

00:00:00 by definition, you set a goal to achieve something new something you don't currently have or something you've never done before. But with that comes a really big question. How do you do something if you've never done it before? Where do you start? What are the steps? How do you know what the right steps are to take? I hear you. This is one of the most common questions that comes my way. How Do I become financials here or free? How do I find my artistic voice? How do I grow my side hustle to be my only hustle?

00:00:29 The question is really this. How do you break down your goal if you don't know all the steps? Even more importantly, how do you then take those steps and put your goal into action? Well, you are in for a treat. In this episode, you're gonna learn to get comfortable with the unknown because I'm gonna tell you right up here up front, you just have to in order to get something or do something you've never done before. Of course, I've got you covered here, and I'm sharing three simple and awesome exercises you can use to help you break down your goal, no matter how big or new or how scary it feels right now, so that you will actually achieve that goal.

00:01:04 Whether you want to complete your first Trac, lan, go back to school, pay off your credit card bill the media empire or write a best selling book, My friend. There is a path by the end of this episode saying I don't know, or but what are the steps will no longer be in your vocabulary. The best part. It will no longer be an excuse that holds you back. Welcome to the Goalden Girls podcast, where we believe you can have it all. I'm your host, Lisa Me show, and I'm spilling tangible tips, gold getting strategies and real life stories to inspire you to tackle your biggest dreams.

00:01:42 You're a woman who knows you're made for more. Get ready to leave the excuses and self doubt behind by being vulnerable, sharing your truth and having honest conversations so you can succeed on your terms. Together we'll set goals you'll actually achieve by staying motivated, having fun and building a community of women empowering women. It's time to tap into your best cell. Get confident and truly have it all Goalden girl. Let's dive in. Well, Hey there, Goalden girl. Thank you so much for joining for another episode of the Goalden Girls podcast.

00:02:16 This is all about how to break down your goal so you actually achieve it now, before we dive right in. I want to say something to you. That means a lot. This podcast is about you. It is about us creating a community of women, empowering women and going for our dreams together. In that spirit, I want to start off each episode featuring one of you, one of our Goalden Girls community members. So each episode I'm either gonna share a listener review or a success story and spotlighting one of the women in our Goalden Girls community program.

00:02:48 And I'm really excited about both of those things because, you know, first of all, the women in the program shout out to you guys. You're doing amazing things and you inspire me to keep going. So I love you. And I can't wait to spotlight and share about what you're doing. And I also wanna do listener shadows because I don't take it lightly. That you're busy. And if

you've taken the time to listen, thank you from the bottom of my heart. And if you have taken time out of your busy day to write a written review Oh, my goodness, it seriously means the world to me.

00:03:15 And I want to give you the biggest hug and love on you from wherever you are in the world. So that is where I want to start by sharing a review from Andrea. And here is what Andrea has to say about the Goalden Girls podcast. She says all women should listen to this podcast. I have been following Lee set for almost five years now. She is incredibly inspirational and has so much research and many tools to back up her passion. She is a real person telling real stories and provides real motivation and advice.

00:03:43 I have listened to the first episode, and I just can't wait for my drive tomorrow for the next Well, thank you so much, Andrew, for taking the time and for those super kind words. And I have to say Andrea knows that I'm a real person because Andrew and I actually met on a beach in Cuba. a couple of years ago. One of the things I talk about it when I do keynotes, and I'm kind of getting off topic here, but I think it's worth noting when I do.

00:04:04 Keynote on networking and speaking events often talk about the fact that we seem to think that networking has to be this awkward, stuffy event that you go to that you're in a suit and it's just you don't know what to say in your hands. Get clammy and you end up believing the event with a ton of business cards. They just sit on your desk or in your purse, and then you just recycle them after six months cause you don't know what else to do with them and for me. And my experience has been that the best connections, the best quote networking happens when I'm having fun.

00:04:31 And when I'm just doing things that are me, and that means that I have come up with. I've found clients and connections and great friends, of course, from doing anything from going to a bachelorette party to being on a trip to New York or like this, meeting Andrea in Cuba. So I just want to say that. You know, if you ever get stuck in this idea of, like, networking having to be stuffy or not not being fun or being uncomfortable, just get out there and be you.

00:04:58 And do you and have fun in your life because that is the best way to find more of your people to build the right connections that you need and, you know, to meet amazing women. Like I got to meet Andrea. And here she has all these years later, following along and leaving this beautiful review for me. So I really appreciate Thank you, Andrea, for you taking that time and for anybody listening. Not like I am a real person. And I'm out there enjoying my life. And I want you to do the same thing too.

00:05:23 Now, if you want to be featured two please take a moment and lead a written review. And who knows, maybe we'll get to feature you in a future. Episode two Please know that I read every single word that you was right, and they truly make my day. So thank you so much. All right, let's dive in here If you are listening to this podcast. It's probably because you have a goal. May be your goal is to have more energy or to read a book A month.

00:05:47 Or maybe you want to buy a house in Vancouver? One of the most common questions I get. And I know that this is something that holds you back. It is that you don't know how you have this goal. You have this dream, but you don't know exactly how you're gonna get there. Now, let me warn you right off the bat here. Up until this point, you may have been able to use this. Excuse that quote, you don't know how or you don't know where to start.

00:06:09 By the end of this episode, that isn't no longer gonna be an excuse. By the end of this episode, you will know what you need to do. And once you know what to do, then you just take action. More importantly, though, you're gonna need to take action because that excuse is gonna be gone. Now I know that might make you wanna turn episode off right now, but I would encourage you to just push through that fear and discomfort the truth is is that if you're holding on to that excuse that you don't know how.

00:06:35 It's probably because you're afraid. Maybe you're afraid of failing. Maybe you're afraid of being uncomfortable. Maybe you're afraid of the unknown. I'm not sure what it is, but I know that you're gonna have to face your fears and get uncomfortable. Because the excuse of not knowing how or not knowing what the steps are considered that excuse gone. The great news is, is that no matter what your goal is, there is a way to break it down that it feels like you can achieve it because I know that you totally can.

00:07:02 Now, before we get too far into it. Here are two mindset principles I want to put in place the 1st 1 And I know I've talked about this before, but it's so, so important. You don't need to know all the steps. In fact, you just can't. I want you to refrain that idea of unknown. I know it can be kind of scary, but I want you to get excited about it and think about it instead of not knowing your uncertainty. Think about it as possibility and as a fact of life, you are resilient enough to figure out and without knowing all the steps, it's okay.

00:07:32 You can figure it out. You've done it before. How do I know that I may not know each and every one of you. But I do know this If I asked you this question, Did you know when you were a little girl and someone said What you gonna be when you grow up? Are you in the exact career he thought you would be in today like, be honest here. Are you in that career? Chances are there's may be only one of you who is like, Yeah, I knew I wanted to be a teacher when I was three And here I am of a teacher.

00:07:56 The truth is that most of us never could envision that cruise that we were in today. We didn't know that online businesses would be a thing, or I had no idea that coaches were thing. Until just a few years ago, we didn't know that Facebook or uber Airbnb or any of those things would exist. And so that's how I know that you can actually thrive in the unknown. And because here you are You're in your career, your in an unknown world, and you're finding figuring things out as you go so you can do it.

00:08:21 Now. If you were that one girl, that was like, No, I said I was a teacher. I was going to teacher, and now I'm a teacher would be captured forever. Okay, let me say this. I

know for sure that you did not know how to listen to a podcast growing up, and you figured that out. So there you go. I know that you can figure it out now. A little shout out to my Taipei friends. I feel you. I am one of you.

00:08:39 We're gonna need to release a little bit of control here because the harsh truth is that as much as we want to control things and we want to know everything, we just don't actually have that much control. We don't have anywhere near as much as we think we have. And I know that you and I are gonna be just fine. Even if we don't know all of the steps. Here is the second principle I want to put in place here and I know I've talked about this as well, but I think that this is so important to just remind you guys, there are different strategies to achieve any goal.

00:09:07 And if you want to hear more about this, go back to episode to an episode three. It depends on what your strengths are. It depends on what your values are. What is more important to you depends on the time in history were in the opportunities you have in your world. Right now, there are different strategies on how to achieve any goal, and so there's no right or wrong way. And there's no I mean there's different strategies to figure out what your strategy is. So no wonder you can get a little confusing.

00:09:32 The reason why I want to share this That was to tell you that there is no perfect. There is no one way that could. New says that there are a lot of options. The art is finding out what works for you and what you should focus on. Today I'm sharing with you three exercises, three strategies for you to figure out how to break down your goal. So you have actions to take to actually achieve them. I'm gonna share three examples, but if you want to, you can do one of them.

00:09:58 You could choose one that resonates for you the most you can do all of them if you're super over achiever, depending on your goal, One of them may be helpful for where you're at, but for any of them, I want you to dedicate some time to this.

00:10:10 You know, if you for all the time you spent or could spend complaining that you don't know that's what the steps are or over analyzing or been waking up in the middle of night being like always at the right step.

00:10:19 I want you just forget all about that and block sometime near calendar. To get quiet, grab a pen and paper, grab a flip chart.

00:10:26 If you love that, I love my flip charts. If you're working on a team or you're with your family on a certain goal, you can do these exercises with them, too.

00:10:33 But no matter what, there was no excuse for not getting started. All right, let's start with number one this exercise.

00:10:41 I call it the Rewind. Your goal. I think this is the best exercise to do if you have a really big dream or your goal feels overwhelming and you have no idea where to start.

00:10:52 This can also be really helpful for people. If you don't have a clear goal, this could be a really great exercise to do as well.

00:10:58 And instead of imagining a specific goal like, for example, buying a house or paying off your credit card or starting a business, you can imagine a time frame instead.

00:11:07 Like, for example, you know, five years or 10 years or even your 80th birthday, your 100th birthday.

00:11:12 So it doesn't matter so much what the end is. But you can use this for either a goal or for a certain time frame.

00:11:18 So a lot of times and I have people coming to me being like, I kind of want to have long term goals but don't know where to start.

00:11:23 You can do this, rewind your goals, exercise for that and imagine your life in five years or 10 years, or at the age of 50 or 80 or whatever that is here is what the rewind your goal is.

00:11:35 Here's the exercise. It's super helpful if you need to identify a whole lot of steps in the process.

00:11:42 It helps you to conceptualize if you're struggling to figure out what that might look like and helps you to focus on the experience, the feelings and what all the things, what the steps might be as you pull them together.

00:11:52 I also wanted to go one step further for you guys, so I created guided visualization for you that you can download at [Lisa me show dot com forward slash rewind](http://lisame.show.com/forward/slash/rewind).

00:12:00 You can go ahead and you grab this free download and you use the exercise, and I just guide you through it's a couple minutes long and guide you through this specialization.

00:12:08 I also want to say this. I know that some of you guys are skeptical of visualization exercises and I get it.

00:12:14 It's not for everybody, but when I do this at live events and workshops, I can't even tell you how many people I have coming up to me afterwards being like wow, that was so powerful and I don't even like visualizations, but I like this one.

00:12:25 So if you can just work with me here, if you could just turn that little skeptic. Mind off here for a few minutes.

00:12:30 Let me walk you through an example so you can see how it works. And if you want to do it for yourself and for either a specific goal or for a any kind of a time frame in your life.

00:12:38 Lisa me show dot com forward slash rewind And again, I'll put the in the show notes. Of course, for us, the link is there below.

00:12:44 Here's an example. What we do is we start with your goal or again. It could be a time I but let's use a goal in this example, and let's imagine that it's a movie.

00:12:54 What we do is we visualize your goal as the end of the movie, and then we're gonna rewind the movie to see all the steps that happened before it.

00:13:03 And for those you guys that are older, you're gonna remember there was a time where we actually used to have to rewind our movies.

00:13:08 And if you are too young to remember that, then you're gonna just have to use your imagination on this and feel sorry for us.

00:13:13 That had to be kind and rewind. That's what we had to dio and we will feel sad because you will never get that joke.

00:13:19 So I'm sorry, kiddos, that he will never have to do that. All right, let's say your goal is to win an Oscar.

00:13:25 You could do this again with any goal, but let's imagine you wanna win an Oscar. What you're gonna do is start by the day of your Oscar win.

00:13:32 Imagine what is happening that day. Who were you with? What are you doing? How does it feel?

00:13:37 I've never won an Oscar full disclosure here, but I'm imagining on the day off you're probably getting your hair down.

00:13:43 Can you make up dying? You're getting into your dress, and that's kind of the day of your maybe with your publicist and with your with your family and your friends and celebrating.

00:13:51 Now what are you doing the day before we start to rewind? Okay, well, the day, But before I'm probably drinking a lot of water, or maybe doing a mud mask rehearsing my acceptance speech.

00:14:01 Can we continue to rewind what you doing the week before or the week before? I'm probably drafting my acceptance speech.

00:14:06 Am resting my voice I'm maybe getting a facial done. Um, okay, what do you doing the month before?

00:14:12 While the month before I'm doing a dress fitting. I am checking in and making doing some press tours and going on entertainment tonight and making sure that everybody knows that I am on the Oscar.

00:14:24 I'm doing the Oscar tour, so then we keep for winding and winding. So what are you doing six months before?

00:14:30 Well, six months before, you're probably wrapping up a film and your body on the red carpet for a film that is Oscar worthy.

00:14:37 What you doing the year before you in? Well, a year before you're probably filming the movie, you're probably acting in it.

00:14:43 So what does that mean That you're doing two years before now, two years before you're probably reading scripts and auditioning for movies that are Oscar worthy again.

00:14:52 The time might depend exactly what your goal is, but we're gonna keep reminding here. So now we can look out.

00:14:57 Hey, what you doing two years from now? We'll two years from now, you're probably auditioning ah, couple times a week or working on getting the right agent.

00:15:05 What you doing one year from now? Well, one year from now, you're in acting school. You are taking improv classes.

00:15:11 All right, What you doing? Six months from now, we'll six months from now, I'm saving that money.

00:15:16 I'm working at a job so I can take time off and go to school. I'm applying to school.

00:15:19 I'm I'm making the right connections of doing the research, and you just keep backing it up. What you doing three months from now?

00:15:25 What you doing one month from now? What do you doing this week and what are you doing today?

00:15:31 Now you don't have to know all the steps. It doesn't have to be perfect, but I just I love this exercise.

00:15:35 And isn't that cool? Isn't it amazing that when you can start at the end and just rewind your goal, it's so visual and helps you see what those major steps are?

00:15:45 You're not gonna know all of them. You may be wrong on some of timelines and, heck, maybe it takes you five years.

00:15:49 Maybe it takes a 10 years. Maybe it takes you one year. I don't know, but it gives you a great place to start.

00:15:54 It helps you see what someone's major milestones are and helps you see. What are some of the things that you could be focusing on with this exercise?

00:16:02 You could absolutely get started on a gill today and even get a plan for the next few weeks, months or even years of your goal.

00:16:10 If you're just getting started, I recommend rewinding your goal, and you can grab that free guided visualization at least.

00:16:16 Michelle dot com forward slash rewind. All right, that exercise remind your goals is fantastic. If you are feeling overwhelmed or it's a new new goal or if you are in looking for specific timeline, like some quote long term goals or what the next decade might look like in your life, the next one I'm gonna share is a really, well, awesome exercise.

00:16:37 If you are already on the patio goal. But find yourself feeling overwhelmed or you're not seeing the traction that you want.

00:16:43 Now tell me, does it ever feel like you're working really hard for no results? If that is you, trust me, sister.

00:16:50 I've been there before and I will probably be there again. This exercise seriously has saved me, and I know it can help you too.

00:16:57 This exercise is called the wind list. This is fantastic. If you are already on the patio goal.

00:17:03 But you're struggling to figure out what's next or if you'll feel like you are overwhelmed by all of the things you you could do.

00:17:09 And by the way, the things that you could do don't necessarily doesn't mean you should should do them, right?

00:17:14 Not the same thing. If you feel like you're hustling for nothing, this is what I want you to.

00:17:18 D'oh! I want you to grab a piece of paper and down the middle you are gonna right. You're gonna draw a line from top to bottom and on the right side, you're gonna label it winds.

00:17:29 And on the left side, you're gonna label it be and action on the right side of your paper.

00:17:35 You are gonna list your winds. You're gonna lay in store successes. Now, this again if we're talking about a specific goal here.

00:17:41 But you can also do this for your time, like the last year of your life for two years.

00:17:44 If you're just trying to get a better sense of what to do in your life But in this case, let's look at your goal.

00:17:49 What have the winds been? What are the results? One of success is if you're a business. Who are your favorite customers?

00:17:55 What? What are your biggest revenue streams? Where's your money coming from? Was there some publicity that you got?

00:18:00 Was this, um, great client feedback they got? What are the winds? If you're on a health journey, what do you proud of?

00:18:05 Can you plank for a minute now? Did you do a travel on this year? Do you feel more confident in your bathing suit?

00:18:11 And my guess, is it not a great one? That's amazing. If you're doing this for your overall life satisfaction.

00:18:17 And what are the things that brought you the most joy? What were your best memories? How did you spend your time or money?

00:18:21 The best. You want you on the right side of this paper. You're gonna list out all your winds, your successes, your results, all the things that you're proud of and what you've achieved.

00:18:30 That is the first step. Then we're gonna look at the left hand side, which is the one that's labeled be an action on this side you're gonna identify What are the things you've done?

00:18:40 And how are you being that has driven the successes? So to do that, you may already know some things you may be like.

00:18:47 Okay, well, I know that I had this meeting or I, um, was courageous or whatever that was and write those things down.

00:18:55 But I want you to actually go even one set for them. That and open up your calendar. Look at your appointments.

00:18:59 Look at how you spend your time and list. All of them. List. All of it. I think about how you felt in that time.

00:19:05 That is what that being is. And so often we just think about the doing we think about I was such a meeting or I did this report or I did this presentation.

00:19:13 We don't think about how we were actually being, you know, Were you stressed and exhausted and tired and sick?

00:19:18 Were you stressed out and yelling at people? Did you snap at your family when you probably should have been?

00:19:24 Or were you courageous? Where you open where you consistent one of the the one of the things that you were doing?

00:19:29 How are you being? Those two things are both really important. So often, I think in my food forget and I'm I'm really guilty of this and I don't have it all figured out here, but we're guilty of forgetting We think we're human doings instead of human beings.

00:19:42 So I want you to think about not only looking at your appointments but also how you showed up where you're grateful where your present were you over the being qualities and list all of those things out.

00:19:52 The ones that that help were helpful and the ones that weren't listed all out. Now, if this is a new goal for you, if this is a goal, let's say you're you want to you know you want to pay off the credit card, but you don't know where to start what you could also do.

00:20:06 Or let's say you're also may be one of those people that don't use the calendar. How for? So how do you not use counter?

00:20:11 Amazing. Anyways, um, what you could do instead is you can actually use this exercise. And for the next week or two, look at what happens going forward.

00:20:20 So literally put this piece of paper next to your desk or next to your workspace, or even checking off of the end of the day and write down.

00:20:26 What were your successes for the day and what were the things you did and how are you showing up during that day and during the day fell out the right side of your successes in your winds and the left side of what you were doing and who you're being?

00:20:37 The goal is to have a good look on an indication of what the successes are again with with respect to your goal or just even in your general life.

00:20:47 On the right hand side and the left hand side, all the things you did and all the ways you were being in how you showed up.

00:20:53 The goal is that on the left side you've got your things that you were doing and the way that you were showing up and on the right side.

00:21:00 You've got the results and the winds in the successes. Then what you want to do is look at your winds and draw a line from the win to the action or the being or both.

00:21:13 That contributed to that result of that success. And you keep doing that. Keep going all the way through each and every success.

00:21:19 So if one of your successes was you hate off \$500 on your credit card, Okay? What does it take to do that?

00:21:26 You know, Did you create a budget? Did you say no to that happy hour? Or did you go to the happy hour?

00:21:31 And did you have have 11 drink instead of six? Did you? All of those things, like one of the things that actually contributed to your success is and then double check, go to your actions and being side and then look and check.

00:21:44 Did that bring me success? Where did that actually contribute to my life? And then, I mean deeper relationships That might mean more revenue than I mean, you know, firing a difficult client.

00:21:53 It might have been a happier day for you. It might have mean meant that you avoided freaking out on your husband or your kids.

00:21:58 Whatever that is. Then once you have this and you see where those lines to bury visual, you're gonna see exactly what is getting your results.

00:22:05 Then you'll know what is giving you the winds. What are the things that are giving you the most results?

00:22:10 The things that are giving you the successes from how you're being and how you're showing up to what you're doing.

00:22:17 I love this exercise because it's a great representation of what is called the parade. Oh, principal, the parade of principle.

00:22:23 You may have heard of it. You may not. It's also known as the 80 20 rule. It kind of shows up in all parts of life.

00:22:29 You tend to cook 20% of the recipes that you know how to cook. 80% of the time you wear the clothes 20% of her clothes.

00:22:37 80% of the time. 20% of your customers bring in 80% of the revenue and 20% of your customers are 80% of the pains in the butt, right?

00:22:45 You want some saying these years apart like oh, yeah, I can imagine the parts of my life where this is true.

00:22:50 It also shows up in what you do and thio transfer this over 20% of the actions you take and how you behave are what are producing 80% of results.

00:23:00 20% of the way that you are produces most of what you get in your life. Here's where the power is.

00:23:06 If you can figure out what that 20% ISS, what is getting you the winds? What is moving you toward your goal?

00:23:11 What is bringing you? Joy, Happiness, whatever it is helping you pay off that credit card or or build to the C suite that you want to be in.

00:23:18 Then you double down on that. That is what you do more of, or at least heck, you know, take a lot of things off your to do list and spend 80% of your time on a beach in Hawaii.

00:23:27 It doesn't matter. The point is that you may as well not spend your time doing things that aren't getting your results.

00:23:32 The truth is that there are a lot of things that you could D'oh, there's a lot of things you you can do.

00:23:36 Maybe you coach should do. But in this world where there's so much overwhelm and you are already too busy, it is so important to focus on what matters.

00:23:45 Yeah, I'm diving in here. I'm gonna take a little aside here for just a minute here and talk about this in terms of productivity, because this parade is principal can apply to so many things.

00:23:56 I did this in my business because I was feeling like I was doing all the things And my gosh, it was just overwhelming me.

00:24:03 And I wasn't getting the results. I wanted what I learned and hear me loud and clear on this, not everything on your to do list or your candy list is created equally, and we just can't outwork or productivity hack the stuff.

00:24:16 That doesn't matter. So once I had this list I could start to see wouldn't I need to stop doing?

00:24:21 And this is the questions that for you too. When you have your list, you're gonna see what do you need to stop doing?

00:24:25 What can you delegate? What can you outsource? What can you simplify? What can you match where it makes sense and then you double down and you prioritize on what actually matters so exact real life examples of where I did this in my business and again, this is kind of going to productivity, but I want you to hear that this isn't just like a and this is with everything, guys.

00:24:43 I will only share things with you if I know they've helped me or one of my clients or students or somebody that I know.

00:24:48 And if I believe in it, like I have to believe in. If I'm gonna share with you, that is, it's just the only way that I know how to be.

00:24:53 It's the only way that I can show up with integrity for you. So here's an example how I use this.

00:24:58 I looked in my business and looked at the things that I was doing and spending time on and wasn't getting results.

00:25:03 So something's I stopped doing. I stopped posting on Lincoln for a while because it just wasn't where my customers were coming from.

00:25:09 I stopped creating fancy optimize and these video Siri's or Webinars or like all this text heavy stuff that I didn't know how to do, is spending me, in some cases months to figure out Lenny pages, which is embarrassing to say.

00:25:20 But I just hope to think it. I also had to start delegating and a delegating Um, that's in my home life and in my work life at home.

00:25:28 I've had to ask my husband to take on more things, especially in the real estates, out of our business, so that I can focus on my business in this work and what I'm loving doing here at home.

00:25:37 I have outsourced cleaning my house once a month, and we started using some meal delivery and even melt meal.

00:25:42 Prep service is just to help bring things down and to delegate. I've had to simplify things. I don't clean my baseball.

00:25:49 It's as much anymore. They're pretty. They're pretty gross. I'm looking at them right now being like, Yeah, but here I am recording a podcast cause that's what matters.

00:25:55 That's what makes the difference right In my business, I used to have fancy emails, and I used to do these colors and graphics and all the things.

00:26:02 And now what I do is I just take 10 minutes and I told him stuff, and it's made zero difference.

00:26:07 I have never gotten a complaint saying that my emails are not colorful enough, and it actually embarrasses me to think about how much time I wasted it was probably two or three hours a week on coloring an email police.

00:26:19 I didn't see him for myself. So trust me when I say, Do not be embarrassed about the service.

00:26:24 It's just about us learning and getting better, right? I Then when I knew what was working, what wasn't.

00:26:30 I double down on things that were working. What I did see that would have my business was when I was meeting people in person.

00:26:37 And so many of my clients have come from networking events or like like, I think this is funny.

00:26:41 This is coming full circle now to that review from Andrew, which is funny vacations literally met. Andrea and Cuba have clients that in trips to New York bachelorette parties, mom groups on my gosh, becoming a mom and going to mom groups was one of the best things I did for my business.

00:26:55 Ironically, for so long, I basically stuck myself behind A computer room was trying to figure out complicated funnels and landing pages and software, and it wasn't until I looked at my wins list and realized that none of my clients were coming from that my clients were coming from being in person.

00:27:10 And instead of saying no to all the social thing, saying no to the fun things that I actually love doings.

00:27:15 I love meeting people in person, but I kept thinking that I needed to do things online when I recognize us.

00:27:21 When I looked at my winds list, I doubled down on meeting people in person and I got to make a person connections, which I love a priority.

00:27:28 And that has been so game changing for my business and understanding that like if I had not done this wins list exercise and never would have seen that in front of me, I would have probably still be trying to figure out had, I don't know, optimize the sound of this podcast.

00:27:39 It doesn't even matter because you guys are listening because I'm adding value to you and that's why you care.

00:27:44 I double down on adding value on things like this, you know, go live on Instagram and Facebook more.

00:27:49 I spent time on Instagram. Connecting is after my people come from. I direct message me because I want to make the connection.

00:27:55 I want to help people. I started this podcast and I want to actually create content that really helps you and moves you along.

00:28:03 You know we're refining landing pages or opt ins or updating my website, perfecting my media kit, all the stuff.

00:28:08 And by the way, if that sounds like I'm speaking Croatian to you, that's OK. And it probably it might, because it wasn't the stuff that mattered to you.

00:28:15 And I know that because I did my wins list. The point is, is that I figured out what mattered what mattered to my my audience, my community, where my clients wanted me to meet them and I served them there.

00:28:26 That is what matters. And you can do this exact same thing and do that with your life. I figured out what, no matter what your goal is.

00:28:32 Look at what is getting you the results? What is getting your winds and double down on that super quick word here about some product of the things I talked about batch ing and I'm ing talk about stacking.

00:28:42 So matching is something that it just means to do a bunch of things at once. So, laundry, for example, you don't wash one piece at a time.

00:28:49 You bat your laundry. I do batch writing. I've done batch cooking with a group of mama's, which is seriously amazing.

00:28:56 And I highly recommend that I also batch my contact. You know, I'm recording a couple episodes today while actually Musial, that's gonna happen today, cause long story short.

00:29:04 I end up losing the first time I recorded this episode, so we'll see how my time goes. But that's the theory is that I will be batch ing several episodes at once.

00:29:11 So that that way I'm in the group I got May come and set up a got the kid away from the house for the day.

00:29:15 So she's not singing along all day. Um, so that's going to that you can do once you know what's important and then then you put in the productivity, the tools.

00:29:23 But first, you gotta figure out what actually matters really quickly. I want to talk about stacking, and that is a different multitasking because we know that multitasking doesn't work.

00:29:31 All the research shows that most testing is a myth. So you if you are trying to listen to this while also doing your work, that you're gonna be missed, making mistakes on your work or you're not gonna be work or you're not going to listen to podcasts and really getting what you could.

00:29:44 Now, if you are listening to a podcast, we're taking an online course what you're doing. Laundry or maybe going for a walk or in the shower that's different.

00:29:52 That's stacking, and that's okay. And because you're doing something, one thing that doesn't require a lot of thinking and you're doing something else that allows you then and frees up your mind for thinking.

00:30:01 So I just wanted to throw that out there. If you are trying to multi task, it doesn't work.

00:30:07 But you can stack. It's just about finding the right tasks to then stack on top of each other.

00:30:13 Okay, I know I put on a little bit of a productivity tangent there, but I really wanted to share with you and show you how powerful this can be.

00:30:20 And this is something like, even if you already know how to had achieved her goal. This is an exercise.

00:30:24 It's worth doing once or twice a year to really check in and see. Am I focusing on the right things?

00:30:29 So I hope you guys appreciate that I'll probably do another episode on productivity and speak more to that. But I hope that gives you somewhere to start.

00:30:36 And that's something that again, Whether you know all the steps, your goal or not, you can make sure that you're focusing on the right things.

00:30:42 If your goal is super new and you don't have enough experience, you could also research what other people have done.

00:30:47 And I'm gonna talk about that here in exercise number three with the winds list, though you can also do this with a team, you know, making sure that you guys at work, you're working on the right things.

00:30:59 You could do this even with your family. You know, one of the things that everyone loves doing the most and do more of that like what is everyone?

00:31:05 Consider quality time and focus on that stuff. So I think this is such a diverse activity and really something that you can do and apply to any part of your life, and you don't have to do it alone.

00:31:15 If you run an online business or you're dreaming about starting one, you know that technology can seriously get in the way, getting your email software to talk to your website and having that integrate with your landing page or WEBINAR software sales pages, checkout

cards, digital course memberships and client profiles, and then having it all tied together for an exceptional customer service experience.

00:31:34 Well, frankly, I'm pretty exhausted just saying that, and it could turn out to be a real disaster.

00:31:39 In fact, I know that technology is probably one of the biggest reasons you're not starting or scaling your business to your full potential.

00:31:46 I can relate to be honest. About a year ago, my business was a hot mess. That's why when I found a job be on all in one business platform, I knew I had to make the switch.

00:31:57 First of all, making the switch save me over \$1000 a year in my business, which is pretty freaking cool.

00:32:02 But even more than that, it's helped me save time. I've been able to create amazing products to my clients and serve my community better than ever before.

00:32:11 Best of all, I'm not afraid of technology and where it doesn't hold me back from doing what I want to do!

00:32:16 Now I can whip up an entire sales funnel in less than an hour, and I confidently host my membership community, my mastermind and my soon to be digital course.

00:32:24 Always think a job, eh my friend. If you aren't looking to simplify your only business while taking it to the next level, you've gotta check out Punjabi.

00:32:31 I've partnered with them to offer you an exclusive 20 a day free trial that comes a step by step tutorials so you can get your business up and running and profitable faster than you can say I love technology.

00:32:43 Go to [www dot lisa Michelle dot com](http://www.dotlisa.com) forward slash [co Job e](http://www.jobe.com). That's Lisa me show dot com forward slash [k a j a p i](http://www.kajabi.com) to get your exclusive 28 day trial, the third exercise on how to break down your goal So you actually achieve it is one that I've learned from Brennan Bouchard.

00:33:04 I've been lucky enough to get Toto a couple Brennan Rashard events over the last few years. He is a high performance coach that works with Oprah and Usher and his his The New York Times bestselling author.

00:33:14 Several times over, Brendan recommends an exercise called the Five Key Moves. This is from his book The High Performance Habits now.

00:33:22 First of all, I got to say this book is awesome. If you guys have not heard of it, have not ready yet.

00:33:27 I am putting a link to this in the show notes, because is really fantastic. The other great thing about his book is that he not only has it available for sale and it's awesome, we should definitely get it.

00:33:38 But on the fourth season of his podcast, the Brennans show, he gives away the audio book version for free.

00:33:44 So I have both. I've listened to the audio book, and I also have the physical book because it's that good, and I highly recommend picking it up from him.

00:33:51 It is so, so good, and it link is in the show notes below. Make sure you grab a copy of the book and listen to the audio version on his podcast.

00:33:58 You you won't regret it, so the five key moves basically, when you know what your goal is, you then figure out the five key moves to get you there.

00:34:05 If you were to break down your goal, whatever goal into only five major things. What would those steps be?

00:34:11 What with those buckets be. And what he recommends doing is when you know those five, he moves those five buckets, then underneath that, then you can write them down into projects and timelines and deadlines.

00:34:21 I've said it before. I'll say it again. There's a lot of things you could do. It's important to decide and determine what you must.

00:34:27 D'oh! Here is Brendan's example. He wanted to be a New York Times bestselling author, and he's written books before and they hadn't hit the best seller list and was like, Okay, I got to crack the code on this.

00:34:37 What can I do? He had a whole bunch of things that he wanted to you, but he wasn't sure what was the best thing to d'oh.

00:34:42 So what he did is he interviewed a few number one best selling authors and deconstructed there major activities. He literally asked them this question.

00:34:50 What five major moves made the most difference in moving your writing forward and landing your book on the big bestseller lists.

00:34:58 Now this doesn't have to be about a book. By the way, this could be any anything you want.

00:35:03 Basically, you just have to find success of people that you want to emulate in some way and figure out what their five moves are and ask them this question.

00:35:09 What are the five major moves that made the most difference in insert your goal here? What Brennan was really interested in was to figure out what was it for them that moved the needle and got them moving things forward.

00:35:21 So here's what he learned. He learned that nobody talked about going to writers, conferences or writers retreats or interviewing focus groups or researching for years or even going on traditional book tours.

00:35:35 The five things that people kept saying over and over and over again was Number one finished the book. It sounds easy, but how many times do we not do those things?

00:35:43 Number two was to either get an agent or self publish. Number three was to start blogging and get email list started.

00:35:50 Number four was to create a book promotion Paige and offer bonuses to get people to buy the book. And number five was to get 5 to 10 people with big email list to promote your book and then exchange later you promote for them and maybe even share some affiliate income that was it.

00:36:06 That was all that people kept saying over and over again. And so he listened to those people. He mapped out those five moves and he focused on those.

00:36:15 And it's pretty cool, you know, he literally stopped doing pretty much everything else he was able to dedicate.

00:36:19 And I realize not everybody has this much time. But he was able to dedicate 90% of his time to finishing the book.

00:36:27 He didn't keep her researching. He didn't learn more about writing. He didn't try and find his voice.

00:36:31 He just finished it. And then he kept going. This is the super cool thing he was able to in 60 Days Total.

00:36:39 He took the millionaire messenger from an idea and a concept in his head to a number one New York Times bestseller number one U.

00:36:46 S. A. Today Number one, Barnes and Noble and number one Wall Street Journal bestseller. He spent 30 days of writing the book and then 30 days, then it ready for printing, doing the social media, the Web pages, the bonuses videos and asking people to send an email to their people.

00:37:02 That's it, as he says, five moves 60 days Number one bestseller, and I think that's a such a cool story and obviously super impressive.

00:37:12 But he says this, too. And the point of this story is not the speed. It's not the time, even though that's pretty amazing.

00:37:18 The point of it is that he could have done. He could've taken five years to this or 10 years.

00:37:23 The point is that he knew what mattered and he executed on Lee on those. I mean, think about how many people out there are spending years just finishing a book or trying to write it.

00:37:32 Or maybe they're waiting for the right idea or doing enough research so even feel validated to write the book.

00:37:39 The point is to know exactly what you want to figure out those five key moves and then spend your time on those things.

00:37:47 So here's what Brendan recommends doing to figure out your five key moves. You can either interview people who have had the success that you want, whether it is community leaders, whether it is leaders in your organization, people that you may know that you might be able to get access to or you could also research research successful that have done what you want to dio read biographies, listening to their podcasts, go to an event that they're hosting and figure out those five major moves.

00:38:11 Full disclosure. I am trying to figure this out in my business right now. This is something that's on my kind of hyper focus for the next 30 to 60 days is figuring out what these things are for me.

00:38:19 So I'm looking at who can I talk to, Who can I connect with? What have they done to build their businesses to to the impact that I want to have?

00:38:26 So I'm doing this to right along here with you, but I can see the power, but I could feel the power of it.

00:38:31 And I know that it will make a big difference now, once you know what your five major moves are, the key here is to spend a ton of time on it.

00:38:39 It's a Brendan recommend spending 60% of your time. This obviously really depends. You know, if your goal is to do something in your spare time, like run a marathon or get in the best shape of your life or, um, maybe just be able to plank for a minute.

00:38:53 Well, the time that you do have put aside for your goal, you should be spending that time on exactly what those five major moves are.

00:39:01 I think his time frame of spending 60% of time on those efforts is if you have a lot of time in your life, whether it's, you know, spending your free time after work or if your goal is related to your work or your income of your business that you spend 6% of the time that you have on those five major moves.

00:39:17 Anything else that is not related to those five major moves is a distraction. It is something that you need to delegate.

00:39:22 Or like I mentioned before you stopped doing it, you simplify. It is something that you do on Lee in the remaining 40% because you spend 60% of your time on those efforts.

00:39:32 So I think that's such a brilliant, brilliant strategy. I think it's super powerful, and I highly recommend you guys that you pick up his book.

00:39:39 There's a link in the show notes below, so make sure you check that out. I want to just quickly share here the performance promise that he shares in the book so that you can hear them and we'll make sure these air in the show notes to for you.

00:39:51 These are the questions that he asks for you to identify those five major moves. So Number one, what is the big goal or a dream?

00:39:57 You want to plan it right now? Number two. The by major moves that would help me progressively towards accomplishing that dream are number three.

00:40:06 The timeline for each of my five moves are. And by the way, if you've listened to my episode on smart goals, if you haven't go back and listen that but timelines, I'm like they taken.

00:40:15 Relieve him. It's good to have a bit of an idea, but don't throw out your goal if you have a meathead timeline.

00:40:19 All right, back to number four. The question What? Who are five people that have achieved the dream that I could study, seek out interview or model?

00:40:27 Who are those people? And the last question that he asks The prompt you can ask yourself to figure out your five major moves is the less important activities or bad habits out of my schedule to make more time for the five moves in the next three months.

00:40:41 Include, aren't those good now you can probably see how these three exercises do work together. There are some similarities, so I think you can see amazing results from just one of them, or even from doing two or three of them to to get the synergy there because there are some similarities.

00:40:58 I love what Brennan shares, and I've really hoped that exercise is helpful for you to like. I said something that I'm working on right now in my business and applying this so definitely check out his podcast.

00:41:08 Season four of the audio book version. You can listen to the whole thing for free. Here is my challenge to you.

00:41:15 This week. I want you to complete at least one of these exercises. No matter what your goal is, use one of these exercises.

00:41:22 Either there, rewind your goal, the Winds list or the five major moves. Use one of them so that you know at least the first step and a few milestones and action steps along the way.

00:41:34 My last part of the challenge is for you to block the time, Put it in your calendar and make your goal a priority.

00:41:41 Remember, this clarity comes from taking action. Don't wait until you know all the staff's. You're not gonna know them until you get started.

00:41:50 And don't get discouraged. If it doesn't happen exactly as you thought, it might just keep going. I've really believe that goals are not about the goal.

00:42:00 And the achievement is about who you become. Life is about surprises. It's part of the joy and part of the journey.

00:42:06 And in hindsight, and what you're gonna be most proud of is how you showed up and who you became to achieve that goal.

00:42:13 Now I have to say, this podcast has been out for about two, almost two weeks now. And I am just so grateful for you guys for listening.

00:42:21 This was created for you from the questions that you have from the messages I was getting from the struggles I see.

00:42:27 And so I just love reading your messages and love hearing what you're saying about the podcast and how it's helping you.

00:42:34 If you have a topic that want me to cover or you have a question you want me to answer.

00:42:37 Please send me an email or some UDM on social media. This is new and it's here for you.

00:42:42 I want you to have your say and know that I am super happy to create something for you. If you haven't already, please take a moment to hit.

00:42:49 Subscribe. And if you can, I would so appreciate a written review. It helps me to know exactly what is working for you and what you want more of, so that I could make Goalden Girls podcast exactly what you need.

00:43:00 So you could be the woman who has it all on your terms. Thank you again for listening. Now you know how to break down your goal so you actually achieve it.

00:43:09 And here's what I have to say that lookout goals. Here you come. Thank you so much for listening.

00:43:16 If something spoke to you, send me a message by sharing this episode and tagging me on social media.

00:43:21 If you know someone who loved to hear this episode, please share it with them too. Because I love surprises.

00:43:27 Make sure you subscribe Goalden Girls podcast Today It's the only way to find out about bonus surprise episodes and make sure you don't miss a single beat on your Goalden journey.

00:43:37 Thanks again for listening that will talk to you in the next episode of the Goalden Girls podcast.