

# ***SET GOALS AND HAVE A PURPOSE***

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## **FOREWORD:**

Mega-Buck Income Sales Pros are the elite, that very special group that comprise the top 5% of all Salespeople in the World. They produce 95% of the Sales that are made and enjoy a level of income and a lifestyle that most people would love to achieve.

The good news is that Selling is a learned skill and virtually anyone has the potential to become a Super Star. Common sense dictates that the quickest and easiest way to become a Mega-Buck Income producer is to simply search them out and then emulate them. Talk like they talk, perform like they perform, use the very same words and phrases they use, copy their attitude and mind set, or in other words become a chameleon. For over 3 decades I've had the privilege of studying and brain-picking these Icons of the Sales Industry and here is another one of their Super Success Secrets.

## **ABOUT THE AUTHOR:**

After doubling his Income for 5 consecutive years selling on the Phone, Stan Billue became a Speaker and Trainer and for over 20 years conducted up to 22 engagements per month. Stan has been a student of successful Business Owners, Top Sales Pros, and Imaginative Entrepreneurs, an hour a day for over 34 years and has built a reputation as a recognized expert in Sales Training, Telemarketing, Motivation, Mentoring, Marketing and Copy Writing. He's taught more 6 and 7 figure a year Income earning Mega-Buck Sales Pros than any other Trainer and his power-packed Audio and Video programs are sold in 45 Countries and counting. You can subscribe to his Free monthly Newsletter and weekly Marketing Tip at <http://www.stanbillue.com/>

**“If you'll work at Selling for the next 5 years like most people *WON'T*,  
you'll be able to live your Life like most people *CAN'T*.”**

## ***SET GOALS AND HAVE A PURPOSE***

Unfortunately, less than 3% of the World's population can show you at least one well defined, written down Goal. Granted, they may have some floating around in their Head, however until you put it in writing, it's only a Dream or a Wish. Goals give us a direction and they allow us to live our Lives by design instead of by default. Always remember that if We Fail to Plan, we are Planning on Failing.

Have you received a delivery this month from your favorite Store? Probably not if you didn't order anything from your favorite Store. It works the same in Life. We have to Order something before we can expect to receive it. Of course, many people don't set Goals because of the Fear of Failure. My gosh what if you don't achieve a Goal? Does that mean you are a failure? Absolutely not, in fact just

the opposite is true. Let's analyze that for a few minutes. Let's say that you're fairly content with your life and lifestyle and you do try to accomplish just a little bit more and fail. What's the worst that has just happened? You still end up where you were, which was back with your fairly content life and lifestyle.

Here's how to set & achieve Goals. First make a Want List of all of the areas in your Life that you want to improve in or things that you want to accomplish. This could include your Health, Wealth, Spirituality, Relationships, and even your Attitude. Next, put them into the proven 4 Step Formula.

[1] Aim.

(Be specific in writing your description of your Goal or end result).

[2] Claim.

(Put it into the "now" by using the words "I am" instead of "I'm going to" or "I will").

[3] Proclaim.

(Read them out loud at least twice a day).

[4] Obtain.

(Aim, Claim, Proclaim, and you will Obtain them).

You should set some long term Goals that are 1 to 10 years out, some mid term Goals which are 1 to 12 months, and some short term Goals which are a few things that are most important to you in the near term or during the next few weeks.

#### For Short Term Goals:

Let's say you want to develop better eating habits, your Goal might be: "I am becoming healthier by eating nutritional foods and avoiding junk food."

If you want to become a better listener, your Goal might read: "I am listening more intently and showing a sincere interest in people."

Again, these are a form of a Positive Affirmation, which in turn is a form of Goal setting.

#### For Mid Term Goals: (1 to 12 months out)

If you want a new Car within 6 months, you would write down: "I am owning a (be specific as to the year, model, color, and options, etc) on or before February 10, 200\_."

Let's say you want a new Wardrobe before the Holidays, you would write down: "I am setting aside \$1,000 for a shopping spree for myself on or before December 10<sup>th</sup>."

#### For Long Term Goals: (1 to 10 years out)

Let's say you want a larger Home within 3 years, you would write: "I am building (or owning) a beautiful new home (be specific as to the details) on or before August 10, 200\_."

Besides reading your Goals out loud at least twice a day, you should also put up pictures or posters of the Car you want to own, or the Trip you want to take, or the Home you want to live in, which helps with visualization. Remember that our Subconscious mind does not have the ability to reason or doubt and believes everything we program into it. It's also interesting to realize that the most important part of Goal setting is not hitting or achieving each and every Goal, on or before the Due Date. The real value in Goal setting is the person we become in reaching out for a bigger piece of the pie or more abundance in life. If you have a significant other, please include some Goals for him or her so that you can depend on them for support instead of criticism. And finally, in case you occasionally miss a Goal, don't allow it to destroy your life. It's simply called Target Error, which was

caused by either some circumstances beyond your control, or possibly you were a little over zealous when you originally set the Goal.

In addition, there is an enormous power associated with having a Purpose. Why are you here? Why were you put on this great Earth? In other words, what is your Purpose in Life? When I first heard about having a Purpose, I probably had the same reaction that 99 out of 100 people have, which was “huh”? First, realize and appreciate that you were put here for a Purpose and not just to survive. We’ve all been given some great talents and unfortunately the great majority of people go to their grave without ever developing that talent or worst yet, even discovering what it was. Everyone is good at something (and could be great at it) and it’s critical that we all take the time necessary to determine what we could excel at. It might be Writing, Painting, Gardening, Decorating, maybe we’re great with Animals, maybe we have a knack for solving Problems, maybe we have a Photographic memory, maybe we have the ability to Teach, etc. Once you discover your natural talent that was given to you, realize that you can turn it into something of incredible value by investing some time everyday to get even better at whatever it is. Then set yourself a 5 to 10 year Goal to make as much money as you can in Sales so you can pursue your true Love or Purpose in Life. This in turn will give you the drive and motivation to do the very best you can, every hour of every day. In other words, allow this great Sales profession to be a means to the end.

I’ve always considered myself very fortunate because I came up with a purpose in July of 1977 that has served me well all of these years, which is: “To become the best I can become and help other people get more out of their lives.”

**Make it a “Fanta\$tic” Future!**

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