

How to Set Goals and Achieve Your Dream Life



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You have ideas about where you want your life to go within the next several weeks, months, and years. But are you on target for getting there? Sometimes it feels like you're just spinning your wheels and never quite reaching your goals. Sometimes you're not even sure if you've set the right goals.

The simple act of writing down concrete goals increases your chances of achieving them by 50%. Even after you've written them down, though, you must constantly monitor your progress toward them.

More importantly, you must constantly adjust your thoughts, habits, and actions to ensure you stay on course, no matter what else happens.

This informational, workbook-style report walks you through the powerful process of goal-setting, so you can stay on track and get exactly where you want to go.

You're about to learn:

- A 1-week exercise that improves your self-confidence and sense of well-being for the next 3 months
- A proven method for goal-setting that takes the mystery out of goal-achieving once and for all
- The real reason you haven't achieved some of the goals you've set so far (Ever feel like your efforts just don't pay off? Here's the reason why!)
- o How to shut down negative emotions like fear, frustration and doubt
- o Why you absolutely must have a picture of what you want if you ever expect to get it
- An exercise for finding your purpose in life
- The one thing you MUST have in addition to goals and beliefs if you ever hope to achieve your biggest goals
- The 3 things necessary to change and achieve your goals

If you're ready to finally define a direction for your life – and create the life of your dreams – then let's get started!



Goals give your life direction. Consider this...

When a plane leaves an airport, the pilot must continuously monitor and adjust the flight path to keep the plane on course, even after putting in the coordinates of the final destination.

As a result of winds, weather or other conditions, the plane will normally and constantly stray from the flight plan. It is the pilot's responsibility to bring it back on course. That's why, in life just as in flying, knowing the final destination is so important. Once you make up your mind to create the life of your dreams, it's up to you to stay on course despite the conditions.

Without goals, you don't have a destination. And you can't arrive at a destination if you don't know where you are going.

You may have heard about a study of Harvard graduates. A small percentage of them – just 14% — had defined specific objectives for themselves. They earned 3 times the income of the group that didn't define goals. Of that 14%, those who wrote their goals down earned 10 times more than those who did not!

This story circulated in the personal development community for so long it became an urban legend. It also turns out to be an urban myth, but it was so popular that professor Gail Matthews at Dominican University decided to test it.



The result: If you write down a detailed description of your goals and how you plan to achieve them, your success at reaching that goal increases by 50%. In science, that's a huge difference, and it certainly makes a point that I know is true without question: Setting clear written goals hones our focus, gives us direction, and makes it far more likely that we'll actually live the life of our dreams, rather than just drift along on whatever whim our circumstances present.



I know it's been one of the most powerful tools in my life and it's true for all of us—and it doesn't matter if you're a college graduate or not.

You have the chance right now to create anything in your life that you desire.

Today we know that a couple of things happen when you write your goals down in clear, precise terms: You not only achieve them more easily, but you also improve your self-esteem.

In fact, if you were to write down three things you did well each day and explain why, and did this exercise for just 1 week, your self-confidence and sense of well-being would continue to grow for the next 3 months. Gail Matthews' research study put Positive Psychology on the map, and it even demonstrated that you could decrease feelings of anxiety and depression. The same holds true if you keep a gratitude journal for a couple of weeks.

However, if you write about negative feelings and events, you'll actually begin to do damage to your brain, because every negative thought shuts down the pleasure-seeking drive that every mammal and human being needs to be motivated in the world. The newest research shows that if I were to put you in a brainscan machine and flash the word "NO" for less than 1 second, your brain would release a cascade of stress neurochemicals that interfere with emotional functioning.

On the other hand, the moment you focus on a goal that gives you a sense of pleasure and desire, the motivation centers of your brain drive you toward achieving that goal. In fact, it feels good to go after new goals and experiences because the activity rewards your brain with pleasure chemicals like dopamine. So ask yourself one simple question: Is this goal something that I really desire and value? If the answer is no, then it's not something you absolutely want and your brain will not take action to achieve that specific goal.

Even when you choose a goal you truly desire, every worry and doubt you have will run interference with the seeking/motivation centers of your brain. Soon the goal will feel like a punishment, not a reward. To find the truth, all you have to do is ask your intuition. (I refer to intuition as "inner wisdom." It resides in a part of your brain known as the anterior cingulate.)

Ask your intuition whether your goal is what you really desire. If the answer is yes, you'll actually feel the pleasure generated by neurons releasing dopamine in the deep emotional recesses of your ancient brain. If not, you'll feel a tightening of muscles in your body. In other words, your subconscious self almost always knows what's best. But you have to trust that small intuitive voice, and simply spending a few minutes relaxing will help you to "hear" it.

Right now, if you are not conditioned for the success you want to achieve, it could be looking you straight in the eye and you will not see it. It can be right in front of you, and you'll be wondering where it's been hiding all the time.





By tuning into the pleasure-seeking emotions of your brain, you can quickly build a positive mindset that shuts down negative emotions like fear, frustration, and doubt.

And when you learn how to remain exquisitely focused on the positive goals you deeply value, you filter out all the distractions and information you do not need, including all the information that tries to get your attention every moment of every day through billboards, TV, radio and the Internet.

Then you can zero in on your goal and become absolutely mega-productive. There are opportunities around you right now to solve every challenge you have, but you may not see them until you condition your brain to look for, accept, and apply them to your life.

As soon as you know clearly and specifically what you want to create, the rest of your brain takes action. And when you take action joyfully, other people will resonate with you and help you reach your goals. It's called "neural resonance," because your brain and the brain of the person helping you begin to function as one. You find yourself attracting all the right people with all the right tools to help you turn your desires into reality.

Setting goals is about surrendering to the power of your cooperative, compassionate brain, and this helps to align your values with constructive behaviors guaranteed to help you reach your goals.

First, you must begin with a clear picture of what you want. The visual cortex of your brain needs a concrete image in order to turn your motivational centers on. But you have to do more than just visualize and write. You have some work to do.

The Quakers have an expression: "When you pray, move your feet." Another expression goes like this: "If you're going to be praying for potatoes, you better have a hoe ready."

In a word: Act.

Massive Action Equals Massive Results.

To fuel action toward your goals, take some time to consider how achieving your goals will make you feel. How will you act, walk and talk when you achieve each goal? What will you do with your new abundant life? Come up with as many positive reasons as you can for achieving your goal. This will fuel you to do your best.

High achievers are not 10 to 20 times more intelligent than other people; their power comes from the methods, resources and focus they use. By setting clear goals and writing them down, they've set their brains to achieve those goals. How it happens is absolutely miraculous and beautiful to observe.

It can happen for you, too.

One great way to create your goals is to look at your life and ask: What has to happen personally and professionally for me to feel totally satisfied with my life? How do you define success for yourself? What specific things have to happen for you to feel like your life is successful?

If you are having trouble identifying what success means to you, just ask yourself this question: "What is my deepest innermost value?" Look deeply inside and meditate on this question for 3, 4, or 5 minutes, and trust whatever word comes to mind. Try the exercise every day, and in less than 7 days, you'll find an intrinsic value that you'll intuitively know reflects your purpose in life. Align this value with your goals, and it will reduce stress and increase work productivity. That's why this Inner Values exercise is given to executive MBA students at Loyola Marymount University on their very first day of class.







When you start thinking about what you want to achieve to feel fully satisfied with your life, your goals are likely to take more than 12 months to accomplish.

That's why I am going to show you how to create your goals. We will break your goals down into specific categories including health, wealth, relationships, business, spiritual and giving back. You will take the most important things from your list and focus on those things first. While setting and writing your goals down are powerful steps toward reaching your goals, I will show you why your beliefs, daily habits and disciplines are essential components when it comes to achieving your goals.

When 1 year ends and another begins, there's always a lot of speculation about why most people don't keep their resolutions or meet their goals. But it doesn't have to be a mystery for you. In order to achieve the life of your dreams, you have to have the daily, weekly and monthly disciplines to support your goals. The ability to give yourself a command and follow it is imperative in order to achieve the life of your dreams.

Are you ready to get real this year? Together we can develop those daily disciplines and create the best year of your life — with massive results.

Aren't you tired of carrying some of your goals around from year to year? Don't you want this year to make all the difference?

Let's take one giant step toward your greatest leap. Create a masterpiece by putting your goals in writing with specificity and conviction. But before you make a commitment to any particular set of goals, make a commitment to yourself. Decide that your life design is going to be reached one step at a time—with every step bringing you closer to the life of your dreams. And decide that you won't settle for anything less than the life of your dreams.

What are you willing to trade your precious time for? Are you ready to decide your destination for the next 12 months? Your dream life begins by creating your goals and writing them down. No matter what your current circumstances, if you can imagine something better for yourself, you CAN create it.

As William Jennings Bryant once said, "Destiny is not a matter of chance, but a matter of choice. It is not a thing to be waited for; it is a thing to be achieved."

Hopefully you've had a great life so far and you've learned a lot, loved a lot and more importantly, created some amazing experiences that are making your life truly worth living! Experiences that make you feel you've got passion, purpose and a reason for being here on this beautiful little blue planet. It is now time to prepare to have the best possible life ever—and live your life on target. I don't want you to wait to do what I'm asking you to do right now. I want you to take some time, either today, tomorrow, in the next week (maybe around three to four hours) and think about what you want to trade your life for this year.

Each day you have 86,400 seconds. Imagine it's \$86,400 that you have to spend every day or it's gone. Start right now to invest in yourself and become laser-focused on the goals you want to achieve. It all starts with you having your bull's-eye — targets that you're going to be achieve in the next 12 months. If you don't have your destination chosen, how will you ever get there? Take the time to do what most people don't do — plan. Most people take more time to plan a vacation than they do their life!

What do I want for you? I want you to live on purpose.

I want you to live on target and on plan — moving in the direction of the goals and the dreams that you want to achieve.

Let's get started. Take a sheet of paper and write down the heading, 20 Goals.

Health. What are your health goals for the next 12 months? Physically, emotionally, mentally. What would you

Your purpose is something ongoing and never-ending; it's not something you ever finish.

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like your health to be like? Your physique, your body fat, the way you feel, the energy you have...get specific for each of your health goals.

Wealth. What are your wealth goals for the next 12 months? Is it reducing debt? Making some investments? Is it paying off some of the risk management things you've done in the past year that may have not worked out for you? Whatever your wealth goals are, I want you to write them down. Start by writing down what they are for the whole year. Then narrow it down to nine months, six months, three months and one month.

How much net worth do you want? How much income do you want to make? How much money do you want to set aside for college funds or travel funds or anything else that's important to you?

Relationships. First and foremost, the relationship with yourself. Do you want to be a person who has integrity? Do you want to be a person you trust? (If you trust yourself, others will as well.)

What's the relationship you want others to have with you? What relationship would you like to have with the significant people in your life? Write down their names, whether they're coworkers, business partners, your lover, husband, or your wife. Next to each person on your list, write down what you want the relationship to be like and the goals to make it happen.

Career or Business. What are the specific, tangible goals and results you want to achieve? Are you looking for advancement, a promotion? Are you looking to change careers?

When you write your goals, don't write down what you think you can achieve. Write what you want to achieve.

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In your business, what are the business goals you have financially and non-financially, with employees, with strategies and tactics? I want you to get absolutely clear on the target — the bull's-eye you're going to be focusing on for the next 12 months. This is the first part of the exercise. What is the target?

Spiritual. Now, what about your spiritual goals? I think people who are spiritually inclined are happier, healthier, less stressed-out, and they have a reason to believe in a greater power other than ourselves. While I do put a lot of onus on you and me to do things and take action in our own lives, I also believe in a higher power that you and I can tap into. This believe comes from my own experiences in my life and what I have seen in the lives of many, many of my friends.

What are your spiritual goals for this year?

One of mine is to always be in deeper connection with God. And that's what I call this intelligence that permeates all space and time that created the entire Cosmos, the Universe, you and I and everything else. Whatever that means to you, it's really wonderful when you can set a goal of having a deeper, fuller, more loving connection with the spiritual side of your being and the spiritual side of this entire Cosmos.

Giving Back. What about charity? Charity can be any type of time you invest in helping others, and any amount of money you want to donate to the causes that really touch your heart,—making this beautiful place we live in a little bit better for other people.

Whatever your charitable goals are, write them down, and set a target for time, for emotion, and for helping people.

Your dream profession or business is an expression of your purpose, which these questions are designed to help define.

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I have found the more you give, the more you receive. I suggest not to give TO receive, because that's trading. Give because it feels good. Give because it's the right thing to do. It doesn't matter if you give a smile, a warm hug to somebody, or do something nice for somebody else. Write down your goals, whether you plan to give back to an animal, human being, a cause, or a purpose that will make a difference on this beautiful, beautiful blue planet we live on.

Experiences. I also want you to write down the experiences you want to have this year. Are there some trips you want to go on? Are there some things you want to do that you've not done before? Write them down—whether it's learning a new language, a new skill, or going somewhere totally different from anywhere you've ever gone before. Think about three or four experiences that you know you're going to think "Wow, that was so much fun, so enriching and so worth my life!" when you have them. Choose experiences you want to have by yourself, with loved ones, with your kids, with people you may not know. Do you want to write a book? Do you want to learn how to rock climb?

Do you want to learn how to kayak? What do you want to do? What experiences will enrich your life? Why not put them down in writing? Whether it's 3 or 4, or 30 or 40, you can start to check them off based on the priority you give them and how much fun and value they'll bring to your life.

Legacy. It doesn't make a difference how old you are, where you are or what your socioeconomic status might be. How do you want to be remembered? What can you

Each of us has a purpose that we are here to serve. Purpose is what gives our life meaning; it is our reason for living.

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do that will leave a legacy to yourself, to your friends and your family? What can you do so you feel you've made a positive, wonderful impact on our planet? What kind of a legacy do you want? You get to choose your legacy and once you do, you can start asking yourself questions like, What can I do to live and fulfill that legacy?

Setting Vs. Achieving Goals. There are a few important factors to keep in mind when you are setting your goals. I mean, it is easy, easy, easy to set goals, but to achieve them? Get real! What do I mean by that? I want you to understand that for every goal you have, or may not have achieved yet, you've got to believe that:

A. It's possible.

B. It's possible for you.

So what do you need to let go of about yourself? Do you have beliefs about yourself of not being good enough or smart enough or deserving enough? Let those go. Release them once and for all. You ARE good enough. You ARE smart enough, and you absolutely, unequivocally deserve it.

God put you on this planet to give of your life and to receive. Make sure you start to believe in yourself and in the possibility that exists for you. When you start to believe it, that's when you start to feel differently, act differently and think differently. And that's when you start to attract what you want into your life.

For each one of the goals you set, I want you to ask yourself, What are my daily habits? I'm tired of hearing other people say it's just as easy as writing your goals down and having beliefs. You can have the beliefs and have

When you finish goals; set new ones.

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the goals, but if you don't have the daily habits, the daily disciplines or the weekly or the monthly disciplines — depending on the goals — you will never achieve them. So let's get real, together.

Let's stop the scratch-and-sniff mentality, the fast-food mentality of "it's going to happen overnight," and "it's going to happen quickly." If that was the truth, don't you think everybody would be rich, happy, skinny and doing everything that they want to do? Let's get real. Here's what I want you to focus on: little disciplines every day, not big ones, just little ones every day, consistently. Consistent disciplines have a compounding effect. What are the beliefs and daily habits you need to have in order to achieve those goals? And you don't have to start with 20 or 30 of them...2 or 3, nice and easy and steady, day-by-day, inch-by-inch, it becomes a cinch. How did you like that rhyme?

Timelines. Now let's talk timelines. Whatever goal you have, whether it's your physique, finances, or your relationship, be kind and gentle to yourself and give yourself some time. Get out of the fast lane, the hurryup lane, and get into the steady lane. Give yourself some timelines. Where do you want to be 30 days from now? Write down your goals with timelines and make sure you hit those timelines. If you want to get aggressive, give yourself 2 or 3 different timelines. For goal A, let's say, I will release the weight that I don't want to have anymore.

I'm going to do it over 30 days and if I don't hit it, I'm going to give myself 45 days, if I don't hit that, I'm going to give myself 60 days. Make the 60-day goal or the 90-day goal easy to achieve, the 45-day goal a little harder to

The first step to living your dream life is put your goals in writing.

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achieve, and the 30-day goal your aggressive goal. You can start to play with timelines so you can start to believe, and take action so you win. Here's the key in setting achieving goals: Win. Even little wins start to build your confidence and your certainty. As you win, guess what you want? More winning! We love to win. So give yourself opportunities, many, many opportunities along the way to win.

Set your timelines for a year from now, 9 months, 6 months, 3 months, 30 days, 3 weeks, 2 weeks, 1 week, and make sure you can win. As you win, you'll get better at it, as you get better at it, you'll be able to do it faster, and as you do it faster, you'll be able to achieve more goals.

Strategies and Tactics. Next are strategies and tactics. A lot of people have a misunderstanding about strategies and tactics. This is the part of actually doing what you need to do or actually getting done what needs to get done. A strategy is *what* you're going to do. A tactic is *how* you're going to do it. Let me give you an example. Let's say one of my goals is to release 10 pounds, (which is true!).

A strategy I'm going to use is hiring a personal trainer (which I have). A tactic I use is working with that personal trainer four days a week. We're going to mix and match up different exercises and cardio for me to be able to release the extra 10 pounds. The strategy is the what, the tactic is the how. Strategy: What are you going to do? Tactic: How are you going to do it? Every one of your goals must have both strategies and tactics. Now you might be sitting there thinking, "Well, I don't know what the strategies are to make more money." Good news: you don't have to know.

Once your yearly goals are written, break them down into achievable monthly, weekly and daily routines and activities like baby steps.

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You first have to make the decision to do it. Then there's Google, coaches, consultants, friends and family. The information, the strategies and tactics should never, ever, ever be your reason for not achieving your goals. Why? Because in health, wealth, relationships, career, business, spirituality and charity — somebody has already achieved what you want to achieve for the most part. Very few people are trying to achieve things that have never been achieved. So the strategies and tactics are just a matter of doing some research and asking the right questions.

Find the right strategies and the right tactics to meet your timelines and achieve your goals. Now what I'm about to share with you is going to make or break the year for you. Accountability to action! Accountability to action! And I don't mean accountability to yourself.

There's a wonderful poem that goes like this, "Of what use to make you heroic vows of amendment if the same old law-breaker is going to keep them." Of what use to make heroic vows of amendment, or I can change that up: Of what use to make heroic goals and dreams if the same old law-breaker is going to keep them? Now I'm not suggesting you're a law-breaker, but every one of us is basically doing what we are habitually used to doing.

When you seek accountability with a friend, family member, significant other, or spouse, say: Here are my goals. Here are my timelines. Here are the strategies and tactics I want to apply today, tomorrow, next week, the week after, and I want to have someone to be accountable to. And say, I'm also prepared to be an accountability partner to someone else. So you can do this one-on-one, in a community, in a master

It's critical to always have your goal forms and life planning documents at your fingertips, as accessible to you as your regular planner.

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mind group, or you can hire someone, but what you must do is set up accountability.

There are 3 things necessary to change and achieve goals.

- 1. Knowledge.
- 2. Instruction—the strategies and tactics of what to do.
- 3. Environment—the accountability to stay on track.

As opposed to doing what you've probably done for your whole life in terms of setting goals, get some accountability this year. Maybe you have the beliefs and the timelines, you may even have the strategies and tactics, as well as the promise and the resolve that you're going to do it. But for the next 12 months I want you to set up some accountability with a friend or family member. Better yet, get a coach to hold you accountable. (We can help you find one if you like.) This is one of the most important pieces I can share with you to achieve your goals.

In conclusion, goals are an essential component of your formula for success. If you want to create your dream life, you must know with absolute clarity what that is. Once you do, you must plan how you are going to get from where you are now to where you want to be, and you must take action each moment of each day (of each week, month, year and so on) until you achieve your goals. Creating your dream life requires discipline and planning ... and a proven strategy, which is exactly what you now have.

So what's next?

Come up with as many positive reasons and anchors as you can for achieving your goal to fuel you to do your best.

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- 1. First, complete the Inner Values exercise: every day for a week, meditate for 3-5 minutes on the question, "What is my deepest innermost value?"
- 2. Complete the exercises in this workbook as soon as possible. Write down your goals and your plans for achieving them.
- 3. Create visions of your most important goals in each category.

Ready? Let's do this!

Don't sit on the sidelines waiting for things to change. Take charge and make your dreams come true.

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What actions are you currently taking to achieve your goals in this area?





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What is currently stopping you from achieving your goals in this area?
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What actions are you currently taking to achieve your goals in this area?





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/hat actions are you currently taking to achieve your goals in this area?	/hat help do you need?
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	hat actions are you currently taking to achieve your goals in this area?







Strategy ⊙	
What is your goal? I	Be specific!
One year from now: 9 months from now: 6 months from now: 3 months from now: 30 days from now: 3 weeks from now: 2 weeks from now: 1 week from now:	
Tactics ⊕	
List the daily habits	that you will need to implement in order to achieve your goal:
	who will hold you accountable for achieving your goal:
1	
2.	
3	
4	
5	
6.	







Why is it imperative that you accomplish these goals? What is currently stopping you from achieving your goals in this area? What help do you need?	at are your TOP three goals?	What a
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