There are many ideas about goal setting out there. It seems that different things work for different people.

Here are my thoughts on goal setting;

I don’t believe that there is a right way or a wrong way to set goals. The right way is the way that works for you. I don’t have to write my goals down or carry a card in my pocket with my goals written on it.

I set goals that are exciting to me. So exciting that I just can’t stop thinking about them. So exciting that each day becomes a quest for progress towards my goal.

Like many people I have many goals. But I always have a primary goal. My primary goal is the goal that, if achieved, will make every other goal that much easier to knock off the list.

My first such goal was time and money freedom to the tune of $50,000 per month working from home.

I knew if I was able to hit that financial goal each month everything else I wanted to do, like physical fitness and improving relationships, would come naturally at that point.

Which they did.

I found that I had the space to set new goals around fitness and achieve those. But this was not until I hit my primary goal of making $50,000 per month.
So I tend to focus the majority of my attention on my primary goal, even after it’s achieved.

This brings me to the second thing I think is important about goal setting. There is no such thing as “arriving.” As soon as you lose that weight, and you think you have arrived, you will revert to the old patterns that had you overweight in the first place.

This is true with making money and building relationships as well.

I don’t understand the “arriving” mentality. The world is in motion and your past patterns have their own life and inertia. They will come back if you go unconscious on that subject.

The old programming and patterns always win out over the new ones when you stop being on purpose.

It’s not hard to be on purpose. I don’t know what people have to do that is so important that they have to keep stopping all of the time. They get on a proactive path and as soon as they hit the first milestone, they stop to reward themselves and never get going again.

Instead of stopping, the reward should be to double down and take your success to a higher level, even if it is at a slower pace.

This leads me to the next topic.

The third thing I think is important to know is that once you get on track in one part of your life, everything in your life becomes that much easier.

The old saying is that idle hands are the devil's workshop. I know that saying holds true in my life.

So now that your life is easier, it's time to either raise the intensity level on your first goal, or if that's not exciting to you, then focus on incremental improvements over time just to stay ahead of the curve and put the rest of your energy into your secondary goal.

Then just start knocking them down one by one.
Time and money freedom were my first goals; fitness was my second; making new friends that also had time and money freedom was my third; travel was my fourth (while staying on purpose with the rest of my goals).

Once I was making $50k per month, it was hard to set a significantly higher financial goal, at least in the beginning. $50k seemed like so much money it was hard to think bigger than that for a while. But I did manage to have a couple of $70k months and a $140k two week period. But where I could really apply some serious horsepower was in the gym. So that’s how I raised the bar and put to work all the new energy I had because my life had become that much easier.

Jim Rohn says, “Don’t wish it were easier, wish you were better!”

Once you start hitting goals, it’s not time to rest. You don’t need the rest, your life just got easier. It’s time to use your freed-up energy proactively or risk losing it.

For the purpose of this course, set a 17 Day Progress Goal. A progress goal is exactly that. You most likely will not hit a massive lifelong goal in 17 Days.

So shoot for something that reveals a good amount of progress being made. You know what you want to achieve. Depending on what your goal is, your target achievement date might be 90 days or 10 years. So shoot for important and meaningful milestones along the way.

You are the captain of your ship and you have to plot your course of goal achievement. I like to achieve new goals every day. I also like to achieve goals with a high level of significance every 90 days to one year.

These daily goals have everything to do with my process or my practice. I do yoga about 5 days a week and I have a win during every class. There is always something that I did better during that class than I have ever done before.

The same is true in business. Each day I work, something seems to shift. I do something better than I have done it before. Something gets easier. That’s a win!

Which brings me to the final thing I want to share.
This is actually a pet peeve of mine. A person sets a goal and then spends the rest of every day from that point forward beating themselves up and second guessing themselves because they don’t see the big result yet.

Goal setting done like this is 100% counter-productive. It drives you away from achieving your goals.

You are not in control. You must accept this fact.

The more you attempt to force your goal, the harder it is to achieve. If you are one of these people, I recommend that you read the book “Drive” by Daniel Pink.

Daniel does an excellent job of breaking down exactly why second guessing yourself is counter-productive.

The details he shares to make his point are worth the read.

But the point is that humans achieve way, way more when they get into a state of play, a state where they are not stressing out about timelines.

Here is the way I see an average person trying to lose weight:

- They set the goal.
- They join a gym and get a trainer.
- They go on a punishing diet.
- They do workouts that would make an Olympic athlete vomit.
- And after a week, the person gives up and says that it's all too hard.

But in reality, losing weight is easy. You do not have to punish yourself to do it.

The same is true about making money.

Somewhere along the way people have bought into the idea that you must do extraordinary things to get extraordinary results.

We’ve also become so impatient with ourselves.

An average person can’t work steadily toward any kind of a goal for more than about one week at a time.

I make my process fun and I don’t punish myself. The point of my life is to enjoy the process. Yes, I have had to learn to give up certain things and acquire tastes for other things.
I have given up feeding my body loads of junk food and booze to get the sensations that that behavior created in my body. That was a major goal and I achieved it.

At the same time I started doing yoga and after about six months I noticed that I was just as addicted to the sensation that this new behavior created in my body. Yes, I missed the old sensations, but at the same time I loved the new ones. And as time goes on, I can’t seem to remember what was so great about the old ones.

But the point is, the mistake people make is they remove what gave them the sensations they loved and replace them with a new routine that causes punishing sensations.

Unless you are a true, died-in-the-wool sadist, this will not work for you long term.

A great movie called “What The Bleep Do We Know” does a great job educating us on how we actually become chemically addicted to certain behavior patterns; even very destructive and negative ones; because we actually become addicted to the hormones and other chemicals our bodies produce during that behavior.

Once you know this truth, take a stand to become addicted to the chemicals your body produces when you’re on purpose.

They are great.

It’s worth the effort, and you can make a real start and begin to see this shift take place inside of this 17 Day window.

At the end of the day your body is just a machine. You can choose to be a passenger or the driver.

To be the driver you must recognize the sensations created by your routine behaviors and come to grips with the fact that you have to give those up, forever, at least for the most part.

But you also should believe in the perfection of the universe. If you have a goal, and you achieve it, not by punishing yourself but by engaging in a great
fun game or process, you will learn to love the new sensations and you will soon not be able to understand what was so great about the old ones.

So set your goal and sort out what your first milestone is. Something that you think you might be able to hit inside of 17 days.

And when you start to feel the illogical fear of loss or other emotions as you begin to change your behavior patterns, know what's really going on and stay in control. And most of all, don’t beat yourself up by creating a grueling process that nobody in their right mind would stick to.

And once you begin, look for your wins every day. See the progress. And also know that sometimes things that seem like they should be easy, end up being the hardest things.

So stay the course. You’re not going through anything any different than what any other person goes through when they get on track to achieve a big exciting goal.

Retrain your mind and body and you will literally become addicted to being a winner!

So what is it? What is that thing for you? That, if you could achieve this goal in 17 Days, you would know you’re well on your way?

And even if it took you a year to achieve it, would it still be more than worth the effort? It doesn’t matter what others think of your goal. This is for you.

Write down that goal and mark it in the space provided below and write the date for 17 Days from today, and sign your name below it.

Then spend the next 17 Days putting the achievement of that goal before every everything else to the greatest degree that you can. Become singularly focused as much as your life will allow. And figure out new ways to become even more focused by figuring out how to free up more resources, mentally and physically, to put toward its achievement.

This is a contract with yourself, not for the achievement of the goal in the allotted amount of time, but for recreating your behavior, your focus and recommitting your resources to its fulfilment.
As you follow through you will begin to see how far off track you have been and it will begin to become clear as to how far you can go in whatever time you wish.

This is also a contract with yourself to have fun in the process!

Your goal should be able to be written in a short sentence. The simpler the better.

Some goal setting programs tell you to write the goal in the present tense as if you’ve already achieved it.

As an example: “I am so happy and grateful now that it’s (future date) and I am now earning $50,000 a month net profit in my business”.

This is to “trigger” your subconscious mind into thinking that you’ve already achieved the goal and thus subconsciously you start behaving like someone who gets those results.

And then obviously if you begin to act like someone who gets those results from a core level, it’s just a matter of time before you get the result.

This can be very effective for many people.

But something to be aware of is that if you feel like you’re telling yourself something that’s untrue, your mind can get hung up on that and make this practise counter-productive.

No matter how you choose to write your goals out; goal setting is about making a decision to get a result and aligning all of your daily actions to support getting that result.

If you’re totally committed to your goal, your subconscious mind will work for you. If you’re just giving it a try, there’s no reason and no urgency; and your deep patterns will not change, no matter what you tell yourself.

So frame it up in whatever way makes the most sense in your mind. Spend some time right now making a note of your goal below.

Your future self will thank you for it.

Shane Krider
My Goal Contract
My Goal:

______________________________________________________________
______________________________________________________________
______________________________________________________________
______________________________________________________________

__________________ Date 17 days from now

__________________ My Signature