



## Just for Today

### *tangible goals*

How focused is focus? Many of our Olympians are thrilled to be participating in the Olympics. Others are focused on being "medal contenders". Is that enough? Apparently not. The specifics are missing. If you aim for something general, you'll get just that, "in the neighbourhood". Aim for numbers: how many sales are you going to make? What percentage increase are you aiming for in revenue? In profit? What activities (specifically) are you going to do each day to get you closer to your objectives? Success relies on measurables, tangibles that will tell you you've hit ... or missed. Close only counts in horseshoes!

**Just for today:** *Michael Phelps went to the Olympics to win 8 gold medals. How's that for specific? Just for today, measure your activities. How many calls? How many contacts? How many follow ups? Keep focused. Keep track.*

*Angela*