

Module 4 Text

Business Goals

- Goals should be revisited and adjusted based on your growth. You now have new knowledge, so let's see if they need to be adjusted. You should have business goals from module 1 & 2. We wanted to let them ripen a bit.
- Now that you have defined your customer and evaluated your ideas, do your goals fit the reality of your business idea? If not, adjust them. If so, great, let's move on.
- Let's set a few more goals. These are broad 'big picture' goals. Where do you want to be in a year? How about 5 years? Where do you want to be in 3 months and 6 months? Break down your goals into bite sized chunks. Think in context of the main areas we talked about in module 2: land, labor, investment, knowledge/skills.

Work Backwards

- It is like a map, you have to know where you are going, so you know when you get there.
- Goals have to be real and tangible; we covered that in module 1. Now, let's make them even more real.
- Take one of your yearly goals. Divide it by 12, and then divide that number by 4. Now, you have a weekly goal. If you keep on track, you will have your goal in a year . . . and this way even takes into account holidays.
- Now let's introduce the snowball effect. It will take more effort at first, with less results. Once you get going well, it should become quite easy for you to reach your goals. Less effort with more results. If your goal is 5 sales a week, you may only get 1 or 2 the first month. But, in month 7, you may be getting 10 or 20 sales. It always takes more effort to get started.

Progressive Goals

- Keep track of your progress. Use Excel or just some paper or cards. Keep track of your goals each week. Review your goals every 3-4 months.
- Goals are guidelines...they are something to shoot for. They just remind you of what you *should* be doing.
- Let trends define your goals, and only adjust them when you see a trend. Remember, if your goal is 5 and you are getting 20 on a regular basis over the last 3 months, it is time to 'up' your goals!

Down Trends in Goals

- If you are not reaching your goals. . . you are not a failure. Don't give up! You only fail when you quit.
- If it is a down trend (you are not reaching your goals), don't adjust your goals so quickly. If you followed the steps and created good goals, you might still be able to reach them. All you need to do is find out what is not working and fix it.

- Ask yourself, “Is my goal doable and am I doing all I can to make this goal a reality?” Are you learning, following the system, being consistent and so forth?
- You probably have not done your business long enough to start adjusting yet, we just wanted to give you something to think about for later.

TAKE ACTION

- Get a calendar and put your goals on each month/week. Start at the end putting what you are shooting for, then work your way to the front to where you are now.
- Set an action plan for each goal: who needs to do what by what date, even if you don’t know who the person is, put his/her title on each action step. (Project management)
- Talk to a business mentor. Ask him/her to evaluate your goals and see if he has any suggestions on your goals and your action steps. Where to find a business mentor: chamber of commerce, high school or college business professor, business coach, retired business person... or a not retired one, but make sure you value their time.