



## Goals, engineered to happen: 7 Step Outline

**READ THIS FIRST:** Do NOT just make a copy of this and fill out all these answers. Instead, create a separate document where you use these questions simply as prompts to create meaningful, clear, thorough goals. You want it to be something inspiring for YOU that you can review often before and during the summer, so write this for YOU, not for your DSL or OL. :) You do not need to answer every question below; just use them for ideas to identify your what, why and how. The questions that are **bolded** are essential.

### 1. Your goals: Review daily before the summer.

- The words or phrases that capture how you will grow this year (character/skills/habits) where your unit and team goal are simply a reflection of that growth (e.g. "I am a man of integrity" "I wanna win! I always finish strong" "I am present and open-hearted")
- Personal total Families Served, logs and Units (can break down Per Week, Per Day).
- Team - number on team, number of DAs and PSLs needed, total team units, number finish, how many SLs returning

### 2. Your **WHY**: Emotional purposes/Pay Value/Benefits/Vision (TOWARD motivation) - define.

**Review daily now and every Sunday during the summer.**

Financial benefit

- Figure profit: personal sales, residual income, team pay, org pay
- What does the \$ mean to you (itemize exactly where you'll use the money; describe with 5 senses what you will save, give, buy, getting out of debt, etc and why that is so important to you)

Personal

- **What are your meaningful emotional purposes?** Some questions to help you drill down to your "Why"...keep going until you hit an emotion:
  - What qualities do you want to develop in yourself?
  - What kind of professional, spouse, and parent do you want to be?
  - What do you have a burning desire to accomplish with your life and how will this help you?
  - Who are your skeptics? In what ways are they skeptical? What do you want to prove to them?
  - Who do you want to make proud? Why?
  - What awards are you definitely committed to winning? Why? (Gold Seal Gold and Superstar Sample Case are the keys to doing well without being a stress case!)
- **What are your meaningful emotional purposes?** How do you want to feel at the awards banquet with new SLs? Awards to win? (e.g. President's Club dinner, GRG trip, Wall of Greats) How do you want to be remembered? How would you like to see your campus grow?

General

- How will hitting these goals help you towards your future career? What gives you a powerful and personal passion to achieve the above goals? How long do you see yourself as a part of our organization? Why? What is your vision for what you would like to accomplish in that time and what kind of organization do you want to build?

### 3. **Avoid pain by hitting goals (AWAY motivation)- define.**

**What would be the negative results/feelings if you don't do the WORK to hit your goals?** Describe graphically the consequences of being short on money next year, facing your skeptics, not having the growth in your character etc.

### 4. **Potential obstacles and problems that you must overcome to hit goals**

**Make a chart (see example below) of the things that could go wrong that could mess with your head—your “what if’s.”** Include **preventative steps** to take, how you might **feel** if it happens (so you're not caught off-guard by those feelings), **how you will handle them** if they happen anyway, the **lesson** you'd gain from going through that. Essentially you are “vaccinating” yourself so your mental and emotional immune system is ready for anything!

- **Where messed with you LAST year??!** Where did you get beat? These are the most obvious What Ifs to prevent/prepare for!
- **Motivationally & Emotionally:** where did you lose steam? Where did you cut corners or tend to use creative avoidance? When did your thoughts take over? Where did you get frustrated or not present/zone out? How will you make sure that you finish strong?
- **Technically:** What are your weak points in selling? Where did you get fearful or sloppy in selling?
- **Thoroughly process on the chart any other situations or emotions that you think you might experience that will become “The things that WON'T mess with me.” :)** Examples: How will you prevent and handle feeling tired, overwhelmed, frustrated comparison, beat by your roommate, long sitdowns (getting comfortable & complacent with nice people), no one home...? A slow start? Fast start? Car problems? Girlfriend breaks up with you? Lots of books in turf? Permit problems? Roommate quits? FYs are struggling?)
- **Are you definitely committed to finishing the summer no matter what happens?**

The possible obstacles/ “WHAT IFs:”	PREVENTION/ PREPARATION steps:	How I might FEEL if it happens	And if it still happens... the REACTION I'll choose:	The LESSON...what I learn/gain from it

Recruiting/ Team Recruiting What If's and Preparation

- What will you do when you get discouraged?
- How will you respond when people go cold?
- How can you make sure that you don't run out of names? Do you have a back-up plan if you do?

### 5. **Knowledge you will need to get there (add these to the “Action Steps” chart at the end)**

Personal - what will you do to prepare for the summer? (with deadlines)

- SWad talk by \_\_\_\_\_date

- Kids talk by \_\_\_\_\_ date
- Video/audio record your presentation on \_\_\_\_\_ date
- Product training on \_\_\_\_\_ date
- V-day dates (i.e. Victory Day--go out and conquer fear, sell before the summer!)
- When will you have the answers to all the objections written down? memorized?
- Do you have a written list of affirmations to use?
- Will you definitely be at all the advanced sales meetings on zoom or on your campus?

Team      -rate yourself on each step of the cycle of recruiting  
               -what is your plan to improve? Pick ONE to focus on at a time.

- prospecting/recommendations
- approaching
- info/notebooking
- closing and wrap-up
- Interview process
- training/follow-up
- parent work and getting PSLs

## 6. *People you need to work with to hit your goal*

- Who do you need to talk to and ask questions of to help you gain the needed information to reach your goals?
- Who will help to keep you accountable to reach your goals?

## 7. ***Gameplan –the HOW; do a daily/weekly schedule for controllable activities***

### Personal Sales

- [most of you have done this already with your canvassing chart] Figure out #s from last summer (avg. hours, demos, sits, close %, package size, log-on %, delivery %, # days worked) and identify the biggest growth opportunity for growth this coming summer. (eg sitdowns, a consistent)
- **What are the work stats this summer that will result in you hitting your goal?** What daily summer schedule are you committed to?
- **What simple, controllable activities** will cause you to increase in the stats and character you want to improve? (e.g. get pre-approach from everyone; 2nd approach, use name card at the door; talk out loud all day to stay focused) Be specific so you know exactly HOW you'll improve.
- **What HABITS/character trait** (e.g. courage, finish strong, look for the positive in situations, disciplined/do what I say I'm going to do, integrity) **will you cultivate BEFORE the summer and how** (e.g. get up when alarm goes off; attend every class; sprint the last couple minutes of your workout; talk out loud and keep attitude in check; really listen to people; float 10 people/week)

### Personal Team

- Total # of DAs and PSLs needed to hit goal? # of people info'd? #commits? How many "Harvest weeks" will you have to complete this work? So how many people do you need to info/notebook each harvest week?
- What is your name gathering plan? FAR (friends, acquaintances, relatives) list, who to get recommendations from etc.
- What are the essential training meetings you'll do with your FYs? Date training binder put together, audio/videos to learn from, team meeting/bonding ideas/plan...
- When will you do parent visits?

[illegible]