

How to Set Goals

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How To Set Goals

"A goal is anything you want to do, be, have, or achieve."

– Napoleon Hill

You **CAN BE SUCCESSFUL!** I firmly believe that to be successful you **MUST** know how to set goals. You must be purposeful in your decisions and life direction. I intend for this e-book to be the ultimate guide to setting goals, written as briefly as I can. I go into a lot more detail and provide more catered help through my coaching program. Because I am passionate about your success, I want to provide the instruction necessary for you to understand the goal setting process.

Most people coast through life and have no idea where they are going or how they will get there...they are just reacting to life as it happens. That is not living. That is merely navigating the situations and experiences as they come. Highly successful people will tell you that the key to much of their success is goal setting. There isn't any way around it.

"Setting goals is the first step in turning the invisible into the visible."

- Tony Robbins

Some people may not write their goals out or obsess over reviewing them- they may just have innate skills that make them natural goal setters. I used to set goals that I never wrote down or "reviewed" often. I just made up my mind to do something and went out and did it. The issue with this method was that I was not able to track or go after multiple goals at the same time. It was a very ineffective and inefficient process.

I have learned a lot since then. I studied the "ins and outs" from some very successful people and I have used much of what they taught to build a goal setting system that is easy and effective. What I am covering in this e-book will be the basics that allow you to personalize the system. I have had my share of learning systems that don't allow for any autonomy. Over time, they fail. Everyone is unique and has a unique way of doing things. My system takes this into account.

If you have ever studied goal setting, you are familiar with the acronym: **S.M.A.R.T.** This stands for: specific, measurable, achievable, relevant, and time-based goals.



- Goals should be **Specific**. "I will make more money" is a general goal. "I will make \$20,000 a month" is specific.
- Goals should be **Measurable**. "I will lose weight" is a goal that can't really be measured. Technically that goal is achieved as soon as you lose a single ounce or pound. "I will lose 15 pounds by next Christmas" is measurable.
- Goals should be **Achievable**. "I will run 18 million miles this year" is not achievable. Not by anyone. "I will run 4 miles a week" is much more achievable.
- Goals should be **Relevant**. You need to set goals that you actually care to achieve. In an organizational setting, your goals need to be aligned to the overall mission and success of the organization.
- Goals should be **Time-bound**. Your goals need deadlines in order to keep you on track and to give you something to measure. "I will lose 10 pounds" is an example of a goal with no time basis to it. Technically, as long as you lose 10 pounds before you die, you have achieved that goal. There is no immediacy with it though. Time-bound goals give you a sense of purpose and urgency. They should set you off on a plan to reach them by setting goals that are broken down into smaller chunks based on their due date.

"Most 'impossible' goals can be met simply by breaking them down into bite size chunks, writing them down, believing them, and then going full speed ahead as if they were routine."

- Don Lancaster

Those are the basic rules behind writing good goals. Putting the acronym into play will yield goals that look like this:

- I will lose 10 pounds by Thanksgiving of 2015.
- I will make \$500 a month with my new website by December 21, 2015.
- I will read 20 personal development books by December 31st, 2015.
- I will save \$200 a month beginning August 2015.



- I will make 50 sales calls a day, Monday through Friday, throughout 2015.

Something else you will notice is that all the goals are stated positively and affirmatively. Instead of saying, "I won't eat junk food anymore", write, "I eat healthy food every day in 2015".

Your brain does not recognize negatives in goal setting and negative goals can be hard to focus on and be encouraged by. Some people tack on words that express that you will effortlessly reach your goal...for example- "I will easily generate \$5,000 a month on Ebay by December 1st, 2015." This is fine for you to do.

I personally don't use this technique because the goals that I set are NOT EASY. They require a lot of hard work and sometimes utter frustration. Saying it is easy will "help" the subconscious to believe it but there is also evidence from studies that says that coming to grips with the difficulty of a goal builds grit. Grit (persistence/determination) is a large factor (if not the greatest) in determining how successful you will become.

Before we get started, I want to outline some do's and don'ts for goal setting. These are all behaviors that I have seen through my own goal setting and working with clients. Just by holding to these, you will be light years ahead of other goal setters.

1. DO Set Achievable Goals

I have seen outrageous goals that people have set. I encourage people to be audacious and dream big, but they MUST be achievable. If I make \$45,000 a year and want to save \$44,000 a year, I am not being reasonable. Set challenging goals that can be reached with hard work and determination.

2. DON'T Be Afraid Of Failure

Ready for a shocker? I don't reach some of my goals every year. I will make good progress on them, but I don't reach every single one. A few of them, I downright FAIL. My wife always tells my kids, "Failing is only a failure if you don't learn or grow from it." Failure is not something that you should fear. [Here are 4 tips to help you EMBRACE failure.](#)



3. DON'T Set Goals For Others

Set goals that YOU want to achieve...not goals that your wife, mom, or boss wants you to achieve. The more emotion and personal desire that you have invested into your goals, the easier it will be to dig deep and reach them. You are not alive to reach goals for anyone but you. It is a personal journey and you are in charge.

4. DO Focus On Several Types On Goals

I recommend setting 1 or 2 goals from each of the following categories: 1) Health 2) Education 3) Personal/Family 4) Faith 5) Finances 6) Job/Business. You want to set goals that are properly balanced across your life to keep you working hard in every area and to keep your life balanced which is essential to total life success. (That is precisely why I chose "Total Life" Strategist as my site name.) I go into some more detail [in this post](#).

5. DON'T Set Too Many Goals

You should be able to make progress on each of your yearly goals every week. If you can't, you may have too many goals. I use a weekly review system for my goals. Some of them are achieved a few times a year and don't need weekly review. For example, I set a goal in 2015 to go camping on two separate occasions for a whole weekend with my kids. I don't need to review that every week. I can quickly book a reservation at the park and head out.

6. DO Focus On Relationship Building Goals

I see a tendency for people to set a lot of financial or health goals and not too many relationship goals. If I don't set goals that help me develop my relationship with my wife and kids, they may not be around when I am a multimillionaire living on my own island. In contrast, I feel far more blessed by the time I invest with my wife and kids than my health or financial goals. Don't neglect those around you. Invest your time and energy pursuing goals that really nurture those relationships. Remember that above all, your personal legacy matters.



7. DO Make A List Of WHY'S

Write down as many reasons “WHY” you want to achieve your goals. According to research, having lots of “whys” for accomplishing your goals has more power in helping you reach them.

8. DO Something Each Day That Moves You Closer To Your Goal

This ALONE will give you incredible results. I have achieved goals that I thought were pretty HUGE because I wrote down one thing to work on every day in order to achieve it. Within a year of setting a goal to buy two properties to rent out for passive income, I purchased an apartment building and a single family home. I achieved this because I took one small step every day.

9. DON'T Worry About Obstacles

Ask yourself what could get in the way of you accomplishing a goal and go to work on removing the obstacles. I actually write down my fears and obstacles on a piece of paper and then deal with them rationally. Usually, 90% of them are not really obstacles but fears. I write down WHAT I would do if that obstacle came up and I effectively build a plan to deal with anything that comes my way. It is a VERY POWERFUL practice.

10. DON'T Set Goals For The Wrong Reasons

Wanting to be rich and make everyone else wish they were you is lame. Setting goals for selfish, extrinsic reasons usually doesn't deliver the results that people expect. Being rich won't make you happy. Having bulging muscles and six-pack abs won't deliver a girlfriend (it does help). Becoming wealthy to provide a better life for your family is worth pursuing.

Getting in great shape to be healthy and show your spouse that you still got it- these are good motivations. Any goal that you set for selfish or foolish reasons won't have staying power. Let me ask you this? Which of the following people do you think would eat healthier? A girl who is trying to get a bikini body to pick up guys on the beach or a woman who is diagnosed with breast cancer and is told that she needs to eat healthy to beat it?



When we set goals that are rooted in the core of us, they create a force for success that is unstoppable. Jim Rohn said it best, "Goals are like a magnet – they pull. And the stronger they are, the more purposeful they are, the bigger they are, the more unique they are, the stronger they pull." Set goals and like I said in #7, nail down your WHY'S...review them often and you will find that you will reach your goals no matter what challenges you may face!

11. DO Establish A Good Support System

Find friends and family, or a community that will encourage you in reaching your goals. There will be times where having this network of support can help you push through periods of doubt or low motivation. Additionally, by sharing your goals with others, you are **ten times more likely to achieve them**, according to researchers at Scranton University.

It's time to move on. I suggest finding a place where you can think. Maybe wake up early one morning and head somewhere peaceful with a cup of coffee. Goals are important and the process shouldn't be rushed. Take your time and think deeply. Also, you DON'T have to complete this workbook in one sitting. Think them over and revise as necessary. Whatever you do though, don't partially fill out the workbook and never finish. Give yourself a timeline to getting all your goals written.

Let's go....

How to Set Your 5 Year Goals

Think long-term here...where do you want to be in 5 years? What do you want to be doing? Where do you want to live? What do you want to be doing to generate income? How much money do you make every month? Where is your income coming from? How much will you weigh? I want you to really run with this...dream up every single detail and jot it down on a piece of paper.

The more detailed your dream, the better. From this vision of your future, you can draw out your 5 year goals. I once sat down in a comfortable chair and did this for an hour. I imagined waking up in my beautiful home next to my gorgeous wife (she already is). I imagined what I ate for breakfast and what my entire kitchen looked like- even down to the expensive plates and silverware. I went to work out in my huge downstairs gym complete with machines of every type. Afterwards, I took a shower in the most amazing bathroom. It was utterly phenomenal! I followed this pattern all the way until late that evening when I prayed with my kids and tucked them into bed.

Then, I went off to my room to relax with my wife. I can still picture everything in my mind. When I come up against an obstacle in my path, I scroll through some of the images of my dream life in my mind. My resolve to reach my goals at all costs returns to me and I am back on track. The more time you spend on this exercise, the more you will be able to really pinpoint where you want to be later in life. Just to clarify, 5 years is just a number. I have 7 year goals and 1 year goals. You can dream out as far as you want, but keep it under 7 years for the purposes of this exercise. You need goals that are not so far off that you slack off and decide to work on them later.



How to Set Your 1 Year Goals

Think short-term here...what do you want to accomplish this year? Some of your one year goals should be sub-goals of your five year goals. For example, if your five year goal is to own five properties that you rent out for passive income, you should set a one year goal to purchase at least one property that year.

This is called “chunking” or compartmentalizing and it is the process of breaking large goals down into smaller, more manageable goals. I always have my clients dream out their perfect life and write it all down. They need a huge brain dump to find out what they are looking to achieve in their life.

Afterwards, they come up with their five year goals. From those five year goals, they work out WHAT they need to accomplish in their one year goals to start reaching those longer term goals. Afterwards, they add in any other goals that they want to set for that year. These latter goals don't necessarily build up to a long term goal. You may want to run in a 5K race this year but don't plan to run one every year, or build up to a marathon five years from now.

Some one year goals are just a goal for a year and nothing more. I find that one year goals or short term goals are the most effective in building relationships and good health. These are goals that should be worked on and thought through daily to help build and transform who you are as a person and how your life affects others.

I have a son with Tourette's and A.D.D (Attention Deficit Disorder). One of the most important tools that my wife and I are teaching him is the ability to compartmentalize. It is essential for him to be able to accomplish tasks. I can't just instruct him to clean his room...I have to break it down into smaller, achievable “compartments” for him to accomplish it. I set him up for success when I do this. Instead of “clean your room”, I tell him:

1. Put away your laundry
2. Clean up your toys
3. Put dirty laundry in the clothes hamper
4. Vacuum your floor



He can see and follow the smaller steps that lead to the greater success- a clean room. This is the same concept behind goal setting. When you can break down your overarching goal into smaller achievable and observable steps, you will have success.

Okay, let's get started...



Wrapping Up

“What you get by achieving your goals is not as important as what you become by achieving your goals.”

- Henry David Thoreau

You can be the person that you dream to be! Are you ready to move forward and start achieving results in your life? Are you ready to start changing your life and creating the life that YOU want? Once you start setting goals, your life will be never be the same.

I hope that you learned a lot and that you are ready to begin setting goals that will change your life. If I can help you out through this process or you are interested in having me coach you to success, please get in contact with me using any of the contact information below.

Please share your success in setting goals with me. I love hearing success stories! Feel free to share this e-book with others. My passion and vision is in helping as many people as I can create lives that they only dreamed of- full of excitement and value.

To your success!

Tom Ziebro

<http://bit.ly/CreateADreamLife>

“When you take charge of your life, there is no longer need to ask permission of other people or society at large. When you ask permission, you give someone veto power over your life.”

- Albert F. Geoffrey



About Tom

I am a husband, father, Christ follower, entrepreneur, real estate investor, visionary, and life coach (I prefer the term “Life Strategist”). I am passionate about helping others design an incredible life. If you are interested in taking your life to higher levels through life coaching, please visit my [life coaching page](#).

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