A Digital Guide

The Ultimate Goal Planner

helping you reach your dream one step at a time

Written by Meagan Visser
Goals are dreams with deadlines.

~ Diana Scharf Hunt

Introduction

I’m one of those people that measure their success by how much they accomplish. I’m like this in most areas of my life, not just my business. I love making a list for something & seeing those big black lines through each item at the end of the day.

When I clean the house, I make a list of all the areas I want to tackle & I mark them off as I go.

When I homeschool my boys, I use a planner where I write out what we’re going to do each day. At the end of the week, I feel like I’ve accomplished a lot if I look back at that list & everything is marked off.

When I look back over my business planner at the end of the week, if I don’t see all of my to-dos marked off, I feel like I’m not finished with my work.

Okay, so maybe I’m a little OCD in this area, but I know that this is something that helps me to get everything done. I also know when to chill out with it. I realize that I can’t always get everything done & I don’t beat myself up over it. I move on & tackle it another day.

When it comes to running a business, one that’s on the road to success, goals are a must.

Lawrence J. Peter said, “If you don’t know where you’re going, you’ll probably end up somewhere else.”

Goals are like a map that eventually leads you to your destination. Having goals will help you reach the dreams that you have for your business.
Do you dream of being featured on a high-profile blog or magazine? Do you dream of making $100,000 a year? Do you dream of a celebrity wearing your product?

No matter what your dream may be, setting goals will be the road map that lead you to your dream. They’ll help you turn that dream into reality...your reality...faster than just going with the flow.

Don’t let the thought of coming up with goals overwhelm you. This digital guide will help you start with your business dream & work your way backwards to discover the steps you need to take to reach it!

Now go make your dream a reality!

xo, Meagan
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One of the most basic & accepted forms of goal setting is to establish SMART goals.

- **S** - specific
- **M** - measurable
- **A** - attainable
- **R** - realistic
- **T** - timely

Don’t focus too much on this at first. Just visualizing what you want to accomplish is enough, but definitely keep this in mind when you are wording your final goals.

**For example:**

You make jewelry & you’d like to have one of your bridal pieces featured in The Knot magazine at some point.

Now that you’ve got a vision…you need to make it into a SMART goal.

Here’s one way you could write it out.

*By December of this year I will have my “Glam Brides” jewelry set featured in The Knot magazine.*

This goal is specific {which jewelry, what magazine}, measureable & timely {by December}, attainable & realistic {something you can definitely do within one year}.

It’s also motivating because it provides clarity, a challenge & commitment.

Make your goals SMART goals!
Dream A Little Dream

When you dream about your business, what is it you see?

Do you see yourself with your own brick & mortar store? Maybe you dream about having your own TV segment.

Your dream can be anything...anywhere you’d like to go. This is where all goal setting must start. Remember the quote I gave you in the intro section of this guide... “If you don’t know where you’re going, you’ll probably end up somewhere else.”

Where do you want to go?

Once you know this, you can start working your way backwards, setting realistic goals that will make your dream a reality.

Don’t be scared or sell yourself short. Your dream needs to be somewhat of a stretch for you. You’re going to have to work for it!

Keep this in mind though...throughout the course of this guide, I’ll be showing you how to create goals in one year increments. I’m not trying to get you to plan out your entire business’s future. When you’re defining your dream, it should be the dream you have for your business for this next year.

The point is to have something to work towards. Your goals will help you get there!

The road leading to a goal does not separate you from the destination; it is essentially a part of it. ~Charles DeLint
Large Stepping Stones

Once you know where you’re headed, what your dream is, it’s time to plan out the steps you’ll need to take in order to get there.

Like I said earlier, you’re working your way backwards. This is the point where you need to set some long-term goals for yourself.

Long-term goals are going to be goals that you can accomplish within one year’s time.

Using worksheet A, write your one year business dream into the star. Then below that, you have 6 spaces where you’ll write down the steps you’ll need to take to get you to your dream.

My Example:

One of my dreams for my business is to have my products available for sale in stores across the country.

So when thinking about what steps I’d need to take to reach this dream, I’d need to:

1. Research brick & mortar stores that fit my market & sell handmade items
2. Get my product packaging & photos looking fabulous
3. Have a wholesale information packet available
4. Have to contact the stores & pitch my products to them
5. Make & ship products to stores

So now I have 5 things that I need to do in order to make this dream a reality. Now all I need to do is to turn these 5 steps into SMART goals & write them on my worksheet!
My Little Dream

1. 
2. 
3. 
4. 
5. 
6. 

The Ultimate Goal Planner - 8
Small Stepping Stones

Just like your long-term goals will lead you to your dream, your short-term goals will lead you to your long-term goals.

It’s not enough to have long-term goals only. It would take too many steps to reach them because they’re too far out there. That’s why you need these smaller stepping stones to show you the exact steps you need to take to make your long-term goals happen.

Your short-term goals are going to be goals you can accomplish in one month’s time.

So using worksheet B, you’re going to do the exact same thing you did when you established your long-term goals. You’re going to write your long-term goal at the top & then list all the things you’ll need to do to get to that goal.

Don’t worry. You only have to do this once for every long-term goal you created! I only gave you 6 blanks anyway!

Once you’re finished, put your short-term goals in order from the first step you need to take to the last. Once you have that done you can use worksheet c to schedule your short-term goals into the appropriate months starting with scheduling the things you need to do first during the early months of the year.

The rung of a ladder was never meant to rest upon, but only to hold a man’s foot long enough to enable him to put the other somewhat higher. ~Thomas Henry Huxley
Another example:

One of the steps I needed to take to get my products into stores across the country was to “Get my product packaging & photos looking fabulous”. Once I turn that into a SMART goal {probably two separate goals}, one will actually read... “By the end of the year my product packaging will reflecting my brand, be consistent across my product line, & stand out from my competitions.”

Now I have to list the steps I need to take to get to that goal which would look something like this.

- Research my competitors packaging & list things I can do differently
- Brainstorm/research 5 different packaging styles that would fit my product line
- Make a list of supplies needed for packaging styles & price each style
- Narrow my choice down to 1 style
- Brainstorm ways to make my packaging reflect my brand & incorporate the things my competition isn’t doing
- Brainstorm packaging options for all products in my product line using my choice packaging style
- Purchase packaging supplies
- Package & photograph some items
- Add package photos to my product listings

Now that I have the steps planned out that I need to take to reach my goal, I can turn these into SMART goals if I want & schedule them into various months in my planner. {See Worksheet C}

For the record, it’s not all that important that you turn these short-term goals into SMART goals since short-term goals are monthly goals & they’re pretty specific as they stand. You can if you want, but it’s not necessary.
my goal...

steps i need to take to accomplish my goal...

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10.
Actionable Steps

At this point, you’re on the home stretch. You’ve taken your dream & broken it down into long-term goals. Then you’ve taken each long-term goal & broken it down into short-term goals. Finally you’ve scheduled your short-term goals into the appropriate months on your planner.

The next step is to take a look at each month’s goals, starting with January.

Can you break those goals down even further into specific tasks or to-do that you can schedule throughout that month?

Use Worksheet B to breakdown your short-term goals like you did with your long-term goals.

For example:

One of my short-term goals was to “Make a list of supplies needed for packaging styles & price each style.”

That’s something that would take me several days to do so I’d need to break it down even further.

It would look like this:

- Make a list of supplies needed for style 1
- Make a list of supplies needed for style 2
- Make a list of supplies needed for style 3
- Make a list of supplies needed for style 4
- Make a list of supplies needed for style 5
- Search for supplies for style 1 – calculate price
- Search for supplies for style 2 – calculate price
- Search for supplies for style 3 – calculate price
- Search for supplies for style 4 – calculate price
- Search for supplies for style 5 – calculate price

That’s 10 days of work right there.
obstacles are those frightful things you see when you take your eyes off your goal. ~Henry Ford

Conclusion

Now that you’ve worked hard on breaking your goals down, I guarantee you you’re on a path that will take you right to your dream.

How could it not?

You started on a backwards journey with your dream & broken down the steps to get you there time & time again until your steps have become daily, bite-sized pieces to a big puzzle that over the course of a year will come together to form your dream, whatever it happened to be.

Now it’s up to you to work hard & start working your way forward by accomplishing those daily to-dos you’ve created. Start putting those big black marks through them. It just goes to show that you’re one step closer to getting your business where you want it to be.
I’ve included these worksheets to help guide you through this backwards breakdown process & to help you keep things clear & in front of you every step of the way.

Print off as many as you need & put them to good use!

“\textit{The only place where success comes before work is in the dictionary.}”

\textit{\textasciitilde Donald Kendall}
My Little Dream

1. 
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my goal...

steps I need to take to accomplish my goal...

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# Monthly Goals

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My Thanks

First off thank you for downloading this digital guide. My hope is that you will find it very helpful & beneficial to your business, & that it helps you to understand the goal setting process, making it simple & easy for you to do.

I hope that you look back over your hard work & you can see a clear path ahead of you, a vision of your dream, & that you will be encouraged to follow that path this year in order to make your dream your reality!

Secondly, I appreciate your loyalty to my blog & my business. I love seeing your comments & getting your emails. I love working with you & hearing about your successes & struggles.

Again if there’s anything you need help with or you’d like to see on my site, feel free to contact me. I’m very friendly & as always, I’m here to help you & your business succeed & grow!

xo, Meagan

http://MeaganVisser.com

“i’ve learned that every day you should reach out and touch someone. people love a warm hug, or just a friendly pat on the back.” ~ MayA Angelou