

# The Importance of Goal Setting – And How to Quickly Get Started

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*"Most people fail because they fail to understand what they're trying to do."*

*Lou Holtz*

Have you heard of Lou Holtz? If you're a sports fan, you probably know him as a broadcaster for ESPN or as a former head coach at Notre Dame. In the 1980's and 90's, Lou led the team too many great victories.

I recently came across the quote above by Lou Holtz, and it has become one of my favorites. To me, it speaks to the need to know the end game - the goal - and the action plan to get to the goal.

Lou knows much about the need for goals! As a younger man in 1966, he became the assistant coach for the University of North Carolina football team. Soon after he and his wife spent almost all their savings for a down payment on a house, he learned that the head coach resigned, and with that resignation, his job also ended.

With a new home mortgage, his wife eight months pregnant with their third child, no savings and no apparent means of income, Lou was disheartened. To lift his spirits, his wife gave him the book, "Magic of Thinking Big" by David Schwartz. As he read it, he was not only encouraged, but excited! He began to consider all the things he wanted to do in his life and made a list of 107 goals. Lou did get another coaching job, and another, and another, and along the way, he has accomplished 102 of the original list of 107.

That is an inspiring story isn't it? As Lou has stated more recently, there were many other goals that came along the way besides the original 107, yet if he hadn't taken the time to identify his goals and ways to make them happen, probably only a fraction of them would have been accomplished.

As we are nearing the middle of December, how do you measure up in the area of goal-setting? This is a great time to look back at 2008 and see what you have accomplished, and then take the time to consider what you want to accomplish this coming year.

Many of you reading this are entrepreneurs or want to work for yourself, so I encourage you to look at this area first.

- What are your income goals for the year?

- What are your numbers goals? An increase in margin per sale, number of sales, adding new products, number of clients?
- What do you want to see happen?
- What habit or system do you need to develop to increase your productivity?
- Do you need to learn a new skill to move into self-employment, or to get to the next level if you already have your own business?

Keep asking yourself questions - what if I..., how do I..., who do I know that..., where can I find.... And a big question to ask yourself is **why!**

- Why do you want to be in business?
- How will your life change?
- When you do create X (your goal), what will be different?

Once you have brainstormed ideas, pick the top 3-5 and 'flesh' them out. Define and describe them clearly. For best results, include a '*what*' and a '*when*' for each goal. What, specifically, do you want to accomplish and by what date? If you cannot clearly articulate this, go back and rework the goal until you can. Once the goal is written, add the '*why*' and create your action plan, which is the '*how*'.

This process can be used for every area of your life. Get started on some new business/career goals. If you're really brave, do what Lou Holtz did and make a long list of everything you want to accomplish in the rest of your life!

What's holding you back from creating the success you desire? We can help! Go to [www.successmasteryprogram.com](http://www.successmasteryprogram.com) to get started with your complimentary business success strategy consultation.

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