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Trouble Keeping Your New Year's Resolutions?

Get some help here...

February 2006

Hello Small Business Owner,

This month's newsletter will be short and sweet. Did you set goals for your business for 2006? How are you doing on those plans?

If you're like 30% of Americans, you've slipped on your best laid plans by February 1st. Why does this happen and how can you prevent it?

Keep reading for some tips on implementing your goals for 2006.

Lynda Hess, Business Coach

Why Resolutions are so Hard to Keep...

...the list can include many things.

- no commitment to change
- low confidence in your ability to change
- you took on too big a change
- you don't manage TIME, time manages you
- you are motivated correctly
- you don't have anyone to whom you're accountable



Read below for some quick steps to implement to make sure you're following through on your best-laid plans.

How To Set and Attain Goals...

...that will stick

Most people have heard that goals must be S.M.A.R.T., that is Specific, Measurable, Achievable, Realistic and Time specific. Your goals should be all those things and MORE.

1. Goals must be written down. Goals that just live in your head are just that, DREAMS. Putting them on paper is the



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first step to giving them "feet".

2. Your goals must be able to be broken down into steps that you can do every day. If you want to add 50 clients this year, this means you need to add 4 clients per month or one per week. What will you do today that will contribute to finding a client by the end of the week?
3. You need to know how you're going to celebrate when you meet your goal. Will you take a vacation? Will you be able to see you family more? Select this positive motivator up-front and keep it central in helping you do the work of changing.
4. Lastly, have you told anyone else about your goal? Have you asked someone to call you up at regular intervals to check on how you're progressing? This is critical to staying motivated to work on your business.

It's Up To You...

...how this year will turn-out

One of the main reasons people don't carry through on their plans is they have no one who keeps them accountable. Just like a sports coach who helps you work on your game, a business coach can keep you focused on your business goals.

Before the year gets too far along, improve your goal-reaching and attaining. Contact us to work with someone who can help.

- [How is your business doing assessment](#)
- [FAQ's about Business Coaching](#)

About Us

Alpha Business Coaching helps small business owners who are working too many hours or not making enough money become "unstuck" and make their businesses prosper.

email: lchess@alphabizcoaching.com

web: <http://www.alphabizcoaching.com>

