DIFFERENCE BETWEEN A GOAL & A PROJECT

They can look the same, but they're not. Here's how to tell the difference.

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GOAL OR PROJECT?

Is building a website a goal or a project?

Is writing a book a goal or a project?

Is hiring a new assistant a goal or a project?

Is completing a new system for your customer service department a goal or a project?

Is building a webinar funnel a goal or a project?

This is an important distinction, because Goals create accountability and Projects create confidence. They ARE NOT the same thing.

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PROJECTS

WHY?

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O.P.P. Framework

Stress Meter
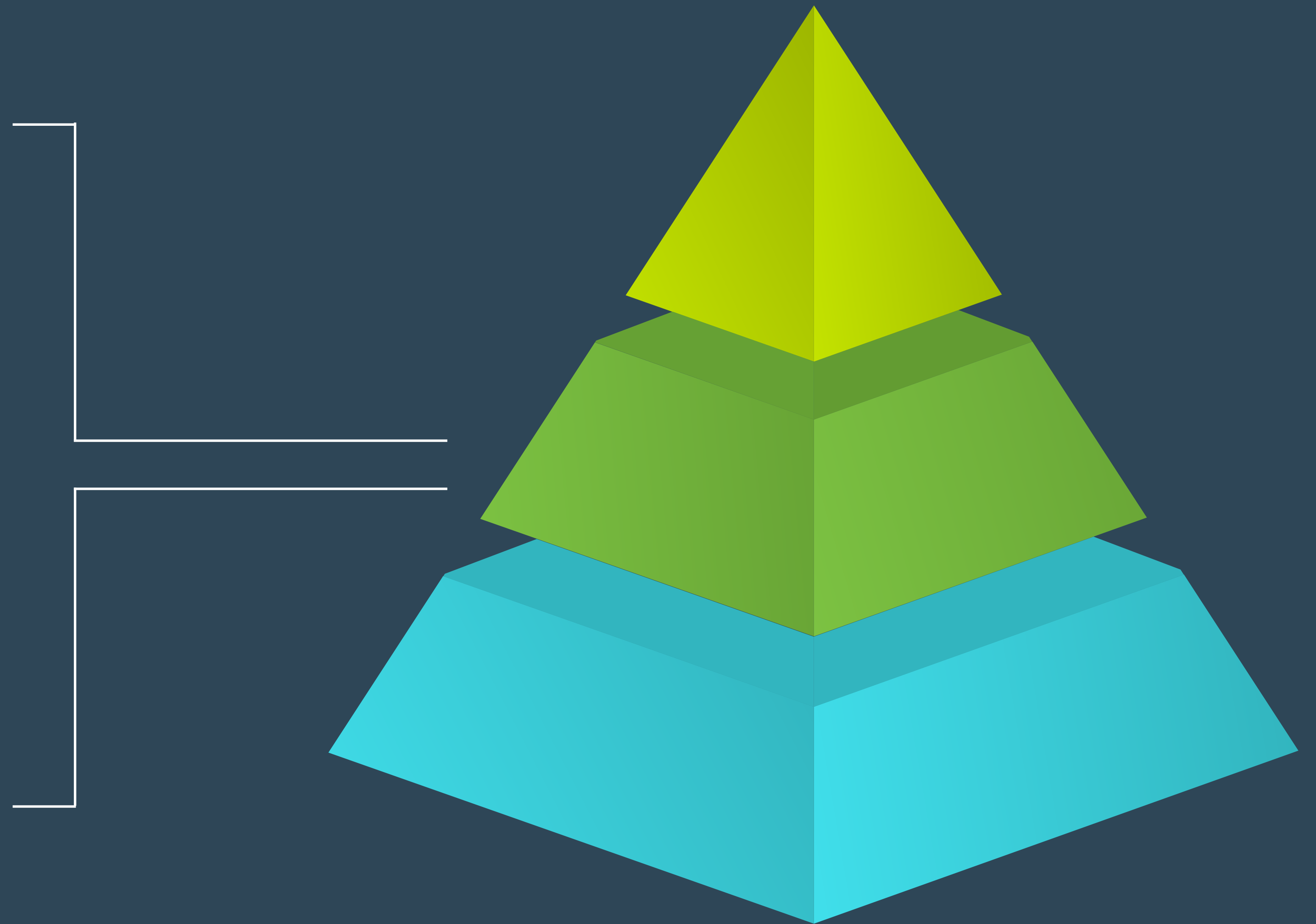
OUTCOME GOALS

They're tangible. You know you've achieved them. Which means they carry higher levels of stress, because you don't have control.

PERFORMANCE BASED PROJECTS

You have a lot of control, because it's based on your focus, resources, time, etc.

PROCESS/TASKS

You have 100% control.

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Project	Goal
Build a website by March 24th.	*Build a website by March 24th, generating $5,000/m in sales.*
Write a book by July 29th.	*Write a bestselling book by July 29th, generating 12 new clients/month.*
Hire a new assistant by February 4th.	*Hire a new assistant by February 4th and reduce my work hrs by 20%.*
Complete new system for customer service by October 9th.	*Complete new system for customer service by October 9th, and reduce response times by 30%.*
Build a webinar funnel by January 22nd.	*Build a webinar funnel by January 22nd generating $4,000/week in sales.*

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The Difference.

Goals tell you why.
Projects tell you what.

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Goals are accountable to a result. Projects are accountable to a deadline.

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The Difference.

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Goals create friction.
Projects create direction.

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KEY TAKEAWAYS

→ *Goals and Projects can look the same,*

→ *Goals create a lot of stress, if there's nothing underneath it to make them happen. Projects.*

→ *Projects can make you feel busy and accomplished, when they might not be actually producing a result.*

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