

# GOAL DIGGER

A GUIDE TO APPROACHING YOUR FUTURE

WITH INTENTION

## BREAKING DOWN YOUR LONG-TERM GOALS

	PRESENT - 1 YEAR	1-2 YEARS OUT	3 - 4 YEARS OUT	4 - 5 YEARS OUT	LONG-TERM GOAL 5± YEARS
MID-TERM GOAL	grow cats closet	establish physical shop location	have daily operations	work myself out of shop	↓ ↓ ↓ ↓
SHORT-TERM GOALS	<ol style="list-style-type: none"> <li>1. increase sales &amp; revenue</li> <li>2. grow customers</li> <li>3. save \$X<sup>xx</sup></li> <li>4. increase business &amp; training knowledge (take a class?)</li> </ol>	<ol style="list-style-type: none"> <li>1. learn about retail properties</li> <li>2. identify needs &amp; possible spaces</li> <li>3. secure funding &amp; location</li> <li>4. fully equip &amp; decorate</li> </ol>	<ol style="list-style-type: none"> <li>1. steps: hire, train, evaluate, promote</li> <li>2. create community connections</li> <li>3. be diligent about finances &amp; income</li> <li>4. develop &amp; implement large-scale marketing plan</li> </ol>	<ol style="list-style-type: none"> <li>1. maintain quality managers</li> <li>2. develop leadership w/ staff</li> <li>3. transition leadership responsibilities</li> <li>4.</li> </ol>	Have a thriving brick & mortar thrift shop!

	PRESENT - 1 YEAR	1-2 YEARS OUT	3 - 4 YEARS OUT	4 - 5 YEARS OUT	LONG-TERM GOAL 5± YEARS
MID-TERM GOAL	practice (out what I already do?)	practice (formally)	make speaking part of main	← further develop expertise	
SHORT-TERM GOALS	<ol style="list-style-type: none"> <li>1. volunteer to speak</li> <li>2. webinars</li> <li>3. retreats &amp; seminars</li> <li>4. teaching</li> <li>5. PODCAST?!?</li> </ol>	<ol style="list-style-type: none"> <li>1. join Toastmasters or speaking groups</li> <li>2. seek out group speaking opportunities</li> <li>3. get paid speaking / workshop gigs</li> </ol>	<ol style="list-style-type: none"> <li>1. increase income audience sizes</li> <li>2. get feedback &amp; work on it.</li> <li>3. TED TALK</li> <li>4. also - volunteer whenever possible</li> </ol>	<ol style="list-style-type: none"> <li>1. have crafts / outside of speaking</li> <li>2. develop repertoire of topics</li> <li>3. what will you be known for? (establish it!)</li> <li>4. be a boss in other business endeavors!</li> </ol>	Be a natural public speaker with style & substance! (highly paid & work it.)

	PRESENT - 1 YEAR	1-2 YEARS OUT	3 - 4 YEARS OUT	4 - 5 YEARS OUT	LONG-TERM GOAL 3± YEARS	
MID-TERM GOAL	gain knowledge & experience	formal education & practice	Teach			
SHORT-TERM GOALS	<ol style="list-style-type: none"> <li>1. visit new classes</li> <li>2. attend classes more regularly</li> <li>3. improve technique</li> <li>4. increase experience &amp; strength</li> </ol>	<ol style="list-style-type: none"> <li>1. research classes &amp; certifications</li> <li>2. complete ↑</li> <li>3. PRACTICE!!!</li> <li>4. guest teach or sub?</li> </ol>	<ol style="list-style-type: none"> <li>1. find available positions</li> <li>2. network w/ other instructors</li> <li>3.</li> <li>4. maintain strong "customer" base</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>	<p>→ Become a group fitness instructor (Zumba or barre classes)</p>