

DREAM BELIEVE ACHIEVE



A GUIDE TO SETTING AND REACHING
YOUR GOALS - FOR WOMEN



Disclaimer: The contents of this e-book are for informational and educational purposes only. The author, Melissa Cobham, is not engaged in rendering professional advice. You are advised to consult a qualified professional before making any significant changes in your personal or professional life.

Copyright © 2023 by Melissa Cobham. All rights reserved. No part of this e-book may be reproduced or distributed in any form without the written permission of the author.

Table of Contents

Introduction	1
Setting the scene	2
Declare your vision	2
Clarity of vision	3
Drill deeper	3
Review and determine your key vision.....	4
Setting your SMART goals.....	5
<i>SMART Goal Setting Sheet</i>	7
Setting up yourself for success	8
Step 1 - Movement Tasks.....	8
<i>Movement Task Sheet</i>	9
Step 2 – Accountability Actions	10
<i>Accountability Action Sheet</i>	11
Step 3 – Motivating Factor.....	12
<i>Motivating Factor – Positive reasons why I must accomplish this goal</i>	12
<i>Motivating Factor – Adverse reasons why I must accomplish this goal</i>	13
Step 4 – Behavioral Traits	15
<i>Behavioral Words</i>	16
<i>Assignment of Behavioral Traits to Goals</i>	17
Step 5 – Proximity Cues	18
Take Action and Live Your Best Life	19

Introduction

Dear fellow women

It's a fact that women juggle multiple roles in life. From taking care of their family to excelling in their careers to leading businesses, it can be a daunting task to keep everything in balance. However, it's important to take a step back and reflect on what you want to achieve in life. It's time to set goals that are meaningful to you and take the necessary steps to achieve them.

That's why I'm excited to introduce this e-book to you. As a woman who is passionate about helping other women 'own her own', I've created this e-book to help you set goals that align with your vision and help you achieve them in a structured and effective way. I want you to be the best version of yourself, and this e-book is here to guide you in that journey.

I understand that setting goals can be overwhelming, which is why this e-book is designed to provide you with a step-by-step approach to setting and achieving your goals. Through practical exercises and worksheets, you'll be able to identify your vision, set SMART goals, and develop a plan of action to achieve them.

I believe that every woman has the power to achieve her goals and live the life she wants. So, I encourage you to take advantage of this e-book and let it be your guide to success. Remember, you're capable of achieving great things, and it all starts with setting the right goals.

Your favorite cheerleader

Melissa

Clarity of vision

Elaborate in the present tense, what do you want to do, to be, to see, to have, to go? In the grid below state what immediately comes to mind.

Drill deeper

You have planted the seed and where you want to be is engrained into your subconscious; there is still the need to dig deeper. A person's life is based on seven pillars and in most cases, one's visions are aligned with these pillars. These pillars usually make us tick and are responsible for our growth, development, and fulfilment cravings.

The seven pillars of life: Physical Health (Ph), Financial (F), Professional or Business (PB), Spiritual (Sp), Social (S), Family or Relationship (FR), and Mental (M).

Returning to the grid above, tag the appropriate pillar to your vision. Do not worry, everyone is different, it is not necessary to have a vision for each pillar.

Once you have completed the exercise it is time to identify which of your vision is more than a 'nice to have'.

Setting your SMART goals

Setting a goal is one thing, but for it to be achievable it must be SMART – Specific, Measurable, Attainable, Relevant, and Timed.

- **Specific** – *What exactly do you want to achieve? With courage and clarity, identify and note your expected outcome. Let's say you want to improve your leadership skills. A specific goal could be "I will enroll in ABC leadership training program that focuses on communication and collaboration to enhance my leadership skills at work."*
- **Measurable** – *Nothing measured, nothing gained. It is a proven fact that what gets measured gets done. Setting targets will help you to be accountable to yourself and will allow you to unbiasedly determine whether you have accomplished the goal set. Consider these, how will you measure progress? What does success look like to you? Let's assume you want to start your own business. A measurable goal could be "I will launch my e-commerce website and generate \$10,000 in revenue within the first six months of operations."*
- **Attainable** – *For any goal to be effective, one must be honest with themselves. What is the likelihood of you achieving this goal? Do you sincerely believe that you can accomplish this goal regardless of how challenging or complex it may seem? If the answer is no, change the goal, it is a waste of time to be untrue to yourself. Sit with yourself and assess your character, how will it encourage you to continue pursuing this goal or deter you from persisting when "the tough" gets going? What about your skillset; are there any gaps; are you willing to attain the needed skills? For example, if you want to advance your career by pursuing sustainability in business, an attainable goal will be "I will complete my Master's Degree in Strategic Sustainable Management within the next three years while I balance work, family, and personal commitments." This goal is a grand undertaking and without a doubt, there will be obstacles, nonetheless, with a growth mindset and access to resources whether time, talent, or treasure, owned or borrowed the belief and determinant is, "it will get done". Then, the goal is attainable.*
- **Relevant** – *Does this goal support what you stand for? Why do you want to achieve this goal? How does this goal align with your values and belief system? Can you realistically pin this goal to a belief and value you support? To attain results, you must be completely focused and grounded in achieving the goal set despite any challenge that may be faced. In soul searching, identify what will steer you on this journey. What are your motivating factors? I'm sure your health and wellness are a priority. A relevant goal, in this case, could be "I will commit to a regular exercise routine and a balanced diet to improve my physical and mental well-being. Setting a goal like this will align with the values of self-care and self-improvement. A legacy of growth and holistic health. What's your legacy? How does the goal align with it?"*
- **Timed** – *To be focused one must be committed to the task at hand. In this instance, we are referring to a goal set. With commitment, one must be deliberate with their actions and from the onset determine a deadline for completing the goal. A set deadline goes hand in hand with measurement, results, and success. Let's imagine your dream is to be the author of a best seller one day. A timed goal could be "I*

will complete the first draft of my book within six months and aim to publish it within a year, allowing myself enough time for revisions and editing.” At the end of said time frame, upon reassessment, youer will have a clear picture of whether the goal was achieved.

It should be noted that goals are not and should not be cast in stone. Periodically all goals should be reevaluated and reassessed to determine if it is still relevant and realistic. In its initial stages, the actions needed to achieve the goals set can be under or overestimated and as such there may be changes. As we know, the only constant thing is change, once you are willing to accept that change is inevitable, you will be better prepared to make the necessary adjustments and trod on.

Now that you have the basis for setting your goals, use the table below to set your own goals.

A few tips: write your goals in the present tense, you want to embed them into your subconscious as if you are already doing them. Be not afraid to step outside your comfort zone. Set your goals as big and bright as your vision. It is the only way to channel your mind and set you forward to your calling; it is the only way to accomplish big results.

SMART Goal Setting Sheet

<i>Life Pillar</i>	<i>Specific</i>	<i>Measurable</i>	<i>Attainable</i>	<i>Relevant</i>		<i>Timed</i>
	<i>What do I want to accomplish?</i>	<i>How will I measure my progress?</i>	<i>What is my character and skill gap?</i>	<i>What are my supporting beliefs?</i>	<i>What are my values?</i>	<i>When do I want to accomplish it?</i>

Setting up yourself for success

Way to go! You have done most of the heavy lifting. You know what you want, and the time in which you want it, and you have aligned your beliefs and values which will help you steer each goal to the finish line in moments of doubt. Also, you are aware of your capabilities, the skills still needed, and the resources you require to accomplish your goal(s).

Only five more steps to completely position you for success and transform those goals into achievements.

- **Step 1** – Movement Task
- **Step 2** – Accountability Actions
- **Step 3** - Motivating Factors
- **Step 4** – Behavioral Traits
- **Step 5** – Proximity Cues

Step 1 - Movement Tasks

Movement tasks are those steps that are required for you to act on the goal. They are the little tasks that are most times overlooked but are needed to complete the goal. Movement tasks include acquiring a skill that was identified in your skill gap, acquiring resources, setting up systems, drafting blueprints, and conducting research. They are all those not-so-fun tasks that are needed for you to create your overall plan and structure. Think of it as a map that will provide you with directions to your identified mark (goal).

In documenting your movement tasks, you must be honest with where you are starting from and what is ideally required for you to cross the finish line. Being honest is very critical, it will save you time, guard you against undue stress, and in the long run prevent you from unnecessary spending. It will also help you manage your expectations which if not controlled can send you into an emotional whirlwind. A whirlwind that is guaranteed to slow your progress and hamper you from achieving your goal in the set time frame. There is no specific formula for writing your movement task. A simple list with due dates will be effective. The dates are necessary to encourage action. Do not be discouraged if your list grows as you make progress. This is all part of learning, all part of your development. One word of caution, “perfectionism is the mother of procrastination”. Being perfect is a myth. During the process continually reevaluate your progress and in the moments of “not ready to move on” or “I need one more thing before” question the added value and impact to be derived if that additional thing is implemented.

What are the movement tasks needed for your set goals? Write it in the sheet below (print as many sheets as needed).

Step 2 – Accountability Actions

Goals mean nothing unless implemented.

You have first taken the time to document your goals and then your movement tasks. Now to provoke you into action and to persuade personal accountability you get to determine the action that you can take on a daily, weekly, and monthly basis that will inspire the results you wish to achieve.

Your mission again is to be honest with yourself. Ask the question, what actions can I realistically take in the set time frame? I once had a mentor who said, “make your goals juicy but your actions easy”. In determining your actions ensure that it is something that you can easily implement, and take into consideration your life holistically:

- *What commitments do you already have daily, weekly, and monthly?*
- *How easily can this new action be incorporated into my life?*
- *What adjustment can I make to my schedule to accommodate this action?*
- *What non-value task can be eliminated from my schedule to incorporate this action?*
- *Where is this action in my list of priorities?*
- *Using a scale from 1 to 10, how motivated am I to complete said action? (The action should be changed if your score is less than a 10).*

Have you considered your accountability actions? Using the sheet below, insert your one daily, weekly, monthly action, and motivating score. Remember to change the action if your motivating score is less than 10. This is a progress sheet, as you advance and make accomplishments your accountability actions will change. (Print as many sheets as needed).

Accountability Action Sheet

<i>Pillar of Life</i>	<i>Goal</i>	<i>Accountability Action</i>	<i>Score</i>
		<i>Daily:</i>	
		<i>Weekly:</i>	
		<i>Monthly</i>	
		<i>Daily:</i>	
		<i>Weekly:</i>	
		<i>Monthly</i>	
		<i>Daily:</i>	
		<i>Weekly:</i>	
		<i>Monthly</i>	

Step 3 – Motivating Factor

Without a doubt, regardless of all the work you have put into setting your goals, life will happen. When life happens you will be challenged, obstacles will come, there will be failures, there will be an increase in demand for your attention, you will doubt yourself, and there will come a time when you want to throw in the towel.

I kid you not, it will happen. Now that you know, are you going to discontinue your preparation or are you going to build your trump deck and have it set and ready for when that time comes?

I'll assume you chose the latter and I applaud you. For it is better to prepare and fail than fail to prepare. In the first instance there is opportunity and the promise of success, whereas in failing to prepare, from the onset, success is just a hypothesis.

Let's build that trump deck. No worries, it is simpler than you think. It does require you to complete another exercise, but I assure you upon completion, you will be pumped, you will be hyped, and there will be no stopping you. To complete it, you must answer two questions. Your answer requires 15 responses for each question. The plus is you got a head start with this exercise. Earlier in the guide you were asked, "Why is this goal important to you?" Your response to this exercise is an extension of this question.

The two questions are:

- **Question 1** – *What are 15 positive reasons why you must achieve this goal?*
- **Question 2** – *What are 15 adverse reasons why you must achieve this goal?*

Here are two examples to help you formulate your responses. Using the goal" to write and publish a best-seller book within a year by September 2024."

Positive reasons

I must design write and publish a best-seller book within a year by September 2024 so that I CAN quit my 9 to 5 job.

Adverse reasons

I must design write and publish a best-seller book within a year by September 2024 OR ELSE I WOULD NOT BE ABLE TO SEND MY SON ABROAD FOR COLLEGE FOR COLLEGE.

The purpose of this exercise is to prepare you for those moments when you feel like quitting and when you are questioning your worth in achieving your goal. Once written and re-read it will remind you of why you must achieve your goal. It will remind you of what you stand to lose if you do not carry on. The more motivating factors you can state the better. Feel free to write more than 15. It will enhance your trump deck.

Have you considered your motivating factors; do you have at least 10? Once you begin to write the remaining will flow. Just start. Using the sheet below, write your 15 positive reasons and 15 adverse reasons. (Print as many sheets as needed should more come to mind).

Motivating Factor – **Positive reasons** why I must accomplish this goal

Step 4 – Behavioral Traits

I am sure you have heard this before “no two persons are alike”. Our uniqueness sets us apart. A contributory factor of such uniqueness is our behavior. The way we conduct ourselves, how we respond or react to a situation. Studies suggest that behaviors can be labeled as good or as bad. Some say positive or negative.

Truth is, it is not that simple to define. The determinant of a behavior is subjective as it is heavily reliant on perspective. Perspective is not easily or equally gained or measured. It does not negate the fact that our behavior carries a high-rate weighting for our character “who we are”.

Knowing who you are and understanding your triggers are very instrumental when assessing the likelihood of achieving your goals. Being self-aware allows you to identify your strengths, the areas that require improvement, your feelings, your likes, and dislikes. For days when things are not going to plan it helps you manage your emotions. For days of doubt, distraction, despair, and delays the process of regaining consciousness of purpose is less damaging to your progress.

On the journey to achieving one’s goals, the probability of derailment is very likely. Introspection of self is the ultimate safeguard. Being able to self-reflect and ask questions that will allow for objective and prompt vivid answers is key. Here are some example questions.

- *What prohibits me from completing tasks?*
- *What do I do or turn to when I am stressed?*
- *What can I do to overcome my fear of xxxx?*
- *What causes me to second guess myself?*
- *What happened that caused me to react in xxxx manner?*

The exercise of introspection is ever recurring. To become better at understanding oneself, one must be mindful of their behavior and take note of patterns.

When setting a goal, it is beneficial to study the behaviors you own that will adversely influence the goal set. These behaviors should be noted alongside the goal, keeping a close eye on an occurrence. To counteract, behaviors that will positively influence the goal should also be noted to use as an alternative. By no stretch of the imagination will the transition from an adverse to positive behavior be easy. But... It will help the overall objective of achieving one’s goal as actions will be more intentional and emotions will be managed.

Have you begun your introspection? Here are some behavioral words to start you off. Circle the ones that best describe you (positive and negative). Feel free to add new ones. Once completed, tag your behavior to your goal. Remember, introspection is an ongoing exercise. Make it a plan of action to evaluate.

Assignment of Behavioral Traits to Goals

<i>Pillar of Life</i>	<i>Goal</i>	<i>Behaviors that can positively influence</i>	<i>Behaviors that can adversely influence</i>

Step 5 – Proximity Cues

A goal not written down is a wish; a goal not acted upon is a dream.

There is a saying that goes “What you think so shall it be”. To help you channel your thoughts in achieving your goal and train your mind to see opportunities, your goal statement written and posted on items common to you but uncommon to others is a tactic to provoke action and instill motivation. This approach is practiced by many renowned personal development coaches around the globe. Many of which utilize a visualization tool called a Goal Card. Ideally, the Goal Card is a 3 x 5 index card used to note your goal. The card is meant to be with you and referred to throughout the day. Referring to the card during the day is beneficial but specifically immediately when you rise and before you lay. An abundance of personal development leaders including the late Bob Proctor has testified to this.

Only one goal should be written on a card. The goal should be SMART and be written in its present tense. It should speak about how you feel after the goal is completed and as a bonus, it helps if you include one of your motivating factors. Using the goal “to start your own business” as an example, the statement on the card should read like this:

“I am overjoyed and grateful that as of December 2025, I have successfully launched my online coaching business, serving female entrepreneurs who need guidance in scaling their businesses. I am proud to have helped countless women achieve their dreams of financial freedom, while also achieving my own goal of building a profitable and sustainable business. Now, I can finally take that long-awaited trip to Bali and enjoy some well-deserved relaxation!”

In today’s digital world, a physical index card may not be practical for or preferred by you. The statement can be added to other items that you use daily and are within your proximity. Most of you will have a mobile device. Your statement could be applied to the wallpaper of your phone, desktop, or tablet. If you are one to not carry around a wallet it can be printed and stuck inside of your journal or used as a bookmark when reading. The possibilities are endless.

Take Action and Live Your Best Life

Remember, setting goals is just the first step towards achieving the life you truly desire. With this e-book, you now have the tools and guidance to turn your dreams into reality. Don't let fear or self-doubt hold you back from pursuing your passions and achieving your goals. You have what it takes to succeed, and the world needs your unique talents and contributions.

Take action today!

Use the worksheets and exercises provided to clarify your vision, set SMART goals, and develop a plan of action to achieve them. Hold yourself accountable, stay motivated, and trust in the process. The road to success may have its challenges, but the reward of living a fulfilling and purposeful life is well worth it.

It's great you chose to invest in yourself and your future. I wish you all the best on your journey toward achieving your goals and living your best life!"