



**In With  
A Boom**



**The Adventure Begins!**

# The Goal Setting Quickie Cheat Sheet

**Step this way...**



## Use The Kaizen 3 Step Method

### To Get What You Want

Tell me what you want, what you really, really want... then apply this simple kaizen 3 step method to learn how to get what you want!

Now, I must warn you, what I am going to share with you today is very powerful IF you get off your butt and put the work in. If you just read this post then file it away as useful information, it ain't gonna work.

If you are a regular around these parts, you will know that I'm a doer, I decide on what I'm going to do and I make it happen. Like the time that I thought, I'd like to write a book... within 6 months it was written, edited and published and hitting the number #1 category across all Amazons market places (true story, [get your copy here](#) \*cheeky wink!\*)

Or like the time I decided I was fed up with working in the pub and wanted to go and work overseas, it was just 6 weeks from the day I decided I had had enough to the day I landed in Japan.

Or the time after the big Tohoku earthquake, I made a huge decision to move from selling physical goods to having an online business model. Within the year I had launched a new brand, a new website and an online course.



## **Use The Kaizen 3 Step Method**

### **To Get What You Want CONT...**

Now these things didn't happen by magic, they happened by intention! This is not some magical formula, this is the way many successful people work whether they realise it or not. I know for a fact that [Superlucky Di](#) uses this method for her comping wins (she is one of the UK's most successful compers!) and Denise Duffield Thomas uses and teaches a similar method over at [Lucky Bitch](#) where she manifested a million dollar company!

Like I said, use it properly and you will get results.



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## Step 1 of my kaizen 3 Step Method

### Set Your Goal

The important thing to remember here is that you need to be VERY, VERY specific. Let's look at some examples:

I want to make lots of sales

vs

I want to make 300 sales by the end of the year.

or

I want to make enough money to write off my debts and pay for a holiday

vs

I want to make \$10,000 to pay off my debts and have money for a holiday by  
Christmas

See the difference?

Be specific about the numbers, whether it is losing 10 kilos or making \$10,000 and also give it a doable timeline. You need a deadline so that you can work backwards ready for the next step...



## **Step 2 of my kaizen 3 Step Method**

### **Break It Down**

The trick here is to work backwards. Most people overestimate the time it will take to hit their goal and so run out of time as the deadline looms. If you start from the goal and work backwards you will be able to see if you are over-estimating and make the necessary adjustments.

Break it into big steps first. Say you want to lose 12 kg in the next 90 days, how much is that a month? And how much a week? What are you going to have to do to make that happen? Will adding a couple of gym sessions be enough or do you need to be doing something physical everyday?

If you want to make \$10,000 in the next 90 days, again break it down. How many products do you need to sell? How many of those will you need on average per week? Or depending on your business set up, will you need to generate that from a launch? If so, how many people do you need on your email list? Crunch those numbers baby!



## **Step 3 of my kaizen 3 Step Method**

### **Baby Steps**

Now, you just need to break those big steps into itty bitty baby steps. So that you can do something everyday, no matter how small, it will be moving you in the right direction. When you are planning it all out, remember to take things like holidays and family commitments into consideration.

Write down your tasks for the day and do them.



## **Three More Things You Need To Succeed...**

### **1. Accountability**

The 3 step kaizen method works and works brilliantly BUT, yes there is always a but. But, you need to make sure that you stay accountable, very few people have the commitment to stick it out to the end all by themselves, which is why the top dogs in industry and sports all have coaches. Accountability comes in many forms, from having a buddy that you check in with daily to something like a weight watchers group, a personal trainer or a mindset coach. Pick the one that best suits your needs.



## 2. Execution

It is easy to add things to the to-do list but actually crossing them off is another matter. As the story goes, almost 100 years ago, Schwab, a very competitive businessman from Bethlehem Steel, hired Ivy Lee to improve his CEO's productivity. Lee talked to each executive and gave each one the following instructions:

At the end of the work day, write down the 6 most important tasks that you need to complete tomorrow. Rate the 6 tasks in order of importance. In the morning, only concentrate on the first task and stick with it until it is completed. Any tasks that are not completed, roll them over to the next day. Repeat this every work day.

It of course worked, productivity shot through the roof and Ivy Lee earned himself a nice fat commission.

But why does it work?

Mainly because it is SIMPLE. And because it's simple it's easy to commit to and once you have made the commitment getting distracted by busy work is less of an issue. But (yes another one) Schwab's executives were not (as far as I know) moms. And this makes a lot of difference. If you don't have dinner, shopping, laundry, cleaning, kids, doctors appointments, PTA meetings and everything else that moms tend to grapple with going on in your head, then committing to 6 tasks is totally doable.

But I know us moms have a squillion and one other things going on, so I recommend to my clients to stick with 3 tasks for work and 3 for home/family. The 3 tasks for work HAVE to be things to move your business forward, no busy work or procrastination techniques on the to-do list please.



### **3. Re-evaluation**

This is a biggie. It is really important to re-evaluate your tasks every couple of weeks, are you still on track? Do you need to make adjustments? Did you fall off the wagon? (for whatever reason) what do you need to do to get back to your timeline? I feel that this is important for everyone but especially for moms. We often have to deal with sick kids or snow days, trips to the hospital and unexpected playdates, all things that can de-rail us, so make the commitment to re-evaluate on a regular basis.

And there you have it!

Time to plan out your goal....

If you want more help, looking to stay accountable and work with a great group of fellow moms, then check out [In With A Boom Mastermind](#).



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## What is The Goal?

Get very specific with your goal, we want numbers, we want a time frame, we want specifics:

\$1000 spending money for my holidays by September 30th

Not

Spending money for my holidays

**BIG GOAL...**

**GOAL DATE...**



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## Break It Down

What are the steps you need to take to reach your big goal?  
Work backwards, from your goal date it will give you a better  
timeline to work from.

END GOAL DATE:




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## Baby Steps

Now break those steps down into itty, bitty baby-steps. These should be easily manageable tasks that you can do on a daily basis. Just concentrate on the first step

FIRST STEP END DATE:




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Jo Ebisujima (AKA jojoebi) is a kick ass entrepreneur who knows how to get sh!t done.

If Martha Stewart & MacGyver were to have a love child, Jo would be it, with her outside the box thinking and immense creativity she can help you come up with solutions to your problems - no matter how tricky! (Warning: it may involve gaffer tape and pink ribbon!)

Jo runs online course helping busy mama to get organized, she uses her Montessori ninja skills to help you set up your home so that it suits your family.

She also runs accountability masterminds to help entrepreneur moms, get the businesses off the ground and off to the next level.

## Find Her At..

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And join the Facebook group  
[Moms That Rock](#)