7 Never Fail Strategies for Your New Year Goal Setting

Workshop by Bethany Mascena Tracy
INTRODUCTIONS
ARE YOU SATISFIED?
What is **POSITIVE DISSATISFACTION**?

- Overly critical when we miss a goal and not motivated to push harder.

- Strive for better, stronger, get fired up and do something!
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Write 3 occasions when you were overly critical of your results.
Belief that your most basic abilities can be developed through dedication and hard work— **GROWTH MINDSET**

(Dweck, 2015)
Spark your mind to reframe...

- How is this a gift?
- What have I learned about me? the situation?
- What can I control?
- What am I fired up to achieve?
- What’s another way to reach my goal?
<table>
<thead>
<tr>
<th>Dissatisfied</th>
<th>Reframe</th>
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<tr>
<td>Event #1</td>
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<td>Event #2</td>
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<td>Event #3</td>
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Rewrite, reframing and refocus your results.
7 Never Fail Strategies

1) Determine where you are dissatisfied
2) Reframe how you think about your situation
3) Decide to change what you are doing
4) Find lowest common trackable activity
5) Create tracking tool
6) Define your reward
7) Repeatable success
SMART GOALS

Specific: Who, what, where, when, why
Measured: You can't improve what you don't measure
Achievable: Challenging but not impossible
Relevant: Closely connected to the objective
Timed: A completion date holds you accountable
Activity
Set Up

S.M.A.R.T. Goal

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound
Use one area you reframed and develop a S.M.A.R.T. goal
Revisit your S.M.A.R.T. goal and determine lowest common trackable activity
be committed to the process without being emotionally attached to the results.
Strategies to Track To Your Success
TRACK MY GOALS

1,000 Appts
• N2 Career Goal

1,000 Appts
• N2 Career Goal

1,000 Appts
• N2 Career Goal

COMPLETED
4 APPTS

SOLD

#APPOINTMENTS

@N2PUBLISHING
@BUFFYSBUBBLESLLC

1,000

TRACK MY GOALS

✔️
TRACK MY GOALS

TODAY, BE THE BADASS GIRL YOU WERE TOO LAZY TO BE YESTERDAY.
## MILESTONES

### GOAL #1: BREAK EVEN
- **Deadline:** 11/1/2021
- **Milestone:** $4,885 in monthly needed to cover print expenses & 15% ad value
- **Additional Orders Needed:** 6
- **Goal Completion Rate:** 72.1%
- $1,284 needed to be at 100%

### GOAL #2: GENERATE A MONTHLY PROFIT OF $3,000
- **Deadline:** 12/1/2021
- **Milestone:** $8,385
- **Additional Orders Needed:** 22
- **Goal Completion Rate:** 41.8%
- $4,884 needed to be at 100%

## STATS

- **Calls:** 1,896
- **Appointments:** 284
- **Sales:** 27
- **Articles:** 10
- **Photos:** 79

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**✔**
TRACK MY GOALS

CAMPAIGN 1: January to May 2018
GOALS: $10K

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<th>DATE</th>
<th>60 Calls</th>
<th>6 Apples</th>
<th>Activity</th>
<th>Winning Mix Sales</th>
<th>Cross Sales</th>
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Actual vs Goal

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<tr>
<th>Date</th>
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Red check mark
# TRACK MY GOALS

## MONTHLY SNAPSHOT [MAY 2021]

Honesty rating where you are at TODAY on a scale of 1-10 in the following areas.

- Mark one number per category. 1 = worst case scenario, 10 = ideal/best

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<th>Category</th>
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<td>Commitment (Did I give my best?)</td>
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<td>Fun Factor (Am I having FUN? :)</td>
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**TOTAL (add up numbers):** 19/10

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## Month 4: [NOVEMBER]

**WINE & CELEBRATION: from the last 30 days:**

- Completed my goal of 16 (or more) apps by 10/29 - my N2 anniversary.
- Despite being discouraged with only 1 sale in Oct, I renegotiated my goal and decided to include renewal apps in my count...which ultimately led me to focus on calling clients up for renewal and hitting a 70% renewal rate for 2020!!!
- Completed 6 renewal calls by Nov 2nd deadline.
- Hired Client Liaison to connect face to face with all clients 1x quarter.
- Moved my Avg % to Launch from 29% to 31.13% for all ADs trained in Sept or earlier and 32% for all preprint ADs on my team. Nov - 2 preprint ADs will launch, cut task with 3 underperforming ADs.
- Personally, I cooked for my family regularly throughout October. Plus, I climbed Mount Monadnock in New Hampshire on Oct 10, 2020

**Monthly Goals Declaration: 3 professional & 5 personal goals you are committed to achieving**

### PROFESSIONAL

- Launch 2 preprint ADs in November at $3K or more in months.
- Complete 16 apps before Thanksgiving? - get dialing!
- New England Culture Ambassador by hosting Virtual Happy Hour for team.

### PERSONAL

- Cook dinner 2x or more per week for family.
- Exercise 3x a week and track meals in Noom 5x a week.
- HOLD Order Christmas cards, start Christmas shopping, create family calendar and photo book.

**What reward(s) will you give yourself at the end of the month after you CRUSH these goals?**

When I crush my professional goals, I am going to TAKE DECEMBER OFF from doing Sales Apps so that I can prepare and enjoy the Advent and Christmas season with my family.

**What will the consequence(s) be if you do not accomplish these goals? (how will it feel, what will be the impact, who will it affect, etc)?**

If I do not complete my professional goal #2, I will complete 10 appointments in December.
If I do not complete my personal goal #2, I will go to the gym 3x a week.
Determine your tracking tool
DEFINE REWARDS
How will you reward yourself for doing the work?
BIGGEST TAKEAWAYS?