

The most famous goal setting study EVER - a [Harvard MBA study](#). Yale, and others have a similar study. This is what they found.

Prior to MBA graduation, it was determined that:

- 84% of the entire class had set no goals at all
- 13% of the class had set written goals but had no concrete plans
- 3% of the class had both written goals and concrete plans

### **The results?**

10 years later, the 13% of the class that had set written goals but had not created plans, were making twice as much money as the 84% of the class that had set no goals at all.

**The 3% of the class that had both written goals and a plan, were making ten times as much as the rest of the 97% of the class.**

To achieve your goals, they need to be written out and planned for. In fact, it's best to create SMARTER goals, which you can [read about here](#).

However, it isn't just about creating goals the right way and writing them down, you need to properly plan for them. One of the biggest and most important take-aways from that supposed Harvard MBA Business School study on goal setting is the fact that goals need to be planned for. Without a plan, chances for success are minimal.

Examples:

- Set goals for how many new clients you want per month
- What your sales goals are per month
- # of Leads, # of Quotes, and # of Closings goals per month
- How many social posts to create and what kind of content you want to create
- # of new newsletter subscribers

Once you have this in writing, check-in weekly to see your status and how you can catch up.

You want something achievable, that stretches you, but you know is reachable!