

## Chapter FIFTEEN



### Setting Goals in the Energy of BEE-ing

*“Energy is the essence of life. Every day you decide how you are going to use it by knowing what you want and what it takes to reach that goal, and by maintaining focus.” —OPRAH WINFREY*

AFTER you have created your BEE-ing Attraction Plan, it is time to get into action.

Your BEE-ing combined with action will set into motion your ability to attract. In other words, if you take no actions then your chances of attracting what you say you want are drastically reduced, and it is possible you may not attract anything at all. In this chapter, you will learn a new way to combine your goals with your BEE-ing, which will inspire you and makes your daily actions more enjoyable—less struggle, less feeling of hard work. You will feel the reward of your efforts in terms of achievement and success as well as inner fulfillment.

To set your goals, the same principles apply as on your BEE-ing Attraction Plan. By starting with your BEE-ing Attraction Plan first, and who you get to BEE every day to attract it. Additionally, by identifying what makes you tick you are in tune with what is most important to you in life and you will want this to be reflected in your business goals and actions. Clarity, focus, and a deeper understanding apply to setting your goals as well.

*“I’ve gotten a lot clearer on what I want, and the refinement of my BEE-ing Attraction Plan has helped me to get specific about my money and client goals. I hadn’t actually written them down! They are now part of my plan.”—Phil*

Your plan has given you a deeper understanding of yourself, and from this place your business will begin to align itself with you. You may have experienced the effect of your business before you chose to be in alignment with your purpose and what is important to you; if so you probably noticed that you were not as happy, fulfilled, or satisfied as you would like to be and perhaps you felt burned out after a period of time. No longer sustained by the adrenalin rush of BEE-ing everything to everyone, you became attracted to this body of understanding and were drawn to learn how to align your business goals to become a match for your inner goals. In essence, you made a conscious decision to align your business goals with your soul and commit to BEE-ing on the path of developing your heart-centered business.

*“Just writing my goals for the day and taking action daily helps me get to the larger goals without getting overwhelmed.”—Sharon*

### **Why allowing rather than achieving?**

Setting goals is nothing new. After all, you weren’t born yesterday; you were taught to set a goal from the time you learned to walk. As you went through your early years of school and training, goals were set and achieved. School is over now—you are not here to learn anything new. You are here to turn the skills you already have into ones that might become more fruitful or perhaps bring you new successes. If you desire to have success with the goals that you have been dreaming of and still not manifested yet, then you might be reading this wanting to learn something new. Allowing is the way, achieving is the old method of doing business. The good news is that it is time to stop working to achieve and time to start allowing yourself the rewards now. The one thing that will bring you real success in manifestation is when you first **allow** it to happen.

### **What would it look like to allow?**

- Allowing looks like giving yourself permission to have the outcome you desire before the goal is completed.
- Allowing looks like being able to activate all of your senses of the goal being fulfilled, such as to see, smell, feel, touch, resonate, align, and actually BEE the goal before it has happened.

*Tiger Woods' dad asked him when he was just a young boy starting to play golf how he hit the hole so easily, to which Tiger Woods replied, "I just see it first Daddy, and then I hit the ball."*

### **Not knowing is a plus!**

You might be feeling that you are unsure of your goals. That's okay to not know! In fact, you might consider it a plus or a positive place because you can be truly creative and anything is possible. Use this chapter to help you to formulate your specific goals and begin to focus on the results that you want to achieve.

### **It's about flowing in rather than pushing out.**

While learning this method of setting and achieving goals, it will be an opportunity to let the ideas start to flow in rather than push them out. The intention is to go with the flow of the Universe and to be in perfect time. There will be plenty of time ahead for getting the energy that will have your goals become successful.

In the Law of Natural Time, everything has a time and place. Time is relative to getting your goals accomplished; sometimes there is a delay in receiving the results. By taking consistent actions towards your goals, you will eventually receive what you want to attract or something better will come your way. Often the results of your actions will steer you into a different direction completely, however, that is part of the process. Trust the process and allow things to come to you naturally.

### **Trust your intuitive sense of your goals.**

When setting your goals always listen to your intuitive sense before taking actions. Your intuitive sense is also known as your "gut feeling" as discussed in the previous chapter. For example, if you started to write down a goal but you hesitated before writing it down, ask yourself why you hesitated. If you have a goal that you have written down, yet discover that you cannot get motivated to move forward, then this is not the right goal for you. Your intuition is telling you to go in a different direction or that this goal is not in alignment with your purpose or path. Learn to trust your intuition, which is always going to guide you to what is right for you.

### **Tell the truth and be honest with yourself.**

It is important to be honest with yourself and others about your goals. *Setting Goals in the Energy of BEE-ing* Its will be minimal, if any. Other people's opinions on your goals are not true for you. So tell the truth before declaring your goals to others.

Be persistent and never give up. Stick with your goals even if you find that they are harder than you thought they would be, or even if you start having

doubts about your ability to succeed. Your persistence is important and builds strength inside of you by going beyond where you thought you could go.

### **Big goals attract big challenges.**

Remember that the bigger the goal, the more you will be challenged. You will be tested by these challenges and it will determine your commitment. Use the challenges to get stronger and you will be able to play a larger game.

When you set a big goal, you may come face-to-face with your own fears. Fear is not real; it is imagined and is something that you learned from others. The only way that fear can be transformed is through self-love. Establish a self-love ritual, such as the Emotional Freedom Technique (EFT) or other energy releasing processes to help you walk through your fears or other emotions that may be arising around the goals that you set. (Free video on EFT and the Law of Attraction go to:

<http://www.perfectcustomers.com/margaretlynch>

### **The Purpose of Goals**

- Goals direct your focused attention and intention.
- Goals must be written down or they are just ideas.
- Goals are something that you are really interest in and passionate about.
- Goals are something that you are willing to work hard to make happen.
- Goals facilitate momentum being built.
- Goals must be distinct in their purpose; they can be grouped into the important categories of your life such as personal, business, health, well-being, spiritual, emotional, family, friends, marriage, financial, career, etc.
- Goals require daily action.
- Goals are the solution to the problems you are having.
- Goals are the answer when you do not know what to do.
- Goals must be reached for daily!

### **Desires and Wishes**

- Desires and wishes are your daydreams, and are perfectly okay—just don't confuse them with your goals.
- Desires and wishes are things you want, or places you want to go, yet you will probably never take an action or set a goal to achieve.
- Desires and wishes are not goals.

### **Goals Strategy**

- A goals strategy includes where to start, the middle, and the end result.
- A goals strategy has a timeline.
- A goals strategy is the map that guides you in achieving your goals.

### Energy of BEE-ing

- BEE-ing is about the part of you that helps you cross the finish line or start a business or purchase a house. Your BEE-ing is the essence of who you are in the world; it is what people know you for and it is what you want to be known for as well.
- BEE-ing produces energy, and that is what people feel when you connect your soul to your goals.
- Taking actions in the energy of BEE-ing produces the results that you desire to achieve.

### Here are your guidelines for setting goals in the energy of your BEE-ing:

1. To start, select one goal. Use the criteria listed on the previous pages. Be specific and write it on a piece of paper. Writing your goals down is a very important part of this process.
2. Create a BEE-ing statement in the same way that you created one when working with the BEE-ing Attraction Plan in Part 4. Make it a title if you like and be sure it is something that inspires you and makes you giggle with delight! This is who you will be BEE-ing when you are working on your goal.
3. Next identify the action steps that will accomplish your goal. Write the actions down underneath your goal. Be specific. Give a timeframe in which you accomplish this action. Below is an example of the setting goal process that Jan used to complete the writing project of this book:

**My BEE-ing is:** I am BEE-ing a channel through which the impossible becomes possible.

**My Goal is:** to complete writing my book by March 4th.

#### My Action Steps:

1. To identify where to add additional stories to each of the chapters by Tuesday
2. To identify the testimonials that I want to use in each chapter by Tuesday
3. To insert the stories and testimonials into the chapters by Wednesday
4. To review each chapter and make revisions by Saturday
5. To write the last two chapters by Sunday

Once you identify your goals, you can add them to your BEE-ing Attraction Plan on Part 3. You will want your BEE-ing Attraction Plan to reflect your goals as a reminder of what is important to you, also to connect your goals to what makes you tick *and* your BEE-ing declarations.

*“I set a goal of attracting one hundred participants in my Twitter Smart class within the next seven days. Then I created my BEE-ing as the “Marketing Magician.” From that place of BEE-ing, I took the actions required to promote the class, such as set up the event in my web site, establish the date and time, write the copy for the promotion, and then send it out to my list. Within five days eighty people registered for the class.”—Alan*

The next part of your action steps involves focus and dedication to keep on keeping on! Be persistent and keep reaching for your dreams and aspirations. You will never know how some of your goals will be manifested; however, what is clear is that consistent action taken towards the fulfillment of your goals, from the place of your created BEE-ing, will produce energy. This energy is what will help you to stay connected to your desires and will fuel your enthusiasm. Your customers will feel this energy of your BEE-ing because it is very attractive. People want to do business with people who are successful and reaching for their goals. Your perfect customers want what you want and feel it when you are making an effort to reach a goal. They want to help you get there.

When you reach 75 percent of your goal, such as Alan did in the example above, it is time to set a new goal! To keep the results happening requires reaching for your goal and it requires a new BEE-ing to have a 100 percent success.

For example, when Alan had set his original goal of one hundred participants in his class within a week, after he had seventy-five registrations it was time to up his goal. Why? It takes a new goal and a new BEE-ing and new actions to reach to the next level.

*“After reaching for my goal of one hundred people and having so many registrations, I now set my goal to be two hundred during the next week. I created my BEE-ing as “the Exuberant Unstoppable Marketing Magician.” Now this week I will take new actions so that I keep on reaching for my new goal. By setting my goal and BEE-ing, I can see there are some new actions that I have not taken yet that will allow me to reach even farther than before.”—Alan*

**When you are setting goals that are in alignment with your BEEing** Attraction Plan, you will be able to determine the best, most attractive action to take. For example, in Alan’s example above, just the act of setting a new goal and BEE-ing gave him new ideas and insights that he had not utilized yet in his

promotion goal. The act of reaching for your goal sends out an energy that is felt by others who are sensitive to your vibe. Remember, your perfect customers want what you want and will also want you to succeed in reaching your goals.

### **Actions are not your goals!**

Are you someone who lives by your to-do list? Many people make elaborate lists of things that they must do and think that these actions are the same as their goals.

For example, Shirley had a goal of connecting with her clients and promoting her services through a monthly newsletter.

Her actions steps involved researching newsletter formats, creating a format for each newsletter, gathering news and items for the first newsletter, writing the newsletter, creating a subscription list of her clients, then ultimately sending it out.

Since Shirley had set the goal of connecting with her clients, she can feel the sense of pride that she had when her first newsletter went out. If she had only focused on checking off her list of to-dos, she would never have reached a goal because there will always be more to-dos. When you feel overwhelmed or unappreciated it is because you have not established goals to focus on and get caught in the endless cycle of your never ending to-do list.

### **Dazzling distractions or attractive actions?**

Additionally, when you are undecided about something or about which direction to go, it is because you are not connected to what makes you tick. When you are not connected to your BEE-ing Attraction Plan and what makes you tick, then you may be dazzled and go off your path. In these times, you may become distracted. Any activity or project that takes you off your path and away from what makes you tick is called a *dazzling distraction*.

Your BEE-ing Attraction Plan together with your Goals Strategy will keep you focused on your game and taking attractive actions that are in alignment to what makes you tick, which is your true purpose in every business activity.

### **Who are you BEE-ing when you take actions on your goals?**

Lastly, when you are rooted and grounded in what makes you tick and you are taking actions from your BEE-ing, you will create what marketers and branding experts call a **buzz**— a term that fits in so well with the analogy of the bumblebee! Your business will thrive like a bee hive does when the bees are working to produce the honey.

*“When the bee buzzes onto your path, it’s a reminder that with hard work and a firm commitment to building your dreams, a sweet outcome is*

*assured. The bee is a symbol of luck, so expect miracles and your life will be victorious and sweet. Remember that you also create your own luck. That is, effort is essential as you progress along your path in order to make your dreams a reality. The bee is an industrious, busy creature that's always making honey. The bee 'gets busy,' and that honey will soon be yours. The bee is always a fortunate omen."*—Colette Baron-Reid

Attractively with LOVE and GRATITUDE,



**Jan H. Stringer and Alan Hickman**

Co-authors, *BEE-ing Attraction: What Love Has To Do With Business And Marketing*

Give us a call if you have any questions or would like to connect. 505-474-5348

[alan@perfectcustomers.com](mailto:alan@perfectcustomers.com)

[jan@perfectcustomers.com](mailto:jan@perfectcustomers.com)

*What makes us tick is working with people to discover a deeper connection to create heart-centered lives and businesses.*