

Success is NOT an Accident

Habits, Goals & Process

"Successful people are not gifted;
they just work hard,
then succeed on purpose."

—G.K. Nielson



Success Agenda

- Good & Bad Habits
- Setting Goals for Success
- Creating Processes that Work
- Succeeding on Purpose
- Open Mic

If you could choose **what** to do each and every day, what would it be?

Good Habits are Strengths

- Focus on what you **are** good at
- These are typically the things you **like** to do
- Understand your strengths and play to them
- Decide what it is you want to do (if you do not know)
- Create strategies to capitalize on good habits & strengths
- Never ever put yourself down
- Always build yourself up
- Create goals

***For when I am weak,
then I am strong...***

Bad Habits can Become Strengths

- Analyze your weaknesses
- Can the weakness become a strength?
- Outsource what you are **not** good at
- Build a strong team by hiring people that do what they are very good at (their strengths)
- Never ever put yourself down
- Always build yourself up
- Create goals

***A goal, without a plan...
Is just a dream***

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S - Specific

Be specific setting goals about what you want to accomplish.

- **Who** – Consider who needs to be involved to achieve the goal.
- **What** – Think about exactly what you are trying to accomplish and don't be afraid to get very detailed.
- **When** – Set a realistic timeframe for the goal.

S - Specific

- **Where** – This question may not always apply, especially if you're setting personal goals, but if there's a location or relevant event, identify it here.
- **Which** – Determine related obstacles or requirements. Is your goal realistic if you have never been on a computer?
- **Why** – What is the reason for the goal? Does it increase revenue? Does it create a better customer experience?

M – Measurable

What will you use to determine if you meet the goal?

- Time
- Money
- Number of new clients
- New skill acquired

A – Achievable

How important is the goal to you and what you can do to make it attainable? The goal is meant to inspire motivation, not discouragement.

- Develop new skills
- Change attitudes
- Hire new people
- Buy new tools

R – Relevant

Relevance means focusing on something that **makes sense** with your broader business goals.

- Does this goal make an impact on your business?
- Will this goal create higher revenue?
- Is this just busy work?

Example: I don't create a lot of invoices (less than 100 per month), so would spending a lot of time and money on state of the art invoicing and accounting systems be wise?

T – Time-Bound

Anyone can set goals, but if it **lacks realistic timing** (or no timing), chances are you're not going to succeed.

- Provide a target date for deliverables
- Ask specific questions about the goal deadline and what can be accomplished within that time period
- If the goal is lengthy, create milestones
- Providing time constraints also creates a sense of urgency.

Without continual growth and progress,
such words as improvement, achievement,
and success **have no meaning.**

- Benjamin Franklin

Goals Lead to Growth

Goals lead to growth but growth also requires:

- Standardization
- Processes
- Training
- Scalability

Growth Pitfalls

- Getting stuck in "hero mode"
- Not adding enough structure to keep up with growth
- Assuming your tech can scale without humans
- Not creating proper process or training

Systems & Processes for Growth

- The shift is hard for the visionary founder-owner (us)
- Growing your business is fun
- Systems and processes are not fun
- Systems and processes must be repeatable
- They should be step-by-step actions
- All process should be documented
- Training may be required for some functions
- Don't OVER systemize or get into process paralysis
- Ask yourself, is this necessary?

Examples of Processes

- Onboarding new SEO client
- Creating a new website
- Monthly content writing
- Creating a logo
- Building a reputation
- Reporting to clients
- Billing customers
- Asking for 5-star reviews

Process Maps

- Creating processes visually often helps
- Map out steps
- Be open to change
- Processes change over time
- Don't do things just because you have always done so

Discipline is the bridge between goals and **accomplishment**

End of Year **Action Items**

Review 2018:

- Review 2018 successes / failures / goals
- Review financials - your profits / losses / profit margins / ROI

Set your 2019 goals:

- Write down your 2019 goals (use the SMART worksheet)
- Create a plan of action to accomplish your goals
- Create a growth strategy (incl. new processes / hiring)
- Review progress quarterly

Lisa's Complete **DFY Services**

- Website Design
- Logo Design
- Printing
- SEO
- Press Releases
- Videos
- Tier 2+ Sites
- Direct Mail

Depending on your membership, you **receive a %** of the profits. **We do all the work.** We'll even close the sale for you!!

OPEN MIC

- Your questions
- Business scenarios
- Service review
- Look at a website
- Ask anything!!



Thank you!

For attending the

Sales & Strategy Mastermind Webinar

For any questions or issues, please reach out to

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