EARNCOME

ACHIEVEMENT UNLOCKED

*From Getting Things Started
To Getting Things Done*

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Introduction

From Getting Things Started
To Getting Things Done

Welcome to Achievement Unlocked.

Inside these pages you'll find 12 reports that are designed to:

- Help you set better goals.
- Plan your path to success.
- Execute your plan.
- Increase your focus.
- Optimize your time.
- Overcome obstacles.

And much more.

That's because you're about to read **204 ideas and insights** that will give you just what you need to be successful whether your objectives are **professional or personal**.

So...

Whether you want to run a marathon, lose weight, or build that business you've been dreaming about, these reports are just what you need to **unlock that achievement.**

So, without further buildup, let's jump right in and get to the good stuff so you can get stuff done...

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The Goal-Setting Report

17 Keys For Setting And Achieving Your Goals

One thing that sets high-achieving individuals apart from everyone else is that they know how to set appropriate goals and then reach them.

Then, they set more goals and start the process of unlocking the next-level achievements.

That's why, in this report, you're going to **learn how to set effective goals**, plus you'll get some tips for **achieving these goals** (which we'll unpack in other reports).

Let's get started…

1. Set Measurable Goals

The first thing to understand about goal-setting is that you have to be able to know if you're reaching your objective. You should be able to start with a baseline measurement of some sort, track your progress, and end with a measurable result.

Measurable Example:

> *Let's suppose you're setting a goal based around how much traffic you want to bring to your site each month. That's a good goal, because you can pick a specific amount of traffic and then track your progress every day to see if you're on track.*

Non-Measurable Example:

> *Let's suppose you're wanting to achieve a weight-loss related objective. "I'd like to look better in my clothes" isn't a measurable*

goal. Instead, you'd define exactly how many inches and pounds you'd like to lose, which is measurable (and will make you look better in your clothes).

See the difference?

2. Be Very Specific

The second key to creating a good goal is that it needs to be very specific so you can know if you have reached it (and would be be satisfied in reaching it).

Non-Specific Example:

> *Let's go back to the example of setting a goal for getting web traffic. A goal such as "I'd like more targeted visitors every month" is a measurable goal, but it's not specific enough. "More targeted visitors" could be two extra visitors. But chances are that's not really what you're looking for, right? Instead, you want to specifically state how many visitors you want per month.*

Specific Example:

> *Let's go back to the weight loss example. "I'd like to lose 25 pounds" is a much better goal than "I'd like to lose weight." Both are measurable, but the first one defines exactly how much weight you'd like to lose (and would be satisfied in reaching the goal).*

Don't settle for a generic goal that isn't really what you'd be happy with. Instead, set a specific goal that is exactly what you really want to achieve.

- If you want to improve your golf game, what specific score would you like to achieve (break 100, bogey golf, one below par, etc.)?

- If you want to build a bigger list, exactly how many new subscribers would you like to add to your list every week (or every month)?

- If you want to create a scholarship fund to give to underprivileged students, what amount of money do you want to collect?

On a related note…

3. Choose Realistic Goals

It's fun to dream big. But when it comes to actually setting goals, they need to be realistic. If you choose unrealistic goals, you're likely to get frustrated and discouraged when you don't achieve them, which in turn means you'll lose your motivation to continue moving forward.

> *Example #1: If you're just starting out building an online business, then setting a goal of making $20,000 per month right away isn't realistic. Depending on your experiences and background, you may start with a more realistic goal such as making $2,000 within your first couple of months.*
>
> *Example #2: Trying to lose 25 pounds in one month isn't realistic for most people (unless you're severely overweight, and your diet is monitored by a doctor). It's better to pick something more realistic such as a safe and steady 1-2 pounds per week loss.*

The point is this: When you set "*reasonable, reachable*" goals, you set yourself up to succeed.

> *TIP: You can always set new goals after reaching the initial ones!*

4. Pick Goals That Mean Something

If you're setting goals that don't really excite you, then you're going to have a hard time achieving them. That's why you'll want to pick goals **that you're passionate about** – goals that mean something to you.

> *For example, setting a goal to make $X amount of money may feel pretty empty to some people. However, setting a goal to help X number of people per month – while making $X amount of money – is*

much more meaningful. And people feel good when they achieve meaningful goals.

5. Works Backwards

Chances are, you have some pretty big goals. But the question is, do you have the steps you need to achieve those goals? If not, work backwards. Start with your overall goal and then figure out what other goals you need to set in order to achieve that goal.

> *Let's go back to the example of selecting an income goal. In order to achieve that, you're going to need to set several related goals. For example, you need to determine:*

> - *The amount of traffic you need per month.*
>
> - *The number of mailing list subscribers you need per month.*
>
> - *The conversion rates you need on your lead pages and sales pages.*
>
> - *The conversion rates you need to achieve on ad campaigns.*
>
> - *The conversion rates you need to achieve with your email campaigns.*
>
> - *The number of sales of EACH of your products that you need to achieve each month.*

> *… And similar figures, depending on your goal.*

Be sure each sub-goal you choose is measurable, specific and realistic, and that they serve to support your overall goal.

Next…

6. Create Milestone Goals

If you're working on some big goals, it may take many months or even years to achieve them. That's why you'll want to set milestone goals, which are **stepping stones on the way to your big goal**.

> *Example #1: Let's suppose your goal is to build a list of 50,000 subscribers. If you're just getting started, it may take time for you to achieve that goal. That's why you'll want to set up milestones goals such as 1000 subscribers, 2000 subscribers, 5000 subscribers and so on. Then you can celebrate each goal as you achieve it which will keep you motivated and keep the momentum going.*

> *Example #2: Likewise, if you're looking to achieve a big personal goal – like training to run an ultramarathon – you'll want to select milestone goals (such as first running shorter, easier races). This will not only keep you motivated and pushing toward your big goal, it will actually make your ultimate outcome achievable because your fitness level will increase as your training progresses.*

Which brings us to another important point…

7. Choose Hard Deadlines for Goals

A goal without a deadline is just a wish. That's why you'll want to set hard deadlines for each of your goals and subgoals.

> *For example, don't just say you want to achieve a goal by sometime "next year" or even in the third quarter of next year. Instead, be specific by listing the exact date by which you'd like to achieve your goal. (e.g., I'd like to achieve this goal by December 31st…)*

Having hard deadlines is the antidote to procrastination and complacency because in order to meet the deadlines, you must take action.

8. Write Down Your Goals

This is important...

Writing down your goals makes them more "real" – and for a lot of people,

it makes them take their goals more seriously.

Some people even create "*contracts*" with themselves where they promise to achieve a goal by a certain date, and then they even sign this "*contract*" to make it binding.

NOTE: If you use this tip, be sure to write down the exact specifications of your goal. That includes exactly what it is you'd like to achieve (something measurable), the deadline, any milestone goals you're setting, and anything else of importance.

9. Tell Others About Your Goals

Another idea for helping you achieve your goal is to tell other people about them.

This creates some accountability, as most of us will only share goals with others if we are serious about those goals.

Our friends will ask us about our goals, and we'll feel mildly embarrassed if we have to admit that we haven't achieved our goal or have stopped working on it. As such, the way to alleviate this sort of discomfort is to work hard on one's goals, which is why telling others about them works so well.

NOTE: The key here is to tell people who are positive people and cheerleaders in your life. Don't tell the "Debbie Downers" in your life who will mock you for your goals or seed doubt about your ability to achieve them.

You want to share your goals with people who will support and encourage you (and maybe even join you) in your pursuit.

Next…

10. Create a Plan for Reaching Your Goals

The bridge between setting a goal and achieving it is your executable plan.

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The key here is to create a **detailed, doable plan**. Don't be vague with plans like "*build my social media account*" or "*start walking more to help with the weight los*s." Just as with your goals, your plans for achieving your goals need to be specific.

- What EXACTLY will you do to achieve your goals?

- And what do you need to learn before you execute your plan?

NOTE: We'll talk more about this in *The Planning Report* in this course.

Which brings us to a related point…

11. Identify Potential Obstacles

As you're creating your plan for achieving your goals, you'll want to identify potential obstacles that could slow you down or even prevent you from achieving your goals. You'll also want to create a plan for overcoming these obstacles.

For example, let's suppose part of your plan involves growing your blog, so you plan to publish 12 new blog posts per month. If you're not a strong writer, then that is a potential obstacle. You'll make a plan for overcoming this obstacle by:

- *Outsourcing some content.*

- *Co-writing content with others in your niche.*

- *Accepting some guest posts.*

- *Using PLR to create some posts.*

You need to understand this...

Every goal will have obstacles.

In order to reach your goal, you're going to have to determine what they are

and how you will deal with them. Some of this will happen in advance and some of will happen in real-time as you experience barriers you didn't see coming.

Here's another related point…

12. Define Your Strengths and Weaknesses

As you work on your plan and identify potential obstacles, you'll also want to identify your own strengths and weaknesses. As you saw in the last example, a potential weakness (such as not being a strong writer) can lead to an obstacle.

Once you identify your strengths and weaknesses, then consider these two questions:

1. How can you improve upon or overcome your weaknesses?

    For example, if you lack knowledge or skills in a particular area, is it better for you to hone your skills or outsource a particular task?

2. How can you maximize your strengths? What tasks do you want to focus on that will make the most of your strengths?

Identifying strengths and weaknesses is another way to help ward off potential problems.

Next…

13. Prioritize Your Goals

You're likely to have multiple goals. However, before you start working on them, you'll want to prioritize them. You can do this based on two factors:

1. Which goals are most important to you? Ideally, you want to focus 100% of your efforts on achieving one overall goal. Once you've completed that, then you can turn your attention to another goal.

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2. Which goals do you need to do first? If you have multiple goals, and some of your goals require you to achieve other goals first, then prioritize them appropriately.

Keeping a laser focus on one overall goal is one of the keys to your success, which is why you'll want to determine which goal to focus on first.

14. Take Consistent Steps

People typically don't achieve goals with grand gestures or all in one big step. Instead, achieving a goal is the result of taking **many small, consistent steps every day**.

> *For example, you don't overnight become a runner who can finish a 100-mile race. Instead, you complete a myriad of training workouts, figure out hydration and nutrition essentials, test out various pieces of gear and so forth. You do these things every day until you've met your goal to complete a 100-mile race. Do you know how you run 100 miles? Literally, one step at a time.*

Set yourself a plan and patiently work it until you've completed it.

15. Reward Yourself

As mentioned before, you can set milestone goals (stepping-stone goals) on the way to achieving a big goal. Be sure to reward yourself proportionately for achieving these goals.

> *For example, you might go out to dinner when you reach a smaller milestone goal, you might go away for the weekend when you reach a bigger goal, and you might take a weeklong vacation when you achieve your overall goal.*

Don't discount this idea. When you attach desirable rewards to milestones, you will likely increase your motivation to get things done.

16. Stretch and Challenge Yourself

Earlier we talked about setting realistic goals. However, just because they're realistic **doesn't mean they need to be little goals**. You can challenge yourself by selecting goals that feel a tiny bit out of reach, meaning you're going to have to stretch out of your comfort zone to achieve it.

> *For example, maybe you have a goal to run a half-marathon three months from now, and you finished your last race in 2 hours and 4 minutes. Perhaps you set a goal of breaking 2 hours for this upcoming race. Does it feel like a challenge, yet still doable? If so, that's the kind of goal to set.*

TIP: When challenging yourself, you may need to add some specific action steps to your plan. Back to the previous example, adding a weekly "*speed workout*" to your training would help you shave the needed minutes off the finishing time so you can reach the goal.

17. Review Your Goals

As you work on any part of your goals, be sure to keep careful track of what you're doing and what sort of results you're getting. That way, you can change strategies if what you're currently doing isn't going to get you to your goal by your deadline.

You may adjust the following...

- The plan.

- The deadline.

- The goal.

The key is to adjust (and not abandon) the particulars of what you're aiming at in order to accomplish something meaningful to you or others.

Now, let's wrap this up...

Conclusion

And there you have it – you just learned the 17 keys to selecting good goals and achieving them.

Of course, this is just the start.

Over the rest of these guides, you'll learn tips for becoming more productive, partnering with others, learning from your mistakes, and everything else you need to know to achieve all your goals.

And with that in mind, I'll see you in the next guide...

END OF EXCERPT

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