

Goal-Setting System

Beat Yesterday

FREE
Sample
SET

FOCUS ON THE FIVE STEPS—CREATE. PROMOTE. SELL. DELIVER. EARN.

PUT WORK FIRST

Get up early, work late, and do everything possible to make my business and career a financial success.

I MUST PUT IN THE HOURS AND DO THE THINGS THAT PAY OFF PROFESSIONALLY AND FINANCIALLY

NUMBER 1 PRIORITY



4 MINI BOOKS



FINISH 10-4



300 GREEN DOT DAYS



50 PAID SPEECHES



LOSE 50 POUNDS



350 WORK DAYS



FAMILY NUMBER 1



100% COMPLETE



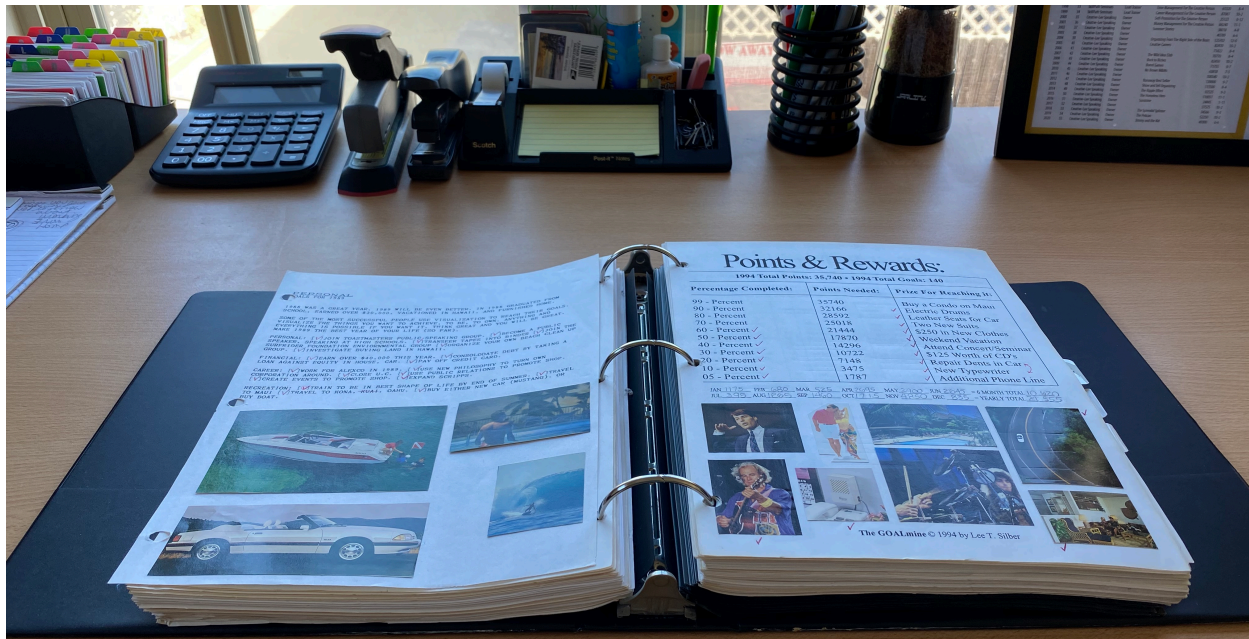
Sample Compliments of

LEE SILBER

The Winner's Edge

The Way Back Machine

I'll never forget the day my teacher (as punishment, I think) sent me to the library. While there I saw a book sitting on the table titled, *The Winner's Edge*. I thought it was about sports, so I picked it up. Actually, it was about the power of goals. I read it from cover to cover and set my first goal—make Honor Roll by the end of my first year of high school. Incredibly, I did—and every year after that.



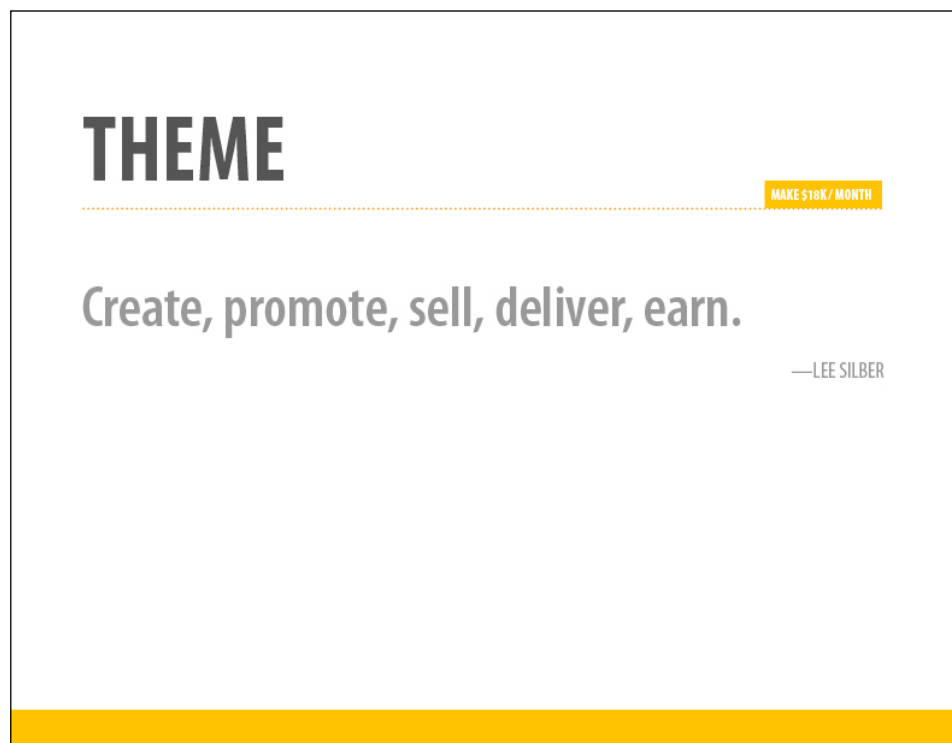
This is a photo of the earliest version of my goal-setting system which has evolved over 30 years.

Realizing the power of goals, I set and achieved all kinds of goals—move to Maui, open a surf shop, go to college, write a book, buy a house, and meet my soul mate—all by the time I was 25 years-old. That's how this system started.

Planning Your Year

The First Step

“Melts in your mouth, not in . . .” “Like a good neighbor, State Farm . . .” “Just do . . .” These slogans work because they’re descriptive, memorable, and focused. I believe it’s helpful to have an overarching theme and slogan for the year. It shapes your goals, drives your decisions, and keeps you focused. It’s also something you could share with others if you choose. Here’s mine for 2021.



There's no "wrong" slogan, but the best ones are just a sentence or two.

It couldn't hurt to write down or print out a pocket-sized card to carry with you for the first few weeks of the year to help you internalize your theme. Look at it often, and use it as a guide to help you share your vision and make good decisions.

Goals By Category

The Next Step

I'm sharing my goals with you so you can get an idea how one person does it. That said, I'm only trying to inspire you to find the way to plan your year that works best for you. Pick and choose what you'll use and customize it for yourself. You'll see in the sample below I have nine areas of focus, with a main goal for each—and a visual to go with each goal.



In the example note that I lay out exactly what needs to be done.

Specific goals with target numbers work best. For example, the goal of 300 Green Dot days ties in with my system of putting a green dot in my calendar if I exercise, eat healthy, and avoid any vices for that day.

Plan and Points

The Third Step

The next step I take is to plan for how to achieve each of my nine goals. (This one is for writing and publishing.) You'll also notice there are points attached to each task. The way it works is the more tasks completed, the more points earned. The points are tied to a reward system (which are explained on the next page).

FOCUS ON THE FIVE STEPS—CREATE. PROMOTE. SELL. DELIVER. EARN.

4 MINI BOOKS

Write and release four mini books to use for promotion.
Make each mini book look like a best seller.

NEED \$500 TO TURN ONE MINI BOOK INTO A PAPERBACK [\$500]



Having a quality mini book meeting planners and decision makers want and value, will read, and can pass on to their people makes it easier to reach out and build relationships.

STEP 1 → **STEP 2** → **STEP 3** →

HOME ALONE

A funny look at working from home that has unique and valuable advice that is simple and visual.

5000 POINTS

- ☐ Choose title design cover 100
- ☐ Make index card outline 100
- ☐ Design layout and start 100
- ☐ Write front / back matter 100
- ☐ Write first 15-25 pages 100
- ☐ Ask others to read / edit 100
- ☐ Publish, post, promote 100
- ☐ _____ 100

RESET YOUR LIFE

With life getting back to normal goal setting guide is just the thing people need to plan for the year ahead.

5000 POINTS

- ☐ Start over and pick 50 100
- ☐ Outline and script 50 100
- ☐ Design audio cover 100
- ☐ Write introduction 100
- ☐ Read rules / front matter 100
- ☐ Hire Wayne to record 100
- ☐ Upload files on Audible 100
- ☐ _____ 100

NEW AND IMPROVED

This mini book introduces compound innovation and how top brands remain relevant and popular.

5000 POINTS

- ☐ Keep tweeting products 100
- ☐ Write short summary 100
- ☐ Create a book cover 100
- ☐ Choose to 25 favorites 100
- ☐ Research and write book 100
- ☐ Hire Andrew for Kindle 100
- ☐ Create a PDF mini book 100
- ☐ _____ 100

DESIGN DO'S AND DON'TS

A step-by-step guide covering the rules of design and examples of how to apply them—and what to avoid.

1000 POINTS

SERIES OF FOUR NEW MINI BOOKS



Again, a specific number is better than words like “more” or “a lot”.

The caption under the main image on the goal sheet above highlights how it will feel or how I will benefit from reaching the goal. It helps to begin with the end in mind as motivating factor.

Points and Rewards

The Fourth Step

Years ago my parents participated in a loyalty program where they received green stamps for each dollar spent at various stores. When they filled a booklet with stamps they could cash it in and shop through a catalog of cool stuff. My idea is the same, create a catalog of things you want to do and have and you can have them when you've earned enough points by completing tasks. The harder the task, the more points it's worth.









FOCUS ON THE FIVE STEPS—CREATE. PROMOTE. SELL. DELIVER. EARN.

BEAT YESTERDAY

Focus more on finances, fitness, and family and less on volunteering and things that don't pay off in points.

GET INTO A WORK ROUTINE AND DO ONE MORE THING THAN THE DAY BEFORE—DAY AFTER DAY

POINTS TALLY

<p>NEW MARK BASS AMP</p>  <p>50,000</p>	<p>NEW STERLING BASS</p>  <p>45,000</p>	<p>NEW WARDROBE TRIP</p>  <p>40,000</p>	<p>NEW SECTIONAL COUCH</p>  <p>35,000</p>
<p>RENDEZVOUS WEEKEND</p>  <p>25,000</p>	<p>PLUNGE MEMBERSHIP</p>  <p>20,000</p>	<p>WAVEBUNNER RENTAL</p>  <p>15,000</p>	<p>MINI MOREY BOOGIE</p>  <p>10,000</p>

Do I “need” a new bass? No, but that’s the point. The rewards are for fun stuff.

Keep a running balance of points you can use to reward yourself with all the things you want—even if they’re frivolous, you earn them.

Monthly Motivation

The Fifth Step

I think one of reasons some people struggle with goals is they make an announcement on New Year's Eve, then that resolution fades after a few weeks. For me, breaking my annual goals down into things I can do each month is the key. It's about making something big and scary smaller and more manageable by turning it into a monthly thing to do.

JANUARY 21

Lose 25lbs. Finish Mini Book. Build Business.

1 PROMOTE / WORK

Work Days Beat 20 _____
Income Beat \$19K _____

- ☐ Watch 3-5 Wis How-To Videos 500
- ☐ Thumb Through Idea Journals 500
- ☐ New Remote Start With Saying 500
- ☐ Post 3-5 Writing Samples on Website 500
- ☐ Must Promote to All Index Cards 500
- ☐ Must Promote To All E-Mail Leads 500
- ☐ Put All RFP Deadlines in Calendar 500
- ☐ Five Posts on LinkedIn 500
- ☐ Five Posts on Facebook 500
- ☐ Five Posts on Instagram 500
- ☐ New Newsletter and Send 500
- ☐ Send Bonus Newsletter 500
- ☐ Update All Blogs / WordPress 500
- ☐ Update Fun Stuff Page on Remote 500
- ☐ Update Fun Stuff Page on Remote 500
- ☐ Send Out Life Planners to Leads 500
- ☐ Write / Design / Photos Mini Book 500
- ☐ Finish and Promote New Mini Book 500
- ☐ Update My Speaker Bio and Topics 500
- ☐ Ten Straight Work Days / 30 Total 500

2 HEALTH AND FITNESS

Workouts Lose 20 _____
Weight Beat 200 _____

- ☐ Blood Work / Consultation 100
- ☐ Use Appetite Suppression Pills 100
- ☐ New Blood Pressure Machine 100
- ☐ Have Foot X-Rayed 500
- ☐ End December 30-1 100
- ☐ New Blood Pressure Medicine 100
- ☐ Reach a 2,000 Calorie Day 100
- ☐ Reach a 1,800 Calorie Day 100
- ☐ Reach a 1,500 Calorie Day 100
- ☐ First bike ride after surgery 100
- ☐ Get Weight Under 200 500
- ☐ Get Weight Under 225 100
- ☐ Get Weight Under 215 100
- ☐ Get Weight Under 210 100
- ☐ Get Weight Under 205 100
- ☐ Play the Drums at Practice 100
- ☐ Have Stitches Removed 100
- ☐ Have Ethan Tested and Stay Safe 100
- ☐ First Workout after Surgery 100
- ☐ Use Slim Fast Shakes 2X Day 100

3 PERSONAL PROJECTS

Green Dot Beat 30 _____
Red Dot Beat 1 _____

- ☐ Take in Recycling for Cash 100
- ☐ Football Baseball Practice 100
- ☐ Maintain Field Schedule 100
- ☐ Earn \$100+ From Offerup Sales 100
- ☐ Do Nightly Lesson With Lee 100
- ☐ Help Ethan With Homework 100
- ☐ Go Through Index Cards For RFP 100
- ☐ Get Money From EDD on Time 100
- ☐ Spend Quality Time Evan / Baseball 100
- ☐ Parking Instruction With Ethan 100
- ☐ Spend Birthday With Andrea 100
- ☐ Get to First 10 Green Dot Days 100
- ☐ Get to Second 10 Green Dot Days 100
- ☐ Buy Bass Only If I Have 40,000 Points 100
- ☐ Go to Bend Early / Read Watch TV 100
- ☐ Write 25 Comments on Facebook 100
- ☐ Make Bed One Week in a Row 100
- ☐ Spend Less Time at Fields 100
- ☐ Learn Beatles / Practice With Band 100
- ☐ Read One Self-Help Book 100

4 HOME IMPROVEMENT

Projects Start 7 _____
Projects Done 7 _____

- ☐ Trim Mini Palm Trees 100
- ☐ Polish and Clean Drums and Chairs 100
- ☐ Honda Window Fixed / Submit Bill 100
- ☐ Clean and Organize Garage 100
- ☐ Fix Honda Fender / Window Tinting 100
- ☐ Clean All Bathrooms and Grout 100
- ☐ Change All Photos in Living Room 100
- ☐ Get Others To Help With Fields 100
- ☐ Clean Entire Fridge and Freezer 100
- ☐ Barn Fire For Old Receipts 100
- ☐ New Book and Files For 2021 100
- ☐ Top Soil, Seeds, Edge Fields 100
- ☐ Touch Up Paint Both Bikes 100
- ☐ Fill In Cracks and Paint Walls 100
- ☐ Clean and Weed Entire Court 100
- ☐ Clean and Update Computer Files 100
- ☐ Create a Cat Barrier in Front Yard 100
- ☐ Armor All Mini Interior 100
- ☐ Wipe Down Kitchen Cabinets 100
- ☐ Price Material and Wood for Deck 100

CREATE • DELIVER • PROMOTE • SELL • EARN

My monthly plan is basically a things-to-do list tied to my yearly goals.

In the boxes in the top right corner I keep track of how many tasks I attempted and how many I completed, as well as the points earned.

Keeping Score

The Final Step

I probably should have mentioned this earlier, but I am a competitive person who loves sports. Thus, there is some competition involved in this system—even if it is with yourself. This sheet (below) is used to keep track of your stats. The goal is to be better than before and win more days than you lose—by a wide margin.

BEAT YESTERDAY						2021
	GREEN DOT DAYS	WORKOUTS	SPEECHES	WORK DAYS	EARNINGS	
DECEMBER						
JANUARY						
FEBRUARY						
MARCH						
APRIL						
MAY						
JUNE						
JULY						
AUGUST						
SEPTEMBER						
OCTOBER						
NOVEMBER						
TOTALS						

After you've used this system for a year you can try to beat last year's numbers, month by month. Create your own custom score sheet.

The reasoning is, if you don't keep score, how can you tell if you're winning?

Lahaina, Maui

The Goal Man

As an avid surfer, one of my early goals was to live on Maui—which I achieved at the age of 19. However, I was no beach bum. I started two businesses, worked several different jobs, and still found time to volunteer for various causes. It was also during this time that I sat at my tiny desk in my one-bedroom condo and came up with this goal-setting system—and put it to use for the next 35 years.



My younger self driving my new jeep on Maui in 1985.

If it were not for my unique way of setting and achieving goals there is no way I could have founded five companies, written 25 books, traveled the globe as a well-paid speaker, and met and married my wife of 26 years. This works!

Keep in Touch

Lee Silber

If you need to reach me for any reason—to share your success with this system or talk about your struggles—don't hesitate to contact me. We can also work together and create a custom version of this system for you if needed.

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Please visit one or both of my websites.

www.leesilber.com

www.remoteworkerresource.com

If you would like me to do a live or virtual presentation based on this system and the story behind it, I'd be honored.

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