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## Goal Setting for Success

### Being Prepared through Planning

Being successful often requires goal setting and achievement. However, in order to be successful in your career as well as your personal life, you have to do more than simply create goals. You have to have a plan that drives you from one goal to the next, and challenges you to continuously improve your skill set.

There are two ways to plan for success. First are the long-term plans which look at what you want to accomplish every quarter and over the course of the full year. And second are the short-term plans which cover what you expect to accomplish from one week to the next and month to month.



### Long-Term Plans

#### Create Goals

What do you want to accomplish? Before you can make a plan of action, you need to look internally and identify what it is you want to make happen for yourself. This should be something of high priority and something you have a passion to achieve.

#### What Do You Need for Success?

You can't achieve your goals if you don't have the tools and resources in place to support your efforts. These resources include additional help, emotional support, schooling, transportation and other elements. Be sure you think this through and have the proper support systems in place before you begin.

#### Assign Responsibilities

If you have others helping you reach your goals, what are their responsibilities? Who's going to be doing what? Take the time to clearly define everyone's roles so they know what's expected of them and how you want them to support you.

#### Action Steps

What needs to happen to put your plan into action? Outline a process for each step and decide which steps should be part of your short-term plans.

#### Create a Schedule

When you know what it will take to accomplish your goals, you need to set up a schedule so those action steps are taken care of on-time. Look at yearly, monthly, and weekly calendars.

#### Select Start Dates

Create a timeline that gives you control over your goals and puts your project into perspective. Be sure to be realistic and leave yourself some flexibility in case something interrupts your plan. Life events can often get in the way of our ideal process, however, if you leave some time to account for these interruptions you will be more likely to stick with it.

## **Short-Term Plans**

### **Weekly Goals**

A weekly plan is developed to help you recognize what you need to do from one day to the next. A weekly plan should support your monthly goals and should be developed all at once for each month.

### **Daily Plans**

In order to meet your weekly goals, you have to consider what it's going to take from one day to the next to stay on track. Your daily responsibilities are your "to do" list. They should be prioritized so that you're focused on taking care of the most important action items first. However, you should also look for flexibility in your daily schedule, as some needs might suddenly arise that require you to reorganize your priorities.

*Written by Life Advantages - Author Delvina Miremadi ©2015*

## **How Trademarks Differ from Patents and Copyrights**



### **What is a trademark?**

A trademark is a word, name, phrase or logo that identifies a product or service and helps distinguish it from that offered by the competition.

### **What's the difference between a patent and a trademark?**

A patent allows the creator of certain kinds of inventions that contain new ideas to keep others from making commercial use of those ideas without the creator's permission. For example, Tom invents a new type of hammer that makes it very difficult to miss the nail. Not only can Tom keep others from making, selling, or using the precise type of hammer he invented, but he may also be able to apply his patent monopoly rights to prevent people from making commercial use of any similar type of hammer during the time the patent is in effect (20 years from the date the patent application is filed).

Generally, patent and trademark laws do not overlap. When it comes to a product design, however -- say, jewelry or a distinctively shaped musical instrument -- it may be possible to obtain a patent on a design aspect of the device while invoking trademark law to protect the design as a product identifier. For instance, an auto manufacturer might receive a design patent for the stylistic fins that are part of a car's rear fenders. Then, if the fins were intended to be -- and actually are -- used to distinguish the particular model car in the marketplace, trademark law may kick in to protect the appearance of the fins.

### **How does copyright differ from trademark protection?**

Copyright protects original works of expression, such as novels, fine and graphic arts, music, audio recordings, photography, software, video, cinema, and choreography by preventing people from copying or commercially exploiting them without the copyright owner's permission.

Copyright laws do not protect names, titles or short phrases. That's where trademark law comes in. Trademark protects distinctive words, phrases, logos, symbols, slogans, and any other devices used to identify and distinguish products or services in the marketplace.

There are, however, areas where both trademark and copyright law may be used to protect different aspects of the same product. For example, copyright laws may protect the artistic aspects of a graphic or logo used by a business to identify its goods or services, while trademark may protect the graphic or logo from use by others in a confusing manner in the marketplace. Similarly, trademark laws are often used in conjunction with copyright laws to protect advertising copy. The trademark laws protect the product or service name and any slogans used in the advertising, while the copyright laws protect the additional creative written expression contained in the ad.

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## Nutrition Lesson for the Day: Eat Less Meat



If you are like most Americans, you were taught from a young age that a balanced meal included a hefty portion of meat. Now we know that the typical American meat-and-potatoes diet isn't all that healthy.

According to the newest nutrition guidelines from the American Cancer Society (ACS), people should limit how much meat they eat, especially high-fat meats. Eating less meat can lead to a healthier heart and reduce cancer risks, among other health benefits.

Trying to change the habits of a lifetime isn't easy. The ACS suggests that you eat meals that consist mostly of grains, beans, fruits and vegetables, and only a small amount of meat. One way to do this is to think of meat as a side dish instead of the centerpiece of the meal. Serve a three-ounce portion of meat (about the size of a pack of cards) instead of a larger amount. Also increase the portion of other dishes such as vegetables, fruits, potatoes, rice, baked beans, salad and whole-grain bread.

Try using smaller amounts of meat in your favorite recipes. When you use meat to add to a recipe's flavor, cut the amount in half. Stir-fries, pasta dishes, and many soups and casseroles are good examples of dishes that need only a small amount of meat.

Another way to eat less meat is to figure out what your current "meat budget" is and cut it down by 25 percent. For example, if you usually spend \$10 per week on meat, aim for \$7.50 per week. This may help you think about using smaller portions or using nonmeat alternatives, such as beans and grains. And as an added bonus, you may have more money left over after you shop.

If you have a recipe that calls for the flavor and texture of meat, try a meat substitute. There are many commercially prepared foods made from soy or vegetables in forms that mimic meat. Some examples include soy dogs, veggie burgers and nonmeat sausage. (If you are not sure where to find these foods, ask your grocer.) Experiment to find the ones you like. Be sure to check the food label for sodium and fat content.

You can also use grains such as cracked wheat (bulgur), barley and rice instead of hamburger in recipes like chili, spaghetti sauce, soups, stews and casseroles. Beans, tofu (a soybean product) and mushrooms are also good alternatives to meat in many recipes.

But your meals don't need meat or a meat substitute to taste delicious. For example, many Italian foods, such as spaghetti with tomato sauce, pizza with vegetable toppings, lasagna, and eggplant parmigiana, are terrific without any meat. Soups without meat are also tasty and easy to make. Some examples are lentil, split pea, tomato, minestrone and bean soups. Macaroni and cheese, casseroles and omelets are other meatless standbys, but don't overdo it on the high-fat cheeses and eggs.

By eating a variety of foods, you'll get enough protein even without eating meat. Dairy products, beans, grains, nuts, eggs and vegetables such as peas, corn, brussels sprouts, potatoes and green beans will give you all the daily protein you need.

Most people will benefit by eating less meat. One word of caution, however. If you are underweight or have trouble getting enough nutrients, talk with your doctor before changing your diet.