



# Goals: Your road map to a better future

by Ricco Brown

*Taking control of your life is critical to any achievement. Understanding how to set and attain realistic goals allows you to seize control of, and determine, your destiny.*

**O**ur mission statement for '96 is, "In your vision lies your future." It has been written that men without vision perish. The opposite is also true: those with vision achieve. The achievers of this century, the Disneys, Fords and Rockefellers were goal setters. They each had a dream and worked toward it. Setting goals is fun and easy if you just take the time to try. Follow these simple steps and set your goals monthly. You, too, can achieve whatever you dream!

## Types of goals

Goals can be broken down into time periods: long (five years to life), intermediate (one to five years) and short-term (one week to one year). For each time period establish goals in different categories:

*Economic* goals include the material things you want in life, such as money in the bank, a child's college education, houses, cars, boats and travel.

*Business* goals include award steps and achievement levels you will achieve and when you will achieve them.

*Personal growth* goals relate to reaching your own highest potential. Decide what areas you need to work on: attitude, good first impressions, conducting meetings, etc. Be sure to include your spiritual growth goals for yourself and family, too. To increase your financial worth, you must first increase your personal worth.

## Setting goals

*Think big.* Little goals don't make you stretch. Dream big to achieve big.

*Be specific.* Instead of saying "I want a house," state the size, color and date by which you plan to own it.

*Write out the details.* Mental goals remain wishes. Commit your dreams to paper. *Read your goals.* Read your goals three times each day to solidify your dreams. Remember, all things are possible to those who believe.

*Work on your goals.* Review your goals monthly.

*Visualize.* Fill a binder with pictures of your goals to create a Dream Book, which will help you to explain your dreams to others, help them to see their own, and keep you motivated.

*Believe.* The key to making your dreams a reality is to believe. Just think you can, and *you can!*

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*The key to making your dreams a reality is to believe you can. Goal setting is asking with intelligence. "Ask and you shall receive."*

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## Getting started

Make a list of what you want out of life. List *everything* — even if it sounds silly. Include what you want, where you want to go, what you want to do, who you would like to become. You don't have to get everything you want, but you must want everything you get!

There is a saying, "If you do what you've always done, you'll get what you've always got." Don't settle for anything less than what you really want. Setting and achieving goals can help you realize your dreams and live the kind of life others only wish for!

## Helping your Distributors set goals

To be successful, goals must be:

**Realistic.** Distributors must believe that they can actually achieve their goal. They'll be more likely to commit to a goal that they've had some say in setting.

**Measurable.** Set the goal as a measurement of skill improvement. For example: Practice approaching three prospects (skill) per week (goal).

**Timely.** Be sure to incorporate enough time when you set your goals. Short-term goals are very motivating, since the sense of achievement can be quickly realized. With long-term goals, be sure to establish "check points" along the way. Short-term goals lead to accomplishment of a larger goal. Avoid too many long-term goals.

**Worthwhile.** The goal must be worth working for. Focus on activities that give Distributors the quickest payback in building their business.

**Achievable.** Once a goal is set, help Distributors create a specific plan to accomplish it.

Be sure to follow-up on your Distributor's goals, lest they think you didn't notice or that the goal wasn't important. Keep records of goals you and your Distributors agree to pursue, so your recognition is prompt and appropriate.

*Ricco Brown, Diamite Vice President of Sales, has more than 19 years of direct sales experience. With more than three solid years as a dynamic leader with Diamite Corporation, Ricco is uniquely qualified to forge aggressive sales campaign strategies.*