

Stephen  
PIERCE  
International, Inc.



# **“Stephen’s Goal Get ‘em Report”**

*“Good is the enemy of Great and  
Great is the enemy of what’s possible”*

– Stephen Pierce

## **Master Resell/Giveaway Rights**

**You do have the right to sell this report, offer it as a bonus in your packages, (digital or physical) give it away for free to your clients, on your blog, with material you send out, etc. You also have the rights to pass these rights along to anyone who received this report.**

**You do not have the right to change the content in any way or quote it without giving credit to the author.**

**Enjoy!**



**Stephen Pierce**

**© 2008, Impulsive Profits Inc., & Stephen Pierce International**

**ALL RIGHTS RESERVED.** This book contains material protected under International and Federal Copyright Laws and Treaties. Master Resell Rights as details above.

**A**ccording to the Association for Training and Development, we have a 95% chance of actually hitting the goals that we set for ourselves when we have someone we are accountable to. This Special Report outlines steps that you can and will want to take to ensure that you're meeting your goals. Most people know how to start stuff but very few people know how to complete stuff. So while it would seem appropriate at the beginning of this report to say let's get started.... I prefer to say let's get completed!

---

### **1. Find an accountability partner.**

This includes a business associate or a family member who can hold you accountable, someone that you can have a huddle with. If you already have business partners or business associates, it's a good idea to share this with each other so that you can keep that person accountable and you, yourself, can be held accountable.

If we're not held accountable and we're not checking in with somebody, or somebody isn't checking in with us, then the likelihood of us hitting the goals we set for ourselves diminishes big time.

Our company holds our entire team accountable for specific numbers and specific results on a day-to-day basis, because it's the day-to-day things that each team member is doing that ultimately drives the larger goals.

One of the things that you constantly want to make sure of is, “Is this activity I’m engaged in right now moving me closer towards the larger objective?” If not, then you need to make some changes and get yourself back on track.

The whole purpose here is to find out what the good things are that we are doing what positive directions we are moving in, because there’s always something to celebrate in regards to our small victories.

Sometimes we have a tendency to have a negative bias, where we tend to be overwhelmed or just pay attention to the things that aren’t really going that well. But we really do ourselves a great injustice when we do that, because there is always something good that’s going on.

---

## **2. Find out if you are stuck.**

All of us are going to be challenged, and like I tell people, the only people that aren’t challenged are stuck or are people who aren’t really doing anything. So to be challenged or to even to be stuck someplace means that you’re looking to make progress and that you’re moving forward.

In our company, we look to get beyond those particular failures and challenges and the things that tend to stand in the way. We always look

at what's been accomplished first, and then we look at the daily measurements.

What is your daily measurement?

What numbers are you looking at every day?

If you're doing this with yourself daily, you'll know in advance what your numbers are and if you're on track.

I'd like you to acknowledge when you are stuck. Like I said, being stuck is not really a problem, because when you're looking to make progress, you get stuck. Figure out how to get unstuck and move on.

---

### **3. Create a weekly / monthly pulse for your company.**

In our company there are weekly pulses that generally last around 90 minutes. We look at:

- ✘ Score cards
- ✘ Higher levels of return on investments
- ✘ Creating headlines that entice and give forms of celebration
- ✘ Reviewing every team member's hit list of items that they were committed to in the prior week

---

#### **4. Create an issues list.**

We also look at an issues list:

- ✘ We identify any particular issues.
- ✘ We list them.
- ✘ We organize.
- ✘ We decide which ones are most important to get through to move forward.
- ✘ We look at solving those issues.
- ✘ We close out the meeting and recap meeting highlights.
- ✘ We commit ourselves to moving forward.

---

#### **5. Get clear about your objectives and focus your resources.**

The reason that weekly and monthly meetings are important is because everybody has to be clear on what it is they're moving towards. The moment you get clear on what it is you're moving towards, everything that you're focusing on actually acts as a strategic filter that allows you to see what's relevant and what's irrelevant.

You see, a lot of different things are going on in the Internet marketing community and online and in business and across the world, but not all of it is relevant to you.

Once you're clear on your objectives, on what matters and why it matters and that it's worth actually going forward, you can breathe again.

In other words, you can be a little bit more relaxed and less stressed out about all these other things that are going on around you, because some things may be exciting, but they're irrelevant. You don't really have to pay attention everything around you!

Once you're really clear on your objectives, you can then concentrate your resources on those very specific items; whereas, if you don't have clarity, your resources become defused and they're all over the place. And thus, you don't get the kind of impact that you can ultimately get.

---

## **6. Be consistent in your actions and recommit every day.**

Once you're clear and your resources are concentrated, then all you have to do is just be consistent with your actions on a day-to-day basis.

I would venture to say that if you have already made a choice that whatever it is you're looking to accomplish individually is worth going through the process, then it is worth the commitment.

You have to recommit yourself on a day-to-day basis, because it's not really about feeling like doing each task. It's about understanding that it's worth doing, so you now continue to do it on a day-to-day basis.

I'm sure you can agree that we make the choice, but one of the things we have to remember every single day is that in order to succeed, we not only have to have the courage to start, but we also have to be committed to continuing to following through and finishing. And that happens on a day-to-day basis.

Some people can be great starters, but they're horrible finishers, which used to be the tune of my life. I used to start things but get bored and bail out, and then just look for something else more exciting to start.

We don't make a one-time commitment. We renew our commitment every single day. Every time we wake up in the morning, we renew our commitment to following through on what it is we're doing and to the idea that this is worth it. So, "Whatever it is I'm stuck on, I'm going to work this thing out, and I'm going to make sure that whatever it is I'm looking to materialize in my life, it's materializing."

This is something that every successful person goes through, and believe it or not, people that don't succeed go through the same thing. But their commitment is not to see it through. Their commitment is to quitting and they are going to give up.

Their courageousness is more into the things that may not work and will not work, versus what it is that's possible, and they tend to settle for something being 'good enough'.

By the way, that is NOT my personality and it's not one that I want you to have. Maybe you've read Jim Collins' book Good to Great where he talks about good is the enemy of great. But I'm also a believer that great is the enemy of what's possible.

Some people become content with what's good, or satisfied with what's great, and they never become excited and enticed and compelled to move forward by what's possible.

Sure, we can have some good things, but I don't want us to be satisfied. If anything, I want us to have an inspirational dissatisfaction, where it's like we appreciate it and we have gratitude, but we know that there's more that we can experience, so we continue to strive.

---

## **7. Celebrate your progress.**

Even when we have something that's great, we celebrate that, but at the same time, we know that more is still possible. So, we continue on a day-to-day basis to confront those new possibilities.

If you think about the world today, about technology and where we are with the transportation system and where we are with technology, like cell phones and the Internet and iPods, and all these different and incredible things, all of them came not out of somebody settling with what's good and what's great, but they came out of somebody being inspired by what's possible.

Whether it's the Sony Walkman many, many years ago, or it's the over 70,000 different inventions from 3Ms lab based on polymer chemistry, or something as exciting as the iPhone, the iPod Touch or iTunes itself, or the Internet and all the incredible things that are happening on the Internet, it's all coming from what's possible.

I want you to know that every single one of us has an equal opportunity. Life favors no particular person and success knows no prejudice.

As you listen to me and as you live and breathe, you are just as deserving of success as myself, as a Bill Gates, or as anybody. But at the same time, you're no more deserving of success.

See, here's the kicker. Life does not give us what we deserve. Life gives us what we go claim. And claiming is a proactive process that we have to engage in every single day.

We can state that we're going to claim it, but then we have to go out there and actually make it happen, and understand that when certain things don't necessarily happen on time, or certain things fall behind schedule, or there are certain kinks or obstacles we need to get around, that's all par for the course.

When a guy or lady goes to play golf, they can't complain about the woods or the sand or the water, because they already see that that's there. They try to stay out of it.

But here's the thing. If they go into the sand, they already have an idea on how they're going to get out of it. If they go into the woods, they already have a contingency plan in place on how they're going to get out of it. They don't like it, but they know they can get out of it and they can still win the game.

This is a process, and this process is an ongoing journey of continuous, unending progress that every single one of us should enjoy every step of the way. There are certain things that happen that we don't necessarily feel good about, but because we know that it's worth it, we go ahead and we endure it and we keep on moving forward.

You have our unwavering support every step of the way throughout your process. One of the ways we want to demonstrate that is by

encouraging you to have weekly huddles with someone, if not with us, then with someone who will hold you accountable for your action steps.

Once your progress moves forward, add the same weekly or monthly pulses we use, which are exciting because of what you'll actually do there, as far as the learning and the reporting.

---

**SUMMARY:**

- 1. Find an accountability partner.**
- 2. Find out if you are stuck.**
- 3. Create a weekly / monthly pulse for your company.**
- 4. Create an issues list.**
- 5. Get clear about your objectives and focus your resources.**
- 6. Be consistent in your actions and recommit every day.**
- 7. Celebrate your progress.**

Talk about what's up and about something good that's happened. If nothing good has happened business wise, talk about something good that has happened personally. Maybe you lost a pound, or maybe you gained a pound! Find something good, because there's always something good happening, and then celebrate it!

Know your numbers and keep a record of your daily measurements.

If you're stuck, know what the bottleneck, roadblock or barrier is. Know the primary obstacle that you feel is holding you back so that you can address it and MOVE FORWARD.

**Talk to me! I want to hear from you...**

<http://www.talkbacktostephen.com>

**...tell me your goals, together we will achieve what's possible.**



## Mr. Stephen Pierce

**Stephen Pierce** is recognized as one of the world's leading Internet Marketers and Business Optimization Strategists. He is considered one of today's top authorities on creating rapid wealth using the Internet and his name is synonymous with success.

Stephen wears several hats when it comes to his businesses. He is the **CEO of Stephen Pierce International, Inc.**, and the mastermind behind **DTAlpha**. In addition, he is a coach, a facilitator, and a Certified Accelerated Innovation Trainer.

Stephen serves as keynote speaker at events across the globe, from the U.S. to the U.K., from Australia to Asia, and everywhere in between. His instruction is based on time-tested, proven, solid techniques coupled with his motivational, humorous, and down-to-earth method of delivery.

Stephen has personally overcome obstacles of homelessness, bankruptcy, and being shot. He instinctively knows how to zero in on solutions to business and personal challenges with an instinctive ability to help others tap into the ideas, strategies and knowledge they need to reach success in their business and personal lives.

Contact [www.piercesupport.com](http://www.piercesupport.com) for information about his websites, programs, conference and speaking schedules, products and visit the link below to grab his newest book absolutely **FREE** (just pay shipping & handling).