

CHIEF
EVERYTHING
OFFICER

QUICKSTART GOAL SETTING GUIDE

SET. MESSAGE. SUCCEED.



**SETTING GOALS IS THE
FIRST STEP IN TURNING THE
INVISIBLE INTO THE VISIBLE.**

- TONY ROBBINS -

Congratulations on taking action to achieve more!

Let's start by writing down 4-5 goals that you have been thinking about wanting to accomplish or work on in the next 2-6 months. (We will fine tune them soon! Just get started and don't over think it.)

As you look at your list of goals, which 2 goals, if you were to accomplish them, would have the biggest positive and immediate impact on you? Why?

Which of those two above goals could you accomplish (or make significant progress on) in the next 60 days?

Now, let's reflect on your goal. Take a little journey with me on one of the most profound experiences I've had with keeping my goals (aka promises with myself). Keep that above goal in mind as you read the following experience.

THE “PERFECT” GOAL

I had worked for TV Celebrities Chris and Heidi Powell from ABC’s Extreme Weight Loss for two years at this point. They’re known for helping 18 or so contestants each year go through jaw dropping transformations, losing almost half their body weights (some as much as 250 lbs) in a single year!

KNOWLEDGE ISN’T ALWAYS POWER

I knew the ins and outs of their program, their philosophies, and could explain “promises” (aka goals) to just about anyone. But, I struggled keeping many of my own health related goals.

So, you know the drill. New Year’s Eve. Set a goal to get healthy or lose weight. Get all excited to start fresh. “This year it’s going to be different,” you cheerfully quip to yourself.

You make it to January 3rd and bam! You blow it.

Your head tells you that you’ve already ruined your “perfect” diet record so you should throw in the towel. And for most of us, we do. I know. I’d done it for more years than I cared to admit (along with millions of Americans!) Things were about to be different.

SETUP FOR DISASTER

We were finishing up a photo shoot New Year’s Eve morning and as I prepared to leave Heidi and Chris’ home, I made some off-the-cuff comment about my “perfect” New Year’s Resolutions that I’d set.

Well, I should have known better that to even bring up the subject with someone like Chris, who together with Heidi, are masters at coaching people to their health goals.

So, I rattled off my most magnificent goals on how I was going to totally revamp my life:

- Give up diet soda
- Go gluten free
- Drink 100+ oz of water every day
- Work out 5x a week.
- Follow the Powell’s Carb Cycle diet

Aren’t those amazing goals? After 2 years with Chris and Heidi, I had the knowledge and tools to do this, this time! I was so proud of what I had planned and then, Chris gave me THAT look and just kind of shook his head. It was that look of “what on earth are you thinking!?!?!?”

WHAT ARE YOU THINKING?

“You’re going to do all of those?” He exclaimed.

“Well, shouldn’t I do them all?” was running through my mind. I NEED to do all of them is what I really wanted to say!

At that moment, I began what was to become one of the most powerful lessons in the key to setting achievable goals that I’d ever experienced.

POWER OF A PROMISE

Textbook wise, I already knew that promises, especially keeping promises to oneself, was one of the most important keys to weight loss success, and all goals actually. I “knew” it. I could preach it. But, as I have with so much else in my life, I truly believed that I (yes, little me!) could take on so much more than the average Joe. I always had. I always did.

RECALCULATING...

20 minutes later . . . I left. I left with a new goal. (Yes, I said A GOAL. As in ONE goal.)

After some serious interrogation, those other 5 goals were analyzed and tossed out the window! As Chris challenged me on each goal, we’d gone to 4. Then 3. Down to 2, and then one.

And even then, that one wasn’t “perfect” enough apparently, as Chris kept drilling me to rethink my

“Drink at least 100 oz of water every day” goal.

MOST IMPERFECT GOAL EVER

I conceded to his wisdom.

Ultimately, I left that morning with the shortest, and in my mind, the **EASIEST** and most **IMPERFECT** goal ever for a New Year’s Resolution.

My new goal evolved into:

*Drink 2 – 16 oz bottles
of water each day*



Yup. It was as short and simple as that. It was only a 1/3 of what I’d initially aimed for. And it came with one caveat — if I failed to do it, I had to call Chris and confess that I’d screwed up.

Yeah. Not exactly who you want to call and tell that you can’t drink 2 measly glasses of water to. But I got this, right?

I FELT LIKE A CHEATER

I’m going to be honest. It sort of felt like cheating! No. It **REALLY** felt like cheating! Who has just **ONE** little goal? Isn’t one supposed to have a list of like 5-10 things we want to fix or improve upon for resolutions? I’d never seen a list of goals with just 1 thing on it. (Yeah, I know. Their book said to just pick one, but who does that? If one is good, two, three or four is better right?) Maybe that was my very problem!

New Year’s morning I woke up and as part of my routine, ended up in the kitchen where I proceeded to automatically open the fridge and take a drink of Diet Pepsi. Wow!!!! Boy am I glad that Chris had made me cross off “Give up diet soda.” It was only 8:37 am and I would have already blown it!

STILL ON TRACK

I felt a strange sense of relief that I’d not messed this up already and I proceeded to grab my first of two water bottles and guzzled it down.

It didn’t take long to drink the two bottles. And wow...I felt a mysteriously delightful sense of accomplishment. I did it! I kept the first day of my goal. I was also glad I’d done 16 oz bottles as they were so handy to just grab out of the fridge.

It felt almost too easy, but I even drank some extra water and as I went throughout my day, I aimed to cut back on gluten, drink less soda and even went for a walk. But, I didn’t punish myself like I would have, had those still been my main goals.

ACCOUNTABILITY IN ACTION

As each day passed, I felt a certain bit of accomplishment as I passed off my goal earlier and earlier in the day. There was a certain sense of pride developing that counterbalanced that emotion of having such an imperfect (in my mind) goal. But, I **WAS** doing this! I had kept my New Year’s goal for a whole week! It felt really (mysteriously) good.

A few days later, I got crazy busy and had a super stressful and chaotic day. I crashed into bed late that night and was so glad to have my head finally hit the pillow.

*I suddenly sat up and screamed out that I forgot
to drink my second bottle of water!!!!*

My husband thought I was crazy! Half asleep, he rattled off a list of reasons why I wouldn’t want to drink 16 oz of water just as I was climbing into bed but I was **NOT** going to call Chris Powell and tell him I screwed up. I’d much rather wake up at 3 or 4 in the morning to use the bathroom then call to say I failed.

I ran to the kitchen and grabbed a bottle of water and proceeded to chug it down in about 2 minutes. Done. Whew! I had kept my goal! A sense of relief washed over me.

THINK ACHIEVABILITY

It was at that moment that the power of realistic promises clicked! I had set a goal that, when I really stopped and thought about it, could realistically be completed in about 5 minutes (maybe less if I were a super guzzler). There were 1440 minutes in a day and I could technically finish my goal in just 5 of those minutes. **LIGHT BULB MOMENT!**

By picking a reasonable goal, I could accomplish it in a matter of moments, not hours. Trying to drink 100 oz of water? Yeah, I realistically could not have done that after climbing into bed. I could still drink 100 oz of water but I only **HAD** to drink 32 oz to be true to

Now, let's look back at your goals and what you want to achieve in the next 60 days. Write it again for easy reference:

Empty rectangular box with a decorative border for writing a goal reference.

Does your goal need to be broken down further to accomplish it?

Example 1: Build a website in 60 days. This should be broken down into steps and then pick a defined step to start with.

Example 2: Exercise 7x a week.

Break down goal into more doable steps below, if needed.

Large empty rectangular box with a decorative border for breaking down a goal into steps.

Use an additional sheet of paper if needed. Pick your first step and double check it in the next column.

Feeling good about your goal? Let's double check! Focus on each word. Is it specific and measurable? Will you definitely know when it's been accomplished each day? AND, can it be done in less than 15-20 minutes?

Example: Exercise 7x a week is measurable but yet vague. What does "exercise" mean to you? Better: Do 15 minutes of cardio or stretching every day. Remember that you can always do more. We want a goal that at a minimum, if everything goes haywire, you can accomplish it in 15-20 minutes tops, preferably less.

You can set a goal that takes longer, but if you fail to meet it, we'll work with you and encourage you to define a more achievable goal.

Goals can be updated at any time, so don't stress over it. Something is better than nothing. Keep it focused and concise.

My first goal is:



Empty rectangular box with a decorative border for writing the first goal.

What timezone do you live in? _____

What do you think will be the biggest obstacle(s) in achieving your goal?

Large empty rectangular box with a decorative border for describing the biggest obstacle.

Circle one: MALE | FEMALE | Prefer Not to Answer

Birthday: Month _____ Day _____

Do you have a business website? _____

(We'd love to get to know you better.)

Email address you subscribed with: _____

Take a snapshot of Page 1 and this entire page and reply to our welcome text by sending us both photos. We'll review your goal and your first goal reminder will start within 48 hours, if not sooner! Congrats! Let's do this!

Text to: 623-500-6900