

Back to Basics Training

Day One

Why are goals important?

This is a question I have tried to answer for myself for the last two years. Then I found the book: "Write it down, Make it Happen" by Henriette Anne Klauser. What was it that this book had that made me suddenly realized the importance of goals? I finally had found the explanation I had been searching for: Goals help us dream and give a purpose to our existence. (Well, she doesn't actually say this, but that is what I interpreted from reading the introduction of the book.)

Okay, so what does this have to do with our Mary Kay businesses and why am I focusing on this topic? Well, we always talk about challenges. We always express the need for goal posters...but how many of us REALLY make those goals posters? How many of us REALLY write down our goals and stick to them? I can tell you that I have a real hard problem focusing on my goal poster. I have one made...even hanging on my wall in my office...but do I focus on these goals? No...not really. And I will tell you why. I lack the basics. I never quite understood what happens after that goal is written down or visualized.

So today we are going to go back to the beginning. Let's see where our hearts really want to take us.

Assignment #1:

Okay...yes, I am giving homework. 😊

Pull out a piece of paper...it doesn't matter if its that napkin on the table next to you or a piece of printer paper that has something printed on it the opposite side that you don't need or want anymore...just pull out a piece of paper. Next pick up a pen, pencil, crayon, marker....whatever you have easy to get to that you can write with....use a lip liner if you have to....I don't care.

Now, you need to find a place where you can brainstorm, where you can think and be completely undistracted. Now, you are going to let your heart flow.....write down EVERY goal that you want to achieve between today and the day that you die. Yes, I truly mean that...as much as we would like to believe we will be here forever, the truth is, we won't.....write down your goals like you have nothing to lose. No worries....it doesn't matter how much money you have

now or how much you will need to reach the goal.....it doesn't matter where you are right now in your life....think of where you WANT TO BE! That is what's important. Don't restrict your goals to just professional ones...do you want to fly to Paris? Do you want to meet Antonio Banderez? Do you want to star on your favorite television show? Think big and don't limit yourself to what you THINK you can achieve. Write down EVERYTHING.

For example, one of my goals is to make enough money to pay off my childhood home (this is the home that I currently live in with my mother, daughter and boyfriend.) so that my mom no longer has to worry about how the house payment is going to get made.

Another one of my goals is to be a Fabulous 50's Sales Director by Seminar 2003 and be on target for the Grand Prix by 2005.

So you see....just let it flow. When you are done, put the piece of paper in your journal, bible, brainbook....it doesn't matter, just put it somewhere. It doesn't matter if you forget about the piece of paper....

Until tomorrow....DREAM BIG AND DON'T HOLD BACK!

Love and Beelief,

Tracy