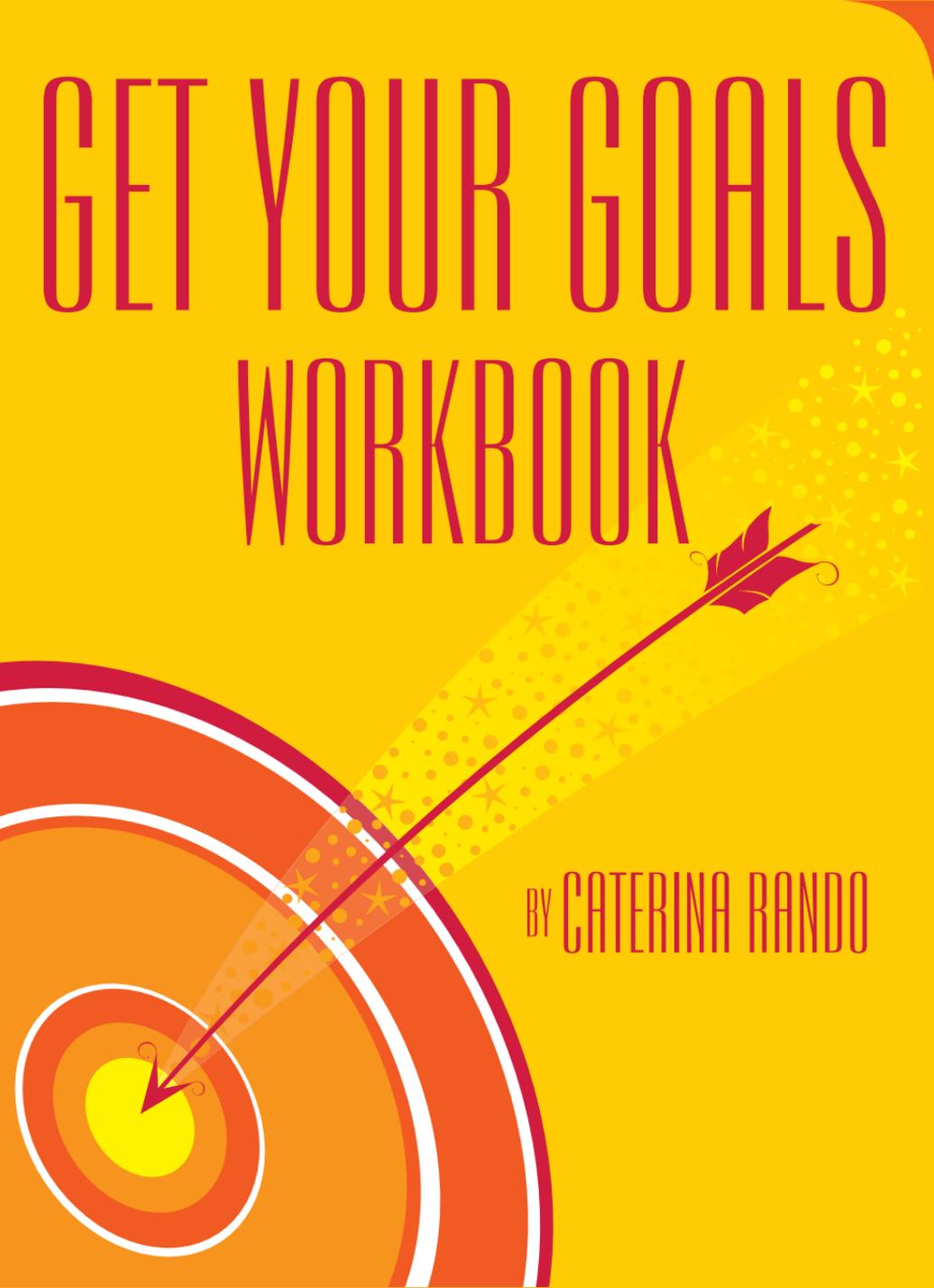


# GET YOUR GOALS WORKBOOK



BY CATERINA RANDO



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★  
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PUBLISHING™



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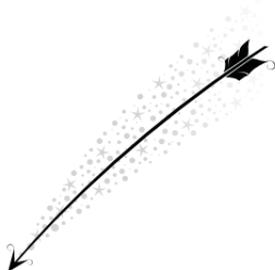
## *Dedication*

This book is created for and dedicated to you, my VIP client.

You are in business to serve and support the success of others. I am here to help you do that better.

I cannot be with you every day. Instead, I can give you some of my wise words to read every day. I want you to hear me in your head, encouraging you and reminding you that you can achieve what you desire.





## *Acknowledgements*

The two best words in the English language are thank you.

As I look at this special publication, I recall my father, Tony Rando, who gave me my first exposure to inspirational and personal development speakers. My head filled in my early years with the voices and positive messages of Earl Nightingale, Nido Quebin, Doug Hooper and many others. For this I will be forever grateful.

Mille grazie to Maria Gloria, my mom. She is the one I get my brilliant idea syndrome from, and the one whose footsteps I follow in with my schemes of the week or month. Thanks for being my role model on how to take a creative idea from nothing and turn it into something big—or even hugely life changing.

Super thanks to Barbara McDonald of Native who has been turning my ideas into beautiful images since the beginning of my business and continues her graphic magic here with the cover and interior layout and design.

A big thank you to Karen Gargiulo for her proofreading expertise that ensures my ideas are clear and correct.

Gratitude is a key part of success. I am so grateful every day to you, my VIP client. You allow me to fulfill my life's purpose: to uplift women by supporting them in building profitable and sustainable businesses. The more you thrive, the more you uplift others, the more you uplift yourself, your family and your community.

My heart is full of appreciation for you and all the awesome women in our community. Being a part of the Thriving Women in Business Community is the biggest gift I could ever receive.

**With Love,**

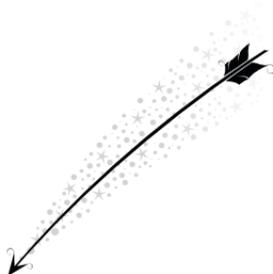
**Caterina Rando**



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## *Introduction*

Early in my career, I invited my friends over at the beginning of each year to talk about our goals. I loved those evenings and decided to turn the idea into an annual client appreciation event that I call the *Goals Gathering and Gala*. It is for this event that I created this *Get Your Goals Kit* as a gift for my VIP clients. As you hold this kit in your hands, know this was created from my heart especially for you because I want to do everything I can to serve and support your success.

It is time for you to amaze yourself. It is time for you to thrive. I want you to get your goals. I know you want to achieve the goals you set for yourself in your personal life and in your business.

The *Get Your Goals Kit* is intended to support you in gaining clarity, getting in action and staying on track until you accomplish your goals. Plus, having a physical place to put your goals allows you to continue to work on them without losing them in a drawer or a pile.

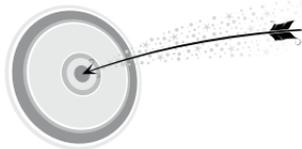
Getting your goals can be challenging, because life gets in the way, things take longer than you anticipate and you may encounter unforeseen challenges as you pursue your desired outcomes. Keep your *Get Your Goals Kit* with you during these times to stay focused.

Getting your goals is not just about action, either. To accomplish new and exciting things, you must be committed, steadfast and even disciplined in your thinking.

Use this *Get Your Goals Kit* that I have created just for you to catapult you from where you are to where you want to be.

**Expect Success!**

**Caterina Rando**



## *Setting Goals Requires* VISION

### HOLD A BIGGER COMPELLING VISION FOR YOUR LIFE.

As we reflect on your business, I ask you a very important question: Do you have a vision—a Technicolor® snapshot in your mind of what your ideal business and life looks like? If not, create one. Not a goal; goals come later. Visions are more powerful than goals because visions have an emotional component. When you see a picture, it evokes emotion—involving your heart, not just your head. This is far more powerful than just writing down an idea.

For example, if you were to say, “I want a bigger house,” that is a good goal. However, that simple statement by itself is not significant. It is not strong enough for you to figure out everything you need to learn and do, to support you through sacrifice, to move you to take risks, to overcome your “friends” telling you to forget about it.

Instead, create a compelling vision. See yourself standing in front of your yellow house with a two-car garage on a sunny street lined with trees, a rose garden in front and a lemon tree and hammock in the back, a chef’s kitchen and a master bedroom with a view of the ocean.



Now, you have an idea that is not only in your head, it is in your heart, too. That is where the motivation happens. That is where your desire lives and where you connect with your emotional power—the power that pulls you through all the challenges you must address to create your compelling vision.

Do not let the busyness and immediate needs of your life prevent you from taking time out to create what you want your life to look like at this time next year or the year after that.

Before you can block out the action steps and plan to achieve your goals, first get clear on what you want and what it looks like to achieve that.

***What is your vision for you, for your life, for your business?***

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## TO REALIZE YOUR COMPELLING VISION

Follow these steps to realize your compelling vision, keep it present in your life every day and watch it work for you.

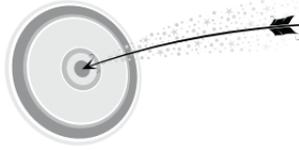
1. Get clear about your compelling vision. Write it down on paper, be specific, use visual language.
2. Share it with someone else. Ask if he or she can see the snapshot. If not, you are being too vague.
3. Read your vision every day and continue to clarify it when new ideas come in.
4. Create a physical anchor—a drawing, a photograph or a collage—that represents your vision. Put that physical representation of your vision where you will see it every day.
5. Take your vision with you. Put in your purse or day planner another physical representation of your vision that you will come across when you are out and about.
6. Put your vision at your bedside. Write your vision on a 3x5 card, read and reflect on this vision each night before you go to sleep and each day as you wake up.
7. Create an action plan to realize your vision and take some small action every day.
8. Get the support you need. You do not have to do it alone.



Are you more committed to your compelling vision or to your current situation? Our reality interferes with our vision because we see what is not ideal around us—and this is far more vivid than a vision of what we desire that still lies only in our head and heart. It is important to follow these steps and spend time with your vision every day, gradually bringing it more and more into focus and finally into reality.

“Create a  
*compelling* vision  
to fuel your actions  
*every* day.”

—Caterina Rando



## *Setting Goals Requires You To* **BELIEVE**

Your attitude dictates the attitude of those with whom you come in contact. Maintain a positive disposition and a positive attitude. This gives you approachability and more energy for creating the success you desire. Positivity also makes you more productive, let's look at area that might be hindering your goal getting.

### IDENTIFY, REFRAME AND ELIMINATE LIMITING BELIEFS, THOUGHTS AND LANGUAGE

What might interfere with you getting your goals is concerns you have that have no basis in reality. We receive so many messages over the course of our lives and sometimes messages that do not serve us stick. Let's get rid of those. ***To do that:***

✓ Become aware of what you tell yourself.

✓ Notice your limiting beliefs.



- ✓ Evaluate your thoughts. Are they serving you or sabotaging you?
- ✓ Acknowledge yourself for your successes, both large and small.
- ✓ Take repeated action to disprove a limiting belief.

***Here is how you do that:***

***Identify the Limiting Belief***

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***Identify the Resulting Behavior***

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***What is a Better Replacement Belief?***

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***What is the Resulting Behavior of your replacement belief?***

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Go through this exercise as often as it supports you to increase your awareness and release thoughts and behaviors that are not serving you.



## TO EMBRACE YOUR NEW BELIEFS THAT SERVE YOU

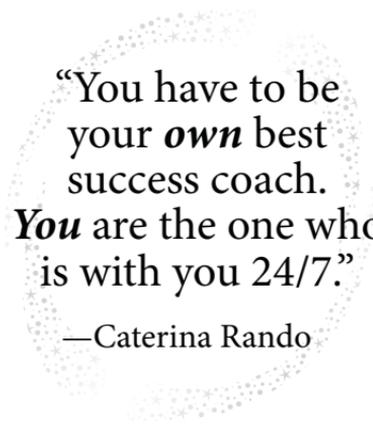
Follow these steps to embrace your new beliefs and let them impact your actions in a way that makes you soar.

1. Read your new belief in the a.m. and p.m. Write it down on paper and be specific. Post it where you see it throughout the day.
2. See yourself living your new serving replacement belief. Every day, take a few minutes for reflection and visualization around your new replacement belief.
3. Create an action plan which supports you in being successful with your new belief.
4. Take action daily. Every day, do something—small or large— that supports your new belief.
5. Take the time to get the support you need. No one is a master until they have long been a student.



***“Always  
expect  
Success.”***

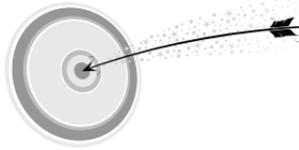
—Caterina Rando



“You have to be  
your *own* best  
success coach.

**You** are the one who  
is with you 24/7.”

—Caterina Rando



## *Setting Goals Requires* **CLARITY**

### GET CLEAR ON ALL YOUR GOALS

The first goal to decide on is how much revenue you want to generate in your business this year. To come to this decision, you can just pick a number or you can look at what you earned last year and the year before, or look at how much you made in the last three months as an indicator. It is up to you. However, the more realistic the number, the better place to start from.

#### ***How much revenue do you want to earn this year?***

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Once you have your revenue goal, ask yourself what the different revenue streams are that will get you to this number. Here are some revenue streams to consider:

- One-on-one coaching/consulting
- Paid speaking
- Group coaching/consulting
- Certification programs
- Referral commissions
- Training
- Teleclasses/Webinars
- Train-the-trainer
- Licensing
- Affiliate income
- Live events
- Info products
- Online courses
- Retainers



**List any other ways you will generate revenue:**

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Decide what revenue streams you will employ to get your revenue goal for the year. Also, guesstimate (for now) what percentage of your income will come from each of the different revenue streams you have selected.

<b>Revenue Streams</b>	<b>% of Revenue</b>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____



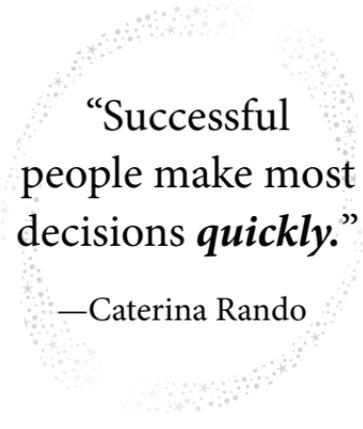
Now that you have clarity on each of your revenue streams, the real work begins. Next, write out a comprehensive action plan for each revenue stream that details what you are going to do to achieve it.

As we get into this, it is worth noting that the more complicated your action plan, the more challenging it will be to achieve your plan with ease. Look for where you can do something once that will support two or more revenue streams. For example, if you do an intro evening to enroll people in your workshops, you can also discuss your one-on-one coaching during the intro event. This way, you are supporting both revenue streams with one marketing activity, hosting an intro evening.



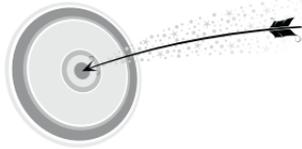
Selling is  
*service.*”

—Caterina Rando



“Successful  
people make most  
decisions *quickly*.”

—Caterina Rando



## *Setting Goals Requires* **DECISIVENESS**

Dreams, wishes and fantasies occupy our mind often. Goals are different. Goals are ideas we can create, destinations we can reach and accomplish-ments we can realize.

- ✓ **Specific.** Accomplishment is clear in the language you select.
- ✓ **Measurable.** There is a way to determine completion.
- ✓ **Attainable.** It is possible to realize your desire in your lifetime.
- ✓ **Require action.** Something in your control must happen to realize your goal.
- ✓ **Final.** Once you hit your goal, it is achieved. Goals are not recurring.

Goals have a due date or a deadline. In this *Get Your Goals Kit*, they are indicated with the words “by when.”



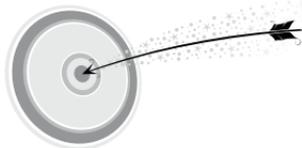
***To achieve your goals, you need:***

- ✓ Awareness of what you want to achieve
- ✓ A compelling desire to achieve your goal
- ✓ An action plan to get your goal
- ✓ Structure to keep you focused and in action
- ✓ Ongoing guidance and support from a coach, business development program or mastermind group
- ✓ Accountability to create momentum for accomplishment

Take all this into consideration as you put together your action plan.

“A goal is a  
***decision*** that has  
been made.”

—Caterina Rando



## *Getting Your Goals Requires an* **ACTION PLAN**

### CREATE AN ACTION PLAN TO GET THERE

As you begin to plan your actions to accomplish your goals and your revenue, remember that undertaking too many new endeavors or trying to realize too many of your brilliant ideas all at once can add a lot of pressure on you and make getting your goals more challenging.

You can put some ideas down at the bottom that you do not plan to get started on this year and want to remember for next year. You can put a Q2, Q3, or Q4 next to some goals indicating what quarter of the year you will get started on them.

### EVALUATE THE TIME INVOLVED

Another thing that will help you with your action planning is figuring out how much time each activity will take. This allows you to see if you are overloading yourself or expecting too much to be accomplished in a month, quarter or year.



## SEE WHAT YOU CAN PUT ON SOMEONE ELSE'S LIST

As you begin your planning, see if there are some things you can put on someone else's desk. Get help with whatever you can so you are freed up to do those things in your business that only you can do. That mostly means talking to your clients, serving them and providing value to prospective clients so they choose you.

It is now time to get going on your action planning.

Start with your overall revenue goal for the year in mind. Take a look at each revenue stream individually. Set an income goal for that area based on the percentage of revenue you have assigned to it. For example, if you have set an overall goal of 100K and you decided that one-on-one coaching is going to be 40 percent of your revenue, that would mean your goal is to do 40K in revenue from one-on-one coaching.

“To be successful,  
you don't get ready...  
you just get *going*.”

—Caterina Rando



**Revenue Stream #1**

**Revenue Goal**

\_\_\_\_\_

**Action Plan to Achieve My Revenue Goal**

**By When**

1. \_\_\_\_\_

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**Revenue Stream #2**

**Revenue Goal**

\_\_\_\_\_

**Action Plan to Achieve My Revenue Goal**

**By When**

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**Revenue Stream #3**

**Revenue Goal**

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**Action Plan to Achieve My Revenue Goal**

**By When**

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**Revenue Stream #4**

**Revenue Goal**

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**Action Plan to Achieve My Revenue Goal**

**By When**

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**Revenue Stream #5**

**Revenue Goal**

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**Action Plan to Achieve My Revenue Goal**

**By When**

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**Revenue Stream #6**

**Revenue Goal**

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**Action Plan to Achieve My Revenue Goal**

**By When**

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**Revenue Stream #7**

**Revenue Goal**

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**Action Plan to Achieve My Revenue Goal**

**By When**

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**Revenue Stream #8**

**Revenue Goal**

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**Action Plan to Achieve My Revenue Goal**

**By When**

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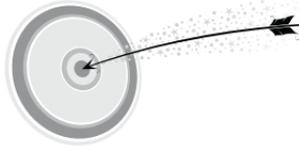
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## *Getting Your Goals Requires a* **SOLID FOUNDATION**

It is important in your business that you do not just focus on revenue. You also need to focus on building a solid and sustainable business. This means you put practices, procedures, systems and processes in place so that you can delegate more effectively and you do not have to start from scratch every time you do a project that is similar to one you have done before.

Business has four key areas: sales, marketing, operations and finance. Each of these needs attention for your business to thrive. Without giving it too much thought, ask yourself how you would rate your satisfaction with your overall attention to and performance in each of these four business areas on a scale of 1 to 10, with 10 being awesome and 1 being poor or non-existent?



<b>Sales</b>	1	2	3	4	5	6	7	8	9	10
<b>Marketing</b>	1	2	3	4	5	6	7	8	9	10
<b>Operations</b>	1	2	3	4	5	6	7	8	9	10
<b>Finance</b>	1	2	3	4	5	6	7	8	9	10

Now that you have rated each area, you probably see some areas that need upgrading. In addition to your revenue goals, you can set goals for each of these four areas.

Depending on your type of business, there are many things you can do to upgrade and improve this area. I will give you a few of the many ideas I share with my advanced clients to get you started building a solid business.

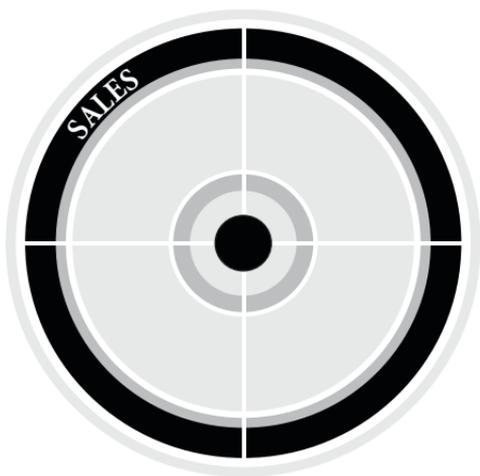
“Always be  
*upgrading.*”

—Caterina Rando



## SOLID BUSINESS AREA #1 SALES

Sales is a key area to master to ensure your long-term success. Look here and see if incorporating any of these ideas would accelerate your sales.



- I have set a regular schedule for when I do sales calls.
- I have set a goal for how many sales conversations I am going to have each week.
- I have put together a list of questions to ask a prospective client and my responses to address and concerns and considerations they might have.



- I have put together a plan for gaining additional prospective clients.
- I have put together a plan for increasing referrals.
- I have a written agreement with my referral partners.
- I have an online calendar in place for people to book and change their own appointments.
- I have sales support, like someone to make and confirm appointments, do follow-up calls, process orders and send out information.

***What other ideas do you have for what you can do to have consistent and growing sales in your business?***

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## SOLID BUSINESS AREA #2 **MARKETING**

Marketing is everything you do to gain prospects that are interested in working with you. A solid marketing program ensures you have an endless flow of clients who want to be served by you. Marketing is an area where consistency over time creates results. Effective marketing requires planning and fortunately you can often pre-execute a lot of marketing activities thereby freeing you up for sales. Here are some key strategies to put in place to ensure your marketing success.



- I have put together a detailed marketing plan that identifies all the different ways I will attract new prospective clients.
- I have put together a marketing calendar for when I will implement each marketing activity throughout the year.



- I have put together a detailed social media plan that includes what social outlets I will use and how I will use it.
- I have put together a calendar for emails to clients, including newsletters and products, programs or event campaigns and holiday mailings.
- I have put together a plan for how I will work with Trusted Alliance Partners throughout the year.
- I have decided what advertising or tradeshow I want to do this year and I have put together a plan.
- I have a written networking plan with objectives.
- I have created a budget for overall marketing efforts.

“Be loud and **proud** about the value you bring.”

—Caterina Rando

*What other marketing ideas do you have to turn into a goal?*

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## MARKETING GOALS

**Goal #1** \_\_\_\_\_

**Goal #2** \_\_\_\_\_

**Goal #3** \_\_\_\_\_

## SOLID BUSINESS AREA #3 OPERATIONS

Operations relates to the running of your business. It includes everything from maintaining your office to your file system to your policies to managing your employees or vendors. Operations often does not get the attention it needs until you have a fire to put out. See if you have these essential operations areas covered as you do your goal setting.





- I have written, clearly defined mission, vision and values statements by which I run my company.
- I have organized files with a file key to easily find what I need.
- My office is organized and supports my productivity.
- I have a confidentiality agreement and code of conduct in writing for vendors, referral partners and team members.
- I have written processes for client care, billing, vendor management, finance and marketing.
- I have a list of recurring weekly, monthly and quarterly operational tasks.
- I have a wall calendar with my schedule for this year and next.
- I have ongoing support in my business for non-revenue producing activities.

“Visibility +  
value +  
consistency =  
**influence.**”

—Caterina Rando



***What other operations areas do you want to set goals for to upgrade your operations from last year?***

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## OPERATIONS GOALS

**Goal #1** \_\_\_\_\_

**Goal #2** \_\_\_\_\_

**Goal #3** \_\_\_\_\_

## SOLID BUSINESS AREA #4 **FINANCE**

The finance area of your business is all about managing your cash flow, projecting income and expenses and paying close attention to what is coming in and going out. Paying your bills and making sure you get paid are also within the business finance area.

Consistent attention to the numbers in your business will help your business grow and support you in staying profitable and in business for years to come.



***Here are some key finance strategies to put in place to ensure your business finance success:***

- I have a written out cancellation/return policy and clients receive a copy when they sign up with me.
- I have a budget for each of the four areas of my business: sales, marketing, operations and finance.
- I review income and expenses weekly.
- I review outstanding accounts weekly.
- I have support with bookkeeping, billing and paying vendors.



- I have a client relationship management system that shows me all client payment history quickly.
- My revenue goals are in writing.
- I have *Get Paid with Ease* guidelines for my vendors.

***What other finance goals do you want to put in place to support your success?***

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## FINANCE AREA GOALS

Goal #1

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Goal #2

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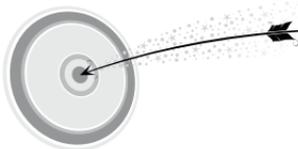
Goal #3

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“Who you are  
is  
*monetizable.*”

—Caterina Rando



*Getting Your Goals Requires a*  
**HIGH ACHIEVER ATTITUDE**

You may find that you are the most ambitious one among your friends. Perhaps people ask you why you are working all the time. You may have a partner who does not support your goals. These challenges make it tough to get your goals. To support you, be sure to:

**SURROUND YOURSELF WITH OTHER HIGH ACHIEVERS**

Have a lot of people in your life who are just like you. They are purpose driven, love their work and have plans for what they want to accomplish. Be sure to put yourself in situations where you find support, resources, new ideas and understanding for what you are doing. This is the essential secret ingredient to getting your goals. Do not shortchange yourself by not having high achievers around you.

**SHARE YOUR GOALS WITH YOUR SPOUSE OR PARTNER**

People who care about you want to support you. The challenge is they also want to protect you. That is why it is imperative that you put your goals in writing and give your partner a copy. Explain why your goals



are important to you and what the positive results will be for your relationship when achieved. Also ask your partner for support. Take it one step further and be clear with your spouse as to what support looks like to you. This could be picking up the kids at school two days a week, making dinner on Tuesdays when you have a standing meeting, or not trying to pull you out of your office to play when you have a deadline.

When you discuss your goals with your spouse or partner, be sure to have certainty. When we waiver, others see an opening. Be in your certainty and your partner is much more likely to be “all in” with support.

## BE YOUR OWN SUCCESS COACH

Be your strongest asset, not your largest liability. Approve of yourself, trust yourself and believe in your abilities. Remind yourself to not take everything so seriously. Remind yourself of what is really important.

## ELIMINATE NEGATIVE SELF-TALK

Everything you say to yourself either serves you or sabotages you. You get to choose. Which side do you want to be on? Start to catch yourself when you hear yourself putting you down. If you miss a day



of sales calls or do not get to the office as early as you planned today, do not get down on yourself. Just get back on track tomorrow.

## USE POSITIVE LANGUAGE

Eliminate judgment from your communication by removing the word should from your vocabulary. Replacement words and phrases might include: would, could, I encourage you to, or have you considered

Eliminate the word try and always go for accountability. When you talk to yourself, you are listening.

## BE WILLING TO BE UNCOMFORTABLE

People who achieve a lot are not braver than everyone else. They have an important quality that a lot of other people do not and that is a willingness to take risks, be scared, do something they have never done before and ask for help when it does not feel good. They step outside their comfort zone because they know what they are pursuing is worth it.

***Which of these high achiever strategies would be most useful for you to embrace and why?***

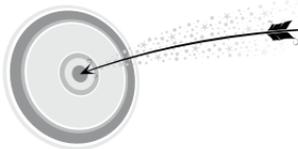
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“**No** negative  
self-talk, get off  
your back  
and on your *side*.”

—Caterina Rando



*Getting Your Goals Requires*  
**CONSISTENT ACTION**

**ENGAGE IN THINKING AND PLANNING TIME DAILY**

Every business and personal development expert going all the way back to Napoleon Hill, who wrote *Think and Grow Rich*, will tell you the importance of daily and weekly thinking and planning time. Be sure to take at least 15 minutes a day to review your goals and your action plan. Rework what needs adjusting and revisit what you have accomplished and what is left to do.

You have to figure out what system serves you best. It could be an online program or file, a binder, a spiral bound notebook or a to-do list. Find what works for you. Thinking and planning time daily is key to keeping you on track, achieving your goals and maintaining balance in your personal and professional life. To be effective with your thinking and planning time:

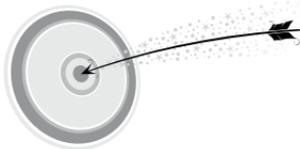
- ✓ Schedule time for yourself (i.e.: meditate, exercise, read).
- ✓ Review your compelling vision, goals and action plan.



- ✓ At the end of the workday, organize yourself for the next day.
- ✓ Keep personal and professional appointments in the same place.
- ✓ Take time for personal planning, not just professional planning.
- ✓ Place photos of loved ones, good times or future destinations in your office where you see them all day long.

“If you have to  
pull out a piece of paper  
to tell me what  
your goals are,  
I *know* you are not  
on track. Review your goals  
*every* day.”

—Caterina Rando



*Getting Your Goals Requires*  
**TAKING CARE OF YOURSELF**

To get your goals you want to also become really good at taking care of yourself. Recognize that good health and lots of vitality is required to get your goals and be happy. Since you are high achieving, have a lot of passion and skills, you might have a tendency to do too much yourself and to push yourself past where it would be better to stop. Let's take a moment here to remind you of how you can take better care of yourself thereby enjoying more good health and consistent vitality.

**MAKE TAKING CARE OF YOURSELF A PRIORITY**

- ✓ Make sure to treat your good health as a top priority in your life.
- ✓ Drink an ounce of water daily for every two pounds of body weight.
- ✓ Address any current or persistent health challenges.



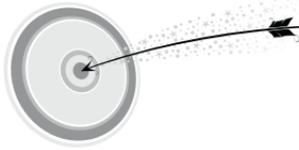
- ✓ Get a good night's sleep every night.
- ✓ Exercise at least three times a week.
- ✓ Take your vitamins or supplements regularly.
- ✓ Follow a healthy eating plan most of the time.
- ✓ Take at least one day off a week.
- ✓ Eliminate any relationships that are not loving and supportive.
- ✓ Take time for gratitude daily.

***Where will you do a better job of taking care of yourself?***

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## *Getting Your Goals Calls for a* **CELEBRATION**

### SHARE AND CELEBRATE YOUR WINS

When you book an event or gain a business builder, do a little dance in your office or throw some confetti in the air, shout to yourself something about being a winner or a magnet for success. These ideas are physical expressions of your win. Add a visual acknowledgment of your win as well. Draw a smiley face or a gold star on your phone log or in your calendar. Use fun stickers or create your own other visual indicator. Then every time after that, when you look at your phone log or calendar and see gold stars or smiley face stickers, you will be reminded of your wins. This builds confidence and adds enthusiasm for future calls. When something goes great, celebrate. When a big problem is solved, when an exciting new project begins, when a course is completed, celebrate. Share your wins with others. Remind and encourage yourself to build on past successes.



Surround yourself with physical reminders of your successes, such as photos, certificates of achievement, notes that acknowledge your ability.

*What are a few recent wins you have had?*

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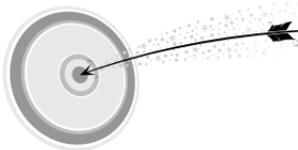
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“Become  
masterful at  
saying  
thank you

—Caterina Rando



## *Get Your Goals With* **LISTS**

Lots of high achievers use lists to support them in getting their goals and in making goal setting fun and easy. The great thing about lists is that you can put them right in front of you. You can tape them to your wall and look at them every day. Here are a few of my favorite lists that you many want to tear out and copy so you can rewrite them over and over with your progress. Most importantly, review them every day. They do not work if you do not look at them.

### **HOT PROSPECT LIST**

Each month, put together a list of the top thirty people you would like to do business with. Your goal each month is to get them off your list because they said yes, no or not now. When someone comes off the list replace them with someone else.

### **SALES TRACKING SHEET**

You have a goal for how many sales you want in a month. Every time you get a sale, write the sale on the list so you can see every day how close you are to your goal.



## SPEECHES BOOKED LIST

You have a goal for how many speeches you want to deliver in a month and how many you want to book in a month. Use this list to write down either your top speech booking prospects for each month or the speeches you book each month. Remember that webinars, tele-classes and Google Hangouts count for booking too.

## FUTURE GOALS LIST

On this list, write down all the new goals that come up for you that you cannot take action on yet because you're busy working on your current goals. Put them here and relax. You can add them later after accomplishing some of your current goals.

## BRILLIANT IDEAS LIST

This is a place to keep track of all your brilliant ideas that you are not going to act on now because must first handle your action plan. This gives you a place to capture your ideas and save them for later.

## WANT LIST

This list is a place to write down everything you want that you are not ready to get busy on. This may include your next vacation that you have not scheduled yet, a designer outfit or a new technology item that you know does not merit the investment right now.



The amazing thing about a want list is that sometimes by simply putting things on your list, they come to you more easily.

### EXCITING STUFF YOU WANT TO DO LIST

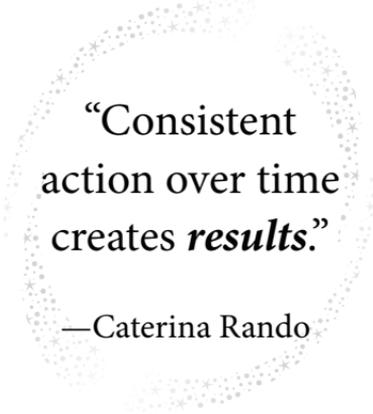
High achieving people like you sometimes forget to have fun, to play, to party or to hang out. With this list, you can keep track of all the exciting things you want to do like drive up the coast for a weekend and not know where you are going to end up, go see your favorite band in concert or learn to surf. You can read them every day, get more excited about them and may eventually feel compelled to put some of them on your calendar.

### ACCOMPLISHMENT LIST

One of the challenges with being a high achieving person is that we are so focused on our next goal that we forget everything we have accomplished. That is why you create an accomplishment list to remind you that you can get your goals because you have done it so many times before.

### GRATITUDE LIST

This is a list of everything you are grateful for that is constant, meaning ever present in your life, like your house, mom and dad, puppy or spouse. You could also call this the Pick Me Up List—the list you read when you want to remember how good you have it.



“Consistent  
action over time  
creates *results*.”

—Caterina Rando



## HOT PROSPECTS LIST

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## SALES TRACKING SHEET

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## SPEECHES BOOKED LIST

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## FUTURE GOALS LIST

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## BRILLIANT IDEAS LIST

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## WANT LIST

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## EXCITING STUFF I WANT TO DO LIST

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## ACCOMPLISHMENT LIST

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## GRATITUDE LIST

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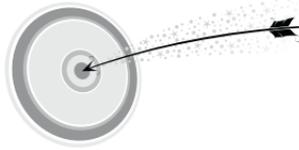
## GET GOING ON GETTING YOUR GOALS

You have your Get Your Goals Kit in hand. It only works if you use it. Take the time to decide on your goals, complete your action plan and apply all the great ideas in these pages to support you to have the best business and life you can create.

Please let me know about all you accomplish and do call on me for any support I can extend to you. The more you thrive, the more we all thrive.

Remember, *always expect success!*

Caterina Rando



*About*  
**CATERINA RANDO, MA, MCC**



Caterina Rando has been serving women entrepreneurs for more than twenty years. She shows her clients how to be loud and proud about the value they bring, how to gain insta-clients when they speak and how to massively monetize their mastery. She is a business coach extraordinaire, speaker, trainer, publisher and best selling author. She has so much value to bring you so you can watch yourself amaze yourself.

Her super powers include holding a bigger vision for her clients than they hold for themselves and being able to map out a clear plan for them to get there. Her favorite thing is to watch her clients catapult their revenue, become more confident and get to serve many more clients with her guidance.

She is the creator of the Sought After Speaker Summit and the Business Breakthrough Summit as well as the Thriving Speaker



Thriving Speaker Platinum Program and the Thriving Business Platinum Program. These live and in-person group programs are all designed to catapult your business and expand your perception of what is possible for you.

Caterina knows that success is largely created from the inside out and that is why she is thrilled to lead the Breakthrough Luxury Retreat for Women Entrepreneurs. One of the best ways to build your business and build community is with live events. With this in mind, Caterina now offers a one-day event called Enliven: Plan, Produce and Profit from a Women's Retreat.

Caterina is the author of *Learn to Power Think* from Chronicle Books and the founder of THRIVE Publishing, responsible for publishing books that build businesses for women entrepreneurs. A few of the many titles published include: *Business Success with Ease*, *Catch Your Star*, *Make Your Connections Count*, *Socially Smart and Savvy*, *Entrepreneur Extraordinaire*, *The Power to Change* and *Savvy Leadership Strategies for Women*.



## CATAPULT YOUR BUSINESS WITH ONE OF CATERINA'S PROGRAMS

Caterina has facilitated several amazing group programs. Her clients report that she has an outstanding ability to identify new revenue streams, to put together a clear action plan and to provide a surprisingly practical path to a make a thriving business a reality.

If you do not have a mentor inspiring, uplifting, supporting and holding a bigger vision for you than you hold for yourself, you will benefit greatly from working with Caterina and being a part of the incredible community of Thriving Women in Business she has created.

As part of the Thriving Women in Business Community, you receive access to her extensive online institute of self-guided training, monthly skill and sales building challenges, monthly spotlight calls and client-only special events.

Caterina's programs provide ongoing support, guidance, structure, accountability and a great community to add so much value for you to get your goals. Joining one of Caterina's group programs will accelerate your goal achievement. Here is a brief description of the programs and information on where you can learn more.



## THRIVING SPEAKER PLATINUM PROGRAM

Discover how to use speaking to gain insta-clients and build a business that capitalizes on the power of public speaking. This six-month mentorship program will change the way you do business for the better.

[www.thrivingspeaker.com](http://www.thrivingspeaker.com)



## THRIVING BUSINESS PLATINUM PROGRAM

This six-month mentorship program will catapult your business with education, support and strategy to ensure huge results. This program is for service businesswomen who want to grow a six-figure to mid-six-figure business.

[www.thrivingbusinessprogram.com](http://www.thrivingbusinessprogram.com)



## SOUGHT AFTER SPEAKER SUMMIT

The shortest distance between you and a thriving business is referrals, networking and speaking. Speaking builds your network, results in referrals and allows you to have several initial potential client conversations all at once. What could be better? This two-day, live and in-person event takes you through the ten steps to being a sought-after speaker.

[www.soughtafterspeaker.com](http://www.soughtafterspeaker.com)





## BUSINESS BREAKTHROUGH SUMMIT

To make your business soar, you must be strategic, be decisive, be consistent and be innovative. This two-day live and in-person event shows you how to consistently meet this objective to ensure a profitable and sustainable business. [www.bizbreakthrough.com](http://www.bizbreakthrough.com)



## BREAKTHROUGH LUXURY RETREAT *for* WOMEN ENTREPRENEURS

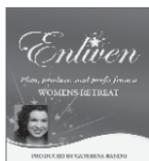
We are never more successful than we perceive and believe we can be. At this exclusive event, women become rejuvenated, get connected to each other and reconnect to themselves and their infinite possibilities. [www.breakthroughluxuryretreat.com](http://www.breakthroughluxuryretreat.com)



## ENLIVEN: PLAN, PRODUCE AND PROFIT FROM A WOMEN'S RETREAT

If you are the kind of woman who loves to gather women together and feel uplifted when you watch other women become inspired, then it is time for you to monetize this interest. This one-day event will show you how to get started creating a memorable, transformational event, how to market your event and how to be sure to not leave money on the table at the event.

[www.enlivenprogram.com](http://www.enlivenprogram.com)





## INVITE CATERINA TO SPEAK

For twenty years, Caterina has been uplifting audiences of women in business with her practical advice and dynamic and personable style. When you plan your next conference, retreat or event, invite Caterina to present to ensure the success of your gathering.

Her most requested programs include:

**Become a Sought After Speaker and  
Make Your Business THRIVE**

**Business Breakthrough Strategies to  
Make Your Business THRIVE!**

**Enliven: How to Plan, Produce and Profit  
from a Women's Retreat**

**Influence Power: How to Create it to Catapult Your Business**

Contact Caterina at 415-668-4535, email [cat@caterinaspeaks.com](mailto:cat@caterinaspeaks.com) or visit [www.caterinaspeaks.com](http://www.caterinaspeaks.com) to make your next event thrive.



## GET PUBLISHED NOW!



Each year Thrive Publishing, with our 95 percent done-for-you service, releases multi-author books designed to support women entrepreneurs in building their influence, getting their message out there and ensuring they are sought after for speaking engagements.

We would love to count you among our published authors. Visit [www.thrivebooks.com](http://www.thrivebooks.com) to see our upcoming projects, email [info@thrivebooks.com](mailto:info@thrivebooks.com) or call Caterina at **415-668-4535** to discuss which project is best for you.









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