

Transcript – Welcome & Why Money Goals Are Important

How to Set Life-Changing Financial Goals Course



Hey mama! Welcome to How to Set Life-Changing Financial Goals. I'm Chelsea Brennan, the founder of Smart Money Mamas, and I'm really excited that you're here because financial goals are incredibly important.

And if you've bought this course, you probably (1) believe that goals are important and (2) have tried to set them before and kind of struggled. Whether you set New Year's resolutions and got to the end of the next year and felt like you were in the same place, or set a monthly challenge and by week two you kind of lost steam and you didn't know where that motivation you had at the beginning went.

This course is going to be about where we go wrong in goals, and how we can set more purposeful, meaningful goals that will drive us through changing habits and all the hard things that have to go with financial goals.

First off, why do goals matter? Why do I have a whole course about this? Why are we going to spend a whole month talking about this topic?

Goals are important because, regardless of what we think, no matter how much we tell ourselves that humans are super evolved and we're super smart and we're ready to go, we're not naturally long-term thinkers.

So, what we do is we set a long-term goal. We know what we want, we know our ideal life in 10 years or 20 years, or we have some general idea of it, and then the day-to-day distracts us, right? We see a sale or our kid asked for something or we're just tired, and we lose sight of that goal. The near-term things become much more important in our brains, because it's just how our minds work, right? It's that whole survival instinct that is always going to prioritize today.

So if we don't have strong goals and strong understandings of why we want those things and an understanding of how near-term decisions can impact our long-term happiness, we're not going to be able to stick to our goals because our animal brain is going to go back to, "I need this now to be happy," even if that's not what we really need to be happy.

Goals and meaningful goals, like we're going to set in this course, help us live life on our own terms instead of worrying about, "What is the goal that every financial guru is telling me to set? What am I doing wrong? What does my family think I could do?" And more on what do you want, what's important to you and how do you get that, and how do you build that life, and how do you use money as a tool.

COURSE OVERVIEW

This course has four sections.

The first is going to be identifying what you really want. We're going to go through really thinking about and getting deep on what those things are, and how to identify them and kind of scrape away people's expectations of you.

The second is going to be examining your current financial situation. You can't know where you're going and how to get there if you don't know where you're starting, what your starting point is today, so we're going to go through how do we examine where you are today.

And then we're getting to the third section where we're actually going to set some goals. And this is what you're going to notice, that setting goals... This is a goal setting course, but setting goals is step three. And this is where people go wrong, right?

We go into it and say like, "I want to save \$10,000," or "I want to have an emergency fund," or "I want to get out of debt," and we haven't done the work about the why, and that's where we lose track. So we're going to wait until section three to actually set our goals. And you and I are going to work together to set some short-term, medium-term and long-term goals. I honestly think the short-term goals are the most important of those three, but we're going to talk about it.

And then the fourth section is going to be sticking to your financial goals. And we're going to talk about some strategies on how to really keep and make sure that you focus on all the things that you learned in this course, and all the things you learned about yourself and your long-term goals, because you are changing habits.

At the end of this course, you're going to better understand what you really want in life and from your money, and how to get there.

So let's get started!