


A black and white photograph of Daymond John, a man with a goatee, wearing a dark suit and a white shirt. He is sitting in a white chair, leaning forward and writing in a notebook with a pen. The background is blurred, showing some indoor plants and a lamp.

HOW TO SET **GOALS** LIKE A **SHARK**

Spectrum
REACH®

DAYMOND JOHN

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THE PEOPLE'S SHARK



As entrepreneurs, we never stop grinding. We work tirelessly toward our goals. It's a way of life-one that we live and breathe for. And I am right there with you. I never stop thinking about my next move and getting one step closer to success.

But what does success mean to me? Honestly, it has changed a few times throughout my career and life. Success can be defined in many ways – endless ways, even. Success is personal. Each of us has our own version of success. Our definitions are based on our Why, our reason for waking up every day with the motivation to keep moving forward. Whether its providing for our families, giving back to the community or creating the life we have always imagined, our why is what truly drives us and is bigger than the business or the day-to-day tasks. Identifying and defining your version of success is key. It is the first step in setting realistic goals and tangible next steps.

I created this guide to be an endless source of motivation for you. From identifying your why and defining your version of success, to setting goals and putting a plan in place to achieve them, this will be your roadmap to success. I hope you will come back to it time after time to help you refocus and recharge.

Remember, you are in control of your success.

Keep thinking big.



Step 1: Identifying Your “Why”

Before setting any goals, it is important to **identify what drives you**. I’m sure many of you are thinking this is a no brainer: “I want my business to take off”, “I want to make millions of dollars”, and so on. Your *why* takes things one step further, though. WHY do you want your business to take off? To support your family? To give back to those who have supported you throughout your life or career? In these cases, your *why* would be your family or your support system.

Take a few minutes to reflect and identify your *why*. You could have one, you could have five. And remember, your *why* today could be different from your *why* 5 years ago or 5 years from now. Your *why* evolves as you do.

So, let’s get down to it:

Step 2: Defining Success

Once you have identified your *why*, you can begin to mold and **define your version of success**. You may be asking, why is this so important? Why am I encouraging you to define success? The reason is that by doing so, you are creating a benchmark to measure yourself against as you set and achieve goals. By having a picture in your mind of what success looks like, you can track your progress accordingly.

My Definition of Success is...

In the intro of this booklet, I told you that success is personal and that it is different for every-one. I encourage you, though, to take advantage of the people around you and ask them what their version of success looks like. Let their answers inspire and motivate you.

Step 3: Setting Your Goals

So, what's next? You've defined success. You have a clear picture of exactly what success means to you. Now, it is time to set your goals.

If you've been following me for a while or have read any of my books, you know that goal-setting is an integral part of my daily routine. Big or small, long-term or short-term, **goals help us take the necessary steps to achieve success**. Personally, I read my goals out loud every night before I go to bed and every morning when

I wake up. I believe that if my goals are the last thing I think about and visualize before I turn off the light, they will manifest while I am sleeping.

Before we get to writing down your goals, though, here's a list of goal-setting must-do's that I put together. Check these out:

1. First things first, set realistic goals that will motivate, not discourage.
2. Set both short-term and long-term goals that will act as the stepping stones to success.
3. Breakdown your goals – make sure they are easy to digest and act upon.
4. Your goals should be SMART – Specific, Measurable, Attainable, Relevant and Time bound.
5. Solidify your goals in order to hold yourself accountable. Write them down and set realistic deadlines.
6. Read your goals out loud, visualize them and allow them to become ingrained in your mind. You can't hit a target you can't see.
7. Be ready to put in the work and the time. Setting goals is a waste of time unless you are willing to do whatever it takes to accomplish them.
8. Accomplishing your goals will take time. Stay on track by setting a time to review your goals, either on a weekly or daily basis.
9. Constantly re-evaluate your goals. Are they still realistic? If not, go back and revise your goals and/or your timeline.
10. Be able to adapt instantly. Change is inevitable. If you don't meet a deadline or if an unforeseen obstacle gets in your way, be ready to quickly re-evaluate and reset without losing valuable time.

So, let's dive into it. It's time to write down your goals. I want you to set 10 goals to accomplish...

...Within 6 months

1.

2.

3.

4.

5.

6.

...Within 5 years

1.

2.

3.

...Within 10 years

1.

I hope that this guide has motivated you and will continue to motivate you. Let it be a constant reminder that with clear direction, determination and hard work, you can achieve success. Trust me, the journey is worth it.

Now it's time to act!