

GOAL SETTING TIPS FOR YOUR BUSINESS

The secret to effective goal setting is to break your big objectives into manageable chunks. Here's how...

I'm always looking for goal setting tips and better ways to note my achievements. As a result, I've got some good ideas to share.

I've attended seminars, read the books especially developed for "small businesses", but presenters and writers don't necessarily understand the needs of small operators, especially those run by one person.

Often the individual in the office is time poor and doesn't have anyone to delegate those ordinary administrative tasks to. That person is it. The whole office revolves around them, and what they do.

People have come up with the most amazing ways to decide on and set goals. It could take you days or weeks, but you don't have time for that.

Here are simple ways to set an income goal and note your achievements.

Setting an income goal

If you want to earn \$50,000 a year, then work that back to what you need to earn a day; \$50,000 a year, \$1,000 per week, \$200 per day, and if you charge \$50 per hour, that's four chargeable hours a day. Double all these figures if you want to earn \$100,000 a year.

It seems much easier and less daunting if you break it down to smaller amounts. Finding a job that pays \$200 is easier than looking at the \$50,000.

Goals and your to-do list

On Friday decide the goals you would like to achieve for the next week and write them on Monday in your diary or in your electronic calendar. Every day write a "to-do" list with the actions needed to achieve the goals. The list should have about three to five activities.

Turn to Saturday in your diary and write a heading Achievements for the Week. Every day when you achieve one of the goals you have set, write it on the list. If your electronic calendar allows notes, make the entries there.

You may not have signed a multi million dollar contract, discussed the formula for changing the world, but I bet almost without exception every self-employed person has achieved much more than they realise, simply because they didn't write it down at the time. Or thought it was not worth recording.

An achievement is anything that has moved your business forward. Importantly, enter those things that have also helped you grow as a business-owner.

Here's a quote "A self-employed person plays their own tune and stands out from the rest of the band".

Although these tips are excellent for a small business, they work just as well for salespeople who want to meet their quotas, department managers who need to meet sales projections, real estate agents who work on commission, in fact, for any business or employee.

About the Author:

Barb is a successful business writer/editor/communicator. She writes in plain language and believes material for print and the web should be clear, concise and user-friendly. Please visit her website at www.barbclews.com to find out more.