



Goal Setting Go for What You Want!

With Felicia Brown
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- Author of **Creating Lifetime Clients + Free & Easy Ways to Promote Your Massage, Spa & Wellness Business** & 5 other books





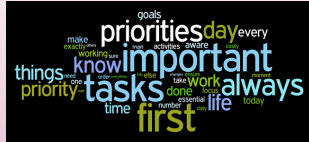
Overview of Goal Setting

- ✓ Priorities and goals
- ✓ Assessing the present
- ✓ Setting SMARTer goals
- ✓ Putting goal setting into practice





What Are Priorities?



- Your mission or passion
- Motivation behind goals
- What drives your actions





How Priorities Lead to Goals



The **priority** of being a world class cyclist could lead to a **goal** such as competing in the Tour de France.





How Priorities Dictate Actions

- **Priority** – Be a World Class Cyclist
 - **Goal** - Compete in Tour de France
 - **Action** - Move to France for spring training
 - **Action** - Cycle six to eight hours a day
 - **Action** - Cross train with yoga and Pilates
 - **Action** - Abstain from desserts and alcohol

The actions you take reveal your true priorities





Felicia's Priorities



- 1) Be good and true to myself
- 2) Enjoy everyday with no regrets
- 3) Deepen my relationship with my husband
- 4) Spend time with others I care about
- 5) **Make a difference to others & the world**





Make a Difference

- Personal – by being nice, a good friend
- Community – volunteering
- Family – setting a good example, love
- **Career – helping massage, spa & wellness professionals succeed (education, writing and consulting)**





Goal: Success with Spalutions

<ul style="list-style-type: none"> ■ Positive Actions ■ Teaching ■ Blogging ■ Networking ■ Speaking ■ Social media 	<ul style="list-style-type: none"> ■ Negative Actions ■ Not following up ■ Wrong target clients ■ Losing focus ■ Playing solitaire ■ Missing appointments
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What are your priorities?

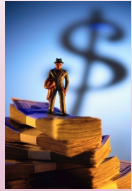


- Career success
- Admiration of others
- Great relationships
- A happy life
- Shopping!




Priority >>> Career Goals

- Making \$X every year
- Having a specific job title
- Working for ABC spa/salon
- Graduating from school




What is your top Career Success Goal?



Are Your Actions in Line?

<ul style="list-style-type: none"> ■ Positive Actions ■ Passing out cards ■ Advanced education ■ Helping the team ■ Asking for referrals ■ Social networking 	<ul style="list-style-type: none"> ■ Negative Actions ■ Doing no marketing ■ Not doing homework ■ Being a loner ■ Missing appointments ■ Playing solitaire
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Be SMART!

S

M

A

R

T

PECIFIC

EASURABLE

CHIEVABLE

EALISTIC


IMELY

Take action every day that support your goals!




Specific & Measurable!

- Say what you really want
- Give it numerical qualities
- Instead of "I want to lose some weight this year" say "I will lose ten pounds."



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Achievable and Realistic!



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- Stretch yourself within reason
- Create attainable goals that you are capable of reaching



Time Sensitive!

- Deadlines = finish line
- Short term or long term
- Set an exact date for completion rather than "someday"



"I will pass my licensing exam by September 30, 2020."



Make it SmartER! Enthusiastic & Rewarding



- Does the goal excite you?
- Will achieving it reward you in a way that matters?



Example of SMARTER Goals

- I will create a blog for my spa and attract 50 readers/subscribers by June 30th.
- I will see an average of 5 new ideal clients per week by August 1st.
- My gross income will increase to \$5000 a month by October 1st.





Write your goals down!



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- Makes them tangible and real
- Review for inspiration
- Remember your dreams!





Break goals down!

- Create steps for each goal
- List tasks for each step
- Use a timeline, schedule or "to do" list



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Review and revise often!



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- Post for daily direction
- Check off as completed
- Adjust as needed



Other Tips



- Share your plans with others
- Focus on one step at a time
- Ask for help when needed
- Reward yourself for success!



Inspiring Thought...



Take Action on Your Goals!

Schedule a one-on-one session with me for just \$99 (usually \$195)!

Go to
Spalutions.com/bundle
to get yours and schedule an appointment😊