

Do You Want to Win or Not?

January 2008

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Guest Column

Dear Sarah:

Welcome to 2008!

I'm sure, that like thousands of other people, you made some resolutions for the new year. Most of the time, these resolutions are centered around something personal: losing weight, getting fit, or managing your money better.

But what about work? Did you resolve to be a better communicator? Did you decide to discover how to work more effectively with your co-workers?

Take charge of your success by taking a moment to scan this email and find a tip or tool to help you reach your goals this year.

If you have any ideas for future newsletter topics, [contact me](#) and let me know.



Goal setting is good, but reaching your goals is what counts!

Many times, we say that we want to be successful, professional, a team player, the top sales person, the manager, the director, etc...

But do you REALLY want those things?

I find that many people say that they want these things, but they are often unwilling to pay the price to get there.

The cost of success isn't luck, it isn't wishful thinking - it's focused efforts toward the goal. So this month's newsletter isn't about setting goals -

it's about reaching them.

Reaching your goals is like a diet - you can't wish you were thinner, you have to make changes in your lifestyle and habits to effect changes in your life.

Stop talking about about your goals - and start working on them!

[More about Sarah's current classes](#)

Writing a newsletter and need some "snippets" of information? You are welcome to quote anything in this e-zine, provided you reference Sarah Zink Business Training.

Warm Regards,



Sarah Zink
Sarah Zink Business Training

Quick Links...

[Who is Sarah Zink?](#)

["Think Zink" Shop](#)

["Power And Women" Cruise](#)

[Free Stuff](#)

[Signature Training Topics](#)

Are you Program Director for your group?

If you are program director for a chamber or special-interest group, it's hard work to find interesting speakers.

Some of my keynote topics are listed below, and I'm always willing to customize any speech for a group.

- Fearless Living
- Empowering Your "IT"
- Women and Power
- Who's in Charge of

How to Reach Your Goals

Be Clear - The first step to reach your goal is to set a clear goal. "I want to sell more" isn't a clear goal. How much more do you want to sell?

Be Reasonable - Setting an unachievable goal, or worse - a goal too low - makes your work meaningless. Thoughtfully consider your goals in light of your past performance, the tools you have to work with, and your willingness to commit to the goal.

Be Committed - Speaking of commitment, I once read a story about a general that burned his ships after he and his troops landed on the beach. It made it clear to his army that there was no going back. Don't even consider failure.

Keep Moving - Every day, take at least one action that moves you closer to your goal. Make one more phone call. Write one more hand-written note. Say one more nice thing.

Keep Evaluating - Remember to keep re-evaluating your goals. If your circumstances have changed, consider the fact that your goals might have to change as well. If nothing has changed, and you are falling short of your goal, re-commit to achieving it.

[More About Sarah Zink](#)

Guest Column: [Gretchel Johnson](#), Life Coach

Get it done on time without the frustration!



Think about the well-known axiom "Failure to plan is planning to fail." Now, think about the manner in which you have planned tasks in your professional life, and/or your personal life. Isn't it amazing that planning was the ultimate factor in whether things were completed on time?

However, we don't always have the privilege of planning when we're given multiple tasks to complete at work (some with dead-lines), not to mention the avalanche of emails, phone calls, meetings, etc., and if that's not enough we impose unreasonable tasks for ourselves like the bobbing head toy, nodding yes to everyone for every request. While much of this is due to living in modern society. Here are something's you can do to elevate the chances of completing your tasks on time.

Your Destiny?

- The Myth of Motivation
- Do You Want To Win or Not?

[Contact me](#) to check availability and rates. There is no charge for most chamber events.

Join Our Mailing List!

Never use your calender for your to-do list. Putting 20 things you would like to accomplish on your calendaer every day will only create frustration. Instead, separate the functions for your calender for time-specific events. When creating that to-do list, always remember to ask yourself: "what matters most?"

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