

5 Rules to Follow when Setting Business Goals



What gets in the way of you achieving your business goals? There are great ways to set goals and best ways to combat obstacles. Keep to these 5 golden rules:



Rule No. 1 - **Believe in**

yourself and your goals. Especially if you're setting bold goals, or you've set them before and haven't achieved them. You must relinquish all thoughts of the obstacles and barriers to your achievement and **BELIEVE** you can achieve. **Combat the Obstacle** = Create an affirmation/positive statement in the here and now, which affirms your goal, e.g. 'I am running a successful business earning....'

Rule No. 2 - **Only be reliant upon yourself when setting your goals.**

Of course, others can be included *WHEN* you've achieved and celebrating the fruits of your achievements, but only include yourself in the actions to be taken. **Combat the Obstacle** = get the buy in from person/s you wish to involve in the end result. They may wish to create their own actions to help achieve the goal too. Finding out 'why' they want to achieve it too will add gravitas to your goals.

Rule No. 3 - Keep your business goals in line with your personal goals. It's no good having business goals that are going to be detrimental to the enjoyment of your personal life. No one was ever happy being a lonely millionaire! **Combat the Obstacle** = write down a list of your top 10 personal and professional values (rules for which you run your life) and always keep these in mind when setting your goals.

Rule No. 4 - Make your goals bold and realistic. If you're setting monetary goals, establish a figure ('[How Much Should I be Charging for My Business Services](#)') and work backwards - how do the numbers add up: how many clients, customers, products, services do you need to sell on a daily, weekly and monthly basis? **Combat the Obstacle** = Live those figures; have them as part of your daily thoughts, affirmations, find other innovative ways to make them happen: price increase, new products and services, value adds...

Rule No. 5 - Take Action. Some personal development books may point towards you thinking about about what you want to achieve and then just magically achieving. Yes, the law of attraction works, but you must take action on your goals to really make the magic happen.

Combat the obstacle = take small steps; take them every day to break down the bigger goals to Making them Happen!