

Building Better Business Goals:

Step 1: Find a Few Minutes to Reflect

Physically get away from your work, shut off the phone, turn off your computer, and just exist for a few minutes by yourself with your thoughts. Think about what you've accomplished recently and how far you've come since the last time you reflected.

Step 2: Pick a Theme

Now, it's time to pick a topic or a theme for your goal. What one goal, wish or dream keeps popping up every time you think about the future? What do you want to accomplish more than anything else? What keeps you up at night? That should be your focus for this exercise.

For example, do you want to become more productive and organized in all aspects of your life? Perhaps "organize" is your theme. Or, do you want to create a goal focused on taking time off from work and more time for yourself? Try "relaxation." You get the idea.

Step 3: Make an Action List

This step involves brainstorming every possible action that you may need to take in order to achieve your goal. Don't worry about neatness and order, just get everything down on a piece of paper. Once you have written down everything you can think of, go back and break down each idea so it becomes a list of simple actions.

The good news is that you don't have to create a comprehensive list right now, you just have to get started. As you begin to knock off the action items, you will find that new action items and ideas pop up all the time. In fact, this list should be kept handy so you can add and revise as necessary.

Step 4: Set a Deadline

One of the biggest reasons people fail to achieve their goals is because they don't get serious by setting a deadline date.

Step 5: Make a Commitment

Lack of commitment kills more dreams than failure. Writing down your intentions on paper. It's almost like making a contract with yourself, making a promise that you will do one thing, even if it's one small thing, to support your goal every day.

Setting Your Short-Term Business Goals

Which goals (on the list below) do you hope to achieve with your website, store, blog and social media presence in the next 3-6 months? Please write any additional goals in the blanks below.

☐ increase your website's search engine optimization (SEO) and get more organic web traffic

☐ build a community around your brand

☐ develop a platform for speaking engagements or live events

☐ marketing a book

☐ attract more people to your products/services (*lead generation*)

☐ connect with like-minded people and share your thoughts

☐ make money by adding advertisements or affiliate programs to your blog

☐ promote your business in general (*increase brand awareness*)

☐ find new customers (*increase sales*)

☐ establish your expertise in your field (*build authority*)

How much time do you have to devote to your blog (and to promoting your blog) each week?

If your answer was less than five hours, do you have employees/interns/etc. who can blog for you?

What is the combined amount of time these people can devote to your blog each week?

If not, do you have room in your budget to pay a professional blogger for original posts? (Think \$20 - \$60 per post for good posts.)