



Achieving Goals

USING THE 1-3-5 FRAMEWORK

As you begin setting your goals, it is important to build a solid system on how you plan to achieve the goals you have created. Developing your system is the most important step to take in working towards your goals.

As you progress through the workbook, the focus will be on **ONE** goal while setting priorities and developing strategies to help you achieve your first goal.

[FREE DOWNLOAD](#)

“Goals are good for setting a direction, but systems are best for making progress.”

- James Clear



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Find your WHY!

The first step in your master plan towards success will be determining your WHY. This may be a difficult question to answer, but will help motivate you during the tough days.

POINT: Be honest with not only yourself, but also those around you. Avoid making your goal one to please the masses.

Example:

- Find a positive work-life balance
- Develop a sustainable healthy lifestyle
- To be successful in my independent business

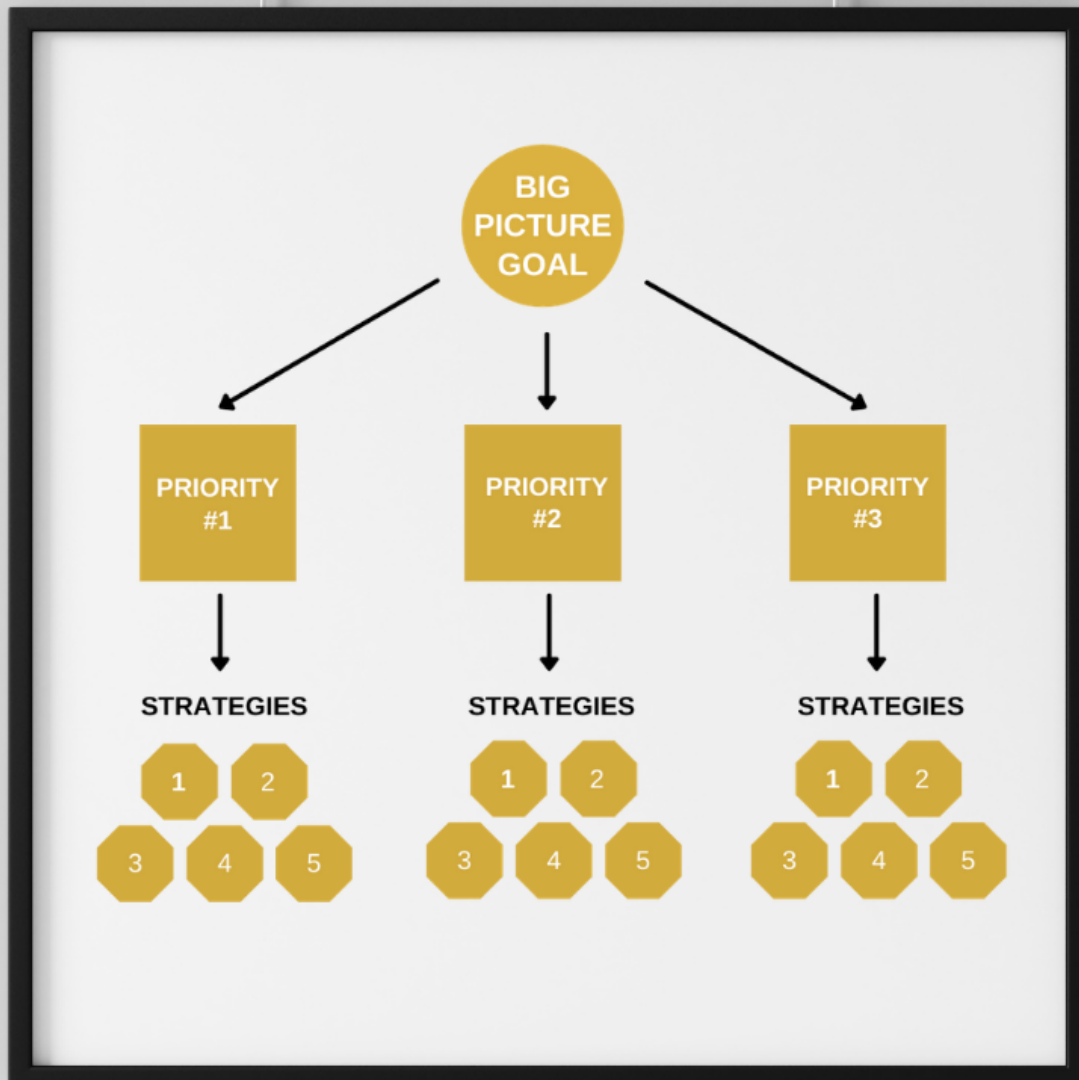
Reach financial independence in order to provide a
stable and comfortable life for my family. To have
the means to run and operate my business effectively.
To solidify a solid retirement plan for my future.



The 1-3-5 Breakdown

Now that you have determined your WHY, the next step is to establish your "Big Picture Goal". The 1-3-5 Framework starts with 1 goal, this goal is then divided by 3 priorities, each priority is then broken down into 5 strategies.

Your goals and priorities should be achievable targets. Strategies are meant as a guideline to help you attain a priority. Once strategies for all 3 priorities are completed, your goal should be achieved.





1-3-5

GOAL

Examples:

- Develop a top performing Real Estate team
- To become a respected industry leader
- To develop a brand
- Creating valuable and strategic business relationships

Goal: To obtain financial independence

If your goal is in relation to income, ensure your Net Income Goal feels unattainable. It is okay to question your goal. If we set goals that are too easy for ourselves, we are not pushing ourselves to improvement.

To begin, one must look at this as a net income goal. The calculation for the net income is as follows:

Gross Commission Income (GCI)

- Brokerage Splits
- Estimated Listing Costs
- Estimated Buyer Costs
- Additional Expenses: marketing, board fees, events, insurance, gifts, etc (Minimum \$5,000)

Net Income

[Coming Soon! Quick Income Generation Tool](#)



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PRIORITIES

After determining your goal, it's time to move on to your measurable priorities. The idea behind priorities is to split your goal into 3 big steps.

Keep in mind that these priorities should always be in your control, for example: you cannot control how long a listing will remain on the market, however you can control your marketing strategy.

These targets are meant to make your goal more attainable.

Priority 1: Aim for 36 transactions this year (3/month)

Priority 2: Develop a strong investment portfolio

Priority 3: Use the snowball effect to pay off debt





1-3-5

STRATEGIES

In order to make your priorities realistic and attainable, the next step is to break your priorities into 5 simple steps. By creating steps that are both small and impactful, you are more likely able to successfully achieve your goal.

Let's work through an example!

Priority: Aim for 36 transactions this year

Strategy 1

Vision board: Create a vision board that will inspire you to visualize what your life will be if you achieve your priority.

Strategy 2

Business coach: Hire an experienced mentor who will offer personalized suggestions for growth and development.

Strategy 3

Mechanistic strategy: Create a daily/weekly/monthly to-do list with items you will check off upon completion.

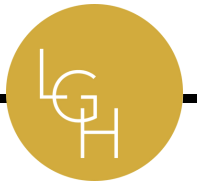
Strategy 4

Accountability partner: Find someone a partner who will encourage, support and commit to helping you stay on track.

Strategy 5

Education: Committing to improving your knowledge in your industry will benefit your success in the long run.





Use the following section to as workbook:

PRIORITY 1

Strategy 1

Strategy 2

Strategy 3

Strategy 4

Strategy 5





PRIORITY 2

Strategy 1

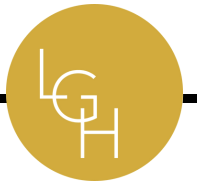
Strategy 2

Strategy 3

Strategy 4

Strategy 5





PRIORITY 3

Strategy 1

Strategy 2

Strategy 3

Strategy 4

Strategy 5





Conclusion

Keep in mind set-backs are a natural part of the process. Do not let it derail your progress, instead use it as a step to grow and move forward.

Use the following questions as a tool to keep you focused:

When I am successful this year, it will be because...

If I fall short this year, it may be because...

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