

Goal Setting

RECRUITING | SALES | LEADERSHIP



*Heartfelt*TM
network marketing

*You don't need anyone's permission to be a **success!***

Shauna Ekstrom

Transcript

Goal Setting



Shauna Ekstrom with Scott Peterson & Paul Evans

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Shauna: Welcome, everybody. Here we are, Scott and Shauna, and we are so excited that we're here to learn from this masterful artist. I'm going to let Scott introduce Paul.

Scott: I'm just going to get right to it. We've got a special guest tonight. Shauna and I have a vision of doing Monday night calls. Every Monday night we're going to have a special guest or we're going to do some training and tonight there's a special guest. His name is Paul Evans.

Paul is a business owner and has been a business owner for over a quarter of a century. He's been a starter or a partner in 8 different businesses. Since he's been so successful in teaching goal setting and achieving, he's now going to teach goal setting and achieving to us. We're really lucky to have Paul on the line. His best-selling program is called 5 Stones. I just want to welcome Paul Evans to the call.

Paul: Hey, Scott and Shauna. I'm so thrilled to be with you guys tonight and to be with your team. I love you guys as leaders and I love that we're doing this call right here at the first of the year. It's so critical to get focused and get on fire and gain the momentum that we have as the calendar shifts and allows us to really begin another new stage of our lives in a way that is extremely clear and allows us to get the most from life as we seek to impact other people and help them grow in their business as well.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Shauna: Absolutely. We're excited.

Paul: Alright. What we'll do is go through a lot of these concepts and a lot of this training. Make sure you guys are taking notes and anything that you have a question about, Scott or Shauna, just call a timeout on me and say: *Hey, could we clarify that a little bit?*...if you want to, to make sure that we bring it home to your team a little better, just let me know.

When it comes to goal setting and New Year's resolutions there is a lot of real negativity right now. People are saying that it doesn't work and people just fail at their resolutions all the time. Here's what I know: Most of us set a lot of goals and most of us don't achieve those goals.

I don't think it's because there's this negative pattern in place, and I don't think we're setting these unrealistic goals. I think we often don't have a clear enough process in place and we often don't know what we're up against in order to protect ourselves against the barriers, the difficulties, the challenges that are inevitably going to come our way.

So when I think about setting goals and getting on fire at the beginning of the year, I think there are things that we need to be aware of if we're going to get started correctly.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

- (1) We tend to get distracted. We love to have a fresh and new energy. We love to be drawn to something that's new, something that seems like it's exciting. Often in the middle of our goal we are not as excited as we were at the very beginning, right? We don't see that ending as clear as we did in the beginning. We will often get distracted and pulled off to another venture or another idea or concept.**
- (2) Not only do we really get distracted but we often get discouraged. The reason this happens is that we tend to plan in perfection. By that I mean that we look at what we want to accomplish. We see it very linear...very straightforward and directional.**

Let's say for example that I wanted to lose 10 pounds and I thought: *I'm going to get up every morning and exercise for an hour and then I'm going to eat healthy during the day.* In my mind I may be thinking that I'm going to lose this 10 pounds in a month. Well, after the first week what if I've only dropped a pound?

Suddenly my plan seems out of alignment. It doesn't seem like I'm going to be able to reach that goal. It doesn't seem that I'm progressing as fast as I thought I would, so I get discouraged because the plan is not working the way I had envisioned.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Most of us in our businesses have a very clear vision of our business and what we want to accomplish. We also want to accomplish very quickly. So when we start working our business and we're very gung ho and we're excited and contacting everybody and we're making and working our list, but then as those no's begin to stack up or the doors begin to slam, then we start getting discouraged because in our mind we thought that everybody would be excited.

Sure, during training everybody has said that not everybody is going to be excited about it, but we couldn't believe that because we were so fired up and excited about it. There was no way that we thought other people would not be just as excited as we were. But it turns out that they're not and they're not as thrilled and are looking at us with those doubtful expressions like we're crazy and wondering why in the world we're so pumped up about what it is we're trying to tell them about.

So that discouragement tends to bleed over us, and that can be in business or in life. That slows us down and we lose momentum. Discouragement really is massive momentum lost.

(3) Finally what happens after we're distracted or discouraged is we end up getting defeated. We feel like there's no use of even doing this. *I might as well quit. I might as well stop and give up. Nobody believes in me.*

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Nobody is saying yes to me. Nobody is doing this or nobody is doing that or I'm not reaching that goal that I set. I'm not as far along. Even worse we see somebody else that doesn't seem to be as talented as we are and suddenly they're way ahead of us. We get defeated and discouraged by that as well.

All of these things collide and yet we often act like they don't exist in the very beginning. We think: *I'm going to set this goal and it's all going to work out perfectly.* When it doesn't then that's when things seem to fall apart for us.

What we're going to do tonight is accept that that's part of the process instead of acting like it doesn't exist. We're going to accept that that's part of the process, and we're going to work through some training that's going to allow us to set goals correctly, to measure them accurately, to understand exactly why we're setting these goals, and allow that to fuel us.

We're also going to make sure we've got a good solid plan in place for whatever our goal is and we're going to be prepared for the battles that are

**We're going to be
talking about 5
Stones.**

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

going to come when it gets to the actual rubber meeting the road of taking the day in and day out action.

Here are 5 elements. We're going to be talking about 5 Stones. Let me give you overall principles first and then we'll move into the specific stones themselves.

(1) If we're going to set goals and attain them we've got to have a clear vision. This is not about being a meditative visionary where we try to affirm ourselves over and over again. It simply means that we can see very clearly what we want to attain - if that is 10 pounds or if it's a bigger business, if it's another \$100,000 a year - that we see the vision very clearly and associated with that vision is a belief that it's attainable.

It doesn't mean that it's going to be easy. It doesn't mean that it's going to be simple. It doesn't mean that there aren't going to be hardships, but we look at it and we say: *I see that and it's attainable.*

Over the past 25 years I've helped thousands of people start and create their own businesses. I've noticed that there tends to be two types of people who come in with this clear vision. One is a vision that I would say is realistic and another is a vision that is not quite as realistic.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

For example, someone might come to me and say: *I'm wanting to start this new business* and I say: *What do you want to do?* They'll say: *I want to make sure I'm at \$100,000 in earning by the end of year 2 or the end of year 3.* That's one person. They see that. They make the statement very clear and very lucid.

Another person might come to me and I'll say: *What do you want to do in your business?* Well, *I'm going to start an online business and I want to be making \$100,000 at the end of two months!* I'll ask them if they really believe they can do that in two months and they'll go: *Yeah, I believe it.* I'll say: *How are you going to attain that?* Well, *I don't know, but I believe that it's possible.* That's not really a clear vision. That's a want vision.

I'm not saying that it's a complete impossibility, but I'm saying that it's not clear and confident. It's more – I'm trying to pump myself up. I'm trying to be excited about this - instead of saying: *You know what? Here's what my goal is. I'm very clear on it and very lucid about it. I'm very directional about it and I know that I can attain it.*

(2) We need to understand the level of difficulty. How hard is it actually going to be to reach this goal? I'm shocked at the number of people who never do this measurement. They will just simply set a goal and act

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing



like it's just going to happen and all goals are equal, but they're not.

There's a lot of different time and effort required and education required when it comes to riding a bike or starting a business. Those are not equal level goals. They're not going to require the same amount of time. They're not going to require the same amount of energy. They're not going to require the same amount of education.

One is going to be way easier than the other one is going to be, and yet often with our goals when we decide we're going to set a goal we fail to measure the level of difficulty. I'm going to show you exactly how to do that tonight.

(3) We need a solid process. This is what I'm excited about with you guys being a part of Scott's and Shauna's team and learning from them with Heartfelt Network Marketing because they want to train you and enable you to go out and do incredible work in the marketplace that makes an impact and a difference.

They're giving you a solid process to make that happen so that it's not just platitudes or just quotes and things that are motivational, but it's instead: *Here's exactly what you need to do.*

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

If I came on tonight and just said: *Hey, guys, to set goals; you need to go for them.* Well, that's okay, I guess, as far as motivation goes or as positive energy goes, but it's not okay as far as getting it done. We've got to make sure that we've got that solid process number 3.

(4) We've got to have protective barriers. We need to know that we're going to come against some hardships, some challenges, some things that we weren't expecting, some interruptions, maybe even some emergencies. We put up some barriers ahead of time to say: *Whatever is coming my way I want to be prepared for that.*

This is another area that most goal setting courses completely miss, and most of my people that I work with that have not reached the goals that they wanted to have not taken this step. We're going to look at that when we look at tombstones a little bit later on.

(5) You want to make sure that you do have motivation and you do have momentum. Years ago Zig Ziglar was challenged because he was called a motivational speaker and people would complain to him and ask: *Why in the world do you just motivate people? It just goes away.* He said: *Well, the same thing could be said about bathing but I think you need to do it every day.*

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

So when it comes to being motivated and it comes to getting momentum it's a daily process. We can't expect that the energy at the first of the year is going to last us through the year. It can't happen so we've got to make sure that we've got things in place to keep us motivated, keep us focused and keep us on fire, to keep that momentum going.

It's critical that you come to calls like this...that every time Scott and Shauna have a call you need to be on it learning, taking notes, and applying because that's a big part of staying motivated and gaining momentum. I guarantee you that the people who come to the calls every week are going to be light years ahead of those who decide to attend a call about every 3 months and hopefully get a little shot in the arm.

It's not about the shot in the arm; it's about staying on fire. It's about staying on track and on task. We're going to look at getting rid of those 3 D's: distraction, discouragement, and defeat. We're going to encapsulate those 5 principles we just hit into 5 stones.

5 Stones came from the story of David and Goliath. Some of you may be familiar with that story. You've heard it or you've something along the lines of 'We've got to go out there and kill the giant...or... We've got to strike down the giant.' In this story David

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

actually chose 5 stones from a brook as he went out to face this giant.

When I was thinking about that story and thinking about the goals in my life I actually sat down with a good friend of mine and he'd had a couple of these stones already in place as he set his goals. He had milestones and he had cornerstones. I thought: *I really love that. I love that frame and I love this story about the 5 stones.*

I began fleshing it and I've been using it for several years now and it's become one of my top-selling programs. I'm so glad that Scott and Shauna invited me on to be able to share this with you and let it become part of your training. I can't wait to hear your success stories for it.

We're going to cover 5 stones and they are these: **Milestones, Cornerstones, Stepping stones, Tombstones, and Firestones.** Don't worry; we're going to go through all of those in detail. It won't be super long. I think each of these is super simple. Make sure you're taking notes and then you're going to apply it to your life as we go through.

As we begin (1) is milestones. These are your goals. These are the things you want to

**You want to make sure
you have a clear vision.**

attain. You want to make sure you have a clear vision. Make sure

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

you measure the level of difficulty, and you want to make sure you create an immovable deadline. You want that clear vision. *I see this. It's possible. I know it can be done.* That doesn't mean that you will do it, it's that you are assured that you can do it. Let's begin with that.

Let's say that my goal is to reach 10 new prospects (sign them up) over the course of the next month. This is my goal. Do I believe I can get 10 people associated with my business in the next month? As I think about that and feel assured about that I think: *Yeah, this is a legitimate goal. I know that I can do this. I know that it's absolutely possible. I feel confident and assured in it. I feel focused on it. I've got that clear vision.*

I'm using a month as an example. (You could use 90 days or you could use 6 months or a year or 3 years.) It's totally up to you and your goal and what you're wanting to do, but what I want you to do right now is to write down just one goal that you'd like to accomplish over the next month. I'm not going to ask you to look out 3 years, a year, or even 6 months. I want you to just focus on a month.

I think one of our challenges in goal setting is we often set numerous long-term goals but we don't set enough short term goals that allow us to get those wins in and allow us to set the

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

goal, achieve the goal, release the goal and go on to something new. A month is a great amount of time for us to get started.

This can be a business goal. It could be a weight loss goal. It could be a health goal. It could be a relationship goal...whatever you want. Just write down one goal that you want to attain over the next month.

Next what we're going to do is measure goals. The program is called 5 Stones so what I would like for you to do is think in circles like 5 small circles. Those will be 5 small stones.

I'm going to give you 5 areas under milestones. Write these 5 down and then out beside each one I want you to put 5 small stones...just 5 small circles. It should just be a circle and not colored in yet.

Write down these words:
**Skill, Experience,
Education, Time, Effort.**

**Write down these
words.**

Out beside each one of those words I want you to draw 5 small circles. The first circle (the left end) is one stone. The right end is 5 stones. One stone is easy. Five stones is hard...super difficult.

Let's say that I'm brand new to a company and I'm wanting 10 new prospects in a month but I've never talked to anyone before about this company and I've never invited anyone to a program before.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

My skill level is probably going to be 4 stones. Maybe I've talked people into going to a movie before or I've talked people into buying a car before, but I've not invited anybody to a business opportunity before so my skill level may be 4 stones. It's going to be tough for me to do this if I haven't done it before.

Experience. I've never done it so that's going to be 5 stones.

Education. Say that I've already taken some great education from Scott and Shauna and I feel pretty confident about education even though I don't have the experience. I give myself 2 stones there. It's pretty easy. I feel pretty educated. I don't feel like I have a lot more to learn.

Time. Let's say that I have roughly 10 hours a week to do this. I would say that's probably about 2 ½ stones...probably a pretty good amount of time to focus on this.

Then the effort required. I am by nature and most people don't really realize this, I am by nature an introvert so I get drained by people. I get exhausted being around people. For me to go out and have to work through say 50 or 100 contacts in order to get 10 solid prospects to sign up with me, that effort is going to be a challenge for me. That's going to be about 3 ½ - 4 stones of effort for me to really get out there and do that.

I want you to think about these levels. I probably have an overall rating of 3 stones to get these 10 new prospects, maybe 3 ½. It's not the easiest goal on the planet. It's not like they're all one stone and the giant is going to fall with just one lick. It's going to take me a lot more skill that I've got to develop. I've got to get this experience. I don't need much more education. I've got a decent amount of time but it's going to take me a lot of effort as well.

Now when I look at this milestone that I've set I'm not in this land of false belief. I'm not in this land where I'm thinking: *I wonder if I can do this? I wonder if everything is just going to fall in line?* I've actually got some decent measurements in place and I can pretty much with accuracy determine exactly how difficult this is going to be.

I think that's very important to have that level measured so that I can look at it realistically and say this is what I need to do and this is how hard it's going to be.

Then the final aspect of milestone is what I mentioned earlier, it's the immovable deadline. Most of the time we don't do this because we're working on a schedule that's kind of limited to us, but let's say that I had a really busy month. A lot of things came up that I didn't expect, and it gets to be the 20th of the next month and I've got 10 days left to really get these 10 prospects in. I've only got one.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Know what? I've had a lot of things come up and I really wasn't able to dedicate my time the way that I wanted to so I'm just going to extend this deadline. Listen, that's going to kill us because if we keep extending the deadlines we're giving ourselves permission to keep moving it farther and farther away.

A few years ago I ran a half marathon. I'm not in half marathon shape anymore, but here's the way it happened. I had a buddy of mine who was running and he'd been running for awhile and asked if I wanted to run a little bit. I did; I ran just a little bit. In fact, what happened was when I first started running I ran 6 miles. Now I didn't do that at one time. I ran 6 miles over the course of an entire month. It took me a whole month to get my 6 miles in.

The next month he said: *Do you want to run a half marathon with me?* He had this look like 'there's no way you'll even survive it; chances are pretty high that you'll die from this...you're just not going to be able to take it'. Well, I took that as a challenge, right?

I started training for this half marathon and it turns out that it was only 6 weeks away. I had 6 weeks to train for a half marathon and I'd not been running at all. I didn't know at the time how dumb that was, but in my head I thought I could do it. I began training.

By the second month I think that I ran a few more miles than that. The first full month all the way through I ran 78 total miles for the

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

month. Then the next month on October 3rd was when the actual half marathon was being held.

Now if the week before I had called the race advisors and said: *Guys, I've got to tell you I'm not ready. We need to move the date. We need to take this out and if we can get this in December I think I'm going to be good to go.* You know that that would be crazy. There's no way they're going to move the date, right? It's an immovable deadline.

When we set our goals we don't just need to set a deadline because we'll move

**We'll give ourselves
an excuse.**

it. We'll give ourselves an excuse. We'll give ourselves a reason why we couldn't make it and we'll keep moving it back. We have an immovable deadline that says 'I've got to get this goal attained by this date.' Then if you don't make it, fine...just be honest and say: *Okay, my goal was 10 prospects and I got 6...*, but next month my skill is no longer at this 4 or 5 stones level. My skill has dropped to a level 3; it's a lot easier for me than it was.

The experience I gained in that month made the next month even easier to do. I now know how to use my time better. I now understand how to use my energy better and it's not so much of an effort.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Each month I'll look at my goal and I'll re-evaluate the level of difficulty so that I'm able to pursue this accurately. Step one is actually your milestone (your first stone); it's your goal.

You want a clear vision. You want to accurately look at the level of difficulty and you want to create an immovable deadline. That's number one.

Scott and Shauna, is there anything else that you want to go into deeper on that or any examples that you want to bring to the table?

Shauna: I think that's awesome. I like that.

Scott: What I like about that, Paul, is it changes it from a must...I must achieve this...versus a should. When we say a should and we don't achieve it we kind of beat ourselves up. If you make it attainable but measuring the difficulty it becomes a must attain. I love that.

Paul: I think another element to that is to say 'Here's what I did achieve' instead of simply saying 'Oh, well, I didn't make my goal.' Celebrate what you did do and what you learned and attained and where you have moved from where you were to where you are now. Celebrate that.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

If I had a goal of 10 new prospects and I got 6, I'm 6 ahead of where I was. No, I didn't reach the 10 but I didn't have the skills or the experience or the effort that I really needed to be able to get there, but I didn't know it at the time. After I've gone through the steps and after I've gone through the stages then I've got a more accurate way to look forward and determine what I'm able to do and how easily or how difficult that's going to be.

I guarantee you that Shauna's first year in business was a lot harder than it is now after all the experience and after her skill set has changed.

Shauna: Absolutely. I love the marathon analogy because we can't just tell people 'Oh, let's move that up there to December'. I'm going to totally use that because it's easy to move your deadline out, but if you come up with how many miles you did use and celebrate – wow. I'm loving this, Paul. Go ahead.

Scott: I'll also add, too, that what this does in making an attainable goal and an immovable deadline is it also helps to work on your belief. So much of this business of network marketing is about belief. When we have a win, we've measured good and we've been realistic about the difficulty that we're going to have with this goal, if we make it achievable and we make an immovable deadline what happens when we achieve that and get closer? Our belief

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

goes up so it's going to enable us and encourage us to move on to the next goal.

Paul: Absolutely. I love what you said there about what we do attain. I think we've got to quit beating ourselves up for not reaching THE goal we set unless it was just too low. We should be setting goals we believe in and are "realistic" but are also challenging.

We can have a handful of goals that aren't challenging, that we just want to make sure that we accomplish, that are on our list, but when it comes to our business and life change, we get out there and really stretch ourselves and really focus on how we're going to grow, then help everyone around us as well. We begin with our milestones.

The second stone is called cornerstones. This is the reason that you're doing this. Darren Hardy in his book, *The Compound Effect*, talks about ultimately the compound effect. He talks about ultimately not just will power but why power. Most of us have heard about having that why...that reason why we're doing this.

I'm always looking at what we're missing...what we're leaving out, what's the gap here. So as I looked at this and cornerstones and the reason why, I noticed another gap. The gap with milestones is that most people are not measuring the level of difficulty. Well, the gap with cornerstones or the why is that people are limiting it to just the positive and not listing – I don't really want to say the

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

negative, but the way that I frame it is that we've got our pretty why and we've got our ugly why.

Here's how these work. I'm out there wanting to get 10 new prospects and I'm working it hard and I believe in the business.

**Here's how
these work.**

People would say: *Paul, why in the world are you doing this?* What's pretty easy for me to say is: *Well, I believe in this company. I believe in these products. I believe in the impact. I believe in the changed lives and the results.* That's all pretty and I would share that with anybody. I wouldn't be scared to say that.

Now on the opposite side when I say ugly why I don't mean that there's anything wrong with it, I just mean that something we would probably keep more to ourselves. So if I was talking to somebody who was brand new and I'm trying to introduce them to my company and they ask why I'm doing this, I'd say: *Well, I believe in these products. Look! I've already done X, Y, Z and I've accomplished this, that, and the other and I'm so excited about it.*

What I probably wouldn't do is say: *I can't wait to sign you up because I think I'm probably going to get rich off of you.* I probably wouldn't say that, right? It'd be an ugly why because those people wouldn't want to hear that. So there are things that thinking we may not want to say. Now, sometimes that's a little close to home

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

and makes us uncomfortable so let me go back to the half marathon.

The pretty why...when people say: *Paul, why are you running a half marathon?* I would say: *Well, the truth is I've got about 20 more pounds on me than I need. I want to lose that weight. I want to be healthier. I want to make sure that my life is going to be extended and I'm going to be there for my family.* Those sound great, right? They're all pretty. I would share that with anybody.

Now what was the ugly why? The ugly thing was that my buddy didn't think I could do it and really the only reason I was running was ego. I'm not going to tell people: *Yeah, I entered the half marathon because my ego was getting slammed.*

I wasn't going to say this: *I entered the half marathon so that at the end of that time after I'd run all those miles and dropped about 20 pounds and people were like: Paul, what in the world have you been doing? Tell me what you're doing because I want to get in shape like you.* I wouldn't tell anybody that. Why? It's an ugly why. It's not a pleasant reason.

You don't put that on Facebook. On Facebook you put: *I'm running for my health. I'm running to get in shape. I'm doing this company because it's going to change lives and they give to charity and they make a difference.*

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

What I'm not posting is: *I'm running this marathon because my ego got bruised and at the same time I'm hoping at the end of the marathon all you guys will so admire what I've done that you will ask me about it and I can be so excited.* We don't do that. That's the pretty and the ugly why.

Here's what I encourage you to do. You don't have to broadcast the ugly why, but I do think you have to write it down.

I had a close friend of mine who works in a particular industry and he had a goal of contacting 5 of his current clients every single day for a week. I was asking him about it and how difficult it was and we rated that. I said: *How many times have you tried this?* He said: *Well, I've tried it multiple times and never really been successful. I'm hope this time it will really work.*

I said: *Great. Why do you want to do it overall?* He goes: *The reason I want to do it is really to reach out to my clients. I want to build a great relationship with them. I want to connect with them. I want them to see that I care.* I said: *Alright. That's super pretty.* He said: *What?* I said: *It's super pretty. What's the ugly reason why you want to do this?* He said: *I don't know what you mean. What are the reasons you want to do this that you wouldn't tell anybody about?* He goes: *Well, I hope that my clients will buy more from me and I'm' really wanting to get X, Y, and Z, and if I close a couple of those guys then it's going to happen. I'm going to be*

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

able to take my family to Paris and we'll be able to enjoy a great vacation.

That's a great ugly why. It's perfect for you personally to have that motivation, but he wouldn't tell his clients: *Hey, I'm reaching out to you because I'm hoping that you'll send my family to Paris!* But it's still a motivation for him, right? I said: *Well, there's one more ugly why.* He said: *What is it?* I said: *You're not going to like it.* He said: *Go ahead and tell me.* I said: *You're other ugly why is that you're a quitter.* He said: *What?* I said: *You just said you tried this multiple times and you've never done it so the other reason why you're doing this that you probably wouldn't share with your clients is that you've quit on it a dozen times and you're hoping that this time it's going to be different.*

So when we look at these cornerstones I think we recognize a gap of why we don't write down both sides of the equation. One is super fun to write down. I love to write down the pretty why. I love to write down all the good, nice, positive reasons that I would share with everybody on the planet. I'm not quite as comfortable writing down the things that I want to hide...the motive or the reason that I may not want everybody to know. It doesn't mean that there's anything wrong with it at all. It just may be that there is this other motivation or reason for me to pursue this that I may not broadcast publicly.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

I think you need to write that down because every day you need to be reminded of why you're pursuing this milestone. You've got to do it every single day or you're just not going to stay connected to it and you're not going to achieve it to the greatest level you could have as if every morning you got up and reminded yourself that this is why you're doing this.

Here's what's going to happen. Your cornerstones are not set in stone. Your why is going to shift even

**Your cornerstones are
not set in stone.**

over the course of a month as you repeat everyday 'this is the great reason I'm doing this and here's the not-so-great according to other people reason I'm doing this'. It's going to adjust.

You're going to come into alignment with it and you're going to feel extremely comfortable with the statements you're making every day or you're going to start feeling some discomfort with the statement every day and what you'll end up doing is shaping that statement (that cornerstone statement) over and over again until it's in total alignment with you so that every morning when you wake up you'll be able to know immediately and feel connected to it. It will help propel you for the day.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

So we begin with our milestones. We get a clear vision. We measure them accurately. We create an immovable deadline. Then we make sure that whatever milestone we set that we get that cornerstone...that why power, and we create the pretty why that we would share with the world. We'd put it on Facebook without any fear of negative feedback.

We'd also have the ugly why. It may be a personal or private reason that we may not share publicly because we're just not sure how well the world would accept it but we need to know about it so that it can help fuel us.

Number 3 is stepping stones. Your stepping stones are your actual process. This is your how-to. This is what you're going to do every single day to actually accomplish the goal. So if we're looking at a month and we're working toward a month it's pretty easy to plan out our weekly and our daily goals of what we're going to accomplish.

When I ran the half marathon I went online and typed in 'marathon' and there were a couple of plans that were there. I looked at one I thought was feasible for me and downloaded it. Guess what? I did it every single day and I just followed what was on the sheet day in and day out.

I didn't ask myself how I felt about it. I didn't question my mood. I didn't go into all this 'I don't feel like it; I think I'll do it a little bit

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

later.' I had a checklist. I had a certain number of miles I had to run. I had certain things I had to eat. If I didn't want to fall behind and fall into the ambulance during the half marathon!

When we're looking at our life and looking at our goal we have to have these stepping stones our solid process. With this goal that you've set for the month and when you go out and do the work on your own you can extend this 6 months to a year or as far as you want, but we're going to look at one month.

What I want you to do is draw a square and divide it down the middle with a line horizontally and then across the middle vertically so that you've got four quadrants there...four small blocks: Week 1, Week 2, Week 3, Week 4.

What do you need to do in week 1? If my goal is that I'm looking at 10 prospects or 10 that are actually going to join my company and these are people that may just decide to use the products and they're not actually coming into the opportunity right now, but they come in and I'm looking to go after them and pursue them.

I may look at one as - I want to go back through all of my training and in week 1 I want to make a master list of everybody I want to contact. That may be my week 1. I may not contact anybody in that week.

Week 2 - I may divide the list into thirds and contact 1/3 in week 2, and 1/3 in week 3, and 1/3 in week 4. I don't even know if that's a great plan. I don't know that yet; I've never done it, but let's say I've taken some training and that's what it told me to do so I divided that up.

I've got my overall outline of my stepping stones of what I'm going to do and how I'm going to get there. Here's what's even more important. I take week 1 and I know that I'm making a master list and I'm doing some extra training in week 1. I need to make sure that I can either do 7 days or 5 days but I've got to plan out each day what I'm going to do in that day.

I want you to draw another square and divide it down the middle and across (vertical/horizontal) and the top left box write the word 'what'. In the top right box write the word 'when'. The bottom box write the word 'width' (little bit of a challenge with my Southern), and the bottom left box write the word 'wealth'. So what, when, width, and wealth.

Every single day for everything you're going to do towards your goal I want you to write down what you're going to do that day. So if I'm going to do some training I'm going to put down: Listen to Scott's and Shauna's training on prospecting. When am I going to do that? I set a time. I might set it for 5 a.m. Width – how long is this going to take? I may dedicate 30 minutes, 45 minutes, or an

hour. Wealth- what's the result? I'm going to understand better how to prospect. I'm going to understand better how to contact. I'm going to understand better how to follow-up. This is my wealth. So what, when, width, and wealth.

It's a very simple exercise but it makes a big difference because here's what I see people do when they're doing their stepping

It's a very simple exercise.

stones. They'll say: *Tomorrow I'm going to listen to some education and I'm going to take some notes on it.* They don't write down when they're going to do it. They don't write down how long. They just say 'Hey, I think I'll give it an hour.' Sometime in the next day they panic and go: *Oh! I meant to. Oh! I was supposed to....*instead of sitting down first thing in the morning or the night before, drawing these quadrants and then filling those in.

I don't think that you've got to work all day every day. I think that what you need to do is be very accurate with your time...the time you do have, and then you get in and work your time however much you decide to dedicate to the task at hand...that's what you focus on. So you write down what you're going to do and when you're going to do it, width – how long it's going to take, and then wealth – what's the end result that you're hoping to gain from that? Those are your stepping stones.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

It's a solid process. It's the easiest to do when you borrow somebody else's plan. If I'm brand new to a company and I try to do everything myself that would be crazy. Instead I'll follow somebody else's plan.

When I decide I'm going to lose weight what do I do? I go and get a book and I follow somebody else's plan. When I went out to run this half marathon I didn't sit down with no experience having barely run a step in my life and decide that I was going to create my own plan. I borrowed the plan.

Your stepping stones are a solid process that fit in alignment with your milestone and with your cornerstones. Think about if my milestone is 10 new people. The only training that I have to focus on is prospecting. I don't have to learn everything under the sun about the company. All I need to do is learn what's going to help me reach that goal.

If I decide that I'm going to run a half marathon I don't have to read any books on marathon training or ultra running of over 100 miles. I don't have to study that. It's not part of the goal and it doesn't matter. It's not in play.

So make sure that your stepping stones are in total alignment with your milestone and fueled by your cornerstones so you don't get off track and you don't try to do too much and spending your time,

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

energy, and effort outside of the scope of what you're wanting to attain. Those are your stepping stones.

What's going to happen is that in the coming training sessions with Scott and Shauna you're going to get more and more stepping stones, more and more solid processes for you to use in your business.

Milestones, cornerstones, stepping stones.

Number 4 is tombstones. This is another area that tends to be a gap for some reason. I don't know why but we tend to think in that perfection that *I'm going to start here and end up over here and nothing is going to come up against me along the way*, yet every time it does.

I want us to make a killer list and then a list killer. Our killer list has things that can annihilate us in the process. I had somebody say: *I don't*

**I want us to make a
killer list and then a list
killer.**

even like this point because it's morbid. I don't like the thought of tombstones or the thought of a killer list. Well, I'm sorry. We need to get real and understand that there are things that can kill our dreams and our momentum and derail us and take us off track.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

With the half marathon if I was to make a list of things that could be tombstones for me. (1) the weather. If it's rainy and cold one morning do I want to run? No. The weather could totally assassinate my running for that day. Several days in a row could take me off track.

Another thing (2) that could be a great tombstone for me is bacon. I love it! I could eat it for every single meal, but it will kill you as a half marathon runner if that's all you're eating. It just won't work out well for you. Let's just use those 2. Let's say that those are 2 of the elements...Oh, (3) one more since I'm getting older nowadays. Just the aches and pains and soreness and body not recuperating as fast as it did 25 years ago.

So all these things could be killers for me so that's my killer list. I need to know ahead of time that these things are probably going to show up. In the course of preparing for something like a half marathon there are going to be some bad weather days. There are going to be some food temptations. There are going to be some aches and pains that I was not expecting.

I don't need to think. I just need to follow this plan from A-Z and I'm not going to encounter any difficulty. No! I need to go ahead and plan right now for difficulty. I need to know right now that there's going to be challenges, but I don't need to just say there's going to be challenge, I need to say what I'm going to do about it.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

We've got a killer list now how do we make a list killer? How do I get ready for that? I know that the weather is going to be bad; what can I do? I can run in the bad weather or I can run at the gym and go do it on the treadmill. Do I like the treadmill? No, I would rather be outside but the treadmill is better than nothing. If I'll go ahead and make my list killer I go: *Okay, the treadmill on the rainy or cold days.*

Bacon – I know that I'm going to want that. My list killer may say: You can have it every 3 days or every 6 days, but most of the time you need to be eating a broccoli and the lean protein sources. I go ahead and realize that this is what I've got to put in place.

What about the aches and pains? I know that those are coming. Maybe I've got a scheduled massage or maybe I've got to make sure that I'm getting enough rest or make sure that I'm stretching accurately. Twenty-five years ago I didn't think about stretching but I do now.

I end up thinking about all of these elements ahead of time so that I'm prepared. When the tombstones show up, the things that can kill me, the things that can get me off track and derail or assassinate my progress, then what I end of doing is making sure that I'm ready and focused. Those are the tombstones.

Write down even if it's just for your month everything that could kill you or could assassinate your goal or your milestone that you're

wanting to attain. Then write down the opposite. I usually just do two columns. The left-hand side is the killer list and right-hand side is list killer. Often for every one thing that I write down on the left-hand side I'll try to actually write down 2 or 3 things on the right-hand side.

I think that it's a lot easier to get defeated by something that comes up than to defeat that thing. I mentioned just having the treadmill but I'm going to need more than that. I may

I think it's a lot easier to get defeated by something that comes up than to defeat that thing.

need to say: *Okay, I've got a treadmill. I've got a running partner.* I could put 2 or 3 things in place to defeat the weather when it comes up against me.

So on these prospects I'm going after I may realize what's going to happen is all these no's are going to defeat me. Some people are going to tell me I'm crazy. Some people are going to get angry. All those could make me want to stop, but on the right-hand side I'll write down things that will be my list killer. How in the world can I combat that and stay strong in the midst of all that rejection? Make sure you're making your lists.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Finally, is firestones. When we look at our firestones these are the things that are going to keep us focused and on fire. There are 3 elements or 3 ways you can do this. You don't have to do all 3. I would do the ones that align with you the most.

A firestone can be a song. It can be a saying or it can be a symbol. I guess I kind of grew up in the late 70's. I definitely grew up in the 80's and in the 80's I think is when *Rocky 3* came out with Mr. T and the theme song was 'Eye of the Tiger'. This is when I actually began training and doing a lot of fitness in the gym. I was just a teenager at the time and I still remember that song. Every time I hear that song I can get pumped up all over again.

When I trained for my half marathon I listened to a lot of music. To this day even though it's a couple of years later if I hear one of those songs I know exactly where I was on the road when I heard that song in that moment. I bet we're all like that. We can hear a song and we're immediately transported to a time and a place. Why is that? Because it's so sensory and it's such a trigger for us. Some songs are powerful in a positive way and some are powerful in a negative way.

What we want to do is if songs mean a lot to you then have a song that you listen to every day especially first thing in the day. It's a trigger for this milestone and something that reconnects you with that ultimate goal of what you're wanting to do.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

If I'm in a training phase and I'm in a fitness phase *Eye of the Tiger* as old as that song is would be a great trigger for me. You choose your own song.

Number 2 can be a saying. I like to quote things from Zig Ziglar. He was one of my mentors. He always said you could have everything in life you want if you just help enough other people get what they want. I love that. I think that's a powerful saying and a true saying to this day.

It doesn't matter how often I hear that I know that it's still just as accurate. I think about folks like Grant Cardone. I don't know if you guys are familiar with him but he has a lot of strong sayings. Some of them are almost off the charts with their level of energy and expectation. He'll say things like: *Success is your duty, obligation and responsibility*. That's a powerful statement because it's one thing to say that I want to be successful; it's another thing to say I believe it's my duty, my obligation, my responsibility. That is super strong. I can use that statement at just about any moment to get me back on track.

Choose a song as your firestone. You can choose a saying as your firestone. You may get it designed. You may make that wallpaper of your laptop or your computer. You may have it written down somewhere where you can look at it multiple times a day. Often I'll store images in my phone so that I can look at that

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

image or look at that saying and immediately be triggered back on task with what I'm pursuing.

Every milestone needs its own song. Every milestone needs its own saying. The third thing is maybe it's its own symbol. That could be anything.

Let's say you're working towards a trip. I used Paris as an example earlier. The Eiffel Tower could be a symbol for you to keep you focused and on fire. It could be something as a renewed trigger for you so that you look at that symbol, that representation of the goal, is what keeps you going.

When I was doing the half marathon this might have been silly but I looked at the medal everybody got just for completing the half marathon the year before. That was a symbol for me. Often I would look at the image of a Finish Line. My goal was not to win the race; my goal was to finish the race.

When I got to the Starting Line there was nobody there who looked at me and said: *We've got to watch out for this guy. He's the competition.* It wasn't going to happen. Nobody who was in the lead was worried about me. They finished so far ahead of me...my goal was to finish.

My image that I looked at was a Finish Line. It was not about winning because honestly, in 6 weeks there was physically an

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

impossibility of me winning that race having never run before. It just could not happen. I don't know if I'd trained my whole life if I have the physical capacity to win that. That's not being negative; that's just being accurate. But I still had my firestone.

Did I want to run every day? No, I didn't want to. Did I think about quitting and not doing a half marathon? Yeah, but it wasn't the pretty reason that kept me there; it was the ugly reason – that ugly cornerstone.

My firestones. Listening to my song and looking at those things and also making sure that I was focusing on what I needed to focus on in order to achieve that goal. The firestone keeps you on fire overall to be dedicated, to be laser-focused with what you want to accomplish.

Alright, we've covered milestone, cornerstones, stepping stones, tombstones and firestones. Everyday here's what you would do. Every morning you get up and look at your milestone and say: *This is what I want to accomplish. Here's why I want to accomplish...the pretty and ugly reasons. What I'm going to do today, when I'm going to do it, how long it's going to take and the wealth or the end result...that's exactly what I'm going to do.*

Go ahead and affirm it.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

What am I going to face today that could possibly put me in the ground on this? Go ahead and affirm it. Say: *This is what could happen but here's what I'm going to do to defeat it.*

Finally, listen to that song, quote that saying, or look at that symbol and remind yourself to get started and then pursue the day. Go after the day. Own it and make sure that you're accomplishing the steps for that day. If the goal is a month you don't have to accomplish it in a day. You've got a whole month to work toward it, but all those days cumulatively are going to add up to the accomplishment of that goal or at minimum to reach a certain level and continue a pursuit accurately because you know how far you've come and you know exactly what it took to get there.

Alright, guys, that's it. That's the 5 Stones. I can't wait to hear your success stories. Scott and Shauna, thanks for bringing me in tonight. Feel free to ask any follow-up questions or anything we need to go farther with.

Shauna: Thank you, Paul. You are awesome. I can't wait to hear and to write down the pretty and ugly reasons because they all are motivators for sure.

Scott: Something I really loved about the tombstones (and what hit me here) is that so many times we don't really prepare for the things that are going to kill us and so if we think about those ahead of

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

time then it really measures our level of commitment. We have to be pre-determined – determine ahead of time and then the excuses that come up are no longer excuses.

I love the thing that Joyce Meyer says: *Excuses are reasons stuffed with a lie that's keeping us deceived*. Well, we're not going to be deceived because we've been prepared.

Paul: Right.

Scott: That's one of the best systems I've ever seen for goal setting.

Shauna: Thank you so much, Paul.

Paul: Thank you for letting me come in and be with you tonight. I appreciate what you're doing. I appreciate your heart and your focus. I love the impact that you're having throughout the world. Just keep it up, guys.

Scott: Thank you, Paul.

Shauna: Thank you so much.

Scott: Okay, I was so excited to have Paul as a speaker. Again, this is a system and we can always go back to our system for setting our goals in anything we want to achieve.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Next time we're going to be covering team building ideas, principles, and concepts, prospecting with an overlying bias to action. We will have none other than Carrie Wilkerson, the Barefoot Executive, with us.

Shauna: Thank you so much for taking the time, everyone. We love you so much.

Scott: Appreciate it. Night.