

## **Simple Biography**

Short Bio: Timothy Phillips passionately shares success principles he has learned from 25 years of corporate experience and demonstrates those principles through active stories.

Medium Bio: Timothy Phillips has a string of results that stems from studying books, audios, and lectures for over 25 years. He passionately demonstrates these principles through testimonies and stories he composes.

Long Bio: Through investing time in his own education and applying his education into real world application he has been able to eternalize principles of success to create extraordinary results. Timothy Phillips has managed sales into fortune 500 companies such as Motorola, Ford Motor Company, Darden, and IHOP. Timothy Phillips passionately writes about these principles in his book, *The Goal-Getter: A Story That Teaches How to Become One*.

## INTERVIEW

### **Can you explain the process of goal setting? What does it entail?**

The First Pillar of Goal-Setting is to understand what you are used to right now. What naturally makes you “feel normal”. Keep in mind that this does not mean being happy. Sometimes being in a toxic relationship is normal. Understand that.

The Second Pillar of Goal-Setting is getting a dream or goal that is outside that comfort zone. Unleash that magnificent imagination of yours. Identify a want, need, desire, or dissatisfaction. Some people call it God's plan or a definite major purpose or simply a dissatisfaction, but it's in your imagination and it's something you don't possess right now.

The Third Pillar of Goal-Setting is recognizing the noise in your life. When you set a goal your environment will quickly rise up to resist. This is noise and is very natural and very necessary in the Goal-Setting process. Noise is how you find out what skills you need to mature through to grow as a person. Once you have these skills then it is just a matter of time.

The Fourth Pillar of Goal-Setting is Applied Faith. Once you know your comfort zone and your environmental noise, you have to convince yourself that this goal is VERY achievable. It is your God-Given right to have this goal. If it wasn't why would you be imagining it? You have to bombard yourself with this realization as you learn to be the person that can receive that goal.

The process of goal-setting is realizing where you want to go, knowing where you're at, and having faith that you can bring those two together.

### **Can you talk more about short-term, mid-term and long-term goals?**

A “Long-Term” goal has been described as pursuing a magnificent obsession, or God's plan, or a definite major purpose. People will imagine, “I will be a profitable business owner”, or, “I will be a stay-at-home mom from a nine to five job”, or, “I will get straight A's in school and become a debt-free architect”. Those are some of the bigger projects in life.

In pursuing that big goal you will have to come up with smaller, short-term goals. Stepping stones if you will. Those stepping-stones are discovered in the faith process. For example, I want to be a straight-A graduate, so I should focus on getting A's on my midterms. I want to be a business owner, so I should work on my good character in my network or develop a sales call habit. Soon your character will dictate to yourself and others of the bigger goal as the short and mid-term goals are being accomplished.

### **Do you have to write down your goals with pen and paper? Is that still effective or is our electric notepads enough?**

It is so much more effective if we write down our goals manually. Noise and distractions bombard us constantly. Our “big-breaks” are hiding in that sea of noise. We will easily miss the next big idea, or contact unless we program our filter to bring those people and ideas to our attention. Messages come to us in many, many ways, but that simple process of writing something down and more importantly, putting a date on it tells your unconscious and your subconscious that you're open for business. When you hand-write your objectives down, you'll have a better chance of your subconscious and unconscious recognizing elements in your environment that will help you achieve that goal. It is not uncommon for a real-es-

tate agent to make a big sale in the deli-line because something in the background told them this person was looking for a house.

### **What are the categories for setting goals? Which ones would you say are the most important?**

Goals are individualistic. There is no one size fits all. That's what makes them awesome. If you ask a teen what they want to be when they grow up they may answer game programmer, school teacher, or doctor but many times these are goals GIVEN to them from other authorities. A real goal is very personal. For example, someone might want to be a stay-at-home mom while someone else wants to be a stay-at-home dad. You might want to be a straight A student. I might wanna start a business. All goals are different, all disciplines will be different, and all processes to make them happen will be different.

Because goals are so personal, a one-size-fits-all plan is not possible. There are good, better, and best plans for each person. We here at Sunlit Motivation have created a scheduling system simply called the Goal-Getter Scheduling Sheet.

If you are new to scheduling our system is a great place to start. It's a weekly scheduling system that opens with Why am I setting up a goal? Why is this goal important to me? Who will be served by this goal?

The next section contain the "What's" that need to be done in life. These What's will be categorized by what happens in your life. As you fill out the form, bend your action towards your goal. Include self-improvement in these activities.

It is easy to see what areas of your life are distractions and what areas are blessings.

### **Is it necessary to set goals to achieve what we want? Or can we go with the flow and still achieve the same results.**

Going with the flow is what we here at Sunlit-Motivation refer to as accepting "average". Average is the best of the worst; the worst of the best. Being average is knowing enough to be in the game but not enough to make a difference. Being average is doing what culture will dictate. This is how much money a person will make; this is how many kids you will have; this is where your house will be, what kind of car you will drive. All these decisions will be shaped by the cultural norms. This is what makes us average. If going-with-the-flow is what you want then average is what you'll get with or without my permission.

When you set a goal, you are already breaking that pattern of average. When you set a goal, you will be putting your imagination in something that does not exist. There's no pattern for it. You must create that pattern for yourself. Let's say a student wants straight A's in math. Once that person successfully imagines himself being a straight A-student, a plan of action will begin. He will shape himself to develop a pattern that will achieve that math grade.

### **What can you recommend when it comes to setting goals for someone who has never done it before? And what can we do to start?**

A good start for anyone is to head off to [Sunlitmotivation.com](http://sunlitmotivation.com), There you will find a lot of free tools. We have videos, simple lessons, and book lists. We have some real good stuff that will definitely help the average person get to the next level.

Next, get your imagination going. Dream, imagine, explore. Your brain will automatically reverse engineer any strong thought you give it. Have fun and think of some really scary-to-you dreams.

Evaluate who is in your association. It was hypothesized that you will become the average of your five closest friends. Maybe it's time to upgrade your closest friends to people who are eager for your success and are skilled in helping. When we pursue a big goal, our best friends will come out of the woodwork. Can you believe that many of us haven't even met our best friends yet?

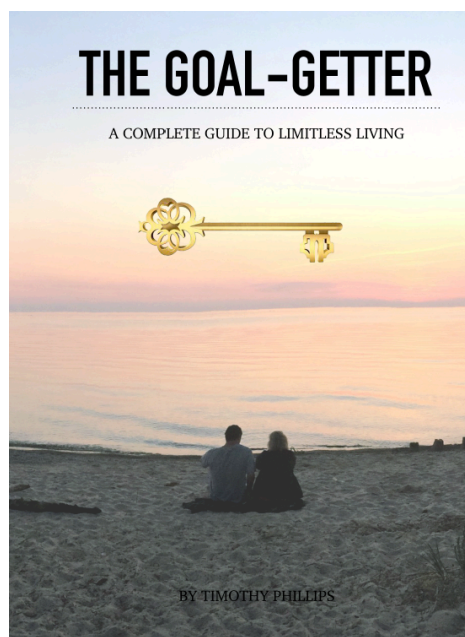
Read. The wealth of the world is stored in books. If you are too outgoing, read topics on being reserved. If you are flippant, read books on how to organize yourself. If you are too rigid read books on serendipity. If you know everything maybe you need to read to unlearn some bad habits. Everything you need to know is not locked in a college under a professors mattress. It is free and available somewhere in a book. If you can read you can learn literally anything.

Watch what you are listening too. Music is nothing but thought to a beat. Some music is giving you thoughts that will completely contradict your goal. Other music will give you a good foundation of thoughts to build upon.

If you need skills to reach a goal, take advantage of free classes. YouTube is just one of many places that has free lessons. You can freely learn anything from video editing to Microsoft office to changing spark plugs to teaching public speaking.

If you can dream it you can achieve it. We here at Sunlit Motivation are here to celebrate your dreams.

## ONE SHEET



### The Goal-Getter: A Complete Guide to Limitless Living

The skills you used to master a door-knob so long ago are the same skills teachers, pastors, and presidents use to manage classrooms, lead congregations and change the world. For the student who wants to master Mathematics, for the musician who wants to learn that next complex piece, for the business men and women who need to double sales, and for that parent who wants to simply come home from a complex job, this book is for you. The Goal-Getter: A Complete Guide to Limitless Living, is the step-by step text-book your logical mind will appreciate. You were designed for achievement. Lets do this....then lets do this again!

#### Strategy to sell the book.

My business-plan to sell this book is to combine lectures, podcast radio, and book signing into a complete personable experience at least 5 times

#### Book Info:

Title: The Goal-Getter: A Complete Guide to Limitless Living

Author: Timothy Phillips

Category: Personal Growth, Education, Business

ISBN: 9781796992168

Formats: Paperback, e-file

Trim Size: 8.5 x .22 x 11 inches

Pages: 96

Price: \$49.99 US

Publication Date: 11-2020

Available From: Amazon Kindle Direct Publishing

#### Selling Points

- Teaches a goal setting model that is duplicatable among all disciplines.
- Multiple success principles are discussed and applied.
- “Digging Deeper” worksheets used to reinforce individual lessons.
- Encourages that goal setting is natural and doable by the reader.

#### Endorsements

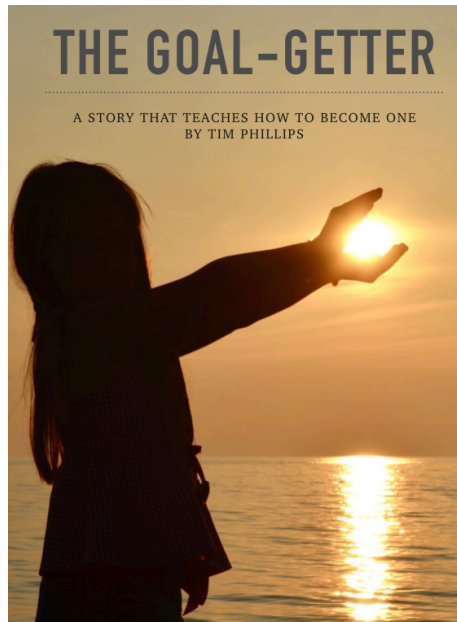
Dr. Robert Libka

The underlying story of The Goal-Getter is highly captivating; resulting in a book you cannot easily put down.

#### Biography

Through investing time in his own education and applying his education into real world application he has been able to eternalize principles of success to create extraordinary results. Timothy Phillips has manages sales into fortune 500 companies such as Motorola, Ford Motor Company, Darden, and IHOP. Timothy Phillips passionately writes about these principles in his book, The Goal-Getter: A Story That Teaches How to Become One.

## ONE SHEET



### **The Goal-Getter: A Story That Teaches How To Become One**

Inside every one of us is the DNA to accomplish any goal we want. Noemi is one of the few people who leaves her secure job to start a business in hopes to achieve her dreams and goals. However, even with the encouragement of her family, she quickly learns that her own strength might not be enough to build this business and seeks out the aid of a seasoned leader named Theresa. Theresa not only knows the system of reaching goals but knows how to teach and inspire those who are willing to listen. Noemi and the reader get exposed to the Goal-Getter system that teaches a formula anyone can learn. Your next big achievement may be one more book away. Mine was.

#### **Strategy to sell the book.**

My business-plan to sell this book is to combine lectures, podcast radio, and book signing into a complete personable experience at least 5 times a week.

#### **Book Info:**

Title: The Goal-Getter: A Story That Teaches How to Become One  
Author: Timothy Phillips  
Category: Personal Growth, Education, Women  
ISBN: 9781796992168  
Formats: Paperback, e-file  
Trim Size: 6x9  
Pages: 140  
Price: 14.99  
Publication Date: 02-2019

#### **Selling Points**

- A relatable goal setting model demonstrated in a story.
- Multiple success principles are discussed and applied.
- A simple point-by-point goal setting system is given to the reader.

#### **Endorsements**

Dr. Robert Libka

The underlying story of The Goal-Getter is highly captivating; resulting in a book you cannot easily put down.



#### **Biography**

Through investing time in his own education and applying his education into real world application he has been able to eternalize principles of success to create extraordinary results. Timothy Phillips has managed sales into fortune 500 companies such as Motorola, Ford Motor Company, Darden, and IHOP. Timothy Phillips passionately writes about these principles in his book, The Goal-Getter: A Story That Teaches How to Become One.