

GMA Writing Services

Relationship-building communications to connect with your clients.

Setting clear goals for success

#0110

I don't make New Year's resolutions.

To me, resolutions sound like a wish list of things you think you should do or want to achieve, like: "I should eat healthier", or "I want to make more money", or "I want to get more clients this year".



But acknowledging a desire to eat healthier or get more clients doesn't mean you're ready to take action.

Success comes instead by setting concrete, attainable goals. When you set goals, you start with the end result in mind, then map out a plan to move you toward your objective. You draw a finish line in the sand and it is very clear whether or not you attain your goal.

The more specific the goals, the more likely you'll make them. Setting goals:

- keeps your eyes on the prize
- helps you prioritize
- keeps you accountable.

Instead of resolving that you'll eat healthier or get more clients, set measurable goals:

- I will stop eating French fries whenever I go out for lunch.
- I will make ten calls to new prospects every week.

Ten calls a week is only two calls per day, but that adds up to 520 more calls you could make this year! Two calls per day is no sweat. And if you prioritize them as the first thing you do everyday, you'll always get them done. And making that number of calls is a relatively painless way to make your goal to get more clients a reality!

Make this your best year ever!

Want to set even bigger goals for your business this year? Partner up with Gail to create relationship-building communications and a path to connection with your ideal clients.

Gail



Customers who feel like numbers don't always feel like coming back.

GMA Writing Services is launching several new programs to partner with clients to build the kind of relationships that help your clients see your company as just what they need to succeed right now.

GMA Writing Services:

- can help you nurture solid, productive relationships with your clients
- provides customized content assessments and consultations to improve your marketing
- presents educational seminars designed to help you develop and reinforce your uniqueness in the marketplace and attract your ideal clients!

Sound interesting? Drop me a line and let me know what I can do to help you.

GMA Writing Services can help you create relationship-building communications to make connections with your clients that get the response you want!

Lets start a conversation now at 508.936.0521.

Or drop me a line at gail@gmawriting.com.