

# SETTING SMALL GOALS FOR THE YEAR

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Why is it when people say “GOALS” we automatically think we must have these huge goals and a list of twenty? Let’s be kind to ourselves, drop it down a notch and be realistic. I am a big fan of setting yourself up for success! Prioritize and think about what you want to accomplish is first and foremost. Then be very specific and reduce those goals to smaller attainable goals. What is most important to you? Yes, I said “you.” What is most important to you and your business? Where do you picture your business in the next six months?

Let’s dust off a piece of paper and grab a pencil (if you must, type it into your phone) but when it comes to goal writing I go “old school” because I am a strong believer when you write it out it’s the first step of it becoming real. Let’s take a moment and reflect on these questions:

- What do I enjoy doing most?
- What is the most challenging part of my business?
- What do I want to change?
- What do I want to start?

When you have broken down your list in sections and are able to visibly see what gives you the most joy in your business and what changes you want to make, you’ll see what new projects you want to start -- all these items have just become your most important priorities.

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***What do I enjoy doing most?*** The joy you get from your business, it's time to take it to the next level! Are you wanting to teach other entrepreneurs your tricks of the trade? Are you wanting to expand your business? Build a digital course? Speak more frequently to others? Write a book? Get your product on the shelves of large retailers? Sell more of your products? Whatever the goal may be write it down!

***What is the most challenging part of my business?*** After listing the challenges, you are experiencing from your business, you are able to isolate and begin to seek a solution -- possibly outsource the project or stop doing it all together.

***What do I want to change?*** When building a business, the environment changes, the vision changes and the goals change. This is good! That means your business is evolving, growing and developing into something bigger than you may or may not be ready for. Software is constantly changing and finding one platform that fits all your needs, services and business management concerns can be a challenge. You may need to re-evaluate how you package your goods due to cost of shipping expenses. You may need to re-evaluate your funnels, target a different audience or hire a coach to examine your business and learn where certain areas within could be more streamlined and automated.

***What do I want to start doing?*** Time is precious! Don't waste anymore time on those things that drain you and/or leave you unfulfilled. Start the division, new product, new service, new mastermind, new anything and reduce it down so you can meet smaller goals. This allows you to meet the big goal by proportioning it out during the year.

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**Dates are key.** Now that you have taken the time to pinpoint what you enjoy and want to do more of, you can see that you have listed what challenges you face and how you want to make these changes. You have envisioned what you want to start and where you picture your business. Place these dates in your iPhone and business calendaring app (I use Asana) and project your deadlines out 4-6 weeks. When you follow these steps and stay committed -- you will accomplish your goals in a short period of time.

Clear goals and good time management can save the day!

I can't wait to see where your business leads to next!

Xo,

*-Kristine*

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