



Self-Leadership

The Gateway to Greatness

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The secret to success in Q4

If you want to succeed in the final quarter of 2023, you will first have to define success by writing your Q4 goals

Imagine it is December 31st and you are sitting down to review your goals for Q4. Imagine how you will feel that you not only hit all your goals but exceeded most of them. Imagine the pleasure of realizing you really do have this whole “entrepreneur thing understood and, at least one quarter, you can stay on top of it and get ahead.

Many entrepreneurs fail to achieve their business goals because they do not regularly review and update their goals. This can result in a lack of direction and motivation, as well as a failure to identify and address areas where improvement is needed.

For example, a t-shirt shop set a goal for Q3 to increase website traffic by 10%. However, at the end of the quarter, they realized that they had only increased traffic by 5%. This was due to a number of factors, including a lack of new content and a failure to optimize their website for search engines.

The solution to this problem is to regularly review your goals and set new ones when necessary. This is especially important at

the end of each quarter, as it gives you a chance to reflect on your progress and identify areas where you need to improve.

Going back to our t-shirt entrepreneur, she realized that she needed to review her goals and set new ones for Q4. She

decided to focus on creating more high-quality content and on optimizing her website for search engines.

So, what should you do? First things first. Take some time to review your Q3 goals, take some time to reflect on your progress. What goals did you achieve? What goals did you fall short of? Why?

Once you have a good understanding of your performance, you can start to identify areas where you need to improve.

Your next step for setting goals for Q4, is to make sure that your goals are realistic and achievable but also inspire you. Consider your progress in Q3, as well as your overall business objectives. What are the most important things that you need to accomplish in Q4 in order to achieve your overall goals?

GOALS PROVIDE A SENSE OF DIRECTION AND A TARGET TO STRIVE FOR. WITHOUT GOALS, YOU ARE LIKELY TO WANDER AIMLESSLY. BUT WITH GOALS, YOU HAVE A CLEAR VISION OF WHAT YOU WANT TO ACHIEVE AND A PLAN FOR HOW TO GET THERE.

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Here are some tips for setting effective goals:

- Make sure your goals light you up. If you cannot talk passionately about your goals to your best friend, it is going to be a slog reaching them.
- Make sure your goals are specific, measurable, achievable, relevant, and time-bound.
- Break down your goals into smaller, more manageable tasks.
- Set deadlines for each task.
- Prioritize your goals and focus on the most important ones first.
- Track your progress and make adjustments as needed.

Once you have set your goals, your third step is to develop a plan for how you will achieve them. This may involve developing new marketing campaigns, hiring new staff, or expanding your product or service offerings. Perhaps you just have to learn some new skill.

Our t-shirt lady might start by creating a content calendar for Q4. She might plan to publish two new blog posts per week and to update her website's homepage with fresh content every month. She can also hire an SEO consultant to help her optimize her website for search engines.

By regularly reviewing your goals and setting new ones when necessary, you can ensure that your business is on track to achieve its overall objectives. This will help you to stay motivated and focused, and to make the necessary adjustments to your plans as needed.

Our apparel entrepreneur might have an outcome where by the end of Q4, she increased website traffic by 20%. This might be because of the new content that she created and the SEO optimization that she started.

Now you may or may not have the same success as our fictional t-shirt business but I can assure you that when you have clear goals and clear steps to achieve them you will get much closer to achieving what you want and having a thriving and flourishing business.