

Setting Your Objectives

With a clear understanding of your message, your audience, and your numbers, you're now ready to set some specific objectives or goals. Many people don't like the idea of goal setting; in fact, just the mere mention of the words makes them cringe. However, I guarantee that if you ask any highly successful persuader whether or not she uses goal setting in her game plan, she'll not only answer affirmatively, but she'll also be able to tell you exactly what those goals are, in order of priority, both long- and short-term. What's more, she'll be able to furnish a list of them in writing. There's no doubt about it: goal setting works. And for the serious persuader, goal setting is serious business. Great persuaders know that you can't hit a target if you don't even know what that target is. It is critical that you define what you're aiming at—today, next week, next month, and next year. It's also crucial that you outline how you're going to get there.

This process of refining your goals requires some organization. You'll find that you can make your system run in a much more streamlined fashion when organized thinking also extends into organized living. What is your workspace like? Could it use some decluttering? I know that some people have untidy desktops but they still know exactly where everything is. I'm not saying your work space must always be clean and pristine for you to be an effective individual, but you've got to figure out what works best for you. The questions to ask yourself are:

1. Can I find it?
2. How long does it take me to find it?
3. Is there a better, more efficient way of organizing it?
4. Might I be losing credibility based on sloppy appearance or surroundings?
5. Is there technology/software I can use to simplify my tasks and increase my productivity?
6. Is there something I can delegate?

