

Defining Your Goals And Objectives

By Tim Bossie

Defining Your Goals And Objectives

Tim Bossie
webmaster@glimmersmarketing.com

Glimmers Marketing Services <http://www.glimmersmarketing.com/outlet>

Defining Your Goals And Objectives

By Tim Bossie

Goals and objectives are the backbone to any business, online or off. If put together effectively they can be used as a great motivational factor.

To define goals and objectives in simple terms is:

Objectives are the small stepping stones to complete the much larger goal.

One of the very first things you need to do when setting up your business is establish a clear and defined set of objectives and goals. Both short and long term.

Short term goals are great for taking those small steps that, once realized, will keep you motivated and feeling good about the direction you've chosen and the decisions you've made.

Long term goals are those that are waiting for you with the pot-o'-gold at the end of the rainbow. Once you reached the long term goals you set for yourself is when you have realized great success in business and life.

Now setting up your objectives and goals you would think would be an easy thing to do. Quite the opposite.

Get Paper And Pen.

You will never remember, or be motivated by, your goals if you do not write them down. I'll even take this one step further. Don't type it into your computer and then print it out. Take a

pen and some paper and write them down. You need to be able to see and touch your goals in order for them to be any kind of benefit. Writing them down on paper will enable you to copy them and post them everywhere.

Put a copy of the current objective or goal you're working towards on your mirror, on the refrigerator, on your computer monitor, on your steering wheel, in a frame on your office wall.....anywhere and everywhere. Look at it. Read it. Really make a commitment to yourself every time you read it.

Start with the long term goals first.

Your long term goal is the place you want to be with your business or life, in 5, 10, 15 or any number of years ahead.

You need to take your time and really think about this one. That means, a long term goal that is not too easy and definitely nothing that is impossible to reach. Either one of these mistakes can break down your drive and motivation, leaving you nowhere near your potential or with feelings of quitting.

You certainly can "reach for the stars", but only the ones in this galaxy.

Start with the biggest goal you want for yourself. Then break it down into smaller goals spread out over time. Make each one as specific as you can. Very vague goals will do the same damage as being too easy or too hard. Your mind needs to know exactly what you're working for to be able to motivate the body to do it.

The Wrong Way

30 Year Goal:

Make enough money to retire

20 Year Goal:

Own my home

10 Year Goal:

Have kids college paid for

5 Year Goal:

Pay cash for new car

1 Year Goal:

Quit Job

Would this keep you motivated longer than a day? These can be very attainable, but looking at them everyday wouldn't make me want to reach them.

Always use statements that instill in you the desire to achieve that goal. Use phrases like "I will" , to place that picture in your head that you've already reached that goal.

The Right Way

30 Year Goal:

I have built a successful business and make enough income so I can retire and enjoy my golden years. I will travel and spend quality time with my wife and family. Seeing places and doing things we've always dreamed about.

20 Year Goal:

I have built the home of my dreams and have it paid for in full and never have to pay another mortgage bill again. My home has the garage and workshop I've always dreamed of and a nice greenhouse for my wife to work with her flowers. A nice deck large enough for entertaining and connected to the pool we've always wanted.

10 Year Goal:

My children are able to go to a quality college of their choosing. Their education is paid for and they can now have the opportunities I missed out on.

5 Year Goal:

I will be able to walk into any dealership and pay cash for a brand new Ford Excursion and that nice little Mitsubishi 3000GT for my wife.

1 Year Goal:

I will have established my business and make \$2,000 a month income and will quit my regular job and work full time with my online business.

You get the idea.

These goals are more specific with more detail and creates a vision within your mind. Something to see and work over in your thoughts.

Colors, Shapes, sizes, brand names or anything else that will trigger an emotional response to keep you actively pursuing that goal!

Work On Those Short Terms

Short term goals are those daily, weekly or monthly steps to achieving the bigger picture.

The same rule applies here as with the long term goal. Make sure you reach for something that is obtainable and not too easy. You need to find a fine line that makes you work hard enough to keep wanting it.

There will be times when you will not reach the goal you have set. That's ok, but you need to reevaluate your goals and make sure they are not too hard and why you didn't reach the goal in the first place.

Of course, the way things change you will have to update your goals accordingly.

Example

Let's say you're reaching for the first year goal we used earlier. You want to be able to make \$2,000 a month and quit your regular job to work at home with your online business.

Break down what you need to do to accomplish that task.

1 Month Goal:

I have built a well designed website for a professional presence. I have worked with the sales copy and META Keywords and they are now optimized for the best results.

The ezine I started is now up to 300 subscribers. I have a good working relationship with subscribers, customers and other marketers I meet on a daily basis.

6 Month Goal:

I want to be making 30 sales a week of my product.

I also want to be ranked within the first couple of pages of each major search engine.

I will have over 1,000 subscribers to my ezine and they are very responsive to ads and give excellent feedback. I have started selling ad space in my ezine.

10 Month Goal:

My ezine will have 1,500 subscribers and the ad space will be sold out every week.

My sales are now up to 20 a day and repeat customers have tripled.

12 Month Goal:

My ezine has over 2,000 subscribers, the ad space is full and I am regularly sending out three to four solo ads every week.

I am now making in excess of \$2,000 a month and have quit my day job. I can now work on my second product.

Ok, you've just broke down the 1 Year Goal down to several monthly goals. Now, you need to break these down even farther.

We're working with objectives now. These are the roadmaps and tasks that you do, and complete, that will lead to you accomplishing each goal that you have set for yourself.

Like:

Promote site to 10 different advertising sources each day.

List ezine with 10 different directories every day.

Write one article each week to promote my business.

Start Affiliate Program for my product and start recruiting affiliates.

Of course I could go on and on, but that's another article.

Your daily task list is your objective list. Each time you cross off an item from the list of jobs you need to accomplish, you are that much closer to completing both the short and long term goals you have set for yourself.

If you were to ask a marketer that has succeeded and one that has had to give up his dreams you will find that one had a list of clearly defined goals and one did not.

The successful online business person is making another list of objectives and goals to complete, the other is filling out an application to McDonalds.

Make your list of goals today and start to succeed tomorrow.

This article is exactly the kind of detailed step-by-step guides

you will find in 'An Outlet For Success'. A completely web-based weekly ezine that will contain all the information you need, on an ongoing basis, to succeed with your online business.

Subscribe today and leap out in front of your competition tomorrow! <http://www.glimmersmarketing.com/outlet>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)