

## Achieve Your Goals by Avoiding These Pitfalls Claims Swan Global Direct

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Many people fail to follow through on their goals as they succumb to common pitfalls. Newcastle-based outsourced sales and marketing specialists [Swan Global Direct](#) have revealed the pitfalls to avoid in order to achieve goals.

About Swan Global Direct: <http://www.swanglobaldirect.co.uk/>

Swan Global Direct encourage their firm to take manageable risks but also to try and avoid the common mistakes of business. "Innovation can lead to mistakes, but it's important to try and learn from other people's mistakes too in order to avoid common pitfalls," states Swan Global Direct.

Here, the firm have revealed the common mistakes to avoid:

### Seeing failure as a sign to give up

Swan Global Direct point out that people have the most control over their lives when they have failed as it is during this time that they have the power to choose how that failure will impact their lives. Swan Global Direct believe that everyone should learn from these failures, pick themselves up and start again.

### Failing to expect or plan for the unexpected

Swan Global Direct state how every person should expect the unexpected with whatever goals they have set. The key steps to prepare for the unexpected are to acknowledge the unexpected as well as to plan ahead for the unexpected with an action plan that considers these 2 questions:

How can you deal with an obstacle that comes up?

What steps would you put into action to overcome this hurdle?

### Never visualising what is possible

To increase the chance of achieving goals and dreams, Swan Global Direct believe everyone has to visualise the end result. "Visualisation works because your mind can't tell the difference between visualisation and an actual event," reveals Swan Global Direct. This helps the brain to recognise which resources will be needed to achieve certain goals. Swan Global Direct recommend creating a vision board as a way to bring thoughts, dreams and desires to life.

Swan Global Direct always encourage their contractors to set goals and provide support and encouragement to help them follow through on these dreams. The firm regularly hosts motivational workshops in order to offer goal setting tips that their contractors can apply to their goals. Swan Global Direct state how they encourage their contractors to set goals for each week every Sunday so that a clear plan is in place for them to aspire to.

Swan Global Direct is an [outsourced sales and marketing firm based in Newcastle](#). The firm specialise in personalised direct marketing which allows them to connect with consumers via face-to-face marketing methods. This one-to-one connection with consumers helps to establish long-lasting and personal business relationships between brand and consumers. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Find out more about Swan Global Direct by following [@swanglobaldirec](#) on Twitter, or by liking them on [Facebook](#).

Source: <http://www.lifehack.org/389951/7-common-mistakes-to-avoid-if-you-want-to-achieve-your-goals-and-dreams-in-life>

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