

# Ignite

## YOUR BRAND

### LEADERSHIP & BRAND STRATEGY COACHING PROGRAM

## MODULE 1 - WEEK 3

Long-Term Goals:  
Meaningful Goal Setting



You made space for the internal work the first two weeks and you have a clearer understanding of your foundation: your passion, purpose, mission, vision, values, and guiding principles. Now you are prepared to visit goal planning, including putting framework and structure around your money goals! It's not only important to write your goals down, it's important that you actually believe they're possible. That's why this week's lessons include some work around money stories. It's one thing to say you have a goal, it's another to believe it's possible... and it's yet another to take action on it! During this process, you will be supported in doing all three, as they are all necessary for success.

*Remember to download your sales goal and budget tracker document from the membership site and start filling it out.*

#### **The lessons this week include:**

- 1) Personal Priorities
- 2) Optimize your Time
- 3) Money Goals
- 4) Goal Setting

Amber

### PRIORITIES

We can't have a conversation about goals without considering priorities. Sometimes we say we have a goal, and then we become frustrated when we don't hit it because we had other priorities. Good, bad, or otherwise, it's up to you to choose how you want to grow your business, on your terms.

Take this space to write out everything important in your life and make notes about how you have created boundaries and frameworks in order to **help you prioritize** the things that matter most.

MY PRIORITIES ARE:

HOW I HONOR & PROTECT THESE PRIORITIES:

### FOUNDATION FOR GOALS - OPTIMIZE YOUR LEADERSHIP

Earlier, you explored your personal strengths. One of the things that was most helpful in my growth journey was when I shifted from focusing on my weaknesses to focusing more on how I could ignite more of my strengths. I recognized how it would serve me and my clients to build resources/team in order to fill in gaps that weren't in my zone of genius. The more that you can lean into your personal strengths and joy as a leader and then hire/outsource/release the things that you aren't good at, the faster you can grow in strength, success, and can generate more. I'm not saying to simply ignore the tasks you don't like, as they may be vital to your business! What I'm suggesting is to figure out where your time is best used, what you enjoy most in your business, and **where you can generate the most value** -- then consider what opportunities there may be to optimize in that zone of genius!

### HELPFUL EXERCISES:

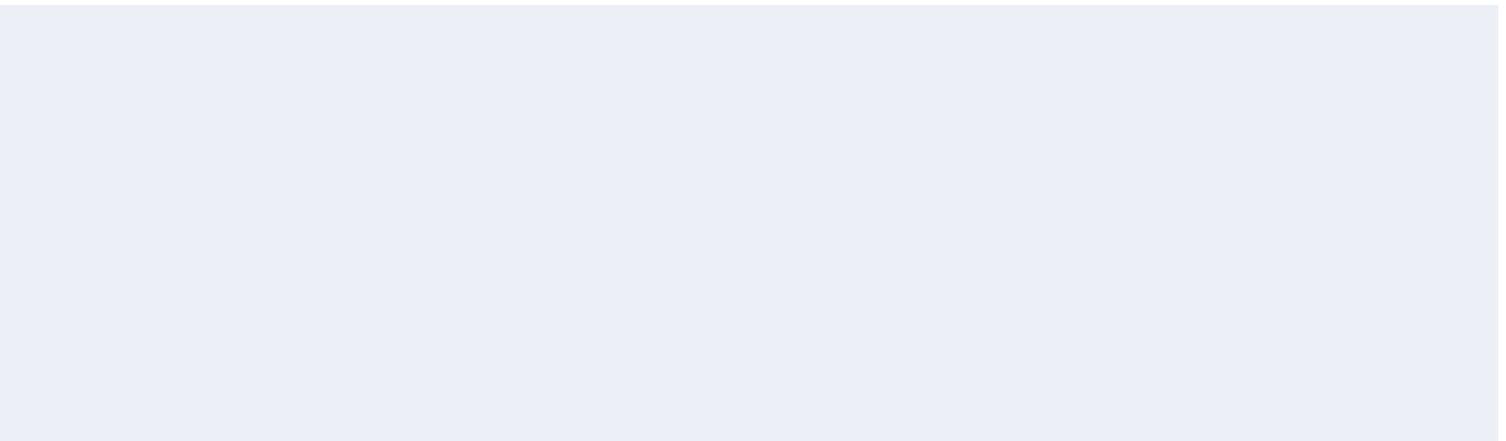
**1) Time Study:** For two weeks, record everything you do. Evaluate how much you are working on your business versus in your business. If you are responsible for marketing/lead gen, how much time is spent on that? What areas are the poorest use of your time that you'd be better off hiring out or outsourcing?

**2) Tune In:** For two weeks, pay attention to where you feel dread and where you feel joy. Journal about it, or make mental notes. Sometimes, we don't even like the services we are offering in our business but we think we "have" to do them because they bring us money. I'm here to remind you, you don't *have* to do anything. You are a unique individual growing a business on your terms. The more you enjoy it, the easier and more joyful it is. In addition, if the places where you are focusing time and energy are cutting into your priorities, then it's time to optimize your time and priorities so that your business is fueling the life you desire.

**3) Identify Your Leadership Strengths and Your Gaps:** What do you rock at? What do you stink at? How are you designing your business to keep you spending most of your energy in the space where you rock? How are you getting support in the areas where you stink?

### REFLECTION:

Where do you have opportunities to improve in how you optimize your time so you can achieve your goals?



#### Recommended Assessments:

- Gallup Strengthsfinder
- Human Design
- DISC Assessment
- Enneagram

#### Recommended Reading:

- The Big Leap by Gay Hendricks

**MONEY!** How much money would you like to pay yourself annually? Write that here:

**MY BIG BADASS MONEY GOAL**



When you write that, how does it feel? (if you aren't uncomfortable, you might not be thinking big enough... or you could be in a good, healthy mindset and you DO believe you can earn it!) What thoughts go through your head when you think about your goal? (Share your insights in our group call!)

*If you are finding that you have a goal but you feel uncomfortable with it, here are a few exercises to help you start opening up money fears/blocks:*

### EXERCISE: GO TO THE EDGE

When you reflect on your big goal, if that feels uncomfortable or "unrealistic," think about the most or the furthest (highest) edge of that number that you CAN feel yourself accepting. Write that down as your next goal. For example, some people say, "I want to earn \$1M," but then they quickly get overwhelmed with how to make it happen and don't feel worthy of it. They are not emotionally, energetically, or strategically prepared to receive that level of money (just look at how many lottery winners lose it!) If your goal is \$1M, you might feel that the highest edge you are comfortable with is \$8k/month... maybe you have never earned that before, and it's you pushing yourself to the furthest edge. Feel into that. We have to feel into the \$8k, \$10k, \$100k before we can truly feel into the \$1M (or whatever your goal is).

### REFLECTION:

When you think of money, what are your thoughts?

What is everything you believe about money?

What is your first positive memory about money?

What is your first negative memory about money?

What could these reflections reveal to you about possible money stories?

### TASK:

FILL OUT YOUR BUDGET TRACKER FROM THE MEMBERSHIP SITE & START DOCUMENTING YOUR SALES GOALS!

Goal planning is like creating a road map. This visual can help you reach your big goals, without it feeling so overwhelming because you've created a path to your end goal, and a number of pit-stops to help you along the way. Goals are great, but people often fall short when they attempt them without a plan.

### STRETCH GOALS

These are the long term vision goals, and may be a 2, 5, 7 or 10 year goal. This goal has a long term objective that may take years to accomplish! You should first define your stretch goal (you may have several), and from there, backtrack with intermediate goals that will help stay on track toward your long term goal over the years. Chances are that your goals may shift over such a long span of time, but chances are also that you have some big goals that won't change! For example, I've had a 20 year goal to invest in a lake home for hosting retreats and I'm now narrowing in on a 12 month plan to bring that stretch goal to reality! Stretch goals truly are possible to achieve! Some examples to jog your mind include:

- A 10 year plan to sell the company for \$1 million and retire at age 58
- A 5 year plan to grow the business and add a manager and staff of 4 so that the company is profitable and can run without me
- A 5 year plan to go from \$100,000 in sales annually to generating \$750,000 consistently in sales annually and buy the vacation property we've been dreaming of
- A 3 year plan to become the largest law firm in the county with 50 attorneys

### INTERMEDIATE GOALS

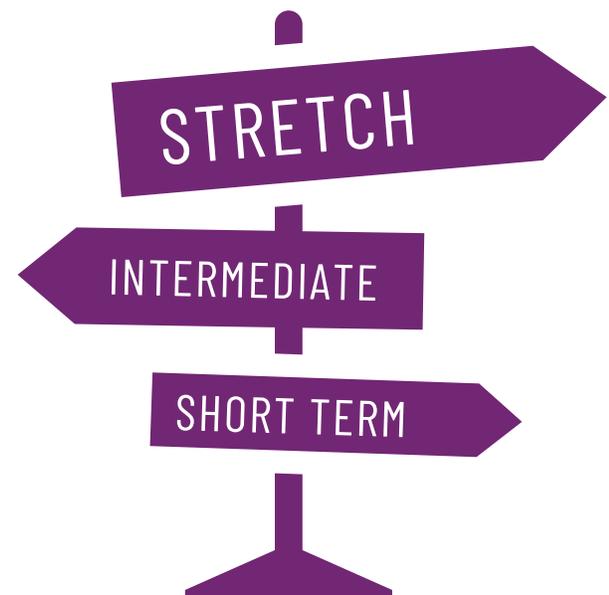
These goals have between a one and 12 month timeline. These goals require a bit more effort to achieve than something you can decide upon and accomplish within hours, but are also very achievable within a few weeks or months of planning. Examples:

- Land my first paid public speaking gig
- Go live online monthly for 3 months in a row
- Add \$10,000 in revenue within 60 days
- Grow sales by 20% over the next 12 months
- Hire an office manager in the next 3-6 months
- Hire a company to design our website within the next 2 months

### SHORT-TERM GOALS

These are like taking small baby steps that add up over time to help you move toward your bigger goals. They are things that you can reasonably accomplish in the next few days. (Be aware that your short-term goals are helpful as a part of your bigger strategy and don't just become a to-do list that don't "move the needle")

- Call back Ann (new potential client) to set up a coffee date
- Set up social media posts for the month by Friday
- Write a blog post this week



### STRETCH GOAL

**My stretch goal as it relates to developing my brand/growing my business is:**

**My checkpoints along the way will happen at these specific time frames, along with the goal that needs to be accomplished at that time, associated with making progress toward the stretch goal:**

6 months from now:

1 year from now:

18 months from now:

2 years from now:

### INTERMEDIATE GOALS

**My intermediate marketing/business goals right now for the next 1-6 months are:**

Something I am going to accomplish in the next 2 weeks:

What I will accomplish in the next 1 month:

My 3-6 month goal is:

These are the top 5 small steps that I can take to grow my brand and build my business this week (do just one thing each day!)

1.

2.

3.

4.

5.

### PUTTING THE LESSONS TO WORK: BRAND BUILDING ACTION STEPS

This course has been created to help you understand and lay out the steps for how to build your authentically aligned business and brand. To develop your brand is to be known for something, and to make people feel something. You need to define what you want those things to be.

With that in mind, what are the steps that you need to take to develop the well-defined, and known brand that you desire? Is there something holding you back? Are you providing the customer experience that you want to provide? Are you known for what you want to be known for? Use this space to write a Brand Development goal and what you are going to do in the short and intermediate term to accomplish that.

My biggest or most important biz/brand-building goal is:

The biggest thing getting in my way/preventing me from reaching this goal:

Short-term steps I can take this week:

Intermediate steps I can take over the next 1-3 months:

What I am going to do to stay accountable for achieving this goal: