

A 3 Step Simple System to Achieving Your Goals

Goal Setting & Gap Analysis

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Hi Alison Basson here. One of the things I have learnt over years of being in business is if you don't have a clear picture of what you want to achieve in your business and life you can often get sidetracked onto other things and lose sight of your goals.

For you to create a plan to move forward in your business, you must first look at where you are now and have a CLEAR vision of where you want to be. Without a clear vision of where you want to be and what you want to achieve, it's impossible to make decisions to get you there.

This doesn't have to be a mammoth task, and I will go through it first and then give you templates so that you can do them yourself.

If you don't have a clear picture of how you want your life to be, how are you going to start living it?

Ok so let's get started.

1. Have a Strong Exciting Vision of Your Future

The first thing is to create your Vision; this is also known as your Primary Aim.

A vision or primary aim is a clear picture of what you want to obtain, achieve or accomplish. It is made up of your goals and dreams - the big picture of your ultimate desires. Everyone's vision will be different. The important thing is that it is true to you – what you truly want - otherwise it will be of no consequence to you and have little meaning.

This can be whatever you want as long as it is exciting, ambitious and a stretch for you to achieve. It needs to make you want to jump out of bed in the morning and make your heart sing, but it needs to take you out of your comfort zone and stretch you. So let your imagination go and start writing. Think BIG!!

In the words of Albert Einstein, **“Imagination is more important than knowledge,”** and **“Imagination is everything. It is the preview of life's coming attractions”**.

Here are some things to think about when creating your vision:

- What would you like to be able to say about your life? If it was to be read out at your funeral, what would it say about you and your life?
- So ask yourself the following questions:
 - What do I wish my life to look like?
 - How will my life look like on a day-to-day basis?
 - How would I like to be with other people and how would you like other people to think about me.
 - What would I like to be doing in 2 years, 5 years, 10 years time etc from now?
 - What things would I like to learn in my life – intellectually, financially, physically, spiritually, emotionally etc
 - How much money will I need and by when to do the things I wish in my life? How much Gross Revenue will your business generate - \$250,000 \$500,000, \$1m? What profits will you generate?

The best way of writing this is as a 3rd person looking at you.

This shouldn't be too long. If you feel like this is hard work, you do not truly believe your vision will come true.

Once you have completed your vision, print it out and stick it on your office wall where you can see it.

Remember to think about what you want from having your business. What does the big picture look like? Your business is a means to an end – it is only a vehicle to enhance your life, it isn't your life.

2. The 'Gap' – Your Strategic Objective

Once you have your Vision/Primary Aim, you need to be able to realize that aim and turn it into a reality. So it's time to create a plan of how you are going to get there.

This is where the 'Gap' or your strategic objectives come in. This is a clear statement of what your business has to do for you to achieve your Vision/Primary Aim.

We all know the importance of goal setting, but how many of us actually do it properly? I find one of the biggest reasons for people not achieving their goals is they try to do too much at once and don't know what steps to take to achieve those goals. This is the 'Gap' from where you are now to where you want to be.

The gap is extremely important, as it gives you a clear picture of what you want to achieve. I am only going to focus on business here, but you can use the same principals for your personal life.

So how do you do it?

a) Where you are now?

The first thing you need to do is review where you are now; what is happening in your business? Only by doing this will you be able to improve certain aspects of your business because to improve what you do you need to measure what you do. So write down where you are now. Be honest, this isn't the time to make it up, so if you are only making \$500 per month or only productive 10% of the time, it doesn't matter, write it down.

It will depend on your business but here are some areas to look at:

- Sales Revenue – Include how much you are making, your conversion rates
- Marketing - what marketing activities do you perform?
- Traffic – number of visitors you attract and how many turn into subscribers
- Financial - Costs & Expenses, paying yourself
- Products & Services Supplied
- Productivity – here I mean the amount of time you actually spend on doing things that will potentially make your money; not the admin, but promoting an ebook etc
- Business Model & Hours Worked
- Target Market – is it specific enough, do you need to do some more research to find the right target market.

Look at each of these areas and use the template below to review and briefly explain what is happening in your business now.

b) Where you want to be?

Once you know 'where you are now', you can work out 'where you want to be'. As you have already done your vision/primary aim you will already know the answer to this. So you need to look at your vision and pull out the key goals that you want to achieve.

This is usually where people go mad and come up with loads of different goals that they could do but we need to stay focused so come up with 3-5 good strategies that if implemented will make a huge difference to your business.

So go through the area above and write down where you want to be.

c) The GAP

You will find there is a **GAP** between 'where you want to be' and 'where you are now'. By reviewing the GAP you will establish the goals and actions that need to be done to bridge the GAP.

TIP: What people usually do once they find the 'Gap' is continue along the same path as they are following currently in the hope it will help them bridge that gap. Think about it - if your current activities only get you to where you are now, then surely you have to either step up your current activities or do new activities to get to where you want to be. Continuing with the same activities will not get you to where you want to be.

For each gap you need to:

- Establish the specific Goal for the 'Gap' (if you haven't already)
- For each goal determine what action steps you need to take to bridge the gap (achieve your goal) – Using the **SMART** (Specific, Measurable, Achievable, Realistic and Timed) approach will help when writing these.
- Set a time frame - This is one of the most important aspects as without timeframes and deadline they are just goals and actions that never make it any further than the piece of paper they were written on.

Remember, these need to be measurable and specific.

Check out the example below...

3. Create Daily, Weekly and Monthly Actions

Once you have defined your goal, objective and the action steps you need to take, you'll need to break it down into daily, weekly and monthly action steps that will allow you to reach that objective.

So if you have a Sale Goal you could set it out as follows:

- a. Set monthly sales targets
- b. Then ask yourself...

What do I need to do to achieve these each month?

- c. Each month monitor the actual results against your targets. If it is looking like you are not going to meet your monthly target then you need to adjust your activities accordingly.

For Example

- a. Sales Targets

		Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11
No of visitors		500	1000	2000	4000	6000	12000
No customers	5%	25	50	100	200	300	600
No of purchases	2						
Average Spend	\$40						
Total Sales		\$1000	\$2000	\$4000	\$8000	\$12000	\$24000

- b. Activities for January may be things like:
 - Write and distribute 10 articles to article directories, blogs and existing database
 - Create and distribute a video to video directories, blogs and existing database
 - Change the headline on my sales page
- c. If wasn't going to meet January's target, I could add the following activities:
 - Do a newsletter swap with a relevant business and send out an article to their database
 - Find 5 joint venture partners and get them to promote your business.

Summary

Now it is your turn, below are some templates for you to use.

Now if these templates or this format doesn't work for you then find one that does, at the end of the day, it doesn't really matter what format you use or how you lay it out as long as you do it and it works for you.

If you are thinking that these tasks aren't important, then think again. They are critical for your success. I know this may sound harsh, but if you need to give yourself a kick then do. Ask yourself do you really want to be in the same position next year as you are now, because we all know how quickly time goes if you do not plan to do something differently.

Remember the definition of insanity is doing the same things over and over again and hoping for a different result.

This doesn't have to be a mammoth task; you can do it whilst relaxing with a glass of wine - but make sure you do it!

Once you have this information you can use it in your business to start getting it productive and profitable.

I hope this information has been helpful to you, and I truly hope you will put it into action!

So, what are you waiting for?

Alison Basson

Area	Where you are now?	Where you want to be? Goal	Objective	What actions have to happen to bridge the GAP?