

Advertising and Marketing Training Goal Setting

1. Make a list of the five things You have accomplished that You are already proud of!

This exercise is to give You credit for what You have already accomplished.

We've been setting goals, but maybe it has been a bit haphazardly and You accomplished some things. Now if You set them with a real plan in mind, You can accomplish so much more. You will astound Yourself.

Remember these are 5 things You have already accomplished. You can do so much more.

Do this with kids. They probably haven't been introduced to goal setting, but they have accomplished some pretty spectacular things.

There are people here, that have accomplished many spectacular things. I congratulate You on that.

2. What do You want in the next 10 years?

Make a list of at least 50 items. Write as fast as you can. Don't give much detailed thought of it. Just let Your mind run free.

This is not what You think You can get. This is what You want. If it all fell in place, what would You want in the next 10 Years?

It is not important to think what You can get. Put them one under the other. Abbreviate where possible.

Places to go. Investments to make, education for Your children and grand children. Personal things, everything.

Some of the things need to be this year, next year, next 3 years, next 5 years and next 10 years. Between now and the next 10 years.

Everything You can think of. What skills do You want to learn? Languages? Residents You want to acquire; a ranch in Montana, cabin in the mountains.... Everything You can think of. From small to large.

A list of the places You want to visit. Experiences You want to have. Fly on a Boeing 777? Bungy jump? Something You haven't done, put it on the list. If it rings a bell, write it down.

Write a song. Write a book. Write a poem. In 10 years.

Benevolent goals: targets You want to support. Money You want to be able to give away. Help Your clients meet their needs. Help Your team members meet their needs.

Star in a movie. Play in a rock and roll band.

What would give You an incredible life. A new wardrobe, a new look. Start a new family.

What would give You the greatest satisfaction; pleasure; joy to live an unbelievable life. What would that list be in the next 10 years?

Habits You want to change. Health You want to acquire.

In the Bible, David said, God prepares a table before me, in the presence of mine enemies. They might be friends, family and other naysayers.

What would do it for You? Upstairs maid. Downstairs maid. Chauffeur, cook. Learn a craft. Develop a new career. Greatly advance Your present career.

In the next 10 years, keep making and adding to this list. As many as You can think of.

This is important; In the next 10 years, keep making and adding to this list. As many as You can think of.

The early Astronauts found not having goals after their space flight proved devastating. The same can happen for us, if we do not keep adding to our list.

What are the little insignificant things that doesn't mean anything to anyone else.

Have a residence in each of the four seasons.

What would make Your life unique in the next 10 years?

You can't have it, if You can't put it on paper. To the believer, everything is possible.

Remember some today, tomorrow, this year, next year, 5 years and in 10 years. Make this a living list, always adding to it.

In this short life, we want to fill it up, not just for ourselves, but to reach out and touch everyone we can.

Kids will have several pages full of things. Adults not so much. We have to squeeze this stuff out of them. Kids will have things on their list that we don't even know exist.

Now go through the list one item at a time. Give each item a 1, 3, 5, or 10. Say this is about a one-year goal, a 3-year goal and etc. Guess if You have to. You'll learn even more when You teach it.

They might be personal goals, family goals, business goals, kids' goals, recognition You want. Keep adding to the list. If married, my goals, my spouses' goals, our goals.

If a goal is private, put it in code, incase somebody gets hold of the list that isn't supposed to. What's this goal with a circle and a star inside it?

Here is what to do with this list.

Look at each item You numbered a 1 and pick out the 4 most important and identify them. Make a new list or circle them or some way of identifying them.

Next question Why? Why are those 4 goals important to You? What will they do for You? What will they accomplish? Why did You pick those? Why are these 4 goals important to You? Three or 4 sentences. You won't be able to finish this list today. You'll continue on with this long after this training is finished. The good thing is You have the pdf and the audio to use in training later. Then use it as a model to teach others. Remember study, practice, teach (SPT). Why are those 4 goals important to You?

When the WHY gets stronger, the HOW gets easier. When the WHY gets stronger, the HOW gets easier.

When we don't have strong goals, the HOW is almost impossible. The HOW is too difficult.

The HOW becomes easier and easier when the WHY gets bigger and bigger and stronger.

Purpose is stronger than object. Purpose is stronger than object.

For example:

One of Your goals may be to have a \$1,000,000 home to live in. What for? It's the What for that creates the passion, not the \$1,000,000 home. A home is a home is a home. What are You going to do with this place? Now we get into the details. **The passion is in the details. The passion is in the details.**

Somebody may say, I have lost 40 pounds in the last 3 months. We'll say is that it? Those are the numbers, but what are the details? How did You feel before? Here are the details; how do You feel now, 40 pounds later? The person begins to describe what it is like now compared to before. **The passion is in the details.**

The \$1,000,000 home, You've got to ask, what for? So, everybody can see it from the street? What do You want to do with this home? It's going to be the center of activity. You can't believe what is going to go on in this home. You keep on finding the details, the Why. This develops passion in Your imagination. And, imagination is the beginning of reality. You can't imagine how close imagination is to reality, until You start practicing this skill of turning nothing into something. Imagination into something tangible.

How close is the real stuff? You can't imagine how close, if You start tapping into the resources of Your imagination.

So, Your purpose becomes much stronger than the object. The object is powerful and it will pull, but the purpose is unbelievable.

We must all pay the price, but the price gets easy, if the prize gets large. The price gets easy, if the prize gets sufficient.

Here is what is priceless; self-motivation; self-control, self-development, self-esteem. You have got to learn to work with Yourself. Each of You have the capacity to do that. Yes, it is nice if somebody comes along like Mentoring For Free to stimulate and stimulate You, but You must learn to do that on Your own.

We get better at doing it by doing it for others. Do it one-on-one with others. You get one person going, then another and first thing You know, You have Yourself going.

Teaching is such an incredible activity. You generate all kinds of goals for Yourself as a result.

Here is another exercise to do.

Go through Your goals list and count how many 1s, 3s, 5s and 10s and make a separate list of each. Count the number of each. Which year has the least? Which year has the most. You want them approximately equal. If short on year 1, You want more 1 year. If short on year 10, You want more 10 year.

Like the early astronauts found, when You finish Your 1-year goals, You want there to be challenging 3 year goals. When You finish Your 10-year goals, You want more 1 year, 3 year, 5 year and 10 year goals.

The last question; **what person must I become to accomplish my list of goals?** Give this some thought and jot down 3 or 4 sentences. Some hard work here and the rest will unfold like You can't believe.

You should set a goal to become a Millionaire, 5 times over, **for what it will make of You to achieve it. For what it will make of You to achieve it.**

The major reason for setting goals is for what it makes of You to achieve them. The muscle You must develop. The thinking You must develop, the skills You must develop, the person You must become. What You must know about Your industry. What You must know about how to serve the customer. **All the skills You learn and become, learn and become, learn and become.** That's what is valuable. That is why You go for something fairly lofty.

To become a leader, don't join an easy crowd, where the expectations are low or they don't care. The problem with that You won't grow. Go where the expectations are high. Go where You are challenged. To study, read, change, develop learn the next skill. Because it is the challenge that creates the muscle, the mental muscle, the vocal muscle to become better, stronger, wiser, more unique. When You become that unique person and are a millionaire 5 times over, You can give the money away, because the money is not what is important. What is important is the person You have become.

I must continue to challenge myself to search for the vocal answers to help people to see. To struggle with the vocabulary that tries to make it clearer for me and makes it clear for You.

What really matters is our sphere of influence. What matters is what all humans can imagine within themselves. **When this stop, Your personal development stops. When Your full potential stops, You short change Yourself.**

When You make Your first million, should You go for Your second? YES, for what it will make of You. Warren Buffet hasn't stopped and he started right from scratch. Why would he want any more billions? It's not the money. It's a matter of development. It's a matter of helping people. It's a matter of being fulfilled. It's a matter of growing. He doesn't need another billion. He does need the adventure. You need the challenge. You don't want to leave Your life unfulfilled.

Let Your life, at the end climbing a new mountain. Have goals out 150 years. Keep Yourself growing and fulfilled.

That is the key to complete those items on Your goals list.

Here are tips I share with people in social media to build trust:

Hi , I see You are an entrepreneur.

Here is a tip for You: share this with anyone, but especially young people just entering the workforce:

If they are close to You and You want to buy them a copy.

If not, recommend they buy and implement the techniques in this book, not the CD, The Richest Man in Babylon.

You might want to buy a copy for Yourself, if You don't have one. The teaching technique used in this book is one of the best. Share with Your team and clients. Provide value, free.

I like to give value to like-minded people. Hopefully this will for You and those with whom You communicate.

I'll usually share this at a later day to the same people I shared the one above:

When a person answers all the questions at the end of the book, "The Richest Man In Babylon", their next question should be, where do I get accurate truthful information on how to invest.

Following Warren Buffet might be a good place to start with the book, Warren Buffet's Three Favorite Books all in one book by Preston Pysh.

A guide to "The Intelligent Investor", "Security Analysis" and "The Wealth of Nations." Also take a look at www.StashInvest.com.

Provide value to those You communicate with; friends, family, clients and acquaintances.