

# ESSENTIALS 4 SUCCESS

## DAY 4 EXERCISE | SETTING DUMB GOALS

Estimated time: 30 minutes

Before beginning today's reading and assignment, be sure to watch Brendan Burchard's video, "How NOT to Set Goals." It's a powerful video. The first time I watched the video, it made me realize how much I've "settled" for in life, instead of keeping my sights on big, ambitious, audacious goals.

**GOAL** the result or **achievement** toward which **effort** is directed

From my experience, I know the following 3 things about setting big, ambitious goals.

**First, we don't create something amazing by being conservative.** Out of fear of failing, it can be tempting to be conservative in goal setting. The result is that we set our sights on something much smaller than what we are really capable of. Compared to our potential, our goals become, well...lame.

**Second, we cannot expect friends and family members to be our biggest cheerleaders.** They can't see what we see in our minds. They can't feel the tickle in our chest and the excitement that buzzes through our head when we think about our goals. Our goals have to be something that drives us without needing to have others keep us inspired. Your goals have to get you out of bed in the morning, excited to take the next step on the journey.

**Third, we cannot achieve anything of significance without taking putting forth the effort and taking action.** No matter how much desire we have, no matter how much we wish for something, if we aren't willing to put in the effort, and focus that effort on the most important actions, we will not succeed.

**Achievement only comes before effort in the dictionary.**

As you consider the growth and success of your Young Living business, you must have something inspiring and exciting that you're doing all of this for. You'll never stick with your goal if you're doing it to please someone else. Your goal has to be something that lights a fire inside you.

### Finding Your Motivation

Like the "why" for doing this business, and your personal story, your goals have to stir up emotions that help you overcome doubts, fears, and the voice inside your head that fills you with excuses everyday.

When we talk to business builders about their goals and the motivations behind them, they usually fall into one of the following three categories, and are described on the next page.

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Help Others Get Healthy	Personal Satisfaction & Recognition	Make Money
"I want to help others"		"I want to be debt-free"
"I want others to experience essential oils like I have"	"I want to get recognized for the contribution I make"	"I don't want to worry about or fight about money anymore"
"I want to help others achieve financial independence"	"I want to feel the excitement of being recognized in front of others"	"I want to contribute more to my church or charity"
"I want others to grow the way I've grown"	"I want to experience the trips you can earn for doing a good job"	"I want financial freedom"
"I want others to love their job instead of dread it, like I do"		"I want to keep my kids from going into debt to pay for school"

Your motivating factors are yours, and yours alone. There is nothing wrong with wanting to make money, and lots of it, especially if others benefit in the process. There's nothing wrong with enjoying the satisfaction that comes with recognition for the results you create. And if your true desire is to help people, that's awesome too.

## The Enrollment Mindset

Just remember that whatever your motivation is for building your Young Living business and achieving Silver or any rank, you can only achieve it by enrolling people. Our goal should always be to enroll others.

**The only way to change someone's life through Young Living Essential Oils is by getting him or her to enroll. If we just share our knowledge and they don't enroll, they're just more informed by our conversation, but their life will not change because of it.**

If you have a hard time asking people to enroll, you really must remember this. What I've found is that those who have the biggest desire to "help people" also have the hardest time asking people to make a purchase. You really can't help them until they help themselves, and they do so by enrolling and using their Premium Starter Kit.

One last thing to consider. People value what they pay for. Whether it's advice, products, cars or homes. When people use their own money to buy something, the perceived value goes up exponentially. The \$150 investment in a Premium Starter Kit is not a large sum of money, but it's still an investment. Most people who make that purchase will make use of the kit.

## The Choice

Every day, in fact multiple times each day, you'll be faced with a choice about your goal or dream.

The voice in your head will challenge you. Your friends and family will challenge you. Your circumstances will challenge you. In any of these situations, you have a choice. You choose your mindset. Your mindset determines your behavior. Your behavior ultimately determines your success.

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Every time we accept an "excuse" as a "truth," we head down the path of sabotage instead of success.

Sabotage	CHOICE	Success
"I can't"		"I'll learn, and I will"
"That's not me"		"I'll step outside my comfort zone and do something I wouldn't normally do"
"I don't know enough"		"I know enough to get started, and will learn as I go"

Your circumstances never define you. The decisions you make about your circumstances are what define you.

Remember, **for anyone who talks about all the reasons they can't, there's someone with the same obstacles figuring out how they can.**

## Setting DUMB Goals

You should have watched Brendan Burchard's video once by now. Before continuing on, watch it one more time. Set it to "full screen." Tune everything out and let him speak directly to you. Watch it again right now.

Are you inspired? What DUMB goals would you love to accomplish?

**Dream-Driven | Uplifting | Method-Friendly | Behavior-Driven**

Don't let your logical mind get in the way of letting you see what's possible. Be audacious. Pick goals that move you.

Here's the cool thing, you already have the method for achieving your DUMB goals. It's **The 4 Steps to Success**.



**DEVELOP AND EXPAND YOUR PROSPECT LIST**



**PERSONALLY INVITE PEOPLE TO ESSENTIAL OILS 101 CLASSES**



**TEACH ESSENTIAL OILS 101**



**FOLLOW-UP**

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You've also begun the process of implementing these daily behaviors. This is why we've consistently asked that you follow through with the assignments. If you've completed each of the assignments thus far, you're successfully on your way to achieving your goals.

Now is your chance to take advantage of what the Young Living business can offer you - financially, professionally, personally, and more.

Before you write anything down, think quietly for at least five minutes about this question.

**"What are the top 3 things I'd love to accomplish as a Young Living business builder, and by when would I be willing to commit to accomplishing them?"**

Think before answering. Then, in the space provided, write out your Top 3 Young Living goals and the dates you're committed to accomplishing them.

My Top 3 DUMB Young Living goals are:

	DUMB Goal	Deadline
1		
2		
3		