

# Goal Setting for Big Dreamers with Lottie Reeves

**Frances Barrett:** [00:00:00] Hello everybody. It is Frances here, the Head Brain from The Social Brain, and today we are going to be talking with Lottie Reeves from This Mama Rises about goal setting. Now, goal setting is probably my most favorite part of, running a business, but I think sometimes when we first start business, we don't know how big we can realistically dream. So I'm so pleased that Lottie has decided to join us today. How are you doing?

**Lottie Reeves:** Good. Thank you. Sitting on the bedroom floor in my toddler's room cuz it has the best wifi signal.

**Frances Barrett:** Well, I've lost my tripod so you are propped against the window right now, so I think it's just chaotic Thursday.

**Lottie Reeves:** You're awesome. I think it's a sign that the week is nearly over and we should just

**Frances Barrett:** Oh, absolutely. I'm feeling that. I'm absolutely, absolutely feeling that. But thank you so much for joining me this afternoon so we can have a chat about this big, big goal [00:01:00] setting. But just for the purpose of my followers, if you wouldn't mind just introducing you, yourself and what you do and how you help people as well.

**Lottie Reeves:** Of course. Thank you so much for having me. It's very exciting. I have an excuse to talk about goals. So I do a few different things. I'm Lottie, obviously, from This Mama Rises and my like primary business as This Mama Rises is supporting mums. So I run antenatal education classes and postnatal mental health and wellbeing sessions and courses.

I've also, I write a lot about anxiety and health and wellness, and I've got a book called The Little Book of Love Notes, which is all about loving yourself basically. And then I also do goal settings. So I run a couple of sessions each month for communities and then do kind of ad ad hoc sessions like this, as well as one-to-one, game plan sessions with clients, so, mm-hmm.

Big dreams and living life to the beat of your own drum and doing what it is that you [00:02:00] excites you. Excuse me. And focusing on kind of create, like thinking about that big dream and creating, I want to say like baby steps to get

you there, but I like to try and encourage people to think big, but then we break that down so we start off with this like the big dream and break it down into what you're gonna do each month to get you there throughout the year and the years.

Cuz obviously, yeah, nothing happens straight away. So yeah, there are various, I wear a lot of different hats, basically.

**Frances Barrett:** Very, very busy lady, obviously very busy. And I, I kinda said in my introduction, goal setting is my favorite thing. It's my favorite thing to do because it just enables you to. Kind

of envi, envi, oh my goodness. This is the end of the week.

It can't imagine. It gives you the chance to imagine how you want your dream life to be, how, why you are doing what you are doing. Yeah. And it just reinforces that, right? So it's, it's, it's a really [00:03:00] great tool to have. And I always say, you know, you don't, you don't know where you are going if you can't, like look back at where you'll come from and, and really imagine what, what you want that life to be. So I love it. I'd love goal setting.

**Lottie Reeves:** And I think, I think goal setting scares a lot of people because I think it scares and bores people. Mm-hmm. Some people are like, oh, that sounds really boring, to sit down and write, like write out goals of, I dunno, get 10,000 followers on Instagram or and I think other people it's scares because, like, what if I don't reach them?

Mm-hmm. I think that's right, like you've, you've got to set goals to help you achieve what it is you want to, to help you get to what it is that you want to achieve in the long run.

But I think also, without goals, you kind of, it's so easy to get distracted by what other people are doing.

Mm-hmm. We're in, as you know, this age where everything is online and people share everything that they're doing in their business and their share, [00:04:00] their dream life. And that's the hashtag on Instagram of my dream life. And people share income reports and they share their business ideas, which is great, and it can be really inspiring and empowering.

Then I also think it's really easy to get caught up with what everyone else is doing. And if we're not focusing on our like big picture and our dream and our

goals, we suddenly get caught up with trying to do what everyone else is doing and we're like, oh my God, I have to have 10,000 followers on Instagram.

Using that as an example again, and I, do this, I have to do that cuz they're all doing it. But if that, like if your dream life doesn't involve you spending hours on a social media platform, then you don't necessarily need that. Mm-hmm. It's important to keep bringing those goals back to us before we get, like we spiral into worrying about everyone else and what they're doing and, yeah.

Our goals have gone out the window and we are just working on what everyone else is working on.

**Frances Barrett:** Yeah. And, and that, that's a really, really great point as well, you know, obviously social media manager over here, but [00:05:00] it is, it is important to stay in your lane and to really like realize what, what makes you tick, what, what pushes you forward.

So how, if, if, if you could give kind of a few tips onto how to really recognize that you are saying in your own mind, o own lane, and, and, and to really define what really no motivates you, what would you say to a person who's just like, oh, that person's already got 10,000 followers?

**Lottie Reeves:** Yeah. So in that very specific example, I'd be like, do you need Instagram followers?

And before you answer that question, what is your big dream? Mm-hmm. And I always come back to that. What is it? What is the dream life that you want to create? Like, what do you want to be spending your time doing? Do you want to be spending your time on social media, on your phone online? Do you want to be spending your time outdoors, leading, I dunno, groups of tourists through the African Sahara.

Like mm, what, and I'm obviously there are elements that you need [00:06:00] different bits to create a business. Yeah. But there are fundamentally things that excite you and that's what you need to be doing. And other things in time can be passed off. We all go through a time where we have to do the bits that we don't want to do.

Yeah. But those have to be our goals and those have to be our be all and end all. They're kind of the the things that we'll do to get to our goal. And I feel like it's really important to constantly bring things back to remind us why we're doing things. Mm-hmm. So that if we get caught up in that, like in other people's

lanes, trying to make is what they're doing, and then by default what I'm telling myself I have to do, is it relevant to me?

Is it important to me? Am I gonna enjoy it? Yeah. No. Then chances are it doesn't align with your big goal. So there's no point doing it.

**Frances Barrett:** Yeah, absolutely. And you, it, it, there's the few, a few points there. Someone's just wrote in the comment that they love this. Always worry about not being online as [00:07:00] I inverted commas should, but then realize I want a business and that means I'm not online all the time.

And that's exactly right. You, you might get to a point where you are in a position to outsource and, you know, finances obviously come into, into play there, but it, it's, it's really, looking at what needs to be done in order to drive your business forward. And now actually, I was gonna ask a question, that you've not sent me in your notes, but what do you think are kind of the, the smart goal setting? Is that kind of really relevant or do you think it's kind of changed now? What, what do you think?

**Lottie Reeves:** That's a good question. So I'm a primary school teacher. Initially, like in a previous life it feels like. And so smart goals were drummed into me and I definitely think they have a place, and I always encourage clients to, I don't necessarily use this smart an acronym and I don't really have a better one, but I try and encourage clients to set goals that are exciting [00:08:00] but achievable. So, you don't wanna set something that is, I don't know, like I'm trying to not use Instagram as

**Frances Barrett:** that's ok. Can as we're here..

**Lottie Reeves:** For some reason, have a bug bear about Instagram. Anyway. Oh, I've totally lost my train of thought. So I think you are gonna have to pull me back.

**Frances Barrett:** Financial goal. Say if you're starting out in business and your goal was to make, and I'm, I'm going to, I dunno, a million pounds. A million pounds that month.

Like what, what would you say, like, obviously unrealistic, but what kind of structure would you use to help that person?

**Lottie Reeves:** Okay. Thank you. That's okay. So yeah, I would say that the goal has to be excitable. You're not gonna set a goal to make, let's say you're

already making \$200 a month. You're not gonna set a goal to make 210 because what's that extra \$10 gonna do for you?

Mm-hmm. So it's got to be exciting, but it's also got to be achievable [00:09:00] and realistic. So something that I've learned from. Making this mistake over and over myself is that I can set a goal that is exciting, but is it realistic and is it achievable, depends on how much time I have to dedicate, whether it's something that I love doing or whether it's something that I know I need to do to get me to my end goal.

Mm-hmm. And also whether it is a time consuming task. Obviously some things take up more time than others, so I always encourage clients to think about how many hours they have in the day. I'm someone that is like, yeah, I've got 24 hours in a day, but my to-do list would probably take me about 36 hours if I did everything on it.

Yeah. Think about the time that you've actually got and set your goals based on that and being realistic about what you can achieve with your time. And again, it comes back to what you can achieve and what you can do versus someone else might, I dunno, make a million dollars a month in 10 hours [00:10:00] a week.

If your business isn't set up in that way, then that's an unrealistic goal. So yeah, I would say they need to be realistic, exciting, and achievable.

**Frances Barrett:** Mm-hmm. And you've said a couple of really like key things there. It is kind of, making sure that, because some tasks you generally feel more passionate about than others.

For me it's the creative stuff. Of course. It's, yeah. Not the finances so much. Right. So it's about the, it's about finding the balance within passion and what drives your business board as well. Right? That's a really important, important point to make.

**Lottie Reeves:** And I think that's why even the things that aren't as exciting, that you aren't as passionate about, I feel like they fall into two categories of things that you're not excited about and you probably don't really need to do.

Cuz like I keep saying, they're things that other people do, but they're not relevant to you or they're things that you know you need to do and you just have to kind of suck it up a little bit and do them. Mm-hmm. But about structuring your [00:11:00] time and essentially your business and your big dream so that,

that they're not the really time consuming things and that that's not what you're spending the majority of your time doing.

Mm-hmm. Like for me, I don't like recording video, so I just, I don't like, I structure my business so that I don't have to record video, like I don't have online courses and things like that because I don't want to sit in front of a computer and record video because I know that it will take me hours of like excruciating discomfort.

So I'm like, okay, well I'm just not gonna do an online course that, that's fine. I don't need one in my business. Even though everybody is like, you should have an online course. Everybody should have an online course.

**Frances Barrett:** Yeah, absolutely. No, I, I can completely and utterly relate to all of that. So, kind of just get caught up in everything.

And I think that's, that is really where you have to reign yourself back in and look at your big, big dreams as well. Isn't it? Like your, your overall big arching [00:12:00] dream, why you are doing this, why you are in business? Yeah. So if, if you, I was that bus, that business that was gonna be setting that I want a million dollars in a month.

Yeah. How would I, and, and say it was achievable. Say it was achievable. And my, you know, my products were like, five grand each. I don't know. Yeah. Like how would you, how would you tell that person to break it down so it's not so overwhelming? Because obviously a million dollars, like, you know, that's insane.

Yeah. But how would you, how would you help and coach that person through that process so it doesn't seem like that far away?

**Lottie Reeves:** Okay. So I start off by thinking a year ahead. Obviously we are in February, so isn't it like it, we're close to the start of the year, so it makes sense. But even if we were having this conversation in September, I'd be like, right, let's think about a year ahead.

So where do you want to be in a year? So if you, in a year's time, you want to be making a million dollars a month, right? Let's break that down. What are you making now? What is the difference between [00:13:00] that and how can we build it up incrementally? Like you're not gonna go from. \$200 a month to a hundred dollars a month. In a month. Yeah. And so we'll like break it up. Break it down, sorry. So I would start off by getting you to set three big goals there for

the year. So you've got your big overarching dream and you've got three big goals. One of those would be to make your million dollars, but the other two would link to that.

So there'd be something like, to increase your website traffic, because obviously I would imagine in this business a lot of your sales will come from your website. Mm-hmm. And then your other goal might be to increase, affiliate sales. Mm-hmm. So that felt that, figure doesn't necessarily have to be made from product sales.

There were different ways that it can be made. So yeah, I'd get three big goals and then we'd start off tackling them by a quarter. So we'd start now with a three month goal again, choose the word goal. And then [00:14:00] that three month goal, oh, I've just got a reminder on my phone telling me I've got five minutes left for Instagram.

I reminders to like cap how much time I spend on social media. So then I would set it to, I wouldn't set it, I would set a three month quarterly goal that relates to each of those big goals. So now you've got three quarterly goals. And for each of those quarterly goals, I would break it down into tasks for this month.

Mm. So three tasks, for each of those three goals for this month. Mm-hmm. So you've got nine tasks each month basically.

**Frances Barrett:** Okay. And that does seem like a lot more manageable, right? Because I, I, I remember reading somewhere that, you, you should aim to do three things off your to do list a day, like the urgent and mid urgent and a not so urgent, right?

Yeah. So having, having nine big goals for the month. [00:15:00] Seems so much more manageable than going from \$200 a month to a million dollars a month. Right. It just seems so much more achievable to to reach that.

**Lottie Reeves:** And by setting, so you've got your goals and by setting the tasks, so you've got your three, your goals for the month, but you are at your tasks that you are actually going to do, and by relating them to your goals, that relate to your big goal, that relates to your big dream.

You're constantly making that connection. Yeah. Doing tasks for the sake of it. And then wondering why, like, why am I spending my time doing this? What's this got to do with anything? And you're also not getting distracted by like shiny object syndrome of what everyone else is doing, or by the fact that, I think often

as business owners, like I said at the start, we get caught up in what everyone else is doing.

And so, We might start off with a list of A, B, and C, but before, before we know it, we've got a list of A, B, C, D that she's doing, E that he's doing, F that they're doing, and we've added everything to our list, even though no one [00:16:00] else is doing A, B, C, D, E, and F. They're doing their own things, but we've just added their stuff to ours.

Mm-hmm. Mm. By breaking it down into our own tasks that relate to our goals, just keeps us focused on moving forwards incrementally throughout the year.

**Frances Barrett:** Yeah, absolutely. And, and what would you say to somebody who has broken it down into those tasks but hasn't necessarily hit the mark? Maybe they're, I dunno, a a little bit off of the website traffic percentage going up or whatever it is.

What would you say? What would you say to that person?

**Lottie Reeves:** I'd say I'm sure whether you've, if you've met, if you've almost met it, then you've obviously grown anyway. Yeah. And if you have grown, then there's probably a reason for that. So let's look back at your month and your time and see what it is. Maybe you did get distracted by doing something else.

Maybe halfway through the month something new came up that when you set your tasks and your goals, you didn't know about. Like, I dunno, an opportunity to be a speaker at an [00:17:00] event. And so that was time consuming and it took up your attention because you were preparing a talk or something like that.

Mm-hmm. There's usually a reason, but instead of beating ourselves up about the fact that, well, I set a tar, I set a goal of 10,000 page views and I've only got to 8,000. Let's celebrate and acknowledge that you've got to 8,000, and think about why. And maybe it's that that goal wasn't realistic in the time that you have.

So next time, instead of setting a goal that's 10,000, knowing that you don't have the time to do it, let's set a goal that's 8,000 and I think. That is sometimes what peop puts people off with goal setting is that if you don't achieve it feels a little bit rubbish. Yeah. It's about, that's why the goals have to be achievable, but also recognizing that things happen and life happens and we're busy.

Like most of your followers, I would imagine, aren't just business owners like mm-hmm. All people in our own right away from our [00:18:00] business. Some of us are mums, some of us are carers, like we have other things going on and life ebbs and flows, and so it might be that, this month you put a lot more time into your business and another month you might not.

**Frances Barrett:** Yeah, and I mean, I, I have personal experience with that because I have just moved, just moved. It's taken me over a month, guys, but I'm here. I'm now moved into my new house. And so something had to take a backseat, something had to take, and therefore, you know, my, my social media marketing diminished, the, the, the amount of calls I could take diminished because I had to, this, this had turned into a priority, but I also feel like since 2020, I feel like we are more, I dunno, courteous or, or, or understanding that, that life happens and things happen beyond our control and you know, you, you can only do so much.

You can only be something for so long before something [00:19:00] happens. So I, I feel like nowadays we are not being as hard as our, on ourselves as we did perhaps pre pandemic. Yeah. And, and yeah. And, and you know, also, you don't be so hard on yourself. Talk to yourself like a friend. Right. It's like old saying, that, that, that, you know, sometimes you aren't gonna meet these targets and that's okay because you have experienced growth in some way.

**Lottie Reeves:** That's the thing. Like, that's okay. And we're like, we are setting these targets and we're setting these goals and these tasks, we are setting it for ourselves. Mm-hmm. Keep them. That's okay. The world is gonna keep on spinning like, nothing cata catastrophic is gonna happen. I mean, I would like to think that you're not setting goals that are like, I dunno the be all and end all for something.

Mm-hmm. But there like, this is our choice and business shouldn't be like running our own business shouldn't be something that drives us into the ground because we're so stressed because we're not doing this and we're not doing that. The whole point of running your own business is that it's enjoyable and [00:20:00] you get to do things that you want to do and you get to spend time doing whatever it is that like sets your soul on fire and excites you. Rather than being like, my God, I'm just so stressed because I haven't got the page reviews and I haven't got this and I haven't got the Instagram followers. And I didn't put enough time into my business because my toddler was sick and I was too tired.

The baby had only have three hours sleep. And like you just have to kind of take a step back, catch your breath, and be like, yeah, all of that happened.

Mm-hmm. But I'll just carry on. Mm-hmm. And also, it's really important to note that goals change as well and like throughout the year. So it's all very well setting your three goals now for a year's time, but things change and that's okay as well.

Mm. The goals aren't meant to be like, no one's writing them in stone and getting you to sign it with blood. They're just, their goal is to motivate you and excite you. They're not goals to like weigh heavy on you. They're meant to be, goal settings should be. Yeah, it should be [00:21:00] exciting, give you that kind of motivation to keep going rather than make you be like, oh God, I don't wanna do anything but too hard.

And the same with our big dreams. Like our big dreams change as well. So if those change, then our goals change and all of that is okay. And all of that is normal and natural and it just, nothing is fixed, I guess.

**Frances Barrett:** Mm-hmm. And yeah, and I, I think that's a really, really good point as well. And actually, that was gonna be my next question.

How often should you realistically review your, your goals? I, I know we, we talked about looking a year ahead and then breaking. Down into quarters and then, and then monthly, like is, is, is this a weekly exercise? What, what's your kind of advice for that?

**Lottie Reeves:** I would say quarterly. Mm-hmm. Just if you're breaking it down.

So if you've got your goals for the year and then you're breaking it down into, right, what am I gonna do for the next quarter? And breaking them those down into monthly tasks at the end of that quarter, if you're like, actually, I haven't done any of my tasks, I've got caught up doing this. It might be because [00:22:00] that's leading you down a different path.

And actually that's when your goals would change and something that might have been a goal before. So maybe you had a goal to make, I dunno, \$500 a month from affiliate income. But over the course of this quarter, an opportunity presented itself for you to make an online course. So actually that goal might be to make \$500 a month from an online course.

So, I feel like it, you, we naturally, things naturally change, but we don't very often naturally allow ourselves to look about, look at that and reflect on it. We get very like, this is my goal and this is what I'm doing, and then it becomes a

bit of a fight and we're like wading through it. When really what we want to be doing is this new thing That's exciting.

And so it's a a little fine line of knowing whether's, something that's exciting in you is that distracting us or is it pulling us in a different direction that is gonna take us through and onwards? And that's, I think, a constant [00:23:00] conversation to have. Yeah, absolutely. And to like assess whether what you're doing is fun.

**Frances Barrett:** Yeah. And, and, and that's it as well. And, and the same with kind of anything in business. It's all very fluid. You can always Yeah. Change it if it doesn't, if, if it doesn't light you up anymore and find a different direction for your business. And that's the, that's the beauty of, of running your own, your own thing.

Yeah.

So we, we said before how, setting nine things per month has to drive your, so how would you break those into weekly tasks?

**Lottie Reeves:** Ooh, that is, that totally depends on how people work. So I personally will have a weekly, I have like an ongoing to-do list that is my to-do list with everything on it. So when I think of something, I put it on there cuz I, if I get it out of my head, it's not something that then I start obsessing about. Like it's written down, it's on a list, it'll get tackled at some [00:24:00] point. And that's like, I guess a master to-do list that floats around. My mom and my partner are always laughing at me because I've, the, the list is there somewhere, things to it.

And then I'll have what I'm gonna actually do each week. And some people like to break that down into days, but my day is very unstructured. I've got a five month old baby, a two-year-old, a house renovation, a glamping business, and a puppy. Wow. The day's just like, yeah. Pick at things as and when I can, but that works for me and I know that that does, some people just can't, can't understand that, and they need to have chunks of time.

Mm-hmm. It's that sort of scenario, if a client is like, right, so I sit on my computer or I dedicate work time three hours a day. Like, okay, so you know that you've got those three hours to pick one thing, either one task to chip out throughout the week or depending on what the task's, like one task today, one [00:25:00] task tomorrow.

Mm-hmm. I think that's a really personal, like setting your week up is really personal and I can tell people what to do and make suggestions, but if we try and do what other people do again, we're doing what other people are doing, rather than stopping thinking like, how do I work? Do I work well under pressure?

Am I a deadline dancer? Do I work well with like three different tabs open and working on three different things at once, which is how, and other people are just like, what, like how, but.

**Frances Barrett:** I think that's a mum in business thing though. Cause I've got that million tabs I've been, in case I forget, in case I forget something. So.

**Lottie Reeves:** No, I like my phone. If I'm thinking of something, I'm like, oh, I really need to like, I dunno, order something or Google something. I like open a tab and start the process. I'll come back to it later. Exactly. Yeah. Tabs. But yeah, I [00:26:00] think again, that's a really important thing that needs to be personalized.

Like how you structure your day and your week is, isn't something that should be dictated by someone else. Mm-hmm. Brought up in that, like, you see lots of coaches that are like, okay, do this. Like, here's a schedule for the week, here's my template plan for the week, and this is how I structure my time. And if you do this, you're gonna be making six figures in five minutes. But actually, and I've tried so many of them and they just don't work because I don't work like that.

**Frances Barrett:** No, absolutely. And, and actually, this, this was a conversation I was having with my business coaches earlier this week, funnily enough, li on on Tuesday, I've got a pretty heavy day. It's a networking morning and then I'm always rushing around in the afternoon cuz I've always got about a billion things to do.

We all do. And I sent her, it was half term last week and I sent her a voice note and I was just like, I dunno what to do. I've just moved houses, stuff everywhere. Nothing has its place. Mm. But I've also got a million meetings to do [00:27:00] this afternoon and literally sent her a voice note and I had a call with her this week and she said, well, why don't you just leave that as a, as a networking day. Yeah. Such a simple solution. And, but I just didn't, you know, when you just have a million things to do. Yeah. I think, you know, when, when it comes to goal setting, I'm, I'm definitely gonna take away from, from this conversation today that less to-do list to do.

Yeah. Cause if, if I need nine things, push my business forward for the next month, then amazing. Just nine things will do. And, and that will serve me and my business a lot better than the 20 million things that I've got running.

**Lottie Reeves:** Yeah. And you can do more on that. But then you've got time for the things that, the like last minute things, the things that happen, the opportunity up, things that excite you, the networking, like that sort of stuff knowing still doing enough to move forward.

**Frances Barrett:** Yeah. Yeah, absolutely. Well, so interesting. Like I could, [00:28:00] I could talk for hours about goal setting. I really could. It's one, it's absolutely one of my favorite parts of the whole process of running a business. So yeah. Thank you so much for, for joining me today.

How can people work with you, get in touch with you? What's the best thing that they can do to, to get into your world?

**Lottie Reeves:** So for goal setting, type stuff that is on my website. That's lottiereeves.com. Mm-hmm. And I've got a workbook there that's goal setting for big dreamers and that walks people through the process of big dream goals, setting it down quarterly, offers, opportunities for reflection, things like that.

Also, thinking about the ways that you like working, the things that you like doing, kind of everything that we've talked about, that's all there. And my one-to-one game plans, all of that information is on that website. Mm-hmm. And. This Mama Rises has the mum support on there as well. So if you've got mum followers who are looking for a little bit of tlc, then [00:29:00] that's when they should find that.

**Frances Barrett:** Amazing. Well, thank you so, so much for joining me today. I've definitely taken loads away with that and hope that our, our viewers have as well.

Thank you so much to Lottie from This Mama Rises.

Thank you. And , see you soon. Take care. Bye bye.