

Pacesetters Class



Lesson 4



Pacesetters Lesson 4 – Goal-setting

Well, good day to you! Congratulations on another marvelous week! You are FANTASTIC, WONDERFUL and SIZZLING HOT! Isn't it a great feeling to be constantly improving and MAKING THINGS HAPPEN?

The past three weeks we have covered the BASIC fundamentals of the business: ATTITUDE, BOOKING, TEAM BUILDING and COACHING. But all of this knowledge doesn't mean a thing if you don't know where you are headed in your Mary Kay career. IF YOU DON'T KNOW WHERE YOU ARE GOING, YOU'LL PROBABLY END UP SOMEPLACE ELSE!

Goals give you purpose

Goal setting is absolutely imperative to your success. With a GOAL you get what you want. Without a goal, you take what you get. Nothing of any significance was ever accomplished without setting a goal. Goals give you purpose and meaning. When you have a goal in your life, you will find that nighttime is an interruption to all you want to accomplish.

Independent Executive National Sales Director Arlene Lenarz's basic philosophy is, "No dream is too lofty, no goal is too high!" Remember, WHAT YOU CONCEIVE AND BELIEVE, YOU CAN ACHIEVE.

Principles in Goal-Setting

1. Visualize your goal

Before setting a goal, you must first develop the art of VISUALIZATION. Few people realize the tremendous amount of power they can exert over their minds! Or if they do realize it, they do little about it. All of us are familiar with the old adage, "Seeing is believing." This was never truer than in the art of visualization. When you set your goals, aims and desires -- and use the art of visualization to picture yourself already in possession of those goals -- you develop an almost miraculous belief in yourself and your ability to achieve.

2. Belief

No matter how lofty your aspirations are, you must first sincerely and firmly *believe* that you can achieve them. You can do this by:

- a) Acquiring the confidence that comes with knowledge. *Thorough* knowledge. Find out all you can about whatever it is you are undertaking.

- b) Sell yourself on the idea that you CAN do whatever you set out to achieve. The way to do this is so simple you may question it. All you have to do is repeat to yourself constantly:

I do have the ability to achieve my objective/goal

Keep repeating this, and soon you will BELIEVE IT.

3. Define your goals

You need to NARROW DOWN your goals by choosing only ONE and WORK toward the attainment of that goal FIRST!

Did you know that most people have no goals? If you aim at nothing, you are sure to hit the target! If you're going nowhere, you'll usually get there! KNOW WHERE YOU ARE GOING by DEFINING YOUR GOALS!

4. Break your goal into workable steps

Figure out exactly what it will take yearly, monthly, weekly and daily to attain your goal. A famous philosopher once pointed out, "It is by attempting to reach the top in a single leap that so much misery is caused in the world." Remember in working to attain your goal that "inch by inch it is a cinch; but yard by yard, it's hard!" Henry Ford said, "Nothing is particularly hard if you divide it into small jobs." Many projects never get off the ground because they're too big in scale. You can eat an elephant one bite at a time. Tackle a small part of your goal first – AND DO IT WELL! Accomplishing a step at a time is better than having a great idea on paper. Break that goal down into workable steps.

5. Set a time limit on attaining your goal

Not only when to end, but when to begin! By putting a time limit on your goal, you automatically take it out of the realm of wishful thinking. Regardless of whether it's a week, month or ten years, a deadline gives a much-needed sense of urgency and serves as an incentive toward reaching your goal. Plan and achieve, but remember that it is better to have tried and failed than never to have tried at all!

6. Write your goal down

Put your written goals on several 3 x 5 cards and put them in prominent places where you will see them often. This will constantly remind you of the urgency to attain your goals.

7. Verbally share your goals with others

Tell everybody you know about your goal and WHEN you intend on reaching it. IN effect, what you're doing is:

- You're continually reminding yourself of your goal

- You're continually re-selling yourself on its importance
- You're making it downright DIFFICULT for you NOT to accomplish your goal

8. Develop a plan of action

- How much in sales do you need?
- How many classes per week do you need to hold?
- Where will you get those bookings?
- Where will you get those prospective team members?
- How many people must you see each week?
- How many people must you talk to each week?

9. Approach your goal with positive expectancy

Have a positive mental attitude, expect to succeed and never doubt! Remember Proverbs 4:25, "Be careful how you think, your life is shaped by your thoughts."

10. Develop self-motivation and self-discipline

Remember that the bottom line for your success is that it is up to YOU!

Remember, no big accomplishment happens all at once. Life itself is a series of individual incidents and projects. To go through life successfully means setting and achieving goals – one after the other – each a little better than the former. Always strive to do "better than your best" and I will celebrate you as the "star" that you are . . . at the top!

Pacesetters Assignment for Lesson 4

- 1. Study the goal-setting section in the “Working Your Business” section of *Career Essentials* available on the LearnMK™ Web site, key word: *career essentials*.

- 2. Book at least 3 group-selling appointments and 3 team-building interviews to be held next week.

Group-selling appointments:

Name	Date
_____	_____
_____	_____
_____	_____

Team-building Interviews:

Name	Date
_____	_____
_____	_____
_____	_____

- 3. Have at least \$300 in sales this week.

- 4. Sign at least two new team members this month. Strive to have them qualify with a \$600 order by the end of this month.

New business associates:

5. Submit all of the following to me by the week's end:

- This week's Weekly Accomplishment Sheet
- Next week's Weekly Plan Sheet
- Your completed *My Progress* sheet
- Your completed Assignment sheet

**Award yourself 250 bonus points when ALL 5 assignments are completed.
Be sure these points are reflected on this week's My Progress sheet.**

Signature

