

Set an Exciting, Stretching, Doable Bold Money Goal!

Setting short-term, interim goals is the key to successfully achieving your long-term goals. Breaking a larger goal (say a one-year income goal) into smaller time periods not only makes it seem more doable—it *is more doable!*

I recommend for your Bold Money Goal, you set an income goal to achieve in the next 30 days. The reason is because any longer time period IS a long time when you're waiting for the cash to start flowing. And, a sense of urgency to "get something going" is lost, because there's a perception of having "time."

To consistently create cash flow and income, it is absolutely important to set a Bold Money Goal for a 30 or 60 day period. *For this program, I you will be working with a **30-day Bold Money Goal**.* Here's how you create your Bold Money Goal:

Step 1: Think about how much cash flow you want to create in the next 30 days. This number should be exciting for you, a stretch from what you normally make, and something you believe is doable. I recommend choosing a number that is **20% to 50%** more than what you are currently earning.

30-Day Bold Money Goal: \$ _____

Step 2: Think about what program, product, workshop, or other service you will be offering. I recommend for this 30-day period you focus on choosing and promoting only ONE offering.

Offering: _____

Step 3: What do you plan on charging for your offering, the unit price?

\$ _____

Step 4: How many sales would you need to make your Bold Money Goal for the month? Calculate the amount in this way:

Bold Money Goal: \$ _____ divided by the Unit Price: \$ _____ =

Number of Units to Sell: _____

Step 5: Is the number of units to sell in Step 4 doable? For example, if my money goal is \$10,000, and I am selling a \$147 product, that means I would have to sell 68 units. This number may seem overwhelming, whereas offering a program at \$2,497, means I only have to sell 4 units, which seems much more doable and is exciting!