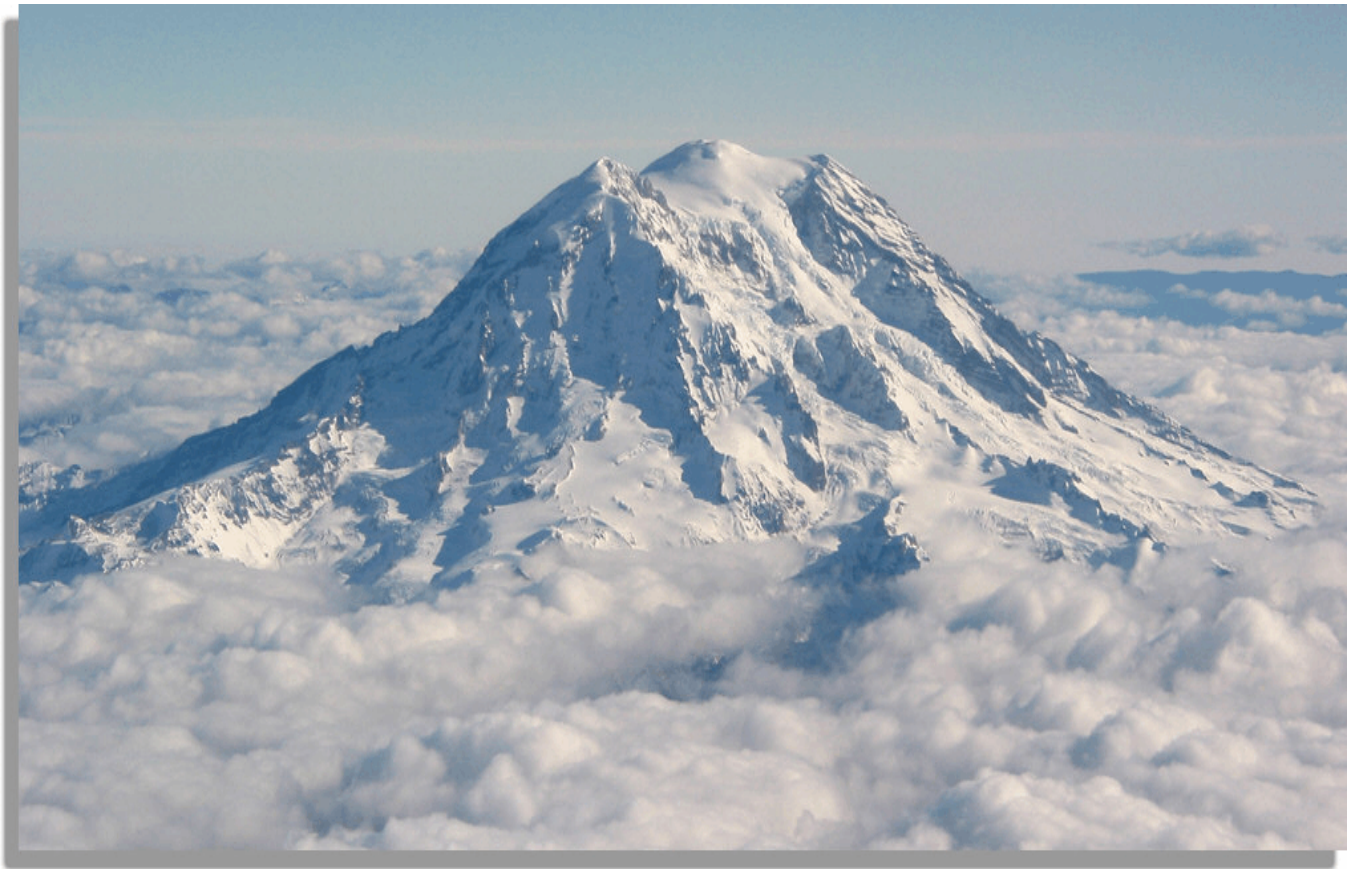


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# How to Set Exciting Goals You Can Reach



Based on quotes from L. Ron Hubbard

Produced by [TipsForSuccess.org](http://TipsForSuccess.org)

## How to Set Exciting Goals You Can Reach

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*" Life is a series of attained goals. "*  
— L. Ron Hubbard

*How to Set Exciting Goals You Can Reach* is a compilation of TipsForSuccess weekly success articles. For details about TipsForSuccess, go to [www.tipsforsuccess.org](http://www.tipsforsuccess.org). These articles are based on quotes from L. Ron Hubbard. This e-booklet and a subscription to the TipsForSuccess weekly e-mail articles are both free.

Mr. Hubbard devoted his life to helping people understand themselves so they could be happier and more successful. Goal-setting, planning and goal accomplishment are a small portion of his many discoveries.

## 10 E-booklet Benefits

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We would appreciate your opinions and comments about this e-booklet. Please fill out the feedback form at the end of this e-booklet. Click here to go to the feedback form. When you click the "Submit" button at the bottom of the form, your comments will be e-mailed to us.

Good luck!

*"Without goals, hopes, ambitions or dreams, the attainment of pleasure is nearly impossible."*  
— L. Ron Hubbard

No matter how old or young you are, no matter how rich or poor you are, no matter how happy or sad you are, you need goals. In less than an hour, you can gain many significant improvements to your life. Setting goals may be the best time you have ever spent on yourself.

## Fifteen Signs You Lack Goals

Check the boxes that may apply to you.

1. You feel old, sick or tired for no reason.
2. Even though you are busy, you accomplish little.
3. Little problems seem like big problems.
4. You hate your work or other parts of your life.
5. Nothing interests or excites you; you have little passion for what you are doing.
6. Staying focused or concentrating is difficult.
7. You are waiting for someone else to give you opportunities or make you successful.
8. Even if you seem more successful than others, you are unhappy.
9. You spread out your work to fill your day.
10. Your life seems to be getting worse.
11. Your days are filled with meaningless motion.
12. Negative feelings are controlling your life: apathy, depression, fear, grief, pain, hopelessness, anxiety, anger, jealousy, revenge and so on.
13. You wonder what will happen to you in the future.
14. You know your potential is unlimited, yet you do not change.
15. Life does not contain much happiness or pleasure.



What other signs do you have that might mean you need more goals? Type your answer in the box below. (Except for your Feedback Form answers on the last page of this e-booklet, none of your information can be transmitted and remains private.)

Even if you realize you need to set goals, you might use one or more of the following common excuses.

## Top Ten Excuses For Not Setting Goals

Check the boxes that may apply to you.

10. "I don't know how to set goals."
9. "I set some goals one time, but it didn't make any difference."
8. "I would rather do what others want me to do."
7. "I'll probably fail anyway, so why try?"
6. "I don't need to improve anything."
5. "My life is not under my control."
4. "I just keep changing my mind on what I want."
3. "Why set goals? I'll forget about them."
2. "Success is too much work."
1. "I don't have time to set goals."

Do you have any other excuses? Type them in this box:

However, when you consider the benefits of goals, these excuses are meaningless.

## Ten Benefits of Goals

Check all the benefits you would enjoy having.

**1. If you have goals, you have direction. You can invest your time and effort in a specific way that pays off.**

A race car that is chained to the ground is the same as having no goals. You push on the gas pedal and the engine roars. The tires spin and smoke. Yet no matter how hard you push on the pedal, you go nowhere.

**2. When opportunities pop up that can help you reach a goal, you recognize and seize them.**

Opportunities are all around you. The trick is noticing them. When you have a goal in mind, opportunities are easier to see.

For example, when you decide to buy a red Chevy truck, you suddenly notice dozens of red Chevy trucks on the road. Before you had the goal of getting the truck, you probably drove past red Chevy trucks every day and never noticed them.

When you have a goal in mind, you see ways to reach your goal you never noticed before. Many of these ideas may be overlooked by everyone but you.



### **3. You make better decisions.**

When faced with an important choice, you simply ask yourself, "Which of these options will best help me reach my goal? Will Plan A help me with my goal or will Plan B do it best?"

Like a flashlight in the night, your goal lights up your best choice so you can see it.

### **4. Goals motivate you and give you energy.**

For example, when you are preparing to go on vacation, you get a lot more done than normal. You have a clear, firm goal to finish several tasks and then go on your trip. The excitement of the vacation goal helps you work hard and fast without getting tired.



### **5. You have more control of your life.**

When events in life knock you around, goals can put you back in control. For example, you get arrested by the police and spend time in jail for something you did not do. The day after you are released from jail, you focus on your goals and continue onward. The bad incident does not ruin your life.

### **6. You can have greater confidence. You can take the initiative. You can be a leader.**

For example, if you and your group were lost in the wilderness, but you alone knew the correct direction to hike, the group would eventually follow you. You would not follow someone else. You would not sit down and worry. You would take the initiative and lead your group to safety.

### **7. You can determine if your current activity contributes to your overall success or not.**

For example, you find yourself digging a hole in the ground. You ask yourself, "Why am I digging this hole?" You then realize, "Oh, yeah! I'm building my own house and need a good basement." Or you realize, "Wait a minute. This hole is for my buddy's house! He's pretty persuasive! He already owes me plenty. It's time to go dig my own basement."

As another example, you are frustrated and cannot sleep as you accomplished nothing worthwhile during the day. But then you realize you took three good steps toward one of your goals. You pat yourself on the back and fall asleep.

### **8. Long-range goals help you solve short-term problems.**

For example, you and your spouse have a long-term goal of raising your three children to be happy, healthy, honest and productive. You keep that goal in mind when your son is caught stealing a jacket at the shopping mall. Of course, you work out a punishment, but you also use the incident to teach your son the benefits of honesty. The big picture helps you make wiser decisions.

### 9. Your plans are more effective.

Each morning, you can plan your day based on your goals. For example, "What can I do today that will take me one step closer to my goal of becoming independently wealthy?"

Weekly plans, monthly plans and yearly plans give you better results when you line them up and match them to specific goals.

### 10. Goals give you hope for a better future. Goals make you happier.

Watch the fans at a football or baseball game. They have a goal to win the game. For a few hours, the goal helps them escape the problems of life. Even if they lose, they have fun.

Goals help make life enjoyable, even exhilarating. Goals give you a natural "high" you can never achieve from chemicals or other artificial means.



What other benefits might you enjoy if you were making progress toward several exciting goals? Type your answers here:

*"Happiness could be defined as the emotion of progress toward desirable goals."*

— L. Ron Hubbard

## Summary

You can see a summary of the boxes you checked by clicking on the "Summarize" button on the next page. As well as printing that page, you can save the text by copying and pasting it into another computer program.

## Why I Need Goals

A large, empty rectangular box with a black border, intended for the user to write their reasons for needing goals.



The Japanese love fresh fish. As a result, the waters close to Japan have not held many fish for decades. So to feed the Japanese population, fishing boats got bigger so they could go farther out to sea.

The farther the fishermen went, the longer it took to bring in the fish. If the return trip took more than a few days, the fish were not fresh. The Japanese do not like the taste of aged fish.

To solve this problem, fishing companies installed freezers on their boats. They would catch the fish and freeze them at sea. Freezers allowed the boats to go farther and stay longer.

Yet the Japanese could taste the difference between fresh and frozen fish and they did not like frozen fish. The frozen fish brought a lower price.

So fishing companies installed fish tanks. They would catch the fish and stuff them in the tanks, fin to fin. After a little thrashing around, the fish stopped moving. They were tired and dull, but alive.

The Japanese could still taste the difference. Because the fish did not move for days, they lost their fresh-fish taste. The Japanese people prefer the lively taste of fresh fish, not sluggish fish.

So how did Japanese fishing companies solve this problem? How could they get fresh-tasting fish to Japan? If you were consulting for the fish industry, what would you recommend?

## The Benefits of a Challenge

With no challenge in life, you experience the same problem as lottery winners who waste their money, wealthy heirs who never grow up and bored homemakers who get addicted to prescription drugs. You become bored, restless and dissatisfied.

In the early 1950's, L. Ron Hubbard made this important observation.

*"Man thrives, oddly enough, only in the presence of a challenging environment."*

— L. Ron Hubbard

The more intelligent, persistent and competent you are, the more you enjoy a good problem; the bigger your game must be.

If your goals are the correct size, and if you are steadily conquering the challenges related to these goals, you feel alive!

## How the Japanese Keep Their Fish Fresh

To keep the fish tasting fresh, the Japanese fishing companies still put the fish in the tanks. But now they add a small shark to each tank. The sharks eat a few fish, but most of the fish arrive in a lively, fresh-tasting condition.

The fish are challenged.



Chris always wondered, *"What's going to happen to me? What does my future hold?"*

He remembers his father saying, *"All you can do is hope for the best."* So Chris hopes and hopes.

*"I hope I get paid more for my work. I hope people will be more grateful to me. I hope my investments will skyrocket so I can retire. I also hope I win the lottery."*

After a year of hoping, nothing changes for Chris.

While watching television, Chris hears someone say, *"We must remember the past to prevent things from happening in the future."*

So he reviews his mistakes and vows not to repeat them. He carefully avoids past mistakes for a year. Nothing improves for Chris.

Chris learns about fate on the Internet. *"The future is predetermined. It's out of your hands."*

So he concludes, *"No one knows what'll happen. I'll wait and see."*

His future is the same as his past and present. Chris is just a spectator to life.

## Seeing the Future

If you could look in a crystal ball and see 100 years into the future, you would see who is the most ambitious.

If you see a space-age society with incredible computers, robots and space travel, you know the scientists, engineers and high-tech people were the most ambitious.

If the society is wealthy and prosperity is available to all, you know the entrepreneurs, managers and business owners were the most ambitious.

If you see a world at war and people getting killed every day, you know arms dealers, terrorists and certain types of politicians were the most ambitious.

Therefore, you can see the future by observing who, in present time, is the most persistent, passionate and intense.

What fires up a powerful ambition in people?



## Are You a Spectator or a Player?

You can predict and control your future by setting goals. You map your future. You do not watch life; you play the game of life and you win!

*"If a man can dream, if a man can have goals, he can be happy and he can be alive. If he has no goals he doesn't even have a future."* — L. Ron Hubbard

The future is like an empty field. No one is playing on it yet. You can run out there and start the game and even invent the rules.

What do you predict for your future?

What do you expect will happen to you over the next twelve months?

- A. Misery and problems
- B. Ups and downs
- C. More of the same
- D. Moderate success
- E. Wild success

If you selected A, B, C, D or E, that is what you will get!

## Unreal Expectations

Most people WISH for a successful future, but they EXPECT problems and failure. They get what they expect and not what they wish.

For example, if you have no money, you might think it is stupid or unrealistic to imagine great wealth. All losers agree it is stupid to imagine wild success. (Maybe that is why they are losers.)

*"I knew this restaurant would fail." "In the back of my mind, I expected this marriage would end in divorce." "I really didn't think I could become a doctor."*

However, everyone who achieves wild success, a wonderful marriage or great wealth, will tell you the same thing: *"I knew that sooner or later, I would get what I expected."*

## Make Up Your Mind



*"Just imagine yourself being able to conquer the whole cockeyed universe, doing anything you want to do, being utterly, completely unrestricted and free in all directions to do whatever you pleased--bad, good or indifferent--and being strong, powerful and unassailable." — L. Ron Hubbard*

You can be healthy, powerful, rich, attractive, successful, smart, popular, honest, happy, in love, influential and much more.

You can also be poor, unproductive, miserable, sickly, stupid, unfaithful, dishonest, worthless, depressed and so on.

What do you expect?

Your decision is the first step. In a 1951 lecture, L. Ron Hubbard gave this example to his audience.

*"If at this moment you simply made up your mind that you were handsome, beautiful, strong, dangerous, powerful, that you knew everything there was to know, that*

*you were totally capable in any job that you undertook or any sport you undertook, and if you really believed that--and you CAN believe it--some of your faces would change physically before my eyes."*

Give it a try!

1. Look at yourself in a mirror.
2. Make up your mind that you are handsome, beautiful, strong or whatever you wish. Really believe it.
3. Look in the mirror again.

## Recommendations

You do not need to be wealthy to visualize great wealth. You just imagine great wealth!

You do not need to be in love to imagine a wonderful marriage. You can have a horrible, hateful marriage and still expect a loving marriage . . . even with the same person!

You do not need proof that you will be successful to expect success.

1. Imagine yourself succeeding.

For example, if you want great wealth, visualize possessing great wealth. Think of some of the things you would do with that money and then mentally start doing them.

Later in this book we assemble several specific goals. For now, just imagine great success.

2. As you use your imagination, you will run into opposition in your own mind. Your past decisions or past expectations will pop up to ruin your vision. If you hold on to your expectation of success, these mental oppositions will vanish.

Winners constantly think, "I can," "I will" and "I am."  
Losers think, "I can't," "I won't" and "I'm not."

You, and only you, can restrict your imagination . . .  
and your goals.



3. The world around you will also throw opposition at you. For example, you expect good health and then get sick. You expect to be a great painter and then no one buys your paintings.

When this opposition comes at you, so what? Do not change your mind. The problem is temporary. You will get what you expect to get.

HOW you accomplish your expectations may vary, but if you hold on to your visions, they will happen.

Many people say, "Seeing is believing." They might say, "I'll believe I'll get rich as soon as I see the checks arriving in the mail." They have no vision.

If instead you have a vision for your future, you will say, "What I see is what I get."

Persistence is the key. Hold on to your vision of success, despite all the reasons you should not, and your dreams will become your reality.

# Skill-Enhancement Goals

## Your Golden Goose

Do you think your most valuable asset is a possession? Is it your home, your car, your stereo or your savings? No, none of these things are your most valuable asset.

Even if you have millions of dollars, cash is not your most valuable asset. In fact, the money might even be a problem if you constantly worry about losing it. Your life becomes controlled by your cash.

The most valuable financial asset you own is not a possession, but your personal golden goose.

### The Goose That Laid the Golden Eggs

According to legend, a Greek slave named Aesop told this story 2500 years ago. A man and his wife had the good fortune to possess a goose that laid a golden egg every day. Yet they decided they were not getting rich fast enough. They believed the bird must be full of gold and so they decided to kill it.



When they cut open their golden goose, they found it was just like any other goose. So they not only failed to get rich all at once as they had hoped, they no longer enjoyed the daily golden eggs.

If you owned a golden goose, you would never think of cutting it open. You would take special care of that goose. You would give it the best goose feed, the most comfortable goose nest and the nicest goose pond that money could buy, right?

The truth is, you own a golden goose.

### Conditions of Success

*"The conditions of success are few and easily stated.*

*"The ability to hold a job depends, in the main, upon ability.*

*"One's intelligence is directly related to his ability. There is no such thing as being too smart. But there is such a thing as being too stupid."*

— L. Ron Hubbard from *The Problems of Work*

Your ability to make money IS your golden goose. You hold a job or run a business. You produce something valuable enough to get money for it.

How big are your golden eggs? Are they large or small? Do you worry about the eggs or the goose?

## The Best Investment in the World

Professional investors constantly search for investments (golden geese) with three qualities:

1. The investment must be safe and secure.
2. It must produce an above-average income.
3. Opportunities to buy the investment must be everywhere.

Your ability to make money, your golden goose, fits all of these qualities.



**1. Your ability to earn money is safe.** Some idiot might try to kill your goose with criticism, attacks or backstabbing. Yet once you bounce back, your skills start to produce golden eggs again. Your skills cannot disappear.

You can ruin your goose with unethical behavior, laziness or dishonesty. If you want to succeed, you invest personal willpower and do what is right. You protect your asset.

**2. By investing in your golden goose, you can earn a huge income.**

For example, a doctor spends \$90,000 on education and then earns \$180,000 per year. He or she earns twice the cost of the education every year. How many other types of investments can do that?

As another example, you decide to take a sales class. You pay \$5,000 for the class plus travel costs. You come back to your business and increase your sales by \$1,000 per month or \$12,000 per year. By investing \$5,000, you get back \$12,000 the first year. This is a return of 240% which any investor will tell you is an incredible return.

You can expect such fantastic profit by investing in any skill: people skills, computer skills, speaking skills and so on. Even better is improving your personal abilities -- your ability to confront difficult situations, to make the right decisions, to work harder, to produce more.

**3. Skill-enhancement opportunities are all around you.**

Professional investors spend most of their time looking for golden geese. They are happy if 60% of their investments make money. By finding ways to invest in your personal abilities, you can expect at least 60% of your investment in yourself will make you money. However, you might also find that 90-100% of such investments in yourself will pay off.

You can add a specialty, improve a current skill or learn a new technique. Seminars, books, courses and other opportunities to increase your knowledge are everywhere. You get something out of everything you study. You have no real risk and big potential gains.

## Goal Recommendations

Because you know your most golden asset is your ability to earn money, you can set goals to improve this asset.

1. Make a list of all the abilities you currently possess that help earn you money or other valuable things. For example, "My ability to handle customer's complaints." "My ability to fix desktop computers." "My ability to build garages."
2. Next to each item on your list, write down how you can improve or expand each ability. For example, "Learn how to make people happy." "Study how to fix laptop computers and computer networks." "Learn how to build houses."
3. Add new abilities to the list. What would you like to know how to do? What ability would make you more money? For example, "The ability to help people lead happier lives." "The skill to write software programs." "The skill to manage a construction company."
4. Next to each of these new abilities, write down what you can do to attain them. Examples: "Read every book I can find on helping people." "Take classes in my spare time on computer programming." "Find a successful construction company owner who is willing to train me."

Use the box below as a worksheet and your notes will appear in the goal-setting section. While your text cannot be saved in this e-booklet, you can print a copy of the information. You can also copy it and then paste it in another software program.

You have the power to control how people treat you.

You can make them like you or hate you; respect you or criticize you; support you or chop you down.

The way to control how people treat you is outlined by L. Ron Hubbard in his booklet, *The Way to Happiness*.

## “Try to Treat Others as You Would Want Them to Treat You”

“If one were to think over how he or she would like to be treated by others, one would evolve the human virtues. Just figure out how you would want people to treat *you*.

“You would possibly, first of all, want to be treated *justly*: you wouldn’t want people lying about you or falsely or harshly condemning you. Right?

“You would probably want your friends and companions to be *loyal*: you would not want them to betray you.

“You could want to be treated with *good sportsmanship*, not hoodwinked nor tricked.

“You would want people to be *fair* in their dealings with you.

“You would want them to be *honest* with you and not cheat you. Correct?

“You might want to be treated *kindly* and without cruelty.

“You would possibly want people to be *considerate* of your rights and feelings.

“When you were down, you might like others to be *compassionate*.

“Instead of blasting you, you would probably want others to exhibit *self-control*.

Right?

“If you had any defects or shortcomings, if you made a mistake, you might want people to be *tolerant*, not critical.

“Rather than concentrating on censure and punishment, you would prefer people were *forgiving*, correct?

“You might want people to be *benevolent* toward you, not mean nor stingy.

“Your possible desire would be for others to *believe in you*, not doubt you at every hand.

“You would probably prefer to be given *respect*, not insulted.

“Possibly you would want others to be *polite* to you and also treat you with *dignity*.

Right?

“You might like people to *admire* you.

“When you did something for them you would possibly like people to *appreciate* you. Correct?

“You would probably like others to be *friendly* toward you.

“From some you might want *love*.



"And above all, you wouldn't want these people just pretending these things, you would want them to be quite real in their attitudes and to be acting with *integrity*."

"It requires no great stretch of imagination for one to recognize that if he were to be treated that way regularly by others around him, his life would exist on a pleasant level."  
— L. Ron Hubbard

## Personality Improvement Goals

1. In the box below, describe how you want people to treat you. Consider these qualities:

Just	Courageous	Prompt
Honest	Caring	Grateful
Loyal	Dependable	Good-natured
Helpful	Humble	Energetic
Kind	Proud	Tough
Considerate	Hard working	Balanced
Compassionate	Motivated	Curious
Self-controlled	Accessible	Calming
Tolerant	Confident	Willing
Forgiving	Assertive	Outgoing
Benevolent	Protective	Perceptive
Generous	Humorous	Inspirational
Respectful	Self-starter	Imaginative
Polite	Extra-miler	Interested
Appreciative	Encouraging	Accurate
Friendly	Optimistic	Communicative
Self-confident	Discreet	Affectionate
Focused	Good Listener	Agreeable
Cheerful	Persistent	Understanding
Intelligent	Consistent	Understandable
Organized	Integrity	Realistic
Responsible	Fair	Decisive
Committed	Patient	Persuasive
Fun	Ethical	Thrifty
Enthusiastic	Good sport	Loving
Positive	Mature	Causative
Disciplined	Open	Smart
Team-player	Resourceful	Passionate
Sincere	Peaceful	Motivational

2. Next to each quality, rate yourself on a scale of 1-10 with 1 meaning you do not have this quality and 10 meaning you do have the quality.

**3. Write your goals to improve your weakest personality points in the box below. Constantly work on improving each quality until you bring each up to a 10.**

Use the box above for the exercise and the box below as a worksheet to set goals. Your worksheet notes below appear in the goal-setting section. You can copy and paste text from either box to another program.

Life is wonderful when you have a good marriage. (Even though we use the terms “marriage” and “spouse,” this article applies to every type of close, personal, sexual relationship).

You can endure the difficulties at work more easily if you can go home to a successful marriage. You have more fun during your free time when you do it with your spouse. Insurance experts agree that happily married people are healthier and live longer than single people.

On the other hand, life is miserable when you are trapped in a bad marriage. You and your spouse either argue or avoid communicating. You and your spouse cannot agree on anything and prefer to spend your time apart from each other.

The stress of a bad marriage makes your work more difficult. Your production and income suffer because you are miserable. You search for reasons to get a divorce.

## An Important Ingredient in All Successful Marriages



*“The successful sex relationship depends upon man and woman reaching a high degree of agreement on immediate and long-term goals . . . .”*  
— L. Ron Hubbard

Goals are a vital factor in a happy, healthy marriage. For example, a married couple share the goal of raising their children; to help them grow up. They have a high degree (large amount) of agreement on this goal which keeps them happily married while the children are living at home. After the kids are grown and on their own, the couple does not set new goals for themselves as a couple. They argue. They spend less time together. They finally get divorced for several “reasons.” They never realize the real reason for the divorce is they have no goals.

Some couples work hard to start a business and then divorce after the business is a big success. They say, “We were happier when we were poor and struggling.” The fact is, they did not set and agree on any new goals after the business took off.

A personal disaster often unites a couple because they are forced to agree on a goal. For example, after five years of marriage, Jake and Sara argued every day until Sara found out she had breast cancer. Suddenly Jake and Sara have the shared goal of getting rid of Sara’s cancer. Jake and Sara now have a high degree of agreement on a goal and stop fighting. They fall back in love and work together on this mutual goal.

A new marriage is another example. New couples often fight during their honeymoons. Their goal to have a wonderful wedding has been achieved. But once the party is over, they have nothing to work on as a team. So they pick on each other.

If you counsel a couple before their wedding, tell them, “You need to spend your honeymoon setting goals for your marriage. You need to agree on immediate goals and

long-term goals. Don't come home from your honeymoon until you have several goals worked out."

If the newlyweds follow your advice, they become a team and jump into life with a mutual direction. They are happily married as they are connected in a common cause. They accomplish a great deal in their lives rather than waste their marriage with disagreements, conflicts and fights.

Disagreements, anger, upsets or "personality conflicts" are often resolved when two people find and agree on a few goals. Each person can have other goals as well, but for the marriage to succeed, both parties must agree on short- and long-term goals for themselves as a team.

## Recommendations

1. Have a goal-setting session with your spouse. Agree on as many short-term and long-term goals as possible. Write each goal down so you can review the list on a regular basis.

You can use the box on the next page as a worksheet. Your notes will appear in the goal-setting section.

Examples: The goals can be anything you and your spouse agree to set. Some examples can be: Help our son reach the top 10% of his class. Buy a big new house. Move to Canada. Go on a two-day vacation each month. Save \$3 million for our retirement. Clean up the house every weekend. Get Jack through medical school and Jill through law school. Improve our tennis games. Help our friend Fred get elected as mayor. Get rid of the roaches. Spend a month in China. Double the size of our computer company. Buy a horse ranch.



2. Whenever you and your spouse start to argue or avoid each other, pull out your goals list. Check your progress on each goal. Ensure you are still in agreement on your goals. You may have reached many of your old goals and must agree on new ones.

Like magic, getting back in agreement with your goals will replace your angry, hurtful feelings with admiration, respect and love.

3. If you are searching for a mate, find someone who will agree on goals with you. Love, attraction and good communication are never enough. You must determine if you and this person can agree on some goals. Will you and this person work together to reach those mutual goals?

4. Help other couples by encouraging them to agree on their own short- and long-term goals.

## Goals for Our Marriage

Most government officials, executives and managers cannot explain the job of "management." Yet by understanding this purpose, you take the first step to becoming a more powerful manager.

Even if you are not a government official, business executive or group manager, you at least manage yourself. If you properly manage yourself, you enjoy enormous personal success . . . and can easily take charge of others. You start by learning the definition of management.



*"Management could be said to be the planning of means to attain goals and their assignation for execution to staff, and the proper coordination of activities within the group to attain maximal efficiency with minimal effort to attain determined goals."*

— L. Ron Hubbard

Let's break this important sentence into its parts.

## 1. ". . . planning of means to attain goals. . . "

Goal examples: "Reach \$1 million in sales by August." "Provide such a wonderful experience to our customers, that 95% of them buy from us again." "Make XYZ Bolts and Washers the largest bolts and washer manufacturing company in Canada."

Do you have goals? Do you have a plan to reach those goals? If not, you will fail as a manager as you have nowhere to lead your group..

In some cases, the goal for your group is already spelled out. You only need to create a plan that makes progress toward that goal.

If you do not or cannot get a goal for your group, you must create one and then plan how to attain it.

## 2. ". . . and their assignation for execution to staff . . . "

Once you have a plan, you can break down the plan and decide who will do each step. You give out assignments to your staff (assignation means to assign something). You ensure they execute (do) those assignments.

You may need to hire a few people and train many others. You issue written instructions. You make it clear what each person must do to complete the plan.

## 3. ". . . and the proper coordination of activities within the group . . . "

A key job of a manager is to organize the activities. You get all parts of the operation working with the other parts. You hire, train and supervise the people.

Hold meetings if necessary. Adjust work loads. Set up schedules. Make the staff work together.

**4. “. . . to attain maximal efficiency . . .”**

You must also cut out wasted effort. The more efficiently your group can do its job, the faster you reach the group’s goal.

Remove the distractions. Get everyone focused on the important aspects of their jobs. Improve the group’s speed at completing tasks.

**5. “. . . with minimal effort . . . ”**

If you make the work as easy as possible, you get more done. So if you see an employee doing a job the hard way or otherwise suffering from the job, you must step in and help.

Constantly look for ways to reduce the effort of the group. For example, computers often make everyone’s jobs easier. Training manuals help people learn their jobs faster so they don’t need to learn through trial and error.



**6. “. . . to attain determined goals.”**

All these steps boil down to the final, most important step of management: Reach the goal.

If all five previous parts of this definition are in place, you will reach your group’s goals.

**Summary**

Now that you understand the six parts of this definition, you know more than most executives about the purpose of management.

*“Management could be said to be the planning of means to attain goals and their assignation for execution to staff, and the proper coordination of activities within the group to attain maximal efficiency with minimal effort to attain determined goals.”*

— L. Ron Hubbard

Use the box below as a worksheet for goal notes Your notes will appear in the goal-setting section.

To earn all the benefits of goals, your goals must include three qualities:

1. Each goal must be a survival goal
2. Each goal must include happiness
3. Each goal must be challenging



## 1. Survival

*“Goals can be divided into two categories, roughly. The first would be survival goals and the second would be nonsurvival goals.”*  
— L. Ron Hubbard

Nonsurvival goals would include goals to ruin someone’s life, make someone ill, cause a divorce, make someone jealous, get a beneficial group to fail and so on.

Examples:

“I hope the driver of that car gets in an accident and dies.”

“He didn’t give me that promotion, so my goal is to ruin his reputation.”

“I’ll make a million bucks by pretending to be injured by this company and then suing.”

“That country won’t go along with our plans, so our goal is to overthrow its government.”

“I’m going to send her nasty e-mails because she ignores me.”

“My goal is to drink myself to death by the age of 34.”

“I’m going to make ABC Electronics go bankrupt, so my electronics firm can take it over.”

“He left me, so I’m never going to be happy again.”

If you accomplish a nonsurvival goal, you produce destruction and misery. Only antisocial persons prefer nonsurvival goals (click [here](#) for information about antisocial personalities). Therefore, if you have a nonsurvival goal, you might discover an antisocial person made you desire this goal.

Most people in this world prefer good intentions. Sooner or later, they learn who has bad intentions and withdraw support from these individuals or fight back. The people with nonsurvival intentions lose respect, trust and support.

When you set nonsurvival goals, you fill your life with blame, irresponsibility and revenge. You create your own Hell on earth.

Most people naturally select survival goals. Survival goals are beneficial to you and others.

Examples:

“Make a billion bucks by inventing a flying car that anyone can afford and use.”

"Raise my kids to be valuable to society."  
"Help eliminate AIDS in Africa."  
"Exercise and eat a healthy diet so I live to 100 years old."  
"Support my ex-wife in her new marriage."  
"Make people feel good by painting beautiful artwork."  
"Help my two neighbors end their hatred toward each other."  
"Provide hundreds of jobs to people in my city."

When you set survival goals, you will accomplish worthwhile objectives. You make the world a better place to live for you and others. People recognize your good intentions and give you valuable respect and support.

## 2. Happiness

*"When a man is no longer able to envision happiness as part of his future, that man is dead."*  
— L. Ron Hubbard



With every goal you set, ask yourself one important, yet simple question: "Will this goal make me happy?"

If you see no happiness involved with the goal, reword the goal or find a better goal.

For example, "Pay off my debts" is a good goal, but it does not make you very happy. So you reword the goal to "Pay off my debts, save \$6,000 to travel around China for a month." Now the goal gives you a bit of joy!

To find the joy in a goal, it can help to find out why you want that goal. For example, you set the goal of losing 50 pounds with daily exercise and no junk food. The goal does not make you very happy, so you ask yourself, "Why do I want to lose 50 pounds?" You might find a bigger goal that also makes you happy, such as "Lose 50 pounds, so I am more attractive and can get married" or "Lose 50 pounds, so I live long enough to watch my grandchildren grow up."

If the goal does not make you happy, you may not have enough interest in it to get it done.

If the goal does make you happy, just thinking about the goal will give you the enthusiasm you need to accomplish the goal.

## 3. Challenging

*"Man thrives, oddly enough, only in the presence of a challenging environment."*  
— L. Ron Hubbard

Challenging goals are much more interesting than boring goals. As you read in the "A Fishing Story," people (and fish) thrive when they are challenged. Challenges make you feel lively and excited.

You want goals that stretch your abilities, expand your capacities and force you to improve. For example, the most exciting football or baseball games involve tough

challenges for both teams and their players. If the game has no opposition or challenge, no one stays interested.

Boring or easy goals are difficult to pursue as you cannot get interested in them. For example, if your goal is "Learn to play a new card game this year," you may or may not get around to doing it. Even if you do learn a new card game, you may not be proud of your accomplishment as it was not a very difficult goal for you.

The best goals are challenging. The results are not certain. You might win or you might lose.

For example, "Build my own house" or "Learn to speak Russian and go start a business there" or "Earn a living racing cars" certainly present more challenge than "Learn a card game."

Tough goals make life much more exciting. You feel energized, focused and alive! And when you reach a challenging goal, you are on top of the world!

When you reach the goal-setting section of this e-booklet, ensure your goals include all three qualities: survival, happiness and challenge.



A "potentiality" is defined as the capacity for growth or improvement; a possibility; power.

For example, if you were sitting on a box of dynamite, you would be sitting on a potentiality. The dynamite isn't exploding . . . but it could.

The fact is: You ARE sitting on a box of dynamite; and it's big!

*"Your potentialities are a great deal better than anyone ever permitted you to believe."*

— L. Ron Hubbard



Right now, you are capable of making improvements in your career or your life that are more significant and satisfying than anything you have ever done. You can potentially shatter your past achievement records, eliminate your worst problems and feel absolutely great. Everything you have done in the past becomes minor compared to what you can do in the future.

Most people have the wrong idea about success. They believe "you can only do so much," or "you just need to keep on trying" or "success takes time." Such thinking slows you down and limits your lifetime achievements.

Instead, simply take a new view of yourself, your habits and your thinking. And then ACT!

To make a significant, instant improvement in your career and life, you must jump out of your rut. Overcome your addiction to safe, conservative plans. Break out of old patterns and find new attitudes.

Don't settle for small improvements. Do something bold and exciting. Find a destination you passionately want and explode!

## Your Destination

When you plan a vacation, you don't start by examining the route. You start by choosing a destination. The route is obvious when you focus on the goal. The bigger the destination, the more exciting the trip will be.

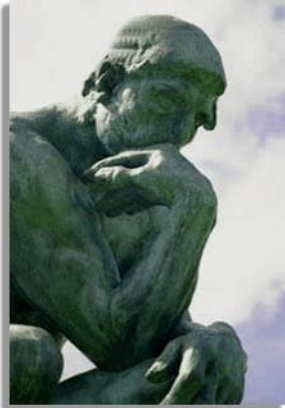
What is the most exciting destination you can imagine for yourself? What objective makes your heart pound? What goal lifts your mood when you think about it?

These are your potentialities. These are your dreams. These are what you now have permission to believe in!

To get there, start by concentrating on the end result. Put yourself in the picture you have always dreamed about. Envision goals that are right for you.

Then you must act. Take a small step, a large step or a leap. Any progress will lead to more progress, as long as you remember to think of your ultimate success. The time to start is now.

It's time to light your dynamite! It's time to imagine wild success.



*"One's ability to imagine is directly proportional to one's ability to be successful."*  
— L. Ron Hubbard

List every goal you have or might wish to achieve some day. Do not worry how you will accomplish the goals at this point; just write them all down.

Use the following 25 questions and ideas to help you create your big list. If a suggestion does not give you any goal ideas, skip to the next question.

You can use the boxes in this section as worksheets. You can combine all of your notes at the end of this section into one large box. While your text cannot be saved in this e-booklet, you can print a summary of your notes on page 46. You can also copy any of your text and paste it into another computer program.

1. Make a list of all your current goals, even if they do not seem very exciting.  
Examples: "Finish my education." "Pay off my debts." "Lose 30 pounds."

2. List any goals you have given up on, for whatever reason.

For example, "Learn to play the guitar." "Become a professional soccer player." "Live on a house boat."

3. Make a list of everything you want out of life. Make a complete list, even if you know you will probably not or should not get them.

Examples: "Meet Tom Cruise." "Visit the moon." "Adopt five hundred cats."



4. List everything you want to BE in life.

Examples: "Become a teacher." "Be the top \_\_\_\_\_ in the world."  
"Be a genius."

5. List everything you want to DO in life.

Examples: "Produce \$5,000-worth of services per day." "Run a five-minute mile." "Discover a cure for diabetes."

6. List everything you want to HAVE in life.

Examples: "Buy a new Mercedes 350SL." "Own my own island."  
"Give a house to my daughter."



7. Write down goals that you could accomplish if you had new skills. In other words, do not limit yourself to what you currently do well. See "Skill-Enhancement Goals—Your Golden Goose." (Note: Any text you entered in the goals box at the end of that article appears below. You can change or expand it here.)



If you developed these new skills, what could you then accomplish?

Examples: "Compose songs for movies." "Form an office building construction partnership with my best workers and friends." "Fly my own airplane to every city in the country."

**8.** What are your personality improvement goals? What changes in your personality would enhance your success? Examples: "Take more responsibility for myself." "Treat people with more encouragement." "Set a better example for my employees."

See the earlier article, "Personality Goals: How Do People Treat You?" for more information. (Note: Any text you entered in the goals box at the end of that article appears below. You can change or expand it here.)





9. What have you and your spouse or family members agreed on? Examples: "Buy a house." "Go to Hawaii this summer." "Raise valuable, productive, happy children."

See the earlier article, "Marriage Goals" for more information. (Note: Any text you entered in the box within that article will appear below. You can change or expand it here.)

10. What are your goals at your job or business? See “No Goal, No Management” earlier in this booklet. (Note: Any text you entered in the box at the end of that article appears below. You can change or expand it here.)

Examples: “Double our productivity by August.” “Make our dog food the most nutritious in the industry.” “Sell more Toyotas than any other dealer in California.”



**11.** Write down your dreams, even if they seem unrealistic.

Examples: "Run for President of the United States." "Retire next year." "Discover a new source of energy."

**12.** Consider people you admire and respect. Write down goals that meet or exceed their accomplishments.

For instance, "Become the president of my association." "Create and sell five businesses." "Help all my children graduate from Harvard."



**13.** Write down goals you would really enjoy. What goals would bring you the most pleasure?

For example, "Sail around the world." "Work one day per week." "Buy and run a cattle ranch in Australia."

**14.** Write down everything you want to accomplish before you die.

Consider personal goals, work goals, family goals, financial goals, religious goals and your goals for society.

**15.** Add goals that include dramatic breakthroughs or cause major improvements to your life.

For example, "Find a business I love, so I can quit my job this year." "Lose 50 pounds by July." "Triple my daily production."

**16.** Add goals that famous people have accomplished that you wish you could also accomplish.

Examples, "Make an important technical discovery." "Build a new office building." "Write a book on \_\_\_\_\_."



17. Consider new goals for each of the following areas:

Personal improvement  
Health  
Groups  
Volunteer  
Relationships  
Technical  
Contribution  
Business  
Discovery  
Power  
Financial  
Connections  
Religious  
Society  
Mankind  
Opportunities  
Freedoms  
Physical  
Mental  
Spiritual  
Life experiences

Education  
Marriage  
Children  
Grandchildren  
Professional  
Career  
Hobbies  
Artistic  
Fame  
Environment  
Property  
Political  
Legacy  
Travel  
Retirement  
Possessions  
Skills  
Leadership  
Friendships  
Service  
Fun



**18.** What goals would you set if you had additional resources? What if you had \$10 million to spend? What if you had 30 people willing to help you? What if you had an extra 50 years in this lifetime? How would you use these resources?

**19.** Add goals you would set if your success was guaranteed—if you had no doubts about your abilities. If you could accomplish anything, what would you want?

Examples: "Grow award-winning grapes." "Build a 50-story luxury apartment building and live in the penthouse. " "Get married again."





**20.** What if you could start all over again? Write down what you might do instead.

Examples: "Go to medical school." "Travel around the world."  
"Write computer software."

**21.** List everything that gets you excited or passionate. Translate this source of excitement into a goal.

Examples: "Help hundreds of people become happy."  
"Photograph every lighthouse in the USA." "Build my own home."

## 22. More goal examples to consider:

Self-improvement Goal Examples: "Reduce stress, feel more confident, find more joy in life." "Reduce or eliminate fears." "Stop letting others make me do things I don't want to do." "Learn to \_\_\_\_\_." "Take more responsibility for \_\_\_\_\_."

Marriage and Family Goal Examples: Although you may have set goals with your spouse or family members, you may have goals of your own that enhance your family life.

Examples: "Spend more time at home." "Make my spouse as happy as possible." "Be more understanding."

Health Goal Examples: "Lose 35 pounds." "Stop smoking" "Live to be at least \_\_\_\_ years old."

Friends, Colleagues and Community Goal Examples: "Resolve my long-term dispute with Jean so we can be friends again." "Become the president of my professional group." "Raise money to clean up the neighborhood park."



Career Goal Examples: "Increase my personal productivity or pay by 30% this year." "Learn to use the office computer." "Get promoted to assistant manager." "Get a job that I can love working in a jewelry store."

Financial Goal Examples: "Get out of debt." "Pay for my children's education." "Buy an office building." "Save \$1,500,000 for my retirement."

Social Goal Examples: "Find new ways to help people." "Find a new source of energy." "Change the way people think about \_\_\_\_\_." "Be more helpful to my church." "Clean up the environment." "Make our city government less restrictive to businesses." "Raise money to improve education in Africa."

**23. Write your goals based on time.**

What do you want to accomplish this month?

What do you want to accomplish in the next three months?

What do you want to accomplish in the next six months?

What do you want to accomplish in the next year?

What do you want to accomplish within two years?

What do you want to accomplish within five years?

What do you want to accomplish within ten years?

What do you want to accomplish within twenty years?

What do you want to accomplish within thirty years?

What do you want to accomplish in this lifetime?



**24. Future generations. What goals can you set in motion now that will be accomplished in 100 years? 250 years? For your family? For your business? For your profession or industry? For your community? For your country? For our planet?**

**25. Finally, instead of just pushing the envelope, tear it open. Extraordinary success often starts with ridiculous goals. Let your imagination fly. Add some crazy, unbelievable goals for yourself.**

Who knows? Maybe you will achieve them!

## **Assemble Your Big Goals List**

Click "Combine" to see all notes from all previous boxes. Put your big list of goals in a safe place. They include your "someday" or "maybe" goals. Add new goal ideas to your big list, as you think of them.

## **Final Goals List**

From your big list, select the primary goals you wish to work on for each category of your life. For example, you might have five personal-improvement goals, four goals for your marriage, six for your career, two for your position at your church and so on.

Enter up to 20 final goals below. Ensure each goal states exactly and specifically what you want to accomplish.

To increase your chances of attaining these goal make sure each includes the qualities from "Three Goal Qualities." Namely, the goal is a survival, beneficial goal. The goal includes happiness. The goal is challenging.

You will not reach your goals if you are confused. Your education, skills and experience are made useless by confusion.

For example, you have a goal to earn more money. So you take a computer class and learn to use Microsoft Office software. You gain the education to use Microsoft Office and thus earn more pay, but because you are confused about what to do next, you do nothing.

Every failure starts with a confusion.

As another example, you have the goal to raise your teenage boy to be happy and successful. One day, you find strange pills and marijuana in his room. You want to punish him, but you still hate your parents for punishing you. So you become confused and ineffective.

Confusion makes you stop and worry. It spins you around and stops your progress.

If your boss says, "You're fired!" or your spouse says, "I want a divorce," the resulting confusion can wipe you out for weeks.

Confusion makes you give up your goals. For example, you want to own a big successful business. You really want this goal, but every time you try to start this business, you get overwhelmed. You have no idea where to start, so you do nothing.

When you are confused, you often decide you CAN'T. You can't start a business. You can't have a happy marriage or raise a family. You can't get a pay raise or promotion. You accept someone else's goal for you and settle for less.

## Confusion and the Stable Datum



In Chapter Two of his book *The Problems of Work*, L. Ron Hubbard shows how to solve confusions by simply grasping onto one part of the confusion.

*"The switchboard operator receiving ten calls at once solves the confusion by labeling, correctly or incorrectly, one call as the first call to receive her attention. The confusion of ten calls all at once becomes less confusing the moment she singles out one call to be answered."*

*"Until one selects one datum, one factor, one particular in a confusion of particles, the confusion continues. The one thing selected and used becomes the stable datum for the remainder."*

— L. Ron Hubbard

Example: Your job as a mechanic ends when the owner of the shop retires. The shop closes and you lose your job. You feel confused as you've never had another job. Your head spins with too many thoughts. You sit at home and worry.

So you select one thing as your stable datum: "I am a great mechanic. I can fix anything." You suddenly relax. Your head stops spinning. "I AM A GREAT MECHANIC!"

Because you feel less confused and more confident, you get a great job fixing airplanes at United Airlines.

No matter what confusion is blocking your success, the "Confusion and Stable Datum" technique can clear your mind and help you take a positive step forward.

## Three Easy Steps

You can use this technique in many ways. For planning your goals, you could:

1. Write a goal you wish to achieve. If you entered your final goals in the boxes in the previous article, they will appear on the next page.

2. Next to each goal, write the NEXT PHYSICAL ACTION STEP you need to take. This is your stable datum.

What can you do? What act will move you closer to the goal? If you had nothing else to do besides work on this goal, what single thing would you do?

Be specific. "Schedule a meeting" is too vague. Instead, "Tell Jackson to find the Smith file." "Watch the training video." "Buy a box of folders." "Make ten calls by noon." "Clean out the closet." "Train Nancy how to answer the telephone politely."

Selecting a specific action puts you in charge. You feel some control of the situation. You don't even need to do the action; just making this one small decision gives you a stable datum and blows off the confusion.

As another example, you have decided to reach the goal of getting married. Now that you have this goal, what is next? What single action can you do?

Any action step can act as the stable datum: "Get someone to take my picture to post on the dating website." "Give Chris a present." "Tell Pat I want to meet someone." All of these are specific. A vague step, such as "Start dating" is not as effective.

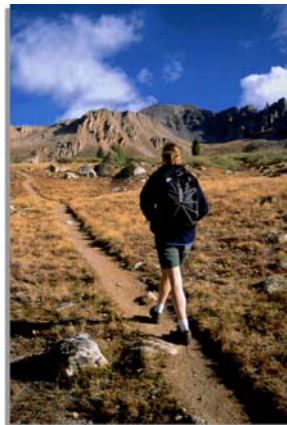
The stable datum action step does not need to be the BEST action step for this principle to work. Any action step or any stable datum is fine.

You have correctly selected a stable datum when you are no longer confused.

3. Of course, you must now DO IT. Be bold. Move your body. ACT!

You do not reach a goal in one giant leap. You accomplish your goals with dozens, even hundreds, of action steps, one step at a time.

You can accomplish anything by making orderly progress.



## **Final Goals**

## **Next Action Steps**

*“THE TOTALITY OF POWER IS ORDERLY PROGRESS.”*

— L. Ron Hubbard

Discouragement and frustration from not getting your goals quickly enough are resolved through orderly progress.

Do you ever get frustrated because your life is not going the way you want? Maybe you are trying to skip steps that are necessary to reach your goals. Instead of demanding of yourself that you reach your goals today, focus on orderly progress.

Do you ever feel overwhelmed? If so, orderly progress becomes even more important. Confronting a huge amount of work is not overwhelming when you see yourself making orderly progress, even in small amounts.

Do you ever feel like you are losing ground or failing? If you map out your actual goal and move even one inch closer on a regular basis, you have new power.

How do you eat an elephant? How do you move a mountain? How do you reach huge goals? One mouthful, one rock and one step at a time.

For example, if you want \$100,000 in your bank account, you are making orderly progress if you save \$140 each week and your account earns 6% interest per year. After 10 years, you have \$100,000. Because you are making progress toward your goal each week, you feel more powerful.

If you have been dissatisfied with your progress toward a goal, or if you feel discouraged, overwhelmed or frustrated, figure out one step you can take every day. Calm, direct, orderly steps.

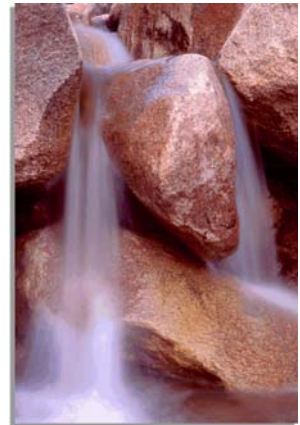
Once you have your strategy worked out there is no need to worry about the past or the future—just concentrate on the present. Focus on the single steps.

And then you act. You do these single steps, without fail. You let nothing keep you from taking these small steps. You make orderly progress, no matter how small, on a consistent basis.

A mountain creek is more powerful than a granite boulder when the creek slowly and surely wears the boulder down.

You will accomplish any goal you set, if you make steady, orderly progress toward that goal.

What goal do you really want to achieve?



*"There is no more unhappy thing than a man who has accomplished all his ends in life."*  
— L. Ron Hubbard

What makes you happier than anything else you do? Where does real contentment come from?

If you understand and apply the following definition of happiness, you will also open the door to unlimited success for yourself, your family and your group.

*"Happiness could be defined as the emotion of progress toward desirable goals. There is an instant of contemplation of the last goal in which one is content. But contentment becomes boredom immediately when new goals do not come to view. There is no more unhappy thing than a man who has accomplished all his ends in life."*

— L. Ron Hubbard

If you examine three facts, found in this definition of happiness, you will see how happiness comes and goes in your life.

**1. *"There is an instant of contemplation of the last goal in which one is content."***

Think of goals you have reached in the past. Remember how you felt on your wedding day or when you graduated from school or a training course? In each case, you achieved a goal!

Remember those times when you were content with life? Maybe when you started a business or landed a great job? When you paid off your debts?

At every point in your life, when you felt content or happy, you can probably discover you were either making progress toward a goal or had reached the goal

**2. *"But contentment becomes boredom immediately when new goals do not come to view."***

Without a new goal, you get bored. Boredom leads to stress and misery. For example, planning a vacation is exciting. But toward the end of that vacation, many people are bored to tears as they no longer have a goal.

Arguments during honeymoons are common if the newlyweds do not set goals for their marriage.

Plan for a comfortable retirement and the first day of your retirement is a thrill. But the joy of freedom quickly turns to boredom and early death if you do not work on new goals.

*"There is no more unhappy thing than a man who has accomplished all his ends in life."*



Think of a time when you were very bored. Had you completed a major goal without starting a new one? Look at other times when you were bored. Examine your goals, or lack of goals, at those times.

**3. *"Happiness could be defined as the emotion of progress toward desirable goals."***

We can use this definition to understand unhappiness as well. When were you last unhappy?

In each case, you probably 1) had no goal, 2) were trying to reach an undesirable goal, or 3) making no progress toward a goal.

Using this definition of happiness makes happiness easy to achieve. Simply choose desirable goals and start making progress toward them!

## **Get a New Game**

The article "Marriage Goals" explains how many marriages get in trouble when the couple reaches a goal. After they win a game, they must move on to a new game. If they do not, they start to hurt each other. The marriage becomes destructive until the couple agrees on new goals. The same problem occurs with individuals and groups.

For example, Olympic athletes who win gold medals usually go on to their next "game" right away. They become coaches, learn another sport or start a new career. If they do not start a new game for themselves, they get into trouble with drinking, drugs and worse. Just like a successful athlete, if you do not start a new game, you go downhill.

As you are taking the last few steps toward a goal, work out your next goal. Celebrate the achievement, but move on. Otherwise, boredom and stress can move in quickly.

The more goals you have, the less likely you will run out of games to play. In fact, the more goals you set, the more you are likely to achieve.

Keep your goals fresh and exciting. Repeat the steps in this e-booklet on a regular basis and your path to success is inevitable.



*How to Set Exciting Goals You Can Reach*, is based on the discoveries of L. Ron Hubbard (1911-1986).

In addition to being the founder of The Church of Scientology, L. Ron Hubbard made discoveries in several fields including education, drug rehabilitation, music, advertising and business management. As an author, Mr. Hubbard has more than 100 million books in circulation. Twelve of his books hit *The New York Times* bestseller list, including the best-selling personal-improvement book of all time, *Dianetics*.

L. Ron Hubbard's systems for success continue to grow in popularity throughout the world. In fact, the first two quotes included below are found in *The Forbes Book of Business Quotations*.

## 10 Great Quotes by L. Ron Hubbard

**Solving Problems:** *"The first step of handling anything is gaining the ability to face it."*

**Avoiding Work:** *"The person who studiously avoids work usually works far longer and far harder than the man who pleasantly confronts it and does it. Men who cannot work are not happy men."*

**Leadership:** *"A man who merely wants to be liked will never be a leader." "In all great leaders there is a purpose and intensity which is unmistakable."*

**Staff Management:** *"Orders only occur where responsibility has failed."*

**Goals:** *"No man is happy without a goal, and no man can be happy without faith in his own ability to reach that goal."*

**Happiness:** *"All the happiness you ever find lies in you."*

**Fun:** *"An individual who can freely and with a clear heart do things because they're fun is a very sane person."*

**Self-importance:** *"There is nothing wrong with being the most important person under the sun if everybody else is just as important as you are."*

**Personal Abilities:** *"Your potentialities are a great deal better than anyone ever permitted you to believe."*

**Solutions:** *"All answers are basically simple."*

For more information about L. Ron Hubbard, go to [www.ironhubbardprofile.org](http://www.ironhubbardprofile.org), [www.ronthephilosopher.org](http://www.ronthephilosopher.org) or <http://adventurer.ironhubbard.org>.



# Links to Get More Information

For information about TipsForSuccess, go to [www.tipsforsuccess.org](http://www.tipsforsuccess.org).

For more copies of this e-booklet, go to [www.tipsforsuccess.org/goals-link.htm](http://www.tipsforsuccess.org/goals-link.htm).

For free on-line coaching, use the free planning tools at [www.tipsforsuccesscoaching.org](http://www.tipsforsuccesscoaching.org)

For information about L. Ron Hubbard, go to [www.lronhubbardprofile.org](http://www.lronhubbardprofile.org), [www.ronthephilosopher.org](http://www.ronthephilosopher.org) or <http://adventurer.lronhubbard.org>.

For books by L. Ron Hubbard, go to [www.bridgepub.com](http://www.bridgepub.com).

For information about *The Way to Happiness* booklet by L. Ron Hubbard, and The Way to Happiness Foundation, go to [www.twth.org](http://www.twth.org).

For information about Narconon, the drug rehabilitation and abuse prevention program, based on principles developed by L. Ron Hubbard, go to [www.narconon.org](http://www.narconon.org).

For information about education systems based on L. Ron Hubbard's study technology, go to [www.appliedscholastics.org](http://www.appliedscholastics.org).

For information about The Hubbard College of Administration, based on the management principles of L. Ron Hubbard, go to [www.hubbardcollege.org](http://www.hubbardcollege.org).

For information about Dianetics, go to [www.dianetics.org](http://www.dianetics.org).

For information about Scientology, go to [www.scientology.org](http://www.scientology.org).

To read the free book, *Dianetics: The Evolution of a Science* by L. Ron Hubbard, go to [www.dianetics-theevolutionofascience.org](http://www.dianetics-theevolutionofascience.org).



# Feedback Form

We would like your opinions. Please answer one or more of the questions below. Click the "Submit" button and the form will be e-mailed to us. Your information will be kept private. You can also write to [goalsfeedback@tipsforsuccess.org](mailto:goalsfeedback@tipsforsuccess.org).

1. How did you like *How to Set Exciting Goals You Can Reach*?

2. What improvements would you like to see in future e-booklets?

3. How did you learn about *How to Set Exciting Goals You Can Reach*?

TipsForSuccess weekly e-mail

E-mailed to me by a friend

E-book website

Found on the Internet

Other \_\_\_\_\_

4. What topics would you like covered in future e-booklets?

Goal Accomplishment

Happiness

Personal Income

Motivation

Stress

Personal Power

Marriage

Raising Children

People Skills

Work Skills

Education

Management

Other \_\_\_\_\_

5. If you could magically solve any problem, or improve any condition in your life, what would it be?

6. Additional comments, questions or suggestions?

7. (Optional) Name \_\_\_\_\_

Occupation \_\_\_\_\_

City/Country \_\_\_\_\_