

# How to Set Your Goals for Property Success



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First Published 2008

First revision 2013

Second Revision 2019

More Than Two Publications, Nottingham

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[www.ThePropertyTeacher.co.uk](http://www.ThePropertyTeacher.co.uk)

# About The Author



Peter Jones is a Chartered Surveyor, an author and a serial buy to let property investor.

He has been involved in property for over 30 years having graduated from the College of Estate Management, Reading University, and then qualifying as an Associate member of the Royal Institution of Chartered Surveyors in 1983, before being elected a Fellow in 1992.

By the age of 35 he was a Salaried Partner in a well respected firm of Chartered Surveyors, and was managing partner of their West End of London Office. His specialty was commercial property but during the recession of the 1990's his specialisation became redundant, and so did he.

Finding himself with no regular income, and with no savings, but with a wife and 3 young children to support, he borrowed some money from a relative and bought a house to refurbish and sell-on. That was the start of his own property business and, despite starting with none of his own money, he quickly assembled a multi-property portfolio. Peter is still actively involved in buying and renovating property, and regularly flips properties for profit.

Peter has written a number of successful property books. The first, *An Insider's Guide to Successful Property Investing*, was first published in 2000 and was one of, if not the very first, book of its kind which was written for what we'd now call buy to let investors.

On the back of its success he was invited to be a guest writer for Property Secrets, and wrote Spanish Property Secrets, French Property Secrets, and Portugal Property Secrets.

He is now a guest blogger for Property Secrets.

He has since written a number of other successful titles dealing with UK investing including *63 Common Defects in Investment Property and How to Spot Them*, *The Successful Property Renovator's Workshop*, and the highly acclaimed *The Successful Property Investor's Strategy Workshop* in which Peter describes step-by-step how he built his own property portfolio, starting with virtually none of his own money. Details of his books can be found at:

[www.ThePropertyTeacher.co.uk](http://www.ThePropertyTeacher.co.uk)

He has also written for Property Investor News, Property Auction News and Hot Property Alert, and has been a guest blogger for Progressive Property and LandlordZONE.

He is also host of the Progressive Property Podcast.

Peter's blog can be found at [www.ThePropertyTeacher.co.uk](http://www.ThePropertyTeacher.co.uk)

[Please also visit Peter's YouTube Channel - The Property Teacher](#)

[And his Facebook page www.Facebook.com/PropertyTeacher](http://www.Facebook.com/PropertyTeacher)



Fourthly, successful goal setting requires the setting of a plan, followed by taking action, something most “resolution setters” overlook.

And fifthly, goal setting works!

The solution to this fuzziness is simple. Before an investor even starts to look for a property they need to think about what they want to achieve and why, and by when they want to achieve it by.

Then working backwards from their desired objective, they need to construct a plan to get them there. In modern self-help talk this is called goal setting and planning.

But, and there is a big but, having read many articles, manuals and books on the subject, each of which gave the author’s own particular “technique” for goal setting, I would be the first to admit that for some of us putting our thoughts down on paper can be difficult. Perhaps it is better suited to a particular type of mindset or person, and perhaps that person isn’t me. And so for years, although I have dutifully set my goals and have planned to achieve them, I have not found the process easy.

So it was with relief and some exhilaration that I recently read Brian Tracy’s offering on the subject in his book *Eat That Frog, 21 Great Ways to Stop Procrastinating and Get More Done in Less Time* (available from [www.amazon.co.uk](http://www.amazon.co.uk)) in which he clearly and concisely takes us through a shortened “step by step” process which even I can understand and master without straining the little grey cells too much.

In fact, it is a process of such simple genius (as genius so often is) that rather than describe it to you, I think it is better if I let Brian explain it for himself:

Only about 3% of adults have clear written goals. These people accomplish 5 and 10 times as much as people of equal or better education and ability but who, for whatever reason, have never taken the time to write out exactly what it is they want.



There’s a powerful formula for setting and achieving goals that you can use for the rest of your life. It consists of 7 simple steps. Any one of these steps can double or triple your productivity if you are not currently using it. Many of my graduates have increased their incomes dramatically in a matter of a few years or even a few months with this simple, seven part method.

or even a few months with this simple, seven part method.

*Step 1 – decide exactly what you want. Either decide for your self or sit down with your boss and discuss your goals and objectives until you are absolutely crystal clear about what is expected of you and in what order of priority. It's amazing how many people are working away, day after day, on low value tasks because they have not had this critical discussion with their manager or boss. Here's a rule. One of the very worst uses of time is to do something very well that need not be done at all. Steven Covey says that before you begin scrambling up the ladder of success make sure that it's leaning against the right building. Be clear about your goals.*

*Step 2 – write it down. Think on paper. When you write your goal down you crystallise it and give it tangible form. You create something you can touch and see. On the other hand, a goal or objective that is not in writing is merely a wish or a fantasy. It has no energy behind it. Unwritten goals lead to confusion, vagueness, misdirection and numerous mistakes.*

*Step 3 – set a deadline for your new goal. Set sub-deadlines if necessary. A goal or decision with no deadline has no urgency. It has no real beginning or end. With a definite deadline accompanied by the assignment or acceptance of specific responsibilities for completion you will naturally procrastinate and get very little done.*

*Step 4 – make a list of everything you can think of that you are going to have to do to achieve your goal. As you think of new activities add them to your list. Keep building your list until it is complete. A list gives you a visual picture of the larger task or objective. It gives you a track to run on. It dramatically increases the likelihood that you will achieve your goal as you have defined it, and on schedule.*

*Step 5 in this goal setting methodology is to organise your list into a plan. Organise your list by priority and sequence. Take a few minutes to decide what you need to do first and what you can do later. Decide what has to be done before something else and what needs to be done afterwards. Even better, lay out your plan visually in the form of a series of boxes and circles on a sheet of paper with lines and arrows showing the relationship of each task to each other task. You'll be amazed at how much easier it is to achieve your goal when you break it down into individual tasks. With a written goal and an organised plan of action you'll be far more productive and efficient than someone who is carrying their goals around in their mind.*

*Step 6 – take action on your plan immediately. Do something. Do anything. An average plan vigorously executed is far better than a brilliant plan on which nothing is done. For you to achieve any kind of success, execution is everything.*

*Step 7 – resolve to do something every single day that moves you towards your major goal. Build this activity into your daily schedule. You may read a specific number of pages on a key subject; you could call on a specific number of prospects or customers; you can engage in a specific period of physical exercise; you can learn a certain number of new words in a foreign language. What ever it is you must never miss a day. Keep pushing forward. Once you start moving, keep moving. Don't stop.*

*This decision, this discipline alone can dramatically increase your speed of goal accomplishment and boost your personal productivity.*

*Now, clear written goals have a wonderful effect on your thinking. They motivate you and galvanise you into action. They stimulate your creativity, they release your energy and help you to overcome procrastination as much as any other factor. Goals are the fuel in the furnace of achievement. The bigger your goals, and the clearer they are, the more excited you become about achieving them. The more you think about your goals, the greater becomes your inner drive and your desire to accomplish them. Think about your goals and review them daily. Every morning when you begin, take action on the most important task you can accomplish to achieve your most important goal at the moment.*

*Now, here are two exercises to apply what you have just learnt. First, take a clean sheet of paper right now and make out a list of 10 goals you want to accomplish in the next year. Write your goals as though a year has already passed and they are now a reality. Use the present tense, positive and personal case so they are accepted immediately by your sub conscious mind. For example, you would write "I earn £x per year" or "I weigh x lbs" or "I drive such and such a car".*

*Second, review your list of 10 goals and select the goal that, if you achieved it, it would have the greatest positive impact on your life. Whatever that goal is, write it on a separate sheet of paper. Set a deadline, make a plan, take action on your plan and then do something every single day that moves you towards that goal. This exercise alone can change your life.*

If like, me, you have trouble setting goals, I think Brain's method is excellent and I'd recommend that you give it a try.

There's nothing magical about goal setting, but the results can be, and often are, highly impressive. I know this from my own experience and the things I have achieved just by setting a goal, breaking it down into the required actions step by step, and then just doing it! But for empirical and impressive proof, self-help and motivation trainers endlessly quote the story of the Harvard graduation class of 1953, as being illustrative of what can be achieved by being focused with a definite end in mind.

You might well have heard this story before, but even so it's worth thinking on again. The class were asked when graduating if they had clear, written goals relating to their futures. Only 3% had. 20 years later the surviving members of the class were interviewed and the researchers found that the ones who had made clear written goals seemed happier and more content than the others. But what was even more interesting was that they found that in financial terms the 3% who had made written goals were worth as much as the other 97% put together.

So this year, even if, by now, you have abandoned your New Year's resolutions, set the goal now of joining the successful 3% and work through the process Brian Tracy has so eloquently explained. This time next year you'll be glad you did.

If you already own properties, this advice still applies. Now is the time to stop and make sure you're steering the right course. If you find that you are not, now is the time for corrective action.

But do remember that having goals and a clear plan for their attainment is only half the story. You also need to have the reason to see them through to the end. My reason for seeing my plan through is quite simple, I want property to be my primary source of income. I need to pay the bills and support my family. Really, it's very basic but a great incentive.

Seeing the plan through to the end until the goal is achieved is where you'll need persistence. Being realistic things rarely go to plan. Unless you are extremely lucky, and extremely well prepared, you will inevitably meet obstacles and difficulties, and many of them will be totally outside of your control.

For example, you have very little influence on whether the government increases existing property taxes, or whether they impose new ones. It's not in your control whether the Bank of England increases interest rates. On a micro level you cannot always control the actions and attitudes of the individuals you have to deal with. To adapt a well-known colloquial expression, sometimes you just have to expect that "bad things happen".

Even so you need to keep your eye on your goal, and adapt to your new circumstances and keep on going. This is well recognised by personal development and business trainers. They tell us that the definition of an entrepreneur is someone who can solve problems, either their own or other people's. They tell us that a successful person is a failure who picked themselves back up just one more time, and even "a winner never quits, quitters never win".

Make it a discipline to review your goals and plans regularly so that you can keep focused and pick your self up when you need. It is very easy to become distracted and to do things which seem urgent and even important, but which are actually interfering with your moving forward, and which may even be taking you further away from your goals.

## Goal Setting to Property Success in 5 Simple Steps

I've developed a unique, highly valuable tool to help you to set your property goals and to plan for, and to attain their achievement, so you can have your best year in property yet.

### Goal Setting Works.....

By now, probably 99% of all of this year's New Year's resolutions have either been broken or have been forgotten.

Let's face it, New Year's resolutions just don't cut it.

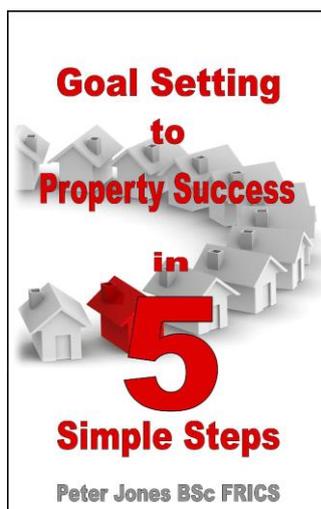
The good news is that there is still time to set your property goals and to make this your best year in property yet.

Studies have shown, time and time again, that goals that are clearly articulated and defined are more likely to be achieved than goals which are vague or merely wishful thinking.

### But Setting Property Goals Can be Hard....That's Why I've Tried to Make it Easy

Having spent years trying to work out the best way to set property goals and then plan for their achievement, and knowing the difficulties involved, I've put together what I hope will be a 'break-through' tool - a customisable eBook template which takes you step by step through the whole process of property goal setting to preparing a plan which will really work.

### Goal Setting to Property Success in 5 Simple Steps



I've called it **Goal Setting to Property Success in 5 Simple Steps** and it 'does what it says on the tin'.

In it I'll show you how to set your goals, how to term them financially, how to state them in terms of property, how to choose the right strategy to achieve them, and then, crucially, how to prepare and write a plan for their attainment which will really work.

If you are serious about achieving property success please go to [www.thepropertyteacher.co.uk/goal-setting-property-success-5-simple-steps](http://www.thepropertyteacher.co.uk/goal-setting-property-success-5-simple-steps) for full details on how to order and download your copy.

Successful people know the key to success is having clearly defined goals, adopting the right strategy and having a detailed, workable plan, so please grab your copy of

**Goal Setting to Property Success in 5 Simple Steps** and let me help you through the step by step process which will allow you to achieve more than you thought possible this year.



So if you'd like me to talk you through how to set your property goals, and then help you to put together a plan to achieve them, then please visit my website at [www.thepropertyteacher.co.uk/goal-setting-property-success-5-simple-steps](http://www.thepropertyteacher.co.uk/goal-setting-property-success-5-simple-steps) where you'll find full details and can order your copy of *Goal Setting to Property Success in 5 Simple Steps*.

Here's to successful property investing.

*Peter Jones*

Peter Jones B.Sc FRICS

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[www.ThePropertyTeacher.co.uk](http://www.ThePropertyTeacher.co.uk)