

Set Exciting Goals to Create an Exciting Life

Author: Donna “Serious Satchell”

**Written goals have a way of transforming
wishes into wants; can'ts into cans; dreams
into plans; and plans into reality.**

- Anonymous -

During my years of reading personal development books and attending seminars, I have found that all the experts on success stress the importance of writing goals. Among them is Brian Tracy.

Today, Tracy is an internationally recognized business consultant, seminar leader, and achievement speaker. However, he dropped out of high school at 18 and, for several years, had menial jobs at factories, farms, and steamships. At 23, he got a commission-only sales position where he not only led his team in sales but also became the vice president of sales in charge of 95 people within two years.

Tracy attributes his success to his decision to write an ambitious goal to earn \$1,000 a month at his job. When he actually accomplished that feat, he began to value goal setting, which led him to spend more than 40 years studying, researching, and practicing the concept. As a leading authority on success, Tracy has spoken to more than four million people through over 4,000 presentations, worked with 1,000 plus companies, and written 45 books. With his vast knowledge and experience, Tracy says if he had only five minutes to tell someone just one thing to do to be more successful it would be, “Write down your goals; make plans to achieve them, and work on your plans every single day.”

To help you reach your goals I am providing a revised version of the traditional SMART goal setting formula. I created the acronym of SMARTER to more accurately reflect what is necessary to set and *achieve goals*.

S – Specific

Your goals should be as clear and precise as possible. For example, a goal of graduating with honors from Georgia State University or New York University in 2014 with a Bachelors degree in Business Administration is a much better goal than graduating from college in 4 years with a Bachelors degree. Our minds can focus better on those targets that are clear and specific, enabling us to better achieve them.

Copyright © 2013, Donna Satchell - All rights reserved.

To request written permission to reprint this article, please send an email to Donna@JustGetSerious.com or call Donna Satchell at 770-498-0400

M – Measurable

Make sure you quantify your goals in terms of definite figures. A goal of making \$100,000 a year is far better than a goal of making lots of money. That is because you can determine whether or not you are close to earning \$100,000 and make adjustments if necessary. However, it's not possible to tell if you are close or far from earning lots of money because the goal is too vague.

A- Ambitious

I believe there is a huge difference between items on your “to do” list and real goals. The former are easily obtainable. The latter are challenging to reach and cause you to move outside of your comfort zone. The quote by Mary Kay Ash, founder of Mary Kay Cosmetics, reflects my feelings: “A good goal is like a strenuous exercise. It makes you stretch.” An article in Wikipedia® supports my idea of making your goals ambitious: “Highly successful people routinely step outside of their comfort zones to accomplish what they desire.” So always remember, ambitious goals can reap huge rewards and great success.

R – Real aspirations

Make sure your goals reflect your own desires. You may be saying to yourself: “Well, that seems obvious. Why wouldn't my goals reflect my desires?” The answer is very simple. The impact of marketing, advertising, and “trying to keep up with the Jones” can cause us to want things we might not otherwise aspire to have. Just think about all the items you have purchased or things you have done that were not part of your original plans.

T – Time Based

Know when you are going to start working on your goal. When will you review your progress? When do you plan on completing the endeavor? The answers to these questions are major keys to setting and achieving goals.

At age 27, I said to myself: “I am going to go to college. I should have gone when I graduated from high school like my friends did. But I am going to go *someday*.” Do you know what happens with someday goals? Unfortunately, not very much. When I was 29, I was still thinking about college. At 32, I was upset and frustrated that I had not gotten started yet. When I was 33, I said, “I am going to be enrolled by the fall”. I did not know where I was going to go or how I was going to pay for it. However, I wrote it down as a goal with the start date being September. That was the year I finally went to college.

Six years later, I graduated with top honors. As a result, I was promoted into a management level marketing position. One of my reasons for going to college was to

move beyond an administrative support position. From that experience, I learned the important of writing goals and having a time frame for them.

E – Energize your goals with action and enthusiasm

Until you act on your goals, they are just “ideas waiting to happen”. You must put forth the effort needed to make them a reality. As you move forward, do so with enthusiasm. One of my favorite quotes is by Ralph Waldo Emerson: “Nothing great happens without enthusiasm.” This quote does not say that nothing happens, but rather that nothing *great* happens. So if you want to achieve great success, you must be excited about your goals. This enthusiasm keeps you highly motivated. It gets people excited about helping you. It also helps them remember you.

R – Review your progress

Periodically review your goals to figure out what is working and what is not. Then you can choose from four types of action:

- **Repeat** – We keep moving forward because things are going as planned.
- **Rearrange** – Sometimes we have to reorganize certain things in our lives so we can make progress on our goals. For example, we may need to spend less time holding idle conversations with friends, watching TV, or going to the mall to shop. By cutting back on these types of activities, we can have more time and energy for our goals.
- **Rewrite** – Be willing to rewrite your goals if necessary. We might need to revise our goals because unforeseen circumstances have surfaced. Or maybe we need to re-evaluate our goals to determine whether we set the bar too high or too low. Maybe your initial target should be increased or decreased. Maybe your time frames need adjusting. Maybe you can finish your endeavor sooner, or maybe it will take more time. It is alright to make changes after you have given the situation careful consideration.
- **Release and Replace** – We may no longer choose to pursue our original goal. Maybe we have lost interest in it or perhaps circumstances in our lives have changed so dramatically that we must put the goal on hold indefinitely. Give yourself permission to let go of a goal once you have made a sincere and persistent effort to achieve it. If you find that you must do that, replace it with a new goal. Keep in mind the quote by Dr. Benjamin E. Mays, former President of Morehouse College, “The tragedy in life doesn't lie in not reaching your goal. The tragedy lies in having no goal to reach.”

Now that you have the SMARTER formula, I hope you write down your goals and move forward to make them a reality.

For many more insights and ideas about setting and achieving goals, purchase Donna Satchell's exciting new book ***Just Get Serious About Success (Volumes 1 – 4)*** at Amazon.com.

Copyright © 2013, Donna Satchell - All rights reserved.

To request written permission to reprint this article, please send an email to Donna@JustGetSerious.com or call Donna Satchell at 770-498-0400