

A man with short brown hair, wearing a dark suit, light blue shirt, and a red tie with a geometric pattern, is smiling. He is positioned on the right side of the frame. The background is a red, textured surface with a circular inset showing a city skyline with a river in the foreground. The text is overlaid on the red background.

Business Keys to Success

Lesson 4
Crashes And Dropped Plates?
Movement by Design



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Business Keys To Success

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Foreword

Welcome to Week 4 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

The first three training sessions are designed to have you thinking about your business and life. You have learned about failure and success. You have explored how motivation can work for you or against you. And, you have taken a look at one of the killers of success, procrastination.

Now is when the real fun starts. As I said in the beginning, this course is all about you and your personal development. Why? Your income, business and lifestyle seldom exceed your personal development.

Last time I mentioned accountability. I hope you have found someone to hold you accountable. This is a great way to accelerate your movement to having the business and life you desire.

Introduction

This is where the fun starts. This section and next one is all about you. Here are some questions to get you started.

What do you want to do? What do you want your business to look like? How do you propose to get there?

Just as you wouldn't build a house without a set of plans that are on paper, the same is true for your business. The plans are the key. And, the more specific they are, the better.

The challenge for many is to take their plans out of their mind and to put them in writing. If you don't think this is necessary then see how well a builder will build a house without a set of plans.

One of the things that is often overlooked by small business and people who are self-employed is the importance of having a set of plans.

Once you have a set of plans you can share them with those who are going to be part of your building process.

Maybe you are starting to see the light. Most small businesses don't grow and ultimately the owner burns out. How come? They never had any long term vision. Long term planning was lunch. As a result, every day looks like the last.

Business and life becomes a de-energizing slog through the mud. It doesn't have to be that way.

Have a great set of plans that are there for others to see. They are there in order for others to be clear on how to support you. If they aren't clear on how to support you and help you grow then you and them will become frustrated.

It's time to attack. It's time for you to go for what you want. Let your imagination soar.

Are you truly committed to having the business and life you desire?

Let's get started



week

4



Crashes & Dropped Plates

Movement by Design

Hello, Business Keys To Success Members

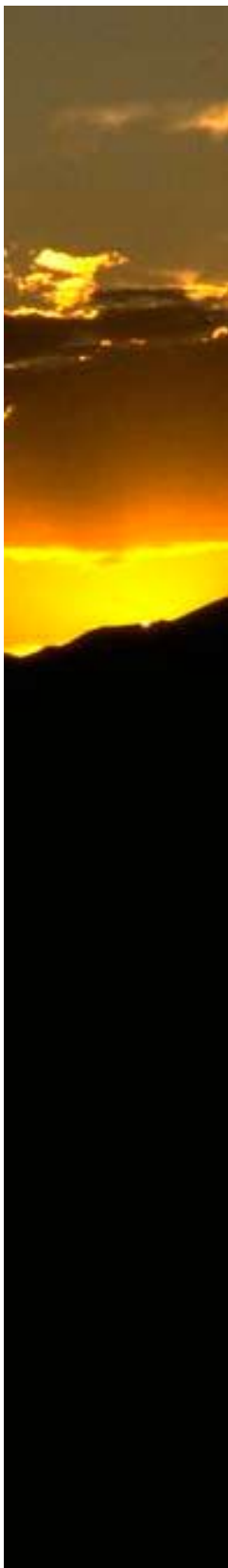
Welcome to Week 4 of the Business Keys To Success, I hope you are having a great week and are ready for this week's adventure into the fourth step to setting yourself free and getting off the Treadmill.

The Fourth step to setting yourself free, getting off the Treadmill and truly be moving forward is to set goals. In fact, without goals you become a wanderer, a drifter with a great deal of movement and very little to show for it. If you are not making the progress you would like to make, it is simply because your goals are not clearly defined.

Here's a short story about why goal setting is critical to a good life. At many

circuses, off from the main ring there is a man or woman who spins plates on poles. They will start out with one plate and get it going. The plate is balancing on the pole and its motion is in harmony with the pole it is resting on. Then they get another plate going. Now there are two plates going. Then there is a third. As they start the fourth, the first plate is starting to wobble and so is the pole. All those watching wonder if the pole is going to fall and the plate is going to crash. But the performer gets there in time and gets the plate spinning and back in sync with the pole.

The plates on the poles represent the areas of significance in our lives. We have



spiritual, family, business, financial and personal areas of significance. Our goals in those areas are like the poles. They are what direct us to the action we must take to keep our plates spinning. In this section we begin to look at our goals and the plates we are spinning. To spin them successfully, like the circus performers, our **movement must be by design.**

To Set the Sail Properly You Must Have Goals

What is a goal? There are many definitions. One of the best is that a goal is a dream with a deadline. It is wonderful to dream about all that can be and all that we can become. And to accomplish our dreams takes us to another level. In so doing, we become more and we attract more. The only true safety in life is in movement toward worthwhile goals. That is the type of movement that will bring us good things and make our businesses and our lives even more than we originally imagined. Stability, or lack of movement on the other hand, is the breeding ground of mediocrity. Stability is what keeps us on the Treadmill.

Let's get started on goal setting. To simplify and energize the process we will look at goal setting in five areas.

- 1. Spiritual** - What is your purpose? Where do you feel most in alignment? How strong is your faith? What are your beliefs? Religion is one method for discovering spirituality. What is yours and how are you going to go about it?
- 2. Family** - Who are your family relationships? What are they doing to you or for you? What would you like to see happen in this area?
- 3. Business** - Where is your business now? Where would you like it to be in 1 year, 3



years, 5 years, 10 years and beyond?

4. Financial - What is your current financial situation? Where would you like it to be in 1 year, 3 years, 5 years, 10 years and beyond?

5. Personal -

- a. What do you do to feed and develop yourself mentally? Is there something you would like to learn about. What type of TV are you watching? What books are you reading?
- b. What are you doing for yourself physically? How is your health? What would you like your health to be in 1 year, 3 years, 5 years, 10 years and beyond?
- c. What are goals that are fun for you? Is there that special trip you want to take? Is there a challenge that you want to overcome? Is there a musical instrument you want to learn how to play?


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Action Steps

To ease into the process and to get the mind and emotions in sync and moving toward becoming more and attracting more you must have:

Priorities - List what your priorities are and what you would like them to be in 1 year, 3 years, 5 years, 10 years and beyond? Let your mind focus on what you really want to happen.

Vision - this is critical. A clear vision is critical because it pulls us to the future we want and keeps us from being distracted in the present. A clear vision makes for more efficient movement and will get us to our goals quicker. What is your vision of the future? What is your vision of the life you want to design for yourself in 1 year, 3 years, 5 years, 10 years and beyond? Write out a one or two page summary of your vision for the future and the life you want to have. Dream about what you want your life to be.



Simplify - Now that you have your priorities and vision select those items that are most important to you. Write your thoughts here.

Goals - Now you can set goals around your priorities and visions in the areas of the spiritual, family, business, financial and personal. Which area do you want to start with? List them in order of your preference.

The last step is to chart your progress and to be held accountable. How will you hold yourself accountable?

Setting Goals

The 5 Key Areas of Life - Describe where you think you are in each of the following areas.

1. Spiritual _____

2. Family _____

3. Business _____

4. Financial _____

5. Personal _____

The 4 Stages of Growth

Significance • Success • Stability • Survival

The only true safety is in movement. Stability is the breeding ground of mediocrity.

Setting Goals - Getting to the Next Level

- To go from survival to stability, you must change your habits.
- To grow from stability to success, there needs to be a change in your thinking.
- To change from success to significance, you will experience a change in your priorities.
- "Learn to be a both/and thinker instead of an either/or thinker."

Assessing Where You Are Right Now

Four Stages

Of Growth	Survival	Stability	Success	Significance
Spiritual	_____	_____	_____	_____
Family	_____	_____	_____	_____
Business	_____	_____	_____	_____
Financial	_____	_____	_____	_____
Personal	_____	_____	_____	_____

Use a scale of 1 to 100 to rate yourself in each area. If you have reached the survival stage in all areas give yourself 25. If you have reached Stability in certain areas, depending on the degree, give yourself a score between 25 and 50. For Success - give yourself a score between 50 and 75. For Significance - a score between 75 and 100. It is very likely that you will not have a score in an area. Don't worry about it. This is a guideline on where to focus.

Rapid Goals

Set 5 Rapid Goals in each area:

These are things that can be accomplished within a month. For example, under personal you could write: Allow myself 10 minutes of quiet time a day. What will you do in the spiritual, family, business, financial and personal areas. If you don't have something in an area don't worry. You know that this is an area that needs attention.

Spiritual

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____



Family

1. _____

2. _____

3. _____

4. _____

5. _____



Business

1. _____

2. _____

3. _____

4. _____

5. _____



Financial

1. _____

2. _____

3. _____

4. _____

5. _____

Personal

1. _____

2. _____

3. _____

4. _____

5. _____

Coming Up Next

Do you truly want to be successful?

Believe it or not there are many people who are afraid of success. There is a fear of failure, which most of us can recognize. Yet there is also a fear of success.

The next section: Progress Set Free? Goals And Truly Moving Forward is about your commitment to your success. Most people believe they are making progress yet they are like a hamster on a wheel. They really aren't going where they want to go.

They make progress in terms of keeping the wheel spinning but in reality they are staying in place. Believe me, this will drain the energy out of you and your business.

To truly have your "progress set free" and to be moving forward you must have a concrete vision for your success. And, that vision must be for your business and life together.

After all, if your personal life isn't good it will have a draining affect on your business. Likewise, if your business life isn't good it will negatively affect your personal life.

Next week you will start on putting it all together. Carve out the extra time. It's time to build your business and life on a great foundation.

Accountability is one of the most important keys to success. Having someone else hold you accountable has been shown to significantly increase the odds of success in your favor.

I have a few openings for one on one coaching. If you wish to increase the probabilities of success in your favor then contact me at

Steve@TheHoustonBusinessCoach.com

Or Call me at 1.866.387.7805

Embrace the process! Stay motivated! Enjoy the outcome!



Steve

P.S. - Goals are dreams with a deadline.

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