

Millionaire Mindset Program

By Lee Milteer

The Power of Goal Setting for Entrepreneurs

“Mission Statement”

Dear Millionaire Mindset Member,

All successful entrepreneurs, professionals and business owners know that you must have a clear mission statement to keep yourself focused about what you want to create in your life. You are the person making the decisions and if you are not clear you will not get clear results.

Do you ever feel that life has not yet started for you? You're not clear about what you want to do with your life? Have you lost motivation for your goals? Do you catch yourself thinking, “Is this all there is?” And it seems that no matter how much you achieve, you feel something is still missing? If you have these types of feelings you need to be asking yourself: “What has value in my life and what is my purpose?”

This can be one of the most important questions you will ever ask yourself. Just going through life without a sense of purpose feels meaningless. After all, your purpose in life is the cornerstone of your motivation and your existence. Having a clear, well-defined purpose in life will help you get what you want. Purpose gives your life meaning, balance and perspective. A clear life purpose can help you channel your energy constructively. Without a clear life purpose, your life can be spent in confusion and dissatisfaction.

Most successful companies define and publish Mission Statements. It's a statement about the mission of the company so the employees will understand the true purpose of the company goals. To hit your target in life you have to be focused, because what you focus on always expands. With so many options in the world, if we're not focused on what we want, we become scattered and continually shift our attention. When you have a purpose, you are in tune with the essence of who you really are and what is important to you. That knowledge and energy will drive you towards your dreams and goals.

To be able to discover your purpose you need to first become clear about your values. You have to literally sit down and write out what has the most meaning to you -- a personal mission statement. This statement allows you to capture the essence of your life and crystallize a direction. Defining your purpose provides you with a general connection to the world and allows you to see yourself in the big picture of life.

Your personal mission statement will change at different times in your life. Your mission statement will look very different with changes in your life. Your retirement years will have a different type of mission statement than when you are just starting a new company. You should change or at least evaluate your mission statement on an annual basis by reviewing the changes you've made in your life and the circumstances impacting you.

Allow me to share with you my mission statement: I intend to live my life with perfect health, love, happiness, passion, creativity, flexibility, prosperity, productivity, purpose and to give love to myself and others. Now let me explain my formula. When I think about my life, one of my purposes is to share information with others that empowers them. I believe that one person *can* make a difference, and that one of our responsibilities is to be of service to mankind in some way. However, it is our first responsibility to take charge of our own life and make sure that we love ourselves. That is why I have also included "to give love to myself and others." You see, if I don't love myself, no one else can because I won't do the things necessary to create love.

To arrive at my statement, I simply listed my values, what has the most meaning for me. When I first started listing my values, I listed success as my most important value and love second. After studying my list I realized that success was a subjective thing, and the most important value in my life was my health. Perfect health is, to me, the truest wealth on earth. Without vitality and energy I could not accomplish my desires. The next value I added to my list was love and joy. Society has led us to believe that success, money, and titles are the most important goals. In reality those things are external influences. What is really important is how you feel on the inside. My list of values continued: passion, because I see myself as a very enthusiastic person; creativity, for I am driven to create and to experience many things; flexibility, as I have learned that flexibility is power -- with the right attitude I can bend and grow when necessary. Other values on my list were: prosperity, spirituality, honesty, integrity, fun and adventure, excellence, intelligence, contributing, achievement, sharing, and harmony.

I suggest you record in your journal what is important to you. After you have become clear about what your values are, then write a one or two-sentence mission statement. Being so concise allows you to memorize it and reinforce it as a Declaration. Once you have a clear picture of what you want in life, your conscious and subconscious minds can work together to achieve it.

Write out your mission statement and put it in places where you will see it several times a day: your bathroom mirror, the refrigerator, your desk at work, maybe on the dashboard of your car. It's vital that you use the skill of awareness to be in touch with what is really important to you. If you don't reevaluate what

has meaning, you'll end up spending your life chasing dreams that no longer have any meaning for you. The clearer you are about what you want in life and the resources you need, the higher your probability of achieving success, wealth, and happiness. It is simply the efficient use of your life energy. The more you focus your energy, the more powerful its impact. When you draw from your strengths, nothing can stop you.

Your life purpose provides you with inspiration. It's your reason for existing. Life purpose also carries you through those tough times when everything seems to be going wrong. Daily living has a lot of trials and tribulations that can get you down if you are not in tune with what your life is about. Your mission statement can give you power. Knowing what is important to you and what you really value in life strengthens your resistance to distractions of the outside world.

Code of Behavior

After you've written out your values you have to ask yourself are you living your life with integrity towards these values. One way to assure that you're living with your values in mind is to create what I call a Code of Behavior. List 10 - 20 behaviors you can do daily that would improve you and allow your life to have more focus. This strategy allows you to become the person you really want to be. For example I wrote; I will be light-hearted, fun, flexible, positive, enthusiastic, resourceful, elegant, grateful, excited, curious, productive, forgiving and conscious. It's important that you put your Code of Behavior next to your Mission Statement because you have to remind yourself to deliberately act in a manner that reinforces your life purpose.

Invest in a Goal Book

If you are not willing to put your ideas and dreams on paper, you are not willing to achieve them. They must be written down so you can literally see them. Give yourself the opportunity to take your goal book into a quiet place. Out in nature is best, away from phones, kids and any other daily demands. Allow yourself to just relax and become centered. Ask yourself empowering questions such as "*What do I really want?*" Divide your notebook into twelve or more sections. Start with the area in your life that has the most importance to you and give yourself time to "think."

In closing for this month's focus of goal setting I urge you not to wait or put off doing one of the most productive things possible to get clear about who you are and what you want and how you are going to get there.

Your point of power in life is RIGHT NOW. Please accept your power to create the life you want. If you don't do it for yourself who will?

Think Rich!
Lee Milteer

For additional information - Visit the Membership Web site

Go to www.milteer.com, click on Millionaire Mindset Program and enter your monthly code. It's the same code you use for your monthly call. (8205)

Lee Milteer
Millionaire Mindset Coach, Professional Speaker & Author
2100 Thoroughgood Rd., Virginia Beach, VA 23455
757 460-1818 <http://www.milteer.com>

Copyright © 2007 Lee Milteer, Inc. Permission granted for reprint to Lee Milteer Inc.