

Push Goal! chalene johnson 30-DAY CHALLENGE

Reverse Engineering Your Push Goal Worksheet

List your PUSH GOAL:

Conduct a brainstorm:

Open a document or use pen and paper to create an exhaustive brainstorm. Be sure to keep your brainstorm for future reference.

Initial Research List:

List those tasks that relate to initial research to determine practicability/risk vs benefit of my PUSH goal (list in chronological/sequential order according to importance.

Pro's and Con's:

Make a list of Pro's and Con's of pursuing PUSH goal based on items thoroughly researched in Initial Research List.

First to Last:

Take the remaining items from your brainstorm and list them according to what should/must be done in order of sequence; first to last.

2 to 3 tasks per day:

Begin scheduling 2 to 3 tasks per day from the list created above.

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Reverse Engineering Your Push Goal Worksheet Example

Use the example of reverse engineering below to more fully understand the process of deconstructing your PUSH goal. Remember the more exhaustive you can be in your brainstorm, the more small actions steps you'll have.

Each task or idea that comes to you, no matter how big or how small represents forward progress. Actions steps should range from tasks that take 5 minutes to those which take a few days. Anything that requires more time should be broken down further.

Your goal is to do 2 to 3 things a day which require very little time, but which move you in the direction of your objective. Even if your list has 730 items on it, at a rate of 2-3 small tasks per day, in less than 12 months you will have Mission Accomplished!

Persistence and consistency is easy when you have a small, do-able action step to take each day.

1. List your PUSH GOAL:

Build a small business (accounting services) to exceed my current income/benefits and quit my current job.

2. Conduct a General brainstorm: (without regard to chronological or sequential ordering)

Create a list of at least 10 potential business names

Reserve a domain name for my website – and a few similar names

Research start-up costs

Research potential earnings / industry rates / profit margins

Begin networking locally with my “target market”

Define my target market

Logo design

Web design

Web hosting

Google “accounting service business start-up”

Find resources like articles, blogs, how-to videos, books, etc on starting an accounting firm

Social media presence – open Twitter account, Facebook account

Take an on-line social media course

Apply for a Tax ID number

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Reverse Engineering Your Push Goal Worksheet Example

Open business banking account
Contact several past clients – ask for their referrals
Research and study top accountants
Network with top accountants
Study/interview top accounting service providers
Start a blog
Figure out why many individual accountants fail each year
Consult with a business coach
Learn more about blogging for this type of service
Research top marketing practices of small business accountants
Offer free advice/services to friends/associates who meet my target demographic
Research software costs
Research average similar home office business expenses
Research money saved by eliminating commutes, child-care, eating-out, etc.
Research cost of new computer/laptop
Determine the amount of money I need to make in order to give my notice at work
Give my two weeks notice
Takes a sales training course to learn how to better sell myself
Take a public speaking course like toastmaster to be more comfortable w/public speaking
Create a list of my top friends and family members to help me market my business
Research zoning/county regulations re: operating home business
Professional headshots
Hire (elance.com) someone to write a great bio/copy for my website
Business cards
Letter head / Corporate identity
Set a goal of how many clients I will need to replace my current income
Become more knowledgeable in my field of accounting
Collect testimonials (both written and video) from past clients
Research business insurance
Research how technology or changes in my field are affecting private accountants
Research costs/filing fees to form a corporation (S-Corp, LLC, or INC)
File corporate documents and fees
Launch Website
Promote website and services via networking and relations built in social media
Make 5 cold calls a day to potential customers
Create a separate phone line for business
Create a fee schedule to be listed on my website
Interview past clients to learn what I can do better
Create a poll on my Facebook page to better understand what people are looking for from their accountant.

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3. List those tasks that relate to initial research to determine practicability/risk vs benefit of my PUSH goal (list in chronological/sequential order according to importance).

Google "accounting service business start-up"

Find resources like articles, blogs, how-to videos, books, etc on starting an accounting firm

Study/interview top accounting service providers

Research start-up costs

Research potential earnings / industry rates

Research money saved by eliminating commutes, child-care, eating out , etc.

Research cost of new computer/laptop

Determine the amount of money I need to make in order to give my notice at work

Research zoning/county regulations re: operating home business

****Once I have all the above info, if I'm not 100% certain the risk outweighs the benefit, I will invest in a few sessions with a business coach ****

4. Make a list of Pro's and Con's of pursuing PUSH goal on items thoroughly researched in step 3.

PROS

Increased flexibility – wrk days/hrs I want

Far greater earning potential

Creativity of services/work environment

Be my own boss

Software makes much of the work easier

I have savings to cover all start ups

I can keep my job while I build my biz

CONS

More hours devoted – business development

No guaranteed pay

?

Everything falls on my shoulders

Software is creating less demand for my work

Start up costs are more than I thought

5. Take the remaining items from your brainstorm and list them according to what should/must be done in order of sequence; first to last. (Assuming the research from actions steps listed in number 3 substantiate the pursuit of your PUSH goal.

Run some ideas for a business name by several successful business owners

Decide on a business name

Reserve a domain name for my website

Research start-up costs

Research potential earnings / industry rates

Begin networking locally with my "target market"

Define my target market

Logo design, Web design

Google "accounting service business start-up"

Find resources like articles, blogs, how-to videos, books, etc on starting an accounting firm

Social media presence – open twitter account, facebook account

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Create a poll on my Facebook page to better understand what people are looking for from their accountant.

6. Begin scheduling 2 to 3 tasks per day from the list created in number 5.