



THE RAT RACE REBEL

Rat Race Rebels... Dare To Be Different!

Business Goals Worksheet

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Leap
Off
The
Hamster
Wheel!



If You Don't Know What You Want... You Can't Have it!

Many aspiring home business owners start their businesses knowing little more than that they want to make money. How will they do that? What will they sell? Who will they sell it to?

Starting a business this way is much like walking out the door to taking a trip to "someplace warm". Well, what exactly is warm? I mean someone who lives in Barrow Alaska will have a different opinion of what warm is to someone who lives in Panama!

Will you go to Hawaii or Mexico? It makes a difference doesn't it? You can't exactly drive to Hawaii. Will you go alone or in a group. Will you be staying a week or a few months. Makes a difference in how you pack doesn't it? And to the preparations you have to make before you go...

Ok, hopefully you get the idea here... The success of any venture, be it a trip across town or starting a home business is dependent on understanding exactly what it is you are setting out to do.

This Business Goals Worksheet is designed to help you figure out exactly what you want from your business so you'll be able to go out there and Get It!

Begin by writing a SHORT (half a page or so) overview of your business.

Some things to consider for this...

- What's your business do? What do you sell?
- Who do you sell it to? What's your target market?
- What makes you different from everyone else doing what you do?
- Why should folks buy from you?
- Where do you see your business in 5 years time?
- What's your biggest challenge?

Now write up a SHORT (half a page or so) review of your life in general.

Some things to consider for this...

- What are your strengths and weaknesses?
- How many hours a week do you work?
- What makes you happiest in your life?
- What is THE most important thing in your life?
- When you're gone, what do you want to be remembered for?
- What are you the most proud of doing?



Rate the following on a scale of 1-10 where one sucks and ten is perfect.

- Your health
- Your personal finances
- Your business current growth
- Your leadership skills
- Your management skills
- Your current sales and marketing results
- Your relationship with your significant other
- Your relationship with family and friends
- Your spirituality (personal growth)

List what are you simply making do with or putting up with in your business life?

(everyone takes certain negative things for granted... things we feel we can't change or would be too much trouble to change. These things drag us down. Examples could be... unmet needs, other folks attitudes, missed deadlines, being disorganized or unfocused)

Answer the following as truthfully as you can...

- What motivates you?
- Where do you get your energy or drive?
- Why do you want to start your own business?
- Are you willing to learn new things and change your behaviors?
- Are you willing to do what it takes to succeed?
- Are you willing to lose a battle to win the war? (try things that may not work out but teach you something)
- What is not possible for you today that if it were possible would make all the difference in your life?
- What kind of support is most helpful to you?
- What eats up your time and gives you nothing in return?
- What three things can you change that would make you more productive?
- What is too much change? What wouldn't you be willing to do to build a successful business?

5 Goals for the next 90 days...

What are 5 things you want most to achieve in the next 90 days? Take some time with this and write down things that will stretch and challenge you but are still doable.



To help with this take a hard look at the answers you provided above. What needs fixing and what's going well? What are your strengths that with a little improvement will make a major difference in your business?

Don't write things you think you should do. And don't settle for think you think you probably could do. These should be things you REALLY want to do! Things that get you excited about your business and stretch your abilities a little. These goals should make you jump up and down and scream YES I CAN!

Your goals need to be laser focused. "I want to make more money" is NOT a good goal.

Instead think... "I will learn the skills I need to build a blog that will be the center piece of my marketing plan, set it up properly with lead capture and create at least 12 entries."

Or "within 90 days I will draw an average of one lead a day to me by creating a web of content focused properly on my target market that effectively uses front end offers and lead capture pages"

Start date-----Finish Date----- The specific Measurable goal

_____/_____-1._____

_____/_____-2._____

_____/_____-3._____

_____/_____-4._____

_____/_____-5._____

Think about what achieving these goals will mean to you and your business? What will your business look like with these accomplished? Let this vision motivate you to move forward.

Work hard over the next 90 days and make these goals happen! Then pat yourself on the back and pick 5 more!

You'll be amazed what accomplishing a goal will do for your self-confidence as well as your bottom line. **Stretch yourself, grow, learn and constantly move forward.**

Wishing you the best of luck in all that you do!

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