

Business Development Session 2 - Setting Goals & Determining Your Purpose & Mission Statement

This session will cover how to create short-term and long-term goals, and how to determine what your business' purpose and mission statement is.

Goal Setting

Goal setting starts with goal writing. It's absolutely necessary to write your goals down on paper. Write all of the things you desire to have. Write a list of all that you desire to do. Write a list of all that you desire to be. To have - to do - to be - for the rest of your life. Not just this week - this month - this year - five years out, ten years out - but, for the rest of your life! What kind of person do you want to be? - for the rest of your life! What kind of experiences do you want to have? - for the rest of your life! Write it down.

Give yourself permission to make a long list of goals. Revise the list whenever you feel like it. Never set a goal in concrete.

General Goal Categories:

1. Spiritual
2. Family relationships
3. Other relationships
4. Health and Physical fitness
5. Education
6. Career
7. Service (to others)
8. Financial
9. Personal insight (how you want to think about yourself)
10. Things to do
11. Things to release (to give up)

Establish a dozen goals in each category. You need attention and concentration. You need focus. One practical way to do this is to answer these questions: WHAT, WHEN, and HOW.

What?

What goal do you want to achieve? - and what will you do to achieve it? Be exact. Define the exact nature of your design. Hold it in mind. Then, determine what you intend to do in order to achieve the goal. What effort are you willing to give?

If the goal is a new profession, what kind of energy are you willing to give to the new profession? What kind of skill are you willing to learn? A new skill? An advanced skill? Can you handle the assignment that your boss handles? Are you prepared to take over, if needed? What field of endeavor are you willing to pursue? A new field? A change? Are you willing? What energy level are you willing to give?

If the goal is a relationship, what are you willing to give to the right relationship? Are you willing to make a change to make the relationship a success? Are you willing to make that change? Or do you demand that the change must be made by the other individual involved? Are you willing to forgive yourself? To forgive others? It takes energy to forgive. What energy are you willing to put forth to develop a harmonious relationship? It takes planning. It takes goal setting.

If the goal is physical health, what are you willing to give? Are you willing to rethink your eating habits? Are you willing to rethink your exercise habits? Are you willing to give up the resentments of the past? Are you willing to give up all bitterness? No, you can't hang on to some. Just let it all go. Are you willing to

take responsibility for your own body? Are you willing to rethink all of your habits? Do you drink coffee? Do you eat sugar? Do you intake an excess amount of alcohol? Do you smoke? Do you eat a disproportionate amount of fat in your diet? Do you sleep the right amount? - without artificial aids? Are you willing to have a healthy life?

Whatever the goal, what action are you willing to take? What energy level are you willing to spend upon the goal? What are you willing to do in order for the universe to respond?

When?

When do you want to receive the goal? Establish a definite date. When do you intend to possess the expression of your desire? Is it a short-term goal? - a mid-term goal? - a long-term goal? Is it today's goal? Or this week's? The end of the month? The end of the year? Is it five years out? Ten years? More? Set a date when you want your goal to be expressed. Set a date!

How?

How do you achieve your goal? By creating a plan of action. Create a plan to carry out your desire. After its creation, put the plan into action. Begin at once. Don't wait until you have the perfect plan. Modify yours as you go along. But put it into action. Continue to carry out the plan. Keep your eye on the plan, on the goal. Use your imagination in creating the plan. Spend some time in seeing how your desire can be brought into expression. Do not force it - let it unfold - let it work for you - as you work the plan.

Write It All Down

1. Write the goal down exactly.
2. Write down what effort you're willing to give.
3. Write down the date you want the goal to come into fruition.
4. Write down the whole plan.

Write it all down. Then, read your statement aloud frequently. If you really want the goals, you'll read the plan twice a day! They are your goals. You have to determine how much you want them. You're the only one who can do that. Read your written plans twice a day. Then, modify them as often as needed by changing events. When your desires change and your plans change, erase the old ones, if in pencil, scratch them out if in ink. You're not locked in at any time to pursue a goal that's no longer of interest to you. You change. Your goals change. As you read it, feel it, know it, believe it, perceive it - know in your heart that the goals are already yours. Rereading the plan puts it back into mind, because during the course of a day, the plan could slip out of mind.

Belief Is the Key

Remember, no one is ready to receive until he or she believes the goal can be achieved or acquired. No one is ready to receive until then. Your state of mind must be one of believing, not wishing. Belief is the key!

Use the following forms to help you determine your goals. Print as many pages as you need to complete this process.

1. [Long Term and Short Term Goals](#)
2. [The Most Important Area Of My Life Is](#)

Purpose in Life

What is your purpose in life? In other words, why are you here on this planet? Did you know that most people cannot answer those two questions? Can you? Do you know why you are here? What are you here to accomplish in your lifetime? If you know the answer to this question, then you can answer the question: What is my purpose in life? If you cannot answer this question, then you need to do some soul searching. You will need to write down what you believe is your purpose in this life on a piece of paper. Don't expect the sentence you write down to be perfect the first time you write it down. Or, who knows, maybe it will be perfect the first time around. But once you write down the sentence, look at it, read it, see

if it fits, see if it is right for you. If it is, then you have figured out what your purpose is here on this planet. If the sentence does not feel right, then you need to continue to search your soul until you find what feels right to you. Remember that the simpler the better. Here's an example of my purpose is life sentence:

My purpose in life is to teach people how to heal their own bodies.

That's very simple and that's what yours needs to be like. You don't have to elaborate how you will or won't do what you are here to do. You just need to figure out what you are here for. Once you have created this sentence you can move onto creating your mission statement for your business. Remember that this sentence may change as you move along the business development process. It may change daily or weekly or annually. Keep the purpose somewhere you can look at it regularly. Read it daily. If one day it does not feel right to you, decide if it needs to be changed. If it does, change it. If it still feels right to you, leave it alone.

Mission Statement

Now you need to take your purpose in life and apply it to what you want to do with your business. This is something you would want to advertise to your potential customers. It's the reason people would contact you or come back to you for their needs. Here's an example of my mission statement for JLS:

The purpose of Joyful Living Services & JLS Educational Services is to teach people how to heal their own bodies through the use of herbs, iridology, nutritional consulting, muscle testing, and education.

See how that works? You can also go onto the web if you want to see how other people wrote their mission statements and read them. They usually are on the front page of a web site.

So go ahead and do some brainstorming for both your purpose and mission statement. If you would like me to review what you've come up with for goals, purpose in life, and mission statement, just e-mail me the forms or fax them to me. I'm more than willing to coach you through this process if you need support.

