

# **Goals That Get Results**

## **Toolbox Teleclass Transcription**

**By Debra Russell**



**Foundation Program**

**Track 1: See Your Future: Create Your  
Business Vision, Goals and Plan**



Artists Marketing & Business Academy: Foundation Program  
Track 1: See Your Future: Create Your Business Vision, Goals and Plan  
Goals That Get Result

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## WELCOME TO THE CALL

### WHAT WE'RE COVERING TONIGHT

Alright, Welcome to the January 2008 Toolbox Teleclass "Goals that Get Results." So has anyone else joined that wants to say hello since I went off to turn on the recording?

Woman 1: I don't think anyone else joined.

Debra: Okay. Well we're going to get started. I do want to apologize to everyone listening to the recording about the sound quality. The phone that I'm working with has a bit of a feedback issue. So hoping it won't be too bad on the recording but I apologize if it is. And hopefully I have that cleared up before next call.

### HOW TO CREATE A GOAL THAT GETS RESULTS

#### WHAT HAPPENS AS SOON AS YOU SET A GOAL

#### **The good, the bad and the ugly!**

So, what we're covering tonight is how to create a goal that gets results. And then we're going to do some workshopping of goals for the people who are on the call, and finally I'm going to talk a bit about what happens when you set a goal; the good, the bad and the ugly.

#### ANSWER THE QUESTION – “ARE GOALS SET IN STONE?”

And answer the question. “Are goals set in stone?” So when once you set a goal, you stick with it. I want to first of all dispense with the idea, the notion that there is any such thing as “a right goal, as the right goal to go after”. There's no such as the right goal. There's just the goal you choose. And you choose the goal that you can see from where you are standing now.

#### PICKING THE “RIGHT” GOAL

#### THERE'S NO SUCH THING AS THE “RIGHT” GOAL

#### **Choosing the “wrong” goal can help you get clear on what you want**

Sometimes, choosing a goal that you can see from where you're standing now, once you get further down the road, it becomes clearer that actually wasn't the goal. But had you not picked that goal to begin with, you wouldn't have started walking down that road and you wouldn't have seen the more appropriate goal, because you can only see what you can see from where you're standing, and sometimes it takes moving. It takes action. It takes going forward in order to see that the direction that you're going in isn't the right direction.



**Whatever goal you choose will serve you.**

So there's no mistakes in other words. Whatever your goals you choose will serve you, because even if it's "the wrong goal," you're still going to have learned things in the process of going after that goal that will serve you when you shift your direction.

**You're allowed to have more than one goal – learning how to prioritize and schedule time to work on your goals is part of Time Management**

Not only that but, you know, you're allowed to have more than one goal. So you can also look at working at it...on that way that there's...you can have more than 1 goal. Learning how to prioritize and schedule the time to work on your goals is actually part of your time management skills, and we have several other calls on that topic. And almost every Q&A calls talks about time management in one way or another. So, that's all being covered elsewhere.

Anyone who's joined us want to say hello?

Woman 2: Hi, this is Catherine from Maine.

Debra: Hi Catherine, great! Anyone else?

## CRITERIA FOR A GOAL THAT GETS RESULTS:

So, first of all I want to talk about the criteria for a goal that get results. Now, a lot of people set goals and don't meet them. Right? Or set goals that actually almost work against them. So learning the skill of how to set a goal that in its setting will actually move you forward is key to success.

So I want to give you some criteria for a goal that gets result. I also want to let you know that there is a handout that will be up with the recording of this call that reviews some of these criteria so you can have them easily as a reference tool.

### TIME FRAME

**GOALS ARE DREAMS WITH DEADLINES – SET A SPECIFIC END DATE.**

So, first of all one of the key pieces of criteria for a goal that gets result is the time frame. Goals are dreams with deadlines. So it is very critical when you set a goal that you put an end date to that goal. A goal is not complete until you say by April 15, 2008 at noon. Okay? So goals are dreams with deadlines and you want to set a specific end date.



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#### 3-4 MONTH GOAL

Another thing about the time frame is that when I'm working with private clients, I like to set goals that are 3-4 months out. Sometimes as long as 6 months, sometimes as short as 2 months, but really what I find most effective is 3-4 months.

Now, it's a really good process. It's a really good thing to set 5 year goals and 3 year goals and 1 year goals. But it's hard to know what action to take today to make that 5 year goal happen. There are rare exceptions to this, but for most of us, our brains don't work well that way. It's just too far out. We can't wrap our brains around it. They don't, it's just hard to make them feel real.

At the same time, it's also really good to have a goal for this week or a goal for this month. But setting a goal this week or this month is not...you can't stretch yourself too much out of your comfort zone in a week or in a month.

Setting a goal that's 3-4 months out allows you to set a goal that stretches you a bit, that incorporates you growing and becoming more successful without having it be so far out that you can't figure out what actions to take to pursue it. And so that's why I like that 3-4 month goal.

*WHEN DEALING WITH LONG TERM GOALS (1 YEAR, 2 YEARS, ETC.) SET MILEPOST GOALS THAT WILL KEEP YOU ON TRACK IN 3-4 MONTH INTERVALS.*

Now if you've got a goal that's a year out and you really know what that goal is, then what you want to do is set mile post goals that will keep you on track in 3-4 months intervals. So if you've a goal to be touring Europe for example by January 1st 2009, where do you need to be, what do you need to have by September of 2009, by June...I'm sorry September of 2008, by June of 2008, by April 1<sup>st</sup> of 2008? Okay?

And it's not what will you get done but what will you have? Where will you be living in this process of creating that European tour? Does that makes sense to you guys? Anyone have any questions about the time frame?

Man 1: No

Debra: Great!

#### LANGUAGE

So, now I want to talk a little about the language you want to use for setting a goal that gets result. The language that you use is key in setting the goal.



*CREATE GOALS THAT ARE VISIONARY AND INSPIRING*

First of all, you want to create a goal that is both visionary and inspiring. And when I mean...I say visionary what I mean is when you look at that goal for a year from now, for 5 years from now, for 10 years from now, you can clearly see that this goal that you're setting now for 3 months from now is a step towards that life that you're looking to create.

So it is in line with your vision. That's what I mean by visionary. (phone interruption) So when, in addition to creating goals that are visionary, you also want to use language that is inspiring. And we're going to talk a bit more about that a little bit later in the call but really what is inspiring is the essence, the experience of what your life is going to be like when that goal is in place.

And you want to use language that captures the experience for you. Because what inspires you, what motivates you is emotion. And so you want to capture the emotion in the statement of the goal.

*A GOAL IS THE END GAME, THE HAVING OR BEING THAT RESULTS FROM WHAT YOU WILL BE DOING IN PURSUIT OF THE GOAL. DON'T WORRY ABOUT "HOW" WHILE YOU'RE SETTING THE GOAL. GET CLEAR ON "WHAT" AND THE HOW WILL WORK ITSELF OUT WHILE YOU ARE FOLLOWING THE ROADMAP TO SUCCESS.*

Second thing I want to talk about in the language you use for setting a goal is that the goal is an end game. A lot of times people make the mistake of calling an action, a goal. So for example, someone might say, "I'm going to work out 3 times a week. That's my goal." I'm sorry to say this, that's not a goal. Working out 3 times a week is not a goal. It's a doing. It's an action.

The goal is the result that you're going to have from doing that. So, the goal might be to be slender and sexy size 6 for women or it might be to run the marathon or to finish a marathon. Okay? Do you guys see the difference?

So a goal is never a doing. A goal is a having or a being and in fact I recommend that you leave out the verb.

*STATE THE GOAL IN A SINGLE PHRASE (**PREFERABLY 5 WORDS OR FEWER**), WITH A SINGLE FOCUS – LEAVE OUT THE VERB (IT'S ABOUT HAVING, NOT DOING). IT'S LIKE THE TITLE OF A SONG.*

So when you're thinking about the structure of the sentence, you have the subject which is "Me." You have the verb, which is "I have" or "I want" or "I need" or "I'm going to create," and then you have the end statement, which is the object of the sentence. It's the thing, and that's what the goal is.



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So, instead of "I have run...I have completed a marathon," the goal would be "crossing the finish line in the New York city marathon." So it's the end phrase, it's not the doingness of it. Does that make sense?

So a goal is the single phrase, preferably 5 or 6 words, not including the end date, with a single focus, and it captures the essence, the experience of what you will feel when that goal is in place. It's kind of writing the title of a song.

You know, when you write the title of a song you don't include all the stuff that goes into the song. It's not the whole story of the song. It's not all the verses and the chorus. It's just a single phrase that captures the essence of the song. "I Want to Hold Your Hand." You know. It evokes the song for the listener, and that's what you want a goal to do. You want a goal to evoke the experience for you.

#### *CREATE GOALS THAT ARE POSITIVELY FOCUSED*

Another thing about the language of the goal is that you want to create a goal that is positively focused. A lot of people, for example, set weight loss goals, and I believe that the reason that weight loss goals don't work is because they're part of...they're talking about the weight. "I'm going to lose 20 lbs." All your focus is on the problem. It's on that 20 lbs. So you want to create a goal that's positively focused by focusing on what the result is, "a slender size 6," not "I'm going to lose 20 lbs."

#### **Avoid eliminating a problem**

So you also want to create...you want to avoid creating a statement of a goal that's about eliminating a problem. So, "a life, you know...with less stress" or "having more money." Whenever you're using a comparative that is about changing a problem, you're actually talking about the problem, not about the life you're creating, and so you're focusing on the problem and what you focus on is what you create. So, you're creating more stress by setting that goal.

#### **Comparative terms (less stress, more money) that imply the problem**

And it also can be, you need to be careful of comparative because they can imply the problem without outwardly stating it. So, what you want to think about is, "Okay, well I want to have less stress. What is my life like now that I have less stress? Well, I am joyfully walking through my day filled with energy." Do you see the difference?

Can you guys feel the difference between those 2 statements?

Man 1: Yes.





### **Brain (and the Universe) doesn't understand negative commands**

Debra: Yup. So, one thing to remember, and this is really important, is that your brain, and for those of us who believe in the attraction principle, the universe...the brain doesn't understand negative commands. They've done studies on this with children. That it actually takes a child 3 times as long to process a negative command as it does to process a positive command, because they need to figure out what to do with, instead of not doing the thing you told them not to do.

So never tell a child, "Don't put your hand on the hot stove." Tell a child, "Keep your hands at your side." So same thing with your brain. Don't tell your brain not to "smoke," so having a goal about quitting smoking. It's just all you're telling your brain... all your brain hears is "smoking, smoking, smoking," so that doesn't work generally.

So you want to find a way to state the goal in positive terms that capture the experience that you're looking to create.

### **MEASURE**

And the final piece of setting goals that get results is the measure. One of the habits I've found with people who set goals but don't get good results from those goals is that they set goals that are very general. They're not specific, and one of the ways you get much more specific is in the measure.

You don't get specific by saying how you're going to get the goal. When you're setting a goal, don't worry about how you're going to get it, just worry about getting specific about what the goal is, not how you're going to achieve the goal.

Figuring out how you will achieve the goal is part of the process of pursuing the goal. You need to know what the goal is before you can really truly begin that process. And how you pursue the goal is something that the [Road Map to Success](#) is focused on and that's where you want to worry about the "hows."

### **THE GOALS NEED TO BE MEASURABLE IN SOME WAY THAT IS PART OF THE GOAL STATEMENT.**

So, writing a goal is about the "what" and you want the "what" to be measurable in some way that is part of the actual goal statement. So you're going to squeeze that into those 5 or 6 words. Okay?

### **SET GOALS THAT STRETCH YOU OUT OF YOUR COMFORT ZONE, AND THAT YOU BELIEVE YOU CAN ACHIEVE WITHIN THE TIME FRAME.**

You also want to set goals that stretch you out of your comfort zone in their measure, and at the same time, you must believe that it's achievable within the time frame. One



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of the ways I think people sabotage themselves by setting goals is by setting a goal that they never even, that they have no ounce of belief is possible, but they set it because they're supposed to think big.

Now I'm a big believer in thinking big. I'm a big believer in stretching out of your comfort zone, and you will never believe it if it's a lie. And if it's a lie, you will never do what you need to do to achieve it. So you must find within yourself the belief that you truly can achieve it within the time frame even if you don't know how. Okay?

#### *3 METHODS FOR CREATING A MEASURE:*

Now I want to give you 3 tricks or 3 methods for making a goal that isn't really concrete. How do you make it measurable? So for example, if you want to make a goal around your confidence, how do you measure confidence? Right?

How do you put, how do you know when you've achieve a goal around confidence? How do you know when you've achieve a goal around time management? And that's the essence of making it measurable because you need to know when it's complete when you achieved it, right?

So there are 3 methods.

#### **Put a number on it**

The first method is to just put a number on it. So for example, if I say to you, "On a scale of 1-10, where is your confidence level at?" and you say, "Well my confidence level is at a 3." Okay great! So what's the goal? Where would you like to be? "Well, I like to be a 7 in self-confidence." There's your goal...a 7 in self-confidence.

So you can put a number on it. You can also put a percentage on it. Like, manage my time efficiently and effectively 90% or 90% of the time acting efficiently and effectively. I recommend against going for a 100% or going for a 10, because perfection is a trap. So go for a 9.9 or go for what you feel is achievable within the time frame. That's the first way, to just stick a number on it.

#### **Comparative**

The second way is to use a comparative, but not a comparative about what the problem is. A comparative about what the result is, and what I've found is the most effective is to either to use the comparative to a person, either in the public eye or in your personal life, who seems to have the goal that you're striving for.

For example, I had a client who created a goal to have the confidence of Oprah, because for him, she epitomized confidence. Now whether or not you would take her



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side and say, "So really, you know, on the scale of 1-10, where do you think your confidence level is?" Doesn't matter whether she says her confidence level is at a 10. It doesn't because she is really just a symbol. She's an expression of the completion for that person.

So you can use a person in the public eye or you can use a person in your personal life, who you just feel has the quality you're looking to create.

The other thing you can use is as a comparative is a time in your life in which you really felt that you had that quality. I had a client who made a goal to be as fit as in college. She was a competitive swimmer in college, and so her goal was to be as fit as in college. That's the second way as a comparative.

#### **Metaphor**

The third way is through metaphor, and this is a wonderful way to not only create something much more specific and measurable, but also going back to our original conversation about language, to create a goal that's really inspiring, because metaphors can be very inspiring.

For a long time I had a goal around time management to manage my life like walking the labyrinth. Because for me the experience of walking the labyrinth had a very specific energy and quality that I wanted to bring into my day to day life.

I've had, I had a client who created a money goal, you know, money comes in like the tides at \$7500 a month. So that was both measurable in the quantity, it was also measurable in the energy because coming in like the tides meant the money came in. It went out. It came in. It went out. It was predictable. You can set your clock to it, right? All captured by that metaphor.

So those are basically the criteria for goals that get results. You want time frame, specific language that is visionary and inspiring, measurable. You want it to be a single phrase and a single focus, and you can, and positively focused and you want it to be measurable in a way that is both stretching you a bit out of your comfort zone but that you can believe that you can achieve.

## HAVE EVERYONE PICK ONE GOAL AREA FOR THE PURPOSE OF THIS CLASS - TAKE SHARES AND QUESTIONS

Anyone have questions about how the criteria for a goal that really gets results? And if you've been on mute I'm going to ask you come off mute at this time because I like to talk to you and actually perhaps workshop some goals with you.



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#### WORKSHOP A GOAL OR 3

So who would like to volunteer to have some support around setting a goal?

Woman 1: I would.

Debra: Who's that?

Woman 1: It's Cathy Moulder

Debra: Hi Cathy!

Woman 1: Hi Debra

Debra: So what's the goal?

Cathy: The goal is to have a designable amount of time in my office during, on a weekly basis. You know, it's like a lot of my other stuff is very time oriented. My teaching and practicing, and working out and stuff, and in the office is just like, "Well I'll get to when I get to it."

Debra: Okay, so what you're talking about is having set office hours.

Cathy: Yup, figuring out some way to do that...

Debra: That's actually an action. That's an action. Right now it may be that you need to create some skills around time management and stuff to enable you to take that action, but what will having set office hours create for you?

Cathy: It will allow me to effectively follow up on all the opportunities that come my way.

Debra: And what will you get as a result of again, the action of following up on your opportunities?

Cathy: Uh, more satisfying work.

Debra: "More satisfying work" right? We're starting to get there and the "more satisfying work" that phrase feels to me like a comparative to a problem? Like you don't have enough satisfying work?

Cathy: Right.

Debra: Okay? So we want to incorporate both the essence of that time management skills that you're talking about, the set office hours, but also what is, what are you creating? What's the clear measurable specific result?



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Cathy: I don't how to say this exactly but I feel like I'm doing what I'm supposed to be doing, you know. That's like the challenge of this whole working for yourself in music thing is that there's so much to do all the time that I, you know, it's like when I'm practicing, I feel like I should be in the office. If I'm in the office, I feel like I should be practicing.

Debra: Ahh! So the essence of the goal is being at the right place at the right time.

Cathy: Right! Which would be good all-around actually. There's nothing bad you can say about that.

Debra: Okay, so if the goal is being at the right place at the right time, do you guys see how that's actually the result? That's the essence of the experience she wants to have. It's being at the right place at the right time whether that's practicing, or you know, teaching a lesson or making booking calls or whatever it is you're doing, you are at the right place at the right time.

Cathy: Right.

Debra: Now is there a way...Go ahead.

Cathy: No back to you...

Debra: No, no go ahead.

Cathy: No please...

Debra: Is there a way to make that measurable? So that you'll know that you have it.

Cathy: Well, I mean that's, in terms of time, like in terms of time that is working for me, in terms of my working out and my practice time, I actually have a schedule, a printed schedule for those things.

Debra: Right

Cathy: I mean, I think I'm probably heading in the direction in making a printed schedule for office work.

Debra: So you're worrying about the "how." We're not talking about "how." We want to talk about "what."

Cathy: The result?



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Debra: Right, the result. So at the right place at...what if we say at the right place, at the right time in my office, like in one of these other places where it's already happening? So what are the places that is already happening?

Cathy: Uh, working out. I'm actually training for a marathon.

Debra: Okay. So in the right place at the right time in my office, like working out or like training.

Cathy: Uh huh.

Debra: How does that feel?

Cathy: Or like teaching, I mean, that's the other thing I have a lot more long term experience with is teaching, and I'm on time like 95% of the time. You know.

Debra: Right and what I wanted...what I would recommend you do is you pick one or the other, whichever one feels more inspiring.

Cathy: The training then.

Debra: Okay. So at the right place at the right time in the office like in training or manage my office hours like my training schedule.

Cathy: Right, that would work.

Debra: Now, do you guys hear the difference in the, her tone of voice? In response to that? Like I could hear your voice, Cathy, go, "Oh yeah! Right!" I could feel you being more inspired.

Cathy: Uh huh...

Debra: And that's the essence of a goal that's going to work, because if you're inspired by the goal, you'll do what you need to do to make it happen.

Cathy: I agree with that.

Debra: And a goal, a goal that's really well written will start your brain thinking about all the ways to make it happen, and that's why I say you don't worry about the "hows" before writing the goal because the goal is going to start that process, if the goal is well written. Could you feel it like start your engine?

Cathy: Somewhat...

Debra: Okay. So we're going to leave it at "at the right place at the right time in my office like in training."



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Cathy: Uh huh, cool! Thank you.

Debra: You're welcome. Alright, who else would like a goal workshopped?

Steve: Hi! This is Steve.

Debra: Hi, Steve!

Steve: I want to sell a thousand CDs by June 1, 2008.

Debra: Excellent! Oh, that's the other thing we didn't do with Cathy. Cathy, what's the deadline on that date, on that goal?

Cathy: Um, by the end of January.

Debra: Give me a date. Give me a date. So January 31, 2008?

Cathy: Oh, January 31, 2008.

Debra: Excellent! Excellent! Okay thanks! So Steve, say that again?

Steve: I want to have a thousand CDs sold by June 1, 2008.

Debra: Okay, so that's a 5 month goal or 5 1/2 month goal.

Steve: Yup.

Debra: Where would you need to be by April 1st? Or even April 15th to be on your way to that goal?

Steve: Well, it depends. I mean I have to book shows to do this. I mean, that's the way to sell CDs. The more shows I can book, like house concerts, the more CDs I can sell.

Debra: Okay, so if you decide that your strategy, and by the way, that's not the only way to sell CDs, but I'm not going to get into that in this conversation. But that is a strategy for selling CDs, so if the strategy you've chosen to get this goal is booking lots of shows, by April 15<sup>th</sup>, how many shows will you have performed? Or how many shows will you have booked?

Steve: Okay, uhm, so in other words by April 15<sup>th</sup>, I'll have, uh, 15 house concerts booked.

Debra: 15 house concerts booked? Okay. Now, with Steve's goal, you're very measurable and very concrete. I'm not feeling a lot inspiration in those goals. So are you inspired by those goals?





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Steve: Well, I guess my belief level is low.

Debra: Okay. So do you believe you can have a thousand CDs sold by June 1st?

Steve: No actually.

Debra: Okay, so guess what, if you set that as a goal, not because you can't have a thousand CDs sold, but because you don't believe you can, you probably won't.

Steve: Alright, so you suggest I lower the numbers?

Debra: You need to pick a number that feels a little bit of stretch, but not overwhelming.

Steve: Okay.

Debra: And maybe instead of saying a thousand CDs sold by June 1st, maybe you say a hundreds CDs sold by March 1st.

Steve: Okay.

Debra: Do you see what I'm saying? So if...I was watching...Oprah did a show on weight loss, and this woman had lost 150lbs, which is basically another human being. And one of the things she said really struck home; she said that she didn't set a goal to lose 150 lbs. She set a goal to lose 10 lbs, and then she set another goal to lose 10 lbs. And then she set another goal to lose 10 lbs, and she did that 15 times.

Steve: I...yeah.

Debra: Okay?

Steve: Yeah, next time.

Debra: Now I also want to encourage you, Steve, to not be so sure that you know the answer to how you're going to make that goal happen.

Steve: Well, I know there's different ways, you know, I have my website. I got CDs through my website...

Debra: I don't want to take a lot of time in this call for you to explain to me about it, but the point I'm trying to make is that setting a goal is not about setting a strategy. It's not about setting a technique. It's about the result and in the process of working through the [Road Map to Success](#). Step 3 is really important. Step 3 is brainstorming and exploring, researching all the creative ways you can make this goal happen. If you set





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a goal that locks you in to a specific way to make it happen, you close all those other doors.

Steve: Alright.

Debra: Okay? So focus on what you want, not how you're going to get it.

Steve: Okay.

Debra: So what's your goal, Steve?

Steve: Uhm, by March 1st, uhm January, February, March, I can take a go at 100 CDs maybe 200, I have to think about that.

Debra: Set a goal right now in this moment that feels like the right number. Just use your gut.

Steve: Uhm, I'm going to sell 200 CDs by March 1.

Debra: 200 CDs by March 1? How does that feel?

Steve: Uhm, feels good, feels doable and you know something I can, like you say, stretch toward.

Debra: And do you feel inspired by it?

Steve: I definitely feel more...when I first...

Debra: I'm sorry, there's a lot of background noise going on, so whoever's rattling around if you can just kind of be still for a moment.

Steve: Yup, I feel more excited about it than when I first told you the thousand you know, in June.

Debra: Excellent! So sometimes setting a shorter term goal can really help to loosen things up.

Steve: Yeah.

Debra: Okay.

Steve: That's good. Great.

Debra: Cool.



## THE 3 THINGS THAT COME UP FOR EVERYONE AS SOON AS YOU SET A GOAL:

Alright. So if we have time at the end, I'll workshop some more but I do want to make sure I get to this last piece, which is the 3 things that come up for everyone as soon as you set a goal. And I've heard it coming up on this call a bit, but I see it in myself and I see it a lot with clients.

### FEARS

So first thing that comes up for people when they set a goal that's stretching them out of their comfort zone are their fears. And these are all the things that you're afraid of both in the pursuit of the goal, as well as what will happen if you actually realize the goal.

*ALL THE THINGS THAT YOU ARE AFRAID OF BOTH IN THE PURSUIT OF THE GOAL AND IN THE REALIZATION OF THE GOAL*

#### **Failure**

#### **Success**

**People won't love you anymore**

**You'll be alone**

**You'll no longer be you**

So fears of failures, fears of success, fears that people don't love you anymore, fear that you'll be alone, fear that you will no longer be you. I've always found that to be a really interesting...a lot of time when someone really sets a goal that is visionary, the fear that comes up is that who will they be if they have that goal.

It impacts their definition of themselves because up till this point they been defining themselves by someone who doesn't have that goal. So you have to redefine yourself as someone who does have that goal.

*WHAT ARE SOME EXAMPLES OF FEARS THAT COME UP FOR YOU?*

**The point is that it's all just fear – whatever it's of. Feeling fear at the start of a journey is normal!**

Now, the essence of this is these are just some examples of fears, but it doesn't really matter because fear is just an emotion. It doesn't even matter what you're afraid of. Feeling fear at the start of a journey is a good sign. It means that that's a journey worth taking. It's a journey that's going to take you somewhere that's going to stretch you, that's going to have you grow, that's going to give you experiences that you wouldn't have otherwise.



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So if you feel a bit of fear at this, when you set a goal, you can feel encouraged that you've set a goal that is visionary. Okay? That is stretching you in the direction you want to be stretched in.

#### CONSIDERATIONS

Now the next thing that comes up for people is considerations. All the hypothetical "what ifs" that could get in the way. For example, if I really pursue this goal, I'm never going to have time to watch TV anymore. I'm going to miss my favorite show, and you'd be surprise how often this comes up for people.

*ALL THE HYPOTHETICAL "WHAT IF'S" THAT COULD GET IN THE WAY. FOR EXAMPLE:*

**if I go after this goal, I'll never have time to spend with my kids.**

**Or, I've tried to quit smoking before, but it didn't work.**

**Or I've already exhausted the venues in my area, there aren't any other ways I could get this goal.**

I'm never going to have time to spend with my kids. I'm never going to go out on a date again. You know, or for example, I've tried to quit smoking. I've tried to lose weight or I've tried to manage my time or I've tried to manage my finances before, but I failed, and so what if I fail again? Then that just going means that I'm...I'll never have this and you know, so all the "what ifs."

I've already, another consideration, I've already tried everything. I've already done everything to get this goal in the past, and it's never worked. So, it's never going to work.

So, when you set a goal, think about what the considerations are that are coming up for you and just notice them. You don't need to process them. You don't need to handle them. In fact, I recommend looking at them as if they were a humorous anecdote. You know, don't give them the weight that they are asking for.

*WHAT ARE SOME CONSIDERATIONS THAT ARE COMING UP FOR YOU IN THE GOAL YOU WROTE TODAY?*

#### ROADBLOCKS

The third thing that comes up for people when they set a goal are roadblocks. And these are real world circumstances that show up and get in the way of you realizing your goal. For example, you set a goal, and then you go into work and your boss changes your work schedule that makes that goal impossible. Or you set a goal to record your cd, but you don't have the money to do it. Or you set a goal to be showing at a particular venue, and you get turned down. Someone says no to you.



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Now, roadblocks happen. Your choice is to allow a roadblock to stop you or to discover a way around or through that roadblock. And if you read stories, if you read biographies about our heroes, most of them were hit by some pretty amazing roadblocks and they chose not to be stopped by them.

*REAL WORLD CIRCUMSTANCES THAT COME UP TO GET IN THE WAY OF REALIZING A GOAL. FOR EXAMPLE*

**My work schedule doesn't permit me to tour  
I don't have enough money to record my CD  
So and so said no to me.**

*WHAT ARE SOME ROADBLOCKS THAT ARE EVIDENT TO YOU IN PURSUING YOUR GOAL?*

**Your choice is to allow a roadblock to stop your or to discover a way around or through that roadblock.**

So, up to you guys. What are you going to do? Now, these 3 things come up for everyone. Every time they make a goal. If they're not coming up for you, your goal is not big enough or you don't really mean it.

You're just setting it because it sounds like a good idea, but it's not real. Okay? Now many people use these 3 things as an excuse not to go after their goals. Well, you know, if I decide to become the best songwriter then I really should join this songwriting group, but it's Tuesday nights. I'm going to miss American Idol.

THESE THREE THINGS COME UP FOR EVERYONE EVERY TIME THEY MAKE A GOAL. IF THEY'RE NOT COMING UP FOR YOU, YOUR GOAL ISN'T BIG ENOUGH!

*MANY PEOPLE USE THESE THREE THINGS AS AN EXCUSE NOT TO GO AFTER THEIR GOALS*

*I SAY, USE THESE THREE THINGS AS A SIGNPOST THAT THIS IS A GOAL WORTH PURSUING. AND INSTEAD OF WORRYING ABOUT THESE THINGS COMING UP, ASSUME THAT THEY WILL. AND GET CREATIVE.*

**How can you create the money to record that CD?**

**How can you include your kids in pursuing this goal?**

**Get creative in your solutions to these obstacles!**

I'm telling you people do that. You can use it as an excuse or you can use it as sign post that this is a goal worth pursuing. Instead of worrying about these 3 things: fears, considerations and roadblocks, coming up, assume that they will and get creative.

How can you create the money to record that cd? How can you include your kids in pursuing this goal with you? So that instead of you missing out on spending time with



### Goals That Get Result

them, it actually creates more relationship. You need to get creative in your solutions to your obstacles.

#### ASK FOR SHARES

Anyone have anything to add to that? Anyone see anything from that? Those 3 things? Anyone feels like "Oh yeah, that's familiar." You guys want to share? Okay, I'm going to go on.

#### WHEN IS IT APPROPRIATE FOR A GOAL TO CHANGE

If you do want to share and didn't get off mute quick enough just stay off mute, because I'm almost done with my...the lecture portion of this. The last thing that I want to answer is the question, "When is it appropriate for goals to change?"

*YOU'RE ALLOWED TO CHANGE YOUR MIND ABOUT A GOAL. BUT IT'S CRITICAL TO KNOW WHY. HERE ARE SOME GOOD REASONS:*

Look, goals are yours, and you're allowed to change your mind, but it's really critical to know why. Here are a couple of good reasons to change a goal.

#### **If a goal becomes obsolete because some other opportunity that is bigger and better than you could ever have imagined has magically appeared**

If a goal become obsolete because some other opportunity that is bigger and better than you could have ever imagined has magically appeared, and that little goal that you've set 2 months ago really just blown out of the water by this opportunity, it's really okay to change that goal.

#### **If you discover that it is a "should" and not a true desire**

If you discover that a goal is a "should," is something you think you should be doing, it's not really your true desire, you must change the goal.

#### **If you notice that you aren't taking the actions, not pursuing the goal – saying you want it, but not doing anything about it – you need to ask yourself why**

*If the answer is a fear, consideration or roadblock, ask "How important is this to me?" How real is this goal? Is this my goal? What am I willing to do to have this goal – what will I risk?*

If you notice that you're not taking the actions, if you are not pursuing the goal and you say maybe I should, maybe this is just the wrong goal, you need to ask yourself. For example, if you say you want it but you're not doing anything about getting it, you need to ask yourself why.

If the answer is a fear, consideration or roadblock, then how important is that goal to you? How real is it to you? Is this really your goal or is this the goal you think you should



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be pursuing? And ask yourself, and this is really important, what am I willing to do to have this goal? What will I risk? How uncomfortable am I willing to be to have this goal? And if the answer to that is, "Yeah, not very," then you're lying about the goal. It's not your goal.

And I've seen people do this, you know, they set a goal that is a "should" goal. You know, I should have a goal to win a Grammy award when they really have no desire for that life. That wasn't the goal they wanted. Or they're setting a goal really, really big, because they should set a goal really big when they have no belief that they could ever possibly get it. We've talked about that.

Or, and I've seen this happen quite often, you set a goal that's about the old you, but you've already move past it. You're just uncomfortable with who you are now, and so in order to stay comfortable, you try to make goals that are about the way you used to be.

**If you decide this is not the right goal, don't wait, immediately make a new goal. If this isn't my goal, what is? And again, it's less important that it is the "right" goal than that it is YOUR goal! Own it!**

So when you get clear that you're not taking action to get a goal, it's a wonderful opportunity to find out what's really going on. And if you decide it's not the right goal, don't wait. Immediately, this second, make a new goal. And if that means you drop out of college going after that master's degree or you break up the relationship before you get married, then do that. As soon as you see this is not the right path, change the path. Don't wait.

It's less important that it's...you know, that you stay on what you've said and what you've promised and what you've been pursuing, then that you be true to yourself. And if this isn't your goal, what is?

It's also less important that it's the right perfect goal than that it's your goal and that you fully own it. And it's okay to fully own a goal and really believe it's right, and in 2 months you said, "You know what, now from where I'm standing now, I can see that this goal is a much better goal." Because that's what a journey looks like. Okay?



## COMPLETION - WHAT WILL YOU DO THIS WEEK TO TAKE ACTION ON THIS GOAL?

Alright, we got about 5 more minutes. Anyone have any questions or comments, things they want to share or a goal they want work-shopped? Open it up.

Woman 1: I just want to go back when you talked about the time frame? I've been trying to reconcile the call on the [5 Year Plan](#). I heard what you said, you know, about that it's hard to set goals for 5 years, but I thought that in the [5 Year Plan](#) and the visioning, it's pretty much kind of thinking about where you wanted to be in 5 years.

Debra: It is, but then you need to work backwards and set a goal for 3-4 months from now that's going to put you on track to that [5 Year Plan](#). And you can do it by backing off of it. So set a 5 year goal, a 4 year goal, a 3 year goal, a 2 year goal, a 1 year goal, a 6 months goal, a 3 month goal. But it's...you must have that 3 month goal or what you will end doing is dreaming and wondering and living in that glory of the daydream of that 5 year goal and not really fully get into action.

Woman1: Well, would you recommend...is it a viable process to do just the 3 or 4 month goal without really thinking about the [5 Year Plan](#)? In your opinion...

Debra: You want to do both. And I'll tell you why you want to do both. Remember that one of my criteria was to have a goal that is both inspiring and visionary? It's hard to know what your vision is if you don't know where you want to be in 5 years. Try to look at a goal for 3-4 months and say, "Yes, this is visionary. This is in line with my vision of my life," if you don't have a vision of your life.

Woman1: Uh huh, right, right. Because I got...I really think that's important to have some long term idea about where you want to be.

Debra: Yes! And my point is that in order then to get into action about being there, you need to chunk it down.

Woman 1: Right. Okay thanks.

Debra: Yeah. No, that's a great question. And I think the biggest mistake that's made in trying to create a [5 Year Plan](#) is that they try to go forward with it. Well, I can be here in 3 months. I can be there in 6 months. I can be there in a year. No, no, no. Start with a 5 years and work backwards. It's much easier, much easier. Okay?

Who else has a question, a comment or a goal they'd like some support around? Anyone else? Alright, well then I'm going to have us talk about our completion. So in completion, let's go around the room, and I'd like you to say what key insight you're





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walking away with and what action you'll take this week to put this into action in your life? Who wants to share? Come on! I know you guys are still on the call.

Cathy: I will...This is Cathy.

Debra: Thanks, Cathy. Cathy: No problem. Um, alright. I really appreciated the idea tonight about the goal is sort of a state of being and not...I forget the way you said it before. But like the experience that you're going to have when you completed the goal as a focus, you know, and the action I'm going to take this week is I'm going to make an office schedule for myself that is similar to my training schedule.

Debra: Excellent! Excellent! By the way Cathy, I recommend *Time Management From The Inside Out* by Julie Morgenstern, and we have a bunch of...we have a [time management](#) call to on the website. We also almost every Q&A sessions that's been recorded has something about [time management](#) in it. So you might want to flip through some of those.

Cathy: Great, thank you so much.

Debra: Sure. Who else would like to share what their taking away?

Woman 1: This is Roxanne.

Debra: Hi Roxanne.

Roxanne: Hi. My insight I guess is that while I have, you know, the 3, 6, 9 months, a year goals, they really could be looked at more in light of some of the criteria that you talked about, so my action for this week would be to look into goals and see how well they fit in the criteria and whether I could kind of clean them up a little bit.

Debra: Polish those babies till they shine...Excellent! Yeah, actually crafting a goal is an art form, and you guys are all artist so I know you can do it. Great! Who else want to share? Anyone else want to say what they are taking away from tonight's call?

Gigi: This is Gigi Huston, sitting quietly.

Debra: You have been, Hi Gigi.

Gigi: I have been, which is rare for me. But I did this before and this was a really powerful tool set and I've been derailed, so this reminds me pretty strongly it's time to go back and go through this all over again.

Debra: Excellent. Thank you for saying that. I've really been thinking that I may want to re-record this call at the top of each year. Just for everybody you know to be reminded





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about goal setting and how to do it and kind of rejuvenate that for everyone. I may do that. And what are you going to do this week?

Gigi: Sadly, I have to go back and figure out what I need to dislodge that has been on my old goal set so that leaves me free to be thinking about the new goal set but...

Debra: Can I recommend that instead of focusing on the old goals, just give yourself a little empty room, a little empty time, and just ask yourself what you want? And then go back and look at the other stuff.

Gigi: Cool.

Debra: Okay? Cool. One last share? Anyone have one last share they'd like to...Anyone not spoken yet? One last burning share? I will say for myself that you know that this has been really good for me too, because usually the week between Christmas and New Year I will take off work. I don't schedule any sessions, and I spend that week doing nothing but looking back at my year, acknowledging my winds, processing what's happened during the year and then projecting my goals for the coming year.

Instead this year between Christmas and New Year, I was packing, packing, packing boxes, and that's all I've been doing really for the last 2 months is finding a place to live, packing my stuff, moving my stuff, unpacking my stuff. So I'm going to look out at the next 2 weeks and see if I can't carve out a couple of hours to just sit and work on my goals. So, very excited about that now that I've moved into my new place, which is one of my goals actually. One last share?

Steve: Hi! This is Steve.

Debra: Hi, Steve.

Steve: Thanks so much for getting me to, um, make my goal smaller, more doable, and something that I can believe in and work towards. So I'm going to, this week I'm going to call a couple of, make a couple of contacts for house concerts.

Debra: Excellent! Excellent. I recommend everybody to listen to or review the [Road Map to Success](#) once you've got your goals that will walk you through the process to get your goals. I may well be re-recording that call in the near future. So, very cool. Have a great couple of weeks, and you know...go New York Giants! Woo hoo! Into the Super Bowl! They're my team. So, and stay tuned over the next few weeks or so for the schedule for February. I'll be putting that out pretty soon. Alrighty! Bye!