

There's a whole world out there of people that need you to serve, that you are now investing your time and your energy and you are stepping up to be that person and that woman who makes investments like this who takes her business seriously, who's willing to go on it, who is driven, who is ambitious, who is going to make shit happen no matter what. This is focused, fierce and financially free. Here's your host, Jen Scalia. Hello, hello and welcome back to the show all about the mindset and strategy to grow and scale your online empire. We're talking more clients, more money, and more opportunities. I'm 10 Scalia mindset and visibility strategist and I want to thank you for joining me. If this is your first time listening, I'd love for you to go back and binge on the previous episodes and also make sure that you tune in every week because a fresh new episode is released every Tuesday.

In today's episode, I'm going to be sharing why you need to fuck your goals and go about it from a totally different perspective. The Guru's got it all wrong. You don't need to set smart goals, you just need to keep your eye on the prize. And today I'm going to talk to you about why and how you need to do that. So let's dive right in. The reason why this has come up now is because I've really been thinking about this a lot. I've been seeing my clients, previous clients, peers and friends, set goals and then not achieve them. Then they start to think that something's wrong with them. And the more and more I thought about how we're setting goals, why we're setting goals and the process around it, I realized that it really doesn't make sense for us to set goals, at least not in the traditional way.

Like really these goals can screw us over mentally and from a mindset perspective, they can create disappointment in ourselves and make us feel like we're not good enough or make us feel like we're defeated or make us feel like a failure when we don't reach them. So now I'm not saying that you don't ever have a target or you don't ever have something that you're working to achieve. I just want to share with you a new way to look at your goals and how you can start to really crush these targets that you create for yourself. How to determine what you really want and why, and then ultimately how does path every standard that you do set for yourself. I don't want you getting bogged down or feeling like you're not good enough or feeling like you're a failure because you have one bad month or because you didn't reach your goal one time, maybe even 10 times.

The key here is to stay really focused on the vision. So I'm going to go through the lesson and then I'm going to give you an example of what that might look like so that you can start to create this dynamic around the things that you want to achieve and the goals that you want to set for yourself and how you can really stay focused and grounded. Whether you hit those goals or not. So again, the first thing is for you to really stay focused on the vision. Like what is it that you most desire? One of the things I really noticed about us setting goals is that the goals tend to be pretty short term. Like they may be a monthly goal or even a yearly income goal, but we're not really stretching beyond that. And I really feel like if we start to do that, it's going to make everything much more manageable and much more achievable in the long run.

So the first question I want you to ask yourself, are your goals even your goals? Like are they something that you actually want or is this just something that you feel like you should have achieved by now? Is this something that you want to accomplish just for show, for bragging rights, maybe to prove something to someone. A lot of the inner stuff and a lot of the mindset fuckery that goes on has to do with other people. And so I really just want you to go deep into this and be honest with yourself. Why are you even setting these specific goals? Why are you setting these particular standards for yourself? What is it that you really want? And that's actually the next question, which is what do you really, really want? And I want you to think of this beyond money because obviously money is a great marker and

you know, I have no columns talking about money or setting targets around money are being selfish around money or anything like that.

But I really want you to think of what do you really want and why? What is the desired outcome aside from the money? Is it freedom? Is it the ability to do whatever you want whenever you want? Is it being able to send your kids to private school? Is being able to travel? Is it being able to be debt free? Is it being able to impact more people? You know, maybe it's something bigger that you want to accomplish. Maybe you want to leave a legacy. I really want you to think about that. What are the things that this money will allow you to achieve, do, be, and have. So again, just go a little bit deeper into that. Like what are all the things like be very clear around this because that's what's going to allow you to call that and even more. What are all the things that this money goal is going to allow you to have?

One of the things that I've noticed for myself is that there's a lot of stigma around debt. There's a lot of shame around owing people money and having credit cards and things like that, and so a lot of times my income goals in the past have been centered around things like having to pay off a specific debt or having to get my credit card down to zero. But the reality is for me personally, I prefer to have cashflow. I would prefer to have cash flow in my business than to dump, you know, let's say 5,000 or \$10,000 into paying off a loan, especially in this stage of my business right now where I'm really in a growth phase. I'm really in a phase where I want to invest as much as possible into my business so that I can see it sort and grow. But if I get bogged down with what everyone else's standards are and what everybody else says is right and what everybody else is saying about money and debt and all that stuff, then it's like, oh crap, I have to meet these goals so that I can get out of debt where I have to meet these goals so that I can pay off a certain amount before anybody finds out.

Right? And that's not inspiring. That's not motivating. That doesn't actually make me want to create money. Right? That's just really an example, you know, because there's so much shame and guilt around all of that stuff and around it. And actually if you stay tuned for episode number six, I'm going to be diving really deep into. But that's just an example of what I'm talking about when it comes to what you really want versus what you think you're supposed to want. So anyway, back to the question about what you really want beyond money. And then the next question was what are the things that the money will allow you to achieve, allow you to do, allow you to be and allow you to have now and probably the most important I want you to explore. How do you actually want to feel? What are the feelings that you want to create and experience on a daily basis?

Do you want to have peace, joy, happiness, excitement, and adventure? What are the feelings that you want to experience or that you think you will experience once you've achieved these money goals? Because here's the deal. You can always be that person. Right now, all you have to do is to fight because feelings are free. You don't have to pay for feelings. You don't need money for feelings. You don't need money to feel peaceful. You don't need money to feel joyous. You don't need money to feel adventurous. You don't need money to be able to feel the things that you want to feel on a daily basis. You don't need money to be that person. That next level you, you can just be that person now. But the thing is you have to decide. So the point here is that things that you want to feel as a result of hitting these goals are typically free.

They don't cost anything, they don't require money. So that is a choice that you get to make today. Okay. So what I want to do now is briefly give you just a quick example of my goals and my vision and what I'm talking about here with just staying focused on the vision. So my big vision is to reach 3 million per year in 2020 now, you know, when I started this year, and actually at the end of last year, I really set

my goals and my targets the way that I have traditionally set them, the way that people normally set them month to month or per year. And I caught myself getting really discouraged and getting really down when I didn't hit those targets or when I came in a little less than those targets. And that's actually one of the things that prompted this whole conversation around how goals can really just screw us up and instead focusing on the longterm vision, really focusing on the outcome.

So what I've decided is to really focus on the end goal that 2020 will be a \$3 million a year. So what's happening this year? What's happening this month? What's happened in January or February of this year doesn't necessarily mean anything, right? As long as what happened and what is going to happen is getting me closer and closer to that vision, which it is. I'm putting things in place, I'm hiring team members, I'm implementing different strategies, I'm investing in different things that are going to grow my business exponentially. So you know, in this time frame, while I'm doing that and I'm really, really focused on the growth part of my business, I may not make as much money, I may not be able to save as much money as I want to save. There might be a little bit less profit. There might be a little bit more hustle right now as I get certain things in place and get some of those strategies and systems and all of that stuff going.

But I know in the longterm all of those things are going to help me reach that vision of the 3,000,020 20 so basically not much matters as long as I stay locked into that. It doesn't matter if I had a bad month in February, it doesn't matter if I have a bad month in June, it doesn't matter. As long as I'm taking those steps towards that vision. I want to give you a breakdown or a new way to look at your goals. So the first thing you want to ask is what is the end result? So very similar to my example here. You know my end result is in the next two years I want to be a \$3 million business. So what does the end result for you? Now I want you to break that down into steps. What are the actual steps that you're going to have to take to get there?

What team are you going to have to put in place? What investments are you going to have to make? How big does your audience need to be? What kind of offers do you need to put in place? Do you need to get into a certain flow? Is there anything in your personal life that needs to be handled? What are those steps that you need to take to get there? Now, what are the targets that will allow you to know if you're on the right track or not? So this is basically going to be the goal setting right here. What are those markers that essentially you're going to experience or reach to feel so that you know I'm on the right track? So another quick example is last year I hired an agency to come in and run my marketing sales and all of my backend system.

The first couple of months as they were setting up and getting everything ready, those were lower income months. But I knew that once I had all of these things in place, it was going to allow me to really grow my business and scale the things that we're working. So it's okay to have those lower income months. It was okay to be spending a little bit more money than what's going out because I knew that having that in place would put me on track to reach my targets. So this can also be things like maybe a certain number of people in your audience, maybe list growth to a certain amount. It could definitely be money targets that you're giving as indicators and markers that you're on the right track and that you're moving forward. So I want you to think about what those targets are and what will allow you to know that you're on the right track.

So the next thing to do is to evaluate every launch and every project. So every time you put something out, every time you start a new marketing strategy, every time you do a project, you really need to go and evaluate that. What I find is that a lot of people just stay moving forward. And I totally get that

mentality because that's typically how I roll, but I realized that without really evaluating and understanding what worked and what didn't work with a certain project or a certain launch, I was just going to continue to make the mistakes over and over again. So evaluate every launch, every project, every new marketing strategy, and then make pivots along the way. Now I want you to understand that it's never the end and it's only always the means to the end, meaning that one month means nothing unless you make it mean something.

If you have a bad month, if you spend a little extra money, if you happen to even backslide in your income, but you're taking different steps that are now moving you forward, that hiccup or that quote unquote failure, whatever it is that you want to call it, it's just a story. It's just something that you're saying and something that you're making it mean. So instead, why not look at it differently? Instead, why not? Look at each failure, each backstep or each thing as an opportunity for evaluation, pivot and growth. And remember, it's okay for all of this to happen as long as each day and each week and each month you're moving forward in some way that you're putting things in place that will allow you to achieve the end result that you were trying to achieve. And remember to always, always stay focused on that end result. So I want you to really expand on this.

I really want you to step into this and really go deep into this. I want you to apply this to what you're currently doing and how you're currently setting goals. And if you don't want to completely get rid of the goals and do it my way, that's totally fine. I just want you to take this into consideration because there are really important questions to ask yourself. And I really think that it's going to take the stress and the pressure off you having to reach a certain goal by a certain amount of time, especially if that goal isn't even yours. So anyway, I really hope that you enjoyed this lesson. I really hope that you got something out of it. I really hope that you can take what I've shared with you today and start to look at things differently and start to apply that in your business.

Start to apply that in your life. As always, it's always about taking those action steps forward, right? So I'm not telling you to not hit your targets or create targets or go for what you want, but look at the bigger picture and always remember that you can decide right now to be that person who's already hit that goal, who's already living that life. Then you can also decide to be that person who doesn't beat yourself up because you didn't hit that goal yet. So that wraps up the show for today. Thank you so much for tuning in. I put together some notes and some journaling prompts for you so you can go even deeper on this and you can get those@jennscalialia.com forward slash e four that's the letter e the number four. Remember, I want you to apply these lessons that I share in each of these episodes, so make sure that you picked that up@jennscalialia.com slash e four and don't forget to come back to the next episode where we're going to be talking about how to create windfalls of cash into your business and who doesn't want that? You don't want to miss this one?

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