

Wisdom for Wednesday

Positive messages for daily living. Pass on the good feeling – forward this to your clients so they can reap the benefits as well.

Setting Goals

No matter how skilled or knowledgeable, if you are not clear about your destination how will you know you have arrived? And if you haven't studied the territory you are entering, how will you recognise landmarks along the way? Goals provide a blueprint for you to follow and a yardstick to measure your progress. Having goals does not mean to say that you cannot make changes along the way but it does remove much of the guesswork and gives you strong parameters to work within. Goals keep you focused and on track.

Here's an easy way to start. Make yourself a wall chart with your goals for the upcoming year on it (you can start at any time). In the box at the end of the year, write down what you want to achieve. It is even better if you have a visual - a photograph or symbol as well. Then, working backwards, set smaller goals that would need to be achieved along the way to enable these major goals to be met. It might look something like this:

January 2023

Take an overseas holiday.

November 2022

Deposit paid on holiday.

September 2022

Have enough paying clients to cover outgoings and leave a small profit in the bank.

March 2022

By now you are sending out a monthly newsletter with special deals to clients. You are working on building relationships with prospective clients – you are busy networking.

January 2022

Set up client database and profiles by end of February. Prepare a “New Year” mail-out to send clients and/or phone more important ones.

Note: Make sure you reward yourself for reaching targets. Plan this ahead as well – think of small rewards you would like and write them beside the target.

Set up another weekly whiteboard or wall chart to keep track of the effort you've put in (you forget once you move on). For example, list how many emails or phone calls you've made, quotes or bookings done. This helps you to see that you actually are achieving things each week – you are moving forward – it keeps you motivated. It is also good to keep this type of record so that you can gauge where your efforts are bringing results.

Each night prepare a “To Do” list for the next day. First thing next morning consult the list and add anything else you have thought of. Then, using a red pen, prioritise (number) the list in order of urgency. During the day tick off items as you go and don't forget to add on the unexpected interruptions. At the end of the day go over what you have achieved (it is usually more than you realise). Anything not done can be transferred to the next day's list. You will find that some things keep being moved forward and eventually drop off, which means they were not important in the first place or that you are procrastinating.

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