



Just for Today

"Some" is not a measurement

Tool # 1

Setting SMART goals

Let's talk about goals. Is your goal a **SMART** goal? Is it the right goal for you? Let's talk about *real* goals.

There are 5 steps to achieving a real goal and if any of the steps are missing, your goal is nothing more than a dream. What are the steps? Each goal must be Specific, Measurable, Achievable, Realistic and set within a Time frame.

Step 1. Specific: *How specific is specific?*

"I want to make more money". Great. Does that mean more customers/clients? More sales per customer/client? More customers/clients buying more expensive products/services? Or maybe it means eliminating the profit holes in the business (unnecessary expenses) and *creating more of a profit margin*.

Any one of these will give you more money, but as you can see, each one requires a different tactic. Once you are specific, you can determine how to achieve the goal.

Just for Today: If "more" or "less" is your goal, be specific about it. More money? Less stress? What is your specific goal for today?

