

Business Minded Bonus 2:



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With Your Host

Jody Moore

[Better Than Happy](#) with Jody Moore

Business Minded Bonus 2:

I'm Jody Moore and this is Business Minded Bonus episode number 2, Set a Goal.

This is Business Minded, a series of bonus podcast episodes designed to help you achieve your business goals, whether you're a photographer, you participate in a network marketing business, a coach, or any other kind of entrepreneur. Join me where I will be sharing my best tips and practices to achieve what you want to in your business. Let's go.

Hello everybody. I am having fun talking to you about business. And I'm having even more fun seeing how excited you guys are getting learning about business and about entrepreneurship. And so, we're going to keep going. And today I'm going to give you the first part of the six-part framework that I have created as part of Business Minded. This framework, I'm going to actually be teaching it all to you this summer. I'm going to teach one piece at a time over the course of the next six weeks.

But this is the framework that I used to build my business, and I still use to improve my business, and to keep progressing towards whatever my business goals might happen to be at the time, which change from time to time. I developed this process by reflecting back on what I did that worked for me as well as what I did that didn't work for me, and what I notice other people do that does and doesn't work for them. So, it's a combination of, like I said, my observation of all those things, also all the things that I study and have learned about from experts ahead of me.

And I've distilled it down into these six really simple steps. Now, here's what I love about this framework, it's very, very simple, in fact, so simple that I had to really pause and reflect back on myself to be able to identify it because to me it's somewhat innate, it's just what I do. It becomes hard to describe the things that you just do innately because it's hard to put into words, it's hard to realize that it's worth mentioning. Sometimes it feels so simple that it's like, well, duh, doesn't everyone know that? No, not everyone knows that, or not everyone thinks to do that anyway.

Business Minded Bonus 2:

So, I love the simplicity of it. There's also layers of complexity in it which make it something that you can rinse and repeat over, and over, and over again. This is the framework that I used when I had zero clients and zero business, when I had nothing that you would call a business, when I was just starting out, I used this framework. And then I continued to use it over and over again. And I still use it over and over again as I look to achieve different goals in my business now that it's growing in different ways.

So, it doesn't matter where you are. It doesn't matter if you don't have a business at all yet, or you have a little bit of a one, or you have a pretty successful one. This framework is something that you can use and of course you can use it in things that aren't business related as well. But I'm going to talk about it with regards to business.

So, today, step one of the six steps, I should say six parts, because they don't necessarily have to stay in this order, but they will go kind of in this order. So, the first part is a part that I cringe saying out loud. I'll tell you why. Because I need to find some new words to describe it. But these are the best words I can think of. Is to set a 30-to-60-day goal.

Now, I cringe because I don't love the word 'goal' personally. I think it's a highly overused word, especially in the world of self-help. I think it's a very generic word that it has so much baggage behind it. So many people use their goals to berate themselves, and to punish themselves, and to judge themselves. And that's not what I mean when I say goal.

I also think that, I don't know about you, but I have been taught the importance of goal setting my entire life. And I agree with the things that I – I can't think of anything I was taught that I would say, "That was wrong. I wish no one would have told me that." I think it was all useful good advice, but I think for myself anyway, I internalized it to mean I should be doing these things. And again, I don't mean it that way.

So, let me tell you what I do mean by it and why this is a really valuable step. Your business is an entity that if you want to change it. And change might mean growth, it might mean you want more money, more clients,

Business Minded Bonus 2:

more customers, more revenue, or it might mean you want to just improve processes. It might mean, and I've coached individuals in all these situations by the way, it might mean that you want to work less. You might want to make a change to your business because you noticed that you're putting in a lot more time than you want to.

And so, you need to make some changes that will enable you to keep achieving the business goals you have and not have to work so much. It might mean that you want to be less stressed and overwhelmed. It might mean that you want to add a team, that you want to influence and make an impact in the world in ways outside of just the product or service that you offer, that you want to have other people on your team.

So, growth or change in a business can mean a lot of different things. For many people it is revenue, growth, it is customers and clients. That's fine. But whatever it is if you want to continue to improve your business and I don't know any business in the world that doesn't want to improve themselves in one of those ways. You have to set goals. You have to have an idea of what it is that you're trying to do.

Now, I am a fan of, personally anyway, for my business I like to have an annual goal. And it's usually something that I can't wrap my head around how I'm going to do. I have some guesses. I have some ideas of things I might try, but I don't really know exactly how. I like to have longer term goals than that even, longer than a year. I like to have some five year and 10-year vision. That's sort of challenging for me to do, to be honest. I'm trying to get better at that. I think it would serve me well to be able to have vision.

The only thing I can foresee right now is that I want to be a force in the world that helps people understand the importance of having a coach. That's it. That's kind of – see how vague it is? All the experts would say, "That's not a good vision. It's not measurable, it's, you know, there's all kinds of problems with it." How are we going to know if that's working? I don't know any of that. But what I do know is that I have sort of long-term vision of just making coaching a more necessary part of people's lives.

Business Minded Bonus 2:

When the telephone first came out, people were like, “Why do we need telephones? We could just send letters like we always do. And then a month from now, my cousin on the other side of the country will get my letter and he’ll know what I wanted to say to him. So why would I need a phone?”

And then today people are like, “Yeah, kind of need a phone.” I mean, you don’t need a phone, technically you don’t have to have a phone. But I mean, come on, get a phone, if you can, if you can afford it. And that’s what I think about coaching. I think that coaching will improve our lives and coaching does improve our lives to that extent. That in the long run I want people to view coaching that way. But that’s pretty far out there.

So, back to the framework here. I like to set 30-to-60-day goals for myself because those are close enough. Those are short term enough that I can wrap my head around it. I can start to envision what I might try and how I might achieve that goal. And I can get very specific about how I will know whether or not I have achieved that goal.

And the reason I say 30 to 60 days is because depending on the size of the thing I’m trying to accomplish, and how much time I have, and I’m willing to put in, that changes whether it’s a 30 day or a 60 goal. Sometimes it even becomes a 90 goal. But somewhere in the 30, 60-to-90-day range is what I find to be ideal. It forces us to think past today. It forces us to think past this week even, which is tempting for our brains to stay stuck in today and this week.

But if you stay stuck in today and this week, you’re just going to be working in your business and maybe putting out fires. You’re not going to be working on your business. Working on your business requires that you think 30 to 60 to 90 days out, and you set goals accordingly. So, a goal should be a target that we’re shooting for. The reason to have this in mind is so that you keep yourself moving forward. It’s sort of the thing that pulls you forward. It’s the thing that you are aiming for that keeps you growing.

Business Minded Bonus 2:

So, I want to break it down into the two types of goals that I set for myself and that I would encourage you to set in your own business. The first type of goal and the type that most people think about when they hear the word 'goals' is what I call a results-based goal. So, this is something that you are striving to try to achieve in your business that is within your control to a certain extent, but not a 100% in your control. There's at least probably 5 to 10, to maybe even 15% that is not in your control. And so, what that means is that there is somebody else involved.

For example, if you have a revenue goal you can do a lot of things to hit your revenue goal. I don't want you to think it's out of your control. It's mostly in your control. But there is that 10 to 15% which is that the client or customer has to say yes. They have to want to buy your thing. And we're not here to trick anybody or manipulate anybody into buying anything. So, there is a percentage of it that is outside of our control. Ultimately the customer or client has to say yes and then get out their debit card and be willing to pay you for your product or service to hit your revenue goal.

Maybe you have a goal to grow your email list or your social media following by a certain amount. Again, we have a lot more control over that than what our brains like to tell us. So, I don't want you to tell yourself you can't control that. You can largely, but again, if we're going to do it ethically and honestly then there is a percentage that is outside of our control, which is does the person ultimately choose to sign up for our email list or to subscribe or follow us on social media? Whatever it is we're trying to do, there's a little percentage of it that's not in our control.

They're the results we're trying to get in our business, and again, end result is usually impact and revenue. But there are many other small results that lead up to the end result we're trying to get of impact and revenue. And I think it's powerful to sometimes set a results-based goal. Here's why. It gives you something to shoot for. Here's the other reason why. It forces you to have to practice believing in something that you might not have any business believing in. You might not have any proof. You might have never done it before. Those are the best ones to set by the way.

Business Minded Bonus 2:

As adults we don't like to try to believe in something that we've never done before. Our brains don't really like it. They say, "But I've never done it before." As though that's a valid reason to not believe in it. It's not a valid reason. It doesn't matter if you've never done it before. You could still do it. There's always a first time for everything. And even if you have done it before, it doesn't change the fact that you've got to do the work, and you've got to go through the steps, and you've got to do the process to get to the goal. There's no guarantees either way.

So, I like to set results-based goals because I like to push myself and I like even more so to have to practice believing in something that is outside of my control to a certain extent. That's a super powerful skill you guys.

So, I did a workshop, I've done a couple of times this year. I changed the name a little bit, so some of you have probably come to that workshop, a lot of you have actually. The first time I did it I called it Bootcamp then I changed it up a little bit and I called it Train Your Brain. And it was a week-long coaching intensive you might say. So, it cost 19 bucks to sign up for.

And I wanted people to be able to get a taste of what it would be like to be in my coaching program, Be Bold, without having to commit to being in Be Bold. I just wanted them to pay a very minimal fee. I wanted them to pay a little bit because I wanted them to have skin in the game. If people don't pay anything, much more likely to just not show up. I know this because I'm that way.

If I don't pay for it, even something that I know I really want to see, I'm much more likely to think, I'll get to it later, or I'll just go watch it later, I don't have time, this other thing came up, than if I paid a little money. So, I charge 19 bucks because I'm not trying to make tons of revenue off of this. I'm just trying to get more skin in the game by changing a little money. And I decided the first time I ran this that I wanted to get 3,000 people to register for this program. So that was my goal, 3,000 people sign up for what I called Bootcamp at the time.

Business Minded Bonus 2:

Now, where did I get that number from? I just made it up. Seriously, you guys, I just picked it out of thin air. I have no reason for that number other than it kind of freaked me out a little bit. It was far enough outside of my comfort zone to make me go, "That's really wishful thinking. I don't know who you think you are. You're never going to. That's probably not going to happen." That's what my brain said to me. I like to push it there. I like for it to be just a little outside of my belief zone.

Now, I have a pretty good-sized following on my podcast and on my email list, and a little bit on social media and things. So, it's not totally impossible for me to believe. But it's enough of a stretch that I'm going to have to get better at the skill of believing something even when I don't really have any proof. And that's why, honestly where I get that number from.

Alright, so if that's my goal, it's a results-based goal then I have to go to work figuring out what I'm going to try to make it happen. Now, listen, your brain's going to go, "Well, we just need to know. We need to ask somebody." And we're going to get into this next week in step two. But what I want you to know is that if I believe that the goal is as good as done, then I won't waste a lot of time trying to find the right thing to do. I'll just go try stuff.

And if I try something and it doesn't work, then I'll just try something else. Instead of getting discouraged, and doubtful, and starting to tell myself, "This isn't going to work." I want to just be moving forward trying things, trying things, trying things.

I want you to think of this like a movie. Imagine that your friend tells you, "You know what? In the end of the movie 3,000 people sign up for your course. That's how the movie ends." Spoiler alert, they ruined the movie. And you're just in the middle of the movie. And it doesn't look like you're going to get there. If your friend already saw the end of the movie and told you then you wouldn't get all dramatic, you'd just be like, "I can't figure out how this is going to go. I wonder how this movie is going to make a turn and end the way I know that it ends."

Business Minded Bonus 2:

But you would keep going, you would keep watching the movie, you wouldn't get frustrated and discouraged. You'd be curious. That's how I like to be when I'm doing this, which I, by the way, don't always do it right. But this is the goal, is to be curious and excited to see how I'm going to get to the result.

I like to put some faith in the universe, or trust in the Lord, or whatever you want to call it. I like to just trust in that unknown component, which is like if I'm moving forward doing everything I can think of, and I'm doing it for the right reasons then that little 15 to 20% that's outside of my control takes care of itself. And I will get to that goal in a way that I never anticipated was even possible.

So, I want to tell you what happened with Better Than Happy Bootcamp. We started on a Monday morning, two days before we started, by the way, we'd been doing all kinds of things, we'd run Facebook Ads, I had been promoting it on the podcast, we ran it to our list. We did all kinds of things to promote it, social media, all the things I could think of. And Friday at, maybe it was at midday, I don't remember, some time on Friday, I checked the list, two days before it was supposed to start. And we had about 2,000 people registered for Better Than Happy Bootcamp.

Now, on the one hand I was like, "That's so awesome. 2,000 people are committing to show up and learn about their brains, and improve themselves, and listen to me teach the model, and get coached." Going to be amazing. But there's still a 1,000 more, and we have two days left. I wonder what's going to happen. I wonder how that extra 1,000 is going to hear about me. I wonder what I'm going to do. I wonder how I'm going to get there.

Now, I notice my head, want to go to disbelief, well, we're probably not, because we only have two days. And it took us two weeks to get these 2,000. All the doubt, all the confusion wants to creep in. So, don't be mad at yourself if that happens. But can you just choose to believe it anyway? I was like, "Well, I guess it's going to be a really interesting weekend. It's going to be exciting. I can't wait to see what I do."

Business Minded Bonus 2:

So, do you know what I did? I sent a bunch of DMs out to people on social media that I follow that I think have an audience that might be interested in what I'm teaching. And I didn't ask them to promote me or any of that. I just said, "I'm teaching this class and I thought you might be interested. I wanted to send you a free ticket." And guess what? Some of them shared it with their followers. They were excited about it, some of them, not all of them. Some of them just ignored me.

You should know that a big percentage of them ignored me, and of the ones that didn't ignore me, only a small percentage of them shared it. That's alright, no big deal. This is what we do. We've got to just try stuff. But some of them shared it. I got onto social media on my stories, and I started answering some of the frequently asked questions that we get, questions that I thought I had answered 500 times before. But some people were still asking that question, which means they didn't hear it the other 500 times, that's okay.

We sent out emails saying, "This is the last chance to get in. We start Monday." And do you know what happened Monday morning? We had 3,427 people signed up for Better Than Happy Bootcamp. You guys, how did we land at that, almost exactly the number, a little bit over the number that I had picked out of thin air? You know how? Because I put my focus on that number in my head and I chose to believe it even when it looked like we weren't going to get there. And somehow everything just lines up. And I kept working. I kept showing up. That's how it goes.

Now, by the way, I have many other stories where I've failed to believe in the goal, or it hasn't worked out for one reason or another. But sometimes, sometimes it does, many times, more often than not. So that's a results-based goal. Now, those kinds of goals I've got to tell you, are draining to me. They require a lot of me because I have to do my self-coaching to keep my head in the right space or else it becomes not fun anymore. It becomes overwhelming and challenging. It becomes one of those goals that I use against myself.

Business Minded Bonus 2:

So more often than a results-based goal, I set a project goal. A project goal is something that is entirely in my control, 100% in my control. A project goal might be I'm going to have a landing page done by next Friday. Or if we're going to set 30-to-60-day goals, which is what we want to do here, I would have a project-based goal which is I'm going to have a Facebook Ad up and running in the next 30 days. But then that goal would get broken down into other smaller projects.

If I want to have a Facebook Ad up and running in the next 30 days, then I need to create a landing page. I need to create an opt-in or freebie. If you don't know what that is, I'll be teaching that in the marketing section of Business Minded. I need to have a thank you page. I need to have emails to go out. And I need to have a clear objective for what we're trying to do with this Facebook Ad. And if I don't know Facebook Ads, I'm going to have to learn how to set up a Facebook Ad.

So, the 30-to-60-day goal is the Facebook Ad up and running, again, depending on how many hours I have to work. Maybe you could do that in 30 days, maybe you would need 60 days, depending on what your learning curve is as well. But you just pick a target like that, you pick a project. See how it's kind of a bitesize project, but still big enough that my brain will be tempted to into overwhelm? I'm going to have to break it down into smaller projects and map it out in my calendar to make it happen.

But it's a 100% in my control. Whether or not I get my ad done and launched is up to me. I'm not dependent on anyone else. I'm not dependent on a customer or a client. I didn't say that that ad necessarily would be converting at the amount I want it to convert at. Maybe it's not 'working', by my definition of working, but it's done, and it's launched, and it's live, and it's out there on Facebook. 100% in my control.

These project-based goals, again, keep you moving forward. They help you to plan your schedule so that you make time to work on your business as well as in your business. So that when your girl friend calls you up and says, "Can you go to lunch tomorrow?" You know whether to say, "Yes, I can. Let's do it." Or, "No, I can't. I'm sorry, I'm booked." Because if

Business Minded Bonus 2:

tomorrow was the day that you were going to write the copy for your landing page then you can't go to lunch.

And this is the problem I see with a lot of solopreneurs and entrepreneurs is they aren't planning a 30-to-60-day project. They're just doing things daily or weekly that come at them, and then life takes over. It's not just lunch with your girl friend either, it's your kids needing to go to the dentist. It's somebody asking you for a favor. It's all the other things that just come along. And guess what? I'm going to make sure my kids get to the dentist, but I might not be the one taking them. I've got work to do here.

If you're working for another company, if you had a boss that was paying you money you wouldn't just skip out on work because you didn't feel like doing it, or because the dishes needed to be done, or you're behind on the laundry. You would figure out a way to get your work done because you're accountable to someone else. And so, setting project goals for yourself helps you be accountable to yourself to move forward.

What is the next thing that you need to do? I remember doing this so much when I was building my business. Every month I sat down and reassessed the calendar. And it might be that I had a goal from last month that I was still working on and I'm on track. It might be that I wrapped up that one and I was ready for the next one. I just kept setting project goal, after project goal, after project goal.

First it was I need to get a blog launched. So, I need to figure out how to set up a blog. Do I need some graphics for that blog? What am I going to call that blog? And then I need to write some blog posts. And I might give myself a goal to have a blog with 15 blog posts live and published by the end of the month. That would have been an average size project goal for me. And then I go calendar all out.

I need to learn about blogs, I need to write a lot which would take me time because I wasn't really practiced at writing at that point. I need to learn about graphics and if I need graphics. I need to figure out where to share

Business Minded Bonus 2:

that blog. So set project goals. And once you complete it then you're going to set another one.

Project goals are amazing because again, they're a 100% in your control but they enable you to feel the progress of your business. Now, here's the key. You have to celebrate yourself when you complete it. You have to say, "Thanks me for doing such a fantastic job of showing up and doing what I said I was going to do, even when I didn't feel like it. Thank you for working on that thing. Thank you for completing that thing. Thank you for doing what you said you were going to do. I love you for doing that."

So many of you don't do that. You get it done and then you're just mad at yourself for not being further than you are, or you're just immediately going to the results of this isn't working. We're going to get to that if it's not working yet. You have to try stuff. You have to set goals and you have to move yourself forward.

And today where I have a business that's full of clients to coach, and people who want to hear what I have to say, and all the things that I was working to try to create seven years ago when I started this. I still set 30-to-60-day goals for myself. Sometimes a results-based goal like I just talked to you about, mostly project goals, mostly. Right now, I'm just about finished with the project goal of recording the audiobook because we're going to publish my book soon and we need the audio version. And so, I've been working on it. I've been sitting down recording one chapter a day for the last couple weeks.

I have many other goals I'm working on too. But you set those goals, those 30-to-60-day goals, they keep you moving forward in your business. Now, the last thing I want to say is that it is very important that you pay attention to your reasons for the goals that you're setting. I do not want you to create heavy, dramatic reasons for yourself. At least for me, I don't find that to be useful.

So sometimes when people say things like, "I just feel so passionate about this. I have to help people in this way." I like the passion part. I like how

Business Minded Bonus 2:

strong you feel about it. What I worry about is how attached you are to the outcome of that goal because it's super challenging to operate in your zone of genius from that space.

So, I want to tell you a story to illustrate this. I worked for corporate before. I've told you all about that. And when I was in sales in corporate my manager would say, "What are you going to do this month? What are your numbers going to look like? What's your projected sales for the month?" And I would say, "I'm going to shoot for this amount." I would set a goal. And he or she, whoever was my manager at the time would say, "Okay." And their job was to try and keep me on course, try to support me and hold me accountable to that goal.

Now, in corporate, at least where I worked, they wanted your projection to be accurate because my manager would take my goal and the goals of the other people on the team and combine them and that would be his goal that he would tell his director. "My team is going to do this much in sales this month." And then my director would take it and give it to somebody above him. And eventually it goes up to corporate where they're making decisions about revenue, and budgets, and staff, and all kinds of other things based on the projections that we've all given.

So, you can see why an accurate projection is an important thing. So, if it got near the end of the month and I was way far off from meeting my goal, my manager wanted me to say, "Hey, heads up, I need to change my projection. This is where I think I'm going to land." Now, we tried not to do that from an excuse standpoint. We tried to make sure that we really had done everything we could, which sometimes I hadn't. Sometimes it was like I just haven't been working as hard as I could work. I just haven't been doing what I need to do.

But overall, there were times when we needed to change our projection. We wanted accurate projections. Now, fast forward several years after that to when I was doing sales at The Life Coach School. So, some of you were around when I used to help do sales for people at The Life Coach School.

Business Minded Bonus 2:

And at one point Brooke was trying to fill a class. And I was responsible for talking to people, finding the right people to fill that class.

And I said to her, “Hey Brook, remember I told you we were going to have...” I don’t know the number, let’s just say I was going to have 30 people in this class. “Well, I want you to know that I am way behind. I have not been able to find enough people interested. There’s no way we’re going to get to 30. I think maybe I’m going to get to 20.” And she was like, “I don’t understand why you’re thinking that.” And I was like, “Well, because this is the lead flow I have, this is the interest I have, this is why I’m thinking this.”

And she said, “Well, I don’t understand why you’re not just choosing to believe that we’re going to get to 30.” And I was like, “What are you talking about? It just doesn’t line up, the math isn’t here, the reality is we’re not going to get to 30.” And she said, “Did you know that you’re allowed to just believe that you’re going to get to 30 even though the numbers don’t look that way, even though the reality in your mind looks different? And in fact, you’re only job right now is to believe that you’re going to get to 30.” And she was the first one to teach me this in a really powerful way, because this was her business. This is her putting her money where her mouth is.

Now, this is the other important part. That she wasn’t coming down on me like, “If you don’t get to 30, you’re in trouble”, or anything like that. It was not coming from that energy at all. She just said, “Let’s just get to 30 because wouldn’t it be fun?” And I remember this, I remember feeling the sincerity of her words. She was like, “If we don’t, who cares? I don’t really care. We’re going to be fine. The company’s doing fine, the revenue’s going to be fine, if we don’t, I really don’t care. But wouldn’t it just be fun to?”

And there was something about the way that she presented that to me that first of all she gave me permission to believe it, even though the reality didn’t look that way. And second of all the reason why wasn’t this pressure filled, we don’t want to disappoint anyone, and P&Ls and budgets, and any of that.

Business Minded Bonus 2:

It was just like, “Wouldn’t it be cool if we did? We’re just a couple of women at home with our laptops, people have lots of judgment. We’re just a couple of life coaches. And if we could impact the world in this way and we could hit these revenue goals, and we could hit this number that we’d never hit before. That just would be cool.”

And I totally resonated with that. And I’m so grateful that Brooke taught me that with that experience because I carried that into my own business. And that is the way I want to offer to you that you’re allowed to think about your business and your goals is like, you know what? If you don’t, who cares? They’re just arbitrary numbers that we pick. I mean you might think you have a legitimate reason. I promise you, it’s still just an arbitrary number. Goals are just arbitrary, they really are.

Who says that your goal should be a 5% increase of what you did last time? Someone just made that up, you made that up and then you believed that. So, if you think of the goal as an arbitrary number and then not hitting it doesn’t mean anything dramatic. It doesn’t mean you’re not going to be successful. It doesn’t mean you don’t know what you’re talking about. It doesn’t mean you have terrible ideas. It doesn’t mean nobody likes you. It doesn’t mean any of the drama your brain wants to make it mean.

Just like hitting the goal doesn’t mean anything super dramatic either. It doesn’t mean finally you can prove to the world that you’re enough, and that you’re making the impact, and earning your right to be here on this Earth, and your dad’s finally going to be proud of you. It doesn’t mean any of that, you guys. It doesn’t mean people won’t still judge you. It doesn’t mean that now you’ll be legitimate, it doesn’t. It just might be fun. Wouldn’t it be cool to?

Because we live in this world with all this opportunity, and because you have some skills and some knowledge and access to information, and because you were willing to show up and try, and because you lined up with the powers greater than us that promote goodness. That’s just kind of cool.

Business Minded Bonus 2:

So, that is just part one of the Business Minded framework, you guys. I've got five more that I'm going to be teaching you over the next five weeks so tune in. But for today remember, you've got to set some goals. Set a project goal or a result goal, whatever one you want to try. I don't care. Just pick one. And do not make achieving it or not achieving it, dramatic and heavy.

Just be committed to show up and do everything you can think to do and keep trying and showing up even when it looks like it's not working., especially when it looks like it's not working. Not because you have to prove something, just because at the end of the day, if you don't hit that goal, you want to look back and know that you tried everything you could and be proud of yourself. You also might be surprised that achieving your goals could be easier than you ever dreamed.

Alright, I will see you next week for part two. Take care.

Thanks for joining me today. Don't forget to sign up at jodymoore.com/business so you don't miss out on any of the exciting things I have coming to help you achieve your business goals.