

# Local Solo-E Certified Expert Shares Goal Setting Tips for Home Based Businesses for the New Year

*Home Based Business expert reveals how planning is the secret to making 2011 a success*

**San Juan Capistrano, CA** November 29, 2010 – Why is it that some home based business owners consistently seem to get more done than others? According to one Solo-E.com certified expert, the answer is that they know how to set specific, achievable goals for themselves - and then follow through on them.

“While you may be working very hard, without setting goals you’ll find that all of your effort doesn’t yield meaningful results,” says Ann Ronan, Ph.D. owner of Authentic Life Institute in San Juan Capistrano. “To achieve any goal, you need to understand why you want it in the first place, how it relates to your other goals, how reaching it will change your life, and what elements of the goal are the most valuable and important to you.”

Founded in 2000, Authentic Life Institute helps home based business owners generate profitable income streams by using a Life First/Work Second approach. Ronan is one of 50 solo professionals who have met the requirements of the only international post-graduate certification program for solo entrepreneurs to become a Solo-E.com certified expert. Part of that certification process is demonstrating planning and organizing skills through teleseminars and writing.

“Setting New Year’s goals for a solo professional’s business is easier said than done. Once clients start calling and deadlines loom, those wishful goals soon get lost in the daily grind of completing the tasks at hand,” says Terri Zwierzynski, CEO and founder of Solo-E.com. “The goals solo business owners (which make up 78% of all businesses in the US) set in 2011 -- and their success in achieving them -- are crucial to the nation’s economic recovery. According to a recent business survey, more than 80 percent of small business owners admit they don’t monitor their goal-setting or enlist the proper coaches and advisors to help them achieve their goals.”

Both Ronan and Zwierzynski recommend a few tips in setting and achieving New Year’s goals in 2011 for home based entrepreneurs:

- Make your goals specific and measurable. “It’s not enough to say, ‘I want make six figures,’” explains Solo-E.com Certified Ronan. “Create goals that have an action plan for you to achieve very specific results.”
- Choose meaningful goals. “Remember that the purpose of goal setting is to move us forward and spur positive change,” says Zwierzynski. “If your goal isn’t worthwhile, why achieve it?”
- Find help and support. “As a home based professional, it’s easy let your dreams die in isolation,” says Ronan. “Finding like-minded people who can support you along the way will make a crucial difference in achieving that goal in 2011.”

## **About Solo-E.com**

Solo-E.com, is one of the leading online resource centers for solo entrepreneurs and self-employed professionals. It exists to promote the practice of solo professionals, and provides education and growth opportunities for subscriber. In addition, it offers marketing opportunities and assistance for entrepreneurs, coaches and consultants. For more information, visit <http://www.solo-e.com>

## **About Authenticlifeinstitute.com**

Authentic Life Institute, is one of the leading training and publishing centers for home based entrepreneurs. It exists to promote the development of successful self employment, and provides both virtual and live education and professional growth opportunities for members. For more information, visit [www.authenticlifeinstitute.com](http://www.authenticlifeinstitute.com)

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