**Chalene Johnson**: Today we are talking about goals and the mere mention of goals for some people, it freaks you out because it feels heavy and it feels like oh boy, does that not sound like fun. So I want to make this really simple for you today and exciting and fun and light and actionable. Today, I want to talk to you about a very critical step that most people leave outside of their goal setting. First and foremost, you have to know this. Your goals need to be in writing. First of all, goals need to be measurable meaning that you can’t – it is not in your best interests to set goals that are vague like I need to get in better shape, I need to build my email list, I should spend more time with my husband. All of those are so vague and your brain doesn’t know what to do with ambiguity. That’s why when we hear like part of a story, we fill in all the extra pieces.

We are not doing that to be gossips, we are not doing that to be nosy, we are not doing that to invent facts or details, but our brains need specificity. That’s why the – like when someone is trying to tell you about a restaurant to visit or a place where they’ve gone in your city and they are trying to explain to you where it is and you are like ah! until you can really picture exactly the location and you know what it’s next to and you are like, oh I’ve been in that plaza before. Your brain just can’t even handle it and it’s trying to picture in all these different places. It’s the same reason why when we meet people, we are like well is he married or is he single. Did he grew up here or did he grew up in the Midwest. You know, like we want all the details because our brains want – we don’t like ambiguity, we like very specific information.

It’s hard for our brains to process anything that’s incredibly vague and the same is true of goals. So when we set goals that are general like I need to get in better shape, our brain goes, I don’t know what to do with that other than to keep beating you up and when we say things like I should work more on my business, your brain says, well what am I supposed to do with that vague piece of information. However, when you give it specificity such as it is my goal to exercise five times a week or I need to make sure that I am scheduling a date night once a week with my spouse. My goal is to add 200 people to my email list every single day. That’s very specific and as some of you have mentioned here, it is a common practice amongst professionals who teach goal setting to use the term measure. So and you probably heard the term before, SMART goals where there needs to be measure attached and the measure needs to be very specific so that even a child could say, okay you hit your mark. There is no – because if we say like I want to get in better shape, what does that mean?

You know, you can very easily let yourself off the hook. So they need to have measure, #1 and this is something I believe is incredibly important. They must be written down. When you put your goals in writing, what happens is, you take it from your head and each letter as you write it not on your phone, that’s very different. The digital device has a very different affect on our brains than actually using your own hand and taking pen to paper. What happens is your brain begins to process each letter as you are writing them. That processing piece is very important because it’s like taking it from an idea that’s bouncing around on your head and you are processing what exactly it is that you want and when you write it down, I personally believe it’s putting it out into the universe and once you decided that you really want something and you are determined to make it happen, the universe works with you to make that happen. It’s amazing.

Goals should be fast approaching and bite size. I used to for many, many years and even in my book Push, I taught the concept of teaching a system of goal setting based on 12 months, just you know, what would you like to say you’ve done in the next 12 months but I don’t do that anymore and that is because I have practical experience working with thousands and thousands and thousands of entrepreneurs and I have very specific personal experience working with a handful of very successful entrepreneurs in our private coaching and mentorship group where we were able to experiment with the length of time that goals – how quickly people could achieve and what they are able to accomplish if we were to set shorter term goals.

So what we found in the last 3 years of experimenting with this and our case studies is that the people who had the mostly amazingly fast, exciting success were those who are able to set their goals every 90 days. We’ve experimented with once a week goals, we’ve experimented with every 10-day goals, we’ve experimented with every six months and 12 months. 90 days happens to be that magic number for us and again, we practice this year after year and just about every increment you can possibly imagine in 90 days works. So I like them to be fast approaching, I like them to be goals – I suggest that they be goals that are just outside of your comfort zone, so not like ridiculous goals and also it doesn’t make any sense to set a goal that you are already on PACE for. That’s not a goal, that’s a checkmark.

A goal is something that’s like, this is scary. It would be amazing but it’s going to take some courage for me to even speak it out loud. It’s not going to be simple and that’s what I want you to do today is to set a 90-day goal. What type of goals should you set? I personally believe that at least three of your goals should be related to an area where you feel after you’ve done an assessment of all areas of your life, your health, your mental health, your physical health, your environment meaning your car, home, closet, kitchen like where you hang out your office space, your romantic relationships, your personal relationships, I mean it’s friends and family members, your hobbies or what I like to call your joy goals like goals that you do just for joy, your spirituality goals, your goals related to your purpose, your financial goals and I think I’ve missed one other but all of those areas, you want to take a look at them and decide, okay well where am I kind of missing the mark.

Now what’s most important to you but where when you think about that area, you are like, oh man, I should be doing a much better job, career, thank you. I should be doing a much better job in this area and once you decided what that area is, then I want you to set at least three of your goals related to that area. The remainder of them, I don’t care if five of them are fitness related and three of them are financial. It doesn’t even matter to me if you know, seven of them are all on the same category. That’s up to you, it’s got to be exciting but at least three of them should relate to an area you personally believe you’ve missed the mark and you know you could and should be doing better, right. From there, then what I ask you to do is to do something that so few people remember is critical when you goal set and that is to start with your push goal which I call your 11th goal, your 11th is your push goal.

Your push goal is a goal that you create after you’ve created the other 10 and it’s a goal that you are like, if I do this, all the other goals on my list will take care of themselves, either that or its neutral to it. So let’s say for example, most of my goals require that I am making more money and that I am working less. Well then, I’ve got to set an 11th goal that makes all of that possible. However that 11th goal maybe neutral as it relates to say my pure joy that I want to paint once a week. So but that push goal should have an effect on the goals that you have which are either financial or related to your stress et cetera.

Setting the date. So once you have a list of 10 goals, cool, then you are setting your 11th or your push goal, right and if you don’t understand any of that, don’t worry about it. I can teach it to you for free, yes smart success is closed but still open is and always open, it’s always free is my 30-day push program. It’s 30daypush.com, it’s free and it teach you in much greater detail how to set and achieve your push goals and we’ve recently revised that to include this 90-day concept. So if you’ve done push goal, the 30-day push many years ago, I would suggest going back and doing it. If you are a smart success student, stay right where you are. You don’t need to do 30-day push. 30-day push is kind of like an on ramp for smart success but smart success, we are going to cover all of that and more. So you are good, trust me. You don’t need to go anywhere else. I got you covered but once you have decided on your push goal and you’ve said, this is what I know I can accomplish in 90 days if I am determined.

Here is the piece that most people miss. They say, I want to do this thing. I’ve set a goal of doing this and they don’t set dates by which each step should be accomplished by. So they will say, in the next 6 months or in the next 90 days, I want to launch a new program. Well, that’s great. You said 90 days from now, but do you know the exact date because you need to know the exact date and then really, honestly before you can even set the exact date, you need to know because you can’t just throw a dart at a wall and say, I’d like to do that in 90 days without first knowing what does it take and how long are each one of these steps going to require. So once you’ve decided on your push goal, you must reverse engineer it. With the reverse engineering process, it’s simply a brainstorm, it’s simply brainstorming.

Have you ever done a complete brainstorm of a pretty big idea or project? Do you want to do one with me right now just to see what it looks like? And I haven’t prepared anything. I can just show you how I do this. You want to do it? Yeah okay cool. Let’s just say, let’s just pretend hypothetically that you want to create an E-Book and you want this E-Book to be an Amazon bestseller. Okay so I am going to write that goal. In the next 90 days. This is how I do a reverse brainstorming on session. I am so glad you are here to see this. I have not done this before. So this particular exercise, I haven’t thought about creating Amazon bestseller before. I have a New York Times bestseller, that’s a different list. That’s a much different list but if you want an Amazon best E-Book, so this is just an E-Book and this means I am going to self-publish it. So I am going to write down E-Book self-published.

Now here is my process. I simply think of absolutely anything that I could possibly need to know as it relates to this project in no particular order as it pops into my head. Okay so the first thing I want to do is I am going to research. Well I am going to do a lot of hours. So I am going to research the current top sellers in the category I am looking at and I am also going to look at – underneath that research, I am going to look at length, title, price, content, author, their promotion, their platform, their audience. I am going to buy the E-Book. I am going to buy ten of the other top Amazon bestsellers. I am going to buy ten of them and I am going to find out, what do they have in common. I am going to look at how many reviews, I am going to look at – so right now, this is all research which FYI I would outsource this to a virtual assistant but again, now I’ve got you know 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 like 15 steps already and I haven’t written a word.

Then once I know – see because I want to do research. You don’t just write the book when you don’t even know. You don’t even know what goes into it. You got to start with your research first. Okay then once if you got that, then I need to figure out, do I need photos right? So now, once I’ve got a pretty good idea of what most people with the top Amazon bestsellers look like. That’s not to say that mine has to be just like this but now I know generally speaking, they are this long, generally speaking, they are sold for this price point, generally speaking, this is the author, this is the – you know, I know a lot about what those books have in common. The next thing I am going to do is I am going to research what it took to get into that position. How long ago was the book published and I am only going to look at self-published books because that’s my goal is to have a self-published book become an Amazon bestseller, okay.

Now FYI, truth, if you are an Amazon bestseller in your category for 1 hour of 1 day, can you still call yourself an Amazon bestseller? You can and people do. I will hear people call themselves bestsellers, I am like bestseller in your neighborhood. It’s awfully vague, isn’t it? We hear people saying like I am a bestseller, I am like, where? You know but we don’t – you know I am just saying. I am saying that because I know a lot of people make it their goal to become a New York Times bestseller but I wonder sometimes because I know how freaking hard that was and you haven’t seen me write a book since then, have you? I know how freaking hard that was to do and I know a lot of people have that goal and I wonder how often people actually catch the distinction between New York Times bestseller and bestseller or Amazon bestseller and I might add, you’ve never heard me say, I was a #1 New York Times bestselling author because I wasn’t #1. That was my goal, we didn’t hit it. It was my goal to become a #1 New York Times bestselling author. Didn’t hit #1, hit the list. You know and that’s great because it’s still on my resume.

Now what’s the next thing I have to do? Now I need to write my book. Okay and I need to record audios of my book. Now then I have to research how many pages 10 minutes of my audio recordings. So if I have a 10-minute audio recording, how many pages does that equate to because that’s going to help me figure out how much I need to record because I am not – I prefer – that’s my preferred method. So I am going to audio record it and then I am going to have someone that I work with, a VA take my transcript and fluff it up and proofread it for me. Okay then, I am going to find a writer. Sometimes these are called ghostwriters but don’t let that term freak you out because a lot of people are like, oh ghostwriters. I mean they wrote it for you and some people do use flat out ghostwriters. There are bazillions of celebrities who didn’t write a word, didn’t transcribe a word. They will sit down or get on the phone with a ghostwriter and explain to them what they want their book to be about and then the writer writes it. It’s their story but it’s in the ghostwriter’s words and then there are ghostwriters who will take your content even the book that you’ve already written and they will make it better.

They went to school for this but then it’s still it’s your work and when I got my deal with Rodel [ph] the book was already written when I got my book deal and they said, you need to hire a ghostwriter and here is the ghostwriter you will need to hire and here is how much you have to pay her and it was $30,000. I am like I already wrote the book and they said, well too bad. Take it or leave it and I was like, but I already wrote the book, I don’t understand and they said, but you are not a writer and we have to – this is the level of excellence that we expect here Rodel, we have just a few ghostwriters that we work with. This we’ve chosen this person for you because she writes with people who’ve already written the book and she’s just going to make sure that everything is really in the right order and you know what, it was a great experience because I was so annoyed and so defensive. At first, I was like, really, okay so ghostwriter, now you are going to tell me how to write my book and I was very defensive like at first on the inside. I didn’t like speak it but then once you sent me back some revisions, I was like, oh you know what, it actually does make sense for that chapter to come before this chapter and I kind of agree with you. That does make sense now that you’ve asked me a few questions and this is probably a better way of explaining it and in the end, there were some pieces that I wish had been included in the book that were not but for the most part, it was really great to have her, I don’t know if it was worth that much money but you know, it is what it is. It is what it is and it was really great to have her expertise.

Okay so now, we are talking about an E-Book. Okay so now we are talking about – okay, who am I going to hire to do this, how long is this going to take and I am going to do that by researching how long this is going to take for me to take the audios, have them transcribed and then work with a writer to make it perfect and now how many photos do I need. Do I need photos, who is going to take the photos. I am going to research software for creating and releasing E-Books. I am going to purchase the software. I am going to look into consultants because consultants will always save you money and find the shortcuts. I am going to look into consultants who do this and have a track record of getting people on the Amazon bestseller list and I am going to interview them and I am going to weigh that cost and I am going to figure out how much email marketing needs to be done in order to build up a list of people who are excited to buy my book when it releases. Then I am going to create freemiums and I am going to create two or three freemiums that relate to the topic of my book and I am going to look into lead pages in creating opt-ins for those freemiums. I am going to research and find out approximately how many people do I need on my list in order to believe that I have enough people to launch the book. That’s the piece that’s going to tell me when I can set the date for this goal, okay.

So even if I finish all of these things on here, if I’ve set a goal of doing this in 90 days, yet one of the tidbits of information that I uncover. In that tidbit, it is revealed to me that I need – just hypothetically speaking a 100,000 people on my email list in order to hit the Amazon bestseller list and I see this and I am like 100,000, I can’t get 100. There is just no way I am going to be able to reach 100,000 on my email list in the next 90 days. I do however believe that I could do it in the next say 6 months. Now I can set a date. I can set a date for my book to hit the Amazon bestseller list. All of these other pieces which are brain dumps right. All of these other pieces, these all need dates on them too because if I don’t put a date on them, guess what I do not have, I do not have urgency.

Let me tell you how important dates are. Dates make your promise public. When you said yourself, I need to do this soon, the only person you will ever be letting down is you but when you set a date publically for just even one of these things on this list, what you are doing is making yourself accountable to everyone else and till that point, if nobody knows about it, you haven’t failed and you’ve let no one down except yourself. No one thinks you are a flake because nobody knew about it. Dates make us feel urgency and we are best in our 11th hour, aren’t we? Like if I told you, listen, you’ve got the rest of the week to think about something that you want to do in the next 90 days, well you take the whole week to figure that out but if I said to you, all right you’ve got exactly 90 seconds to decide on a big goal that you’d like to accomplish in the next 90 days, you will do it like that.

We like fast approaching deadlines. We work best under pressure, we work best in the 11th hour. Every step of your goal however needs a date attached and the date has to be made public. The biggest mistake I see entrepreneurs making all the time is they set a date without doing this. #1, if you are good in your setting dates and you haven’t done the research to figure out what goes into it, you’ve pulled the trigger without really taking a moment to line up your ducks #1 and then #2 even worse than that are the people who have these really big dreams and goals and they’ve even taken the time to write it down on paper but they never give it a date and you know what happens when you never give it a date, I will tell you what happens. I am going to show you what happens. When you never set a date for that big dream that you have, that’s going to change your life and take you to the next level, right. And do you know what happens if you don’t, this gets in the way. Yeah, life gets in the way, life happens.

Things come up and then everything else and everyone else becomes just that much more important than your big goal. Ladies and gentlemen, it has been an honor to be with you here on periscope where I’ve recorded this live episode of the Chalene show which you will hear on the Chalene show which is my podcast on iTunes. You can catch it on iTunes if you have an Apple or the Stitcher app. I think actually Stitcher works for both Android and Apple and if you’d like to know specifically, if you’d like to spend 30 days with me for free walking you through this process of goal setting, I would love to invite you to join me at 30daypush.com, it’s free course. It’s a nice little onramp especially and if you are in Smart Success, trust me, you don’t need to do it. We are going to go deeper, deeper, deeper, deeper, deeper than that but if you’ve not been through a 30-day push, if you’ve done it once and you didn’t get all the way through or you did it once many years ago, I encourage you and I invite you to do it again because we’ve updated a lot of the content and a big piece of that is 90-day goal setting but don’t forget to set a date. Guys, thanks so much for joining me. I love you and I have another appointment waiting right now. Otherwise I would stay and answer questions. Maybe I can come back later tonight. Bye guys, thank you so much for being here. Love you, promise, I will be back, I mean it, 90 days!