

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #2 - The Goals Worksheet Getting The Right Things Done Right Away

If you don't set goals in your business, then your business is going to largely run like a rudderless ship. In other words, you'll tend to drift whatever way the wind blows, but that's not necessarily a good direction. As such, you're going to want to create goals for your business, as well as create plans for achieving goals. That's what this worksheet will help you do.

Let's get started....

Step 1: List your goals:

NOTE: You should have one primary (*overall*) goal and then develop supporting goals. Those supporting goals may be good goals to achieve all on their own, but they also help you better achieve your primary goal.

For example, your overall goal might be a monetary goal (*make \$X amount with your business this year*). You'll then create secondary goals to achieve that overall goal. Indeed, you may end up with multiple tiers of goals.

For example, one thing you need to do in an online business in order to meet your monetary goal is to get more traffic (*that's a tier 2 goal*). And to get more traffic, you may set up tier 3 goals (*such as getting X amount of traffic from SEO*).

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You may even have tier 4 goals that support the tier 3 goals. In this example, you might have SEO goals regarding rankings for specific words, how much content you want to create to achieve those rankings, how many inbound links you'd like to get, and so on.

The point is start at the top with your overall goal and then work your way down creating supporting goals for your overall goal.

Step 2: Determine if you're choosing SMART goals.

The second step is to refine those goals so that they're SMART goals. Start with your overall goal and answer the following questions (*then you can do the same with your secondary goals*):

Is your goal Specific? Yes ____ No ____

If not, refine it so that it is specific:

For example, *"get more traffic"* is NOT specific. Instead, you'd say you want to increase your traffic by X amount of visitors per month or increase it by Y% percent over what you're currently doing.

Is your goal Measurable? Yes ____ No ____

If not, refine it so that it is measurable:

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Your goal needs to be measurable. Otherwise, you won't know if you're on track to achieve it or even if you have achieved it. For example, a goal like *"establish my expertise in the niche"* isn't measurable. Instead, you'd choose goals such as, *"Publish 52 guest blogs this year on at least 30 different blogs."*

Is your goal realistically Achievable? Yes ____ No ____

If not, refine it so that it is achievable:

Is your goal Relevant? Yes ____ No ____

In other words, why are you setting this particular goal?

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Is your goal Time-bound? Yes ____ No ____

In other words, pick a deadline for achieving your goal:

The final factor to consider is this: *how does your goal make you feel? When you think about what it will be like to achieve it, what do you imagine will happen and how will you feel?*

NOTE: Your goals need to be personally meaningful to you. Otherwise, you'll have trouble staying focused and motivated. For example, if you chose a certain income goal, *WHY did you choose it? What is the emotional reason behind it?*

For instance, a work-at-home mom may choose a certain income goal that will allow her to stay home and raise her children. As you might suspect, that's a very emotionally meaningful goal which makes it easier for the mother to stay focused and motivated.

Now go through and answer these questions about your supporting goals.

TIP: If you're setting certain goals that will take a long time to accomplish, then you may want to select milestone (*stepping stone*) goals. These goals will help ensure you're on track to achieve your larger goals, plus being able to celebrate the achievement of a smaller goal will keep your enthusiasm and momentum going.

For example, if you're setting a list-building goal to get 20,000 subscribers, then you'll want to set milestone goals (*first 100 subscribers, 500, 1000, 5000, 10,000, and 15,000*). Notice the milestone goals are smaller in the beginning, but then get bigger as time goes on since you'll have experience, momentum, a strategy in place, etc.

Step 3: Develop a plan to achieve your goals.

Now that you've set SMART goals that are personally meaningful to you, your last step is to create a detailed step-by-step plan for achieving each of those goals.

Fill in these blanks:

Start with your overall goal...

What is your step-by-step plan for achieving it?

NOTE: If you've never done anything like this particular goal before, then do your research to determine the best way to achieve this goal. You'll also want to do your

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research if you've attempted and failed at this goal before as you'll need to refine your plan.

What are your strengths that are relevant to this goal?

How can you best use these strengths to achieve your goal?

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What are your weaknesses that are relevant to this goal?

What can you do to overcome these weaknesses in order to get better results?

What potential problems may arise as you work to achieve this goal?

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How will you overcome these problems?

NOTE: Be specific here by creating a detailed plan of what you'll do if you encounter specific problems. Note that in some cases, outsourcing is the quick and easy answer. For example, if you're not a technical person, and developing a website is going to be an issue for you, then outsource this task so that it doesn't become a speed bump on the path to your success.

Congrats! You now have an overall goal, a set of secondary goals, and a set of plans to achieve these goals. Your next step is to now take action and implement your plan.