



GOAL

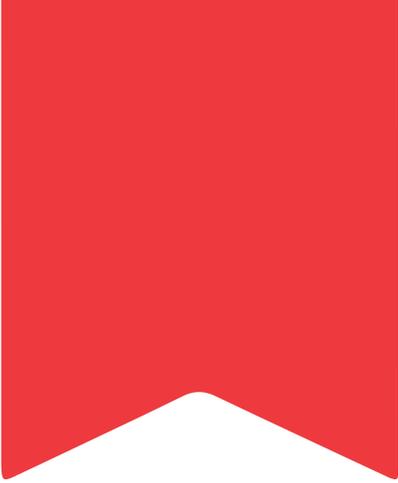
SETTING

WORKBOOK

for

*bloggers*





WHAT  
HOLDS  
YOU

*back*

**Life moves fast.** There is too much to do and seemingly never quite enough time to get it all done. If we're not careful we will squander our precious moments without ever having accomplished our dreams.

While there is no magic way to stop time, or even slow it down, there is a way to work smarter, faster, and more efficiently, all while maintaining a greater sense of purpose.

This goals and priorities workbook will not fix your blog, but it WILL help clarify the problems. Even more importantly, it will help you create a clear plan of action, as well as help you develop a strategy for reaching your long term goals.

The rest, of course, is up to you!

Xoxo,  
Ruth



**TIME**

IS WHAT WE WANT **MOST**,  
BUT WHAT WE USE

**WORST**

- *William Penn*



# BIG THINGS FIRST

I read a story recently about a professor who held up a jar of rocks to his class. He asked them, "Is this jar full?" They all agreed that it was. Then he took a bag of small pebbles and poured it into the jar. The pebbles filled in the space around the jar and he asked, "Now is it full?" Everyone again said yes. He then took a bag of sand and poured it into the jar. The sand filtered through the rocks and pebbles until all the space was filled. "What about now?" he asked, "Do you think it is full?" For the third time the class said yes. Finally he took a pitcher of water and poured the water into the jar until it was all the way to the brim and began spilling over the top. "Now," he said, "we can say the jar is really full." He then asked his class an important question: "Do you think," he said, "if I had started with the water, then the sand, and then the pebbles, there would still be room for the rocks?"

If we think of our lives as a jar, then the illustration is pretty clear. **We have to fill our jar with the big stuff first or it will get filled up by all the little stuff and there won't be any room left.** When it comes to time management, that means we have to make time for the big stuff first, before we tackle the easy and the mundane.

Even though I had heard that illustration before, this time, as I was searching for a solution to my time management issues, it stuck. I started applying that strategy to my life. Almost immediately I started getting more done in less time, and had more time to do the things I really wanted to do.

**Do you want to know what my secret was?**

## WRITING IT DOWN

The difference between a DREAM and a GOAL is often nothing more than a piece of paper. It is my hope, therefore, that this workbook will become the piece of paper that turns your wishes into reality.

IF YOU WANT TO MAKE  
**GOOD USE OF YOUR**

**TIME**

YOU'VE GOT TO KNOW  
WHAT'S **MOST IMPORTANT**  
& THEN GIVE IT ALL YOU'VE

**GOT**

*- Lee Iacocca*

# step one:

## List Your PRIORITIES

You can't prioritize your time if you aren't clear—even if just to yourself—about what is most important to you. Why did you start a blog in the first place, and when it comes to blogging, what is most important to you?

Is it creating a record of your life and family that you can share with others? Is it sharing an important message with the world? Is it creating a business and earning a sustainable income with your blog? Is it accountability for getting organized, getting your budget under control, training for a marathon, or some other thing you'd like to accomplish? Is it creating your own product or building a platform from which to write and launch a career as a speaker or writer? Is it becoming famous?

You might even feel embarrassed to admit some of these things to yourself, but without crystal clear clarity about what really matters most, you won't be able to figure out what goals you should be working towards.

List as many things as you can that are important to you when it comes to blogging (e.g. earning income, sharing message, etc.), as well **as all the things you spend time on.** (i.e. social media, writing posts, etc.)

Next, with a red marker circle the five things that currently occupy most of your blogging efforts. With a green marker, circle the things that are most important to you.

Now list the five things that are most important to you in order of priority:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

These are your blogging priorities. This is where you should be focusing most of your time and energy. Refer to this list often, or post it in a spot where you can see it every single day—on your phone, next to your computer, or in your planner. The more clear you are about your priorities, the easier it will be to make wise choices about your time.

IN TRUTH PEOPLE CAN  
GENERALLY MAKE

**TIME**

FOR WHAT THEY **CHOOSE**  
TO **DO**; IT'S NOT REALLY THE

**TIME**

BUT THE **WILL** THAT IS **LACKING**

*- Sir John Lubbock*

# step two:

## SET SPECIFIC GOALS

Close your eyes and imagine your life in detail five years from now. Where do you live? Where do you work? What is your job title? What do you look like? What does your house look like? How much money do you have in the bank? Where did it come from? What is your relationship with your kids and spouse? How do you spend time together? What do you do in your free time? What are your hobbies? Where do you volunteer? Spend a few minutes day-dreaming about what your ideal life would look like five years from now, then write it down.



With this vision of the distant future fresh in your mind, it's time to set up your long term goals. List five major things you'd like to accomplish in your life or with your blog by this time next year. Be as specific as possible. Use quantifiable goals.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Now that your long term goals are in place, give some thought to your short term goals. What is it that you want to get done in the next month? Is there any small chunk of your long term goals that you could do right away? Set five manageable goals for the things you would like to accomplish in the next month, then repeat this process every 30 days.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

YOU MUST HAVE LONG-TERM  
**GOALS**  
TO KEEP YOU FROM BEING  
**FRUSTRATED** BY SHORT TERM  
**FAILURES**

*- Charles C. Noble*

## step three:

# EAT THAT FROG

I read a book a few years ago that totally changed the way I approached my daily task list. It was called *Eat That Frog: 21 Great Ways to Stop Procrastinating and Get Things Done* by Brian Tracy. It got its name from a quote by Mark Twain, who famously once said something to the effect of “If you eat a live frog for breakfast, chances are that will be the worst thing you have to do all day.” The point of the quote—and the book—was if you start your day by tackling your hardest but most important tasks, even if you don’t do that much more the rest of the day, you will still have accomplished a lot.

Life moves fast and it is far too easy to get sucked into mundane--albeit essential--tasks of the everyday. We spend our time putting out fires or escaping into the time-wasting vortex of social media and email. It all seems so important, so urgent, but before we know it, we’ve spent the whole day reacting to other people rather than proactively reaching our own goals.

My own life changed dramatically when I changed the order in which I completed my task list. Most importantly, I stopped checking email first thing in the morning, and instead focused those first few hours of my day on long-term projects and goals. As a result, my productivity skyrocketed and I was finally able to start accomplishing the things I really wanted to.

If you want to jump-start your productivity, take a moment to decide which important tasks you will do first thing every day, and which less important tasks you will put off until later. Make it a goal to set aside a certain amount of time, whether it be 30 minutes or two hours, to focus each day on your long term goals.

**Beginning tomorrow, I will set aside \_\_\_\_\_ minutes FIRST THING every single day to work on my long term goals and most important tasks.**

Until I have “eaten my frog,” I will not do any of the following less essential tasks:

---

---

---

---

---

IF IT'S YOUR JOB TO EAT A

**FROG**

IT'S **BEST** TO DO IT FIRST  
THING IN THE MORNING.

**CHANCES**

ARE IT WILL BE THE **WORST**  
THING YOU DO ALL DAY.

*- Mark Twain*

# step four:

## RESET YOUR HABITS

I read another book recently called *The Power of Habit: Why We Do What We Do in Life and Business* that has also greatly impacted how I structure my day. One of the many interesting points the author made is that our brains are wired to form habits. These habits can become good or bad, but once something has become a true habit, a different part of our brain takes over and we begin to perform that particular habit on autopilot. This means we no longer have to use mental energy to perform the task, which leaves our brain free to focus on getting other things done.

I used to get frustrated with myself because it seemed like I would start out my day so well, but at the end I would just fizzle, with no energy left to put towards any sort of productive endeavor. After reading this book, I realized that because my willpower in a given day is limited, the more good habits I create for myself, the more willpower and energy I will have left over to use towards other things.

I decided to make a list of the things I wanted to do automatically every morning. My list included drinking a glass of water, planning my day over a cup of coffee, having personal devotion & prayer time, then writing for at least 90 minutes. After several weeks of doing this every day, I finally stopped thinking about it. I would find myself in the kitchen drinking my water before I was even fully awake. It takes almost no effort to get my day started off right, and at the end of my writing session, when I take a morning break, I still feel refreshed and ready to conquer the rest of my day.

**List the 5 morning habits you would like to develop:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**List the 5 evening habits you would like to develop:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

WE ARE WHAT WE  
REPEATEDLY DO.  
EXCELLENCE,  
THEN IS NOT AN ACT  
BUT A **HABIT**

- Aristotle

# step five:

## ELIMINATE THE UNESSENTIAL

I think for me getting rid of the things I don't really need to be doing is probably the hardest part. Everyone has a few time fillers they could probably eliminate from their day, whether it be baking something from scratch when it could be store-bought, spending an hour watching TV or drooling over Pinterest, or even taking on a few too many commitments.

This is where the priority list and goal setting becomes so important! If when you look at your day, you find that much of your time is filled with things that don't match up to your priorities or your most important goals, then something has got to give. Start small--eliminate 3-5 things in that are taking up time when you could be working on your blog. These are things that do not add value to your life. Just stop doing them. Yes, I know it's easier said than done, but making a conscious decision paves the way for change.

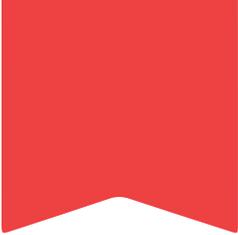
Go back to step one and examine all the things you listed that are currently occupying your time. Circle in yellow the ones that are unessential--the ones that either don't fall in line with your goals or fit with your priorities. Of those circled in yellow, which five things could you eliminate from your life completely?

### 5 Things You Can Eliminate From Your Life Completely:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

THINGS WHICH  
MATTER  
MOST  
MUST NEVER BE  
AT THE MERCY OF  
THINGS WHICH  
MATTER  
LEAST

*- Johann Wolfgang von Goethe*



# PROGRESS

Regular self-evaluation is the key to long-term success. Use this page to evaluate your progress in a week. How has your blog changed? Have you been more productive? Where have you seen success? What has been the most difficult? What goals have you reached?



## WEEK ONE

---

---

---



## WEEK TWO

---

---

---



## WEEK THREE

---

---

---



## WEEK FOUR

---

---

---



## WEEK FIVE

---

---

---



## REFLECTION

---

---

---

IT IS NECESSARY  
FOR A MAN TO GO

**AWAY**

BY HIMSELF... TO SIT  
ON A ROCK ... & ASK

**“WHO AM I,**

WHERE HAVE I BEEN,

**& WHERE AM I**

**GOING?”**

*- Carl Sandburg*

the **LIVING WELL**  
P L A N N E R <sup>™</sup>



## CREATE MORE **BALANCE**

With its beautifully-designed, full color, field-tested pages, the all-in-one Living Well Planner <sup>™</sup> will empower and inspire you to take back your time and manage your schedule, allowing you to focus on your long-term goals while still navigating the daily, weekly, and monthly responsibilities of running your home. From budgeting to meal planning, the Living Well Planner <sup>™</sup> is the sanity saver we've all been waiting for.

[LivingWellPlanner.com](http://LivingWellPlanner.com)