

## 6 Six Tips for Setting and Reaching Your Business Goals in 2019

It's officially December, which means it's time to get out the ~~champaign~~champagne, poppers, party hats and resolutions — because the bright new year is right around the corner.

It's no secret that the time-honored tradition of setting ~~new~~New Year's-Year's resolutions and goals, no matter how genuine the intention ~~may be~~is, tends to involve a lot of "talking the talk" but not a whole lot of ~~actually~~—walking the walk." In fact, a recent ~~study~~ showed~~s~~ that a whopping 92% of New Year's goals fail to come to life (25% die the very first week).

While it may not be the end of the world if you don't ~~actually~~ make it to the gym every single day, or if you completely lose all motivation to ~~refrain from eating~~avoid chocolate by the second week of January, the stakes are much higher when it comes to seeing your business goals through ~~to the end~~. And in order to successfully achieve ~~your~~those business goals, you have to make sure that you're setting the right ~~goals~~ones in the first place.

Here are six tips for developing and reaching attainable, growth-oriented goals to set your business on the right track for massive success in 2019:

### 1. Actually set a goal.

This may seem like a no-brainer, but it's completely nuts how ~~many~~ people ~~neglect~~fail to ~~actually~~ sit down, pick up a pen (or ~~turn on the~~ computer), and define specific goals for their business.

It's been ~~proven~~ound that people who ~~do, in fact~~, take the time to write down their goals tend to be more successful than those who don't, ~~and w~~We at MoxiWorks have certainly found this to ring true when it comes to agents' success with our own tech tools.

For example, our data shows that agents who simply take the time to set a GCI goal within ~~MoxiEngage~~ see a 10% lift in their business. That's HUGE when translated ~~into the~~ financial gain that it represents, ~~showing~~making it ~~is~~ undoubtedly worth your time to make goal-setting a priority as we head into the new year.

### 2. Set goals that make sense for your business.

How do you develop goals that will truly generate positive results for your business? The foundation of goal-setting known as ~~S-M-A-R-T~~ is an oldie but a goodie, and it's a great tool to help you jumpstart the process.

The acronym breaks down into these key concepts:

- **Specific** (aka-GCI figure, engagement with your sphere, ~~etc.~~)
- **Measurable** (aka-income, listings won, repeat clients, emails ~~touches~~)
- **Attainable** (aka-reasonable when compared to ~~where~~ the current position of your business ~~currently stands~~)
- **Relevant** (aka-related to/worthwhile for; your own business)
- **Timely** (aka define a specific timeframe for reaching your goal)

Goals will only come to ~~life~~fruition if they are ~~within reach~~attainable, which is why we highly recommend using a template like S-M-A-R-T when ~~deciding upon your goals~~setting them to ensure that they have merit and can realistically be ~~seen through to the end~~reached.

### 3. Prereform a SWOT analysis.

Although it can require quite a bit of work, taking the time to reflect on your own business and checking in on your competitive landscape can do wonders when it comes to setting goals ~~and that will helping~~ your business remain on top. As part of this activity, you should be asking ~~yourself~~ questions such as:

- What is driving the most business for ~~you~~me currently? What's going well?
- What are ~~your~~my business' weaknesses?
- What opportunities should ~~you~~I be leveraging to get ahead?
- Are there any threats or new competitors in the market that ~~you~~I should be aware of?

Asking questions like these will encourage you to set the bar high and develop goals that push your business to be strong and competitive ~~in the long run~~.



H Pendley

Many people (#?), or *often people*



H Pendley

To avoid make/making twice in one sentence



H Pendley

Hence, first person POV questions

#### 4. Get the numbers right.

Setting financial goals is an important practice for every business — they help guide you through major decisions and monitor your growth year ~~over~~after year. Keeping track of finances can be tough, but make sure to get all your numbers straightened out and ducks in a row for the current year before you dive into setting goals for the next. Why? Goals ~~will~~are only ~~be~~beneficial ~~if~~when they're based ~~off~~on accurate info, so make sure you have a realistic snapshot of your financial success this year before ~~you start~~defining exactly what success will mean for you in 2019.

#### 5. Create an action plan.

Defining your goals is the first step~~step one~~; ~~however~~planning out ~~exactly~~precisely how you'll reach them is just as essential. Along with each goal that you set, create an action plan for how you'll get there. Creating a roadmap to your goals will help you center your daily workflow around the activities that will ~~actually~~really help you reach them.

When creating your annual plan, consider asking yourself these questions ~~such as~~:

- Will ~~you~~I need any new resources/tools to get there?
- What goal-related tasks should be on ~~your~~my daily to-do list?
- What barriers might ~~you~~I come across, and how will ~~you~~I overcome them?
- How can ~~you~~I be better at leveraging the tools ~~that~~you already have available in order to simplify the process and ~~more efficiently~~reach ~~your~~my goals more efficiently?

#### 6. Implement accountability.

Staying motivated to achieve your goals is often-times a lot easier when you feel external pressures to do so. Consider making your goals public, or at least sharing them with your brokerage manager or a close friend, to hold yourself accountable for seeing them through ~~to the end~~.

Even better — is there a vacation spot you're dying to ~~visit~~ visit, or a new pair of kicks that you've been eyeing for months? Great! ~~Now~~ make them rewards that you'll only get to splurge on if you successfully stay on track to reach your goals. Practicing tough love may be especially toughhard when it comes to yourself, but every ounce of motivation you can muster up will pay off in the end when you completely crush the goals you've set — even if it means a few more months of rocking less-than-fashionable footwear.

By following these six steps for goal setting, you'll be positioning yourself to hit the ground running with intention and Moxie in the new year. Oh, and don't forget to celebrate once you reach ~~them~~your goals — you will have earned it!



H Pendley

OK? *Actually* was used six times in this issue



H Pendley

Play on words? Or, *moxie*

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While it may not be the end of the world if you don't actually make it to the gym every single day, or if you completely lose all motivation to avoid chocolate by the second week of January, the stakes are much higher when it comes to seeing your business goals through. And in order to successfully achieve those business goals, you have to make sure that you're setting the right ones in the first place.

Here are six tips for developing and reaching attainable, growth-oriented goals to set your business on the right track for massive success in 2019.

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It's been [proven](#) that people who take the time to write down their goals tend to be more successful than those who don't. We at MoxiWorks have certainly found this to ring true when it comes to agents' success with our own tech tools.



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