



7.5 STEPS TO ACHIEVING
**EXTRAORDINARY
GOALS**

START LIVING THE LIFE
YOU WANT... BY DESIGN!

BY MICHAEL ALTSHULER

“Setting goals is the first step in turning the invisible into the visible.”
—Tony Robbins

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So, here’s the big question . . . are you living your life by design or by default? Are you intentionally constructing the life you desire (i.e., setting goals), or are you letting life’s conditions and circumstances determine your destiny? If you find yourself waking up to the same routine day in and day out, leaving you feeling unfulfilled and frustrated, well then, you’re letting life control you, rather than you controlling it. I have some good news for you, though . . . all that’s about to change.

Why Set Goals?

The main reason to set goals is you don’t want to look back at your life twenty years from now and say, “Why haven’t I done more with my life?” Remember, life is not a dress rehearsal. You have one life, and you have to make it count. The good news is you can start right now and avoid the sad scenario above by simply following these goal-setting guidelines. The fact is that *all* the most successful businesspeople and athletes in the world set goals (how do you think they got to be so successful?). Whether you’re a salesperson, sales leader, entrepreneur, chief, cook, or bottle washer, you’ve got to set goals. If you want to lose weight, get fit, make more money, travel the world, help those in need—whatever it is you want to accomplish—the first step is always setting a goal.

There are many reasons people don’t set and reach their goals. Fear, self-limiting beliefs, laziness, past failures, lack of commitment, discipline, and

more. You can throw all those reasons (and any others) out the window if you decide right now to commit to reading and taking action on the 7.5 steps outlined in this book. My goal (pun intended) is to give you a proven process that, if followed, will enable you to achieve any goal you set for yourself, so you can begin living your life by design, not default. I made this “goal blueprint” simple to follow so that anyone can do it and achieve extraordinary results. That doesn’t mean it will be easy; you still have to do the work. But the rewards of living the life you desire and deserve are certainly worth it . . . agreed?

Let’s get started!

Setting Your Goals

As Stephen Covey stated in his best-selling book, *The 7 Habits of Highly Effective People*, you must “start with the end in mind.” That means starting by considering the outcome you want to achieve. That’s exactly how you should start with your goal setting. What do you want to achieve? That will be your goal. Keep in mind that there are long-term goals and short-term goals. There are personal/lifetime goals and business goals. I am using a “sales goal” in my example below; however, the 7.5 steps remain virtually the same for any type of goal you are setting.

Here are the steps, the blueprint, your roadmap for setting and accomplishing extraordinary goals.

Step 1—Be Specific on what your goal is (the more specific the better). An example would be, “I will close \$300,000 in new sales of XYZ product this year.”

Step 2—Your Goal Must Be Timebound. Using the above example, you must state that you will close the \$300,000 in new sales of the XYZ product **in 1 year**.

Step 3—Set Smaller Goals and Shorter Timelines: You will need to break down your larger (annual) goal into to more manageable monthly and weekly goals. Again, using the above example, to close \$300,000 in new sales over the course of a year, you need to close \$25,000 in new sales each month, or \$5800 per week (that’s a much easier number to wrap your arms around and reach?).

Step 4—Action Steps = Your Daily and Weekly Activities: This is a critical step . . . "The Grind."

*"Inch by inch, anything's a cinch,
yard by yard anything's hard."* –Mardi Ballou

To hit your monthly and annual sales goal (based on your close rate), you must stay focused on and committed to **doing the daily activities** that drive your weekly, monthly, and yearly sales results. Here are examples of what some of those activities would look like:

—**Appointments/Demonstrations:** You need to determine how many appointments/demonstrations you need to have weekly to hit your monthly sales goal (which will result in you reaching your annual sales goal).

—**Daily Calls:** You need to determine how many calls/prospect contacts you need to make each day to schedule the number of appointments/demonstrations you must have to reach your monthly sales goal.

- **Example:** Your monthly sales goal is \$25,000 (the \$300,000 annual goal divided by 12). Your average sale is let's say \$5000. So that means you need five new customers per month to reach your monthly goal of \$25,000. Let's also say your closing rate is, on average, 30 percent of the customer appointments/demonstrations that you have. That would mean that you would need to schedule seventeen appointments/demonstrations per month to reach your goal of the five sales ($17 \times 30\% = 5.1$). Next, you need to figure out how many calls/prospect contacts you must make every day to get one appointment/demonstration a day, which would result in the twenty appointment/demonstrations needed per month (three over your goal of seventeen).

Step 5: Writing Down Your Goals Brings You Closer to Achieving Them: All your goals should be written down and in plain view so you (and others) can see them daily.

Step 6: Monitor Your Progress: To keep yourself on track and to ensure the highest likelihood of hitting your goals, you must know where you stand at all times relative to your:

1. Daily calls/contacts goal
2. Appointments/demonstrations goal
3. Yearly and monthly sales goal

Note: see the three excel spreadsheets on last page of this book for real examples to get you started immediately.

By tracking your success with the below reports, you'll know exactly where you stand at all times so that you'll know what you need to do to stay or get back on track. Remember, "You have to inspect what you expect." And these reports will help you do precisely that. Do all these little things, and your annual goal will take care of itself.

Step 7—Celebrate Each Success: This is important and often overlooked. Anyone can get pumped up after making a sale. But how do you stay pumped up in between sales as you grind and grind and grind every day, making calls and trying to schedule appointments? Let's face it, the grinding takes its toll. So, it's essential that you constantly charge your battery.

- **Here are a few tips on how to stay energized.** To help you reach your daily calls/contacts goal, go out and purchase two jars and a bag of marbles equal to the amount of daily calls/contacts you need to make each day. Fill one jar up with all the marbles. Every time you make a call/contact, take one marble out and drop (or throw) it in the other jar. You will be amazed that by simply taking the action of picking up a marble and dropping (or throwing) it in the other jar—and the corresponding sound it makes—the accomplishment you will feel will seem more real. When the once-filled jar is empty and the other jar is filled, celebrate that you've accomplished that day's calls/contacts goal. Regarding setting an appointment/demonstration, this is what I do to give myself the extra boost to keep grinding when I don't feel like it. I have a sticky note on my desk with my weekly goal written on it, and every time I set an appointment/demonstration, I crumple it up, throw it away, and write the new reduced number of

appointments/demonstrations I need for the week to hit my goal. Just the act of crumpling it up and throwing it away and writing a new number gives me a burst of energy and drives me even more. And it will do the same for you.

STEP 7.5—What's Your WHY?

“The bigger your WHY, the bigger your try!”

Okay, now you know how to set goals and what the steps are to achieve them. This process will be simple but not easy. Like I said before, it takes work, and you'll be challenged along the way with many obstacles (both internal and external) that you'll have to overcome to be successful. That's life!

If there was ever a magic bullet to help you through the inevitable challenges that are sure to come your way, it's "Your WHY!" There is nothing more powerful than having a compelling WHY that will push you, motivate you, and sustain you on this journey to accomplishing your goal. Your WHY will show you the way.

So how does one define his or her WHY? What does it mean? Simply put, it's the *reason* WHY you want to achieve your goal. And the deeper and bigger your WHY, the better and bigger your try. When you think about your WHY, you need to get emotional. Very emotional. In fact, the more emotion you feel (to the point of tears), the better. You want your WHY to elicit lots of pleasure when you think about achieving your goals (visualize what it will be like to experience success) and tons of pain when you envision not reaching it (imagine how it would feel to fail to reach the goal). The more pleasure and pain you associate with your goal and your WHY, the more likely you are to achieve it. It's also a good idea to have a picture or pictures in a place you can see every day to remind you of what the pleasure outcome will look like and what the pain outcome will look like as well.

Here's an example:

Mary has set a goal to make \$300,000 this year (that's \$100,000 more than she made her previous year). It's a big goal, but Mary believes she can do it. However, believing you can do something and actually doing it can be two very different things. Mary's WHY will bridge that gap between believing and doing (and it will do the same for you).

There are three critical questions that Mary needs to ask herself regarding her goal:

1. “WHY do I want to make \$300,000 this year?”
2. Whatever her answer is to question one, she needs to ask herself this question: “WHY is that so important to me?”
3. She then asks herself, “How much pleasure will it give me if I reach my goal, and how much pain will I experience if I don’t?”

The deeper Mary (and you) go with your WHY, the better.

So, let’s look at Mary’s answers to the three WHY questions she asked herself.

1. The answer to Mary’s first WHY question (WHY she wants to make \$300,000 this year) is because she wants to be comfortable financially, be able to pay all the bills, and save some money as well. Mary is a single mom with two kids, and she herself grew up with a single mom. She witnessed her mother working three jobs just to keep food on the table and a roof over her and her two siblings’ heads. Many nights, she would see her mother alone, crying in her bedroom because she didn’t know how long she could keep up this pace and pay the bills. After witnessing her mother’s anguish most of her childhood, Mary vowed to herself to never be in that situation, especially if she had kids. She made a promise to herself to do better.
2. Now, what’s Mary’s answer to the second WHY? (WHY is it so important to her to be comfortable financially, to be able to pay all the bills, and to save some money as well?) I know what you’re thinking: we all want that. Shouldn’t that be enough? No, it isn’t. If it were enough, everyone would be accomplishing all their goals, and the truth is they aren’t. Remember, wanting something and doing what it takes to get it are two very different things. Many people want to be in better shape, have financial freedom, travel the world, start a business, and so on. The fact is that most people can’t get or stay motivated to make, stick with, and realize their goals. That’s why the second WHY question is so important—it gets you to take a deeper dive into your inner being and stir up real emotion. And emotion is the driver to get and keep you going. Okay, back to Mary’s answer to the second WHY: the reason WHY she wants to be comfortable financially, be able to pay all the bills, and save some money is

because she doesn't want to end up like her mom, who was often sad, hopeless, and afraid she wouldn't be able to take care of her kids. To Mary, the thought of that was a fear worse than death and she would do anything to avoid that fate. Now, think about that answer compared to, "I just want to make \$300,000 a year to be more comfortable, pay the bills and save some money." Which answer is more moving, elicits more emotion, and makes you feel more motivated?

3. Mary's answer to the third question is really the one that will take her over the finish line. The question is this: How much pleasure and pain can Mary associate with achieving her goal or not achieving it? The more Mary can think about and visualize what her life would be like having all the money she needs to pay all the bills and take care of the kids, as well as put away some savings, the better. Conversely, the more Mary can think about and visualize what her life would be like NOT having the money she needs to pay all the bills and to take care of the kids, the better. As a result of her not sticking with and reaching her goal, she will vividly see herself ending up in the same sad state as her mom (remember, to Mary this was a fate worse than death). In her mind, the more tragic this feels, the better. That's the driver! Ideally, Mary should put a picture on the wall, refrigerator, or any place where she can see it often, to remind herself what that picture of pleasure and pain looks like.

This thought process is based on Freud's Pleasure and Pain Principle that drives all human behavior. Everything we do in life is to gain pleasure or avoid pain. And it's what we link or associate pleasure and pain with. Of the two, pain is the greater emotion. Humans will do more to avoid pain than they will to gain pleasure. That's why you've heard people say before, "When the pain gets great enough, people change." Think about that in your own life, like the times when you decided to go on a diet or start working out. I guarantee you, it was because you were sick and tired of the way you looked or felt (pain) and you also likely had a vision of what you wanted to look and feel like after accomplishing your goal (pleasure). But of the two emotions, I bet you it was pain the was the greater motivator. The bottom line is this: the more pleasure and pain you attach to and associate with your WHY, the more likely you will be to achieve your goal.

Michael Phelps, when interviewed, was asked what motivated him to be so relentless in his workout routine (six days a week, six hours a day) and why was he so driven all the time. His answer was simple. He said, "I hate to lose." He didn't say, "I love to win." He said, "I hate to lose." You see, to Michael, the pain of losing was greater than the pleasure of winning. In fact, he was willing to do anything to avoid that pain! And he did. That was his WHY! What's yours?

Why did I spend so much time talking about your WHY? To be straight up, without a BIG WHY, you're not going to reach your goal. And that's a fact. So please take it seriously. Ask the above three WHY questions once you have your goal established, and you'll be on your way to living the life of your dreams.

Icing on the Cake . . . Three Helpful Hints to Further Ensure You Achieve Your Goals

- **Tell Others About Your Goals:** When you tell other people about your goals and they see them written and posted on your wall, you're putting yourself and your commitment out there. As a result, you will feel a greater sense of obligation. Everything helps.
- **Get an Accountability Partner:** Have one person you communicate with daily who knows your goals (and your WHY) and holds you accountable for hitting them every day.
- **Your Goals Should be a Stretch but Not Unrealistic:** You need to set attainable goals, but they also need to push you outside your comfort zone, so it's a stretch. This will allow you to continually grow and become a better version of yourself. You need to learn to be "comfortable being uncomfortable."

If you want to live your life by design and not by default, commit the time to set your annual goal(s) and follow the all the steps listed above. If you do, I promise you your life will never be the same again.

A Final Word

If you've gotten this far, then I know you can do this. And you know in your heart that you really want to do this. You want to change and improve your life. This is the time. This is your time. Remember what Les Brown said: You don't have to be great to start, but you have to start to be great." Get started NOW. Take the first step in living your life by design, not by default.

Sample Spreadsheets to Get Your Started Setting Goals

SALES GOAL TRACKER

Annual Goal \$300,000

(Monthly and YTD-based on the average ticket price of \$5k and a closing rate of 30 percent.)

	Mo. Goal	Actual	+/-	YTD Actual	YTD Goal	+/- YTD Goal
January	\$25k	\$30k	+\$5k	\$270k	\$275k	+\$5k
February	\$25k	\$25k	-	\$245k	\$250k	+\$5k
March	\$25k	\$15k	-\$10k	\$230k	\$225k	-\$5k
April	\$25k	\$40k	+\$15k	\$190k	\$200k	+\$10k
May	\$25k					
June	\$25k					
July	\$25k					
August	\$25k					
September	\$25k					
October	\$25k					
November	\$25k					
December	\$25k					

APPOINTMENTS/DEMONSTRATIONS GOAL TRACKER

	Monthly Goal	Actual	Monthly +/-	YTD +/-
January	17	18	+1	+1
February	17	15	-2	-1
March	17	17	-	-1
April	17	20	+3	+2
May	17			
June	17			
July	17			
August	17			
September	17			
October	17			
November	17			
December	17			

CALLS/PROSPECT CONTACTS GOAL TRACKER

For the example, the goal will be 50 Calls/Prospect Contacts per day (this will vary based on the industry you're in).

	Daily Goal	Actual	Daily +/-	YTD +/-
January	50	42	-8	-8
February	50	39	-11	-19
March	50	65	+15	-4
April	50	57	+7	+3
May	50			
June	50			
July	50			
August	50			
September	50			
October	50			
November	50			
December	50			

