



Brian Mayne

The Goal Setting Success Report

How to guarantee you achieve your goals

Share this report with a friend by visiting www.liftinternational.com/goalsettingreport

© 2009 Lift International

Copyright holder is licensing this under the creative Commons License, Attribution 2.0.

<http://creativecommons.org/licenses/by/2.0/>

Please feel free to post this on your blog or email it to whomever you believe would benefit from reading it. **Thank you.**

About this report

The art and science behind successful goal setting is simple and powerful, yet to most people is only half understood. Thanks to recent discoveries in neuroscience the reason why traditional goal setting techniques often fail has become clear and the secret to true success has emerged.

Brian Mayne, one of the leading experts in the field of goal setting and the author of the international bestseller on how to turn your dreams into reality **Goal Mapping: The Practical Workbook**, has put together this comprehensive free report to give you the **whole** picture on effective goal setting, explaining everything you need know to create the success that you desire.

- **Do you want to know why everyone can and should set goals?**
- **Do you want to learn how to set goals that really work?**
- **Do you want to understand the science behind positive thinking?**
- **Do you want to create the success that you've only dreamed of till now?**
- **Do you want ultimate personal freedom?**
- **Do you want to bring your life into balance?**

If so, then read on. But be prepared to alter the way you think about goals!

Share this report with a friend by visiting www.liftinternational.com/goalsettingreport

Contents

Introduction	5
The seven most frequently asked questions about goal setting	8
The seven biggest reasons why people fail to achieve their goals	18
The seven reasons why everyone should set goals	25
The 10 things you must know about setting goals	31

Bonus Report #1	
10 Top Tips for Goal Setting Success	

Bonus Report #2	
Goal Mapping Seven-Step Success Guide and Templates	

Introduction

Welcome to **The Goal Setting Success Report**, a report designed to enable you to simply, successfully turn your goals into reality.

In this comprehensive report you will discover all the keys to successful goal setting, why dozens of motivated and intelligent people fail to achieve their goals and what you can do to ensure that you achieve yours. Finally, I will introduce you to **Goal Mapping**, the astoundingly successful system that has allowed millions of people and teams across the world to quickly and powerfully turn resolutions into results.



Goal setting: the success skill for life

Everything that has been achieved by humankind, big and small, has always started with having a goal. Before Hannibal crossed the Alps in 218 BC he set the goal to do so; before Einstein discovered the theory of relativity he set the goal to look for it; before any of the great artists created a masterpiece, they first had the goal to do it in mind.

It is a known fact that people who experience high levels of achievement have understood and utilised the natural human trait of goal setting. These people aren't necessarily more talented or capable than others, they have simply understood and mastered the art of focusing their thoughts on their goals.

Share this report with a friend by visiting www.liftinternational.com/goalsettingreport

We are all natural-born goal setters. Each of us is constantly conjuring up thoughts or creating something. Sometimes our thoughts move us towards the things that we desire and sometimes the things we dread. Sometimes we are aware of the goals we are setting ourselves and sometimes we are completely unconscious. Your thinking mind is rather like a factory that produces the successes, failures, achievements and results that you experience in life. This factory will never stop producing results, but by learning to effectively set goals you are able to choose what you want, take control of the experience and create the life that your desire.

The power of achieving success through goal-setting was crystallized in 1953 when a survey was conducted with the graduating class at Yale University. The results showed that only 4% of the class had clearly written goals for the future. 13% had unwritten goals and 83% had no goals at all. 20 years later the surviving members of the class were interviewed again when it was discovered that the 4% who had clearly written their goals were worth more in financial terms than the other 96% put together.

What the Yale University study shows is that having a goal is vital to success, but simply keeping that goal 'in mind' isn't enough. The secret of success in any goal setting strategy lays in its ability to connect your consciously chosen objectives to your subconscious mind so that your subconscious mind begins to pursue your goal automatically. Traditionally, the typical method of 'drumming in' this subconscious acceptance of goals has been through repetition – usually involving the process of writing and re-writing the goal over and over again. While this method works for some people, most find it too boring, too time consuming and largely ineffective, resulting in the majority of people giving up before their subconscious mind has had time to absorb the goal.

However, in recent years, there have been huge breakthroughs about how the conscious and subconscious mind communicate, one of the major understandings being that the main pathway to the subconscious mind is through the right brain, which thinks not in words but in pictures. It is out of these insights that a new understanding about goal setting has emerged, clarifying why some people have become goal setting success stories while others experience ongoing failure.

In the following pages you will find everything that you will ever need to know about goal setting theory, how to clarify and set goals, the biggest reasons why goal planning fails, and the psychology behind successful goal setting. You will also be taken through the seven steps of the **Goal Mapping** system, the internationally recognised goal setting system designed to create a visual blueprint that will activate your subconscious mind to steer you towards the life that you really want to be living.

The seven most frequently asked questions about goal setting

1. Why do people set goals?

A goal is a target. It's something that you aim to achieve by a certain date. When you feel uncertain about what you want, you are likely to go back and forwards, not making any real progress even when an abundance of skills and opportunity are on offer. However, once a firm goal is made and action is taken, the potential to achieve is limitless, despite any pitfalls there may be along the way.

People use goal setting to achieve success in every area of life. You can set business goals, career goals, life goals, family goals and even love-life and relationship goals. Goal setting allows you to step aside, self-evaluate, consider what you want then set targets in those areas.

Never before has there been a more important time to learn the art of goal setting. We live in a period of great and rapid change. Just by looking around you can see that every aspect and area of life is changing – the way that we work, the way that we interact, the way that we are educated and the way that we live generally.

Many people are frightened of changes that they feel they do not control, and try to resist them. But change is vital for growth and life. Learning to set goals correctly will allow you to find the positive opportunities created by change and to use them to steer you towards the sort of life you really want to be living.

Imagine that change is like the wind that blows and you are a boat on the sea of possibility. Without the wind of change you would be marooned in the middle of the ocean. But the stronger the wind of change blows, the more power you have to move towards your chosen destination. Your goals are like beacons of light by which to steer your course and to set a goal you need to be clear about what you want. As Kenichi Ohmae quotes, "Rowing harder doesn't help if the boat is headed in the wrong direction."

2. How do I set goals?

Present people with the question "what do I really want to do with my life?" and you'll find many struggling to answer. The majority of people are confused, even doubtful about what they want to achieve, what they are capable of achieving or what they believe is truly possible for them. Yet commonly what most people want is happiness.

Pretty much everything that we do is an attempt to achieve more happiness in life. It might even be said that a person's success in life could be defined by the degree to which they feel happy.

Ask yourself "what defines happiness for me?" Does it mean financial freedom, having your dream career, a beautiful home, a boat, a car, going on amazing holidays? Or perhaps it means having a wonderful family, great friends or being in an intimate relationship. Perhaps happiness for you means more self confidence, higher self esteem or better communication skills.

Happiness means different things to different people. By defining what will bring you more joy and happiness in life will give you an indication of where your goals should be placed.

Take some time to imagine how your life would look one year in the future if it was ideal and perfect in everyway. What would you be doing? Where would you be working? Who are the people around you? Write down everything you can to describe your dream life, then use this to identify goals for the different areas of your life; wealth, family, work, social health and wellbeing.

If your mind has gone completely blank and you can't summon up a single thing you want to achieve, don't panic! Often we are a lot clearer on what we don't want to achieve in our lives than what we do. Instead ask yourself the question "What don't I want in my life anymore?"

Once you have a list of answers, convert these into the positive opposite. So, for example, "I don't want to be in debt" would become "I have complete financial freedom". "I want to stop smoking" could become "My life is filled with health and wellbeing".

The beauty of goals is that they can help you achieve success in any area of your life. They are literally the secret for successful living. Whether you want to improve your parenting skills, teach your children how to set goals or plan your perfect wedding, the skill of goal setting will allow you to achieve all things.

3. How many goals can I set at once?

As modern life is comprised of different areas, it is natural that you will want to set a number of goals and objectives. Often you may feel that you want to achieve all your goals equally – that they are each really important. And this may well be true. Experience shows, however, that there is always one goal that, when achieved, automatically helps towards the achievement of the others. This may be a short term goal from which your long term goals will develop from.



For example, take these three goals:

- To go on a dream holiday
- To gain a promotion at work
- To move to a bigger house

In this example ‘the promotion’ may become your main goal, as its achievement would most likely supply the resources to enable the two other goals to be reached. The above is just an example and the situation will be different for everyone, but it does represent the essence of the principle.

Ask yourself, “Which one of my goals when achieved, will automatically help me to achieve the others?” then make this your priority.

4. Can I set goals for someone else?

Change can only begin with the individual, so while it is possible for you to set mutual goals with someone or help support someone making their own goals, you can not set goals for another person.

Essentially, the only person you have the power to change is yourself so setting goals to change anything about another person is fruitless. If you feel inclined to set goals for another person, ask yourself why. Is it because you don't like an aspect of their life? Can you see something in them that needs 'fixing' which they are refusing to fix? Perhaps you can see their potential for a more successful life and are desperate for them to realise their dreams.

In life, one of our greatest gifts is our ability to practise **response-ability**. This gift allows us to choose our own mental, emotional and physical response to the situations that arise in our lives, but not that of other people.

When we fail to practise response-ability we can easily become caught in blame. Some people develop the habit of blaming anyone and anything for any aspect of themselves or their lives that they don't like. One of the big challenges with blame is that it's always 'out there', outside of you, which means you have little or no influence over the situation. Denying responsibility for aspects of life that you don't like only results in feeling like a victim – that someone or something is doing it to you, or making you feel a certain way and that you are powerless to change it.

As Marcus Aurelius said, "If you are distressed by anything external, the pain is not due to the thing itself but to your own estimate of it – and this you have the power to revoke."

Response-ability is the birthplace of inner freedom and the foundation of personal power. Like a muscle, the more you work it, the stronger it will grow.

While you can't force a goal on another individual, you can set mutual goals. For example, if a couple were looking to buy a larger house they could set a mutual goal, discussing the style of property they want, the space, location and budget. They could also set goals for things that they want to achieve together in their married life. In the same way, a team of partners in a company can create short and long-term goals, but it is essential that all individuals agree with the goals that have been set and are motivated to achieve them.

5. If I'm a negative person will goal setting still work for me?

If you are a predominantly negative person then clearly setting objectives becomes even more important to creating a successful life. The theory behind effective goal setting is that by connecting your consciously chosen goals and objectives to your subconscious mind, your subconscious begins to move you and your goals towards each other automatically. Your subconscious mind works like a helpful autopilot – once your targets are set – or goal has been set – a subconscious process is triggered that begins to influence the transformation of the decision first into an attitude, then into an action, and ultimately through to an achievement.

Every negative or positive thought that you have is heard and accepted by the subconscious mind and then acted upon, but it is the thoughts that you have **regularly**, those which give you the strongest feelings, that become your dominant thoughts. These dominant thoughts are selected as the target for your subconscious mind to begin moving you towards.

If your dominant thoughts are negative, for example, “The world is a hard place”, then your subconscious mind will naturally start filtering in the information that backs this up and acts as evidence to make it a true experience for you. You’ll see all the war on the news, you’ll notice the thugs on the street, you’ll notice graffiti and litter on the pavement.

The mechanics of creating our experience is the same in both the successful and unsuccessful person, the difference between the two lies not in our ability, but in what we choose to focus on. We all have the ability to choose the thoughts that we think. Successful people choose to think in the positive: thoughts of abundance and opportunity. Unsuccessful people focus on lack and limitation.

It can be difficult to focus on positive outcomes when you are in the habit of thinking negatively. People that know they should focus on their desires, but continue to do the opposite, justify their choice with the thought, “you need to be aware of the pit-falls in life”. While this is true, it does not mean that you should constantly dwell upon them. The dashboard of a car contains lights that warn you when something needs attention, but it is dangerous to stare continually at them instead of looking at where you want to go.

The master skill for staying focused on what you want, rather than being distracted by what you fear, is **goal setting**. Setting goals enhances our ability to think positively and thereby bring it into our reality. All that we create – good or bad, happy or sad, wanted or unwanted – starts with a thought. And the really great news is that you have the response-ability to choose your thoughts and thereby what you create in your life.

6. What is the difference between short-term goals and long-term goals?

What makes an intention a real goal is that it has an achievement date. Without a date it is just a wishful fancy. The only exception to this is if it is a **life purpose**, a never ending mission much like mine, which is 'to be the light for transformation'. This is a purpose that will drive me throughout my life and therefore has no end date.

Generally speaking, a short term goal is usually anything up to one year. So, for example, my daughter's desire to score her first goal at the football match this afternoon and my goal to publish a new book within eight months could both be considered short term goals. In the same way, medium-term goals tend to be between one-to-two years and long term goals are generally considered to be anything from two years to 10 years.

The key here is to ensure you are clear about when you want to achieve your goal by. This is a subject I cover in more detail in the later chapter on **The 10 things You Must Know About Setting Goals**.

7. What other ways can I help myself to achieve my goals?

Self motivation is an essential aspect of achieving your goals. Without strong feelings of motivation we will not have the inclination or desire to do what it takes to achieve our targets and objectives. In my Goal Mapping book I explain that "We are not motivated by the logic of our needs. We are motivated by emotion, by the desires of our hearts that stir our blood."

By establishing the reasons why you want to achieve your goals and reminding yourself of those benefits frequently, you will find it much easier to continue doing what it takes to complete the targets you have set.

Try to pinpoint milestones which, once reached, you can reward yourself for. Maybe you have a weight loss goal to lose 20 pounds. This sort of goal is not going to be achieved over night, and by wanting to achieve your target in just one sitting will inevitably doom you to failure. To move consistently towards your targets and stay motivated, you need to recognise the small, steady accomplishments that, once added up, take you to the finishing line. Celebrate the milestones. Take time out to appreciate how far you have come towards accomplishing your goals and stay motivated by reminding yourself why you want to achieve them.

Another way to support yourself in hitting your targets is to tell someone who you trust about your goal and why you want to achieve it. By making yourself accountable to another person you are likely to stay more committed to gaining the skills you will need and to completing the objective. While it's always beneficial to have the support of another person – especially one who understands the goal setting process – some people go one step further by employing a professional life coach. Life coaching involves a number of conversations between client and coach, during which goals can be explored and limiting beliefs about achieving those goals can be challenged.

The results of these sessions can be phenomenal. Life coaches are available for almost any area where you might want to set goals including career, family, weight loss, health and wellbeing, creativity, relationships and spirituality.

While milestones and coaching are both effective ways to support yourself in reaching your targets, the real secret of success is to use a goal setting system that is proven and effective. There are traditional methods such as SMART goal setting, but these often fail to take into account the critical success factor of programming the subconscious mind.

For a success system that supports the entire psychology of goal setting, methods like **Goal Mapping** are fast becoming the systems of choice. Goal Mapping is a tried, tested, proven and highly popular method for the achievement of goals. It is effective due to the combination of ancient wisdom and cutting edge accelerated learning woven together with goal setting principles into one holistic system for success. While traditional goal setting techniques focus on left-brain words and endless repetition to condition goals into the subconscious mind, Goal Mapping impacts your left and right brain by using imagery (the language of the subconscious mind) bringing words, pictures and symbols together to create extraordinary power. At the end of this report I will share my seven simple steps that will guide you through the process of Goal Mapping. You will also find your free Goal Mapping templates on which you can create your very own Goal Map, a road map to turn your dreams into reality by programming your subconscious mind for success.

The seven biggest reasons why people fail to achieve their goals

1. People think their goals are impossible

Until 1954 nobody in recorded history had succeeded in running a mile in under four minutes. Many people had tried and failed. In fact, leading doctors were of the belief that such a feat was physically impossible. But on 6 May 1954, a man named Roger Bannister made history by achieving the unachievable: running a full mile in under four minutes. Just a few days after this happening, someone on the other side of the world also achieved the feat. By the end of 1954, 16 other people had run the four-minute mile. What changed was not people's physical ability to complete the distance in the time, but their belief that the goal was possible to achieve.

Too often, people approach situations with beliefs that something is impossible because it hasn't been achieved before. But the past and the present do not equal the future. The future is unwritten, evolving, and always in some way different from before. As Arthur Schopenhauer said, "Every man takes the limits of his vision for the limits of the world."

The truth is that we don't actually see the reality of life as it is: we see life through the projection of our beliefs about it. It is estimated that we receive around 2 million pieces of information from our senses every single moment of the day, but our conscious mind can only process about nine chunks of information at any one time. To protect us from this sensory deluge, the area of our brain called the Reticular Activating System (RAS) acts as a filter to screen out information it deems irrelevant, and passes on only that which is considered important.

Share this report with a friend by visiting www.liftinternational.com/goalsettingreport

While this process is meant to serve us, it can sometimes limit us severely. The RAS uses our beliefs and understanding of the world as a framework to filter in and edit out information.

If you have set yourself a goal, but have the belief that your goal is impossible then the RAS will begin to filter you information that backs up this belief, while blocking any information to the contrary, such as “this goal is possible to achieve.”

If you allow yourself only to focus on your goal being achievable, you will influence your RAS to make you aware of new opportunities, expansion and possibility. As the subconscious mind cannot differentiate between reality and imagination, by repeatedly imagining your goal being achieved, new belief patterns can be formed.

2. People lack the belief that they can achieve the goals that they have set

The success of a goal also depends largely on your beliefs about your ability to achieve it. This internal image of self is called your **self concept**. We have a self concept about our ability to perform every single task or activity that we engage in. For example, we have a self concept of ourselves as a partner, friend, driver, runner, public speaker, parent, consumer, and so on. We have a self concept that is connected to the way we look, the way we act, our level of intelligence and our abilities to succeed. You will even have a self concept of yourself as a goal setter.

If your self concept in a particular area is limited and you lack confidence or self esteem, it's likely that you will also have the belief that you can't achieve your goal. This results in your levels of performance being affected and the chances of you experiencing success will be lowered.

Our self esteem, confidence or self concept in any area of our life – for example, how much we believe in ourselves as a valuable employee – controls our level of performance and the quantity of work that we produce in that area. Self concept is like the valve that turns on or off the flow of our knowledge and allows us to excel in what we do. So, to achieve goals of a higher level then we must firstly raise our self-concept and become the sort of person who would be capable of achieving that goal.

3. People are more focused on why they can't achieve their goals than why they can

Inside your head, you and everyone else have 100 billion brain cells, and each one grows arms called dendrites. All of the arms are separated by a slight gap known as the 'synaptic gap'. When you have a thought you spark an impulse in the centre of the brain cell that travels out along the dendrite arms seeking to make connection with another arm, so that your thought can spread to form a pattern of understanding, a train of thought.

If you are thinking positively – whether about yourself, your life, or a single situation – the positive impulse triggers the release of a chemical called serotonin from the end of the dendrite arms. Serotonin is the chemical that gives you the feeling of happiness and wellbeing. It also acts as a conductor bridging the synaptic gap and allowing your thought to continue on its journey.

If, however, the thought you have is negative, then you trigger the release of a different chemical, a substance called cortisone, which gives you the feeling of sadness, anxiety and depression, and works like an insulator, effectively blocking or limiting the free flow of thoughts and ideas. So, when you focus on why you can't achieve your goals, you are literally blocking the free flow of thought. This results in you seeing more of the problems and feeling strong reasons for giving up on your goal. Yet, focusing on thoughts of "I can" releases the chemicals and creates brain-cell connections that in turn births new ideas and answers.

4. People aren't in touch with the motivational reasons why they want to achieve their goal

The benefits that you get from achieving your goal are the reasons you will want to succeed and therefore the fuel that will drive you to where you want to be. It is the 'whys' that are the motivating force behind everything that you accomplish, so it is obvious that the more whys we can generate the more desire we will have to achieve our goals.

What makes one thought more powerful than another is the emotion – or the whys – attached to it. All thoughts are equal until emotion is added. Emotion gives a thought its impact and acts as the fuel for motivation. We are never motivated by logic, but always by emotion. So what are your emotional reasons as to why you simply must achieve your goals? Search your feelings for the deep, compelling reasons, and then ensure you remain aware of them.

Ask yourself what are the benefits of this achievement? What are your strongest reasons for succeeding? What feelings well up inside you when you envisage yourself living your dream?

5. People don't understand how to program their subconscious mind for success

In the late 1960s the Nobel Prize was awarded to Professor Roger Sperry for his research into the cerebral cortex of the brain. What he discovered was that the two sides of the cortex were responsible for various functions of the mind. The right brain appeared to be dominant in rhythm, spatial awareness, imagination, daydreaming, colour and dimension. The left brain was responsible in the equally important skills of, logic, numbers, sequence, linearity, analysis and lists.

Until recently, goal setting has been a very left-brained affair, with people writing out their goals again and again in the hope that this will sufficiently program their subconscious mind for success. However, scientists have established that the subconscious mind is most powerfully connected to the right-brain hemisphere. While the right brain communicates with the subconscious mind using its qualities of colour, pictures, feelings and the senses, the left brain allows us to order, prioritise, bring structure and identify the best plan of action.



The key to successfully communicating goals to the subconscious mind and programming it for success lies in the combined use of words and pictures. At the end of this report you will be taught how to create a **Goal Map**, a whole-brain system designed to connect your consciously chosen goals to your subconscious mind in the most powerful, effective way used today.

6. People fail to identify their 'winning edge'

It has long been recognised that in any given community, team, occupation or task, 20% of the people achieve 80% of the results. This dynamic is a natural ratio that occurs all over the world and has become known as the 80-20 Law. Countless studies have shown that the top 20% in any group are often only 3-4% more skilled or able than the other 80% but they always produce the majority of the results and, when related to their quality of life and income, receive a greater level of reward for their efforts.

When we apply this principle to ourselves as individuals it dictates that 20% of what we do makes 80% of the difference in our lives. And by applying ourselves to our top 20% in life, we are able to make the most progress by our efforts.

Try to identify your 20% activities and note which of these makes the biggest difference to your relationships, your career and your personal wellbeing. Now identify the 20% of things that you do that make the least difference to your life so that you can divert that time and energy into the areas that will reward you most.

7. People go 'off purpose'



Life in the 21st century is demanding. Wherever you go there is a constant stream of incoming messages; emails, texts, calls, family demands, work demands, social invitations. The media bombards us with adverts to buy this, consume that, do this, do that. And here you are, standing in the middle, trying to respond to life while still staying on-track with what you have set out to achieve.

This is one of the most common reasons why people fail to achieve success in their goals: they are constantly being dragged 'off purpose'.

By forgetting to choose in favour of your goals, your attention is diverted away towards other things. This could be as simple as needing to research something on the internet, but then using the whole evening sending unnecessary emails. The only way to achieve our goals is to own them, keep moving towards them, taking responsibility for them and choosing in favour of them.

To make sure that you choose in favour of your goals and stay on-purpose, you need to keep a constant reminder of what your goals are. This is why using affirmations and visual reminders of your goal is such an effective tool.

The purpose of this is to keep those goals in mind whenever you are faced with some decision, opportunity or choice that could potentially lead you astray from your goal.

The seven reasons why everyone should set goals

1. Goal setting gives you ultimate personal freedom

By learning the power of goal setting, you gain the gift of true control: the ability to steer your life in the direction of your choice. No longer swept along by the changes and upheaval of your external environment, goal setting offers the freedom to dance with those changes, rather than fall.

When we fully understand that our thoughts, feelings and actions are the creators of our experience, we are able to become the ultimate, conscious script writers of our life. We are no longer able to play the victim or blame aspects of life for our unhappiness because we understand that we are personally responsible for it.

Psychologists refer to the external locus of control, where we feel as though our lives are governed by people and events over which we have no influence. Goal setting allows us to focus on the things that we do want, then gives us the power to achieve them, which then shifts us into the internal focus of control. From here we are grounded in the knowledge that we are free to choose the sort of life we want to live.

2. Goal setting is a natural function that allows us to evolve

All nature is in the process of becoming. Everything is in a constant state of change. A cobra won't always be a cobra. And despite what we might think, humans won't always be humans.

Life is constantly moving forward, changing, evolving, improving. Likewise, we are most satisfied when we feel that we are fulfilling our potential, using our abilities and becoming everything that we are capable of becoming. It's a natural instinct in us to want to move forward. Goal setting is a natural function in us that allows us to evolve.

At the turn of the twentieth century, Abraham Maslow said, "Man is only truly happy when he feels that he is making progress and becoming more."

Often this urge to grow is distorted into the belief that we haven't got enough and need more: more money, more clothes, a better car, a bigger house. While setting goals can allow us to achieve all of these things, it's the person that we evolve into along the way that gives us the true satisfaction. Often, once a compelling goal has been achieved, the satisfaction begins to wear off, leaving a sense of restlessness, yet as soon as another goal has been set and you've started growing again, the great feeling of aliveness and expansion returns.

3. Goal setting puts you into the driving seat of your life

One of the greatest fears for the majority of humanity is that of uncertain change. Unfortunately, the only future thing, of which we can be absolutely certain, is that there will be continuing change to our lives.

When you master the art of setting goals, you transform 'change' how ever frequent or far reaching, from a stumbling block that stalls your ambitions, into a stepping stone to further your aims. You are no longer a back-seat passenger in your life, waiting to see what's coming up around the next corner. Instead you are in the driving seat, consciously choosing where your next destination will be.

4. Goal setting gives you the power to create the life of your dreams

At some point in life everyone has a dream of what they would love to be, do or have. As children, with our whole lives ahead of us, coming up with new and fantastic visions for the future was easy as pie. For many people, the time between childhood and 'growing up' can turn into a process of becoming so bogged down, overloaded and even harassed that they no longer believe that they can achieve their dreams.

One of the gifts that goal setting brings is the ability to reconnect with what makes your heart sing, remembering – then choosing to follow – what brings you passion, joy and enthusiasm. Whatever it is, however large or out-of-this-world, by creating a vision, programming your subconscious mind and then taking regular steps towards your goal, milestones will be passed and your dreams will inevitably become your reality.

5. Using goal setting you are able to get out of circumstantial ruts

At school we all learn the concept of cause and effect: that for every effect in our lives there is a cause. There is always a reason for everything that is happening in our lives and it's up to us to identify these causes – then change them. If we can control the causes of our problems, then the effects can be avoided.

What the curriculum fails to teach in the classroom is that our thoughts and attitudes to life are the causes, and as thoughts and attitudes can be positive or negative, expansive or limited, then so can the effects. Everything that we are experiencing now and have experienced up until this point is the effect of our thoughts, attitudes and resulting actions.

If our thoughts and attitudes are the cause of where we are – and we don't like where we are – then we can change and control what happens from this point on by choosing new thoughts, then setting goals to move us, step by step, into a life that delights us.

6. Goal setting allows us to bring our life into balance

We live on a planet that spins in a balanced orbit, with balanced climates that support balanced eco-systems, where a multitude of species live in balanced co-existence, and within which each individual creature must maintain balance in its physical body and surroundings to survive. In short, success is balance and balance is success.

Balance makes life work well. You will always know when you are in balance because you will feel really good about yourself inwardly, and this will reflect in your life outwardly. Likewise, you will also know when you or your life is out of balance, because everything will start falling apart.

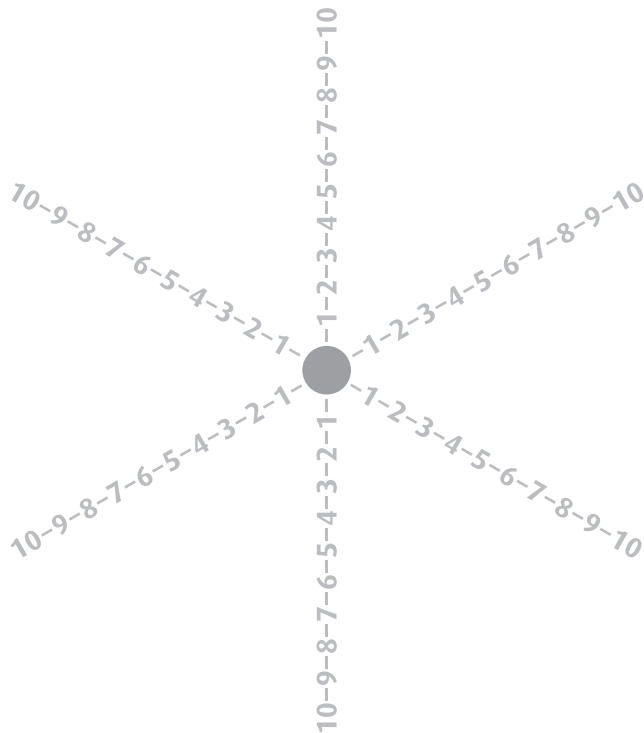
Everyone has a different balance point – just like everyone has a different and natural weight and shape. What one person may need more of, another may require less of. However, as a general guide, consider the six key areas shown below and aim to achieve balance within and between.

Try this exercise: give yourself a score between one and 10 in each of the areas shown below. Only measure yourself against your own best, not anyone else's. Be intuitive and listen to the first number that comes to your mind. (One = lowest and 10 = highest.)

Mental Emotional Physical Financial Social Spiritual

Share this report with a friend by visiting www.liftinternational.com/goalsettingreport

Now plot your scores onto the wheel below, starting from the top spoke (mental) and moving around the wheel clockwise, placing a score on each spoke. Finally, link the numbers you have ringed by going around the outside, like a dot-to-dot puzzle. This will give you a 'life-wheel': a picture of your current sense of balance.



The aim is to have an even circle or wheel. Most people tend to have a flat area or dip at some point. If this is also true for you, please see it as a positive result – it simply indicates where you need to put your focus and energy in order to bring yourself and life into a greater level of balance and success.

By focusing on the flat point in your wheel and setting a goal to improve it you, in effect, lift all the other areas automatically. For instance, if you saw that your wheel was flat in the physical sense you could set the goal to get up and take a brisk walk every morning before going to work. Within a short time you will have not only improved your physical wellbeing, but the new level of balance would affect all the other areas of your life. Mentally you would feel sharper, emotionally you'll be happier, more energy would make a difference financially, socially you would become a nicer person to be around and spiritually you would feel more connected. By using goals to bring your life back into balance you produce a higher level of awareness, wellbeing, effectiveness and success.

7. Goal setting helps us to turn our worries and fears into determination and joy

Worry is negative goal setting. By focusing on thoughts about what we fear, feelings of anxieties arise which results in us taking actions that are driven by fear. Typically it will be fear of loss of liberty, loss of possession, loss of opportunity. Acting out of fear will trigger emotions and chemical messages that affect the very cells of your being. The messages you send to your subconscious mind will be of all the things you want to avoid, yet by focusing so intensely on these fears, you will drive yourself towards them.

The problem is that if you say to most people “don’t focus on your fears” all they will be able to think of is their fears. It’s rather like someone attempting to not think of a pink elephant, then being surprised when they can’t get pink elephants out of their minds! The best way to avoid focusing your thoughts on things that you want to avoid is by creating a thought of what you want to attract: **your goal**.

By taking responsibility for the quality of your thinking and choosing to concentrate on the positive, you cause a positive chain reaction. Your mind becomes inspired, your emotions become motivating, your behaviour has purpose, your habits are empowering, you consciously design your life and any justification or blame turns into feedback or learning.

The 10 things you must know about setting goals

1. Be clear about what your goal is

If you can't see your target then it will be almost impossible to hit it. To experience success in goal setting it is vital that you know exactly what it is that you want to accomplish and how you are going to get there. Many people have a hazy idea of what they might like but don't actually come to any firm decision and because of this there is no clear, precise command sent to the subconscious mind. Learning what it is that you actually want is one of the most important lessons in life. The questions below are designed to help you become clearer about the sort of life that will make your heart sing. Give quick, snappy answers and write down the first thing that enters your head. Keep your answers short and precise, spending no more than thirty seconds on each one.

1. If you won £1 million on the lottery what would you do differently in your life?
2. If you only had six months to live, but could live in perfect health for this period, what would you do differently with your time?
3. What have you always wanted to do but have maybe been afraid to attempt?
4. If you could be granted any one skill or ability what would you choose?
5. What gives you the greatest feelings of pleasure and satisfaction?

Share this report with a friend by visiting www.liftinternational.com/goalsettingreport

6. What legacy would you like to leave: how do you want to be remembered?
7. What one great achievement would you dare to dream for yourself, if you knew you were guaranteed success?

Look closely at your answers. They should give you some good indicators of what is truly important to you and the sort of life you would love to be living. There is a simple and ancient truth: nobody ever became truly successful by doing something that he or she didn't enjoy. Find out what makes your heart sing and clarify goals that will take you towards this life.

Once you know what your main goal is write it down in clear vivid language. Add as much detail as you can. The more exact you can be with your desires, the more powerful your subconscious mind will be programmed for success.

2. Make goals positive

Make sure that your goals are expressed in the positive tense. This may sound obvious but it is amazing how many people state negative goals. If you set a goal such as "I don't want to feel sad" or "I don't want to smoke any more" your subconscious mind will not acknowledge the 'don't' in your statement and will simply give you the experience of wanting more sadness and wanting to smoke more. State your goals in the positive by getting a clear picture of what you actually want, for example, "I am happy", "I am healthy", "I am free." This way we create the results we want instead of creating what we want to avoid.

3. Make goals personal

The process of goal setting centres on you commanding your subconscious mind with your chosen objectives. This means that in truth, you are the only person who can choose and for whom you set your goals. You cannot set goals, for, or about anyone else. Even collective goals require each person to sign up individually. We all have our own free will, we all create and live our own lives, we all have our own subconscious autopilot and we are all personally responsible for the commands we give to it.

4. Write goals in the present tense

Your subconscious mind is phenomenal in its efficiency to produce the results that we ask for, but the one thing it can't do is make judgements of its own. Because of this, you need to be precise and clear about exactly what you want to achieve. By making the goal "I want to lose weight fast" your subconscious will respond by increasing your experience of wanting to lose weight fast. On the other hand, if you make a goal in the present tense, ie "I am fit and healthy" it will be this experience of having that you get.

5. Believe and trust that you will achieve your goal

How often do you question whether you will wake up tomorrow morning? It is this same unwavering faith that you should cultivate when thinking about the achievement of your goals. Your trusted beliefs, the things that you have decided are true and no longer question (like the fact you'll wake up tomorrow) are like the permanent commands to your subconscious mind. And your level of certainty in your ability to achieve these goals will determine the strength of the commands that you send.

Take actions that demonstrate your trust that your goals will be achieved. Begin to make the calls, find that perfect home or job, and learn new skills. The more faith you invest in your goals, the more your external life will shift to make this a reality.

6. Allow for lag time

Setting a goal is like firing an arrow: the greater the goal, the longer the arrow will take to reach the target. The first step in firing an arrow is to identify your target, know what you want. Next, muster your strength to draw your bow and create a powerful positive picture of what you want. Finally, release your arrow and allow for lag time. Lag time is the time that it takes for your arrow to reach the target; the time it takes for your goals to become realities.

7. Become willing to be the person who will achieve the goal

How often do you hear someone saying, “I couldn’t see me ever doing something like that!”

The way that we perceive ourselves – our self image or self concept – effects how far we are willing to go and what we are willing to do. By seeing ourselves in limited ways, we are limiting our potential. In the words of Henry Ford, “Whether you think you can or you think you can’t, you’re usually right.”

As you consider your goal, do you imagine that you have the ability to be and do what it takes to get there? For instance, you may have created a fabulous product for your new business, but lack confidence in your ability as a salesperson and just can’t imagine how you are ever going to get better at it.

It's vital that you remember the picture that you have of yourself as a businessperson, parent, friend, determines your ability to succeed in that role and ultimately it's how you are being that determines what action you take and ultimately what results you get. If you desire a happy, successful, dynamic life then you need to become a happy, successful, dynamic person.

Take a few minutes to visualise the sort of person you will need to be to achieve your goal. Write down any qualities of character that come to you, for example, confident, open minded, organised, loving, positive, and effective. Know that all of these attributes are already present within you and that all you need to do is add them to the self image you already have of yourself.

8. Be clear about when you want to achieve your goal by

Choose an achievement date that sits sufficiently outside your comfort zone. This will stretch you and inspire you to get out of bed and move into action every day. I always tell people to make sure it is a date that makes them feel 'uncomfortably comfortable'.

If you make your choice by using your left brain logic only, you will come up with a 'comfortable' date that will have been led by all your life's current circumstances and reality. Often this date will be so far out into the future that it becomes uninspiring and even un-motivating. So lead with your right brain by imagining how wonderful it would be to achieve this goal and in your wildest dreams, if you really believed it was possible, you would have it by XX 'uncomfortable' date. Only once you've done this allow your left brain to kick in and apply some 'comfortable' logic and reasoning to assess the realism of this date. This way you can ensure your date not only feels right, but excites, inspires and challenges you.

9. Decide whose help you are going to need along the way

Because our goals are set at our next level of achievement it's likely that we will need to acquire new information and support to reach our goal. Clearly identify the people, groups, organisations whose co-operation you will need in order to accomplish your targets. With modern communications it has never been easier to get whatever information and help you require to pursue your purpose.

Ask yourself, "Who do I know that could help me answer this question, overcome this challenge or achieve this goal?" When considering this question, remember to keep your mind open to all possibilities. Stay positive. Trust that your incredible mind, with its ability to connect and organise, already knows exactly the people, information and groups that you will need to achieve your goal.

10. Live in the moment

Everything that happens in life happens in the moment of now. All your memories were once now-moments and your future is now-moments still to come. It is important to think about the past to learn from our experiences. Likewise it is vital to visualise the future as that is the first step towards creating it. But we must live and be fully conscious in the now. It's by living fully in the now that we create more great memories and hold a vision of hope for our future.



Brian Mayne

10 Top Tips for Goal Setting Success

Share this report with a friend by visiting www.liftinternational.com/goalsettingreport

Ten top tips for goal setting success

1. Use a proven, effective goal setting success system that works

At first glance the concept of goal setting appears to be fairly simple, however successful goal setting rests upon a firm foundation of knowledge that combines cutting edge information with ancient wisdom. Each step in creating a goal, building self belief, thinking positively and the crucial programming of the subconscious mind are all intrinsic to achieving success.



Goal Mapping, for example, is a unique, whole-brain success system designed to help all manner of people command their subconscious mind to move towards their consciously chosen objectives, or goals, and thereby maximise their potential. By working through the seven steps, users are first guided into identifying, then stating in words and symbols, their objectives, motivations, strategies, and mentors, for whatever they wish to achieve. You can turn to the end of this report to discover the seven steps and to find your left and right-brain **Goal Mapping templates**.

Share this report with a friend by visiting www.liftinternational.com/goalsettingreport

2. Command your subconscious mind by thinking about your goals and feeling how you will feel when you achieve them

The regularity and intensity in which you focus on your goal determines the strength with which it is imprinted on your subconscious mind. By thinking about your goal and feeling how you will feel when you achieve success, you are creating a powerful mental blueprint for your subconscious mind to follow, then activate in your life.

Spend time each day, sitting quietly, breathing deeply and conjuring up the feelings of achieving your desires. It's in relaxed states such as this that our brain waves alter and become much more susceptible to new programming.

3. Put your goal into picture format

What does your goal look like? By drawing out your goal in picture format, you are speaking the language of the subconscious mind and creating an effective communication of what it is that you want to achieve.

If you have the belief that you're artistically challenged, don't worry. The truth is that everyone can draw, it's just that some people are more practised and better at it than others. Drawing your goal doesn't have to resemble fine art. You can achieve just as much power by drawing stick-men or even fundamental symbols such as hearts, smiley faces and pound or dollar signs.

Don't be tempted to use images or photographs cut from a magazine: it's the focus that you put into physically drawing your goal – and the mental concentration in coming up with your images – that most impacts your subconscious mind and gives drawing your goal its power. Just remember, a picture paints a thousand words.

4. Make your picture as colourful as possible

Colour, like symbols and pictures, has a very powerful impact on the subconscious mind because it is a right-brain stimulant. Think about all of your weird and wonderful dreams. Are they in words or pictures? Are they in colour or black and white? The more colours you can add to your pictures, the more impact it will have on your subconscious mind.

5. Take time to visualise your goal coming into fruition

The most common trait of peak performers is that they each possess an above-average ability to mentally practice the task they are facing. Various tests and studies, over the years have shown the power of visualization. For example, one university devised a study that took two groups of basketball players, and while one group simply practiced in the physical sense, the other group split their time equally between physical practice and mental visualization. The group that engaged in both physical and mental practice outperformed the other.

Although most people are unaware of it, we all think in images. These images aren't limited to pictures, but can also be experienced as sounds, feelings, smells and tastes.

When was the last time you were feeling anxious about some interview, meeting or event? If you have ever had the experience of worrying, then you can use the same energy to visualize your desired outcome. This technique is known as Positive Pre-play and is used by many top athletes and famous performers.

The starting place of having the life you want to live and achieving your goals is to let yourself visualize that you've already done it. Believe that you have a 'dream machine' that can make your dreams a reality. Imagine that you can be, do, or have, anything you truly desire.

Create a clear visualization of how your life will look when your goals have been achieved. Add as much color, sound, emotion, smells and taste as you can. What will people be saying to you when you've achieved them? How will you feel? Recreate this mental theatre as often as you can, especially first thing in the morning when you awake and last thing at night. It's in these relaxed states that your subconscious mind is most receptive to your thoughts.

Although this visualization only exists in your mind, your subconscious mind does not know the difference and it will at once get to work creating all of the conditions necessary to make your goal a tangible reality.

6. Write out your goals as affirmations

A powerful way of boosting your chances of success is by writing your goals in positive, personal and present tense affirmations. These statements can then be affirmed and re-affirmed as the dominant command for your subconscious mind to follow.

For example, someone with low self-esteem may already be in the habit of affirming this negative statement "I'm useless at everything". With enough repetition the subconscious mind will recognise this as the dominant command and start to edit out all the information that would suggest anything to the contrary. On the other hand, if someone was in the habit of affirming "I am a gifted, talented member of the team" their subconscious mind would accept that as true and their performance would improve as a result.

Write out clear, short statements that describe your goal. Make them positive: describe what you want to achieve, not what you want to avoid. Make them personal: the goal must be yours, not for someone else. And write them in the present tense: the subconscious mind accepts exactly what you say so describe your goal in the now or you will be forever waiting for it to happen.

7. Repeat your goals to yourself as often as you can

Once you have your goals written out as affirmations, repeat them as often as you can: ten times in the morning, ten times at lunch and ten times in the evening before bed. If you face any challenge to your goal, then repeat your affirmation again as this will help keep you focused on what you want not what you fear, thereby enabling you to find solutions not more problems.

While saying your affirmations summon up the feelings, sounds, smells and tastes associated with your goal achievement. Create a powerful and colourful picture that brings your goal affirmation alive and makes it real in the present moment. Remember attaching bags of emotion to it will turbo-charge its power.

8. Become the person that has achieved their goal

Behaving as if our goals are already achieved is possibly the most powerful form of visualization that exists... and also the most fun. As children we 'make believe' all of the time. For example, if you ask a child to be a butterfly, you will literally see them not just act like one but also take on the characteristics that we associate with a butterfly. They become graceful, light, bright, colourful and beautiful as they glide and float around on their toes.

By imagining, playing, becoming and acting as the person who has already achieved your goals, your subconscious mind will automatically start drawing this experience into your life. Also, by behaving as if your goals have happened, you will start to think like a successful person, which will lead to displaying the behavior and actions of a successful person.

Ask yourself if you are behaving like the sort of person who would and could achieve your goals? How would you be behaving if your goal was already achieved? Who we are being will always dictate our 'hows' and our 'doing' which in turn create our results in life.

9. Set worthwhile goals that are bigger than yourself

Everyone born on planet Earth has the potential to achieve extraordinary feats. The thing that blocks most people from achieving their goals is the negative beliefs that they hold about themselves, their circumstances and their capabilities. Yet, throughout history, some of the greatest things that have been invented, created and founded happened because brave individuals had the courage to set their sights on something larger than themselves, for the good of others, and then set out to achieve it.

Unlike any of the other species currently occupying the planet, humans are highly complex creatures. Not only do we seek self knowledge and self development, but it's essential for us to feel that we have made a difference and that we have something to believe in – **a life purpose**. Sometimes your life purpose might be something you want to do, or it might be some way you want to be, but whatever it is, this thing will give your life meaning.

Between the first and third century, B C Patanjali wrote;

“When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bonds, your mind transcends limitations, your consciousness expands in every direction and you find yourself in a new, great and wonderful world.

“Dormant forces, faculties and talents become alive and you discover you are a greater person by far you ever dreamed yourself to be.”

While it's good to be clear about your career goals, family goals, weight-loss goals and business goals, allowing time and space to fulfil the goals that will move you towards your passion and fulfilling your life purpose is also important. Think about what it is that truly makes your heart sing. What goals could you set for yourself, that will make a difference to the lives of other people?

10. Create goals which push you beyond your comfort zone

When we set goals to achieve something substantial we almost always have to push the boundaries of our comfort zone. For example, if someone has the goal to become self employed, they may have to step away from the security of their current job. This will feel alien at first and uncomfortable. Your comfort zone is your familiar pattern of behaviour: the route you take to work, the sort of people you speak to, the type of activities you engage in, your favourite methods of communication. Setting goals to move forward in life calls for us to change what we've been doing or expand our lives in some way so it's inevitable that our usual safe routines are going to be challenged.

Because expanding the boundaries of our comfort zone feels, well, uncomfortable, it's tempting to keep our goals small and easily achievable as this way we can avoid any unwanted fear or self judgement. However, if you want to use goal setting to create a life that makes your heart sing, you must be prepared to set a few riskier goals.

Maybe you dream of working abroad, but to achieve this you will need to speak another language. If you have a limiting belief about your ability to learn languages you can choose to remain stuck within the comfort of not challenging yourself or you can summon up the courage to face your fears, raise your self confidence, enhance your self concept then book yourself on a six-week course in French!

The interesting thing with comfort zones is that it is very often the thought of moving out of our familiar life which feels so excruciatingly horrible and yet once we are engaging in the activity, we discover that actually it wasn't too bad after all. Rather like taking your driving test, it's the nerves before that drive you mad but once you're behind the wheel, you just do it.

As humans we feel our best when we are meeting challenges, growing further, reaching higher, expanding our self image and achieving success. By being smart and setting goals beyond our comfort zone, we truly evolve ourselves, as well as our sense of what we can accomplish. With each step outwards into the life we dream of, the easier it becomes.



Seize this opportunity **now** to start turning your dreams into reality.

Download your second bonus report, the Goal Mapping Seven-Step Guide and Templates and follow it to create your very own Goal Map.

Share this report with a friend by visiting www.liftinternational.com/goalsettingreport