an **end result by a specific deadline or date**, but it's important that goals are **focused around getting results**, either for you or your business (or both).

A goal that says 'play on Facebook 8 hours a day' doesn't help you achieve what you want personally or for your business, whereas 'lose 5 kg in weight' or 'grow the business by 20%' (by a set deadline) are goals that have positive results in those specific areas.



A goal is a mental representation  
of a desired outcome that a  
person is committed to

- John Norcross



# Business owners who set clear goals and act on them are **10 times more successful**

It's easy to fill our hours doing 'stuff', whether it's writing emails, watching TV, talking to friends and work colleagues or something else, but is what we are doing going to help us achieve success?

Setting goals provide us with the direction that drives us towards success. If we set a goal of growing a business by 20%, then the next step is to set actions that take us in that direction - and closer to achieving those goals. Without defining success and setting goals, we can find life passing by without achieving the success we deserve.

There's growing evidence that setting goals and aligning what we do to them daily increases the chances of success. If you want to achieve success (in whatever form) then being goals-focused is important.

Goals give an individual or business  
a sense of direction and of  
knowing where you are going.

Successful entrepreneurs, athletes  
and high achievers set goals.

- Darren Hignett



### Short, long, business or personal?

There are various types of goals that can be set. For continued success, long-term goals are best, which can then be used to create short-term goals such as yearly or even monthly. It's recommended not to change goals too often, but as you or your business evolve then some goals might no longer be appropriate or might need revising slightly.

Personal goals are important for everyone, including business owners. Ultimately businesses come and go and as such, business goals should be set to help a business owner or entrepreneur to achieve their personal goals and what they want to achieve in life.





# Great goals yield great results

Setting goals that are unrealistic or too easy can be demotivating. The way you go about setting goals is important. Here are some **MUST DOs** when creating goals:

- Make them **measurable and with a deadline**. For example, 'hit £50k sales by this specific date' rather than just 'grow sales'
- Ensure they are **achievable**, but not too easy. Challenging is good.
- Write them down. Having **written goals is proven to increase the chances of success**. I provide a small range of goal setting templates to my clients when mentoring. If you would like to find out more, get in touch.
- Ask yourself 'Do I really want to achieve these goals. **Do they inspire me to take action daily?**'

Goals help to change your mindset and to focus on what you want. Goals should be based on what you are passionate about.

- Darren Hignett



# Setting goals is just the start..

Once you have set your goals, it's important to stay focused on them. I see many people set goals and then look at them 12 months later and say 'well, I didn't do any of those over the last year. I'll try again'.

Here's how to make sure you achieve your goals:

- **Share them** with friends and family. Make them public
- **Have a plan of activities** that drive you towards your goals and **review them regularly** to see what you need to do next
- Every Friday afternoon or Monday morning set the next 5 days of activities and priorities by referring back to your goals
- Have an **accountability** buddy or coach who will keep you on track
- **Remind yourself of your goals** several times a day and consider a goal-setting app to keep you focused
- **Celebrate milestones and achievements** to keep you motivated



A goal without a plan  
is just a wish

- Antoine de Saint-Exupery



# These 3 secrets will guarantee you reach your goals

Following the tips in Chapter 5 will hugely improve your chances of reaching your goals and achieving success but there are 3 highly important ways to ensure success. I call it the A + C + FW formula:

### **Accountability**

Having professional accountability from a coach or as part of a small Mastermind group will ensure that you are always working on your goals. If you aren't working on the right activities or hitting your goals then being accountable to a coach or peer group will help get you back on track. They will also be able to provide advice and support to help you recover the situation.

### **Clarity: The Stranger in the street test**

Clarity on what your goals are will ensure that when doing things you are able to ask 'is this helping me achieve my goals which are...'.

With my clients, I created the 'stranger in the street test' which goes like this:

*Imagine you are stopped by a stranger in the street who asks you what your goals are. You probably wouldn't want to share this with a stranger but bear with me... would you be able to tell them off the top of your head what your personal and business goals are?*





# Clarity and focus are essential

If not, then it's worth revisiting your goals to ensure you have the clarity you need. At any point throughout your day, you should know what your goals are. This will help you on a conscious as well as a subconscious level to make sure that what you do on a daily, weekly and monthly basis is based on achieving your goals.

### **Focus Weekly**

When it comes to setting activities and priorities, the best approach is to plan 2-4 major target-centric activities weekly in advance then set your 'to do' list each day based on those targets. Setting targets weekly can be extremely difficult as we all know that our day can be thrown out of sync with the smallest of issues. Similarly, monthly focus makes it harder to consistently focus each day on achieving results.

For example, if you are working on creating an automated sales process for generating leads, you might set a target at the start of the week to 1) create a landing page offering a free eBook and 2) Write the book. On Monday, you might put 3 hours aside to write the book. Depending on progress, Tuesday activities might be to complete the book, or it might be to start outlining the landing page design.

Focusing weekly on target-centric activities is the most effective way to work towards achieving your goals.



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# Let Me Help You Consistently Achieve Your Goals & Achieve The Success You Deserve.

If you are **serious about achieving what you want** (rather than what others want or without any real focus on what you want), then I would love to help. I work with clients to help them create effective goals before putting in place activities to achieve them.

I'm offering a **FREE Discovery Call** to understand your situation and to see how we can work together. Click below now to get started.

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