

# Are you deciding on the wrong business goals for 2014?



**This smart decision for business goals almost got away.**

Well, actually it did. It wound up with the other 586 emails in trash. But when my brain reminded me of its decision-making value, I quickly retrieve it. (Nothing like being saved from not hitting the trash delete key!)

My mind was focused elsewhere, but I let myself be distracted by a quick webinar from Jo Barnes who is a prominent online marketer. Jo's always gives great content. Even though she's not a candidate for clicking on the unsubscribe link, I don't always read her emails (Sorry Jo!)

**Here's what I learned from Jo Barnes that I want to share with you.**

As you reach the end of your business year, you'll be thinking of your 2014 business goals. For the most part you'll be looking forward. However, it may be painful to look back at what you didn't accomplish.

Jo was able to look back and see what she didn't accomplish as her lessons of 2013. Her lessons reflect the decisions she made in different areas of her business. Each shows a decision to put time and energy elsewhere, and that's not to say, those

decisions didn't produce results or increase income. But, it also left her with areas she now recognizes need attention.

## **One of the key steps in decision-making comes after the decision has been made –**

It's like Monday morning quarter-backing to see if you could have done anything different to get a better result. Or, in this case did the decisions you made lead to the goals you wanted to accomplish?

By being honest with herself about what she feels she did and did not do in 2013, allows Jo to more clearly decide on her 2014 goals, as well as, making her business even more successful.

Here's Jo's list of her **13 lessons from 2013**. Some may pertain to you others may not at this stage of your business. But, keep them in mind if you're goal setting for a profitable online business.

1. Not enough focus on list building
2. Not enough new products
3. Haven't set up systems/team (doing a lot by yourself)
4. Haven't worked fast enough (slowed down by being overwhelmed)
5. Gave myself too much to do
6. Too many launch style promotions (affiliate offers)
7. Haven't done enough testing and measuring
8. Haven't networked enough
9. Haven't segmented list/grow communities
10. Haven't done enough self promotion
11. Not enough focus
12. Haven't tracked ad campaigns properly
13. Haven't created enough of a work-life balance

I've included the link to Jo's original webinar replay of *Lessons Learnt in 2013*. It will only be up for a short time

so take advantage of hearing a successful online marketer share her lessons and how she's turning them into her 2014 goals.

<https://jobarnesonline.leadpages.net/lessons-learnt-13-replay/>

## **Two things you can do to avoid making the wrong business goals for 2014!**

1. Learn from those who have already faced the decisions you're about to make.
2. Take the time to look back at your 2013 business decisions. This will give you the clarity to decide which goals will bring you the most success in 2014.

**Wishing you Happy Holidays and a Successful 2014.**

Permission granted by Jo Barnes for use of her information.