GOAL SETTING | PROFESSIONAL DEVELOPMENT

MLM Goal Setting

Don't HOLD BACK

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Recently during an online mentoring webcast I was talking with my MLM leadership group about "**goal setting**" when one of the recent people to join our group said to me, *"when I make more money, I'll be able to focus and set my goals"*. I couldn't help but wondering after the webcast how many others feel the same way.

So, let me help set the record straight here. I've been involved in the MLM industry for 20 years and have taught, coached and mentored some incredibly successful top income earners and I believe that this person's thought is like which came first "the chicken or the egg" concept.

Listen, you truly do NOT need to have money or financial success before you set goals… in fact that's truly backwards.

You see the reason for setting the goal in the first place is to attain the financial success and "get the money". And if you just keep putting off setting your goals UNTIL the money is in your hands, then the chances are you'll ever achieve your goal.

First you need to set your "intentions" and express your desire and start to work towards the achievement of your goal. Goal setting is a powerful process for thinking about your ideal future, and for motivating yourself to turn this vision of the future into a reality.

The process of setting goals helps you choose where you want to go in life. By knowing precisely what you want to achieve, you know where to focus your efforts. You'll quickly spot distractions that would otherwise

lure you from your course. Properly-set goals can be incredibly motivating, and as you get into the habit of setting and achieving goals, you'll find that your self-confidence builds fast.

Goal setting techniques are used by top-level athletes, successful business people and achievers in all fields and industries. They help to give you long-term vision and short-term motivation. They focus your acquisition of knowledge and help you to organize your time and your resources so that you can make the most of your life.

When you set sharp, clearly defined goals, you can measure and take pride in the achievement of those goals. You can see forward progress in what might previously have seemed a long pointless grind. By setting goals, you will also raise your self-confidence, as you recognize your ability and competence in achieving the goals that you have set.

First you should create your “big picture” of what you want your life to look like, and what large-scale goals you want to achieve.
Second, break these down into the smaller and smaller targets that you must hit so that you reach your lifetime goals. Finally, once you have your plan, you start working to achieve it

A useful way of making goals more powerful is to use the SMART “keyword”.

While there are plenty of variants, SMART usually stands for:

- **S** Specific
- **M** Measurable
- **A** Attainable
- **R** Relevant
- **T** Time-bound

For example, instead of having “to sail around the world” as a goal, it is more powerful to say “I will complete my trip around the world by

December 31, 2016." Obviously, a lot needs to be accomplished beforehand to attain this goal!

Now, back to "getting the money before setting the goal" issue. Simply put, you don't need the money to set the goal and making a commitment to yourself to achieving your goal… Don't HOLD BACK… setting the goal is primary and having the money is secondary. And if you wait for the money you could be missing out on the joy and satisfaction of having set and accomplished your goal!

The renowned author Robert Conklin has said; *"If you make the unconditional commitment to reach your most important goals, if the strength of your decision is sufficient, you will find the way and the power to achieve your goals."*

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One of network marketing's ***premier trainers and teachers***, *David Feinstein* is an accomplished ***motivational speaker and coach*** as well as the ***author*** of many highly successful books. David believes that life is meant to be lived to the fullest, and his personal life is a reflection of what you can achieve when you live fully.

David spends his time spanning the globe with extensive travel and enjoying his ***personal freedom with his lovely wife Ann***. With over ***20+ years of experience in the NWM profession***, David is 100% happy in his daily life, enjoying financial freedom, his love of coaching, animals, family and friends and personal empowerment. David is always welcome to partnerships and learning more about network marketing and personal branding.

David is a self-described ***outside the box thinker*** who has a true entrepreneurial spirit that began when he started managing paper routes with other children at the age of 12. As David entered adulthood he found himself running a highly successful accounting firm. While many people would be pleased with that success alone, David always wanted more. ***Managing fortunes*** for some of the most recognizable names in

Hollywood was not enough and soon David began looking into other avenues.

His strengths lie in ***his ability to motivate and craft highly effective marketing plans***. His ability to engage, manage and work with some of the most demanding personalities on the planet has allowed David to truly become a leader in personal marketing.