

HOW TO BECOME A GOAL ACHIEVER

NOT JUST ANOTHER GOAL SETTER



Success Mindset In **YOUR**
Pocket

(A Book Series) - By Ray Newland

In my series of ‘Success Mindset in your pocket’ books, so I can get right down to giving you sound advice, I do not waste pages on explaining who I am.

Instead if you need to know more about me and how I have helped thousands of people around the world, and more importantly how I can help you, check out

www.raynewland.com

My pocket books are designed to be read ideally in one sitting and focus purely on one success topic.

Also in all my book’s there is an action plan designed to make sure you implement these success traits, so you can reap the benefits.

*'If you want to be better than
average, you must be prepared to do
more than the average'*

Ray Newland
Author

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Right let's get you started...
We all want success!

More or less everyone dreams of achieving great things in their life but for some reason the majority of people never hit their dreams and goals.

They go through their entire lives feeling unfulfilled.

For example:

Why do people with great minds end up waiting tables?

Why do people with great sporting abilities end up playing for mediocre teams?

Why do decent people end up in poor relationships?

Or why do we see men and women who look absolutely average, and in most people's eyes, they look unattractive, and everything about them portrays the word 'loser'?

Yet these people are hugely successful in their chosen fields?

Why is it that some people achieve amazing things for themselves, and others have to rely on handouts?

One word...

GOALS!

Now, we know there are situations in the world, where some people do not get the chance to assert themselves because corrupt governments keep these people living in poverty, but for most of us who are fortunate to live in a free country, I believe there is **no**

excuse for not being able to hit at least some of your goals.

I am not going to go into detail, but statistically after years of study it has been found that as many as 95% of people (yes 95%!) do not set a goal for themselves, so for the most part, they end up living a boring, unfulfilled life.

So how can you be in the 5%?

Well this is what I will teach you in my book, and will hopefully help you become goal-achieving machine!

And to do this I will give you my very simple goal-hitting strategy.

You can also access my website at www.raynewland.com where I offer a lot of free advice.

SO, YOU HAVE NO EXCUSE TO FAIL 😊

Why do most people not hit their goals?

Most people think that they know how to set goals... but they do not!

People think they have set goals but it's merely wishes.

I wish I had a better job...

I wish I could stop smoking...

I wish I could have a happy relationship...

I wish I could lose weight...

I wish I could have more money..

I wish...

One of the biggest mistakes people make is they keep their goals in their head and they do not write them down, but more on this later in the book.

Because people do not set and or hit goals for various reasons, they go through their life dissatisfied, depressed, probably in a job or business they hate, and sadly in a lot of cases, with a lot of jealousy of others who are having success.

They look at other people succeeding and think that these people are crooks, lucky or were born with silver spoons in their mouths.

However, the danger of thinking like this, just wastes your energy and takes the focus OFF yourself in your quest to become happy and successful.

If you are one of these people who are envious of other peoples' success, you must STOP right now and shift your focus onto yourself, because while you are

worrying about other people, you will never move your own life forward.

Instead of being envious, ADMIRE what these successful people have achieved and try to emulate what they did to achieve their success.

Please, trust me, you will have a much better chance of a happy and successful life if you change your mindset.

Now, I am guessing you have bought this book because you recognize that you are not setting goals properly, which is good by the way, because you have identified that you need to learn how to hit your goals.

The problem with 95% of the population is they do not realize they are not setting the correct goals, or they simply do not even know they need to set goals to have a better chance of success.

This is very dangerous for these people, because if they do not know, then the chances are they will never know.

Which means, sadly the strong probability is that their life will be stuck in a rut.

You might, however, be a person like me and other goal achievers who have a good understanding of setting and hitting goals, but you have bought this book to see if you can learn something different to add to your goal setting and hitting armoury.

Whatever level you are now at, the great news is, thanks to the internet it has never been easier to get the correct information to help you move your life forward.

Understanding Goals

I believe there are several types of people when it comes to hitting goals, and why some people manage to hit every goal that they set, and others do not even hit one goal.

Here are just some of my thoughts. Maybe you are in one or more of these categories.

If you are, do not worry, at least you have identified what is holding you back and you can take action to do something about it.

People who do not understand goals:

These are people who are totally unaware of what a goal even is.

Now, if you think this refers to the hobo or tramp in the street, or that drug addict or the bum in your neighbourhood that won't get a job and relies on the state to fend for them...**think again.**

There are people in well-paid jobs who also do not understand what a proper, written goal is.

These are normally the guys that go from, home to work, and work to home, 9 to 5, every day, year in, year out, and when they reach retirement, they wonder what happened to their lives.

People who know about goals but cannot be bothered to implement them:

These people understand that setting goals can improve their lives, but for whatever reason they will

not set the goals that they know can help change their lives for the better.

There could be several reasons why these people will not set goals for themselves:

Reason No1: No belief in their abilities

These people think that they are not good enough and that everyone else is better than they are in their chosen field.

This lack of self-belief freezes people in their tracks and stops them from even attempting to hit their goals and dreams.

Reason No2:

The, ‘I am still young, I will do it tomorrow’ crowd

Or in other words, the procrastinators.

There are many people who say, ‘Hey, I am only thirty, I will do it tomorrow’ or ‘Hey, it’s such a nice day today; I will wait until next week’.

These people add years to hitting their goals because of this procrastination, and unfortunately in many cases these guys get to retirement age and then realize... it's too late!

Reason Non3: Fear

There is a large chunk of the population who will not attempt to hit a goal because they have such a strong fear of failure and or rejection.

Most people are so afraid of failing they will not even attempt to set a goal for themselves.

Our schooling system and negative teachers have bred this negativity into most people.

As a result, many people have carried this poor way of thinking into their adult lives and now believe that it is wrong or bad to fail.

If people could just realize that as long as you keep trying it is **okay to fail**.

In fact, most successful people in the world today are the biggest failures in their field.

People actually fail their way to success (I know I did).

Reason No 4: Negative Association

There are a lot of people out there today who have what it takes to make their life **anything that they choose it to be!**

But because they have their friends and family negatively nattering in their ear every five minutes, they are put off chasing their dream.

Their negative friends and family say things like...

'You cannot do that! What makes you think that YOU can achieve this?'

'You are living in dreamland... wake up!'

'Don't be going to that seminar on how you can make more money, come down the pub instead!'

I could list another ten thousand negative comments that family and friends say that stops their loved ones achieving great things, but I am sure you get my point.

There are also two types of negative friends and family by the way.

a) Jealous family and friends

These are the people who are deeply jealous of you.

They see that you are moving ahead in life and because they cannot see themselves having the lifestyle that you have, or are about to have, they deliberately try everything in their power to put you off chasing your dream.

These people have no intention of trying to improve their own life, and they will see **your success as their failure.**

So, because they will feel even more of a failure if you succeed, it's easier for them to try and stop you from having a great lifestyle, than God forbid, they actually try to put the effort in for themselves and their family.

I have had the above happen to me many, many times but thankfully there was something inside of me that told me not to listen to this poor advice.

b) Caring family and friends

This is probably more common than jealousy.

Most family and friends are genuine and want you to succeed, but when they see you go after that high-profile job, or about to start a new business venture, or take that leap of faith into the unknown, this is where you will receive the negativity.

They will say things like...

'Nooooo! What are you doing? You will lose all your money! Do not get into property it's too risky.'

'Do not play the stock market! What if the market crashes?'

'Do not change jobs, you have security with the job you have!'

Again I could go on and on with these examples.

Your family and friends are only saying the above because they are scared you are going to fail or lose all your money.

So because they love you, they try and warn you against making these mistakes. (Or mistakes they think you will make, because they do not understand due to lack of education or ignorance).

Your family and friends see you going into the unknown, they do not fully understand the benefits. They just see what can go wrong and panic!

There is a great saying that humans are '*Afraid of the unknown!*'

Negative Partner

This is the same as negative friends and family really.

In most relationships where a couple are not where they want to be, either spiritually, mentally, physically and especially financially, this is generally because one side of the partnership is negative.

This is something that I have had to deal with more than anything when I am mentoring couples on financial success.

One side of the relationship is up for setting and achieving their goals and the other, for many different reasons, is not!

This can cause **SERIOUS** problems in any relationship!

There are hundreds of examples but here is just one:

One side of the partnership wants to become financially free and wants to get educated enough and network with the correct people to make their dream a reality.

But the other side of the partnership is happy with their current life.

They like the area they presently live in and have no intention of moving their life forward.

So, you have one side of the relationship who wants to move forward and the other side who is content with standing still!

It does not take a rocket scientist to realize that this is going to put a tremendous strain on the relationship and this makes hitting your goals a major, major problem!

Negative workmates

There is nothing worse than having to go to work each day knowing you will have to deal with complaining workmates who will constantly try to put you off from achieving your dreams and goals.

These are probably the most calculated negative people you will have in your life because they will see your success as their failure.

They will see you getting out of the job that they hate as much as you do and will try to hold you back.

I had this in one of my jobs and it was the worst 18 months of my life, even to the point where my negative workmates tried to get me sacked from my job because they knew I had an outside business, as I had made it no secret that I was working my way out of my job.

I know this might sound a bit ruthless but whether it is your family, workmates or partner, if anyone is holding you back and you can see it is affecting you, *do not associate with them.*

It's that simple. Choose your friends very wisely.

Okay, I understand with workmates and family it might be difficult but you need to at least spend as little time with these guys as possible and get good at immediately disregarding what they say to you because

you cannot allow negative people to influence you in a negative way!

People who understand the importance of goals but do not truly understand how to set them, so sadly they do not hit most of their goals.

There are a lot of people **who think** that they understand goals, but in reality, they do not!

These are generally the people who have their goals in their head!

The trouble with not writing your goals down on a sheet of paper is that you simply forget about them.

For example, you have a goal in your head that you want a bigger house.

But because this goal is not written down, you go on with life and after six months you think, *'Whoops, I've forgotten about my goal to have a bigger house, I will do something about it tomorrow'*.

Then tomorrow something else happens and you forget to take any action to achieve your dream house.

Another six months passes and you remember, '*Oh, my dream house...*' These people are caught in a never-ending circle of forgetting, basically because life is just so busy nowadays.

They may eventually get their bigger house, but it will take them A LOT longer to achieve than a person who has **written down** a goal to purchase a bigger home with a **set date**, and who are taking the necessary action.

People who write down their goals

Do not think just by writing your goals down by the way, this automatically means you will hit your goal!

This could not be further from the truth!

However, by writing your goals down on paper or on your computer, iphone or smartphone etc, your chances of hitting your goals dramatically increase, tenfold!

The reason why some people write down their goals and do not hit them is because they do not realize the work ethic they must put in place to make their goal a reality.

You might have read books similar to those that I have read that simply state, if you write down your goals, magical things start to happen and you will start to hit your goals.

Or if you look in the mirror and say your goals out loud to yourself every day, you will hit your goals!

I am not saying that these methods do not work, they do, but this is just a **very small part** of what you need to do to achieve your goals.

Unfortunately, people think if they just write their goals down, or just repeat them in front of a mirror, this will be enough... but without ACTION they will never hit their goals.

Action is the key to making your goals and dreams a reality.

Shortly I will go through my goal-hitting system and I will teach you how to increase your chances of successfully hitting your goals.

Other complicated books!

Another thing that really confused me when I first began learning about setting and hitting goals were the books that I read!

To remain professional, I will not mention by name the books on goals that I read that just confused the hell out of me.

Seriously, I have read some books that required a degree just to understand what the author was trying to say!

These books were sooooo complicated.

In fact, one author's goal-hitting system went like this...

It asked questions like...

What do you want to achieve in 10 years' time?

He then asked you to peel this goal back, to see what you wanted to achieve in five years time.

Then three year's time, then two year's time, and then one year's time.

Then he advised his readers to break their 10-year goals down into manageable monthly and weekly plans.

Then, last but not least, he stated to break your goals down to daily 'To Do' list.

After reading these books I was downhearted because I did not know what I was going to do with my life for the following month, never mind in ten years!

I needed things to be simple!

You see, goals are difficult to hit and you do need to have short, medium and long-term goals in your plan.

To contradict everything I have just said, these authors were correct in what they were telling me. The trouble was they were writing their book at the level of their personal mindset.

These authors were successful in their own right and they had developed their mindset over a period 30 plus years to get to the levels where they understood **complex goals.**

But the trouble was, they were writing their books with complex sets of rules that only people with a similar mindset could understand.

As we now know, only 5% of people understand goal-setting properly. That means that the majority of people reading their books (around 95%), which included myself at that time, did not have a clue what they are writing about!

The problem is that when people read these books, they get all excited and try to use these complex goal-setting systems, and then like I did... they fail miserably!

At first, I thought it was me, and I began to think I must be stupid, because the author said anyone could follow the goal-hitting system in his book.

So, I began to think that I was not destined to achieve my goals and dreams.

But in reality, I was **capable of achieving my goals, (and so can you)**; it was just that my mindset was not ready for this author's way of thinking.

Even to this day, I still read books on goal setting and often scratch my head at the complex goal-setting systems that many books contain.

I like to think that I have a good understanding of goals now, and yet some books still confuse me.

Now, most of the authors of these books are successful in their own right, and as complicated as their goal-hitting instructions are, these authors are all correct, however, it is equivalent to a mathematics professor explaining to his C class students how he personally solves complex mathematic equations.

Even though the C class student knows their professor is correct in what he/she is teaching, the C class student just do not understand how the professor

solved the equation because their way of thinking is years behind their teacher.

So, if you have had an experience similar to mine and have been confused by these books, do not be downhearted, it is not you. You are just not ready to understand the author's style of teaching.

One last point on this: Even though some goal-setting books might confuse the life out of you, if you get just **ONE** positive thing out of a book that you can add to your skills to help you move forward, the book would have been well worth reading.

Please remember that no book will give you all the answers: some will give you more than others, but that's how I learnt, by reading many books and taking little bits out of each book and adding them to my skills.

People who hit every goal that they write down

There are actually people who hit every goal that they write down.

These people are probably less than 1% of the population!

When you start your process of hitting goals, do not try to be like these guys, as it will put too much strain on you.

Even if you only hit just 10% of your goals to start with, you can build on this as you become a better goal setter... and achiever!

When I began hitting my goals I put too much pressure on myself, as I wanted to hit every goal I set, and when this never happened I got really down hearted, to the point that I nearly gave up on trying to achieve my goals.

It was not until I listened to an amazing CD program by Steven K Scott called ‘Mentored by a Millionaire’ that I realized I had to crawl before I could run.

What helped me was I started off with very small goals, daft ones like, buy a computer and set it up ready for business.

Or, prepare some type of office space in my home so I could focus on building my businesses.

These small goals got me going!

What I loved about Steve’s program is that it is so easy to use.

Wherever possible, he breaks everything down into small manageable steps, because his very clever method is easier to achieve because it is based on small steps (goals) rather than trying to achieve one massive step (goal) in one go.

In fact, I will be honest with you, most of my goal-hitting system that I will teach you comes from Stephens excellent teachings.

If I ever get to meet you steve, I owe you a beer as you changed my life.. so thank you!

The above are just a few reasons of why most people do not hit their goals but whatever the reason, setting goals is just all about decisions.

Simply make a decision to start setting **and achieving** your goals, and as long as you put in the all-important action, you will start to see positive results in your life.

Everyone has goals by the way!

I know this may sound like I am contradicting **everything** I have just written but in reality, everyone does have goals.

You have the alcoholic who has a goal of getting another drink, the drug addict who has a goal of another fix, the workaholic who has a goal of more overtime, an overweight person who has a goal of buying that big cream cake, the underweight person who has a goal of not eating anything that day etc, etc and etc.

So, everyone has goals but the important ingredient is, to choose a goal that is going to benefit you and or others.

Find an accountability partner and or mentor

One of the best ways to hit your goals is to find a mentor. However, it is important to find a mentor who has a proven track record so you know you are getting advice from a doer, not a theorist.

If you can find a mentor for free, this is great news, but if you cannot, do not be put off by paying for a mentor.

If your mentor is going to turbo charge your success and learning curve, it will be worth the investment.

If you cannot find a mentor for free or you cannot afford a mentor at least find an accountability partner.

An accountability partner is someone who understands your goals and knows what you want to achieve.

You then check in with them once a month to give them your progress report.

It has actually been proven that your chances of success increase dramatically when you tell someone you are going to do something and you know you have to give them some type of progress report.

Obviously, make sure it is someone you can trust but at least find an accountability partner to discuss your goals, as this will increase your chances of achieving them.

Information Overload

Today, in this fast-moving information age, the amount of free information that you can get is virtually limitless.

However, be careful of free!

The World Wide Web can give you the answer to more or less any question that you have and the majority of the time it will not cost you a penny to get this information!

But you have to be very, very careful who you get this free information from.

Anyone can make a fantastic-looking website and also make themselves out to be the number one guru on the internet.

They will offer you a lot of free content so they can get you on their mailing list and this is where they will get you with their upselling.

The worrying thing here is there are literally thousands of people like this online, and these guys are not even selling their own content.

These fraudsters are collating free information online, packaging it up and selling it to unsuspecting people who are trying to move their life forward.

I will not have time to explain in this book how to spot these fraudsters but if you go to my website, I offer tips to help people avoid being conned.

www.raynewland.com

So, even though there is a lot of free advice online, you have to be very, very careful where you get this information from as it could be complete nonsense.

Remember... free advice does not necessary mean good advice!

Continue Your Education

Did you know that after leaving school, the majority of people never read another book for the remainder of their lives?

To be honest, for the first ten years after I left school, I never read a book, because like everyone else, I thought that I had completed my education.

Please note: When I say ‘get educated’ I am not saying you have to go back to college and get a master’s degree.

What I mean is, listen to CDs in your car on the subject you want to be successful in, read books, watch

a teaching DVD, find a mentor or listen to podcasts etc.

In this day and age, thanks to the internet, you can get educated on more or less any topic, business, and hobby, basically anything.

So there is no excuse not to continue with your education.

Without trying to dishearten you too much, I will go as far to say that if you do not educate yourself, you will make it very difficult to achieve your dreams and goals because things change so fast now you must keep up to date as best you can.

If you have little or no education, it will be very difficult to start a business without some prior knowledge in what you are hoping to become successful in.

Or, if you have been doing a job for many years and you want a career change, you cannot expect to

jump into a new career without having at least some knowledge of your new venture.

Find a mentor in the field you want to succeed in

I have touched on this already but I will discuss it again because finding the correct mentor can be a life changer for you.

If you can find a mentor who is successful in your chosen field, and they take a liking to you, and more importantly, is someone you trust, it will be far easier to achieve your dreams and goals, as your mentor will give you the short cut to success.

But it's finding the mentors!

If you cannot find a mentor in the flesh, find **indirect mentors.**

This is something that we have already mentioned, which is, buy CDs so you can listen to them while you drive, thus turning your car into a mobile library! The speaker then becomes your mentor.

Subscribe to courses that you are interested in. The author of this course becomes your mentor.

Subscribe to monthly newsletters, again the author is your mentor.

Go to any seminars you see advertised. The speakers become your mentors.

Now, even though you may never get to meet or speak to these people personally, they are still a mentor, because you are learning from their experiences and expertise.

But if you can find a mentor who you can speak to, or even meet personally **this could be worth its weight in gold!**

As I stated above, a mentor can turbo charge you to success!

Just go for it!

Too many people wait for the opportune moment, or wait for hundreds of events to happen before they say, ‘Right, let’s go for it!’

Okay, you have to be prepared before you chase your dreams and goals, but please do not think everything has to be perfect!

Because if you wait for everything to be perfect, you will **never** achieve anything in life!

Fear holds people back, and they say things like, ‘If we are 100% prepared, we will never make a mistake!’

This is the wrong way to think.

You should be saying, ‘Okay we will be as prepared as we can, we know we will make mistakes along the way, but so what! We will learn as we go along!’

People think that hitting their goal means they must go, READY, AIM... FIRE!

When in reality it’s...READY, FIRE... AIM!

Just decide what you want to achieve, then research what’s the best way you can achieve your goals in this field, prepare your plan to the best of your ability, try and find some mentors and information on your chosen venture... **Then ‘Just go for it!’**

Go and chase your dreams and goals, you have nothing to lose by trying!

Enjoy the Ride:

Even to this day when I set a new goal (s) I just want to hit them as fast as I can. Like most people, I can get very impatient when things do not go my way.

Things very rarely go your way, so you have to keep chipping away at your goals and dreams, and just try and enjoy the ride.

Remember, life is a tremendous journey... **so try and enjoy it!**

I now try my best (even though it's very difficult for me) to set my goals and try to enjoy the ride, the mistakes I make, and the learning curve I need to master to hit my goals.

I try to soak it all up now and enjoy the person that I become to achieve my dreams and goals.

I am guessing you are like me and most people, and just want to hit your goals NOW!

However, the chances are this will not happen. It will take time and effort, so try to enjoy the ride.

My goal-hitting system

May I first say this system is not 100% my system, it is from a combination of many multi-millionaires that I have studied over the years.

So hopefully what I am about to show you will give you a lot of confidence, because not only have I used this **PROVEN** system, it has also been utilized by the millionaires that I have emulated.

Out of all the mentors I have read and listened to in my quest to understand goals, I have to say that without doubt, the best author I have listened to is Steven K Scott, as I mentioned earlier in this book.

Steven is on another level to other gurus that I have listened to.

He has an audio program called ‘Mentored by a Millionaire’, which I cannot recommend highly enough, if you can still get hold of it.

I bought a copy quite a few years ago.

It is straightforward and explains in a very easy-to-understand way, how to hit your goals.

Also, what is interesting about Steve is that he lost nine jobs in nine years before he found success.

So he really had to work hard and smart to become the success that he has become.

In the next few pages I will explain the structure of my system, and at the back of the book you will see the ‘layout’ of my goal-hitting formula.

Also, when I explain how I set my goals, you may get a little confused at first, but when I show you at the very back of the book how they ‘look’ once written out

on paper, this will give you a much better understanding.

So how do I hit my goals?

Before I tell you about my goal-hitting system, I first want to make it perfectly clear that I try and make my goal-hitting system very easy to understand.

Anything too complicated goes over my head and I rarely get things done.

So because my goal-hitting system **had to be very easy** for me to understand, it will hopefully be straightforward for you to understand.

As I have previously explained there are so many goal-hitting systems that are just too complicated and it takes **all your effort** just to work out how these systems work!

I want you to put your effort into **hitting** your goals, rather than putting all your effort into trying to

understand how to write your goals, if this makes sense?

This is what I do to hit my goals.

I simply have one big exercise book (A4 in size) called my **Goal Achievement Book** where I write out my long-term goals **at the back** and the step-by-step goals to achieve these goals **in the front**.

I also have a separate A4 exercise book for my **'To Do'** list to hit each day.

That's it... simple!

Let me explain further...

At the **back** of my Goal Achievement Book I write what I want to achieve, see below for some personal examples I wrote in the early days when I started chasing my dream to achieve my goals.

‘To earn £250,000 a year, each year, every year, from the businesses that I run by the time I am 40.’

‘To move into a property set on over 10 acres, that will have its own fishing lake, kennels and cattery. From this lifestyle business and home, I will earn in excess of £100,000 per year by the time I am 40.’

‘To purchase two holiday homes, one in Austria for our skiing holidays and the other in Florida, USA, by the time I am 42.’

You have probably noticed that I have put an **age deadline** at the end of each goal.

It is very important to put a deadline, as this is what makes a goal... **a goal!**

Now, a lot of authors tell you to put a year deadline next to your goals.

So for example,

‘To buy a brand new BMW before the year xxxx.’

Even though it is still good to add a date deadline to your goal, it can easily be forgotten, as people's lives are very busy, and you can easily forget times and dates.

I would write the same goal like this, 'I will have a brand new BMW before my thirtieth birthday.'

This is because I believe every time you have a birthday or someone asks you your age, it will give you a massive reminder about your goals.

So I believe this carries more impact than having a specific year or date!

So, on your twenty-eighth birthday you will INSTANTLY think, 'Bloody hell, I have just two years left to get my dream car, I'd better get a move on!'

But having some type of deadline date attached to your goal is **vital** to the success of hitting your goals.

These are the goals I would write at the back of my A4 Goal Achievement Book.

My step-by-step goals

In the front of my **Goal Achievement Book**, I write my step-by-step **little goals** to help me achieve my **bigger goals**.

I do this by turning my big goals into simple steps.

And this is an important point to remember, because simple steps are easier to hit, than big goals!

Please Note: I take no credit for this part, as I got this strategy mainly from Steven K Scott, who wrote the ‘mentored by a millionaire’ program that I bought, all those years back.

Thank you Steven, you legend 😊

You need to understand the importance of turning a BIG goal into little steps, so let me explain this goal-hitting principle in more detail.

At the back of my Goal Achievement Book I may have written, for example:

‘To move into a luxurious four-bedroom property set on over 10 acres of land that will have its own fishing lake, kennels and cattery. From this lifestyle property and business, I will earn in excess of £100,000 per year by the time I am 45.’

In the front of my Goal Achievement Book I will write on one page:

‘To move into a property set on over 10 acres, that will have its own fishing lake, kennels and cattery. From this lifestyle business and home, we will earn in excess of £100,000 per year by the time I am 45.’

Then under the above goal, I would write these **steps.**

Step 1: I will put myself in a good financial position so that I can put a big deposit down on this property, so the mortgage is not overly expensive.

Step 2: I will achieve step 1, by purchasing low-priced properties and renting them out, thus making profits on the rent and or capital growth on these properties.

(Please note: I would have a separate goal on how to buy these low-priced properties.)

Step 3: Before I start to look for my dream property/business, I need to make sure it is the right time to buy.

Step 4: Once I am in a financial position to buy my dream house and I have decided it's the right time, I will decide what area I would like to move to.

Step 5: Contact local estate agents to find out the going rate for properties in this area.

Step 6: Drive around the area, visit local shops and pubs to see what the locals think of the area and ask them if they know of any properties that will soon be coming on to the market.

Step 7: Get finances ready to move fast if need be.

Step 8: Start viewing interesting properties.

Step 9: Try and find motivated sellers, so I can get the property for less than the current market value.

Step 10: Put in an offer and exchange quickly to secure this property.

Step 11: Already have a buyer for my current property to help finance the deal.

Step 12: Get the business side of my new venture up and running within one month of moving in.

Can you see? By turning this long-term BIG goal into **easy to digest**, manageable steps, has made this big goal look more doable.

So that is the secret to my goal-hitting system! I merely turn my **BIG** goals... **into bite-sized steps!**

Again, thank you Steven K Scott 😊

Simple or what!

You see, if I had just written the goal below and left it like this...

‘To move into a property set on over 10 acres, that will have its own fishing lake, kennels and cattery. From this lifestyle business and home, we will earn in excess of £100,000 per year by the time we are 45.’

... This would have been too much for me. I would have written it down and then wondered what to do to achieve this **massive task!**

Is it little wonder why unfortunately most people do not hit their goals?

It is because they do not break down their goals into manageable steps.

Reducing huge goal(s) into **small easy tasks** makes it soooooo much easier to hit, this builds confidence, and confidence is a massive success trait you need to have when you are hitting your goals.

Here are a couple of examples of two of the biggest goals people try to set for themselves and unfortunately, never seem to achieve!

To stop smoking and lose weight!

Before I give you examples how to smash these goals, you need something **genuine** in place.

If you don't have this in place, **forget trying to set any goal for yourself**, because you **WILL NOT** hit them!

And this is simply...

You must have a burning desire to lose weight, stop smoking, or achieve that goal you want to hit and what you have written down.

Honestly, without this burning ambition – forget it!

Unfortunately, people often only want to lose weight because **other** people are telling them that they need to lose weight.

Or for smokers, other people are saying, ‘Hey, smoking kills!’

Even though your family and friends want you to stop these bad habits and want you to achieve the goal of stopping... it has to be **YOU** that wants to hit these goals, nobody else!

Because if it is not 1000% your goal you will not succeed... **FULL STOP!**

So please, please make sure it's a goal you desperately want to achieve, because the chances of you hitting your goal (if it is your goal) will improve **one hundred fold!**

Goal-setting examples

Stop Smoking: The LONG way to do it.

'The majority of people will write: I want to stop smoking by the end of the year.'

But because they do not put an action plan in place, or break down this difficult task into **easy, manageable steps**, they never achieve this important, potentially life-changing goal.

I am not a smoker but this is what I have advised other people to write down who wanted to quit smoking.

At the back of my **Goal Achievement Book**, I would write for example...

I will stop smoking by the age of thirty-five.

And in the front of my book would write..

I will stop smoking by the age of thirty-five:

Step 1: To list as many reasons why smoking is bad for me: For example, my health, it is anti-social, my children are scared that I will get cancer, etc.

Step 2: To get as much advice as possible from people who have successfully stopped smoking.

Step 3: Never to carry any cash/credit cards with me, so I cannot impulse buy.

Step 4: Join a local non-smoker's group.

Step 5: Make sure that the people in the group are 100% positive that they want to quit.

Step 6: Take up a hobby so my mind is taken away from smoking.

Step 7: Try not to associate with smokers.

Step 8: Find out about the horrible ways people have died because of smoking, to make me aware of what can happen to me.

Step 9: Open a bank account and save the money that I would have spent on cigarettes.

Can you see where you would have a greater chance of success by writing the above goal into manageable steps.

Another great example - *losing weight!*

Again, people will write in their diary something like, 'I will lose (x) amount of weight by the end of the year.'

They then get disheartened when this goal is so far away from them that they never reach it!

Now, I have tried to lose weight (and succeeded) and this was what I wrote at the back of my Goal Achievement Book:

By the age of 40 I will get my weight down from (present weight) to (ideal weight).

At the front of my Goal Achievement Book my step-by-step goals will look something like this:

By the age of 40 I will get my weight down from (present weight) to (ideal weight).

Step 1: List all the reasons why obsessive eating is bad for me: My health, how embarrassed I get, how I feel, how I cannot keep up with my children re exercise and play.

Step 2: To get as much advice as possible from people who have successfully lost weight.

Step 3: Never to carry any cash/credit cards with me, so I cannot buy cakes and sweets on impulse.

Step 4: Join a local slimming group.

Step 5: Make sure that the people in this group are 100% positive that they want to lose weight.

Step 6: Take up a hobby so my mind is distracted from eating.

Step 7: Join a health club and exercise more.

Step 8: Get a personal fitness instructor.

Step 9: Buy myself a new look wardrobe when I have achieved my goal.

The above goals and steps helped me lose 2 stone (about 28 pounds) in less than 18 months.

I hope you get my point.

It does not matter what your goals are, or how big they are; every one of them can be broken down into

simple steps, which makes your big goals easier to achieve.

Also, do not forget, for ANY goal that you set, it must be **YOU** who wants to set and achieve this goal.

Because if you do not sincerely want to hit your chosen goal... forget about setting it!

Why write down your goals twice?

You are probably wondering, what's the point in writing down your main goal in the back of your book and in the front?

Well for two reasons, really.

The first reason: You will use the back of your book as an overview of your goals.

You could write several goals down on the same page, so that each day when you read your goals, you can read them quite quickly.

When you write down your goals in the front of your book, and then add the step-by-step guide underneath, this will easily take up a full page.

And, if you have ten or twenty-plus goals on twenty-plus pages, not many people will keep up the habit of turning over page after page, to read their goals, two or three times a day.

But if all your goals are just written down on one or two pages at the back of your Goal Achievement Book, **it is easier to view and read them.**

The second reason: Because you are ticking and crossing your steps off as you hit your smaller goals, the pages in the front of your book will get a little messy.

And in some cases, where you are adding steps, or deleting steps off your list (because your steps are flexible and are not set in stone) some of these goals

and steps need to be rewritten on another page once the page gets too messy to read.

Normally for my step-by-step goals, I am rewriting these goals on a new page at least once or twice per week.

So by having your goals written down at the back of your book where you are not ticking off or rewriting your goals... **You always have clear written goals to view, at your leisure.**

Another important point re writing your goals down in a list in the back of your goal achievement book, is because you will not be working on all your goals every day. This is impossible.

So some of your goals you might not be able to start work on into the future, while you are ticking off the goals that need to be dealt with in the present.

By having a list of goals at the back of your book, the goals you may not be working on at that present moment, will still be in the forefront of your mind because you will be reading them every day.

Your daily 'To Do' list book

As well as my Goal Achievement Book, I also have an A4 **To Do** book to keep me focused on the things that pop up that I need to do on a daily basis.

I then draw a line down the middle of the page so I can get more information written down on one page, so I only need to view one page for convenience each day.

Then when 'To Do's' come in, such as messages, important issues, non-important issues, etc., I simply write them down in this book.

This way I **do not forget** to do the trivial things that will still move me forward but more importantly, I

am not writing these ‘to do lists’ all over my Goal Achievement Book, because I want to keep this book as focused and clear as I can, to help me hit my goals.

Currently in my life, I run a property business, my Just4Keepers business (J4K), several internet marketing businesses and websites, and my family life.

So my headings in my ‘to do list’ book might look like.

Property

J4K

Family

Raynewland.com

Then under each heading, as tasks come in, I write my daily ‘To Do’s’ down (I will show you how to set this up at the back of this book).

Each day I will tear out the ‘to do list’ from the day before then create a new list with fresh things for me to complete.

The combination of having a book to add my main goals, (then breaking them down, so that I have a step-by-step guide to hitting them), plus the book for my daily ‘To Do’s, really helps me achieve much more than average... in an average day!

And the great part is, it is easy to use and understand, so most of my time is actually spent hitting my goals, rather than writing a complex plan on how to hit them.

Result... **I get more out of my day!**

Please Note: If you cannot be bothered writing out your daily goals and To Do’s, you can get these books and also as downloads from www.raynewland.com

Review your goals

You **MUST** also review your goals as often as you can, just to make sure that you are moving in the right direction.

This ideally should be at the end of the day, to see how much of the tasks you set, you achieved

Then once per month to see if you are moving towards your overall goal (s).

This way you can see where you may be going wrong and thus make corrections so that you are going in the right direction, and you always know you are on the correct path.

If you do not review what you are doing, you will with 100% certainty take longer to achieve your dreams.

Best way to explain this is using the example of a captain of a tanker ship:

The captain sets course for a port across the ocean on the other side of the world (setting the goal).

Every now and then he has to check his coordinates to make sure he is on course (to hit the goal).

If the tanker starts to drift off course the captain can then fine-tune a few coordinates (the goals) to put everything back on course, to achieve the goal of getting to the correct port.

You see, if the captain of the ship does not check the ship's course (review the goals), without knowing it, the tanker may drift off course because of tides and currents, which will take the vessel off course, and the captain will miss his goal or port of destination (the final goal).

In life, we have many invisible tides and currents, from dip-stick bosses, negative workmates, becoming

ill, running out of money, dealing with unethical people etc, etc and etc.

So just like the captain of the tanker, if you do not take time out to review your goals (your course) you too could end up in the wrong port!

So review your goals!

Reward Yourself

If I am to be honest, this is something that I need to personally get right, because when I hit a goal, I do not really reward my efforts. I just move onto my next goal.

But it is a proven fact that if you reward yourself every time you hit your goals, no matter how small, you strengthen your chances of succeeding in hitting other goals because you make it **fun** and rewarding.

You do not have to buy yourself a luxury yacht every time you hit a goal, it could be something very simple like buying a new pair of shoes.

But you must have some type of reward attached to your goal as this makes all the hard work worthwhile.

Family Members

If you have children or a partner, let them get involved with your goals and dreams, as achieving something with a loved one makes it that much more special.

You can also teach your loved ones how to set goals, so your whole family enjoys the benefits of achieving their goals.

It's okay to fail

Please do not think I am being negative but I want to state that it is okay to fail.

The strong chances are you will fail at trying to achieve some of your goals.

But this is okay as long as you reset your goals and just keep trying.

I am a firm believer that we all can fail our way to success.

I once heard an amazing quote from entrepreneur Peter Voodg.

He said something like, *'I would rather fail and end up broke trying to achieve my dreams and goals, rather than lead a mediocre life helping my boss achieve their dreams and goals.'*

I cannot agree more with Peter's quote, I too would rather fail and end up broke doing something for me, rather than an asshole boss.

Okay, over the next few pages I will show you how I write out my goals.

I normally write them out in an A4 booklet, so there will obviously be a difference in the sizes within this small book.

I will also have templates that you can download for free at www.raynewland.com to help you.

You may want to write out your goals in a different manner, for example, you may choose to use a smaller notepad or you might just have your goals written out on your smart phone or iPad.

Whatever way you choose is up to you, the main thing is you have your goals written out in a **‘simple, step by step’** fashion, breaking down your big goals into manageable bite size chunks.

So you fully understand what you need to focus on.

How my main goals would look at the BACK of my ‘Goal Achievement Book’.

Please Note: The goals below are for example purposes only.

Goal No 1: ‘When I am 65 years old, I will have one million pounds in my retirement fund’.

Goal No 2: To own a new BMW before my 40th Birthday’.

Goal No 3: To own a holiday home in Austria by the age of 45 for skiing.

Goal No 4: To be earning £100,000 per month from my numerous businesses before the age of 44.

Goal No 5: To make sure my children go to a private school.

etc and etc.

These examples should be enough, as I am sure you have got my point now, and whether you write one goal or one hundred is obviously your choice.

You may also want to categorize your goals on the back page of your Goal Achievement Book.

For example, on one page you could have your business goals, another page your family goals, the next page your financial goals, and so on.

This is what I personally do because it keeps everything tidy and focused. And these goals are normally on no more than 4 pages, so it's very easy to review them.

When I am doing my step-by-step goals at the front of my Goal Achievement Book, I am not too concerned about having them in category order because I am ticking them off each week and rewriting them for the most part, and I tend to put the goals I am focusing on in that moment near the front.

If this does not make sense, drop me an email anytime at www.raynewland.com and I will ‘personally’ get back to you

How my Step-by-Step goals would look on the FRONT pages of my Goal Achievement Book.

(I will just pick one goal so you can see how I do this, and I always only have one step-by-step goal on one page, so I know I can focus 1000% on this goal while I am on this page.)

Goal No 1: When I am 65 years old, I will have one million pounds in my retirement fund.

Step 1: Research the best ways to have my money working for me. Get expert advice.

Step 2: Set aside at least 10% of my wage into a savings plan.

Step 3: Set up an automated system, so my savings leave my bank each month.

Step 4: Look at the possibilities in the property market to diversify my investments.

Step 5: Look at the possibilities in the stock market to diversify my investments

Step 6: Try to get this money to grow at 10% per year.

Step 7: Review my financial plan every six months.

Contact No:	Notes:
To Do:	Misc:

You have probably noticed the above box with four squares under my step-by-step action plan.

The reason for this is, as I work on the steps, I will be in contact with important people on the phone or via email, so I can quickly scribble down their name and contact details.

I can also add notes to remind myself to do something or add a miscellaneous task that popped up that I did not plan or foresee.

And then when I rewrite the following week's steps, anything important that I added into one of these boxes can, if needed, be added to my steps.

So I am constantly fine-tuning my step-by-step goals each week, just as the captain of a ship fine-tunes the ship's course so it arrives at the correct port.

How my 'To Do' List page looks

Again, the steps below are for example purposes only and sometimes I can have more (or less) in each category 'to do list 'for each day depending on what my focus is.

The amount of boxes I have with my To Do lists on each page will all depend on what goals I am focusing on achieving for that day/week or month.

Just4keepers <ol style="list-style-type: none">1. Put fees in bank2. Call 5 coaches3. Do promo video4. View residential venue5. Send out contracts6. Get new website finished7. etc etc	Property: <ol style="list-style-type: none">1. Put rent in bank2. View 3 houses3. Speak to mortgage broker4. Get corgi register done5. Get 27 shott painted6. Gardner for 116 saxon way7. etc etc
--	--

<p>Personal/Family:</p> <ol style="list-style-type: none">1. Go for walk2. Goto MMA3. Take daughter swimming4. Go for meal with wife5. Take dog the vet.6. See new car7. etc etc	<p>Miscellaneous:</p> <ol style="list-style-type: none">1. Bank £7k ISA.2. Call Auntie Ann3. Fred's birthday present.4. Speak to john, neighbour5. See mum and dad6. Get new laptop7. etc etc
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This is how I have become a goal achiever, rather than goal setter!

So that is my simple goal-hitting system. I just have two books and at the back of one book I write all my main goals, so I have a focal point, and I can quickly scan over my goals a few times each day to keep my mind completely focused on my big goals,

just like the tanker captain focuses on reaching the destination.

Then, at the front of my book I rewrite each goal on a **separate page** and I add a **step-by-step** action plan guide and tick off my step-by-step goals on a daily, weekly and or monthly basis.

I then keep fine-tuning these steps/goals by rewriting these goals and steps whenever I feel it is necessary.

Then I have my **second book** where I write down the **'to do list'** relevant to what I am working on each day.

That's it, simple!

I do not want to overcomplicate anything about my goal-achieving system because life is hard enough.

This is also more or less the exact system many of the millionaires I emulated use.

I have used this goal-achieving system to buy a substantial property business, build a national and international goalkeeper (soccer) franchise business, bring out the biggest DVD series in my sector, be a doting dad, husband and son, and I have developed several sports products that I sell internationally.

And for the most part, I achieved the above by creating and developing these multi businesses and additional at the same time.

So as you can imagine this was very difficult managing multi businesses and services but my easy to use goal hitting system helped me achieve this.

Oh, and I also used these goal-achieving techniques to write this book, other books and ebooks over the past few years.

So this system has worked for me and there is no reason why my goal-hitting AND achievement system cannot work for you.

I hope you found my book and my goal-achieving system useful, even if you take just one or two ideas from what I do and apply it to your life and your goal-hitting (and achieving) system.

So, set your goals, write them down in an easy-to-understand system, tick off your small step-by-step goals each day, and eventually you will hit and achieve your big dreams and goals.

From the bottom of my heart, I wish you all the very best of luck and please remember, if you get stuck or you are still a little unsure how to set out the goal hitting system that I have explained to you within this book, simply go to: www.raynewland.com where you

will be able to download this goal hitting system for free.

I look forward to hearing your success story one day!

And remember, **you CAN live a life most people can only ever dream of** by becoming a goal achiever, NOT just another goal setter!

Your friend

Ray Newland

Now if you are like me, after you have read a book, your thoughts will be racing away with things that you are going to do over the next few days, weeks or even months.

So please use the next section to get your thoughts and goals on paper **NOW** before life gets you distracted in other areas.

I am not a person who likes to set long dates on my goals, so what I would like to do is write down below where you would like to be one year from now!

What is your financial goals?

What is your personal goals?

What is your career goals?

What is your education goals?

What is your spiritual goals?

What is your family goals?

What is your hobby goals?

(Write down ANYTHING that has come to mind from reading my book, that you want to implement into your life. Do it now while it's fresh in your mind)

Bonus Chapter!

If you have read other books of mine, you have probably also seen this bonus chapter in these books also because I believe this is the most important habit any person should focus on **every day of their life...**

Even if it's just for a few minutes each day!

I also deliberately leave this chapter until the very end of my book(s) because I want this success tip to stick in your mind.

Please Note: I have touched on this topic already in this book, all be it slightly but I believe this subject is that important, I want to leave you with this final success tip.

So what is this life changing success tip?

Continuous Education.

There is an amazing saying that I learned as a professional football player and that was...

'The moment you think you know it all, it is time to quit!'

It does not matter how experienced you are, you can always learn something new from someone.

Professional football is so competitive you are always looking for the edge to make you a better player.

Even if some new information enhanced your performance by 000.1 percent, you would take it because in the professional sporting world, 000.1 percent could be the difference between a win or a loss.

When I first started my business after losing my football career, for the first 2 years I really struggled to

grow my business, and even though now it was obvious, back then I did not know why.

What I am talking about here is continual education.

Or to choose a better word, I was NOT continuing my education!

As a professional goalkeeper, I knew the importance of taking every single opportunity to develop, to become a better goalkeeper (continued education).

But in business I just did not realise that I had to do the same thing...

BUT this time to develop as a businessman and person.

It was not until I joined a network marketing business that opened my eyes to the importance of continued education and more importantly making sure

that I grew as a person, which I did and that is when my business started to take off.

You see, as a professional goalkeeper, I was doing this naturally but it wasn't until I started getting educated by my up-line in the network marketing business that it dawned on me that I had to continue to get educated throughout my life.

Just like football, when I realised that my competition in business would be seeking to get more and more educated, I set one of the most important goals that I have made, **and that was to continually learn, and grow my mind.**

I would listen to audio recordings, attend seminars, read and associate with like-minded people – anything to improve myself as a businessman!

This had a major positive impact on my business, so I **strongly recommend** you make continued education a part of your life.

There is another fantastic saying that states, *'All leaders are readers!'*

After I left school and I became a professional goalkeeper, like most people I never bothered reading a book because, in my eyes I thought, I have been to school, why do I need to read.

I would read all the negative stuff, like newspapers and magazines to find out which famous movie star had fallen off the wagon that week. All the information that does not move you forward, I read!

But I stopped as soon as I realised the damage reading this trash was doing to my finances, my thoughts and actions, and I can honestly say I have not bought a newspaper for easily over 15 years now.

I would recommend to anyone reading this book to **STOP** reading newspapers and similar trash!

Your life will change for the better with this one small action.

In business some of the most successful people I have met are always hungry for more information, they read anything that they can get their hands on that is relevant to their business, beliefs and interests.

This chapter is simple, so I am not going to write a load of waffle to make this vital point – but you need to grow and develop as a person on a daily basis.

Because if your friends, peers and competition are getting better educated, one day this will catch up on you!

If you want to be the best in your sector or at least have any chance of a successful business and happy

life, it will help you massively if you continually seek further education to develop your mind – **full stop!**

The key is to make sure you read information that is relevant to you and your dreams and goals.

And even if its for a few minutes each day, do something that makes you that little bit wiser!

Good luck 😊

For More Help, Advice, Books, Audio and Video Programs From Ray, Check Out www.raynewland.com

And let him help you to ‘live a life, most people will only ever dream of.’