

# FIRED UP & FOCUSED

Hey there, Rachel Cook here, host of the Promote Yourself to CEO podcast and founder of the CEO Collective. Today, we are building on what we have talked about yesterday. We've set this big vision for ourself, our painted picture for the next year, and there's something else we got to talk about when it comes to these big ideas, these big goals, these big dreams. The problem with goal setting is that you can't control the outcome. I often hear from people when they set their goals, they say, "I'm going to make a certain amount of revenue this year," or "I'm going to reach a certain number of people this year." And there is not a little easy button that you click, you take that one action step and then voila, here's that goal achieved. What I'm saying is you can't control the outcome.

The outcomes are a byproduct. The outcomes are the result of something else. They are the result of what you do. So we have to make sure that as we are thinking about goal setting, as we are thinking about this big vision for our business, as we are thinking about what we want to achieve in terms of a revenue, goal, or the number of clients that you want, we have to be able to break it down to what we can control, to what we do, the actions that we take. So we have to focus on the things that help us take consistent action, because what you want is not a onetime action to get there. It's going to be the repeated effort, the repeated action over and over and over again. But most people struggle with repeated action. Most people struggle to stay consistently in action, working towards a goal because again, there's no instant gratification here. It takes time. It takes effort. It takes really consistently chipping away, doing the thing day after day, day after day, day after day, to get to where you want to go.

So we have to start asking ourselves a couple of things that will help us to stay in consistent action. And if I break this down with you, I think this is going to make so much sense. You're going to be like, "Ugh, now I know how to break this down so I can start achieving those goals, get closer to my painted picture." So the first thing is, what is your desired outcome? Pull up your painted picture. What is the desired outcome you were going for? And pick one element of that. One piece of that, so that we can have that clarity around what we are aiming for.

Now, what can I do to make progress towards that outcome? What system will help me to be consistent? Because again, it's not, what do I do once, it's what do I do consistently that will help me get there. So I need a system in place so that I can be consistent. And what ritual will support me in consistently repeating this system? So here's how this breaks down. And this is really about habit formation, guys. This is all about how do we build up those habits? How do we put the system in place so that we are making that progress towards our goals? So let's say the desired outcome is to build your community to a thousand. Maybe it's a thousand email list subscribers, maybe it's a thousand Instagram followers, whatever it is. And you have decided that the way you're going to do this is you're going to write two guest blog posts per month on another website.

Great. So this is the action step that you believe will help you to build your audience, to build your community, to build that email list. So you're going to write those two guest blog posts per month. The system is you've got to set aside time to write, right? So we've got to have a weekly writing time schedule. We've got to make sure there's time in our calendar for us to write the post and pitch it or publish it on to other websites.

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The ritual, the habits that are going to help you make sure that when it's time to sit down for that writing time, you actually produce the articles that you're producing, the posts that you're producing. So you have your work ritual that we've talked about, your ritual to get started for your day, the ritual, to wrap up your day and write your must do tomorrow list. You're single tasking. You're not trying to write at the same time as you're trying to listen to a training or something else. You're using Pomodoros so that you can consistently make progress, you can stay really focused.

So this is a very simple concept that does take a little bit of time to think about, because often, we aren't this intentional, we aren't this intentional about what we are doing. We start to throw spaghetti at the wall and say, "Well, I want to build my community to a thousand. So I'm going to write guest posts, get interviewed, be a speaker, be on stages, pitch myself for media." You start coming up with a list of a lot of things to do. But instead of doing them consistently, we do them all once or twice and then that's it. And then we don't get the results we want.

So we have to chip it down, break it down, and then chip away at that goal by deciding what we're doing, committing to a strategy, committing to a system and committing to the habits, the rituals that will help you get there. So I want you to take action and I want you to pull up your workbook from yesterday on your painted picture and pull up today's workbook and really think about what are the systems for success that I need to put in place in order for me to hit those bigger goals? What do I need to make sure I am committed to doing, what is the system I'm putting in place to make sure I'm doing it consistently, and what are the rituals or the habits that will help me to show up and get that done? I promise this is not sexy at all, but this is the thing that makes the biggest difference.

This is how over the last, I think five or six years we've been hosting the podcast, I had produced an episode almost every single week, rarely have missed an episode. I have written so much content, been featured on hundreds of other podcasts because I use this process and get clarity on what is the result, the outcome I want, what am I going to do to get there? And I commit to that, and then I make sure I'm showing up consistently with a system and the rituals or the habits that help me to stay consistent. Consistency is the key, and I promise it will make a huge, huge difference for you. If you can break this down for some of the things you're working towards in your painted picture and start working towards those now, start putting these habits in place, I'm pretty sure within 30 days, 90 days, you will see a massive, massive difference. Okay. I hope you enjoyed this one and I will be back with another challenge for you tomorrow morning.