

# Goal Setting: Two Kinds Of Goals

**Goal setting is a great way to turn your dreams into actual results.** Setting goals allows you to stay focused, and determined in pursuit of your vision, and research suggests that setting goals increases performance and motivation.

There are two kinds of goals, and it is important to go after the right kind of goal at any given time.

**The two kinds of goals are:**

**Tangible (ie: money) goals:** These goals involve going after a specific number of clients, and or revenue. When you set a tangible goal, you measure your performance and success in relation to the number goal set. *(ie: signing 5 clients this month)*

**Intangible goals:** Goals that involve increasing a skill, or habit, but don't involve a specific number dependent outcome. *(ie: increase my self confidence, grow my belief in my clients, be able receive more and feel more abundant)*

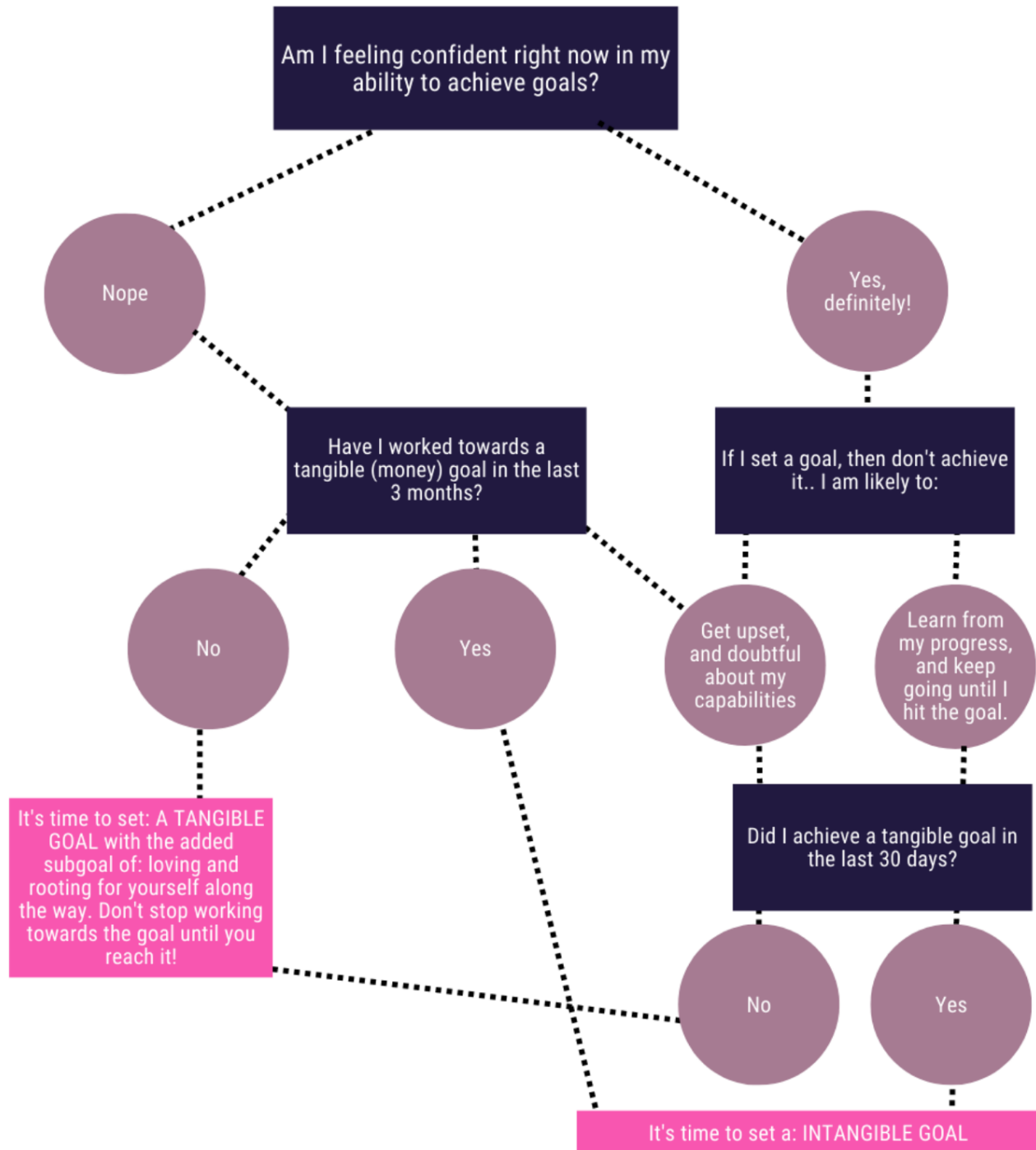
**Setting both tangible and intangible goals are ESSENTIAL for your business (and personal) growth.**

Complete the flow chart on the next page to decipher what kind of goal you should set for yourself over the next 60 days.



# Goal Setting:

## What kind of goal should I set?



# The 60 Day Goal

**You are going to set a tangible, or intangible, goal to work on over the next 60 days.**

**Map out your goal using my seven step process to ensure your success. This process is THOROUGH by design to make sure you don't miss anything to make your dreams happen.**

**Do the weekly and daily work and evaluations to guarantee your success, growth, and track your progress as you go along.**

**PRO TIP: If you don't reach your goal by the end of the 60 days - DO NOT STOP!**  
When we do that, we signal to our brains that we do not know how to reach our goals. Keep going UNTIL you reach the goal, and work on collapsing the timeline for next time!

## The 60 Day Goal

### **Step 1: Set your 60 day Goal (TANGIBLE GOAL)**

Choose a tangible goal that you want to focus on for the next 60 days. Make it a goal that feels a little bit of a “stretch” so that it requires you to go out of your comfort zone in order to achieve it.

Make sure to make your goal specific, measurable (so that you can track your progress and actually know when you’ve hit the goal), as well as set a clear deadline for 60 days from now..

*(Example by {60 days from today} I will have succeeded in making 100k from my business, I will know that I am done because 100k will be in my business checking account)*

**By (date)** \_\_\_\_\_

**I will have succeeded in (goal)** \_\_\_\_\_

**I will know this because (how you will know you’ve succeeded)** \_\_\_\_\_

\_\_\_\_\_

### **Step 1: Set your 60 day Goal (INTANGIBLE GOAL)**

Choose an intangible goal that you want to focus on for the next 60 days. Make it a goal that involves harnessing your skills, capacity, or habits as an entrepreneur.

Even though the goal is intangible, define how you can measure your progress (so that you can track your progress and actually know when you’ve hit the goal), as well as set a clear deadline for 60 days from now..

*(Example by {60 days from today} I will have succeeded in increasing my capacity to receive goodness from others, I will know that I am done because receiving compliments about my business and receiving payments etc. feels more easeful than it did prior)*

**By (date)** \_\_\_\_\_

**I will have succeeded in (goal)** \_\_\_\_\_

**I will know this because (how you will know you’ve succeeded)** \_\_\_\_\_

\_\_\_\_\_

### **Step 2: Do the “MATH”**

**When it comes to any tangible goal**, there is always the “MATH” ie: the numbers behind the goal, and the “DRAMA” everything that gets in the way of us actually achieving those numbers.

In this section, do the “MATH” behind your goal.

*Note, If there are multiple mathematical ways to achieve your goal, write out a few possible options.*

*(example: to hit my goal of 100k, I need to have sold 20 clients a 5 thousand package)*

**To hit my goal of \_\_\_\_\_**  
**I need to have sold (clients/items)\_\_\_\_\_For (price) \_\_\_\_\_.**

**If you are setting an Intangible Goal** define for yourself some tangible “tell” signs that will determine if you have reached your goal or not.

*(example: to reach my goal of increasing my confidence on social media I need to be able to go LIVE without much preparation and “drama” beforehand, writing posts feels more easeful, and I enjoy showing up on the platform)*

---

---

---

### **Step 3: Commitment**

Commit to achieving your goal. In order to not fall into the trap of disconnecting and feeling “unmotivated” by your goal, it is important that you identify the “WHY” behind your goal. Use these questions as prompts to help you discern your “WHY.”

**WHY do I want to achieve this goal? Why is it important to me?**

---

---

---

---

**How will achieving this goal impact my identity as a professional?**

---

---

---

---

**How will achieving this goal affect my personal and family life?**

---

---

---

---

**What will be the IMPACT of me achieving this goal (on others, the world, etc)?**

---

---

---

---

Choose a few sentences from the questions above, and come back to them every time you find yourself feeling disconnected from your goal.

These sentences should compel you to keep on going, and are there to remind you of your  
“WHY”

### Step 4: Your Action Plan

Write down all the things you need to do to hit this goal, how often you need to do them. Make sure to also include new actions you could test out to create this goal into reality.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

## Step 5: Identifying Obstacles

**We all have obstacles along the way that can prevent us from achieving the goal. Write out a list of three obstacles you anticipate that may get in the way of you achieving your goal. Make sure to include internal as well as external obstacles.**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

## Step 6: Turning Obstacles into Strategies

For each obstacle, create a strategy or plan that you can implement to tackle the obstacle, and add these strategies to your Action Plan list (step 5).

1. 

---

---

---
2. 

---

---

---
3. 

---

---

---

## Step 7: Visualization & Embodiment

When I picture myself in 60 days I am most proud of...

---

---

---

---

I am thinking...

---

---

---

---

I am feeling (circle the emotions that most resonate)

Committed, Motivated, Confident, Empowered, Curious, Connected, Determined

Additional Emotions I am feeling:

---

---

---

I am doing things like..

---

---

---



---

---

**Business building is easier because...**

---

---

**My self concept (the way I view myself) is stronger because...**

---

---

**Facing challenges is easier because...**

---

---

**What skills have I acquired on the way to achieving this goal?**

**VISUALIZE YOURSELF IN THE HAVING OF THIS GOAL, FEEL IT VISCERALLY IN YOUR BODY. THIS WILL BE THE FUEL THAT FUELS YOU.**

# Weekly Work & Weekly Evaluations

It's one thing to set a goal, and map it out, and another to execute on that goal.

**The first step towards daily momentum and action towards your goals, is mapping this out on a weekly basis.** In this section you will get clear on your actions, thoughts, and emotions for the week ahead.

You'll identify specific obstacles in your way, and create concrete plans to overcome them.

**Use these worksheets to map out your week, and evaluate your progress at the end of each week.**

Note, evaluating your week is just as important as planning it. In order to move forward, grow, and learn - **you have to be willing to spend the time EXTRACTING the lessons and making decisions as a result of those learnings.**

**WEEKLY WORK: Planning your week to set yourself up for success**

**Why is moving my business forward important to me this week?**

---

---

**What is my 60 day Goal?**

---

---

**Where am I in relation to this goal right now?**

---

---

---

**What comes up for me when I think about my goal and where I am now?**

---

---

---

**Is this useful thinking that will propel me towards my goal this week?**

---

---

**If not, what do I choose to tell myself instead?**

---

---

**What are the top 3 tasks that I commit to finishing this week?**

1. 

---
2. 

---
3. 

---

**What will I do this week to come closer to my goal?**

---

---

**What are some things that may get in the way of me doing the above this week?**

---

---

**What is my plan to combat this?**

---

---

---

## WEEKLY EVALUATIONS

**What Results did I create this week?**

---

---

---

**The first thought that comes to mind when I see these results is:**

---

---

---

**Is that going to help fuel me towards reaching my 60 day goal? If not, what do I want to think instead?**

---

---

---

**What Worked this week? What did I do right?**

---

---

---

---

---

---

**What did not work this week?**

---

---

---

---

---


---

**What Will I do more of, or differently, this week to set myself up for success:**

---

---

---



# Daily Work & Daily Evaluations

**This is the daily work that you will carry out on a daily basis.** This is where you will put your action plan into motion, and take the small steps each day to guarantee yourself those big results.

**THE DAILY WORK SHOULD TAKE YOU ABOUT TEN MINUTES. No matter how busy you are, do not skip this work.** Set intentions for your day, celebrate the small wins as you progress, and make sure you are moving forward with your goals.

**Fill out the evaluation sheets,** and spend 2-3 minutes each day evaluating your day so that you're learning and implementing as you go.

**Doing the daily work is what will help you go from thinking about your dreams, to actually executing on them.**

**DAILY WORK:**  
**Working daily towards your vision.**

Date \_\_\_\_

**What am I celebrating this morning ?**

---

---

**My business goal is**

---

*(Note, Research suggests that people who write down their goals on a daily basis are **42%** more likely to achieve their goals, than those who do not):*

**What do I commit to doing today to come closer to achieving this goal (up to 3 commitments a day)?**

4. 

---
5. 

---
6. 

---

**What might get in the way of me completing these commitments today?**

---

---

**What can I tell myself to stay course and complete my commitments to myself?**

---

---

**What is one way I will market (and get eyes on) my business/personal brand today?**

---

---

**What's one thing I can do for me today (outside of me) that feels nourishing/joyous?**

---

---

**BONUS: Pull a card from an oracle card deck, what is the message here? How can I apply this to my business today?**

---

---

**The emotion I want to cultivate for myself today is \_\_\_\_\_ I will do this by: \_\_\_\_\_**

**I am a POWERHOUSE CEO because:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**NOTES:**

[illegible]

**DAILY EVALUATION:**

**Learning & growing daily towards your vision.**

**What are three things I did right today?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Did I follow through on my commitments for the day? Why or why not?**

---

---

**Are there excuses I am using to procrastinate/not move forward? What are they?**

---

---

**What do I want to intentionally tell myself next time I hear myself coming up with excuses?**

---

---

**What emotions did I feel throughout the day? Did these emotions propel me to take the actions I wanted to be taking today?**

---

---

**What can I do to make achieving my goal easier for me tomorrow?**

---

---