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## 2. Creating a Target

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### You Get What You Ask For

Jerry, an insurance agent for about ten years, had established himself as a leader in his agency and company. Jerry was intrigued by the level of success that I had obtained with a few of his peers, so he contacted me to see if I could help him increase his production level and consistency from month to month.

Several weeks after our initial meeting, I visited Jerry to see how he was doing. Things were going well, he said. He had sixty sales pending which was more than he had had at any other time in his career. “But,” he added, “I can’t figure out why I’m not closing more of them. I haven’t made a sale in three weeks.”

I asked Jerry what his current goals were and he told me that his goal had been to open thirty new cases each month—which he had done. I then asked him if opening cases was the only thing he had focused on and he said yes. Right then I knew what was missing. I then asked Jerry if he had an income goal for the month.

Jerry thought for a minute. Then he looked embarrassed. He suddenly realized that he had overlooked making a commitment to a monthly income goal. He had achieved his goal of getting thirty

new cases opened per month; however, he had overlooked the most important part—getting paid for it.

In Jerry’s ten years of experience, he had often had very successful months followed by low production months, but could never figure out why. He had achieved a level of success that many agents would have loved without ever committing to a monthly income goal. He thought that if he opened enough cases the money would take care of itself. On an annual basis it did, but not on a monthly basis. His sporadic record caused numerous financial problems during the low income months, but once Jerry began to commit to a monthly income goal, his production increased and stabilized almost immediately.

Keep Jerry’s story in mind as we continue to discuss goals and objectives. Make sure that you are asking for all the key elements of what you want to achieve.

## **What Do You Want to Get Out of Reading this Book?**

The following pages contain a list of objectives that I have helped many clients achieve. Also listed are some questions for you to answer that will help you get the creative juices flowing. Take a few minutes now to go through these exercises and identify as clearly as possible what you want to accomplish as a result of reading this book. Think big! What would be exciting and meaningful to you? Forget what anyone else wants you to do or thinks you should do and ask yourself, “What do I really want for me?”

Space has been left to allow you to do the exercises right in the book plus add any notes you wish. However, if you find that you need additional space, get out some paper and a file folder and start a file called “Trust Your Gut,” and I’ll tell you why.

I once worked with a Fortune 500 executive to help him develop a more relaxed attitude toward his work. After several sessions together, I told him that I didn't think there was anything else that I could teach him that he didn't already know. He replied, "You're probably right, but I haven't been able to accomplish this on my own. What I'm doing now is creating new habits. I want you around until the new habits became a part of my routine."

I may not be able to "be around" in person as a reminder to you, but you can use this book and your notes as a way to remind yourself of the new behaviors that you want to create. So, whether you write in the book or use some other method to keep notes, you will want to review the information regularly until it becomes a part of you.

Focus your attention on what you want to accomplish in your business and how you would like each day to go if you could have the day go exactly the way you wanted it to. Your goals can be measurable, like a specific amount of income, or intangible, like a feeling that you want to have about yourself or your work. Both tangible and intangible goals are important. Be honest and creative about what you really want in your life. We'll talk more about how to set goals that excite you and that you can really commit yourself to in a later chapter.

The following is a list of objectives I took from my client files. Check any of them that apply to you and then answer the questions that follow.

## Potential Objectives

- Accomplish more in less time so you have more free time.
- Make more of the right decisions in a shorter period of time.
- Have more fun with your work and your clients.
- Create a better balance between your business and your personal life.
- Substantially reduce “down” periods and increase your consistency.
- Get greater commitment from prospects and clients in less time.
- Increase sales, increase the size of your sales.
- Overcome the fear or resistance to self-promotional activities.
- Eliminate any hidden barriers that keep you from reaching your potential.
- Increase your ability to “stay on a roll” for longer periods of time.
- Enjoy greater peace of mind and self-fulfillment from your work.
- Better understand what really motivates you.
- Set goals that you can commit to and reach.
- Feel a greater commitment and belief in your ability to achieve bigger goals.
- Experience greater happiness and control over your life.
- Increase your personal presence and get people to *want* to work with you.

## **Creating Your Own Objectives**

To further define your objectives, answer the following questions:

- What do you want that you don't have now?
  
- What do you have now that you want to get rid of?
  
- What do you want more of in your life?
  
- What do you want less of?
  
- What do you want to feel that you are not feeling now?
  
- If you could wave a magic wand and change anything about your business or how you do business, what would you change?
  
- If nothing mattered, no one cared what you did, and money weren't a restricting factor, what would you want?

Now take a few more seconds with each of the questions you have just answered. Go back and answer these additional questions for each question listed above:

- How would you know if you had what you said you wanted?
- What would be different?
- How would it feel?
- What would it look like?
- What positive things would you be saying to yourself?
- What positive things would other people be saying about you?

Add anything else that you can think of to make your objectives as real to you as possible. The more clearly defined your objectives are and the more they appeal to your five senses, the easier it will be for your brain to figure out how to achieve these goals.

Now, just for fun, imagine what it would feel like to have achieved everything you just said that you wanted. Take a moment to get that feeling. Can you feel it? Would it be worth some time and effort to have that feeling?