# 100-DAY CHALLENGE – SETTING YOUR GOAL

## How To Set Your Goal

You can get very specific.  In fact, in the context of your broader vision, you can set up what is called a SMART goal.  What is a SMART goal?

A SMART goal is

**S**pecific

**M**easurable

**A**ttainable

**R**elevant

**T**imebound

**Specific**

Your goal must be well-defined.

- <u>What</u>: What do you want to accomplish?  (e.g. Create a new show and confirm 2 bookings, record a 6-song EP, get a radio interview, get an article published in a local music publication, sellout a show, play a specific prestigious venue, open for a popular local artist...)

- <u>Why</u>: What is the specific purpose/reason/benefits of accomplishing the goal?

- <u>Who</u>: Who is involved, other than you?

- <u>Where</u>: What locations are involved in accomplishing the goal?

- <u>Which</u> (constraints): What are the challenges involved in accomplishing the goal?

You must have clear answers to these questions because they'll help you identify the steps you'll need to take in order to accomplish the goal.

**Measurable**

Here you break down the process of accomplishing the goal into steps. These steps will help you track your progress.

- What do you want to have done and by when? (e.g. By Day 10: Contacted 5 venues)

- What is the quantity of what you want to achieve? (e.g. By Day 15: Confirmed 2 Bookings)

- How will you know when it's accomplished? (e.g. Day 20: 20 tickets sold and payment of $400 received).

By breaking down the larger goal into smaller, doable steps, you activate the potential for small success stories along the way, which will help motivate you to keep making progress.

**Attainable**

You must set an attainable goal: something you believe you can personally achieve within the next 100 days.

That said, if you aim high it can help you think outside the box and it may inspire people you know to help you out. Even if you don't succeed in the actual goal, by aiming high you may accomplish more along the way than you would have with an easier goal.

One rule of thumb is to set a measureable goal (e.g. 'x' number of gigs booked), and then increase it by 1.5x.

**Relevant**

You must set a goal that is highly relevant to your current life & long-term vision, and impactful for your future. Answer these questions:

- Does this seem worthwhile?

- By achieving this goal, will I and those around me be positively affected?

- Is this the right time to pursue this specific goal?

**Timebound**

Having a deadline can help you to prioritize taking action.

## So where do you start with all this?

How do you pick your goal?  I believe you need to start with 'Relevant'.

When considering a goal, ask yourself:  Is this what you really want?  What's your dream *really*?  Is this something you really want to do, or do you just think you *should* do it for some reason?  You've got to get to the bottom of what you really want and you have to be honest with yourself.  No matter what has come before and what your life situation may be.  If you are not honest with yourself, you will never get through the 100-day challenge.

You may discover that your first goal has nothing to do with music.  That's ok.

It's impossible for me to know what the next right step for you is - you have to know. And that's why I'm going to help you figure it out.

This exercise is pretty simple.  All I want you to do, every morning for the next week and beyond, is to use the worksheet below called 'Needle-Movers'.

- At the top of the page, first give your challenge a title.  For example: 'Music Project' or you can call it anything you like (e.g. 'Rockstar #1', or 'Inspiring Leader of Music', or 'My Life' or 'My Next Step').

- Next you're going to list 5 BIG things you need to do to move your music project forward.  These things are not 'to-dos', they are NOT the specific action items you need to do that day.  They are the big things, like 'book gigs', 'build network', 'build out website', 'design show', 'learn to sing', 'learn to play', 'put band together'. Whatever comes to mind.

- Below this list of 5 BIG things, you're going to brainstorm a list of little things that you intend to potentially do that very day on your project.  A list of actions to take that day.  And you can just put those in bullet form.

It shouldn't take you more than 30 minutes, and it should get faster and faster every time you do it.

I want you to do this at least every day this week (even if you don't do any of the actions!) **And I want you to do it with a fresh page every day.**  That means that you're not going to look at what you wrote down the day before.  You're going to address a fresh page.  So you'll need to print off at least 7 of those worksheets, or just make your own new page every day with a pen and paper.

## Identifying Your Needle-Mover

After a week, I want you to take a look and see what you came up with.

And looking at everything you've put down over the week, I want you to think about it, and identify the '**Needle-Movers**'.

If you can, identify the one big needle-mover on which everything else depends.  This should have found its way into your list of BIG things and your list of action items.  What is the thing that's going to empower you to move everything else forward?  What is the stumbling block, the obstacle, that if you could get it done and be happy with it, would set everything else on the list free?  Would set everything else in motion?

What is hanging you up?

If you're unclear on this after 7 days, then keep going until you're clear on it.

What is hanging you up?  Do you think you need a website before you can book a gig?  Do you think you need a quality recording before you can book a gig?  Do you think you need a Facebook page with a certain number of followers before you can book a gig?  Do you think you need a bio, photo, press kit?  Maybe you think you need a cool band name? Do you think you need to work on your songs before you can make a quality recording?  Do you think you need to find a quality producer before you can make a quality recording?  Do you need to carve out more time?  Do you need singing lessons?

Is any of that even true?

The important thing to figure out is - what is hanging you up.  Because that's what you have to deal with, no matter what.  You have to deal with whatever is hanging you up.  You either have to debunk it and dismiss it (i.e. change your thinking about it, your assumptions) or deal with it by attacking it head on, by prioritizing it.

And have fun doing it, of course.  It's a feeling that you have, tied to a thought that you have.  You need to feel good about it.  To be at peace with it.

You may realize that you don't feel ready to book a gig because you don't actually have a set, or you don't like your set... it becomes clear that you need to work on your set!  Maybe you need to work on your show design.  There's your needle-mover.

This needle-mover is going to become your **focus**.  This is where you're going to put your effort.  You're going to organize your life around this and put habits and rituals in place to ensure that you take this action, you get this done.  To learn what you need to learn and do what you need to do.

This needle-mover will be your first SMART goal, or a measurable step to a larger goal.

Your needle-mover might be getting new gear, it might be taking singing lessons, it might be writing a certain

number of new songs, it might be designing a new full-length show including audience participation, storytelling, costumes, video, and all songs rearranged for live.  It might be putting that new show together including all the props and even guest musicians.  It might be recording a single.  It might be recording an album.  It might be building a website.  It might be finding others to tour with.  It might be getting sponsors.  It might be developing merchandise to sell.  Or putting together a crowdfunding campaign...  It might simply be establishing the habit of taking one action in support of your music career per day.

It depends on where you're at.

You may find you have to break it down into more goals and more actions.  That it's its own project.  It may be that it's going to take you 6 months to reach this one needle-moving goal, to complete this one needle-moving project, made up of other needle-moving actions. So be it.

In that case, you break it down again.  You call it its own project and you list 5 big things you must do to move the project forward, and then you list actions that you intend to take on a daily basis, and then you identify the needle-movers.  Sometimes it takes starting in on the project for the needle-moving actions to become clear.

Once you've got your first needle-mover out of the way, it's time to shift gears and do this exercise again and tackle the next needle-mover...

The one thing on which everything else depends to move forward.