

8 SECRETS to Reach Your GOALS



A MASTERCLASS FOR
ACTION-TAKING **WOMEN 40+**

FOLLOW-ALONG GUIDE

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SECRET #1:

Focus on **ONE** big goal.

The psychology called “goal competition” says that one of the greatest barriers to achieving your goals is your OTHER goals. If you really want to make a big dent in your goals, it’s best to focus on ONE goal and go all in. You’ll need to make trade-offs and eliminate other goals and pursuits. This is not easy, but it’s essential.



SECRET #2:

Make your goal **P-U-R-E**.

P = Profound

The one big goal you choose to focus on must feel essential to who you are and critical to your future.

U = Urgent

Your goal needs to feel like something you want to get started on right now and absolutely vital to you.

R = Realistic

Your goal should stretch you but be attainable. If it's too easy, achieving it won't feel very rewarding. If it's too hard, you'll be disappointed when you're not making progress.

E = Explicit

Your goal can't be vague and general, like "Do your best" or "Try harder." Set a precise goal, putting in dates, times and amounts so that you can assess your progress.

Turn your goals into P-U-R-E goals!

Examples:

- Find love > Join Match.com by Friday and go on one date each week until I find my soul mate.
- Start a business > Launch a new Etsy store with 50 homemade knit scarves by May 1.
- Become well-read > Start a "classics" book club with 5 girlfriends by March 30 where we discuss 1 book each month.

What's YOUR P-U-R-E goal?

SECRET #3:

Claim your goal.

Demonstrate your commitment:

1. To yourself...

Write down your goal. Then put it front and center, so you can't miss it.

Where will YOU display your goal?

2. To others...

Broadcast your goal far and wide. Tell trusted family and friends. You never know who might jump in with resources and support!

Who will you share your goal with?



SECRET #4:

Plan 1 week at a time.

For most goals, without standard plans previously vetted for common goals, I recommend you plan one week at a time. What do you need to learn more about now, in the short-term, in order to figure out your next step? And once you research and learn, map out your next week. And keep going.



What will YOU work on toward your goal this week?

Scheduling is also key. Carve out specific blocks of time each day for you to work toward your goal and remove all distractions.

When will YOU block off time this week to pursue your goal?

SECRET #5:

Track and celebrate your progress.

Each morning, review your tasks for that day. At the end of each day, check off the tasks you've accomplished toward your goal. Then take a look at tomorrow's tasks and your schedule for getting them done.

At the end of each week, review what you accomplished last week and use what you learned to make an action plan for next week. Then keep going.

At the end of each month, take stock. Ask yourself:

What did I get done this past month in pursuit of my goal?

.....

What did I do especially well?

.....

How did I handle obstacles or down days when I felt like quitting?

.....

What kept me positive and motivated?

.....

What triggered bouts of self-doubt and frustration?

.....

How can I apply what I've learned moving forward?

.....



Then choose a way to celebrate your progress and growth.
Treat yourself!

SECRET #6:

Anticipate Obstacles.

Prepare for inevitable challenges by creating if/then contingency plans ahead of time.

Ask yourself, and write down:

What obstacles might come up?

For each one, if it does come up, what will I do in response?

Why is this goal so important to you in the first place?

Here are some examples of if/then contingency planning:

- If I skip today's writing session, then I'll write twice as long tomorrow.
- If someone belittles my goal, then I'll call my friend Kelly for support.
- If the costs to pursue this goal end up being higher than expected, then I'll ask for overtime hours at work.

What are YOUR if/then contingency plans?

SECRET #7:

Visualize **the steps**, not the outcome.

Visualizing a successful outcome ends up reducing our motivation and making it less likely we'll get into action.

Instead, visualize each step of your journey: the actions you'll take, the strategies you'll use, the choices you'll make, and the obstacles you'll face. This mental rehearsing has been shown to help us prepare and plan better, increase our confidence, and be more optimistic.

So focus on visualizing each step you want to achieve toward your goal, but not on the overall outcome of the goal.

What are the next steps YOU are visualizing?



SECRET #8:

Don't go it alone.

When you lay out your next steps, take a look at what resources you'll need to get you to your goal. This could include funding, time, tools or products, expert help, mentoring, cheerleading, or accountability. Then figure out who can help you.

For example:

- Maybe your partner could take over the morning dog walk so you can carve out an hour each day to work on your novel.
- Maybe you have a few experienced friends who'd be willing to become your advisory board for your new business.
- Maybe you could ask your sister to call you every Friday at 5pm to check in on your progress.

Having someone hold you accountable to your stated goals is a great way to increase your chances at delivering on your commitments. When you have to report on your progress, you're less likely to make excuses and sabotage yourself.

Who will YOU lean on to provide resources and accountability?



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Here's to
reaching your goals!

Helene