

# More Strategies: Focus on Success

Last month I shared some of the strategies from the book, *The Power of Focus* by Jack Canfield, Mark Victor Hansen and Les Hewitt. This powerful book guarantees that if you follow the strategies outlined, you will hit your business, personal and financial targets with absolute certainty.

The authors offer 10 strategies to help you focus. Last month we learned about the first two. Your habits will determine your future, and it's not hocus pocus, it's about focus. As we look at changing habits that don't serve us well and delegating tasks that do not produce extraordinary results for us, we are on the way to getting what we want. My theme for the New Year is, "delegation equals freedom". I recently hired a virtual assistant who has already given me freedom to pursue activities that reap big rewards.

Now let's look at another strategy from *The Power of Focus*.

### #3 Do you see the big picture?

It's important to develop clarity. Create a clear picture of what you want. If you're not by nature a planner or goal-setter adopting this strategy will dramatically change your life. As I often share with audiences when I speak about attracting success, if you want to go to California, you can wander across the countryside and hope to get to your destination, or you can use a map as your guide. Your goals and plans are your road map to success. Here is the top 10 goals checklist.

1. The most important goals must be yours. Some people have no passion for their work because it wasn't their goal to begin with. They may have gone into a family

business or to law school because their parents thought it was a good path to take. Set goals that are yours.

2. Your goals must be meaningful. What's really important to you? What benefits will you derive by reaching this goal? We all have choices. Choose wisely and on purpose
3. Goals must be specific and measurable. When I set goals for myself, I write down how many clients I want, how many presentations I want to give and how much money I want to earn. Goals must be specific,
4. Your goals must be flexible. You need the freedom to change the course if you choose to.
5. Your goals must be challenging and exciting. Some business owners after a few years in business start to stagnate or plateau. When your goals are challenging you don't get bored. Think big and your goals will excite you
6. Your goals must be in alignment with your values. Do you know what your core values are? These are beliefs that you feel strongly about. There is no internal conflict when your goals are aligned with your values.
7. Your goals must be well balanced. Sometimes people set goals to earn more money or to own more things, but they get off-balance. They don't think about family time or self-care. Working without balance creates burnout or illness. Coaches work with their clients to create a balanced life.
8. Your goals must be realistic. When a client tells me he will contact ten

prospects before our next call, I often ask when he will do that? It's not the goal that's unrealistic; it's the time-frame. Whether it's about how much money you want to earn, or when you want to double your staff, be realistic. If you over-promise yourself or others, you'll set yourself up for disappointment.

9. Your goals must include contribution. I went to a prosperity workshop several years ago and it was very clear that giving a percentage of your income regularly was an effective way to create abundance in your own life. Along with financial contributions, it's important to give your time and your expertise.
10. Your goals need to be supported. Some people like to share their goals and others keep them private. You might want to choose a few supportive individuals who can give you feedback, accountability, and encouragement when you need it. You can find a mentor, work with a coach or join a mastermind group.

The authors suggest a master plan. Review the goals checklist and then create a list of 101 things you want to accomplish in the next ten years. This is a great exercise for the New Year. Ask yourself, "What do I want to do?" What do I want to have? And, "where do I want to go?" You then need to prioritize your list and create a time frame for the choices that you've made. Take a few minutes now to do this exercise. You might want to create a picture book with some of the things you want. An idea book is extremely helpful. Use a small spiral notebook that you carry with you for your insights and thoughts. You can

jot down any business ideas, stories or quotes that are meaningful.

Next month we'll continue with more strategies to help you to focus on success.

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