

EPIC GOALS

MADE EASY

TRANSFORMING DREAMS
INTO REALITY

TO
HAVE
YOUR
BEST
YEAR
EVER!

OVERCOMING MEDIOCRITY

WITH CHRISTIE RUFFINO

EPIC Goals Made Easy

Transforming Dreams into Reality to Have Your Best Year Ever!

ROUND TWO

No one could have predicted that the chain of events that unfolded in 2020 with the COVID-19 epidemic would continue through 2021. What started as a widespread feeling of doubt and disbelief quickly transitioned into fear, stress, sadness, and quite possibly anger about our newfound ugly reality. In addition to how this situation affected us personally, the accompanying economic crisis created challenges for entrepreneurs and small business owners in unimaginable ways. Despite this, savvy businesswomen know that setting strategic business goals is critical to their ongoing success.

SO HERE WE ARE...

At the beginning of every new year, the topic of resolutions and goal setting always comes to the forefront of everyone's minds. Although I am not a proponent of resolutions, I believe in goal setting and have seen firsthand how powerful this exercise can be. Unfortunately, most people are more diligent about making their grocery lists than designing their lives. Even more troubling is that those who go through the process of defining their goals do not ever take the next step to ensure their goals are achieved.

CAN YOU RELATE???

This guide has been designed to help you identify your BIG goals, create new habits, and develop a plan to make exponential growth in your business over the next year. We are not only going to discuss the key characteristics that should be considered when defining your goals, but we are also going to create and implement a plan of action to ensure that our goals truly come to fruition.

My personal goal is to unite and empower mission-driven entrepreneurs who are ready to overcome mediocrity by leveraging their God-given talents and experiences so that they can make a greater impact in the world, create more freedom in their life and experience more joy with their loved ones.

I want to help you be one of those women!
I hope to see you on the inside.

Christie Ruffino

STEP 1: YOUR YEAR IN REVIEW

It is impossible to get exact directions to a new destination if you do not know where you are starting. The same principle applies to your life. Dig out your calendar or your goal journal and review what was accomplished over the past year as well as what was not.

YOUR SUCCESSES

List out your accomplished goals:

Why are you grateful for achieving these milestones? How do you feel?

YOUR ALMOST-SUCCESSSES

List out the goals you failed to achieve:

What stopped you from making your desired progress?

What did you learn from the mistakes of the year?

What do you regret?



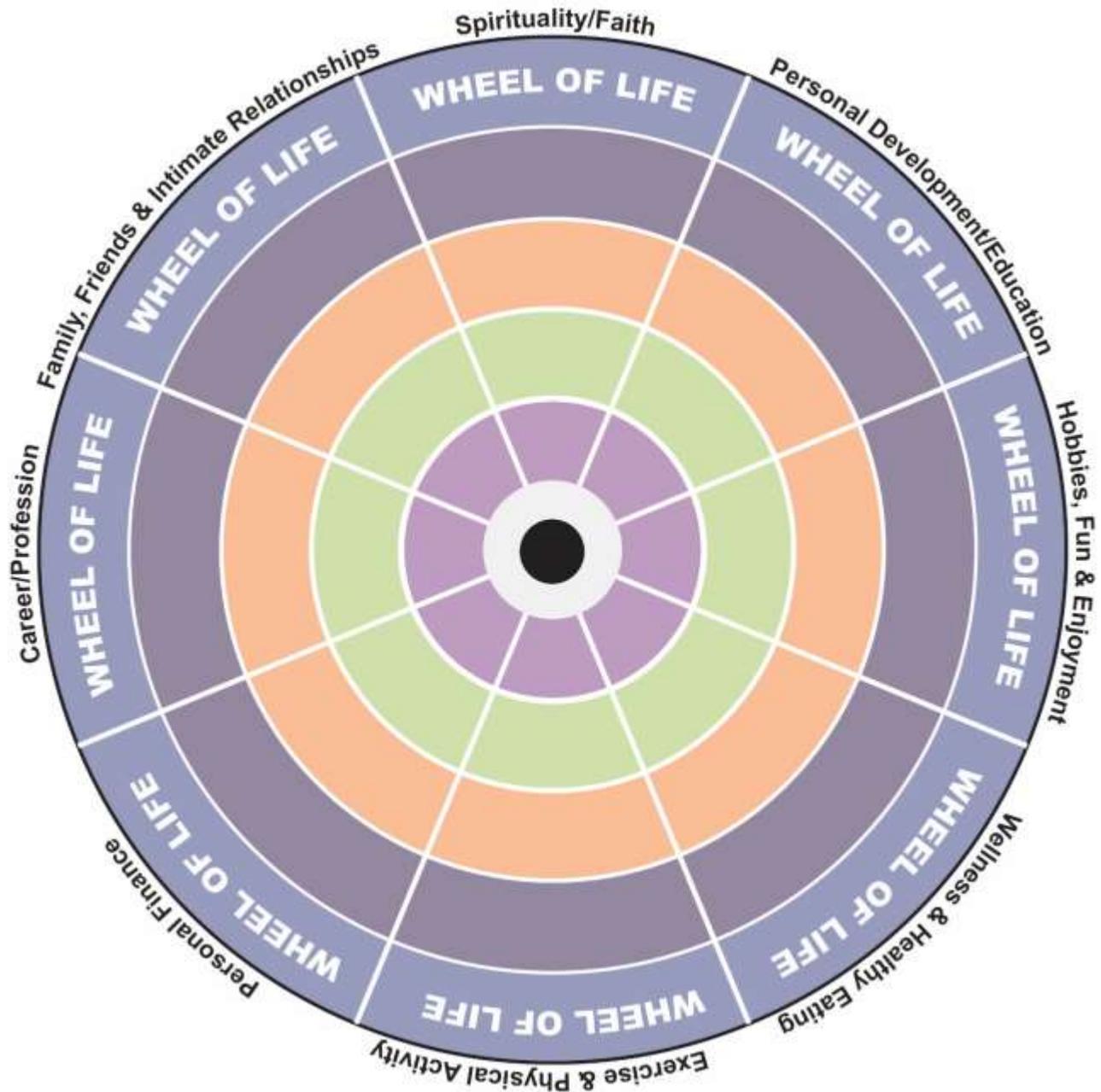
What will you do differently in the next year to ensure success?

Why are you grateful for achieving these milestones?

Why are you proud of, and how does that make you feel?

STEP 2: YOUR WHEEL OF LIFE

This exercise will help you discover what areas in your life are doing well and which ones need attention. The middle circle represents the lowest level of satisfaction, "0," and the outside circle represents the highest level of satisfaction, "10". Take a moment to score yourself on your current level of fulfillment in each area of your business by placing a dot within the center of each section based on the value you assigned for yourself. Then connect the dots from each section to see how balanced or unbalanced your life really is.



LIFE GOALS BRAIN DUMP

Thinking ahead into the next year and write down three to six goals in the following areas paying special attention to the areas in your Wheel of Life that are lacking.

- Do not spend a lot of time thinking about this; just quickly jot down what comes to mind.
- Do not think about what you will need to do to accomplish these goals; that will stifle your potential and possibly overwhelm you. Write down what you would do if you knew, without a shadow of a doubt, that you would not fail.
- Do not write down more than six because the old adage is true; "If you try chasing too many rabbits, you won't catch any."

Your Top Spirituality/Faith Goals

_____	_____
_____	_____
_____	_____

Your Top Personal Development/Education Goals

_____	_____
_____	_____
_____	_____

Your Top Hobbies, Fun & Enjoyment Goals

_____	_____
_____	_____
_____	_____

Your Top Wellness/Healthy Eating Goals

_____	_____
_____	_____
_____	_____

Your Top Exercise/Physical Activity Goals

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Your Top Personal Finance Goals

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Your Top Career/Business Goals

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Your Top Family, Friends & Relationship Goals

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Go back and review the lists and identify two goals in each of your life areas:

- Circle in red the one goal that excites you the most.
- Underline in red the one goal that scares you the most.

MOTIVATION

Describe how you'll feel when you accomplish the red goals in each of these areas?

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STEP 3: YOUR PURPOSE AND BIG MISSION

I believe wholeheartedly that everyone was created for a specific purpose. It may not be to become the next United States President, but it will be epic in its own right. Whether our purpose is to raise well-adjusted children, or win a Nobel Peace Prize, until we discover our true purpose, our life can often feel empty and meaningless.

Here are a few questions to help you discover your purpose.

What do you want to change in the world? _____

Who needs this change the most? _____

What is the biggest challenge they are facing? _____

Why is it important for you to work with these people? _____

Why is it important for them to work with you? _____

FOR THEM

The reason I want to make so much money is so that I can... (Describe in detail what you want to do for others when you accomplish your BIG goals.)

FOR YOU

The reason I want to make so much money is so that I can... (Describe in detail what you want to do for yourself when you accomplish your BIG goals.)

STEP 4: MOTIVATION - STOP THE CYCLE OF QUITTING

LIMITING BELIEFS DISCOVERY EXERCISE

This exercise is a great way to get a snapshot summary of the limiting beliefs that are preventing you from moving forward in accomplishing certain goals and dreams in your life, as well as limiting your everyday experiences.

Put a checkmark next to any belief that you can relate to. After selecting all of your limiting beliefs, circle the top 5 that you frequently hear yourself saying or that trigger the strongest emotional response within you.

- | | |
|--|---|
| <input type="checkbox"/> I'm not good enough | <input type="checkbox"/> It never happens for me |
| <input type="checkbox"/> There's never enough time | <input type="checkbox"/> I can't be happy until he/she changes |
| <input type="checkbox"/> I did/might do it wrong | <input type="checkbox"/> If people really knew me, they wouldn't like me |
| <input type="checkbox"/> I'm going to end up alone | <input type="checkbox"/> I can't be happy until my finances look like . . . |
| <input type="checkbox"/> I don't know what I want | <input type="checkbox"/> I can't be happy until my relationship looks like . . . |
| <input type="checkbox"/> If it hasn't happened yet, it never will | <input type="checkbox"/> I'll never really change |
| <input type="checkbox"/> People can't be trusted/aren't reliable | <input type="checkbox"/> I shouldn't put my needs before others |
| <input type="checkbox"/> This is a man's world | <input type="checkbox"/> I should be doing more |
| <input type="checkbox"/> I'm just not lucky | <input type="checkbox"/> I don't deserve love, success, money, fame, etc. |
| <input type="checkbox"/> I'm too old/young to . . . | <input type="checkbox"/> I shouldn't want more in my life |
| <input type="checkbox"/> It's too late for me to . . . | <input type="checkbox"/> They can accomplish that but not me |
| <input type="checkbox"/> I'm a fraud | <input type="checkbox"/> I don't know how to do that |
| <input type="checkbox"/> I don't have enough resources | <input type="checkbox"/> If I pursue what I really love, my relationships will suffer |
| <input type="checkbox"/> I don't know where to start | <input type="checkbox"/> Things will never work out for me |
| <input type="checkbox"/> I don't have the right skill sets | <input type="checkbox"/> There's nothing I can do about my health/diet/finances |
| <input type="checkbox"/> I don't have the money | <input type="checkbox"/> Having money creates misery |
| <input type="checkbox"/> I feel wealthy people are bad, and I don't want to be viewed as bad | <input type="checkbox"/> Negative things always happen to me |
| <input type="checkbox"/> I don't have anything to add | |
| <input type="checkbox"/> It's been done before | |
| <input type="checkbox"/> I'm not [smart, funny, good looking, talented, etc.] enough | |
| <input type="checkbox"/> They always seem to have all the luck | |

- | | |
|--|--|
| <input type="checkbox"/> I shouldn't have to tell them that | <input type="checkbox"/> They can do it better than me |
| <input type="checkbox"/> I always have to struggle/others have it easier | <input type="checkbox"/> I can't grow my business/income by that much . . . |
| <input type="checkbox"/> They have [something], but I wouldn't want their life | <input type="checkbox"/> I can't make a living doing what I really love to do |
| <input type="checkbox"/> I'm not good at attracting money | <input type="checkbox"/> The economy is bad |
| <input type="checkbox"/> I'm not very sociable/outgoing | <input type="checkbox"/> Jobs are hard to find |
| <input type="checkbox"/> I'm not very creative | <input type="checkbox"/> I can't depend on most people |
| <input type="checkbox"/> I can't seem/will never lose weight | <input type="checkbox"/> There's a right way to do things |
| <input type="checkbox"/> This just isn't the right time | <input type="checkbox"/> I need to know what others think before I take action |
| <input type="checkbox"/> It's too risky | <input type="checkbox"/> If you want it done right, you have to do it yourself |
| <input type="checkbox"/> What if [it/action] doesn't work | <input type="checkbox"/> Good things happen, but they never last |
| <input type="checkbox"/> I should be further along | |
| <input type="checkbox"/> What if they reject or don't like me | |

WHERE YOU ARE NOW (A one-sentence summary)

WHERE YOU WANT TO BE (A one-sentence summary)

YOUR TOP 5 LIMITING BELIEFS (In order of priority)

STEP 5: YOUR NEW SUCCESS HABITS

In order for you to achieve any level of greatness, you need to dream big, set big goals, and take massive action. You must take ownership of your unique gifts and talents and create a smart business around them. Before however, you can spend energy in new directions, you need to let go of efforts that are not in alignment with this vision.

In the permission slip below, identify and write down your vision of greatness and then list the areas that need to be changed, removed, or delegated.

PERMISSION SLIP

I recognize that I must take care of myself and embrace my unique inner powers (gifts and talents) and shine them brightly in the world so that I can create hope in others and make the biggest impact in the world. Doing so will not diminish the brilliance in others but will actually feed their desire to shine alongside me.

Starting today, I give myself permission to shine in the following ways:

Before that happens, however, these areas need to be adjusted:

Signed _____

Date _____

POWERFUL OUTCOME DAILY RITUAL

REAL CHANGE comes from consistent actions that develop into new habits. The Powerful Outcome daily ritual is the most effective method for developing the mental habits necessary to change your brain and transform your life.

Consistent practicing of the rituals below will have a profound impact on your life, your goals, and the lives of those around you.

Step 1: Read your new empowering decision matrix from step #4 each morning to embed it within your subconscious mind. Do this for thirty days.

Step 2: Keep your new empowering decision matrix in a high visibility place to trigger active brain stimulation and reminders.

Step 3: Obsess over your new decision. Create a brief recording of your new empowering decision matrix on your phone and listen to them 3x/day.

Step 4: Notice when your old limiting beliefs become triggered, acknowledge that this is occurring, and then place your mental attention on your new empowering decision matrix.

Step 5: Make a vision board with images representing your new empowering decisions.

Step 6: Break down the steps necessary to ensure your new empowering decisions become a reality.

Step 7: Schedule actions onto your calendar that need to happen for each of the steps associated with your new empowering decisions.

Step 8: Make a celebration list of rewards you will enjoy when you make progress on any of your milestones. Some examples might be a Netflix binge day, a Mani/Pedi session, a massage, or a special dessert.

Step 9: Decide what you must get rid of to make room for the new changes in your life.

Step 10: Share your new empowering decision matrix with three people for accountability. Accountability partners are a critical part of your future business and life success. It is imperative that you have trusted people around you so you are comfortable asking for support in times when you need it.



CONGRATULATIONS!!!

You made it. It is exciting to realize that you now have a solid foundation to start building the business of your dreams.

There are many brilliant entrepreneurs out there struggling to survive. They have great ideas and are willing to work extremely hard, yet they are tired, broke, and frustrated. They juggle money around every day and lay in bed at night, worrying about how they will ever get caught up with their bills.

I hope you will never be one of those people. I want to help you build your purpose-driven business so that you can make the money you desire and enjoy the freedom you deserve.

Building a business is an ongoing process, and I want to help your business be spectacularly successful!!!

Hugs & Blessings,

Christie Ruffino



**DO WHAT YOU WOULD
ATTEMPT TO DO IF
YOU KNEW YOU
WOULD NOT FAIL.**