



# Attitude is Everything!!

By Paul J. Meyer and Kevin Rhea

Prepared for the benefit of all Pre-Paid Legal Associates

Newsletter #14



## Goal Setting Success for 2002

**New Years** is generally a time for making resolutions. For people who *really* want to get something done, it is also a time for setting goals. However, either one, in most cases, is a waste of time!

**WHY?** It's simple! **We are creatures of habit.** Our habits are not just physical; they are also habits of thought. There isn't any science, dogma, creed, religion or philosophy in the world which will allow you to draw a thing to you (i.e., a goal) that your thought repels.



Your thoughts will always . . . 100% of the time . . . repel anything you can't describe, see, visualize, put into words or a word picture. Even at that point it is all worthless unless you are willing to **accept responsibility for doing the work to achieve the goal and are willing to be accountable for the results.**

- ➡ Have you set goals in the past?
- ➡ Did you achieve them, or fail to achieve them?
- ➡ If you failed, did you set your expectations too high?

**BIG TIME RULE:** Only set goals which are believable and attainable . . . and *within present mental, believable limits*. The goals you set should be incremental, challenging, sustainable, balanced, motivational, and fulfilling. They have to be what you want, not what others tell you you should want.

**Keep this in mind:** It's okay to adjust/change your goals throughout the year, either up or down. That's a healthy part of growing and learning something new.

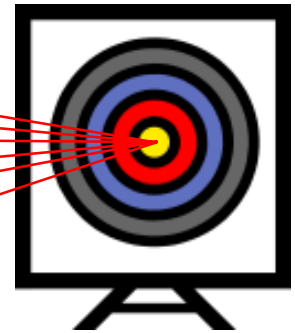
I am sure you realize that everything we have just discussed has to do with **tangible goals** - something you can do, touch, or see.

**INTANGIBLE GOALS - What are they?** They are new information, education, skills and resources needed to achieve tangible goals. They can even be personality traits which need to be changed.

**Example:** In building relationship skills, you have to talk. To participate in meetings, you must talk. It's called *communication*. Paul was somewhat shy and introverted when he began his career in selling, so he read out loud 30 minutes a day for four years and got used to hearing his own voice. ("No one was allowed to say too much in my house when I was a kid.")

**We set a goal at the beginning of this year** to do more business in ten months this year than we did in 12 months last year.

- We **talked** about it
- We **thought** about it
- We **wrote it down**
- We set up a **tracking system**
- We had a **target** to aim at
- We **kept gaining** on our goal



**THE RESULT:** L-K Marketing produced more business in the first 9 months of 2001 than was produced for the entire year of 2000.

**Do not let this be you:**

*I shot an arrow in the air.*

*It fell to earth, I know not where!*

Guess I would have done better with a target.

**Always remember:**

*You have to have a dream to make a dream come true.*

*You have to have a target goal to know where you want to go.*

*A hazy goal will produce at best a hazy result.*

*An indefinite goal will produce an indefinite result!*



*Merry Christmas!*

*Paul & Kevin*

*More to come . . .*

*Attitude is Everything!! Series*

Copyright © 2001 Paul J. Meyer and Kevin M. Rhea ALL RIGHTS RESERVED

P. O. Box 8072, Waco, TX 76714 ♦ Phone 254/741-1575 ♦ FAX 254/741-6700 ♦ E-Mail: info@lksupport.com

WEBSITE: www.lksupport.com