

# Success planning guide question your way to success

**52 Weekly Accountability Success Planning Pages  
That Will Help You Ask Better, More Powerful Questions  
Producing Better, More Powerful RESULTS!**



Dean Hanley's  
**money making**  
**M.A.G.I.C. Marketing**  
blueprint for \$uccess!



# “Success Planning Guide!”

## Question Your Way To Success!

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*Forward... a quick note from The Dean:*

## The Magic That Makes This Work!

*Interesting... as I look at my own past as well as forthcoming year and the specific results and outcomes (and help others do the same in my mentor and training outcomes) I have produced, based on my own "Goal Setting" and the more important and ensuing 'Goal GETTING' process I had adopted as a more succinct idea of a 'non-resolution' type or approach over the last couple of years. - - Truth is, out of everything I have done in regards to 'Goal Setting & Goal GETTING' (and I have done allot!) what I'm about to share here is the only thing that really has consistently produced significant and measurable results... which is the POINT of any of this stuff anyway! - And even better yet, even though I have never seen such a strategy, systems or course that offers this perspective and results, it is REALLY SIMPLE to understand, apply as well as to share, teach and duplicate.*

As I will outline, think of this as less of a 'goal, plan or resolution' really, but more of an 'over-arching, guiding principle and process' to more powerfully GUIDE the enviable decision and *planning* as well as the *achieving* process we go through, throughout each year. - - It sure as heck simplified the thought and planning process AND as I said, produced waaaaay more real results than anything to date I had done or known about.

Adding this powerful, albeit simplified distinction of this 'non-resolution' **over-arching guiding principle** as we plan, priorities, implement, choose and then, of course take the appropriate massive action to attain the goals, planed, dreams and desired outcome for the ensuing year is now this ONE SHORT Guiding Principle or meaningful phrase and words.

*= Let clarify & simplify by way of example...*

My last year one, over-arching super-simple 'idea/ideal/phrase' ie: **"Guiding Principle"** was, for me: **"Resolve To Evolve"**. - Now *'to-me'* those three little words meant a TON, but because of the simple nature of this process, those three little words allowed me to choose and act much more clearly because all I had to do was ask myself; ***"Is This Decision, Choice, Action Getting Me Closer To, or Further From this Guiding Principle & RESULTS I Am In Pursuit Of?"***

***POOF!*** *'Like MAGIC'*, in that singular moment in time, that "Guiding Principle" powerfully, simply and effectively, and most importantly; 'instantly' directed my day, week, month and so on. It was then a very simple, no-nonsense "yes or no" kinda deal... it either WAS helping or it simply Was Not... kinda' cut n' dry really.

*We could ALL use more of this sort of simplicity and absolute clarity in our lives...*

The cool thing was/is that NOW, I could much more simply (*Powerfully and Effectively*) 'choose' based on the now 'INFORMED' insight that what I was about to do, *or not do*



accordingly, in that moment and the ensuing results would likely be... an INFORMED CHOICE.

Though I have been doing this over the last several decades now, a good friend of mine, this last year, encouraged me to take it another step... and thinking about and even MORE focused results by cutting all that down into just ONE WORD! Well, *YOU KNOW ME*, and for the most part, while I am a simple guy, I do not tend to 'make things all that simple'. So with the help of another awesome friend who has consistently challenged me to "KISS" things in my life and business success. - - As a result, I have been refining and defining more exacting processes and principles that really work, BECAUSE they are so 'simple'.

To that end I have been striving to do my level best to 'KISS' things when ever possible, and so it is, with that n mind, I decided to accept the One-Word Challenge to my "Guiding Principle" process.

Truthfully, *THIS is the most challenging part...* choosing the "Guiding Principle". Trying to whittle-down your entire success plan down to ONE-WORD! (*Even though that 'word' means allot more than just the few letters of just that one word in strict dictionary terms.*) There is a zillion choices that could do the job... I mean it could be 'Service' or 'Results' or 'Focus' or 'Contribution' or 'Action' or 'Grow' ...and so on.

SO, in an on-growing effort to remain H.O.T. (*Honest, Open & Transparent*) and keeping everything as KISS as possible, I have chosen and decided to share my ONE WORD (*even bigger meaning*) as "Effectiveness" so you can have another example of how this works.

Here is some of the thinking about this "Guiding Principle" so you can see how simple it is and how it works.

So...

**The (for ME, the) Word is EFFECTIVENESS.**

**The Principle Process is...**

- = Since I am being 'effective' I AM already keeping everything more simple...
- = Since I am being 'effective' I AM already being more selective... Focused...
- = Since I am being 'effective' I AM already I am producing more RESULTS...
- = Since I am being 'effective' I AM already taking more specific action...
- = Since I am being 'effective' I AM already choosing more wisely...
- = Since I am being 'effective' I AM already being more focused...
- = Since I am being 'effective' I AM already I am helping/serving more people...
- = Since I am being 'effective' I AM already getting more 'of the right things' done...
- = Since I am being 'effective' I AM already asking myself better questions... (*getting better answers and of course results... as you will soon see.*)

...and I could go on and on.

*See how this simple, ONE-WORD, Guiding Principle thing works?*



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Now I am NOT suggesting that this or anything else offered here are some sort of “Magic Bullet, one-size, fits-all” for everyone in every situation type answers. - That would be down right insane! - - What I AM telling you is that **THIS HAS WORKED** for me and all those that I have shared it with over the years and helped us work better, produced more results, made life easier than anything I have ever done or shared for setting success onto the fast track with a quick reference to the “Guiding Principle” as you work towards the successful attainment of your dreams, desires, plans, goals and outcomes

**OK, So What Now?**

- **First**, I would encourage you to accept the challenge of this KISS, One Word or One Over-Arching Idea or “Guiding Principle” into YOUR Life and Business to the best of your ability!

- **Second**, My challenge to you is that you do the best you can to “**K.I.S.S. Your Life & Business Success**” In a powerful and effective way this forthcoming year as you reach-out and serve, support and help others do the same with YOUR God-Given skills, talents, abilities, passions and purposes over the next seasons of your life as you “*Find Your Passion... DO Your Purpose... Make It Profitable! - Transform Your Dreams Into Dollars Doing What You LOVE! - Delivering Difference-Defining Results In Your Life and The Lives of Others With Proven Systems For Powerful, Profit Producing Success Solutions....!*”

**Celebrate L.O.V.E. & H.O.P.E!**

*Life Of Vibrant Expression, Helping Other People Everyday!*

THANK YOU for your willingness to take a part of this journey and discovery together and my hope is that YOU ‘**accept the challenge**’ of defining, refining and moving your life and business to a more powerful and successful level by eliminating anything that is NOT the desired goal, dream and outcome!

(as Michael Angelo said of David) “**I don’t see a block of stone... I see the statue of David and All I have to do is chip-away everything that simply is not DAVID!**” - - Now THAT is clarity of vision and purpose!

*I am at Your Service and in H/S Service,*

Dean

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## ***Part TWO – Your 52 Week Planning & Accountability Guide...***



## Introduction

So, **Last Year** - how was it for you? *Good I hope.* It's nearly (*or is*) the New Year. It's a time when people decide to make "resolutions" most of which get broken very quickly if we are to be honest with ourselves.

Others decide to set out goals, but don't follow through. Let's decided to make this year the best year of our life – I want to show you my techniques that I have used for myself and my success relationships and mentorship family members

What motivated me to share some of my life and success mentor skills, talent, abilities, passions and experiences was the fact that I saw so many people going to work day after day who either were unhappy and believed that work was a necessary evil until the "joys" of the weekend. *OR* loved what they do, but just didn't seem to figure out how to make it pay.

## The Dream

What all these people had in common was a belief that this was a good as it got. When we're young we're sold a "dream". That is go to school, perhaps onto college, get a job, with the prospect of promotion and a wage increase now and again, get married, buy a house, have kids, retire in 40 years and then enjoy your life on whatever savings you have.



**STOP!**

**Are you living this dream? Not enough cash at the end of the month, simply surviving and not living life? I was too, but now I have taken control of my life and you will too.**

The fact is we control our present and future; our future is ours to make.



**STOP!**

**Before you say no that's not true I know people online that have every reason to still be poor, but they took control and changed their lives – you can too.**

You may ask, how can I be successful, read on you're going to learn a lot.....

**Mindset:** One of the most important things about success is you have to think like a winner. I say to my members & membership family; "It's all a bunch of **BS!**" (**B**elief **S**ystem) - "*you have to believe to succeed*". If you don't believe in yourself who will? You have to say to yourself – yes I can do this. The great Henry Ford said "***whether you think you can or think you cannot, you're right***" – how would Henry Ford know, or is he the guy that built up a huge car manufacturing empire!



## What do you believe?

Ford wrote these words many years ago but they are very true. What you believe you manifest and attract. Not like some weird new-age voodoo, but rather the super-simple basics of human nature... “*You GET What You Focus On... Good, Bad or Indifferent!*” so the question becomes What Do You FOCUS On? - - The thoughts you put into your head are very important - if you put negative beliefs into your head you can become negative, if you fill yourself with positive thoughts it will help you remain positive. We’ll talk more about language patterns later.

Did you know that we take in so much negative information every single day. I used to be sucked in by this. Every morning too many wake up and turn on the some variation of the news, *and guess what?* Every day the first pieces of information most received are all bad. *A war here, a killing here, people full of hate.* There were very few really inspiring stories. So picture the scenario, you’ve only been up 10 minutes but have already been exposed to overwhelming negativity. So what if you cut down or even cut out watching the news – to be honest if something happens that is very important your going to hear about it, ther is just no real need to seek bad news.



Here’s an exercise to try – get a newspaper and a red marker and X out all the negative stories. Count up how many positive stories are left – interesting?

Now I’m not saying you have to hide away and bury your head in the sand, however I don’t think you should go out of your way looking for negative influences and input. At any givin’ moment there are all sorts of stories of all sorts of tragedies. It’s heart breaking, and saddening, but when do we get to hear all that much about all the good people every day who serve, support and encourage other people who need their help? – I feel for these people but I want to remain positive that life is good. Look at all the news that is focused on the poor economy and the 10+ percent unemployment rate... but what about the 90% Total Employment Rate??? *No... that never makes the news, does it?* –

Heartless? Hey, we’ve all had a tragic loss and ‘bad-things’ happen to us far often that we each care to admit I’m sure. I know what pain and suffering is like, *I also know how the news outlets reported it* - they played on the emotions of people and really did not care for the feelings of those who had been effected by the event. News/Media, unfortunately publish bad news – perhaps it’s because people can think – “*my life is not that bad*” is the current thinking, but it doesn’t quite really work itself out that way in our psyche, it just adds up to “**Garbage In, Garbage Out**”!



## Take notice

What I do is I like to look out for wonderful things, like just noticing a beautiful flower, or listening to some really good music – this gets me into the “right state”. In fact I have been known to dance in the car – do I care what people think, NO! Why? Because they might get a laugh out of this “weird guy” dancing in his car – cool I’ve made someone smile on their way to work

Here ’s something you can do right now . From tomorrow or today, decide not to listen or watch the news on TV, at least remove this one negative influence from your life – if something is important you will hear about it.



## What stops people from succeeding?

### *The first reason*

**Limiting BS! (Belief System).** The belief that they can’t do it, they can’t make a change, they will fail, only other people succeed. We have so many limiting beliefs. Many people I have worked with have an inner critic that tells them they can’t do things, or if they do it might not work out, of what if they do and it does not work out.

I know I used to have that voice (*many people say to me “no I don’t have that voice”, as they are afraid I will think they are mad!*). The problem is that this “inner critic” can destroy any hopes you have.

Here’s more examples of what you might think or say to yourself: I might as well stay in my job, as it’s not so bad

- If I change job it might not work out
  - I can’t succeed online – it’s all a scam
  - What if I try something and I don’t succeed – people will laugh at me
  - I could never ask that person out on a date
  - I don’t have time to do X
- ...blah, blah, blah, blah, blah, blah, blah, blah, blah, blah!

The last excuse makes me laugh as so many people initially come to me and say that one – however let me tell you we all only have 24 hours in a day. Believe it or not, even the most successful people in the world only have the same amount of time. It’s how we use those hours that’s important.

So what happens you listen to this critic and never take action. Many people feel if they don’t try something then they can’t fail – yup warped logic but people actually think like this.



Here's something you can do right now. Stop and listen to yourself and see if you can recognise your "inner critic" hear what it is saying to you. Many of us have one and it can really stop us succeeding! Take a few minutes and complete the exercise below



### What's my excuse?

Write down all the "excuses" you make for not doing something, look at the examples above.

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Now go back to your list and write out fully why what you wrote above is actually a limiting believe – try to really prove why it is true. Be honest.

### Part of my list looked like this: *(I am being really honest with you)*

- ✓ I can't really make an income online – it's not really possible, I don't have the knowledge, I don't know the right people
- ✓ I know others, who offer less value are making more money than I am... I guess I just have to be a slimy, self-centred salesman to really make it in business.

These were all excuses, and crappy ones at that! I was afraid to take a chance online, (or anyplace else...)

When I really examined these thoughts that I had I realised they were excuses I was making. NOW I get to genuinely SERVE good people and help them get more out of their lives and their business and it is **BY HELPING OTHERS that I Get Rewarded on all levels!** – *Win! Win! Win!*

### *The second reason*

= **Focus** – many people and creative's find it hard to focus on a project or something they are doing. This is a common occurrence. People know they should be something productive to help themselves or their business but they don't do it. They get distracted too easily. - - My personal belief is that we live in such a fast paced society that we believe that everything should happen now! So for example people don't want to wait and build a business online – they want to succeed within the next 36 hours – in reality this does not happen.

**How can we focus more?** By setting out good, clear, systematic goals, and well formed outcomes. Once we know why we are doing something, we will find it easier to stick to. - - For example I know that every minute I spend at the computer has to be productive. *Why?* Because the more productive I am the closer I will be to getting to my goal of making another \$500,000 this year. I know what I need to do. If I do get distracted I know I have the choice of continuing with the item that is distracting me or going back to being productive and working towards my goal.

Don't worry we'll be looking at goal setting and GOAL GETTING a bit later, OK?

### *Third Reason*

= **Determination** – You must be determined to succeed. Many people begin very determined and then start to make excuses. Remember success can take time. Overnight success is a rarity. Research shows that you need to do something for 28 days in a row before it becomes a habit. So being to work at being successful and keep doing it.

Keep the long term goal in mind for everything that you do. It's very easy to get distracted in the short term but this distraction – watching TV, going for a drink, can affect reaching the long term goal.

### **What is a goal?**

There are many definitions of goals. Some are complex some are simple. Here is ONE definition:

A goal is something an individual moves towards. It usually is a habit they wish to change or something new they wish to acquire, for example a new job, house, or skill. Achieving a goal will result in an emotional state creation in the goal setter.

Therefore, the purpose of a goal is to achieve a new, improved emotional state.



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Let's take this definition apart. When setting a goal you are moving towards something. More money, a better life, perhaps fame. When you achieve the goal you create a new emotional state, *ie* you become happier. It appears from much research that people strive to be happy, behind that is the goal.

It is important to understand that when setting a goal you need to make sure that it is ecological. For example if I set the goal to make an additional \$5,000 a month, what am I going to sacrifice doing this? Not seeing my family, not sleeping, not eating. What?

Everything we do in life is interconnected. When we make a change in one area of our life, it will affect other areas. An interesting concept comes into play here. There is a theory called The Butterfly Effect (*you may have seen the movie*). In a nutshell this says that one small change, however insignificant can create major change in your life or the life of others.

### *So why should we have goals?*

**Goals give us a MAP of the territory...** a 'picture' of where we want to be and help to keep us motivated. - They give us something to aim for. They also act as feedback as to how near or far away we are from achieving success. Sometimes, people find it too hard to achieve their goals. This could be because they have set long-term goals before setting short-term ones, or they did not plan their goals carefully.

Different people will find that different goal setting techniques. For example for some setting the long term goal last is better, for others setting it first works better.

I divide goal setting up into three basic methods:

### *Basic Goal Setting*

When setting a goal using basic goal setting a person will loosely define what they wish to do. For example I want to give up smoking, I would like to lose weight, I want to change get something done.

The issue that arises with this basic goal setting is that it is not very specific in nature. It is too general, and will rarely be achieved or sustained. In essence basic goal setting is flawed as it does not fulfill the criteria set out in level two goal setting.

## The NEW - - "S.M.A.R.T.E.R." Goal Setting

*This may or may-not be the best, and is not the ONLY, but it is a good place to start.*

"SMART" goal setting is very popular in the business arena, and helps a person focus more on what it is they wish to achieve because they define the goal in more detail. **SMART** stands for, **S**pecific, **M**easurable, **A**ccountable, **R**ealistic, and **T**ime Based.

**Event The Older "S.M.A.R.T."** goals will help you become more focused on what you wish to achieve 'Specifically, Measurably, is Accountable, Realistic and has a Time based delivery outcome...' thus because we have a simple MAP, we can see where we are going and what it will take to get there and by when:

This goal is now more CLEAR, as the person has set out a specific amount of results to achieve, it is measurable and realistic and a time frame has been set.

SIMPLE... eh?

More often than not when people start to set goals, even **SMART** Goals, they have not really thought about why they wish to set these goals and what they will actually achieve.

Even though you may have previously used **SMART Goals** (*in this simple example*) you may feel that the act of setting goals is actually setting yourself up for failure as it may have happened that you have failed in the past. – In Part; TRUE! Due to the fact, as you'll see in a short bit here that **SMART Goals alone are NOT 'Smart Enough'!**

*The TRUTH is that most have never revealed is that*

**Your Planning and Goal Getting MUST Be Even 'S.M.A.R.T.E.R.'!**

YES, the sage 'goal setter' will still do the "SMART" thing! (Measurably, Accountable, Realistic and has a Time based.) BUT the "GOAL GETTER" would never settle for just SMART when the proven and decided difference is even "SMARTER" still!

**The KEY is "COST"!**



*Allow me to explain:*

Chris Carey; an old friend, business expert/leader, author, speaker and life-long beloved personal mentor wrote a book entitled: **"The Price Of The Prize! - How To Get What You Want And Want It Once You Have it!"** – Now this principle is neither original or exclusive to Chris, but he does make a compelling case for the "COST" or "The Price For Each Prize" in that it is, as he says: ***"There IS a Price To Obtain Every Prize, that it is Always PERSONAL and Costly, AND that The Price Is Never Negotiable... It MUST Be Paid!"***

As it turns out, The Science and Architecture of Meaningful Achievement are totally and massively substantiated by his claims & assertions! Napoleon Hill, Orson Sweat Marden, Anthony Robbins and the whole of 'The Science of Success' generally agree... we simply MUST be willing to 'Pay The Price' for our success!

*With that in mind, I give you:*

**"S.M.A.R.T.E.R. Goal Getting!"**

"SMARTER Goal Getting" has the key elements of the simple 'S.M.A.R.T.' goal setting and adds the strategic and decided difference 'price of the prize' and the cost you are (and must be) willing to pay if you hope to make it anywhere past simple 'goal setting' into "GOAL GETTING" and more importantly a "Success By Design" lifestyle of desired outcomes living the life you create and achieve!

**SMARTER:**

**S**pecific... *(The More 'Specific' The Clearer and Better!)*  
**M**easurable... *(& Meaningful! – You MUST Be able To Measure It!)*  
**A**ccountable... *(Who & What Are You Accountable To? Leverage That!)*  
**R**easonable... *(You Simply Gotta' Be Able To DO it, or you'll never begin!)*  
**T**ime Sensitive... *(If it's Not 'DATED', It's JUST A Dream... NOT a DOABLE!)*  
**E**motional... *(It HAS To Be EMOTIONAL For You! -- What's It Gunna' COST You If You Don't DO What's Required? – What Happen When You WIN!?)*  
**R**esults... *(What Are The REAL RESULTS Are You Producing... REALLY?! Sortta The POINT of 'Goal-Setting' So You Can Enjoy "GOAL-GETTING"! – Right??)*

**REMEMER: The KEY distinction is in the added COST**, The 'Price Of The Prize', your 'Big WHY', The 'Burning Desire' and the real and searing penalty associated with not taking the required actions towards the successful attainment of your most desired dream lifestyle!

Tony Robbins calls it **"The Pleasure/Pain Principle"**. Maxwell Maltz, Napoleon Hill, Carnegie, Werner Ehrhardt, Zig Zigglar, Brian Tracey, Milton Erickson and SO Many Others refer to this throughout their work. According to all the science and studies, there is always an associated COST with the successful achievement of our most desired dreams and outcomes.

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The truth is, we will often do more to avoid pain and loss that we will often to do in the pursuit of all things pleasurable. (*Read That AGAIN...*)

Like It Or NOT... It's what keeps us, for the most part from driving over the center-line into busy oncoming traffic... Look, it's just paint on the road, but we still know to stay on our side if we want to remain alive! -- It keeps us from placing our bare hand on a burning hot stove-top, from jumping off a endless cliff and so on... it's smart and keeps us safe and alive! – And that is a good thing!

So how does this apply to our 'goals' and the science of successful achievement?

**Easy...** you want real, meaningful and Lasting 'Change, Motivation and Passion' towards the successful ACTIONS required for our 'Goal Getting' efforts, then we MUST begin to understand what truly moves us!

### *Setting the right goal*

Sometimes the goal you set is not really the goal you want. People sometimes set a goal they think others may think is important, or something they should try to achieve. It is important to ensure that the goal you set is not going to be detrimental to your life and make other parts of your life suffer (*home life, social life etc*).

I want you to understand that goal setting must be completely holistic as every part of your life, both work and private, is interrelated.

Therefore it is essential that you have time to examine in detail why you want to achieve your goal. Perhaps the initial goal you set may be what you think is right.

### **Examining Language**

Neuro Linguistic Programming is the study of 'linguistics' or how our language has impact on our lives and success and was created by Richard Bandler and John Grindler. NLP looks at how people communicate and use language, and how we are all "programmed".

By listening and understanding how people communicate it is quite easily possible to talk to people "*using there language*". - - How often does it happen that you just "click" with a person? The reason this happens is because you are in rapport with them and you talk the in much the same language whether you realise it or not.

Keep in mind that this is NOT even a primer on human psychology, linguists or how the brain works, but it DOES offer some simple insight into basic human nature.

We all make sense of the world in a different way.

= Some people talk n very **visual** language for example they use words and phrases like "look at it this way" "picture this" "we're starting with a blank canvas".



= Others speak in **auditory** language “make sure we’re all signing from the same hymn sheet”, “I don’t like the sound of that”, “that rings a bell”.

= Others speak in **kinesthetic** or physical language “let’s hit the ground running”, “that felt bad” “let’s cross that bridge when we come to it”.

Language patterns we use tells a lot about us and others. If a person speaks in visual language and is hearing something being explained by someone who talks in auditory language, they may find it difficult to communicate as they are not “talking the same language”.

Here’s something you can do now stop and listen to the next person you speak to. Do they use visual words, auditory or do they use kinesthetic words, listen to the words? Talk back to them in the same language they are talking to you in...



## Well Formed Outcomes

Where Just SMART goals can fail is that they do not take into account a well used technique and strategy of NLP where a user is asked to experience the desired outcome of reaching their stated goal. This desired outcome is experienced by using the full array of sensory functions, i.e. smell, taste, kinesthetic, visual and aural. - - ***“What Are The Overwhelming and Powerful Benefits of Reaching said Goals and Outcomes? ...how will that make you feel AND (often more importantly) “What Will It COST YOU If You Don’t Reach and Attain Your Desired Goals and Outcomes?”***

NLP, or Neuro Linguistic Programming, (*Just Simple Science... Not Voodoo*) looks at how we process information, how we can become improved communicators (*with ourselves AND others*) and how we can model the success of others. (*That’s a very basic overview, however may be examining this in more detail later*)

NLP prefers to be more definite about goals and prefers to call them **Well Formed Outcomes**. The use of wording in NLP is of extreme importance, therefore your goal is going to be Well Formed. The word outcomes is more definite in that a result will be produced. The process is also very specific and precise.

Instead of setting a goal I would also have you consider Well Formed Outcomes. There is a process to this:

- 1) State the outcome in ‘present & positive’ statements
- 2) Ensure the outcome is ‘within your control’ and not others
- 3) Be very specific
- 4) Use sensory based procedure
- 5) Consider the context
- 6) Ensure access to resources
- 7) Outcomes must preserve existing benefits
- 8) Outcome must be ecologically sound
- 9) Define the first step

*Let's go thru each point in more, yet simple detail:*

***State the outcome in 'present & positive' statements:***

State what you want to achieve in a present, positive statement. Don't say I no longer want to be poor, instead say I want to be well off, now. Better yet, "I AM Rich and Growing Richer Every Day!" - - We fill our minds with too many negative thoughts, therefore directing our mind in a positive nature will be more beneficial. Also when you focus your mind on something you become more open to opportunities. You will begin to see opportunities rather than problems or barriers.

***When listening to people about finding a new partner, they often say what they don't want in a person, however sometimes they end up attracting that exact person. So instead of saying what you don't want always focus and speak what you DO want.***

***Ensure the outcome is within your control not others:***

This is very, very important. First you should understand that you are in control of your life choices and what you are willing to believe. You 'can' allow others to control it if you wish; however once you take control you can become more successful. If you rely on others then you have no control on what they will or won't do. This is essential to grasp, if you are waiting for others to do things for you then you will not succeed. You must at all times make sure that you are in control of your life. Never lose control!

**How many people "go with the flow?" suddenly they end up somewhere they don't want to be, in a bad job, in with the wrong crowd, drinking/eating too much. They wonder how they got there...they let others control their life, more times than not unconsciously by not making decisions. If you know where you are going you'll get there faster. Life is like a river, you can go with the flow or paddle in the right direction**

***Be very specific:***

It's important to know what you really want. I meet so many people who are just "going with the flow", they have no specific plan in mind. The problem is that you then end up in a place you don't want to be in and wonder how you got there. So be specific in your goal. Decide **in detail** what you want to achieve.

Simple Example:

*By the time I am 40, I will be retired from my "real job" and be a full time \_\_\_\_\_ . I will be able to work 2-3 hours a day, deliver real and massive value and earn at least \$10,000 per month. - - This will allow me to spend more time with my family and provide for their every need. I will also ensure that I give at least 10% of my earnings, either financially and/or thru my own time, to others who need help. I will have a house in a good area plus \_\_\_\_\_. I will be able to work when and where I want and not worry about "Monday Morning Blues"*



### *Use sensory based procedure:*

Research has shown that the human mind cannot distinguish between a real memory and one that is vividly imagined. Therefore it is important to spend time specifically visualizing **how you will feel, what you will see and what you will hear** when you have successfully achieved the goal.

AND...

### **What It Will REALLY Cost You If You Don't!**

Being able to visualize yourself succeeding is very important.

### *Consider the context:*

Who will be part of the outcome? Will it be just you, other partners, family etc. Where will you be/want to be? Look at the goal I wrote above, it encompasses this point.

### *Ensure access to resources:*

Do you have all the resources you need? This includes physical resources, and soft resources, for example what skill sets do you need? Do you need further training in \_\_\_\_\_ ? – What will it take to get THAT support?

What do you need to do to get them. Although I said earlier that you must be in control of the outcome, this does not mean you can't get help or outsource.

### *Outcomes must preserve existing benefits:*

There are certain reasons why we do certain things, they bring us benefits. Consider other benefits you have at the moment, and how you can maintain them. For everything we do there is a "positive" benefit, for example people may smoke as they see that this will keep their weight down.

#### ***For Example:***

The existing benefit of smoking is not putting on weight. *(There are actually OTHER reasons for this, but it is the most common for this example...)* When setting a goal, and making changes, these positive benefits must be considered.

### *Outcome must be ecologically sound:*

*Remember The Butterfly Effect?* Everything thing will affect other areas of our life, therefore if you decide to focus on making \$5,000 a month how will this affect other parts of your life? Will it mean less or more time with your family or partner? Will it mean more stress? Think of all the positive and possible negative effects the goal you set may have.

**REMEMBER: “There Is A Price For Every Prize.”** - - Part of setting the desired outcome reasonably is to understand this and set specific plans, goals and outcomes accordingly.

### ***Decide, Define & Design the First Step:***

This is one of the most important aspects of well formed outcomes. Define and then take the first step. ***What can you do today, right now that will begin getting you closer to your goal?*** Is there a person you can call, an email you can send, a note you can make to yourself that will begin the process?

Once the first step is defined and taken it will be easier to continue. Once you have created your long term goal, *as illustrated above*, we will begin to work backwards. - - In his great book, 7 Habit Of Highly Successful People, Stephan Covey talks about **“beginning with the end in mind”**. So you know what your end goal is, now work backwards and see what you need to do each year, each month, each week, each day to achieve your goal.

One great tip is to ensure you write out your goals and place them somewhere where you can see them every day. This book and guide will help you do that IF you are willing to “Do WIT” (Whatever It Takes) and follow-through!

Another great tip is to share your goal with someone close – and make them hold you to it!

In order to set really targeted goals try the following exercise – be honest as no one else will this accept you. Allow space under each bulleted point to enter in information. Once you are finished this exercise re read it and make any necessary changes



## Section 1 – The Goal

Please describe in detail what your goal in life is. This may be a personal, financial or spiritual goal. Be as descriptive as possible. The following questions will help form your answer:

- What is your goal?
- Why is this goal important to you?
- How will you know when you have achieved this goal?
- What will it feel like, look like and sound like?
- How will attaining this goal affect the other people in your life?

- How long have you had this goal?
- How long will it take you to achieve this goal?
- Who else is involved in the achievement of this goal?
- Is this goal the best you can do or are you settling for second best?



## Section 2 – The reality

It's important to find the real reason behind setting your goal and what has prevented you from achieving it thus far. This section begins to help you think why you have not achieved the goal so far, and also the real reason for wanting to achieve the goal. Sometimes we set goals that we don't really want or ones for which we have ulterior motive which even we might not understand until we think about it. When answering this section please state facts as much as possible:

- What is the real reason for you setting the goal above?
- What has held you back from achieving this goal thus far?
- What steps have you taken to try to achieve this goal?
- How important is this goal to you and those close to you?
- How far away are you from achieving your goal?

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- Have you always tried your best to achieve the goal so far?
- What have you learnt about yourself from having tried to achieve this or any other goal?
- What skills, experience and contacts do you have that can make the achievement of this goal?



## Define your values

They are the defining principles of how we live our life. It is important to now examine your values and then ensure that they are congruent with your life purpose statement. -- What Do You Stand For... What Are You NO-LONGER Willing To let Stand & Be?

The following values are important to me and how I live and make decisions:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Having listed your values above please mark 10 of them in terms importance to you as a person. *1* being most important *10* being least important.

Having categorised your values return to the life statement and write it down below. Examine it in detail based on your values listed above. Write a more detailed life purpose statement below:

_____
_____
_____

## What is DAC?

It stands for **Decisions, Actions and Choices**.

\* **Decide** – This is the first step you must undertake. You must decide that you wish to make a change in your life. No matter what it is, a firm decision needs to be made, for example I have decided to make money online. (*not the tense, have decided, more final than am deciding*) **REMEMBER** to be Specific... one penny is “More Money” and you have unconsciously reached your goal and you are done before you’ve begun!

\* **Action** - Making JUST a Decision is not good enough, **you must then take Action**. Action can be writing down an idea, making that call, talking to people about your idea. Until you take action nothing will happen. It is best to take action sooner rather than later. As those who procrastinate will wait and wait and wait. – Then Take MORE Massive ACTION! What you do or what you do-not will get you closer or further from your dreams, desires, goals and outcomes... more action, more results!

\* **Consequences** - Every time you do something there are consequences. Good & Bad! Always consider the consequences to see how they can affect your business and personal life, both in the positive and negative sense. - - REMEMBER... what is “THIS” (*what-ever ‘this’ is in each situation*) going to serve you or cost you and your desired outcomes?

Every choice we make causes change. *By the way remove the word failure from your language set.* There's now only **feedback**.

*Too many people fear what they call failure, however if you reframe the word and think of it as feedback and a way of learning from what has gone before you will begin to learn and grow.*

*Everything we do can help us grow, if you see it in the context of feedback rather than failure.*

## Conclusion

*You can change your life, but you must take responsibility and action. Ensure you do the exercises in this guide and stick to your goals. Remember to think about everything you do within the context of your goals – will it help or hinder your goals?*

***Now, let's get going!***



# Success Planning Guide!

## Question Your Way To Success!

Created & Compiled For You By Dean Hankey, The Dean Of Success!

### “QUESTION Your Way To Success!”

One of the constantly key defining and guiding principle of successful winners and achievers is the proven, powerful precept that states: *“The Quality Of Your Successful Results Is Determined By The Quality Of The Questions We Ask... Ourselves & Others!”*  
- - Successful people simply ASK better questions and thus they get better answers and accordingly, better RESULTS! THAT is the power of killer questions!

Like it or not, know it or not, we ARE always asking questions of our self and others... it may be on an autonomic level, but you are at-least somewhat aware that it is going on all the time. You are likely asking yourself right now if what I'm suggesting is, in fact true. (Or some other such question) It's just how we are wired and all the millions of possible data choice we are presented with every single second of every single day.

You see, the truth is, when (*not* 'if') you ask questions,, you will get a response... ask better question and you will get better responses from yourself AND others!

In the simplest of terms; our brain is like a huge warehouse of files of data... if you ask yourself a question, your brain has no choice but to locate an answer based on the available data files stored and organized in there.

\* Let me give you a **KEISS** (*Keep It Super Simple*) Example:

Let's say that you got a flat-tire along the roadside on the way to an important meeting or commitment. You may have known the tires were in close need of repair or replacement so when you pull over to the side of the road to get out of harms-way and assess the damage and possible implications to your day and schedule, **you WILL ask yourself at-least one question**; (*Likely More!*) that question might be: (*and by no-means limited to...*)

- = OK, What Do I Do Now?
- = How Long Will It Take Me To Get This Fixed and back On The Road?
- = WHY Does This Always happen to Me?
- = Why Did This have To happen Here, Now... of All Times?
- = What Can I Do To Maximise This Situation?
- = What Else Cold Possibly Go Wrong?
- = Will Someone Stop and Offer Help?
- = Will The Scheduled Appointment/Commitment Be 'ok' with this delay?
- = Does This Mean I Get The Rest Of The Day Off?

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*...and the (literally) endless list of possible and combinations of question sprout up as you assess the current situation and possible outcomes, the good, the bad & the ugly.*

Now you may be a never-ending optimist, pessimist, realist or even 'awesome-ist' (*I know you are asking yourself right now what THAT might mean and automatically arriving at some possible preliminary conclusions... also known as answers.*) but the simple fact of the matter is, we all ASK QUESTIONS and we all will arrive with some ANSWERS.

I am NOT suggesting we always get the RIGHT answers, but we WILL always get better ANSWERS when we learn to effectively ask more and better right QUESTIONS of ourselves and of course the same applies to others... better question get better answers, it's as easy as that.

SO, knowing that I have gathered a series of 52 weekly questions that you may ask and challenge yourself to answer and even ask even better question producing even better answers in your life, your business, your success, your relationships and so on with some blank-space to catalogue and journal your thought-process and the ensuing plan, actions and results on a bite-sized, chunkable, actionable and very doable weekly basis.

I have written and compiled this proven, powerful information and guide as a silent accountability partner with yourself and your dreams, desires and powerful questions here in writing, on paper so that you can journal and measure your progress and results!

It's aim is to genuinely and 'simply' (KISS!) help you cause question and the inevitable thinking, reflection and results as you plan, process and take action toward the successful attainment, achievement and results that you want, need, desire and deserve in and for your business (*and life*) on a weekly/regular basis unlike all the 'Hit n' Run' Guru Report we've all seen over the years that never deliver discernable, incremental and measurable RESULTS... if you stick with it and "Do W.I.T.", (Do **W**hatever It Takes!) you will see results throughout our time together.

Print it out and use it and build up a picture of how much you are working on your business and the success and not successful weeks you may have – remember it's all a learning, growing, adjusting and never-ending achieving process. To mistake this as overly simplistic or folly would be a HUUUGE Error in judgement and your real success results!

*Do This! Take Action, Measure and Produce RESULTS by  
Asking Better Questions and Getting Better Results!*

Judge each week for what it is worth - a learning process. **There is no failure only feedback.**

*OK... Let's Get Going Now! =>*

*You can find out more about the Speaking, Teaching, Preaching, Coaching  
Nagging and Proven, Powerful Success Support at: [www.TheDeanOfSuccess.com](http://www.TheDeanOfSuccess.com)*



**Week/Session Number 1**

**Thought for this week:**

The secret of success is to be ready when your opportunity comes.

Benjamin Disraeli

**Comment:**

*You have to always be ready to see opportunities where others see problems or challenges – their problem is your opportunity. From now on begin to actively look for opportunities every minute of the day – once your mind is attuned to it you will be amazed at what is going to happen*

**To do this week - What Are Your Opportunities?**

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**What I have learnt about myself/my business this week:**

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## Week/Session Number 2

### Thought for this week:

Success is a journey, not a destination

Ben Sweetland

### Comment:

*Many times reaching the goal is not the most important thing. It's is what you learn along the way. Therefore learn from everything you do while on the road to achieving your goal*

### To do this week - What Is My Journey M.A.P.? (Massive ACTION Plan!)

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### What I have learnt about myself/my business this week:

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### Week/Session Number 3

#### Thought for this week:

You may be disappointed if you fail, but you are doomed if you don't try

Beverly Sills

#### Comment:

*Imagine never trying anything in life, you would never fail. However what type of life would that be. The people who don't try are living less of a life. By trying you may be upset if things don't work out, but look to everything from here on in as feedback rather than failure. Learn from your mistakes*

#### To do this week - What Am I willing To (Try) DO and Learn?

(Note... I'm Not a big fan of "TRY". - As Yoda says: "There Is No Try, There is Only Do or Do Not!")

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#### What I have learnt about myself/my business this week:

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## Week/Session Number 4

### Thought for this week:

A Native American grandfather was talking to his grandson about how he felt. He said, 'I feel as if I have two wolves fighting in my heart. One wolf is the vengeful, violent one, the other wolf is the loving compassionate one.' The grandson asked him, 'Which wolf will win the fight in your heart?' The grandfather answered, 'The one I feed.'

Blackhawk

### Comment:

*What ever you focus on you will receive, therefore if you focus on the negative you will generate more negative thoughts and energy. Focus on the good and look how your life changes*

### To do this week - What Am I Going To Focus On and Feed?

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### What I have learnt about myself/my business this week:

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## Week/Session Number 5

### Thought for this week:

Optimists are right. So are pessimists. It's up to you to choose which you will be

Harvey Mackay

### Comment:

*Is the glass half empty or half full? It depends on which way your mind sees it. So always look at things in the positive rather than the negative. Why lean towards the negative like so many people do, be positive!*

### To do this week - How Do I See The World of Opportunities?

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### What I have learnt about myself/my business this week:

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## Week/Session Number 6

### Thought for this week:

The key to happiness is having dreams; the key to success is making them come true

James Allen

### Comment:

*We all have dreams, we all want happiness, but very few people actually make their dreams a reality. Don't live a life of regret, decide to take action today and decide you are going to create a better life for yourself and those you love.*

### To do this week - What Do I DREAM & Take ACTION On?:

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### What I have learnt about myself/my business this week:

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## Week/Session Number 7

### Thought for this week:

The men who try to do something and fail are infinitely better than those who try nothing and succeed

L. Jones

### Comment:

*This quote echoes the earlier quote. It's important to remember that it is better to do something rather than nothing. Doing nothing is much easier but it is the easy way out!*

### To do this week - What Am I Willing To DO... NOW?

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### What I have learnt about myself/my business this week:

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## Week/Session Number 8

### Thought for this week:

Effort only fully releases its reward after a person refuses to quit

Napoleon Hill

### Comment:

*How close are you to success, sometimes it is just round the corner, but too many quit too quickly. You only fail once you quit, however if you are doing something and getting the same results, which are not results you are happy with, change what you are doing. Have the same goal but try something different until you get the results you want.*

### To do this week - What Are You Willing To 'Work Through' & Change?

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### What I have learnt about myself/my business this week:

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**Week/Session Number 9**

**Thought for this week:**

Clear your mind of can't

Samuel Johnson

**Comment:**

*Oh that 4 letter word, can't. I hear it so often. I ask – have you tried? Many people don't try and simply say can't do it. Without ever trying. So stop saying can't and begin to try everything*

**To do this week - What Are You Willing To DO Anyway?**

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**What I have learnt about myself/my business this week:**

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## Week/Session Number 10

### Thought for this week:

Anything is possible to overcome if you learn from your failures and believe in yourself

Carson Nemoto

### Comment:

*Remember there is no such thing as a failure, simply feedback. Learn from each and every thing that you do. Only by gaining feedback can you grow and become a more intelligent and wiser person*

### To do this week - What Are You Willing To 'LEARN' Anyway?

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### What I have learnt about myself/my business this week:

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**Week/Session Number 11**

**Thought for this week:**

You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win.

Zig Ziglar

**Comment:**

*You know you have to believe in yourself, if you don't, no one else will. You can succeed but you need to believe in yourself. Be ready to win, expect to win and you will*

**To do this week - What Are You Willing To Believe?**

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**What I have learnt about myself/my business this week:**

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## Week/Session Number 12

### Thought for this week:

The path to success is to take massive, determined action

Anthony Robbins

### Comment:

*Too many people say they will do something, start a business, get fit etc, but you know what they do nothing about it. You have to take action in order for anything to happen. Sitting in front of your computer and reading e-books or listening to audios will do nothing unless you take action. First course of action is to write out what you are going to do this week*

### To do this week - What ACTIONS Are You Willing/GOING To Take?

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### What I have learnt about myself/my business this week:

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## Week/Session Number 13

### Thought for this week:

When I was young I observed that nine out of ten things I did were failures, so I did ten times more work

Bernard Shaw

### Comment:

*The more you do something the more likely you will succeed, if you give up after two attempts how do you know that you would not have been successful on the 5<sup>th</sup> or 8<sup>th</sup> attempt – so don't give up*

### To do this week - What Are You Willing/GOING To Do More Of?

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### What I have learnt about myself/my business this week:

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## Week/Session Number 14

### Thought for this week:

A man can succeed at almost anything for which he has unlimited enthusiasm

Charles Schwab

### Comment:

*Bottom line be passionate about what you do, don't do something you hate or you'll be unhappy. Find out what you are passionate about and see if you can create a business around it. If the passion dies so can your business*

### To do this week - What Are You Passionate About?

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### What I have learnt about myself/my business this week:

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**Week/Session Number 15**

**Thought for this week:**

As long as you are going to be thinking anyway, think big

Donald Trump

**Comment:**

*Why think you can only achieve say, \$5,000 per month online or in your business. If you aim for \$10,000 you may end up making \$7,000, that's \$2,000 more than you originally thought. If you had aimed for \$5,000 you might have only made \$3,000. So always aim high*

**To do this week - What Are You Willing To Aim For? - Think BIG!**

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**What I have learnt about myself/my business this week:**

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## Week/Session Number 16

### Thought for this week:

Failure is only the opportunity to begin again more intelligently

Henry Ford

### Comment:

*I've mentioned failure a lot. Why? Because 100% of all people fail, but then most of those simply give up. The smart thing to do is to learn and start again knowing what you know and not making the same mistakes again.*

### To do this week - What Are Your Willing To FAIL, Ajust and Do Again?

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### What I have learnt about myself/my business this week:

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**Week/Session Number 17**

**Thought for this week:**

For true success ask yourself these four questions: Why? Why not? Why not me? Why not now?

Jimmy Dean

**Comment:**

*So what are your answers? Go on make the excuses you want, but really why not you? What's holding you back? If you need help, connect and I will offer some solutions – Success Solutions Guaranteed!*

**To do this week - The HOW is Easy... What's The WHY?** (Answer The Questions Above!)

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**What I have learnt about myself/my business this week:**

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## Week/Session Number 18

### Thought for this week:

Success is living up to your potential. That's all. Wake up with a smile and go after life ... live it, enjoy it, taste it, smell it, feel it – DO IT!

Joe Knapp

### Comment:

*So many people don't live to their potential. Always be ready, be positive, be alive and people will notice, you'll stand out. Life is for living. It's like a movie and you're the director, now produce the best film ever*

### To do this week - What Are You Willing To LIVE?

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### What I have learnt about myself/my business this week:

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## Week/Session Number 19

### Thought for this week:

If you aren't making any mistakes, it's a sure sign you're playing it too safe

John Maxwell

### Comment:

*Interesting idea isn't it, you need to take risks and learn. What would happen if you took a risk? Try it see what happens (obviously take calculated risks, don't sell your house and use the money to set up your business!)*

### To do this week - What Are You Willing To RISK?

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### What I have learnt about myself/my business this week:

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**Week/Session Number 20**

**Thought for this week:**

Every achiever I have every met says, "My life turned around when I began to believe in me"

Dr. Robert Schuller

**Comment:**

*Without believing in yourself you will find it hard to achieve success. If you don't believe in what you are doing it will be very difficult to convince others. You will believe in yourself if you are selling products and services that you fully believe in.*

**To do this week - What Are You Willing To Believe About Yourself?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 21**

**Thought for this week:**

If you are going to be a success in life, it is up to you....it is your responsibility

Will Horton

**Comment:**

*You have to take control of your life and be responsible for it. Too many people blame others for not achieving success, however it's time to get wise and realise that you make your own future. Many people like to blame others, because then it is not their fault.*

**To do this week - What Are You Willing To Take Responsibility For?**

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**What I have learnt about myself/my business this week:**

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## Week/Session Number 22

### Thought for this week:

Never live in the past but always learn from it

Unknown

### Comment:

*As a coach I believe that the past is the past, a lesson or example, there's little you can do about it. Sure you can think about it, you can get down about it, but that's not going to help your present and future. Learn from your past and don't make the same mistakes*

### To do this week - What Are You Willing to Let-Go Of?

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### What I have learnt about myself/my business this week:

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**Week/Session Number 23**

**Thought for this week:**

The biggest temptation is to settle for too little

Thomas Merton

**Comment:**

*Never, ever settle for less than you are capable of. It's much easier to settle for less than you are capable of as people feel that if they try to aim to high they will only be disappointed.*

**To do this week - What Are You No-Longer Willing To Settle For?**

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**What I have learnt about myself/my business this week:**

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## Week/Session Number 24

### Thought for this week:

What lies behind us and what lies before us are tiny matters compared to what lies within us

Ralph Waldo Emerson

### Comment:

*We all have infinite power within us, however most of us leave it untapped. You need to begin to take action and watch the magic from within appear*

### To do this week - What Are You Willing To Uncover In Yourself?

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### What I have learnt about myself/my business this week:

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**Week/Session Number 25**

**Thought for this week:**

If you don't go after what you want, you'll never have it. If you don't ask, the answer is always no. if you don't step forward you're always in the same place

Nora Roberts

**Comment:**

*Think about the truth in this statement. This should be a statement you memorise and use every day.*

**To do this week - What Are You Willing To Move Forward and ASK For?**

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**What I have learnt about myself/my business this week:**

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## Week/Session Number 26

### Thought for this week:

Empty pockets never held anyone back. Only empty heads and empty hearts can do that

Norman Vincent Peale

### Comment:

*Don't make excuses about why you can't achieve, you have to take your excuses and knock them on the head. Most excuses, when examined will not hold up under scrutiny.*

### To do this week - What Excuses Are You Willing To let Go Of?

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### What I have learnt about myself/my business this week:

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## Week/Session Number 27

### Thought for this week:

The critical ingredient is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week, but today. The true entrepreneur is a doer

Nolan Bushnell

### Comment:

*Procrastination, or the art of putting things off, kills many a person with ideas. We all do it. Why? Because sometimes we don't like doing things and it is easier to put them off, of course what happens is that we eventually suffer. So decide to do something today and do it.*

### To do this week - What Are Your Willing To No Longer Procrastinate?

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### What I have learnt about myself/my business this week:

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## Week/Session Number 28

### Thought for this week:

Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon must inevitably come to pass!

Paul J. Meyer

### Comment:

*Visualisation is very important. When you can see the outcome or goal being reached and see it clearly this causes the event to be imprinted into your sub conscious. Amazingly you will find ways of achieving the success you desire by using the power of visualisation.*

### To do this week - What Are You Willing To Believe, Plan For & Achieve?

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### What I have learnt about myself/my business this week:

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## Week/Session Number 29

### Thought for this week:

We do our best that we know how at the moment, and if it doesn't turn out, we modify it

Franklin D Roosevelt

### Comment:

*Remember you'll get the same results if you do the same things the same way. If something is not working examine why it is not working then make changes. If those changes do not make a difference then make more changes. Keep changing until you get the result you desire.*

### To do this week - What Are You Willing To Do Differently?

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### What I have learnt about myself/my business this week:

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**Week/Session Number 30**

**Thought for this week:**

Obstacles are those frightful things you can see when you take your eyes off your goal

Henry Ford

**Comment:**

*Don't ever see anything as an obstacle see it as a challenge. It's easier to find solutions to a challenge then a problem or obstacle. Always remember to keep focused on the goal you have and this will assist you with any challenges that pop up along the way.*

**To do this week - What Are You Willing To Find SOLUTIONS For?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 31**

**Thought for this week:**

You measure the size of your accomplishments by the obstacles you had to overcome to reach your goals

Booker T Washington

**Comment:**

*Following on from last weeks thought, obstacles or challenges are useful as they help you understand that the end result is always worth it.*

**To do this week - What Value Are You Willing To Find In Overcoming?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 32**

**Thought for this week:**

You will never find time for anything. You must make it

Charles Buxton

**Comment:**

*It's true. People talk about doing things in their spare time, however we don't really have spare time. You need to set aside time to work on your business. Time is something that we all have the same amount as everyone else. It's how we use the time that we have that is important.*

**To do this week - What Opportunities are Your Willing To CREATE?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 33**

**Thought for this week:**

Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, "what's in it for me?"

Brian Tracy

**Comment:**

*Always help people if you can to achieve their goals as well. Having a 'what's in it for me' attitude is quite negative. Remember to always be positive and radiate positive energy*

**To do this week - What Real Value & Service are You Willing To Deliver?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 34**

**Thought for this week:**

Motivation is what gets you started. Habit is what keeps you going

Jim Ryun

**Comment:**

*You need to find what motivates you. Is it intrinsic, i.e. from the inside, knowing you are doing a good job, or extrinsic, i.e. from the outside, others telling you, you are doing a good job. Once you have found that keep yourself motivated. Remember that a habit forms after doing a task for around 28 days. Therefore get into a habit of doing a number of things for your business every day.*

**To do this week - What Powerful HABITS Are You Willing To Form?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 35**

**Thought for this week:**

The man who will use his skill and constructive imagination to see how much he can give for a dollar, instead of how little he can give for a dollar, is bound to succeed

Henry Ford

**Comment:**

*Always provide the best possible value that you can. If you are selling or serving anywhere, this is know as over delivering. When people buy from you and get more than what they expected they will be very impressed and become loyal customers.*

**To do this week - What (When & Where) Are Your Willing To Over-Deliver?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 36**

**Thought for this week:**

Success often comes to those who dare to act. It seldom goes to the timid who are afraid of the consequences

Jawaharlal Nehru

**Comment:**

*You have to take the risk of taking action. Don't be afraid of the consequences, after all those consequences could be untold success and riches, rather than failure and bankruptcy as many believe*

**To do this week - What Are Your Willing To Just DO 'Anyway' ?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 37**

**Thought for this week:**

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

Warren Buffett

**Comment:**

*Remember this. If you're doing business, this can happen to you. If you go out and rip customers off, or don't provide good service people will hear about it! You've been warned*

**To do this week - What Are Your Willing To Support; No Matter What?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 38**

**Thought for this week:**

You are never too old to set another goal or to dream a new dream

Les Brown

**Comment:**

*Again don't use anything as an excuse. Too many people use age, circumstances, background as excuses to not set goals or go after what they should. Don't make excuses!*

**To do this week - What Are Your Willing To 'Go For' No Matter What?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 39**

**Thought for this week:**

I couldn't wait for success, so I went ahead without it.

Jonathan Winters

**Comment:**

*Sometimes you have to just do it – don't wait around. Don't wait until you know everything about everything. Just take the plunge, get feedback and continue on*

**To do this week - What Are You Willing To Do RIGHT NOW; No Excuses?**

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**What I have learnt about myself/my business this week:**

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## Week/Session Number 40

### Thought for this week:

The real voyage of discovery consists not in seeking new landscapes but in having new eyes

Marcel Proust

### Comment:

*Sometimes things are right in front of you. I've worked with people who have such knowledge but say I can't think of any products to create. They are so immersed in trying to find some 'magic bullet' that they don't look straight in front of them where their skills and talents lie. Examine what you have done to date, your skills and talents and see how they could help you build a business.*

### To do this week - What Are Your Willing To See In Yourself Right Now?

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### What I have learnt about myself/my business this week:

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**Week/Session Number 41**

**Thought for this week:**

Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us.

Marianne Williamson

**Comment:**

*This is one of my favourite quotes, why because it is so powerful. I'm going to ask you to read this a number of times and then reflect on it yourself.....*

**To do this week - What Are You Willing To Be Powerful Beyond Measure?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 42**

**Thought for this week:**

Each problem has hidden in it an opportunity so powerful that it literally dwarfs the problem. The greatest success stories were created by people who recognized a problem and turned it into an opportunity.

Joseph Sugarman

**Comment:**

*What experience have you had where you found a solution to a problem? Could others be interested in this solution? Think about it has happened to all of us. Now think how this could be turned into a business*

**To do this week - What Opportunity Is So Powerful It Dwarfs Problems?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 43**

**Thought for this week:**

If you have the will to win, you have achieved half of your success; if you don't, you have achieved half your failure

David Ambrose

**Comment:**

*Believe you can do it and you are half way there. Only by believing can you achieve fully. So believe that you can succeed and you will, believe you are going to fail and you will. Belief is a powerful thing, use it wisely*

**To do this week - What Are Your Willing To Powerfully Believe?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 44**

**Thought for this week:**

Daring ideas are like chessmen moved forward; they may be beaten but they may start a winning game

Johann Wolfgang von Goethe

**Comment:**

*You never know what you might start, by making a start an event takes place, from this event, we get feedback, from feedback we learn*

**To do this week - What Are Your Willing To Get Feedback & Learn On?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 45**

**Thought for this week:**

A smile and a laugh are the duct tape of life; they can fix anything

M. Wallace

**Comment:**

*Laughter really does help. Don't be overly serious, enjoy life. When you smile and laugh others will smile and laugh with you. You can change the energy in a room or the energy of another person simply by laughing or smiling*

**To do this week - What Are Your Willing To 'lighten-up' about?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 46**

**Thought for this week:**

Don't ever give up on a dream due to the amount of time it will take to achieve it.  
The time will pass anyway

Russ Ebsen

**Comment:**

*Yes, time passes so use it wisely. If your dream is going to take 4 years to accomplish so be it. That four years will pass with or without you moving towards your dream – so you might as well use the time wisely*

**To do this week - What Are Your Willing To Commit To Regardless?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 47**

**Thought for this week:**

You are a lot better than you think you are

David J. Schwartz

**Comment:**

*Many people think negatively about themselves, they don't give themselves credit for what they do. They feel they are "ok" "not bad at their job", few say I'm really good. I want you to say that today. Yes I am really good. Repeat it every morning, and find one or two things every day to praise yourself about*

**To do this week - What Are Your Willing To Acknowledge & Praise?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 48**

**Thought for this week:**

It is not the mountain we conquer but ourselves

Edmund Hillary

**Comment:**

*What you learn by achieving the goal you have set is important, but what you learn about yourself in the process is even more important. You will learn a lot about yourself, how you operate, what you like, what you don't, any many other personal insights*

**To do this week - What Are Your Willing To Learn About Yourself?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 49**

**Thought for this week:**

If you want something, don't wish for it, work for it. Life is too short to wait

Stephen Hines

**Comment:**

*You have to work and take action. Those who wish waste their days away. Wishing implies that someone else will make things happen. Only you can make your future happen, you need to take action*

**To do this week - What Are Your Willing To No Longer Wait For?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 50**

**Thought for this week:**

The challenges of life lay within our minds. It is not in our capabilities that we lack, but in our imaginations and dreams that we falter

Gabe Arnold

**Comment:**

*Your mindset is very important. If you believe you can you will if you believe you can't it's also true – Henry Ford said this originally. You must get a mindset of belief, you must believe you can do it. As if you don't believe you can do it you won't be able to do it*

**To do this week - Where Are Your Willing To Expand Your Mindset?**

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**What I have learnt about myself/my business this week:**

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**Week/Session Number 51**

**Thought for this week:**

Winners makes commitments, losers makes promises

Mohd DzuleqhmaI

**Comment:**

*Commit to doing things, don't make and break promises. Remember Yoda from Star Wars fame said, there is no try, there is only do and not do. This is powerful as too many people say they will try to do something. However try allows for failure, if you commit and say you will do something you have no option but to do it!*

**To do this week - What Are Your Willing To Commit to & Not Just 'Try'?**

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**What I have learnt about myself/my business this week:**

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## Week/Session Number 52

### Thought for this week:

Consider the postage stamp. It secures success through its ability to stick to one thing until it gets there

Josh Billings

### Comment:

*What more can be said. Be a postage stamp, stick to one thing i.e. your main goal and don't give up until you get there. Of course keep wide focus – so you can spot opportunities that relate to what you are doing and what can help you*

### To do this week - What Are You Willing To 'Stick To' Until It's Arrived?

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### What I have learnt about myself/my business this week:

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The DEAN of \$uccess! SpeakTacular EnterTrainer, Marketing Magician & Success Solutionist!

...In Closing:

*As I have said for the last 40 years or so...*

**"Something Terrible Happens If You Don't Take Action... NOTHING!"**

Knowledge is POWER... **ONLY** if it is accompanied by the appropriate massive action. **Action Is The Magic That Makes Miracles Occur!** So now it's YOUR TURN! Take some action and create Miracles!

**Go Out NOW And Make "Success MIRACLES"!**

Everyone is a winner who makes the effort to attempt to the best of your ability! *The only "losers" are those who don't even try!* PLEASE don't let this be you! Go out and get in the game and play full on, to the best of your ability, OK?

Let me know of your results! I would love to hear from you and know how you are doing.

THANK YOU for popping by to consider our creative offerings! Your support of out-lets like these are essential to the positive growth of marketing success at large.

As always, I promise you, If you are willing to think, test, try, play and experiment, and take action, we will have a long fruitful relationship fraught with priceless experiences, skills, and tools to slay the mighty marketing dragon!

I truly look forward to our "communications". **I am here for YOU**, so feel free to contact me anytime if you have any questions or comments, suggestion, Stories of Your Success please let me know and send all your E-Comments directly to: [Results@DeanHankey.com](mailto:Results@DeanHankey.com)

*So for now, until next time,*

**Find Your Passion, Do Your Purpose, Make It Profitable!**

*I am at Your Service and in HIS Service,*

*Dean*

Rev. Dean Hankey  
The Dean of Success!

*SpeakTacular EnterTrainer,  
Marketing Magician and  
Success Solutionist!*



**"Transform Your Dreams Into Dollars, Doing What You LOVE!  
Delivering Difference-Defining Results In Your Life  
and The Lives of Others With Proven Systems For Powerful,  
Profit Producing Success Solutions... Guaranteed!"**

*Dean*

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**money making M.A.G.I.C. Marketing blueprint for \$uccess!**



# HOW TO HIT YOUR GOALS

Get Clear. Feel Emotion. Take Action. ↻



## Say It Daily

**Talk About Your Goals** - Make them part of your daily conversations with others.

**Use Affirmations** - With faith and strong emotions, consistently make positive statements that affirm the achievement of your goals.

## Feel It Daily

**Be Grateful Now** - Feel deep gratitude for what you already have.

**Get Excited By The WHY** - You must have a strong desire for your goals. Be sure to identify (write down) plenty of clear reasons 'why' you want to achieve a goal.

**Emotionalize Your Goals** - Define your goals in terms that excite all your senses.

## See It Daily

**Use Visualization** - Regularly close your eyes and see yourself achieving your goal with absolute clarity.

**Create A Vision Board** - Put pictures, symbols, and words that inspire you on a bulletin board and hang it where you can look at it regularly.

**Watch Video** - Discover and watch online videos related to the goals you have.

## Be It Regularly

**Act As-If** - 'Fake it until you make it'. In your everyday life, take actions and make plans as if you've already achieved your goals.

## Believe It Regularly

**Make It 'Just Right'** - Make your goals BIG enough to stretch your abilities, but small enough to remain believable. Know your limits, but never stop trying to exceed them.

## Socialize It Regularly

**Associate With Like-Minded People** - You become who you hang-around with - avoid 'nay-sayers' for the same reason.

**Mastermind** - Discuss your goals and share ideas with people who are interested in achieving similar things.

**Find A Mentor** - Make use of the experience and knowledge of a mentor to teach, guide, and help you.

**Teach It To Others** - What you teach to others becomes more real to you.



## Avoid Danger

Become proactive - learn to recognize and avoid potential dangers that will appear along the road to achieving your goals



### ROADBLOCKS

Clutter, in your mind and and physical world creates obstacles to reaching your goals. The more clutter, the more obstacles. Simplify and organize your life.



### DRIVING IN REVERSE

Negativity - 'I can't...', 'you never...', 'nobody ever...' - doesn't just prevent you from reaching your goals, it **pushes** you away from them!

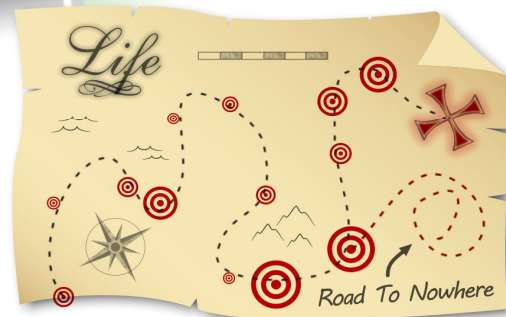


### DEAD ENDS

Distractions not only consume your precious time, but lead to nowhere. Stick to your map to avoid these resource-draining dead-ends.

## Create A Map

You must know where you are going at all times. Create a written map with simple, specific targets and deadlines. Review it regularly to make sure you stay on-course!



Action  
Creates  
Clarity



When a goal is first created, it appears far away, the details of achieving it are fuzzy, and the number of decisions and choices you face related to it are many and sometimes feel overwhelming.



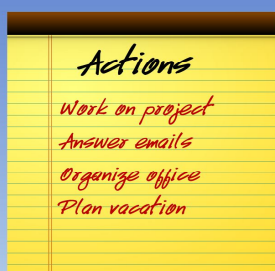
Taking small, consistent action on a goal is like walking toward it - it becomes larger and more in-focus, and the decisions and choices surrounding it become fewer, thus easier to make.



As you **continue** to move closer to a goal, it becomes so clear, and the number of decisions related to it so few, that your progress toward its completion becomes effortless.



# ✓ 3 Steps To Get Things Done!



## 1. Create A List Of Actions

Create a list of actions of **all** the things you want to get done.

## 2. Assign Each Action A Time

Assign a time to each action that you will **devote** to completing that action.

## 3. Do The Action!

Select an action, start a timer, and focus on **nothing** but doing that action!

## 16 Ways To Take More Action



### Harness The Online Monster

**Set Online Time-limits** - Set aside a specific amount of time each day (30mins., 1 hour) to check the news, Twitter, digg, and stick to it!

**Keep Your Momentum Going** - Quit checking for new emails and Twitter updates every 10 minutes - otherwise, the monster wins.



### Learn To Love Your Inbox

**Reply Quickly** - If you can reply in less than 2 minutes - do it!

**Keep Replies Short** - Lose the 'small talk' and get to the point.

**Delete Old Emails** - If you haven't responded to an email in a month, delete it.



### Keep Your Foot On The Gas

**Eliminate Distractions** - Turn off phones and instant messengers when working. Close your door. Distractions kill momentum.



### Power Through Life

**Focus On Just One Thing At A Time** - Nothing is more powerful than focused, purposeful energy!



### Get Addicted To Results

**Do Plenty Of What You Do** - If you're a writer, do plenty of writing, if you're a consultant, then consult!



### Soak-in The Big Picture

**Keep Your To-Do List Visible** - Looking at your list regularly will help you stay clear of what you need to do in your life. Clarity = power!



### Make The 'Yes' In Your Head Louder

**Declutter Regularly** - A confused mind says 'NO!' Clutter is a major roadblock to action. Regularly clean your desk, office, house, and car of junk and things you no longer need or use.



### Free Your Mind

**Write Things Down** - Free-up precious brain power - get things out of your head (to-do's, ideas, and goals) by writing them down.



### Live The 'Paint-by-Numbers' Lifestyle

**Create And Use Checklists** - For any process or sequence of actions you perform on a regular basis, take a little time to create a checklist for it and use it as needed.

“”

“Act as if it were impossible to fail” –  
**Dorthea Brande**

“The path to success is to take massive, determined action –  
**Tony Robbins**

“People may doubt what you say, but they will believe what you do” – **Lewis Cass**

“Action conquers fear” – **Peter Nivio Zarlenga**

“The first step binds one to the second” –  
**French Proverb**

“If you don't have daily objectives, you qualify as a dreamer” –  
**Zig Ziglar**

“Talk doesn't cook rice” – **Chinese Proverb**



### Create Your Tomorrow's

**Plan Tomorrow, Today** - Every day, before you wrap up your work day, write down the 3 most important things you want to accomplish the next day. Put the list where you'll see it the next day.



### Lose The Bag Of Bricks

**Simplify Your Life** - Reduce the the number of things in your life that require your time to use or maintain. Choose quality (1 great magazine) over quantity (4 so-so magazines).



### Feed Your Brain A Better Diet

**Turn Off The TV Occasionally** - Watching TV puts your brain in a mode that represents the total opposite of taking action. Do it enough, and your brain could get stuck in that mode. Watch TV, but watch it with a purpose.



### Have Some Ahhhh Moments

**Remember To Have Fun** - Add a little regular relaxation to your schedule and don't feel guilty for doing it!



### Maintain Your Action Machine

**Drink More Water And Less Soda** - Each gulp you take of soda is like a thick, gooey, liquid being poured on a fire (your ability to think).

**Throw Out Most Processed Foods** - Most of it is full of junk that slows you down.

**Occasionally Take Several Deep Breaths** - Oxygen energizes your brain.

**Exercise A Little** - Not a lot is necessary, but just enough to get your blood flowing.

**Plan To Sleep Better** - Go to sleep and wake up at the same time everyday, and avoid anything before bed that stresses out your mind or your body (prime-time 'entertainment', the news, video games, etc.).



### Build An Action Magnet

**Dig For Plenty Of 'Whys'** - For motivation to do anything with passion, our brains need plenty of 'whys'. Get into the habit of always discovering the whys for what you're doing in your life. Dig deep, and dig with emotion!



### Adopt A Game-Winning Strategy

**Realize That Small Is Huge** - Just like a sports game that is won, 2 points at a time, every tiny bit of time (5, 10, 15 minutes) you spend doing something toward your goals, the closer you get to winning the game.

your **84**

- Each week has 168 hours
- Subtract 12 hours a day for sleep & misc.
- What's left is 84 hours – Your 84 Opportunities



What will you do with  
**your 84?**

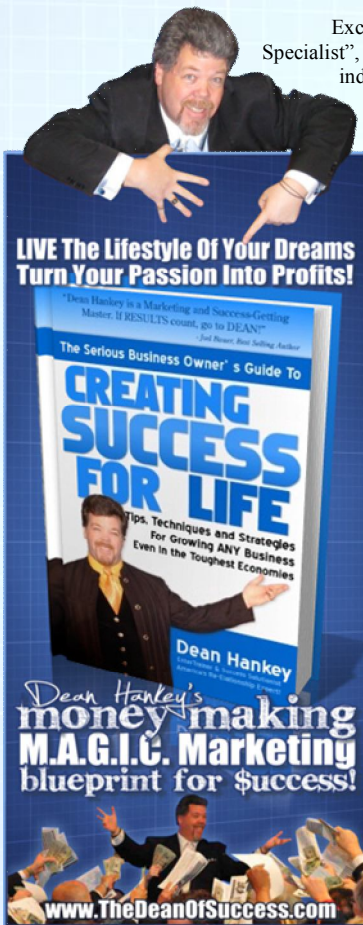




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## Dean Hankey; The DEAN of Success! EnterTrainer & Success Solutionist! Success Solutions Guaranteed!

"EnterTrainer, Success Solutionist and Certified Master InfoTainer", graduated with honors in the disciplines of "Success Mastery and Conditioning", Dean Hankey has a proven, powerful, award-winning background of over a "quarter century" as a Successful Business Owner, a Requested and Best Selling Author, Business Mentor, Captivating Speaker, Engaging Trainer, Trade-Show InfoTainer & Corporate Marketing Rainmaker and even Casino Showroom Entertainer!



Exciting, dynamic, engaging and entertaining, international presenter and "Success Enhancement Specialist", Dean is immensely qualified as he has enjoyed a lifetime committed to success development for individuals and industry enjoying a full-time career that spans over three decades of success, and supported the likes of Harrah's Casino/Hotels, Hilton Luxury Resorts, IBM, Apple Computers, Kodak, American Express, Prudential Life, U.S. Department Of Labor, Robin Leach, Bill Cosby and so many others!

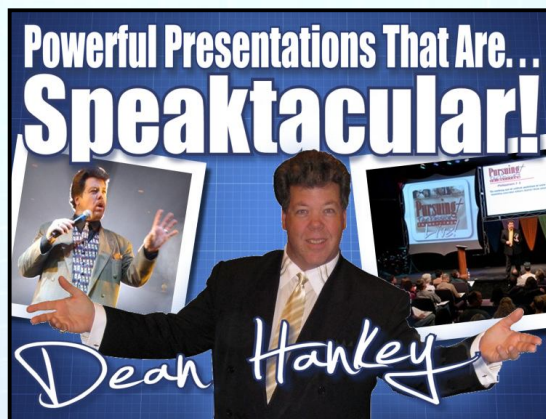
Dean has been seen world-wide on ABC, NBC, CBS, BBC, Fox News, CNN, and others, including his internationally broadcast "Success Madness Radio Show" as well as an in-demand corporate speaker/trainer and showroom performer, presenter and headliner for Top Casinos, Resorts, Cruise Ships and Fortune 500 Corporations nationally and internationally!

Dean has studied, staffed, mentored and trained with such Success super-stars as "Werner Ehrhart"; the godfather of self-help, "Anthony Robbins"; the nations leading motivational and educational platformist, "Joel Bauer", International Best Selling Author, Wealth, Success, And Speaker Rainmaker along with "The Dean of American Hypnotists", Ormand McGill, who is the first hypnotist to ever appear on TV and The Ed Sullivan Show and many others!

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