

# The — Art — & Science Of {Goal Setting}

I wanted to create a complete guide on Goal Setting for quite some time now and recently I finally sat down to put it all down on paper which you are about to dive into now.

First off Goals get a bad rap so the fact that you have downloaded this guide and are reading these words means you take it serious which 90% of people DON'T and you're looking for some new tweaks to improve on what you're already doing.

Everything I do is meant to provide you with little shifts and tweaks that overtime make a big difference, remember its the micro that creates the macro.

This game of business is a game of focus and clarity, when those are consistently there the resources and magic required to make things happen appear.

Most people fail at their goals because to look down the road 365 days or more is not an easy task, and that's just the start- 2 year, 5 year, 10 years down the road are almost impossible for most to envision.

As with anything these character traits are a muscle, the more you use it the stronger it gets.

So I want to cover my entire goal setting process which up till this point was only reserved for my yearly clients as it was one of the first things we do together.

Even though you don't get my direct help, this is the next best thing and I am sure you will have some shifts as you go through this and hopefully an "ah-ha" or two...

Here is what you can expect over the next few dozen pages...

I will break down the habit loop

I will break down the deep structure to creating new habits

I will touch on cognitive bias and intentions

I will break down the goal setting process from start to finish

Lastly I will break down the tools you can use to track your progress and work this system.

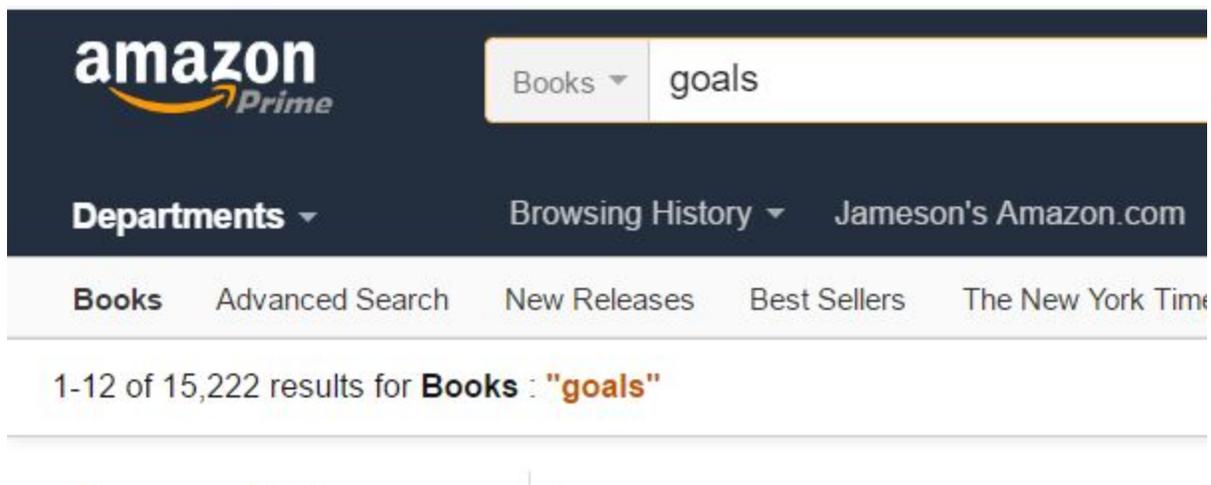
## **Houston We Got A Problem**

First before we get started we have to admit that there is in fact a problem, no matter if you have a multi million dollar company or are just starting out chances are you have more of a negative view towards the word Goals and what it represents than a positive one.

Admitting is the first step in AA, which fun fact has over a 90% success rate- that's for good reason!

There are some horrible stats that are released every year that talk about how low the % of people who accomplish a goal or New Year's Resolution actually is. It's less than 10%, and if you ask most people they "have the goals stuff under control".

There wouldn't be over 15,000 books on Goals, if we all "had it under control"



I read the following stats recently that depressed the crap out of me;

Only 8% of people accomplish their New Year's Resolutions  
Over 50% of people fall off New Year's Resolutions after 30 days.

I mention New Year's Resolutions because that falls under goals and let's face it, is the most popular time of year to create change.

Next thing, there is too much hype around goals, too many acronyms, too many "experts" with a new 5 step goal setting process. Let's cut the crap, like anything else this is mostly a mental game!

This all creates overwhelm, anxiety and ultimately frustration! So most people hold a negative mental image or feeling towards goals and change, how can we fix this?

That is one of the points of this guide, keep reading...

Change is hard because we aren't actually looking for new information to update our models of the world, we in fact are looking for more information to support our current beliefs only, and we trick ourselves into thinking we are open to change.

This is called Cognitive Dissonance or Bias.

When we can understand the why and the deep structure to something, it increasing our awareness which ultimately DOES lead to change.

Understand that change itself can be really easy, beliefs and habits work off neural networks, this is referenced as Neuroplasticity which means neurons that fire together wire together. So over time doing the same things, reacting the same ways that is all building up a neural network.

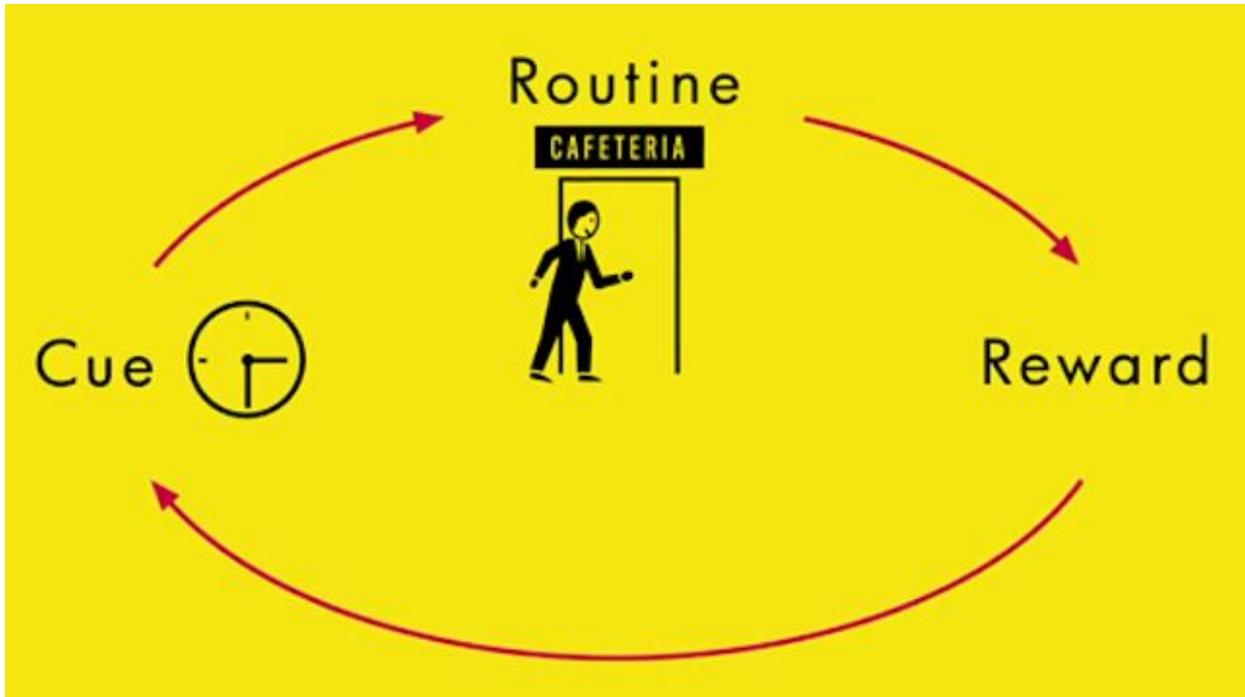
If you want to create change, you go down into the deeper triggers and shift them or replace them to leverage the existing neural network.

## **The Habit Loop**

Let's talk about the habit loop, originally presented by Charles Dunning and now written about and talked about on a regular basis.

The habit loop is the 3 steps or parts that form a loop, meaning they all directly influence each other which creates the loop.

Below is a picture of that that 3 step loop looks like.



A habit starts off as a conscious and intentional thing that eventually gets 'defaulted' into a subconscious process.

Think of something simple like tying your shoes when you were a kid or riding a bike for the first few dozen (heck even hundred) times you had to consciously try to pull it off, now a lot of times you do the task without remembering you did it. You don't have to think about tying your shoes most of the time, when you drive somewhere etc.

In the image above you see the 3 step loop in our brains involved with habits. First there is the cue or trigger that tells your brain to go into automatic mode and which habit to use....

... Then there is the Routine, which can be physical, mental or emotional. Finally there is a reward, which helps your brain class if this particular loop is worth remembering for the future.

A few fun facts....

1. The process by which the brain converts a sequence of actions into an automatic routine is known as “Chunking”
2. The Basal Ganglia is the part of the brain that they have narrowed down that deals with habit storage and forming
3. When a habit emerges the brain fully stops participating in decision making, so unless you fight this or find a new routine, the pattern will unfold automatically

Now cues can be almost anything, a visual trigger (pictures on TV), certain places, a time of day, an emotion, a sequence of thoughts or the company of other people.

With what I have outlined so far, it actually is NOT enough to make new habits stick, they need a little more.

See Claude Hopkins back in the advertising hay-day thought that all you needed was to find a simple and obvious cue and then clearly define the rewards but he too was missing this final piece.

The missing link is you must cultivate a craving that drives the loop, almost a silent payoff that starts to hit while in the routine itself.

Think of smoking, alcohol, drugs and substance.....

They are in fact chasing the feeling they got off the first time, or a really memorable time/times which has now created this craving. Over time the associations of the payoff or reward become deeper and deeper ingrained.

Some cool science that helps back this up a bit...

In a study of 266 people who were active in a fitness program was conducted and found that while the reason everyone started was usually for things like managing stress or maybe because now they had more time but the reasons why they kept doing it over the years was quite clear.

Group #1: 92% said they kept working out because it made them “feel good”

Group #2: 67% said that it gave them a sense of accomplishment

### **The Final Piece**

Through studying the AA program now for over a decade along with sports teams who have employed the “habit reversal training” process they have found that even everything I outlined didn’t seem to do the trick until one last ingredient was added in.

That ingredient is called Belief!

See AA provides you with belief in yourself but first it invites you through the surrender to God and then surrender to group help and encouragement, you end up with personal belief.

They found the same to be true with the sports teams I mentioned above, it wasn’t until they really believed that they started to win championships. So the habits no matter how strong they could install new habits or shift old habits, it would relapse in times of heavy stress and trauma.

### **The Golden Rule.**

The Golden rule is quite simple, a habit never goes away but you can change the routine in the middle and have a great success. That mixed with everything we just mentioned is believed to be the keys to long term change

So we keep the cues the same and the rewards and just change the routine itself, so in the moment the cues and triggers hit you, you do the new routine instead of the old one that is being triggered.

## **Your Primary Motivators**

Most people have forgotten that they heard of this at some point of another but its the 4 primary motivators. These are the things that bind us together as humans by being the primary things that push us into action. You have surely heard the saying that people are motivated away from fear and towards pleasure.

Most of the time we notice all the ways we are motivated away from fear which is a strong motivator, forgetting that we are also working towards the good things...

1. **Significance**- Strongest motivator! We all want to contribute and feel we are a part of something bigger than ourselves.
2. **Fear**- 2nd Strongest. Extraordinary fear leads to extraordinary risk taking
3. **Greed**- 3rd strongest, pretty self explanatory as well. Creating wealth is echoed by the rise of VCs and the concept of investing in 10 startups knowing that 9 will fail and 1 will knock it out of the park.
4. **Curiosity**- Weakest of the 4, fuels a lot in the science field (naturally), the desire to find out why, see around the next bend etc.

It's easy to see the difference between fear and curiosity as driving forces. *In 2011 the Defense Budget was \$700 billion vs \$30 billion in Science.*

You could even check in on which of the 4 motivators influence you the most by paying attention to which one triggered you the most or sparked the biggest reaction with you just now as I went over them. If you got no

reaction out of that, then pay attention to what type of posts you tend to respond to the most on social media or get triggered by the most.

You could take this a step deeper and take personality tests to see if you what 'type' of person you are. I would only caution you not to get too wrapped up in defining yourself with whatever result you get. I think at a basic level this will help you understand yourself deeper.

<http://www.humanmetrics.com/>

<https://www.16personalities.com/free-personality-test>

<http://www.humanmetrics.com/rot/rmp.asp>

## **The Why Is Important**

Now that I have given you some ammo as to finding out what makes you tick at a deeper level, you need to define 'Your Why' or the reason behind your goals. Keep in mind that you could wait on this part till after you have written out your goals so you could associate a reason why to each one or if you already know your combination of motivators from the previous list then you can define and write that out now.

The doctor telling you that you must lose 50lbs is a pretty strong motivator yes but the why behind that wouldn't just be the pressure from them, it would be that you want to see your daughter grow up or be there for your family another 20 years. Those would be the reason why.

The reason why, helps get you out of bed in the morning and helps you remember why you started to begin with, when things get tough this is what you lean on.

## **Power Of Positive Mental Imagery**

I hope that the idea of creating powerful mental imagery isn't new to you, but if it is let me quickly crash course you on it.

Understand that the brain cannot tell the difference between 'real' and 'fake', it's all the same to the brain. So if I were to build a convincing enough story in my mind that I was rich or famous, the mind would take it and run with it. This is part of a technique used in Hollywood called "method acting".

We all hold mental images of who we are, what we are worth and our value inside!

Most people never stop to look at what these images are or work to reshape and build new ones.

This will be an important tool that I bring up throughout this guide and really something that over time will become a huge asset to you!

The whole mental imagery thing really broke onto the scene of personal development back when Maxwell Maltz wrote Psycho Cybernetics and really outlined the true power of "the theatre of the mind".

After Dr. Maltz performed thousands of surgeries he noticed that some people even after the corrective surgery would still act as though they had the defect or issue, which led him to understand that people act in accordance to the image that they hold inside about themselves.

To help his patients he created the theatre of the mind to help his patients reshape the self image

This has since been proven by some science but the idea is that the mind cannot tell the difference between mental movies and real situations that happen so one can practice in their mind and achieve similar in their own life.

Jack Nicholson is known for saying he doesn't take a single shot without first playing through the outcome he wants inside his mind first.

Michael Jordan is remembered for talking about how he would play the game thousands of times in his head before he showed up on the court.

One of the examples that Maltz brings up involved 3 groups of students and it tested them on their free throw shot. Now first they tested all students openly on how many shots they could make in a certain amount of time. Then over the next 2 weeks broke the group down into 3 separate groups...

- Group one did no practice
- Group two did physical practice (aka shooting free throws)
- Group three only practiced in their mind, mentally rehearsing.

At the end of the 2 weeks they tested again with the following result.

- Group one did about the same as the original test
- Group two who practiced each day improved their performance by 24%
- Group three who trained in their mind's eye each day improved their performance by 23%

Those that practiced only in their mind showed almost just as much improvement as those who actually practiced.

There was a similar study done on Olympic athletes with similar results and since the 70's hundreds more again with similar results.

This is the same strategy Michael Phelps has used in his training, not sure when he started it but he has been swimming since age of 7 and he has worked with the same coach for most of that time who helped him habitulize winning through simple mental movies.

## **The Deep Structure To Creating Habits**

This is the SSRF formula I want to share with you that will help you get a better understanding of the supporting pieces that both have created your habits up till this point and can help you create new habits for the future.

In short its...

- Stories
- Standards
- Rituals
- Feedback loops

Before I break down each one understand that each one we are looking at different frames I call them or “frame of reference” simply meaning a different perspective. Perspective is everything they say, and looking at things from different angles is an amazing way to come up with new ideas and hypotheses to test.

Albert Einstein used to do this with his famous ‘thought experiments’ where he would often think of things like the following...

“What would it be like to be riding on a shooting star?”

He would also think about the speed of light, thinking of himself on a train while passing through a train station at the speed of light and what would that look like for him on the train and those standing at the train station.

So in this case we are looking at past frames that may be true to lead you to where you are today and then future based frames that must be true for the future based version of you that has accomplished your goal.

Pretty cool exercise to expand thought and help fuse new neural networks together.

## **Stories**

Understand that there are past stories that you have been telling yourself for a length of time that dictates the statements you make and way you behave. These stories have also led to your current level of results or lack of results in your life.

“I can’t do \_\_\_\_\_”

“I don’t deserve \_\_\_\_\_”

“It’s hard to \_\_\_\_\_”

And on it goes, so the thing that I would encourage is when you are going through your finalized list of goals, to cycle back through this SSRF formula and test out each goal to uncover old scripts that will affect you in the future trying to accomplish that.

You have to jump to the future version that has already accomplished this thing and start to walk around. Start with the really easy stuff like “what would have to be true in order to get this result?” and from there work backwards and build on that truth to create an entire list of truths and assumptions that must be and could be true.

Start to apply those to life right now!

## **Standards**

Next look at the standards you must have been operating off of in order to get the current level of results you have. This should also help shed light on why you consistently can accomplish some things and really struggle with others.

This part builds on the stories and goes deeper, stories are an easier question to get you to this step. So reference the stories that you told yourself to figure out the standards that you were operating off of.

Then just like before, jump to the future and look at your list of future based stories based on the goal and now attempt to apply standards to that.

For example old standards when it comes to weight loss would be things like...

- Only making it to the gym when you have time vs setting the standard not to miss any days and committing to that
- Staying out on the weekends and partying vs knowing the repercussions of that and dialing back the partying.
- Eating like crap when there is a readily available excuse vs sticking to your guns and choosing the healthier option that supports your current goals.

Things like that...

## **Rituals**

Now let's talk about rituals or routines if you want to call it that! These are the little things you consistently do in and around your day to day that create outcomes. The stories and standards you have set up for yourself all support the actual rituals you do on the daily.

At this point it should be easier to look at what you have been doing and ask the question “does this support or lead me to my desired outcome?”

If you only work 2 hrs per day, what is the likelihood that you can increase your revenue by \$100,000 this year..?

If you only workout when you feel like it maybe 1-2 times per week, will that support you losing 50lbs this year?

We again go to the future to and ask the simple question of “What would have to be true in the life of this future version that has all the things I want?”

Then you continue to work down to less likely all the way till you can't think of anything else. Some of it will be assumptions, but a lot will be definites.

## **Feedback loops**

With feedback loops we look at both negative feedback loops and creating new feedback loops. There is no point to looking at ones that work and attempt change, leave those alone for now and if anything reflect on why they are working so well and apply that to new ones you want to create.

We all have negative feedback loops that are created based off the other 3 parts of this formula. So if I believe that working out is painful because when I pump a bunch of blood into my muscles they hurt, I will stop just before the pain in the long run which is robbing results from me.

Again away from pain, towards pleasure!

Working out is all about breaking down muscle fibers, so yes we are ripping the muscles apart every time we train. This is the point, then we recover the muscles are stronger and grow. The more muscle we have the more fat it eats. Pretty straight forward.

So we would have to replace that feedback loop by first pushing through the pain and recognizing that it won't kill us or actually injure us. Then we replace the whole loop with a new one that says when it starts hurting that is when I am actually getting a positive result, the time up till that point is just warm up.

The power of feedback loops is substantial and most people don't recognize that's what's happening, the body and ego are simply trying to protect us.

## **Brain Dump Time**

Ok we are at the point where I would get started with you and we would take about 5-10 minute to brain dump out all the goals we have for this year. Don't try to stop it or worry about it coming out unclear or messy, keep it that way for now!

Its everything you want to be/do/have.

Go ahead and do that now...

After that we have to refine the dump and move towards setting actual goals. What I mean by this is pick out the big goals that you want to accomplish and mark those out as primary, then go back through and mark out secondary goals. You could go down a third level but I would suggest no more during the first time of running this exercise.

*Exp:* I want to earn \$1MM this year, I also want to take a trip next month to Africa. Obviously the yearly income goal would be the most important and come in as a primary while the trip to Africa would be a secondary and come in next.

**Step #1: Make the decision-** You have to make a decision to strive for these things you want. It has to move beyond a wish, desire, or even want-into a DEEP commitment. What are you willing to do for this goal? Willing to lose sleep, lose a limb (dramatic I know), even die for this?

**Step #2: Break Through Doubts-** Notice how we are not even to the goal setting process itself yet? That is because I cannot attempt to lay a conscious goal over the top of subconscious beliefs that may conflict. The subconscious trumps the conscious mind all day, and it can be difficult to stop a subconscious pattern from running. So we have to build a solid foundation, before we even get into the fun stuff.

This alone is such a shift for most people as they simply never thought of this... Jot down any beliefs, fears and insecurities that come up for you when you are looking at and writing down your goals.

Now look through this list of beliefs, fears, insecurities etc, accept them, accept yourself and then let go of attachment, judgements and outcomes. Become indifferent with achieving it and not achieving it.

**Step #3: Goal Setting-** Ahh finally we are there, step 3 in the process. Now that you have the doubts, fears and limiting beliefs out of the way (or you are at least more aware of them), time to get into actually setting the goals! Take the splurge list you created earlier and work through that to come up with a concrete list of goals for the core areas of your life (relationships, family, business, personal) Now with each goal you set, be sure to create a worthwhile attachment to that goal, prioritize it, and set the where & when deadline to it. This will help deepen the belief of this goal.

**Step #4: Clarify Values-** Meaning, you want to break down the boundaries for how you make these goals come true, what you're and aren't willing to do and the type of person you want to be through all this.

**Step #5: Plan-** Make a plan, put it in your face everyday and work that plan. It should be looked at at night before bed and first thing in the morning. If you struggle to write out a plan from start to finish, try starting at the end and working backwards to the beginning, for me that is easier. So start at the end and work back in 1/4 chunks then from there you can continue to fill in the blanks.

## Reverse Engineering Goals

Its at this step that we should take a minute and talk about the details of the plan and main pieces you can use to ensure you stay in a place of power and action.

1. **Start at the end-** it's much easier to start at the end and work your way backwards then start at the beginning with a blank canvas. So if at the end of the year or Dec 31st we want to have accomplished let's say another \$5MM in business this year. We can look at what would have to have happened by the 75% marker, then the 50%, and 25%. I look at this as a linear timeline almost like a ruler and first try to get the big quarter marks figured out, then the eights, sixteenths etc.
2. **Work in Sprints-** This is another layer to add over the top of the first one above. Just like any startup software would use sprint boards, you can do the same with your business and life goals to help keep things real and tangible but also keep accountability high with yourself and your commitments.

The way that I have found to be the most effective and has been echoed now in a few books is the 12 week cycle or 90 day sprint. 90 is a pretty great number overall, when we ran a software company it worked in 90 day windows as well. 30 days to get a roughed out version up to alpha or beta release, another 30 days of refinement and then 30 days roll up to an official "launch". That doesn't quite convert

directly to the world of goals though, I would suggest to set an overall theme to your 90 day sprints and position those to best give you the yearly result you are looking for.

Exp. If I am starting a brand new digital business from scratch, in the first 90 days I would be focused on building the assets that will eventually be sold on my VSL or sales letter. After that 90 day cycle, I would theme the next one marketing or advertising to get it launched and start to generate some revenue. So see it's not so black and white of "I need to make \$2,362 per day in order to make \$1MM per year.

- 3. Review Periods-** This is another important layer to put over the top of the overall process here because you have to make sure that you are moving in the right direction overall, so taking time on a regular basis to review the big goal, asses how the last 30,60,90 days have gone will go a long way. Again most people don't do this, if they do- it's simply not enough!

Around day 70-80 you can start to perform the review on the last sprint you executed, which I want to note that this could take a few days to complete and that is ok.

You want to look at what worked, what didn't and strictly stick to the facts, drop the opinions completely! Inner dialog holds no place with black and white results that you are looking from the last 70 or so days. No need to get down on yourself, guilt or shame, we are again looking at just the facts here.

Lastly I want to mention about the recency effect and primacy effect which mean that the thing you heard last/studied last and then thing you studied/heard first have the best chance of being remembered because how the brain works. The stuff in the middle isn't as easy to recall. Hence if I review my big overall goals often and review the

things that are working, things that need to be fixed etc, I have a higher chance of remembering and embedding those things deep into my psyche.

4. **Strong mental imagery-** Here I am going to mention this again because it is that important, if you aren't already using the "theatre of the mind" then you are at a serious disadvantage to others who are. You know what you want to accomplish goal wise, it's time to go to work on supporting that on the inside. Beefing up your deservingness, forgiving yourself of the past and getting busy on the work that needs to be done.
5. **Accountability-** I think it's worth mentioning that if you aren't already using outside accountability you should be. In the beginning a lot of people just need someone to kick them in the ass but as you get deeper into it, you need someone to really help you past the tough moments and help you continue to show up in the difficult situations that need your full attention and focus.

**Step #6: Commit-** fully give 100% of you to this, think back to times when you gave 100% of yourself, model that here with your goals now! Work through this simple process in order (I wish \_\_\_\_\_, I want \_\_\_\_\_, I plan too \_\_\_\_\_, I will \_\_\_\_\_, I am \_\_\_\_\_) There is a big difference between 'I want' and 'I am'.

**Step #7: Action-** Figure out what needs to be done today, tomorrow, this week, this month and work that. You could simply focus on 1 thing per day that would move your business forward. Learn to reference the big overall picture and the small one, the forest and the trees because the combination of both will keep you in a place of power vs pushing you into overwhelm or frustration.

Remember it's the micro that creates the macro, just get through what is in front of you and take things one step at a time. There is this saying, cannot remember for the life of me who said it or the exact saying itself but it went something like this...

Just focus on taking the next step, there will be enough natural light to illuminate the next step after that, then take that one and keep going- before you know it you're at the top.

## **Do You Want Help?**

Now that you have gone zipped through this guide and finished reviewing the live training, there may be questions you still have, areas that aren't exactly clear and flat out you may just want help with implementing all this in YOUR real world.

That is why I am here, I can help you do that if you choose, here is the offer I have for you...

You and I get on the phone live/share screens all that good stuff, and we go through all this together and work at implementing it for you and your business. Now on average this takes 1-2 hours but if we needed longer, I am game for that. At the end of the day, I don't care who helps you implement this or how you get it done, just that you DO IT!

I setup a quick checkout link for you so you can just go ahead and click the button below and it will take you to the checkout page where you can purchase and then in the next 5-7 days you and I will be jamming on the phone directly and working through your next 12 months.

Think about that for a minute!

By clicking the button below you will be redirected to the checkout page

**Yes Jameson! I Want Your Help...**

*[\(In case the button link isn't working, you can click here to be redirected to checkout\)](#)*

Much Love,

Jameson Brandon



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