

## How to make your goal *Specific*

In the first part of this chapter I talked about how to make your goals small. In the visualisation exercise I asked you to picture the earth from space and see it becoming smaller and smaller as you moved farther away from it through space. Now, return to the earth as if you were hovering just above it again. Think of a location somewhere in the world you know well. It could be a city, a monument, a natural landscape or even your own house. Once chosen, start moving down to this location. If it's a city, like New York for example, pick a building. Maybe the Empire State Building?

Descending down towards the building it looks small but gradually gets larger and larger. Moving towards it, you can see the tip of the spire on top of the building. Now pick a window. Close in on that window. See the glass as clear as day. Now look closer. What makes up that glass? Tiny molecules of matter and energy, which is what everything else is made up of as well. Focus on just one molecule and make it as large in your sight as you can. This is as close as you can get to seeing anything. Now, slowly move out from that molecule until you see it surrounded by its billions of fellow-molecules. Now see the glass of the window again, then the frame of the window, then the wall surrounding the window. Now you're seeing the spire on top of the building again. And the entire building. What else do you notice? Is your vision of this building clearer now? Are you starting to hear things, like the sounds of the traffic below, the wind howling around you at this great height? Hopefully you have noticed all of this and possibly more, but if you didn't it's worth repeating this exercise. What you have just been through is how to get strongly associated to something. You got specific.

## How specific is your goal?

Your goal might be to get fit in three months. Great! How fit? Are you referring to how far you can jog without getting tired? How many push ups you can do before it gets too much? Maybe how many bench-presses you can do in a minute. So instead of your goal being "To get fit in three months" your goal could be "To achieve a level of fitness in three months from now, that allows me to run 5kms flat-out before slowing down". Sound better? That's a clearer target than just "to get fit".

The flipside to setting a specific goal is to ensure you're not being extremely specific. An example of this would be "To be fit enough to run down a flat surface that is extremely long and straight, with only a few joggers around and no kids or dogs getting in the way, *and* in moderate weather every Tuesday between 6pm and 7pm." You don't need to be that



pedantic about your goal, because when you get ultra specific, too choosy or picky, you can become over-fixated on the method and lose sight of your outcome.

Be as crystal clear as you can be about your goal. Imagine looking at your own goal under a magnifying glass, seeing the smallest most finite details about it. What does it look like? What will you hear when you've achieved it? What will be a clear indication of that goal having come to life? You need to know as much about your outcome as possible; the clearer it is in your mind, the better chance you'll have of reaching it. Try describing it in a sentence, and in present tense, i.e.

"It's now three months since I set my goal to get fitter. I can now run for 5 kilometres before I even get tired, and I love how that makes me feel. People are telling me how much better and healthier I look and I can't wait to get back out there and run again!"

*"If you want to reach a goal, you must 'see the reaching' in your own mind before you actually arrive at your goal"*

—Zig Ziglar, Author, Salesman & Motivational Speaker (1926-2012)

## The Power of the Senses

The secret to getting specific is to access a power each of us inhabits. We're born with it, and don't need to be taught how to use this power; it just comes to us naturally. I'm referring to our senses. The five senses of sight, sound, touch, taste and smell.

Stop and remind yourself of how often we use them in a single day. Notice how much you're using them right now. You can feel this book in your hands yes? Maybe it has that new book smell about it. Maybe you can smell the things around you, such as food cooking, the air or your socks. What can you taste? Perhaps you're drinking water or sipping tea. What can you hear right now? Maybe you're listening to music, or can hear people talking around you. Perhaps you're reading this book on the train, with the clanking of metal wheels on rails and the passenger's earphones playing music too loudly beside you. Our senses are constantly working and if you were to describe your current position or situation right now, you would probably begin with what you can see and hear.

Practice describing the outcome of your goal using all your senses. Get as precise as you can, because the more you do this, the more you will start to see the outcome and the more real it becomes to you. If the outcome feels real to you before you've even achieved it—meaning you can see it in

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