

Valerie Taloni, The Goal Diva

*The following is partially excerpted from the introduction of [The Goal Diva's book](#),
***Burn Your Wish List! How to Stop Hoping for the Best
and Start Planning for Success:****

I've been a goal setter my entire life, as far back as I can remember. In elementary school I had a goal to get all A's on my report card. (Granted, Dad gave me fifty cents for every A, but heck... that was my motivation!) Other goals I set while I was still pretty young included: become captain of the field-hockey team, become a member of the National Honor Society, go to college, be a teacher, become fluent in French by living in France, travel in Europe. I accomplished all these goals by the time I was twenty-two. I've had health and fitness goals since my early twenties. I lived in France and loved every second of that experience, but I got fat while I was there. I ate far too many French pastries. Upon touching US soil after living in France, I set a goal to lose the weight and never gain it back...and that's what I did. Even though I'm in great shape, I have new health and fitness goals every year. At the time of writing this book, I have a goal to blast the blubber! (What that really means is to reduce my body fat percentage.)

Flash forward quite a few years. When I was in the corporate world working for American Express, I set and achieved monetary goals as well as a goal to get into the President's Club. I won President's Club and achieved 90% of my monetary goals. Twelve years ago, I set a goal to have my own business. To achieve this goal, I had to accomplish a series of sub-goals which included getting a certification in individual and organizational coaching. That was back in the 1990s before most people had even heard of business or personal coaching. In 1999 I started my own business.

In 2002 my husband and I were living full-time in New Hampshire. (I'm a New Englander. I was born and raised in Massachusetts, moved to Connecticut after my third semester in college, and stayed in Connecticut until moving to New Hampshire in 2001.) Shortly after moving to New Hampshire, I found myself with a growing interest in the world of real estate investing, so I participated in a weeklong intensive Real Estate Investing Boot Camp. I then set a goal to find and purchase a deserted cottage on a lake in New Hampshire, using the techniques I learned in the boot camp.

As I write this, I'm sitting at my desk in that little lakeside cottage I found. My desk is next to a window with a beautiful view of the lake. (Okay...I have to tell the truth on this one. This was my goal: *find and buy a deserted cottage on a lake, then sell it for a profit.*) I found the cottage and went back and forth with the owner for a year before he finally agreed to sell it to me. (Think persistence.) Then I then did what every real estate investor says not to do when buying and selling real estate for profit—I fell in love with it. Instead of selling the cottage for a profit, I kept it. My husband and I have since sold our home in New Hampshire and moved to sunny Florida. We come to our little lakeside cottage every summer for four months.

Owning my own fitness center was a dream and when we moved to Florida, I made that dream come true. I purchased a fitness center and grew it to where it was voted the number one fitness center of its kind in my city, and I was invited to speak on public radio because of the activities I offered teenage girls.

I live a life I love because I practice what I preach. In my personal life and in my business, I follow the steps I teach in my book and have taught to hundreds of clients over the last ten years. My process for setting and achieving goals is tried and true. It's not something I made up just to sell a book. While I've always been a goal setter, my goal setting process has been refined over the last ten years. My clients' successes are proof that my process works. I've had clients double their income, achieve their dream of getting on a network TV show, change careers, start a business, realize a goal of opening a store, earn a second degree.

It's one thing for you to learn about some of my accomplishments, but what's more important for you to understand is that *I know how to teach others*, and... I'd love to teach you.