

## 2018 Begins

I heard someone say, “New Year.....New Life”; at 12:01 on January 1<sup>st</sup>, you become a Superhero and start everything over with no limitations or fear! We reflect on all the achievements and disappointments, vowing with resolve to make all the changes needed to slam dunk the new year!

Then we ritually commit to our exciting sales goals with the “minimum needed” all the way to the “Big Hairy Audacious Goal!” We list the classics like “get healthy”, improve family relationships, get more spiritual, and of course make more money; as though they were never important to you the prior year!

I have absolutely NO PROBLEM with this reflection, and recommend it happen regularly, and not just on New Year’s Eve. But, what next?

### **Fear and anxiety may paralyze activity.**

Many people feel real anxiety starting their new year, because they fear not reaching the goal they have set for themselves and how they would feel if they didn’t. The subsequent reaction is to freeze in place because the goal is so big looming in front of them.

Let’s focus on sales goals going forward here, but all of it applies to ANY goal. This is what this may look like to you:

1. The fear. You set an aggressive and “outrageous” sales goal for yourself. You report it to management (or yourself as the CEO of “Me, Inc.”), and now are accountable. You look at that huge number and freeze; “how in the world am I going to do this, and what if I fail?” Best thing to do is to wait, plan, and act later when you feel “safer”.
2. Second, you look at the goal as something finalized 12 months from now; “plenty of time”. Frozen people subscribing to this rationalization, wake up in June or July and panic, needing a “great second half” and start selling in scarcity and panic, which never works.

Let’s solve this!

Remember what we said about fear in an earlier article (Article #5 on the web site), and know that we make up the stories that cause us fear. I invite you to

recognize your “monster”, ask it politely to take a hike, and focus on the **present. Today!**

There is nothing like action to eliminate fear, so “DO” something, regardless of how small it may seem in comparison to your annual goal.

Do the math. Start with your overall sales goal, and the number and type of activities required to make that happen (because you have been keeping track; right?). Then calculate the number of those activities needed to generate the annual goal, divide it into weekly, then to the daily activities required.

Grab a couple of those critical daily activities, and do them. Then do it again the next day until you look back at the week and you successfully moved the rock forward, and the train is moving down the track!

We eat an elephant; one bite at a time. My hero Seth Godin writes, “***Start small, but start. Better than start big, and end up starting later***”. You don’t have to be perfect, just start.

The clock is moving, and nobody is coming to rescue so start small, and build momentum. Make a few sales calls, clean out your stale lead list, write an introductory email, contact one client for referrals, and do a few sit ups!

Don’t believe the “I can’t”, or “I’ve never sold that much before”, or “I never hit my goals anyway”. The “**shadow of the goal monster**” is **lying to you!** Grab **today’s** tasks and actions, with the same enthusiasm you felt to generate the aggressive goal for yourself in the first place, **GO FOR IT** and celebrate your progress!

Carpe Diem, and Good Hunting!

Phil Beakes