The 10 Principles of Goal ACHIEVEMENT
Hey, this is Jaime here.

I’ve put together this goal setting guide for those of us who don’t particularly like setting goals.

Perhaps you’re creative, like to lead with your right brain, and prefer the freedom to flow... or perhaps you enjoy linear processes like goal setting, but it’s just never gotten you good results.

Either way, this guide has been proven to break through some tough barriers to achievement.

It’s been around since 2003 and at the time was even passed around the Pentagon! Enormous organizations like Herbalife added it to their internal training materials.

**Last year, I fully updated and expanded this guide and made it even better.**

It *works* because it breaks goal setting down into easy to follow chunks. It not only increases your ability to achieve goals... it helps you reach deeper and farther toward breakthroughs that will impact *all* of your life – not just the goal you’re thinking about right now.

So we’re going to explore the 10 principles of goal achievement here, including some exercises to get your creative juices flowing and clear away any possible resistance or saboteurs lurking in the background.

Then at the end, we’ll lead you through writing out the primary goals you’ll want to focus on first!
Why We’re Focusing on Goals At All...

As a creative person I used to think goal setting was severely overrated. As long as I was passionate about something I found a way to get it done.

Then I hit 30 and goals like weight loss suddenly weren’t so easy to achieve anymore!

The truth is I’m learning there is immense personal power in setting goals when doing so can reinforce our ability to achieve them. Our goals define us and we must therefore be careful to define our goals. With care. With love. With integrity.

Because the frustrating thing about goals is that it’s really easy to set them too high {or too vague}. As we quickly feel the sting of that whip we sometimes switch to setting our goals too low. We either feel beat up or bored.

The key to goals is this:

A goal is meant to be achieved – and when you craft a goal using the 10 principles you’re about to learn... just setting your goal will literally get you half way there!

Like a road map it will lay the foundation for exactly what you have to do and when.

Just meet that goal with focused action and you get what you want. PERIOD. Even when life throttles unexpected obstacles your way, craft your goals right and you can easily “spot clean” and course correct.

In other words:
When we build strategy into our model for the results we want to achieve, we move into a powerful creation process where we align our vision with our actions and our intent.

In the below Principles of Goal Achievement, you will learn exactly how to structure your own goals and milestones for transforming your life.

You’ll also learn the way to goal achievement for people who don’t like setting goals. It’s creative, doesn’t force us into a linear system, and allows freedom and flexibility if you want it.

At the same time, you also learn how to build structure that supports you rather than confines you so that your creativity doesn’t detour you either.

To get the most out of this, go ahead and think of the big goal you want to tackle right now. {You can always change it later, but as you work through this guide, it’s good to have a concrete goal in mind.}

**PRINCIPLE ONE: Be Passionate**

More powerful than any goal you set is the passion you have for what you want, what you do, and who you are. Ever notice that you set goals for the things you don’t want to do, but feel you must do? Yet the activities you absolutely relish somehow get done on their own... 😊

Too many businesses perish in the absence of the passion that birthed them. Relationships die or limp along because both partners stopped relating and started expecting.
We invite you to look at your life and particularly the area(s) you want to transform. Is this area of your life delicious and fulfilling? Perhaps deeply peaceful and on purpose? Passion is our expression of deep inspiration. And inspiration literally means to “breathe in.” So passion is our exhale... it is how we breathe our own life force into something else to light it up or turn it on.

It is how we create.

You can have the life you want. You can turn the love on in you and inspire others to turn it on in them. But it begins with passion. It begins with connecting deep down to why it all matters in the first place.

Said differently, I want you to connect with what fire burns bright and wild in your chest. I want you to clutch the warrior heart within that beats for your cause and tell yourself what you’re willing to fight for.

Then, take out a piece of paper and just free-write, or print this and write on the following page:
What do you stand for? What is the beauty you see in the world that you wish to share... and what is the suffering you seek to snuff out? WHAT MATTERS MOST TO YOU?

You want to know the answers to these questions. They are worth spending time on.
PRINCIPLE TWO: Be Realistic

We’re always taught to create our big, hairy audacious goal. I agree that this is helpful. However I also recommend you learn the art of realism so that you can temper your audacious goal with a dose of REALITY.

Do this, however, without riding that slippery slope down into pessimism.

Here is what I recommend...

And we’re going to go against most personal development advice here and tell you that there is very real danger in setting your goals too high, or more accurately: without considering the reality of your daily existence.

This doesn’t mean you should settle for less. Not ever!

Instead it means that you were never meant to be superman or superwoman. You do not have to juggle a perfect career with a perfect relationship while you raise your perfect kids as the stellar parent you are... all with that perfect smile on!

You know what I mean, right? Those moments when you’re so overwhelmed, frustrated or lost... and yet you can’t let yourself break down. You can’t show anyone how much it all hurts.

These are moments when we close down and tell ourselves stories about why we’re not worthy of success or happiness. We shut off because we went all in on something... and it didn’t work, or it didn’t help.

The solution isn’t to give up. It’s just to be more realistic. Give yourself a break. Be human.

So here’s what you do: look at what you want... know absolutely that you will get it... then structure your goal achievement plan around your total
life – not just the area you’re focused on. And give yourself permission to be honest with where you’re at.

For example, if your goal is: I will launch my professional website in two weeks...

During your goal brainstorm that may have made sense.

Yet if you are a parent of two little ones... have a day job... or you have to learn how to build that website in those two weeks... these are all circumstances that will affect your progress and they need to be thought through and accounted for when you set your goal.

But what about financial goals?

Hey I totally get it; sometimes we set financial goals out of sheer necessity or threat of homelessness – I know because I’ve been there once or twice. ;)

Sometimes you simply need that $7,000 in 48 hours and there can be no ifs, ands or buts about it.

What then?

In case you’re in a situation like this right now, I’m going to get a little personal here and share what’s worked for me in the past...
Ask yourself: “How many ways can I make this inevitable?”

Financial instability is never a comfortable topic and definitely not a comfortable place to be in.

Yet I’ve had moments when I had literally 48 hours to create $7,000 out of thin air. I’ve faced a friend’s couch, an empty bank account and no way to create income...

And yet every time, I used the below process and without fail, I’ve pulled through.

It takes tenacity. It takes faith. And it’s damn scary while you’re doing it. But it does work.

Come up with 3 to 7 rock-solid plans for earning the income you need in the amount of time you have.

Make sure each plan, in and of itself would hit your goal. Then execute all of them. This way even if some of them fall short, you’ve planned ahead for that and should effectively reach your goal.

As an example, my 3 plans in this situation were:

1. Post an exclusive offer to my professional network to provide $15,000 worth of sales copy for a single up-front fee of $6000 if purchased within 48 hours.

2. Call all my past clients and see if they have current projects or know of anyone else who might need a copywriter or ghost writer.
3. Email my list of subscribers a special 48-hour special to receive all my products, plus a bonus 1-hour coaching phone session, at a special bundle price.

Each of those above plans grossed me more than enough to avoid crisis. And if you’re curious #1 was the most successful... #2 proves most consistent for whenever I need to create additional income... and #3 has been hit-and-miss and depends entirely on the offer and framing.

Also, in my experience, I’ve faced times where all the ideas I came up with were ehhh... okaaaay... but none gave me that knock in my gut that said I was really on to something.

When this is the case, I’ll keep holding creative space for the REAL path to income. I’ll meditate, I’ll take a bath, I’ll exercise. Whatever it takes to get the juices flowing without letting my panicky head get the better of me with all its fears and doubts.

Then, lightning will eventually strike and if my gut tells me that’s the ONE BIG IDEA, I’ll sometimes release all the other ideas for money I’d come up with and immediately implement that one lightning-strike idea. {I do keep the others as back up plans though in case my big idea takes longer than expected.}

**What would be an example of a lightning-strike idea?** Well of course it will be unique to each person and situation, however my favorite one was a several years ago when our government had just announced the banking crisis and their $700 billion bailout.

At the time I’d had a thriving private consultant’s training program. It was highly exclusive, pricey and in addition to coaching each member, I also landed them clients and passed along projects.
Yet, because the monthly fee was $1997, every single member called me to regretfully cancel that week.

Without warning I was suddenly in a position where I need $10,000 in 48 hours. Plus it happened to be the weekend.

What to do? Well luckily my good friend delivered me a brilliant idea: “Well you’re probably not the only one who needs to create $10k in a weekend... so why don’t you create a product that teaches a fantastic way to do it, and teach them step-by-step?”

Within 24 hours I’d created a full-fledged product, including an 80-page manual (yes I write fast!) teaching consultants how to deliver local intensive training seminars either to current customers or to the public to convert them into customers.

My friend pitched in to create the website and set it up for transacting sales.

That product ended up grossing $12,000 the next day. Not only did I hit my goal of $10,000 in a single weekend... we even ended up naming the product “Make 10K in a Weekend!”

****

I share this story and these examples with you to demonstrate that though maintaining realism is crucial, I don’t ever want you to snuff out your dreams or give up on your goals.

Never confuse realism with pessimism. Just give your goal the reality check it deserves.

Also I can’t stress enough the power of the question: “How can I make this inevitable?”
So go ahead... get out a piece of paper, or print this out and write on the following page...

What is a goal I want to achieve right now, and how can I make it inevitable?
What are 3 to 7 complete plans for achieving my goal?
Another aspect of being realistic:

Only set goals that are within your circle of influence. This is one of Stephen Covey’s 7 Habits of Highly Effective People.

It means you recognize what is beyond your control.

It’s counterintuitive, but you will have more command over your life – with less stress and effort – when you release control.

Because we cannot control how another person will react to us.

We cannot control whether a client will say yes to closing the deal. We cannot control how much someone will love us, what actions they’ll take, or whether they’ll come around to our point of view.

So when you language your goal it’s important to position the goal around you, your actions, your behaviors and skills... your reactions and experience.

As an example: instead of promising yourself that your relationship with your teen will drastically improve in the next year, promise yourself that you will take the actions necessary for you to be the father or mother your teen desires, and that you desire to be.

This means first discovering what your teen desires – even if it’s not what you want to hear or believe. It means giving to another person what you so desperately wish they’d give you... often (at least initially) in the absence of what you wish from them.

This is the hidden law of love none of us likes to talk about. Love is ironically not something you can get from someone else. It begins in you... and then it fills you up so completely that its outpouring extends to those around you.
And when someone isn’t giving us the love we need, it means they are not receiving or giving themselves love in a way that fills *them* up. They hence have nothing to give anyone else.

Therefore you might want to ask yourself: how can I fill someone else up? How can I light them up and make them feel good and shower them with love?

This can be hard to consider when we feel deprived of love and so first, you may have to ask how you can fill *yourself* up and shower YOU with love.

**These are the only things you can truly control.**

And try to **have fun, let go, and be open** to the various ways life will deliver your results and desires.

Begin with you, what you can do and how you can choose to feel in a given situation. Then relish the fact that life will absolutely surprise you! When you get what you want, it may not look quite the way you expect or thought you’d wanted it to: yet getting it will still light you up and set you free!

**PRINCIPLE THREE: Be Value-Driven**

Whether your goals are tied to your health, relationships, career or anything else… always drive back to your values and know where you stand.

This goes beyond knowing the rights and wrongs of life and morality.
This is about the values and beliefs you stand for. Do you know the value behind every decision you make? Do you know what value you’re moving toward when going after a particular goal?

These are questions you’ll want to start asking yourself.

For every goal: **know what value is behind it.** For example, if your goal is financial, the value behind it may be *Success* or *To Provide*.

Another spin on this is to ask yourself for each goal: “What value must I hold highest in order to reach this goal?” You’ll then want to reprioritize your values so that those necessary to your goals are in your Top 10.

This is also a form of reality check. We may say that our top values are love, giving to others and success. We may put money or abundance very low on our value list (if it shows up at all!) and then wonder why we don’t have any. We must align our values with our desires – there’s no way around it, and valuing abundance highly isn’t wrong. It’s the **why** of it that matters!

**Example: Weight Loss**

Let’s say you set a goal to lose 10 lbs. in the next month. That goal might be associated with your values for *Health* and *Balance*... or perhaps *Self Love & Care*.

Though your motivation for losing weight may be to fit into your old pair of jeans, it’s crucial to realize that the goal itself is about being healthy and balanced. To reach your goal without losing sight of those values, you cannot starve yourself, exercise too much, or yo-yo back and forth between healthy food and junk (the leading causes of failed diets).
Instead, you outline a diet and exercise strategy that keeps you balanced and healthy—you’re not kidding yourself with thoughts of, “I won’t eat ANY junk food for the next month,” because that would not be balanced. Instead, you tell yourself, “I will eat a reasonable amount of my chosen treat once in a while, balancing that out with my favorite healthy foods and moderate exercise.”

The above example shows us how aligning our values with our goals actually informs our goal and helps us structure our action plan in a way that our subconscious mind (where our values reside when we’re not aware of them) will support.

This is vital to succeeding in anything. Alignment is the name of the game!

So go ahead… list your Top 10 Values.

“My Top 10 Values Are...”
Now, outline your **Top 10 Goals**. After writing your goals, go back and write next to each goal the value associated with it. Don’t worry too much or stress over “Is this a value or not a value?” Just trust yourself and be as honest as you can.

“My Top 10 Goals & Their Associated Values Are...”
Don’t worry if you have values in one list that aren’t in the other. This exercise will dramatically open your eyes to the hidden ways you may have competing energy within your own psyche... where part of you is gunning in one direction – and another part of you is tugging in the opposite direction. {Ooops!}

**Awareness is the first step.** Now that it’s all out in front of you, we can easily work with your lists to rearrange one or both of them. Either make sure your top 3 to 5 goals’ associated values are in your top 5 on your Values List... or rearrange your goals so they’re better aligned with your top values.

{You can also see how to assign a new value to one of your goals, such as we did with Weight Loss to see how it colors the way you approach that goal!}

**PRINCIPLE FOUR: Be Detailed**

Just having the goal itself is almost never enough. So now we’re going to tackle the *down and dirty* specifics. 😊

The most effective goals {i.e. the ones that get ACHIEVED} are designed so that:

A) You know the goal...
B) The date by which you will achieve it...
C) The quantity by which you will measure it (is “rich” $100,000 or $500,000?)...
D) And how it will change your life.
For example, which of the two goals below is more useful to you?

**Goal #1:** My teenage daughter and I will be best friends within the next year.

**Goal #2:** By April 22\textsuperscript{nd}, one year from today, I will be the best Mom I can be in order to encourage my daughter to confide in me and view me as a close friend. I will listen to her whenever she has anything to say, I’ll ask her questions that show I’m interested but not trying to pry. I’ll respect her privacy and show her I trust her, and I will allow her to confide in me her mistakes without constantly reprimanding her. I will do all this while still being a responsible parent.

The nice thing about Goal #2 is that stated within the goal we have our road map for success.

We know the date by which we will succeed, rather than a vague time frame we can always push back. We know which actions we must take (and we can only concentrate on our own actions) and we know the exact response we want that signifies success (daughter confiding and accepting mother as a close friend). We also acknowledge two values: trust and responsibility.

So let’s give this a whirl, shall we?

Pick one of your goals that you’d like to flesh out in more detail, then write it in the same form as the above example. Make sure to include all four elements described in A through D above.
My Goal Is To...

PRINCIPLE FIVE: Plan for Success!

Now our goals are getting very specific and detailed. This is good. However what makes success inevitable is the strategic plan of attack we create and execute.

My favorite method for doing this is to reverse-engineer a goal by asking, “What had to happen for me to reach this goal?”

Rather than start from where you’re at, start from the end and work backwards.
Allow your imagination to see it from the perspective of having already happened in the past.

For example, using the goal above, the end result is that your teenager confides all her secrets to you. The logical thing that must occur in order for that to happen is that she trusts you. That’s your second to last step.

To earn her trust, you have to listen, and allow her to tell you her mistakes without reprimanding her. There are other ways you can create trust too. So these comprise your third to last step.

Your first time through, your steps may seem very common sense and broad. However, as you start to execute your plan, you’ll see the big picture more clearly, and you’ll realize all the hidden steps necessary for you to take the next big step.

So try to see your plan as a living blueprint that you continue to revise, refine and flesh out.

The other way to look at this principle is the concept of “Two Creations.”

Everything is created twice—the blueprint before the building, the business plan before the company, the outline before the book, the dream before the reality.

By coming from the end, you have already created what you want for yourself. All you have left to do is get your reality up to speed. If you don’t consciously create the first creation, someone or something else will, and the second creation—your reality—will be beyond your command.
PRINCIPLE SIX: Remain Accountable

Accountability often seals the deal on our success by giving us external reasons to keep going, to live up to our commitment to ourselves, and to push through when the chips are down.

Yet many of us shy away from being held accountable by someone else – usually for the exact same reasons accountability works!

We don’t want to commit to something publicly, or even to a friend, because some part of us fears we won’t succeed or that we’ll give up. It’s okay to have that fear; it’s a natural part of the process. And now it’s time to push through that fear, because if our goal is important enough to us, it’s worth taking the chance. Plus we’ll be more likely to succeed when we’re held accountable and supported by others.

In his previous book, The 4-Hour Body, Tim Ferriss talks about accountability systems that have proven extremely effective {in his case, for weight loss}, including:

- **Post your goals to a public forum** like Facebook or a Goal Announcement website {as described [here](#)}.

- **Create a private group or email list** for you and your friends where you update them on your goal – you can get fiesty and in their faces... have fun with it – so that you’ll never live it down if you don’t succeed!

- **Create an Accountability Group** with weekly calls and/or have a buddy you talk to each morning and each evening

I encourage you to adopt at least one of these as you begin executing and moving toward your goals. This will ensure that you take action on what you learn and that your actions breed progress and results.
At the least, I highly recommend you have an accountability partner. You can easily find one in our Choice Point community! He or she will hold you accountable to the tasks you assign yourself each day.

And just to be clear: Your accountability partner is not there to pass judgment, give you another hand to beat yourself up with, or to nag you into doing what you otherwise would not do. These are most often the traits people dread experiencing in their accountability partners and so I just want to say here that these would be inappropriate expressions for your partner to make. You want someone who inspires and fires you up!

To explore what you do want in an accountability partner, consider them there to help you train yourself in what Wallace Wattles calls “acting in a way that causes you to more than fill your present place” in his book, *The Science of Getting Rich*.

This allows you to exude a certain essence that, when encountered by others, will inspire them to want to work with you, help you, or profoundly change their own lives and ways of being as a result of encountering you.

As Wallace continues to explain, you most directly produce this essence by doing all that you can do in any given day, and to do it elegantly and completely. But, he warns, you must not try to do more than you can do in any given day. Otherwise you’ll spread yourself too thin and the completeness and elegance of your actions will deteriorate. Your confidence and sense of achievement will also be dampened and that glow we have when we’ve achieved will disappear.

**Here’s How to Work With Your Accountability Partner...**

Your accountability partner will receive your task list every morning, as well as your list of completed tasks every evening. Your commitment to them is
that you will never assign yourself a task that you will not complete before the end of the day.

You can even have consequences for any task you assign yourself that you don’t complete that day.

In the past I’ve elected to donate $3 to charity for every assigned task I failed to complete.

By adding a consequence to unfinished tasks, you start paying really good attention. Over time, you’ll learn what your limits are and you’ll become very good at gauging exactly what you can accomplish in a 24 hour period while LIFE was happening.

{It usually takes about a week to get that instinct for what you can get done in a reasonable day.}

This is extremely helpful because as I touched on earlier, most of us try to plan goals and tasks in a vacuum. In other words, we don’t take life into account. We don’t consider work patterns, exhaustion, the phone ringing, clients requiring attention or help, someone getting sick or needing a ride somewhere...

The structure provided by an accountability partner allows you to train yourself and to be aware of what your normal task-capacity is during a busy life.

“But can’t I just pay attention to that myself?”

If we were good at being honest with ourselves and holding ourselves accountable to our promises we would all be blissfully happy people. Any dissatisfaction in your life can be traced back to some expression or habitual behavior—some belief, value, way of thinking, or action—that you are not being completely honest with yourself about.
An accountability partner can gently bring such behaviors and discrepancies to your attention and lovingly force you to take a good, hard, honest look at yourself and what you’re doing or telling yourself.

They can also give you that solid kick in the pants when needed and apply some tough lovin’. 😊

PRINCIPLE SEVEN: Have Some Fun!

All work and no play makes Jane a dull dame. 😊

Choose to light yourself up. Choose to stoke your own fire. Otherwise... what’s the point?

Setting goals will do little for you if you don’t enjoy the process – or if they make you feel stressed, guilty or like a failure. Most of us have plenty of that in other areas of our life and we’re setting goals to reduce those nasty experiences – not to add to them!

So don’t forget to hold a space of creativity and excitement when setting your goals. Make sure that the goals you go after get you jazzed and fired up!

This is another area of goal achievement I wish people talked about more. It seems people are starting to finally...

Because – particularly for women – our brain creates more connections and goes further to hard wire anything we have a strong emotional reaction to.

The stronger your positive emotional state is when you think about or take action on your goals... the more likely you’ll be to achieve them!
Make time for fun!

**PRINCIPLE EIGHT: Align Desire with Belief**

Make sure that your desire for something is aligned with your belief that you can attain it.

People will often tell me they want something desperately... and in the same breath tell me that it’s impossible, that it can’t happen.

Does that sound like a recipe for happiness to you? Probably not...

Yet we’ve all been there and we’ve all been guilty of it: we set our goals, we diligently take action on them, and yet some deep fear slowly rots away our resolve.

We realize we weren’t being honest with ourselves – as much as we hate to admit it, we never really believed it would happen for us.

So here’s what I suggest: follow the other commandments to start crafting your goals for your life and your business. Then as you hold those goals in your head and heart ask yourself, “What has held me back from these desires in the past? Why am I still not there yet?”

I personally just talk in a stream of consciousness into a digital recorder so I can transcribe my thoughts later. Another member of our Choice Point team does this and other deep exploration in her morning “Soul Writing” sessions.
Don’t worry about what comes out and don’t judge it. You’ll find hidden in your explanation something very valuable: the story you believe about why you haven’t succeeded yet.

So go ahead... write or talk out your story:

“Up until this point, what has held me back from achieving this goal in the past? Why am I not where I want to be yet in this part of my life?”
Now that you see the story in front of you (or you’ve recorded it), don’t beat yourself up for any of the pain or negativity that came out. This is your current reality and it is not wrong.

It might not get you where you want to go – but to ignore it or to stack shame or guilt on top of it won’t help matters either. It just represses the reality and makes it all worse.

Plus what you’ve unearthed here is a set of patterns or cycles that you’re in. Part of our work here at Choice Point and with the Align Your Purpose Program is to help you identify existing patterns that don’t serve you... and help you leap to new patterns more aligned with your desires and purpose.

If you want to begin breaking through your story and patterns right this minute, I’ll also take you through a quick belief restructuring exercise here:
Listen to or read through your story above and look for belief statements. These are definitive statements that look like facts but aren’t. Like “If I give it my all, and it still doesn’t work, I’m a failure” or “My ideal man could never be attracted to me at this weight and so until I lose the weight, I won’t meet the man of my dreams.”

These belief statements you find in your story are the negative beliefs you want to start letting go of. Replace them with new, empowering beliefs and make sure those new empowering beliefs support your goals.

**Examples of Empowering Beliefs:**

- When I fully commit myself to my goals, I feel accomplished and empowered
- I don’t have to be perfect. I’m thrilled to become the highest version of myself that I desire.
- I am worthy of love. Period.

We can’t always fully believe our empowering beliefs immediately. This is because deep woundings and subconscious material may still need to be worked through and cleared.

So for each negative belief you find in your story {and dig beyond what you wrote or said initially to get 40 to 200 belief statements – trust me, they’re in there!}... create the most empowering replacement belief you can imagine.

If you can’t quite believe it, or it raises resistance or upset in you, keep it there, and go ahead and create a second empowering replacement belief that you CAN believe and accept right now.

Revisit your positive belief list whenever you need. Some do it daily, and some only review them periodically. Trust yourself to know what’s right for you.
Oh, and go ahead and burn your negative belief list. You won’t be needing that one anymore. 😊

**PRINCIPLE NINE: Seek Support**

None of us succeeds alone.

And particularly for our fellow ladies, the desire for community is hardwired into our brains.

Many of us – male and female – are so overwhelmed and physically stressed... why? Because we are out in the world handling everything *alone*. We have few, if any, support systems.

For the gals:

The need for community is biologically *a life and death situation* to our brain. It physically and chemically stresses the crap out of us. And we wonder why it drives us crazy!

{If you’re curious where it comes from, it’s in our evolutionary biology, hard wired from our ancestors. When our primal sisters were cast out of the tribe or a family unit, it was literally a death sentence to her and (if she had them) her children.

Our circumstances have changed. But our brain has not.}

For the fellas:

You haven’t got it much better! Your brain is on the hunt. It seeks to provide and to acquire or create resources. It knows there’s safety in
numbers and that it’s better to hunt in packs. Men, you need your support systems too – they’re just a bit different.

**So for each goal you set, identify the ways you will support yourself in reaching that goal.**

You already know that here at Choice Point you have many mentors and support systems available to you. I sincerely hope you’ll use them. We also help you develop internal and external support systems within the *Align Your Purpose* Program.

**PRINCIPLE TEN: Do Not Give Up**

What if you still don’t achieve your goal?

Don’t give up. Maybe you’re concentrating too hard on reaching the goal and losing sight of why you set it.

Be willing to test what works for you. Innovate. Experiment.

Keep it fun, playful and take care of yourself during the process. Achieving a goal should never be more important than the daily quality of your life.

If something’s not working, fix your daily happiness first. Focus on little things to keep you fulfilled, positive and progressing.

Find ways to take baby steps, or create smaller mini-goals or projects that each have a definitive sense of completion and progress every day or week.

This will help you not overwhelm yourself and also keep your energy up!
**NEXT STEPS...**

Now that you’ve learned the 10 Principles To Ultimate Goal Achievement, I recommend getting really clear on the primary goal you want to focus on, as well as a few smaller, secondary goals in some of the main areas of your life, such as:

- Career, Purpose & Money
- Health & Body
- Love & Relationships (including family)
- Personal Wellbeing & Spirit

**Craft those goals in the detailed manner you learned in this guide and make sure each goal has:**

- The date by which you plan to achieve this goal (shoot for something you can achieve in roughly 60 days... or if it’s a really big goal, set a milestone for it that can be achieved in the next 30 to 60 days so you feel a sense of completion and progress.)

- A detailed definition of what achievement looks like. How do you know you’ve achieved the goal? How can you measure or explain it?

- At least 5 milestones for measuring progress along the way, with dates for reaching each milestone. How do you know you’re on task and on target as you go?

- Map out what has to happen to reach each milestone. To do this, work backwards by asking yourself, “For this to happen, what has to be true? What had to happen just beforehand to make this a reality?”
Write down your answer, then go through the same process for that and work backwards. This gives you a detailed step-by-step action plan for how to reach your goal.

- How will you reward yourself for achieving your goal? Consider rewards for reaching each milestone too!

Once you have your goals laid out, you’re ready to rock and roll!
Wooohooooo!

Have fun with this, and enjoy your path to achievement!