

# Push Goal! chalene johnson 30-DAY CHALLENGE

## Reverse Engineering Your Push Goal Worksheet

**List your PUSH GOAL:**

**Conduct a brainstorm:**

Open a document or use pen and paper to create an exhaustive brainstorm. Be sure to keep your brainstorm for future reference.

**Initial Research List:**

List those tasks that relate to initial research to determine practicability/risk vs benefit of my PUSH goal (list in chronological/sequential order according to importance.

**Pro's and Con's:**

Make a list of Pro's and Con's of pursuing PUSH goal based on items thoroughly researched in Initial Research List.

**First to Last:**

Take the remaining items from your brainstorm and list them according to what should/must be done in order of sequence; first to last.

**2 to 3 tasks per day:**

Begin scheduling 2 to 3 tasks per day from the list created above.

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## Reverse Engineering Your Push Goal Worksheet Example

Use the example of reverse engineering below to more fully understand the process of deconstructing your PUSH goal. Remember the more exhaustive you can be in your brainstorm, the more small actions steps you'll have.

Each task or idea that comes to you, no matter how big or how small represents forward progress. Actions steps should range from tasks that take 5 minutes to those which take a few days. Anything that requires more time should be broken down further.

Your goal is to do 2 to 3 things a day which require very little time, but which move you in the direction of your objective. Even if your list has 730 items on it, at a rate of 2-3 small tasks per day, in less than 12 months you will have Mission Accomplished!

Persistence and consistency is easy when you have a small, do-able action step to take each day.

1. List your PUSH GOAL:

*Build a small business (accounting services) to exceed my current income/benefits and quit my current job.*

2. Conduct a General brainstorm: (without regard to chronological or sequential ordering)

*Create a list of at least 10 potential business names*

*Reserve a domain name for my website – and a few similar names*

*Research start-up costs*

*Research potential earnings / industry rates / profit margins*

*Begin networking locally with my “target market”*

*Define my target market*

*Logo design*

*Web design*

*Web hosting*

*Google “accounting service business start-up”*

*Find resources like articles, blogs, how-to videos, books, etc on starting an accounting firm*

*Social media presence – open Twitter account, Facebook account*

*Take an on-line social media course*

*Apply for a Tax ID number*

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*Open business banking account  
Contact several past clients – ask for their referrals  
Research and study top accountants  
Network with top accountants  
Study/interview top accounting service providers  
Start a blog  
Figure out why many individual accountants fail each year  
Consult with a business coach  
Learn more about blogging for this type of service  
Research top marketing practices of small business accountants  
Offer free advice/services to friends/associates who meet my target demographic  
Research software costs  
Research average similar home office business expenses  
Research money saved by eliminating commutes, child-care, eating-out, etc.  
Research cost of new computer/laptop  
Determine the amount of money I need to make in order to give my notice at work  
Give my two weeks notice  
Take a sales training course to learn how to better sell myself  
Take a public speaking course like toastmaster to be more comfortable w/public speaking  
Create a list of my top friends and family members to help me market my business  
Research zoning/county regulations re: operating home business  
Professional headshots  
Hire (elance.com) someone to write a great bio/copy for my website  
Business cards  
Letter head / Corporate identity  
Set a goal of how many clients I will need to replace my current income  
Become more knowledgeable in my field of accounting  
Collect testimonials (both written and video) from past clients  
Research business insurance  
Research how technology or changes in my field are affecting private accountants  
Research costs/filing fees to form a corporation (S-Corp, LLC, or INC)  
File corporate documents and fees  
Launch Website  
Promote website and services via networking and relations built in social media  
Make 5 cold calls a day to potential customers  
Create a separate phone line for business  
Create a fee schedule to be listed on my website  
Interview past clients to learn what I can do better  
Create a poll on my Facebook page to better understand what people are looking for from their accountant.*

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3. List those tasks that relate to initial research to determine practicability/risk vs benefit of my PUSH goal (list in chronological/sequential order according to importance).

*Google "accounting service business start-up"*  
*Find resources like articles, blogs, how-to videos, books, etc on starting an accounting firm*  
*Study/interview top accounting service providers*  
*Research start-up costs*  
*Research potential earnings / industry rates*  
*Research money saved by eliminating commutes, child-care, eating out , etc.*  
*Research cost of new computer/laptop*  
*Determine the amount of money I need to make in order to give my notice at work*  
*Research zoning/county regulations re: operating home business*  
*\*\*\*Once I have all the above info, if I'm not 100% certain the risk outweighs the benefit, I will invest in a few sessions with a business coach \*\*\**

4. Make a list of Pro's and Con's of pursuing PUSH goal on items thoroughly researched in step 3.

### *PROS*

*Increased flexibility – wrk days/hrs I want*  
*Far greater earning potential*  
*Creativity of services/work environment*  
*Be my own boss*  
*Software makes much of the work easier*  
*I have savings to cover all start ups*  
*I can keep my job while I build my biz*

### *CONS*

*More hours devoted – business development*  
*No guaranteed pay*  
*?*  
*Everything falls on my shoulders*  
*Software is creating less demand for my work*  
*Start up costs are more than I thought*

5. Take the remaining items from your brainstorm and list them according to what should/must be done in order of sequence; first to last. (Assuming the research from actions steps listed in number 3 substantiate the pursuit of your PUSH goal.

*Run some ideas for a business name by several successful business owners*  
*Decide on a business name*  
*Reserve a domain name for my website*  
*Research start-up costs*  
*Research potential earnings / industry rates*  
*Begin networking locally with my "target market"*  
*Define my target market*  
*Logo design, Web design*  
*Google "accounting service business start-up"*  
*Find resources like articles, blogs, how-to videos, books, etc on starting an accounting firm*  
*Social media presence – open twitter account, facebook account*

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Take an on-line social media course  
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Interview past clients to learn what I can do better  
Create a poll on my Facebook page to better understand what people are looking for from their accountant.

6. Begin scheduling 2 to 3 tasks per day from the list created in number 5.