

# *how to set a* KICK ASS GOAL







Anyone can create a SMART goal. You know Strategic, Measurable, Attainable, Realistic, and Timely.

...BUT, I  
WANT YOU  
TO CREATE  
A **NAMASTE**  
**GOAL**. YOU  
MIGHT BE  
SAYING, WTF,  
MARNI. THIS  
IS SOME WOO  
WOO SHIT...  
BUT STAY  
WITH ME.

By embracing the NAMASTE approach, you'll craft a goal that not only meets the criteria of SMART but also embodies a deeper sense of purpose, alignment, and passion, propelling you towards success in your business and life.



# the NAMASTE goal



*North Star*



*Actionable*



*Measurable*



*Achievable*



*Strategic*



*Tattoo Worthy*



*Energetically Aligned*



IF YOU'RE STUCK IN A MILLION IDEAS  
WITHOUT CLARITY OF ONE GOAL,  
*here's what I want you to do:*

- 1.** Write down EVERYTHING you want to achieve - seriously do a complete brain dump even if it's pages long
- 2.** NOW, circle the ones that when achieved will have the great impact on your ultimate life goal. For example if Financial Freedom is your ultimate goal circle goals that DIRECTLY impact financial freedom.
- 3.** Choose the top 3. Here's how: read each out loud and ask yourself WHY that goal is important. If the answer is a bigger goal you've circled then the bigger goal wins.
- 4.** Of the 3 **choose ONE**. This is usually the most challenging. Don't overthink it. You've got to choose and move! So choose the ONE goal that follows the NAMASTE points above and EXCITES YOU! You know the one you feel in your belly whether it's scary or exciting ---- that's the one
- 5.** Write 2-3 sentences WHY achieving this goal is truly important and what it means to achieve it --- save that note and refer to it often - especially when you feel stuck

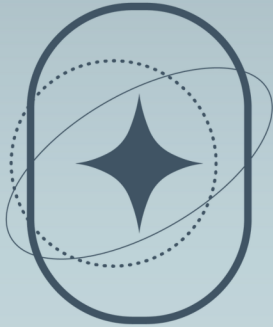


# MY GOALS

*do a complete brain dump*



# the NAMASTE approach



## *North Star*

**Guiding Light:** Your ultimate goal should serve as your North Star, providing clear direction and inspiration for your journey. Just as sailors navigate by the stars, your goal will guide you through the challenges and opportunities of making decisions, prioritizing actions, and staying focused on what's truly important.

## *Actionable*

**Ready for Action:** Ensure that your goal is actionable, meaning it's something you can actively work towards. Break it down into specific tasks and steps that you can take to move closer to achieving it. Actionability ensures that your goal isn't just a distant dream but a concrete plan for success.

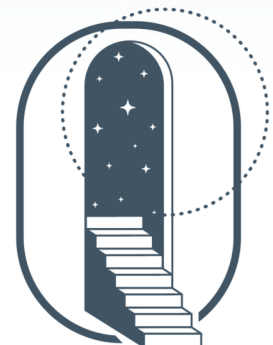


## *Measurable*

**Quantifiable Progress:** Make sure your goal is measurable, allowing you to track your progress and evaluate your success. Define clear metrics you can make decisions from to ensure you're moving closer to your goal. Measurability provides accountability and helps you stay on course.

## *Achievable*

**Within Reach:** Assess the feasibility of your goal and ensure that it's achievable within your current resources and capabilities. While it's essential to aim high, setting unrealistic goals can lead to frustration and burnout. Choose objectives that stretch your limits without breaking them.







## *Strategic*

**Purposeful Planning:** Your goal should be strategic, meaning it aligns with your overall strategy and objectives. Consider how achieving this goal will contribute to your long-term success and competitive advantage. Strategic goals are not just about what you want to achieve but why it matters for your growth and the long term success.

## *Tattoo Worthy*

**Deeply Resonant:** Your goal should be deeply resonant, evoking a profound sense of connection and significance. It should stir something within you, aligning perfectly with your values, passions, and aspirations, making it worthy of being permanently etched into your metaphorical business sleeve. A deeply resonant goal serves as a constant reminder of what you're working towards, and you're willing to commit to it wholeheartedly, regardless of the challenges you may face.



## *Energetically Aligned*

**In Harmony with Your Essence:** Ensure that your goal is energetically aligned with who you are and what you stand for. It should resonate with your core values, beliefs, and purpose, fueling your passion and motivation. An energetically aligned goal feels right at a soul level, igniting the fire within you to pursue it with unwavering dedication and enthusiasm.



# MY ULTIMATE GOAL

I'm excited to achieve

\_\_\_\_\_ by \_\_\_\_\_

*(I'm excited to achieve \$10k+ more a month by end of the year)*

**BONUS:** Outline the HOW...

I know there are many paths to achieve this goal -  
the ones I'm going to explore are:

\_\_\_\_\_. \_\_\_\_\_. \_\_\_\_\_  
*(Sell more to my current clients, increase  
fees for new clients, get more clients)*

To know what's working I'm going to track 1-3  
metrics - only ones that are most important for  
making decisions and taking action from:

\_\_\_\_\_ \_\_\_\_\_  
*(\$ revenue increased, # of clients, revenue per client)*

Here's the actions that must happen in order for  
this to be true, and questions I need to answer:

\_\_\_\_\_. \_\_\_\_\_. \_\_\_\_\_  
*(Do I have the right people in the right seats? Do I know what  
my customer wants? How much can I pay to acquire a new  
customer? Is my onboarding process too complicated?)*



The definition of NAMASTE is “The light in me sees the light in you” and that’s exactly what I get to do for you when we work together. I get to shine a light on your genius and amplify it so it’s shared with the world.

na·ma·ste  
I nāmə·stāl

The light in me,  
sees the light in YOU

If your goal meets the criteria outlined above, CONGRATS! Now head to the tattoo shop \*just kidding - however, I do recommend putting our goal up and visual where you can see it and embody it daily!



*If you're really feeling good, post your goal on your social channels and ask your friends, family and team to*  
HOLD YOU ACCOUNTABLE TO ACHIEVING IT!







*Congrats! You've now created your*  
**KICK ASS GOAL!**

NOW IT'S TIME TO CREATE  
THE PATH THAT GETS YOU TO THE GOAL  
WITH THE **MOST EASE AND FULFILLMENT.**

If you'd like help creating the plan to achieve your goal, I can help. But only if you want to take the path of least resistance...I've done the path of hustle and grind, and let me tell you...it sucks. But seriously, there's a better way and I'd love to show you.

**I'M SO READY!**





MARNI HALE