

Edison Guzman's Sample Goal Setting Exercise (Fictional)

Write down your goal **ultimate** goal: (The life style you'd like to live)

I am 55 years of age and my daughter has finished college with a degree and no student loans. I am healthy, average weight, of sound mind, living in a comfortable home and am financially free. In order to be financially free, my monthly **passive** earnings are \$30,000. I am driving a new, reliable, electric car powered by electricity (Tesla) or the power of the sun (?). My home is solar powered and self-sufficient. I am in touch with my immediate family and visit those that have moved away. I am happily married and enjoy my life style. I am still helping others achieve their financial dreams through entrepreneurship.

Explain **why** you need to accomplish this goal.

Being healthy and financially free will allow me to enjoy my grandchildren, travel to any destination I wish, and do the things I wish any time I wish. I'd like to help others achieve their financial success through entrepreneurship because it gives me pleasure to teach, and I have much to share in a way that will help me achieve my financial goals.

What action **steps** will you take to accomplish this goal?

I will research and find the best business model, investments and income opportunities that will help reach my goals. I will decide on 5 income streams that supplement each other, are scalable, reliable, thrust worthy and withstand the test of time. I will then create a business plan and implement it to the best of my ability. If I need guidance in accomplishing these goals, I will seek help from an expert (or experts) that will guide me in reaching my goals. Since I want to stay healthy, I am biking 4-5 times per week and supplementing my nutrition with vitamins and healthy eating. My mind must remain sound, therefore, I will continue to sharpen it by reading at least one book per month, take one new course per month, and master mind with like-minded individuals local and world-wide. I will start the research process of the best type of car to purchase that meets my criteria. I will host approximately 1 monthly workshop, 1 monthly webinar, 2 weekly videos, and 2 weekly blog posts to be shared through social media daily in order to help others achieve their dreams through entrepreneurship. I will implement marketing strategies that help meet my goals. They will be outlined within the marketing plan section of my business plan. I will continue to follow and update my business plan in order to ensure maximum efficiency and best financial results.

Write down a goal you'd like to achieve within **5** years:

My ultimate goal falls within my 5 year goal.

Explain **why** you need to accomplish this goal.

Same as ultimate goal.

What action **steps** will you take to accomplish this goal?

Same as ultimate goal.

Write down a goal you'd like to achieve within **3** years:

I am 54 years of age and am healthy, average weight, of sound mind and living in my current home in Chester. My **passive** monthly income has just surpassed \$20,000 and am on target to reach my ultimate goal of \$30,000. My home is solar powered and self-sufficient. I am in touch with my immediate family and visit those that have moved away. I am happily married and enjoy all life has to offer. I am helping others achieve their financial dreams through entrepreneurship. I no longer rely on my day to day local business operations as a means of primary income, since my passive income covers all expenses, investments and savings.

Explain **why** you need to accomplish this goal.

My daughter will be graduating soon and I don't want her to have the burden of student loans. I also need to ensure the funds are available (liquid) for a very nice wedding within the foreseeable future (5 to 10 years). I need to be healthy and of sound mind in order to ensure all financial goals are accomplished, so that my family and I live the lifestyle we wish to live.

What action **steps** will you take to accomplish this goal?

Pay tuition for my daughter as it comes due each semester. Research the best business model and income opportunities that meet my criteria as outlined in 5 my year goal. Bike 4-5 times per week and eat nutritious food and supplements. Attend industry conferences that will help me in my quest to 30k/month passive income. The more I learn, the more people I can teach, and help achieve their ultimate life style. Follow business plan to ensure maximum ROI and best results.

Write down a goal you'd like to achieve within **1** year:

I am 52 years of age and am healthy, average weight, of sound mind and living in my current home in Chester. My **passive** monthly income has just surpassed \$10,000 and am on target to reach my ultimate goal of \$30,000. I am helping others achieve their financial dreams through entrepreneurship. I have started enhancing my home by upgrading the driveway, upgrading the garage, and adding other amenities that will make the house a better living space for now and for when it's time to sell. I am in the process of making the business completely portable, in order to be able to run it from anywhere in the world.

Explain **why** you need to accomplish this goal.

The passive income will replace my business revenue so that I have financial freedom to live anywhere, travel, pay for college, weddings, upgrade the house, and anything else my lifestyle requires. Debt is not an issue when my passive income supersedes amount owed.

What action **steps** will you take to accomplish this goal?

Choose the best business model to accomplish my passive monthly income goal of \$30,000 and other lifestyle goals. Identify the best products and services I can represent that offer long term residual income, are reliable, trust worthy and are a natural fit with my talents, passion and drive. Follow business plan to ensure that I'm still on target with meeting my goals. Track all efforts. Get rid of what's not working, continue with what is working. Supplement as necessary.

Write down a goal you'd like to achieve within **6** months:

I am 51 years of age and am healthy, average weight, of sound mind and living in my current home in Chester. I have implemented a business plan that is currently producing \$5,000 per month in **passive** income. I have purchased a new car (2016 Acura TLX 3.5 V-6 9-AT). My daughter is in college and passing all of her classes. I am hosting a weekend business conference that shows individuals how to attract, convert and keep more customers, so that they can grow their business faster and easier using Internet Marketing Strategies. Tuition is \$495 and I have attracted 100 individuals to the conference.

Explain **why** you need to accomplish this goal.

I want to ensure that my daughter finishes school with no student loans. Hosting the workshop will pay for the ACURA and help fund the marketing plan budget to scale up the business and meet my ultimate goals.

What action **steps** will you take to accomplish this goal?

Research the best venue for the conference within Orange, Rockland or Westchester County. Increase membership within hvBiz.com by adding more videos, blog posts, and interacting more within its members. Give entrepreneurs and business owners more value to join hvBiz.com. Use hvBiz.com, along with LocalWebMarketingMagazine.com as distribution channels to get more individuals involved. Increase number of webinars to two monthly as we get closer to the event. Post daily on social media, add educational videos twice per week, create a podcast on HTAC, SEO all web sites for maximum reach. Use PPC to reach a more targeted audience.

Write down a goal you'd like to achieve within **3** months:

I am 51 years of age and am healthy, average weight, of sound mind and living in my current home in Chester. I have implemented a business plan that is currently producing \$1,000 per month in **passive** income, which is a step closer to my ultimate monthly passive income of \$30,000. My daughter is in college and passing all of her classes. I have secured a location for my conference and have increased the number of members within hvBiz.com, as well as the number of subscribers to LocalWebMarketingMagazine.com and HTAC.

Explain **why** you need to accomplish this goal.

Increasing the passive income will help meet my ultimate financial goal of \$30,000 per month **passive** income, which will in turn help me achieve the life style I wish to live.

What action **steps** will you take to accomplish this goal?

Increase subscribers and hvBiz.com members to a minimum of 5,000. This will help increase my distribution channel, so that I can convert a minimum of 2% into tuition paying entrepreneurs and business owners for the 2 day workshop at \$495 per person. Post daily on social media, add educational videos twice per week, create a podcast on HTAC, SEO all web sites for maximum reach. Use PPC to reach a more targeted audience. Follow business plan with complete marketing strategy.

Write down a goal you'd like to achieve within **30** days:

Complete full analysis and marketing plan for implementing my Ultimate life style goal. Continue teaching and coordinating online educational programs.

Explain **why** you need to accomplish this goal.

Completing full analysis and marketing plan will ensure that I meet my financial goals, which will ensure that my daughter's tuition is fully paid, savings account is secure, passive income marketing strategy is implemented successfully, and I'll live the life style I deserve.

What action **steps** will you take to accomplish this goal?

Choose the best business model to accomplish my passive monthly income goal of \$30,000 and other lifestyle goals. Identify the best products and services I can represent that offer long term residual income, are reliable, trust worthy and are a natural fit with my talents, passion and drive. Use revenue analyzer to calculate how many products and services must be sold in order to meet financial goals. Create the best business plan that will achieve my ultimate goal, so that I can live the lifestyle I deserve. Reduce non-IGAs and increase IGAs (Income Generating Activities). Identify obstacles that stand in my way and create a plan to remove the obstacles. Identify the best tools at my disposal. Use the tools strategically and profitably. Create the best possible business and marketing plan available with proper research, strategies, and tracking mechanisms. Ensure to align all missions with my overall vision.