

So what are goals anyway?

by Kaya Singer

Do you operate a small business and feel frustrated at how slow your business is growing? Are you wanting 2007 to be the year that your business really takes off?

Maybe you want more of the right customers and more income streams but have trouble creating a good plan to get there?

Perhaps you have trouble knowing what your goals should be and how to get there? You have heard the term "strategic planning," and you understand it in your head but somehow it's a little vague as to how to do it.

I used to have goals but never got around to working on them because I was too busy dealing with day-to-day issues or attractive distractions. When I did have some time, I chose to work on creative projects. The road to follow was there in the back of my mind but sort of lost in the fog, just out of reach and fuzzy.

I read books on goal planning, I bought a goals CD and listened to it in the car, and I even took a stab at writing them down at the beginning of the year, but still something was missing. I knew it had something to do with focusing but I always said "next week I will get to it," and the months rolled by. It is no fun being in the fog and knowing that a crystal clear road to follow is just out of sight.

Is my story sounding vaguely familiar to you? I bet you would like to have a clear road to follow to help your business have purpose and prosperity. You would feel great knowing that you were meeting your new year goals and growing your business, walking forward one step at a time. But no matter how hard you work, you never seem to get your feet moving past the fog to where your success is and your new customers are.

I had this problem for years with every business I owned. I fumbled around wanting to get out of the fog and find my way clearly until finally I found something that worked. It is actually a very simple but powerful combination of three things that I am happy to share with you here.

You may find these three things familiar and you may have actually done them at different times but the power is about doing them all together.

1. Support. You needed to work closely with a group that can see clearly what you are unable to see and help you to stay on track. This provides accountability, commitment and insight. All successful people work either with a coach or with each other and offer feedback. A mastermind group is a small group of committed business owners like you who meet regularly and work on goals together.

2. Habits. Developing new habits is the cornerstone. You need to be willing to develop new positive habits and let go of the bad habits that are keeping you in the fog. If you keep practicing the same bad habits over and over you just get really good at making poor choices. The first step is to acknowledge your poor habits and decide what steps need to be taken to make constructive change.

3. Focus. You need to connect to your own strength and make a decision to do whatever it takes to get on that road and stay on it. It takes the strength to go where it is uncomfortable knowing that in the end you will get there. Make a list of the things that help you to stay focused. Most people get pulled into attractive distractions when faced with doing something difficult or challenging. The key is to focus right on the one thing you want to avoid.

Make 2007 the year that your business soars. Now is the time to create goals for the year. Go for what you want, know you can do it, and use support, habits, and focus to get there.

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