

# Do you bring the mindset of goal failure into your business?



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ng a list of goals is easy. It's just another version of a Shopping List of what we want or need, or a To Do List of what we want or need to accomplish. Setting business goals are no different. Therefore, goal setting is not the problem, but a mindset of goal failure is a significant problem when it comes to business growth and profitability.

## What's a mindset?

A mindset represents your beliefs, attitudes, preferences, biases and habits that are your guides as to what to do and how you do it. When starting out, a mindset for goal setting is usually optimistic, positive and action oriented to move forward. Think, even despite

misgivings, there's a new and fresh attempt at setting goals with New Year's resolutions.

When it comes to business, goals are critical. Successful businesses develop a mindset based on goals and objectives where team members collaborate to achieve goals necessary for growth and profitability.

However, when it comes to solo business ventures by Internet marketers, the business mindset lacks team support. Business growth and profitability must rely on the mindset of its owner alone.

### **Why does goal failure happen?**

Some of the obvious reasons why Internet marketers fail to realize their goals are – no business plan to start with, a lack of experience in setting business goals, trying to accomplish too many goals at once, setting goals that are too vague, and not following through on actions steps.

All of these goal failure reasons can be remedied by any good goal training program or reading on how to implement SMART goals.

The greater problem is the mindset that undermines succeeding at goals.

### **The mindset of goal failure**

The mindset of goal failure comes from our beliefs about goals, about ourselves and what we are willing to do when it comes to succeeding at goals.

Here are some comments from those who have told me about their frustrations and why many of them don't set goals anymore.

- it's not as easy as I thought
- it's frustrating that it takes too much time to accomplish a goal
- I haven't been successful with personal goals, why should business goals work for me?

- don't have the time to write them down or follow up
- I need someone to tell me what to do every step of the way to accomplish my goals
- I tried it and it didn't work for me
- my success will come by putting myself out there more and getting greater visibility
- I do what works for me; I don't need goals
- goals are too structured
- I don't want to feel pressured that I have to devote all my time and energy to them
- goals don't allow me to be creative, spontaneous or flexible
- once I get distracted, it's hard to get back to focusing on a goal
- I only need a new goal when business slows down
- sometimes they worked, most of the time they didn't; not worth the hassle
- goals remind of the things I haven't accomplish
- I like to keep my goals vague, that way I can take advantage of any new opportunities

As you can see there're lots of reasons and rationalizations to support a mindset for goal failure.

If you recognized any of these as your own, then you're left with either having to be content with your business the way it is or consider changing your mindset.

Here's where you have to weigh the value of the discomfort, inconvenience and frustration that goals create against the positive value and results of goals that can contribute to the growth and

prosperity of your business.

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