



DOWN 'N' DIRTY

GOAL SETTING WORKBOOK



“People with goals succeed because they know where they’re going.”

– Earl Nightingale

Without a trail map, we’re likely to end up in the weeds or a ditch somewhere.

Goal-setting is like creating a trail map for your life and business.

Setting goals regularly gets you in touch with your overall vision for where you want to be and helps inform your (hopefully strategic) decisions on how to spend time and resources on a daily basis.

The trail is long and the trail will get rough. Having a clear understanding of your goals is like a north star in challenging times, an injection of motivation when you want to just nap instead.

This Down ‘n’ Dirty Goal Setting Workbook

will guide you through quickly and furiously setting your goals holistically – both for your business and your life.

After all, everything in life is interconnected. If you’re neglecting your nutrition or sleep, how you gonna have enough energy to go to a networking event? How are you going to have enough space to actually stick to that goal you set?

Remember the good news! This is the path to get you to where you want to ultimately go. Others have been down very similar paths, and, if they can do it, you can too.

Tip

Your Goals should be SMARTer than You

We humans are amazing at outsmarting ourselves. We will find any excuse to weasel our way out of keeping our word. Life is a daily process and keeping to goals is practically impossible in the face of work, television, chores, and exhaustion. Our very constitution seems to be built to outsmart our own better intentions.

To be sure to set goals that support your success and are reasonable, consider whether they are SMART, an acronym for the five qualities of effective goals:

S = Specific

**The opposite of fluffy and non-measurable.
What, specifically, do you want to achieve.**

For example...

- Meditate for ten minutes at least five days each week
- Drive 100 hits to the website from social media activity
- Cut out white flour six days a week

M = Measurable

How will you know you've made progress? Which tool will you use?

Notice the numbers in the above examples? That's what we're talking about. "Be more social" is not a measurable goal. "Go out with friends two to three times a week" is. See the difference?

The last page of this workbook is a visual goal tracker that will allow you track weekly goals. Simply, mark the weeks you meet each goal with an X.

This tracker is inspired by Jerry Seinfeld's productivity secret of marking every day he works on his writing with a big red X on a giant wall calendar. Whatever you do, don't break the chain!

A = Achievable

This is SO important. Your goals have to be based in reality. Your reality.

You are not Kim Kardashian with nothing to do other than exercise and take selfies every day. You are a person, with a busy life. Take a moment and really consider what you can and can't commit to.

You are not Jessica Jones with an insanely high alcohol tolerance and yet an amazingly sharp wit and an unending supply of energy.

You know who can function on 900 calories a day? No one. You will get HANGRY and eat 900 calories. For breakfast. In Skittles. Which you don't even like.

You are you and you are awesome. Set goals with respect and admiration for who you are. Consider your daily habits and limits. What can you reasonably achieve while keeping your sanity?

R=Relevant

**Why is this goal important to you?
How will achieving this goal affect the overall picture of your life?
How will you feel when you've achieved this goal?**

This is about the big picture.

For example, you want to lose weight so you'll feel more confident in your Big Biz Owner Pants at the next networking mixer you go to, or you want to drive 100 hits to the website from social media activity so that you will have the peace of mind of a waiting list of potential clients.

T=Timebound

When? Marked on a calendar. With a celebration, right!? YES!! YAY!!

Give yourself a goal of achieving this goal within a number of weeks or a number of months. But know that many of our goals (such as social media activity or ideal body weights) may be an ongoing process.. Set a definite time-line so you have an opportunity to check in and assess your progress and celebrate your successes.

Go Get 'Em Tiger!

Part 1 | Down 'n' Dirty Goal Setting

Take a deep breath. Take twenty minutes and answer these questions in Part 1
AS FAST AS YOU CAN!!

Rate your current level of satisfaction in each of the following areas:

	Life										
	Dissatisfied					Satisfied					
Family	0	1	2	3	4	5	6	7	8	9	10
Health	0	1	2	3	4	5	6	7	8	9	10
Social	0	1	2	3	4	5	6	7	8	9	10
Self	0	1	2	3	4	5	6	7	8	9	10
Relationship	0	1	2	3	4	5	6	7	8	9	10
Spirituality	0	1	2	3	4	5	6	7	8	9	10
Money	0	1	2	3	4	5	6	7	8	9	10

	Business										
Cashflow	0	1	2	3	4	5	6	7	8	9	10
Enjoyment	0	1	2	3	4	5	6	7	8	9	10
Ease	0	1	2	3	4	5	6	7	8	9	10
Excitement	0	1	2	3	4	5	6	7	8	9	10
	0	1	2	3	4	5	6	7	8	9	10
(fill in the blank)	0	1	2	3	4	5	6	7	8	9	10
(fill in the blank)	0	1	2	3	4	5	6	7	8	9	10
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Copy the names of the areas that received the lowest satisfaction rating below:

Now, we're going to move forward with writing up goals for all the areas, but those you've listed directly above are the areas that will need the most TLC in the coming year. If you're feeling really tapped in any of these areas, you're not going to have enough for the others or you're not going to feel fulfilled overall. These might be the areas you're inclined to skip altogether. It's totally fair not to set goals in every area, but do consider whether you're avoiding it out of convenience or avoidance. Got it? Good.

GOOOOOOALLLLLLL!

Don't think, just write.

Life

Family

No matter what you call family, it's where you're emotionally fed. How would you nourish your family? What's an ideal way to nurture your people? What goals do you feel called to set around your family life?

Health

Your body is your vessel for your being and doing. What makes you feel more in tune? Being toned? Eating more carrots? What goals do you feel called to set with regard to your health?

Social

Humans are social creatures. Even if we're not able to gather in person the way we might want to, there are ways to stay connected. Having set goals can help you feel grounded and in community during trying times. What goals do you feel called to set in this realm?

Self

Alone time is essential, even if you do actually love everybody. Ideally, how much time would you like each day/week/month to remember YOU? Where do you wanna go? Nowhere is nice too... What self-care goals do you feel called to set?

Relationship

Yes, it's difficult to balance everything but you can't forget your Boo. A Boo, by definition, has your back. Do they know you have theirs? What's their Love Language? No Boo? Well...there's a Meet-Up for that. What goals do you feel called to set in this realm?

Spirituality

It's easy to think we're just a body, which creates more fear. Which activities make you feel free of your body? What opens up time and space or you? Renews faith? What are small things you can do each day to remember the Bigger Purpose? What goals do you feel called to set to support your spirituality?

Money

Are you tending to this garden or is your bag filled with receipts? What's a regular, realistic and relaxed way to stay in touch with your current financial situation? What goals do you feel called to set in this realm?

Business

Cashflow

What kind of revenue would you like to see this year? What does your take home income look like? What goals do you feel called to set to support your cashflow?

Enjoyment

How could you enjoy your work more? What goals do you feel called to set to improve your enjoyment of work?

Ease

What are some steps you could take to increase the amount of ease you feel in your business? What goals do you feel called to set to ensure you feel easeful?

Excitement

How could you feel more excited about your business? What goals do you feel called to set to support your feeling excited about your business?

What other goals do you feel called to set?

Part 2 | My 2024 SMART Goals Are

Look back at the goals you've written out on the previous pages. Pick your top five to ten as the goals you'd most like to focus on in 2024.

Remember to consider the areas of life that you gave the lowest satisfaction ratings too – these are likely important and you may want to avoid them.

For each of the goals you've chosen, please revise them to make sure they are:

S = Specific

M = Measurable

A = Achievable

R = Relevant

T = Time-bound

Once you've clarified your goals, copy them below.

I believe that visualization is one of the most powerful means of achieving personal goals.

– Harvey Mackay

Part 3 | Daily Visualization & Reminders

Today, and as often as possible, take a moment and visualize yourself achieving your goals. Take the time to feel what success feels like in your body. Is there an inner glow of achievement? Does it feel like the sun beating down on your face?

Revisit this vision and how it feels in your body often.

Post Your Goals

The next three pages of this workbook feature a gorgeous poster for you to write your goals on and a visual goal tracker to motivate you to keep to your goals on a week-to-week basis in 2024.

Post these somewhere you will see them on a daily basis (say...bathroom mirror?). This will keep your goals and trail map top of mind for the busy year ahead. Simply color in the bubble every Sunday if you've achieved your goal the week before. And try not to break the chain!

The trail may be long, but you're not traveling alone!

Artsy Geek is full of resources to support you in your journey. Feeling stuck? Check out our resources at www.artsygeek.com/camp/swamp/ or email us at hello@artsygeek.com. We want to help!

**IN
2024,
I WILL...**



**The future
is always
beginning
now.**

MARK STRAND

GOAL TRACKER

2024

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