



## Just for Today

### Wake Up...it's Business: Defining your Goal

Wake Up ...  
it's **BUSINESS!**

8 Tools for  
Creating Small  
Business  
Success



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In 1999 I started the *Monday Morning Wake Up Call*, a telegroup designed to teach business owners and sales professionals how to accelerate their success by creating a total environment in which they could set and achieve their goals.

Why would environment be so important? Think about the number of "goals" you had in the last month, year, or in your lifetime that have slipped through your fingers.

Is this because you're lazy? Un-ambitious? I doubt it. This doesn't describe me and I'm sure it doesn't describe you. And yet, I'm as guilty as the next person of finding out that I had more ambition than time, less focus than dream.

When my friend Bill turned up in my *More Sales Now!* workshop he said it better than anyone I had ever heard: don't you just hate it when someone says you need to set some goals? What exactly does that mean? What the heck is a goal? People say it so flippantly. Goal setting is so important. I never knew exactly what the process was. How do I know if it's achievable? How do I map out a method of achieving it? What activities do I need to get involved in? What does that mean in terms of work? How much time is it going to take?

Dumb questions? I don't think so. You see, a few weeks earlier an insurance advisor and a car sales person had asked me the same questions. Their sales managers had asked them to set goals for the next year. Great - pick a number and hope for the best.

**What do you want to achieve in 2009?**

