

The background of the entire image is a vibrant sunset or sunrise over a body of water. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. In the foreground, the silhouettes of four people are standing on a dark, rocky cliff. From left to right: the first person stands with hands on hips; the second person has one arm raised in a fist; the third person, in the center, stands with both arms raised, holding a large trophy aloft; and the fourth person on the right is looking through binoculars. The overall mood is one of achievement and aspiration.

GOAL SETTING

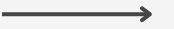
A guide to achieving your wildest dreams



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WHAT IS A GOAL?



01

A clear, specific outcome



02

Has a time frame



03

You commit to achieving it

WISH VS DREAM VS GOAL

3



01

Wish: Nice to have



02

Dream: Inspiring picture



03

Goal: I'm working on it now

WISH

4



01

Vague, no plan,
no commitment



02

Focus on desire,
not action



03

“I wish I were fitter...”

DREAM

5



01

Big, emotional,
long-term vision



02

Gives direction and
meaning

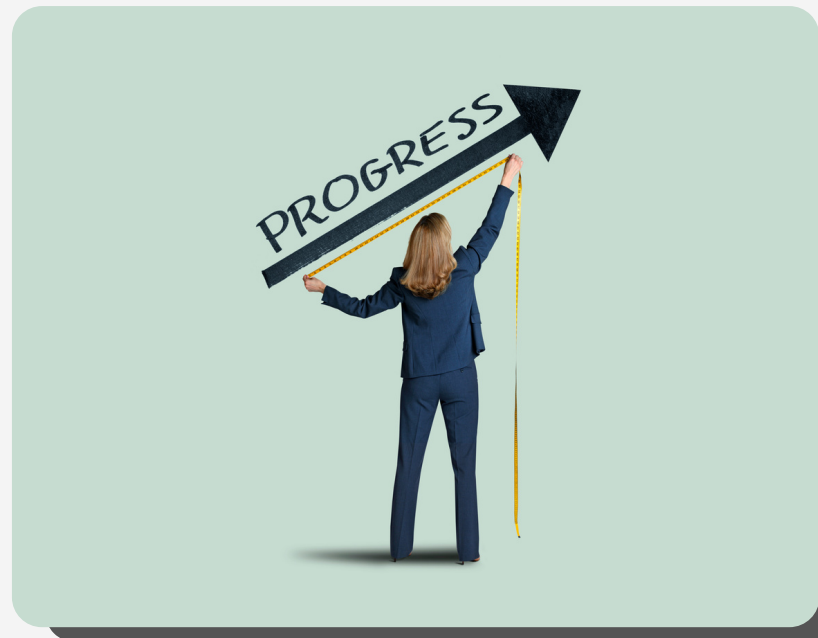


03

Example:
“🌍 Travel the world”

GOAL = DREAM IN ACTION

6



01

Specific and measurable



02

Time-bound and planned

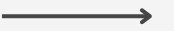


03

Example:
“💪 Work out 4x/week for
3 months”

FROM DREAM TO GOAL

7



01

Start with the big dream



02

Ask:
“What can I do in 3–12
months?”



03

Turn that into clear goals

WHY GOALS MATTER

8



Give clarity

01



Create focus

02



Boost motivation

03

GOALS GIVE CLARITY

8



01

“What do I actually want?”



02

“What matters most now?”



03

Make success visible

GOALS CREATE FOCUS

10



Protect your attention

01



Help you prioritize

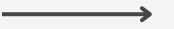
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Easier to say “no”

03

GOALS INCREASE MOTIVATION



01

Ignite your drive



02

Make progress feel
rewarding



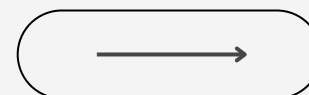
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Turn effort into
achievement



MYTHS

Don't fall for them.



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MYTH 1

13

“I MUST BE 100% READY”



01

Waiting for perfect timing



02

Reality:
you never feel fully ready



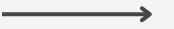
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Start, then clarity grows

14

MYTH 2

“BIG GOALS FAIL”



01

Fear of disappointment



02

Real issue: timeline & plan



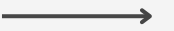
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Aim high, be patient

15

MYTH 3

“GOALS ARE FIXED”



01

Fear of changing mind



02

Goals are tools,
not handcuffs



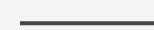
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Adjusting can be wisdom

MYTH 4

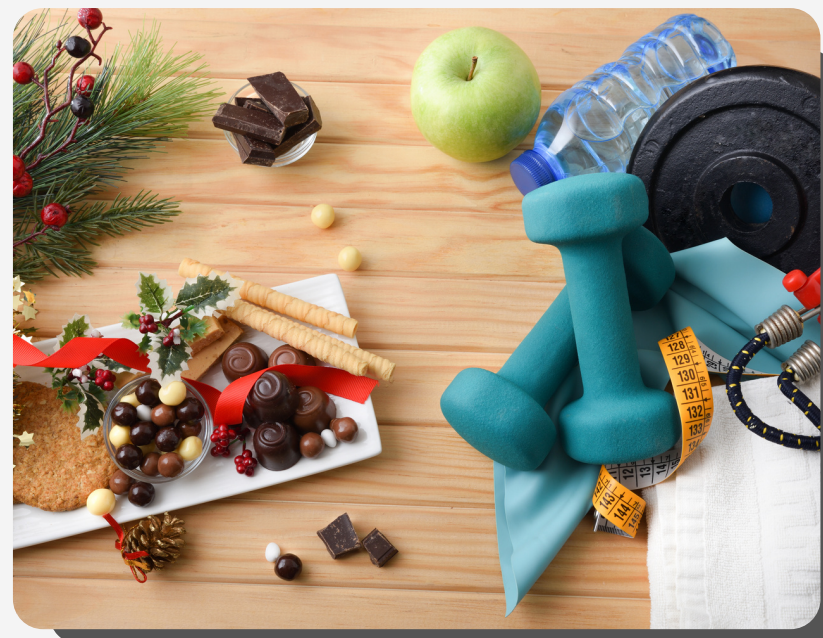
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“I MUST FEEL MOTIVATED”



01

No one is motivated 24/7



02

Habits and systems
matter more



03

“Habits keep the car
moving”

17

MYTH 5

“I’LL JUST REMEMBER IT”



01

Only in your head
=
easy to ignore



02

Written goals are clearer

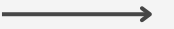


03

If it matters, write it down

MYTH 6

“GOALS ARE FOR ‘SPECIAL’ PEOPLE”



Not just for
CEOs or toppers

01



Everyone has desires
already

02



Goal setting makes them
achievable

03