

"How Much, By When?"

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Welcome to the New Year! **Your** year! Lots of people have made resolutions and set goals. UGH!!! It can seem like such a chore and often feels depressing or pointless. Let's make it simple.

First, let's look at a few examples of what a goal is **NOT**:

- Make more money
- Sell more product
- Recruit more people
- Work smarter
- Really watch what I eat

You may be very **resolute** (thus the term resolution) about doing those things but don't fool yourself into thinking they are goals. Now see if you can identify the common thread in the following examples that **ARE goals**:

- Put product on 30 faces by noon on the last day of this month
- Present the marketing plan to 10 people by midnight on the 25th of this month. Speak to all of my customers by close of business on the 15th of next month. Get contact information for 20 new people by 3pm this Friday.
- Qualify for my car by midnight on June 30th.

Unless your goal specifies "how much" and "by when" it is not a goal, it is a wish. A goal is quantifiable—it can be measured. You either achieve it or you don't, there's no gray area.

Set all your goals— daily, weekly, monthly, yearly— based on the mantra "How Much, By When?" and you'll be able to determine, without any ambiguity, if you met your goal or not.

Granted, some people would prefer not to set "How Much, By When?" goals because it forces them to look at their business with logic and facts instead of wishful thinking. Without "How Much, By When?" goals it's much too easy to let yourself off the hook or to think you're on track when you're not. This year, set real goals and watch your dreams become reality.

Wishing you the most successful , powerful, and profitable New Year yet!