

# **ACHIEVE YOUR GOALS MASTERCLASS**

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## Achieve Your Goals Masterclass

Let me start by asking you a question... where are you going with your life? That may seem like a strange question for a total stranger to ask, but I have a reason for asking it. You see, many people travel through life, without any particular direction. They just go from day to day, just trying to make it by, without knowing where they are going.

I'm sure you know many people like this. They get up in the morning, eat breakfast and go to work. At the end of their day they return from work, so that they can eat dinner and watch television. Then they go to bed and sleep, just so that they can start the day over again. Repeating the same thing over and over, day after day, for pretty much their whole lives. Ho hum.

That sort of a lifestyle isn't much different than that of an animal. Oh, it's a bit more complex and a whole lot more entertaining, but it's really not much more fulfilling than that of an animal. Without having any goals or direction, they are merely locked in a cycle of living, but they aren't getting the most out of life. Even worse, when all is said and done, they won't have much to show for it. They won't be able to say they were a success, that they accomplished something special or that they made a difference in the world.

If there's one thing that scares me, it's to get to the end of my life and not be able to say that my life has mattered. I want to make a difference. Even if that difference is only in the lives of my family, it will be something. That difference will show that my life has had meaning.

So, when I ask where you are going, I'm trying to get you to think about it. You need to know where you are and where you're going. Otherwise, you're not going anywhere. It's like the traveler who gets up in the morning and rolls the dice to determine which direction they are going. They may be covering a lot of ground, going around and around in circles, but they aren't going to get anywhere.

On the other hand, when you've got a destination in mind, you can take steps to get there. You can also tell if you are getting closer or not. You have constant feedback of how effective you are progressing with your plans and purposes. Rather than living a life of aimless wandering, you can live a life with purpose.

I'm not here to tell you what that purpose is. That's something you have to decide for yourself. But I am here to show you how you can make sure that you fulfill that purpose. Whatever it is that you decide that you were born to do, I want to show you how to do it. I want to see you become successful at whatever it is that you were created to do.

There was a story about a couple on a trip together. The man was driving, but got tired, so his wife took over and he went to sleep in the back seat, giving her very specific directions to wake him up when they were arriving at a certain city.

After several hours, the man woke up and looked around. He didn't recognize the country around them, so asked his wife where they were. She explained that they had passed the city two hours ago, while he was still asleep. She hadn't awakened him because he was so tired. When he complained that they were going the wrong direction, because she hadn't turned where they were supposed to, she responded, "I didn't want to turn, because we were making such good time."

I wonder how many people there are, who are making great time going in the wrong direction. They don't want to change directions, because they're sure they're making great time. But at the same time, they don't have a specific destination that they're heading for. In other words, their lives consist of a lot of activity, but they never really get anywhere.

Activity doesn't always equal results. A car stuck in a snow drift can have lots of activity, with wheels spinning, smoke pouring out of the exhaust and the engine making lots of noise. But that doesn't mean it's going anywhere.

There is the appearance of movement, but no actual movement. That car can sit there all night long, spinning its tires, burning up gas and not getting any closer to their destination.

In life and business, there's a lot of energy expended in being active. But much of that energy is wasted energy. Oh, it might help pay the bills; but that's not what I'm talking about. By wasted energy I'm talking about it being spent towards nothing more than maintaining. It isn't helping the person get where they want to be going. Often, because it is not helping to get them where they want to be going, it ends up taking them in the opposite direction.

## You've Got to Have Goals

Like that couple traveling, you have to have a destination in mind. Otherwise, you don't know where you are going. Without that vital bit of information, you'll never know if you get there. Even worse, you'll never even know if you're heading in the right direction. You could very easily end up doing nothing more than spinning your wheels.

We call that destination a goal. Most people need to have a number of goals in their lives, with specific goals for each and every area of their lives. They might have goals for their finances, for their careers, for their education, for their marriage, for their family and even for helping out others or giving to charity. All of these are worthwhile areas to have goals in, as they help set the course of your life.

Most people are pretty good at creating goals, even if they are only vague ones. But even then, some have problems in creating goals that are usable. In order for a goal to be usable and reachable, it has to have a number of things:

- The goal has to be well-defined – If you can't articulate it, then you really haven't finished figuring it out.

- The goal has to be specific - Just saying "to be successful" doesn't mean a thing, if you don't define what success means to you. There are many different ways that people define success, so you have to replace that word with something that can be defined clearly and specifically.
- The goal has to be bigger than you are - If you set yourself a goal that you can reach easily, then you haven't really set yourself a goal. Even if you do reach it, it's not going to do you a bit of good.
- The goal has to be something you've never done before - It makes no sense to make a goal to do something that you've already done. However, you can set a goal to do it faster, better or more of it.
- The goal has to be possible - While your goal should be bigger than you are, it shouldn't be so big that there's no way of you reaching it. Look at what others have done before you. Did they at least come close to the goal you've set? If they have, then there's a good chance of beating it. But if not, you may be reaching too far.
- The goal has to be worthwhile - Establishing a goal that isn't going to make you feel good when you finally reach it is a waste of time. You'll expend a lot of energy to get there and then once you do, you'll ask yourself why you did it.
- The goal has to be written - There's something about writing a goal down that moves it from being just a wish into being something that we can get serious about. The very process of writing it forces us to articulate the goal, which helps us to define it and decide if it is worthwhile.

Good goals will help you to feel like you're accomplishing something with your life. We all want that. Reaching those goals will make you feel like your life has meaning. Because of this, they will also motivate you; helping you to become more than you thought you were capable of being.

That's why goals have to be worthwhile. Ultimately, a lot of our life will be defined by how well we accomplish those goals. That's not just in our own minds, but also in the minds of others. Those around us and the next

generation will look to our lives for inspiration. If we have worthy goals and accomplish them, we will then become a role model to help those others fulfill their own goals.

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Goals aren't necessarily all set at once. You might have goals that you received from your parents. Others may have come about as you were going through school and preparing for your adult life. There are still other areas of life in which you may not have created goals, simply because of other events needing to happen first. One example of this would be goals for your children's education. Until they are born, you may never think of that.

While it is important to set goals, there is no sense forcing yourself to come up with goals if you don't already have them. Forced goals are generally left by the wayside, as detours on the journey of life. While they may help you get going, they probably won't take you in the right direction.

There's a good chance that you already have a lot of goals, even if you don't think that you do. These may be goals which you've had for years, but have never fully defined or articulated. Nevertheless, they are there. You need to dig them out, define them and figure out how you can articulate them. Without taking these steps, those hidden goals, which may be some of the most important goals of your life, will never be realized. Before a goal can be realized, it has to be defined.

You may also have other goals that are very clear, but aren't important to you. These could be goals that were placed upon you, usually by parents. Some parents are great at this, defining their children's lives for them, and then expecting their children to finish out the script, living according to the parents' desires, even long after the parents are gone.

If those goals aren't important to you, there's nothing wrong with letting them go. Don't feel that you are forced to complete a goal that you don't want. You're the one who is going to have to make it happen, so you should

be the one to choose it. In reality, a goal that someone else gave you for your life will probably never be realized.

## A Life of Success

Different people define success in different ways. For some, success is about fame and fortune; this is the more classic definition of success. But that isn't the only measure you can use. Others will define success by more esoteric measures, such as the impact they make on other people's lives. These are just as valid to those individuals, even though they may not be considered successful to others.

How you define success isn't as important as whether or not you have a definition for it. You are the one who is going to have to be happy with your accomplishments, nobody else. So your goals and your definition of success have to line up at some point. While you may have goals that are not perfectly in line with that definition, they will be secondary goals for your life, not the primary goals.

Let me explain what I mean. Let's say that your definition of success is to become a president of a company, earning a six figure income and retiring with two million in assets. Some of your goals will then be associated with your professional ability, your earnings and the promotions you receive throughout your career. But those may not be the only goals you have. You might also have goals to lose weight, goals to raise your children to be successful members of society and have a goal to donate 20% of your income to charity. While those are all worthwhile goals, they are not your primary goals; they are secondary goals.

That's not to say that your secondary goals aren't important. At times, they might be just as important or even more important. Take the goal of raising your children. There is nothing greater we leave behind at the end of our lives, other than our children and the impact we've made on their lives. That makes that an important goal, even if it is a secondary one.



You may also find that your definition of success changes with time. As a young professional starting out, you may have a goal of making a certain amount of money or receiving a promotion to a desired position. Once you reach that point, you will probably not be satisfied; rather, you'll see the need to establish a new goal. Or, more likely, you'll see a need to change the original goal well before you even reach it.

In that particular case, goals changed due to a realization that they weren't high enough. But there are other cases when goals may change because one's definition of success changes. Major life events, such as marriage, the death of a loved one or a spiritual awakening can turn our lives topsy-turvy, changing our definition of success. When that happens, we often find ourselves needing to re-examine our goals and our definition of success, with an eye towards determining if they are still valid to us or not.

This doesn't make everything before it a failure or even wasted time. It could be quite possible that we needed to pass through those things in order to get to a place where we were ready for that major event. The fact that we had been moving forward all that time will probably put us in a good position to start working on our new goals.

## Are You Committed?

Let's assume for a moment that you have a more or less traditional definition of success and have developed more or less traditional goals to help you become successful. Based upon that, let me ask you a few questions.

- Are you interested in becoming a millionaire?
- Are you interested in becoming a good person?
- Are you committed to achieving success?
- Are you committed to doing something worthwhile with your life?

Do you see a difference between those questions? Is there something that separates them in your mind or are they all more or less the same? If you're

like most people, you probably don't see much of a difference. But there is one major difference between them. In the first two questions I used the word "interested" and in the last two I used the word "committed."

The difference between those two words may not seem like much to you, but it is enormous. It's so big, that it can make the difference between success and failure in anyone's life. That's because the difference defines how we act.

If you are interested in something, then you will do it, if it is convenient. That's about as far as you'll go. If it isn't convenient, you'll let it pass you by, even if you think it is a major life goal. On the other hand, if you are committed to it, you'll do whatever you have to, in order to make it happen. That's a huge difference.

If you have truly set some good life goals for yourself, then you're going to have to do some major things to make them happen. You may have to give up some hobbies or interests, either because they cost too much or because they take up too much of your time. You may also need to go back to school or study on your own, so that you can learn the skills necessary to make it possible for you to achieve that goal.

Unless you're committed, you won't be willing to make the necessary changes to your life, that you need to make in order to succeed. You will only do those things that are convenient.

It's that commitment that helps us to make the necessary sacrifices that we have to make, in order to make it possible to fulfill our goals. There are always some sort of sacrifices involved in success. But for many, the sacrifices are too big. They aren't willing to make the sacrifices to reach their goals, so they never actually accomplish them.

This turns that goal into a hope, not a plan for success. While hope may be nice, it's not a good strategy for success. You can hope all you want, but it's not going to change your situation. Actually, all it's going to do is make you frustrated, when that hope is not fulfilled.

Hope actually translates into someone else giving you success on a silver platter. You expect to receive that prize, without doing anything serious to bring it about. Can you imagine an Olympic champion who got to the podium by wishing they would win? They'd never make it. In fact, they'd never make it to the Olympics to compete, let alone have a true chance at winning the gold medal. Their country would see that they didn't have the commitment necessary to work for that prize.

On the other hand, one who is a committed competitor will do whatever they have to do and make whatever sacrifice they have to make, in order to win. If you look at the stories of many Olympic champions, you see this. They started working young to become champions, setting aside everything else in their lives, so they could dedicate themselves to their sport. They were truly committed to being winners.

If you are going to succeed in life, you've got to be committed to your goals as well. That commitment will cause you to do the things you need to, in order to succeed. But if you are merely interested in completing those goals, then you can be sure that you won't complete them.

Your success depends more on your commitment to making it happen, than it does to anything else. It's time to get rid of the excuses. No matter what has happened to you in the past, you can overcome it. You can be successful. You can have the life you want.

## You Can Achieve Your Goals

It seems like there are some people who just naturally manage to achieve their goals, while others don't. We accredit their success to a wide range of things; saying they are lucky, their parents gave them that success, they had advantages or they cheated. But the reality is that people who achieve their goals are people who do what they have to, in order to achieve them.

There have been countless examples of people who were given every possible opportunity and who have had every possible advantage, but still managed to fail. There have also been some outstanding examples of people who were incredible successes, even though they had the deck stacked totally against them. Maybe it is harder for some people to succeed than it is for others; maybe there is something that they have to overcome, but that doesn't mean they can't complete their goals.

In reality, we all have things we need to overcome, if we are going to achieve our goals. That's what makes the contest. You might think that you have a disadvantage, and you might. You might look at others and see that they don't have the disadvantage that you do, and you might be right. But, we need to realize that we rarely look at the lives of others, in order to see the struggles they have and the disadvantages they have to overcome.

Wilma Rudolph was a famous track and field runner, who won a total of four Olympic medals, three of them in the 1960 Summer Olympics in Rome. Those three gold medals were literally impossible for her to win, as she had all the cards stacked against her.

Rudolph was born prematurely to a large family, with a birth weight of only 4.5 pounds. She didn't come from a wealthy family, with both parents working jobs which we would classify as "unskilled labor" today. She contracted infantile paralysis at the age of four, causing her left leg to be twisted. Although she recovered, she had to wear a leg brace for five years

and an orthopedic support shoe for another two. By the age of twelve, Wilma had suffered through bouts of polio and scarlet fever.

Yet, with all this against her, Wilma Rudolph had the heart of a champion. She was determined to be a winner, regardless of the cost. By the age of 16, just four short years after overcoming her handicap, she had won a place on the United States Olympic team. In her first Olympiad, the 1956 Melbourne Games, she won a bronze medal. In her second, the 1960 Rome Games, she won her three gold medals.

If there was anyone who could say that they couldn't become a winner and complete their goals, it was Wilma Rudolph. Everything from the color of her skin to the home she lived in to her health was against her. But still, she became one of the greatest Olympic athletes of history.

I could give you story after story about people like Wilma Rudolph; people who overcame and accomplished their goals, not because of, but in spite of, who they were. They exist in sports, in medicine, in business and in academia. In fact, they exist in all areas of life. What I want to do, is show you how to become one of them; how to leave behind whatever is holding you down and become one of those who accomplish their goals, no matter what.

## It All Starts with Your Goals

Okay, so let's get down to the nitty-gritty. That means your goals. If you are going to start a journey, it's always best to figure out the destination first. Otherwise, you might end up spending a lot of time running around in circles. So, what we're going to do is start from your destination (your goals) and figure out what we've got to do to get you there.

Remember, these are your goals. They aren't someone else's. Nor are they goals that someone else has assigned to you. The only person besides you, who has the right to assign you goals, is God. But even then, you have to buy

into it. It will never be accomplished if you don't decide that it is your goal as well.

If you want to live a goal-oriented life, one in which you accomplish your goals, then you need to have goals for every area of your life. You don't need goals just for your professional life, but for your personal life, your relationships and your spiritual life as well. You need goals for what you are going to do for others, even others that you don't know. If you really want to make a difference in the world, it is these goals, not your professional ones, that will make the greatest difference.



Your goals are the bulls-eye in your target. Everything you do must be done with a mind towards reaching that bulls-eye. That means you're going to have to be willing to make some changes in your life. You may have to take some time to get educated in your chosen field. You may have to make some investments. You may have to change some of what you are doing, so that you can have the time and energy to reach your goals. You may even need to give up something that is getting in the way of completing those goals.

It can be extremely helpful to have intermediate goals, which help you get to your main goals. Intermediate steps help keep you motivated, by allowing you

to celebrate success, without having to wait until you reach the major goal. You will be able to see that you are progressing, even if it is slowly.

When I'm driving on a trip, I make a lot of intermediate goals for myself. That makes it easier for me to reach my final goal. If I don't do that, all I see is that I have to drive 1,000 miles. That's a bit overwhelming. However, driving 100 miles isn't. So, if I create 9 intermediate goals, each spaced 100 miles apart, it's much easier to make that trip. I can check off my goals as I reach them, feeling a sense of accomplishment and success every time.

I also reward myself for accomplishing one of those goals. The reward might be nothing more than stopping for dinner or picking up a latte. It doesn't have to be big, it just has to exist. That helps to complete the feeling of accomplishment of accomplishing that intermediate goal.

Now, let me warn you about a huge mistake that lots of people make. That's the mistake of basing their goals on their past performance. Just because you couldn't do it before, doesn't mean that you can't do it now. If that was the case, then there would be no such thing as human progress. There are always failures before any great success.

When Edison was inventing the light bulb, he had a clear goal in mind. He wanted to be able to produce light, using electricity. He did countless experiments, before deciding upon the general idea of the light bulb. But he couldn't get the light bulb to work. Oh, they worked... for about three seconds; then they would burn out. It took Edison over 12,000 different tries, before he found a way to make a working light bulb. When asked about his failures, shortly before finding the combination that worked, he said, "Those aren't failures, we've just found 12,000 different ways not to do it."

Your goals have to be specific, like Edison's were. You can't hit a target, if you don't know what that target is. More than just knowing where the target is, you need to know where the bulls-eye is. Just shooting at a target,

without knowing exactly where the bulls-eye is, will result in you hitting all around the bulls-eye, but not hitting it dead center even once.

Of course, if you don't have a specific goal, that's going to be like not having a distinct bulls-eye. There's no way that you'll know when you hit it. That target above has a pretty small bulls-eye. But if we put a silhouette target next to it, we won't be able to see the bulls-eye as well. That doesn't mean that it's not there, just that we can't see it. We won't be able to tell if we hit it until we take a close look at the target.

Specificity does more than just tell you where the goal is and tell you when you've hit it, it also directs your brain, giving it instructions on what to achieve. When your brain receives those instructions, it goes to work to try and make them happen.

Make sure that you set goals that scare you a bit. I'm sure that Edison was a bit uncomfortable with some of the goals that he set for himself. Oh, he never talked about those fears, but he was smart enough to know that he was breaking new ground. As such, he must have been a bit concerned about his ultimate success. That would be normal; especially considering that he was the first.

You're probably not setting any goals that make you the first to do something. So you don't have as much of a challenge to overcome as Edison did. That's good; as it will make it easier for you to overcome, than it was for Edison to.

Of course, to make this work, you have to keep reminding yourself of what those goals are. That's why your goals should always be written. Write your goals down and put them where you can see them every day. If you have an office, put your goals in front of your desk, where you can see them when you sit down. Make reading them part of your daily routine, keeping them fresh in your mind.



Unwritten goals are easily forgotten. Your mind will wonder if that's what you really said. It will make up changes, modifying the goals to make them easier to reach. Ultimately, you'll lose the goals, because they aren't clear in your mind. Writing them down and posting them where you regularly see them prevents this from happening.

As you read your goals every day, you are going to be overcoming the objections that your mind makes up, for why you can't reach them. You will literally be convincing yourself that you can do it.

The human mind has an incredible capacity for self-deception. But in this case, we aren't deceiving the mind, unless telling it a new truth to replace the old truth can be considered deception. Rather, we're using that same capacity for a positive purpose, that of convincing ourselves of that we will succeed.

## S + T + P

S + T + P stands for strategies, tactics and process. If you're going to fulfill your goals, you're going to have to find some way of doing so. Unfortunately, it doesn't happen all by itself. It happens through you and I taking actions that will ensure that what we want to have happen, will end up happening.

Many people think that they only need tactics or only need a process; but the reality is that you need all three. The reason they think that is that they confuse the three. So, let's take a moment to make sure that we understand what they are.

- **Strategy** - The policies you design, with the aim of achieving your goals. Strategy isn't about action, but about planning. It's the overall, big picture of what has to happen, so that the goals can be fulfilled.
- **Tactics** - The art or skill of employing available means to accomplish the strategy. Tactics is all about actions, specifically actions that maximize the available resources, and even utilizing the effects of

resources and events that are outside your control. The key is to make the tactics fulfill the strategy. Several tactics might be used as part of one strategy.

- **Process** - Processes are the specific steps to accomplish the tactics. They are the "how to," including any variances or deviations that might be necessary due to problems that might occur that would normally impede the completion of the process.

Okay, let's create a simple example, where we might use these three in a business. For this example, let's say that we have opened a business and we are concentrating on building our sales. Part of our strategy might be to develop advertising that makes people equate our business name with a particular product. In fact, we might even name the business to help accomplish that.

Through our research, we might determine that the most effective advertising would be to have personal contact with potential customers. So, we would direct the sales force to develop tactics that put them in contact with potential customers. These tactics might include participating in community events, unusual advertising where we wrap sales reps in advertising and have them talking to people on the street and door to door contacts.



Each of those tactics will need specific processes to use. For example, the tactic of wrapping sales people in advertising and putting them on the street would require processes for creating the advertising, wrapping the sales people, for them to make contact with potential customers, a script that they would work off of and how they will record their contacts.

As you can see from these examples, all three of these elements are needed. But many people don't have all three. All they have are tactics. Well, tactics alone probably aren't going to help you fulfill your goals, if they aren't connected to a strategy. They may be excellent tactics, but they might also be the wrong tactics for what you need.

Now, let me give you the good news, you don't have to develop your own strategies, tactics and processes. You see, whatever goals you are trying to complete, somebody has done them before. All you have to do is find out who has been successful and use their strategy, tactics and process.

A lot of people think they have to develop their own strategy, tactics and process. While there is nothing wrong with doing that, you have to realize that it will be experimental. You won't know if it will succeed until you try it. On the other hand, if you find the strategy, tactics and process of someone who has already succeeded, you will have some proven tools in your hands.

This won't be an experiment; it will simply be following a known functional system.

Why bother creating your own strategy, tactics and processes, if you can find one that will work for you? Granted, there might be some satisfaction in developing your own, but that doesn't make it necessary. Nor does it really make it advisable. The effort you put into creating those may be better spent trying to implement something that has been proven to work.

Let's say you have a goal of losing weight. You could try and create your own exercise regimen, inventing some new sort of exercise machine. You could also develop your own diet, down to the point of creating your own recipes. Once you've done all that, you're at the starting point; nothing more. You still have to implement it and see if it will work. Until you do that, you don't have anything but a bunch of wild theories.

However, there are millions who have gone before you in the journey to lose weight. Their combined experience, along with some thinking by some pretty smart doctors, has developed strategies and tactics which work for losing weight. All you need to do is buy a couple of books or videos and you'll have all the information you need. The strategy, tactics and even the process will all be laid out for you like a blueprint. All you'll need to do is to follow their plan.

Will following someone else's plan lessen your success any? Not at all. You're still the one who will have had to do the work and you're also the one who will reap the benefits. Ultimately, you will have completed your goal and you'll probably have done so with less effort and less headaches than if you had taken the time to develop your own strategies, tactics and processes.

I'm a firm believer in doing things the easy way. So if I can find that someone else has achieved the results that I want to achieve, I'm not at all reluctant to follow in their footsteps.

Along the way, I might discover some ways in which I can improve their system. That's always possible. But even if I do, it doesn't lessen any the work that has gone before. Improvement is a constant part of life. So I expect to be able to improve what I am doing, especially the processes. Improving strategies and tactics aren't as easy as improving processes, so I'll generally start by looking for those improvements in the processes.

## Habits

Now we're really getting down to the nitty-gritty. This is where most people have their biggest problems. Rather than having habits that help us to accomplish our goals, we often have habits that do the exact opposite.

As humans, we are creatures of habit. We get up in the morning, go through our morning routine and get to work, all without thinking of what we are doing. Watch yourself sometime. You will find that you have a million habits a day that help you do the mundane tasks of life. Habits on how you take a shower; how you brush your teeth; how you make a cup of coffee and even how you drive your car. Everything we can turn into a habit, we do, so that we can concentrate on the more important things in life.

This habit of making habits can get a little bit carried away at times. Sometimes, we make habits out of things we shouldn't. We can also form habits that really aren't what we want. These habits are programmed by our environment. They are things that we've learned from our parents, siblings, co-workers and society in general. Sometimes, we learn them from people we respect or even from groups that we belong to.



Habits don't just affect how we face mundane tasks, but more complicated ones as well. While a habit may not control all aspects of a complex task, it can easily control many aspects of it, leaving us places to input the necessary actions to fit the variables.

But habits aren't limited to just our actions, they also affect our thinking. Have you ever met a person who is very negative? Well, they have a habit of negativity. Likewise, the person who is always happy, has a habit of thinking positively. People who are successful usually have certain habits in their thinking, and people who are unsuccessful have much different habits in theirs.

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The habits you have today are the habits that have brought you to the place where you are in your life. If you feel like you're stuck; like you can't get ahead, part of the reason for that is that you've gone as far as your habits can take you. It's time to form some new habits, which will help you to make the next leap forward in your life.

The thing is, if you don't form new habits, and try to depend upon the old habits, you're going to find yourself spinning your wheels and getting frustrated. You need those new habits in order to get ahead.

So, where do we start? The first thing you need is to write down your goals. Now, we already talked about that, so I hope you've done it. You need those goals written down and hung in a place where you can see them every day. Ideally, if you have a desk, they should be hung right in front of your desk, where you will see them.

Back when I was working in a large corporation, I couldn't have my goals hanging in front of my desk. First of all, I didn't have a wall there, as I worked in a large open office. But the biggest problem was that I really couldn't put those goals out where everyone else could read them. It doesn't make you popular in any company to put up goals that aren't associated with the company. If anything, it will make your goal of getting out of that job happen all that much sooner, if you know what I mean.

So instead, I put my goals in the front of my planner. I used one of those half-page planner notebooks which have mostly been replaced by tablets and smart phones. But that still gave me a place where I could have my goals in a highly visible place, where I would see them every day.

With your goals written down, it's time to form your first new habit. That's the habit of reading your goals every day. Thinking about your goals on a daily basis is going to help you to form new neurological patterns for your brain to follow. Those new patterns are an important part of your pending success.

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All habits have a trigger. That's the thing that makes you start doing the habit. Your habitual morning routine could be triggered by the alarm clock going off. Your coffee making habit could be triggered by walking into the kitchen. Your drive to work habit probably kicks in when you sit down in your car, waiting for that first cup of coffee to drive away the cobwebs in your brain. When you walk into your office another habit probably starts, getting you through the first minutes of the day.

All of these habits are in response to some trigger, as are pretty much all habits. Some habits are triggered by things that happen to us every day, such as the alarm clock going off or arriving at the office. But we have many other habits that are triggered by other types of events. It could be something someone says, something that happens during the day or some situation we have trained for.

Do you remember the first time you went to your favorite coffee house to get a latte? You probably stumbled through your order, especially if you wanted anything special. But after going there a few times, you could rattle off that order like a pro. You'd learned a new habit, which was triggered by being in front of the barista at that coffee house.

Our habits are complex enough that we could have different habits for similar triggers. Going back to our coffee house example, let's say that there are two different coffee houses that you stop at, depending upon the route you need to take. You might order the same thing in both, but you have to say it differently, due to differences in their menus. So, while the circumstances are essentially the same and the results you are looking for are essentially the same, the routine you go through is different. Your mind recognizes the differences in the trigger, even though they are small, and reacts accordingly.

This process of operating in habits actually has three steps:

**TRIGGER ⇒ ROUTINE ⇒ REWARD**

When you are presented with a trigger for a habit, it causes you to respond with a certain routine, whether it is spitting out your coffee order or driving to work. That routine provides a reward, even if some of those rewards don't appear much like rewards. They cause a result that is both expected and accepted by you.

You can't do much to change the triggers or the rewards, but you and only you have control over the routine. In order to form new habits, which will



result in different rewards, you've got to work on replacing the old routine with a new routine.

Let's look at another example. Every day you eat lunch at the same diner, sitting with the same people from work. The waitress in this diner is a crabby old lady, who you doubt has ever smiled in her life. Because she is crabby, you tend to respond in kind, being short and crabby with her. Your "reward" is shoddy service, sometimes slopping the food over the edge of your plate.

Now it's time to change the routine. You decide for some reason that you're going to break through the hard crust of that waitress and get her to smile, just to see if you can. So, instead of replying to her crabbiness with your own crabbiness, you start speaking nicely to her. You ask her how her day has been. You start learning little things about her, allowing you to ask her about her life, perhaps about her grandkids. You even go so far as to increase your standard 10 percent tip all the way up to 20 percent.

Before long, you notice that when the waitress comes around you, she stops being crabby. She hasn't changed, because you see her being crabby to everyone else. In fact, your workmates start joking about you having something going on with her, because she's nicer to you than she is to them.

What's happened? You changed your routine in response to a particular trigger. Because you responded differently, you got different results. Better yet, you got a better reward out of your habit. While this wasn't anything important, it paid in a positive reward. And by the way, this actually works; I've done it.

Okay, now let's apply this to your other habits. You need to start looking at them, to see where you can make changes to your routine, which will result in better rewards. How do you find those changes to make to your routine? You look at your strategies, tactics and processes. Instead of being just something stuck away in some dusty file somewhere, you turn those

strategies, tactics and especially the processes into habits, so that the triggers in your life will bring about positive rewards.

Of course, you can't make this intentional change to your habits, unless you figure out what the trigger, routine and reward are. This isn't something that just happens, it has to be deliberate. You actually have to analyze your own actions and make an informed decision about the changes you are going to make, so that you can form those new habits.

There are lots of people involved in sales in our country. Typically, they learn some sort of sales "script" for the product they are selling. Oh, they may not sound like they are reading from a script, but they are. The best sales people can make their sales habits sound totally natural and spontaneous, as if there weren't a script.

One of the things they teach in any sales school is to ASK FOR THE ORDER. But you know something? Few sales people ever do this. They go through their whole script, making every move perfectly, but never ask the customer to buy the product. Then they wonder why they don't sell more.

Okay, so to get better rewards, it's necessary to change the habit. In this case, that doesn't mean throwing out the existing sales script, it just means adding something to the end... asking for the order. Statistics prove that sales people who take that step sell considerably more than others, even if everything else is equal. A change in habits brings about better rewards.

They say that it takes repeating some action for 40 days to form it into a new habit. However, the more informed and deliberate you are about repeating that new action, the faster it will become a habit. When you understand the trigger and are aware of it, you push yourself into responding to it in the right way, thereby forming the habit.

## Beliefs

Our behavior, from our habits down to the things we do spontaneously, as well as how we perceive the world around us, are all based upon our beliefs. These beliefs cover a vast spectrum of areas in our lives, including religious beliefs, beliefs we have about ourselves and beliefs we have about society in general. We go through life forming these beliefs for everything we come into contact with.

We express our beliefs all the time, not just the times we might be expected to share what we believe about something. When people ask us about pretty much anything, the answer we give isn't necessarily facts, it's our beliefs. Even when we do express facts, the facts we choose and how accurately we convey them, is based on our beliefs. Basically, we are people who are controlled by the beliefs that we form. The right beliefs lead us to form the right habits, which ultimately help us to succeed.

There are two basic types of beliefs:

- Explicit beliefs - Those that we can and do express to others
- Implicit beliefs - These are our secret, underlying beliefs, which we have trouble articulating

Of the two, the implicit beliefs are actually the most important, because they drive our perceptions. We tend to look at everything through the filter of those implicit beliefs. This can often cause problems, especially when our implicit beliefs are untrue or negative.



It is impossible to have positive habits that are driven by negative beliefs. Likewise, positive beliefs will not create negative habits. But when we allow those negative beliefs to stay, we end up creating the wrong types of habits, habits which will cause us to fail, rather than succeed. Essentially, the negative implicit beliefs sabotage our goals, by steering us into poor habits.

In order to succeed, we have to take control of our beliefs, both the explicit ones and the implicit ones and make sure that they are in line with our goals. This can be difficult, especially with the implicit ones, because we have trouble articulating them. But if we can't define the negative ones, so that we can do something about them, they will continue to sabotage us.

One major way in which negative implicit beliefs sabotage us is to cause us to give up. When we are convinced that we can't succeed, even before we start, it becomes very easy for us to give up. Every difficulty we encounter along the way demonstrates to us one more time that we should just give up, because we are never going to succeed. We start comparing the problems we are having now, with the problems we have had in the past and expect the same negative results.

With these beliefs being so dangerous, it's clear that we need to gain control over them, so that we can do something about them. But where do they

come from? How did we get them in the first place? Who planted that negativity in us?

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We've got to realize that we live in a very negative world. Our manner of expression, our expectations, even our way of interacting with one another is largely negative. It even creeps into simple things, like the way we give directions to people. We tell them to "turn right at the third stop light." In fact, we're so used to talking that way, that we don't even realize it is negative. But that traffic light we call a "stop light" is probably green just as much as it is red. So, it's as much of a go light, as it is a stop light. But we still call it a stop light.

Advertising is all negative. It's intended to make you discontented with yourself and your life, so that you'll spend money to buy the advertised products and services. If you're happy and content, you probably won't want to spend that money. But when you're unhappy or discontented, you see the thing being advertised as a way of becoming happy, just like they want you to.

The way that people interact with each other is very negative as well. This is much more obvious with a bunch of guys, than it is with a bunch of gals. When guys get together, they insult each other. That's how they communicate. You don't hear them complimenting each other, even when they want to. They turn those compliments into insults, as a way of saying "attaboy." Does that make any sense?

Women aren't so obvious about how they snub each other; but then, women are much more subtle than men are. But they constantly talk down their noses at each other, mentioning things that aren't going right in the life of the other person or ways that they've one-upped them.

With all that negativity pounding down on us all the time, it's no wonder that we develop negative beliefs. You see, our beliefs come from the environment

in which we live. Most especially, they come from the things that have had an impact on us. Now, here's the funny thing about that. Many times, the things that impact us the most, are things that seem to others like they are small. Nevertheless, in our lives, they are big.

What am I talking about here? I'm talking about the coach in high school that takes a moment out to talk with a student who has problems at home. The teacher who takes some extra time, after school, to explain something that a student didn't get. A fellow student of the opposite sex that snubs you, when you were getting interested in them. Perhaps a group of friends who were laughing about something, and you thought they were talking about you. It could even be the fear that we had, that first time we tried riding a bicycle by ourselves.

These little things can all have a huge impact, especially if they end up bringing about negative emotions in us. The things we remember the best are those that impact our emotions, whether good or bad. Since most of us are negatively focused, we tend to remember more of the negative emotions, than we do the positive ones.

Any couple who has been married for many years has probably had a number of fights. During those fights, things are said that can't be unsaid. Many times, words are spoken, which create wounds that last a lifetime. How is that? It's because they were said with such strong emotion (anger), that they create a huge emotional impact on the recipient. That phrase or sentence burns into the heart and memory in such a way that it can't be removed. Hundreds of times of saying the opposite won't make it go away. It will stay and become the predominant belief, overriding other things.

If this happens to adults in marriages, imagine what the angry words of a parent can do to a child. Something said rashly in anger can end up defining their lives, setting them up for failure, rather than setting them up for success.

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Part of the reason that we remember the negative, hateful things that have been said to us so well is that we repeat them to ourselves time after time. There have been some studies done which show that every time we rethink an event that happened in our lives, it forms another neurological pathway in our brain. In other words, by thinking about it over and over, we are creating a pattern in our thinking, which transforms itself into a pattern in our lives.

Well, if our beliefs are nothing more than patterns in our brains, then what's to say that we have to accept the patterns that are there? Why can't we create new patterns? Why not create the patterns necessary to help us achieve our goals?

It is, in fact, possible to do just that. We can teach our brain things by repetition. That's a normal teaching method, used in countless different situations. If you remember seeing the original Karate Kid movie, Mr. Kesuke Miyagi taught Daniel LaRusso his first karate moves by having him do such mundane tasks as waxing his cars, painting his fence and sanding his deck. The repetition of those movements made him learn them, even though he didn't understand what he was doing.

It isn't even necessary to do an action, in order to train your brain, all you have to do is think it. Years ago, before computers were common, I needed to increase my typing speed (nowadays, we call it keyboarding). I had learned how to type well enough in school, but not well enough for what I needed in business. So, I set myself to learn to type better, without having a typewriter to use.

The way I taught myself was by going through the motions of typing... mentally. As I would drive down the streets, I would pick out signs and type them in my mind. By doing so, I was training myself to remember more quickly where the individual keys were and how to type the different combinations of keys I needed to use. I kept this up for a little over two months, taking every opportunity I could to practice my mental typing.

In that two months, I went from typing 25 words per minute, to typing 55 words per minute; without once touching a typewriter or computer keyboard in that time. I trained my brain so effectively that when it came time to type, I could not only do it, but do it extremely well.

The imagination is an incredibly powerful tool, when it is used to help us train our minds. If we can see ourselves doing it, then it is as if we have done it. That's important, when it comes to training your mind to change your beliefs. You have to be able to see yourself in a way that displays those new beliefs, even if you only see yourself as if you were acting it out. That's okay, your brain can't tell the difference.

So, if we can create these patterns, what sorts of patterns should we be concentrating on creating? To start with, the very first pattern that we should teach ourselves is our goals. Earlier, I mentioned forming the habit of reading your goals to yourself every day. If you can, you should read them to yourself out loud. That way, you're not only seeing it, but you're saying it and hearing it as well. The three sensory inputs will help make it a stronger memory.

What will your life look like, when you accomplish those goals? Don't know? Don't be surprised if you don't know; few people really do. They create the goals because of some desire, but the goals end up overcoming the desire. It's easy to focus on the goals to the point where you are no longer thinking about the desire, just the goal.

Well, if you don't know what your life will look like when you succeed in completing your goals, put your imagination to work and decide what you want it to look like. It's your life, so you can decide for yourself how you want it to look. Just make sure that what you imagine is in alignment with what your goals will produce.

The more detail you can put into that image of your life, the better. Figure out every aspect of it you can and make sure that you remember it. You don't want to reinvent your life every time you think about it, you want to



develop a pattern of thought in your use of your imagination. So, develop the idea and then make imagining it part of your daily routine of reading your goals. Tell yourself, "These are my goals, and this is what my life will be like, once I complete them."

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Do you know what you are doing, by doing this? You are convincing yourself that you can do it. You are creating new and better thought patterns, new and better beliefs, to replace the old ones.

It's almost impossible to just get rid of a negative belief. But you can replace that belief with a better one. That's what you're trying to do. As your new belief becomes stronger, it will overcome the old one, essentially replacing it. While the old one may still be there, the louder voice of the new one will render it virtually impossible to hear.

I'm not saying that this won't be a struggle, because it will. Your old beliefs won't go down without a fight. They'll try every day to reassert themselves, making it important for you to keep constant vigilance over your thoughts.

The best thing you can do when your old beliefs try to assert themselves is to instantly think of your new beliefs. At first, you'll find that you will go along with the old beliefs for a while, before you even realize what is happening. This isn't surprising, as you're used to the old beliefs. Even so, whenever you reach the point where you realize that you are stuck in thinking about those old beliefs, stop yourself and start thinking about the new ones.

You must start thinking about the new thoughts at this point, not just try to stop thinking about the old ones. It's virtually impossible to stop thinking about the old ones. However, it's easy to replace them with a new one.

Let me give you a simple example of this. We all have times when we get a song stuck in our heads, repeating it over and over again. Unfortunately, most of the time, it's an annoying song that we get on that broken record, not a good one. Have you ever tried to stop that? It's just about impossible,

right? But there is one simple way; that's to start a new record playing in your head. Start going over a good song that you like. Within moments, you'll forget the song that was annoying you.

By the way, this trick works with any types of thoughts, especially abstract ones. One struggle that most men have is keeping their sexual thoughts under control. They'll find themselves fantasizing about some woman at the office or some Hollywood starlet; not that they want to, it just happens. It's almost impossible to stop those thought, once they start. But it's easy to replace them. The easiest way is to just change the woman; instead of having a fantasy about some woman you don't know, have it about your wife.

As you develop this habit of replacing your thoughts of the old beliefs, with thinking about the new beliefs, you'll find that the amount of time it takes for you to recognize that you are thinking about the old beliefs will grow shorter. Eventually, it will shorten to the point where you are able to switch from thinking the old thoughts to thinking the new thoughts almost instantaneously. Even better than that, it will become an automatic process; that's what a habit is.

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I need to back up a minute here; not that there's anything wrong with what I've been saying, but there's something I had to skip over, which we really need to discuss. That's the importance of writing down your new beliefs. Just like you wrote down your goals, you need to write those beliefs down as well.

There's something about writing something down that makes it real, especially with abstract things. You can tell it to yourself time and time again, but you may not believe what you are saying. But, once you write it down, it becomes something believable. You have a plan, you've made a decision, and it's going to come to pass.

You might be thinking of taking the kids on a vacation to Disney Land next summer. As long as all you are just thinking, it's easy to change your mind. You could think about it for months, without anything coming of it. But just take a piece of paper and write down that your family is going to Disneyland on such and such a day, and all of the sudden, it's become real. Let your kids know about it, and nothing short of an earthquake will be accepted as an excuse for not making it happen.

So, make sure you write down your new beliefs, just like your goals. In fact, hang them up with your goals and read them every day, just like you are doing with those goals. This will help you reprogram your mind, making those new beliefs into habits that override the old ones.

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All of your goals that we've been talking about are long-term goals. That's okay, but it will take quite a while for you to complete any of them and feel like you're actually winning the game. Having to wait so long could make it hard for you to maintain your motivation.

Intermediary goals can help with this, giving you that boost as you accomplish them. But even those intermediary goals may take a while to accomplish. You need something more immediate; something that can help you to keep your motivation up on a day-to-day basis. You need some daily goals, even if they are unimportant ones, just so that you can check them off and feel as if you're making progress.

So, start every day by picking out one small goal for that day. It should be something that will help you with the accomplishment of one of your life goals. In other words, don't pick eating a whole pie as your daily goal, if your larger goal is to lose 30 pounds.

When you accomplish that daily goal, you'll get the thrill of a win response in your brain. That gets you used to feeling the win response. It also helps you want to win more, much as a drug addict gets a thrill out of taking their drug.

As you continue feeling that win response every day, it will begin to form a pattern in your brain, just like you formed the pattern of thinking about your goals. You will begin to form the necessary neural pathways that go along with winning. This will make you want to win ever more than what you have been. You will become "addicted" to winning and push yourself to do whatever it takes to make sure that you continue to feel as if you are doing so.

## Discover Your Big "Why?"

Everything we've talked about is how to get ahead; how to be a success; how to make your life turn out the way that you want to, through accomplishing your goals. But... why do you want to accomplish those goals? What's behind all that? What is there that is driving you to accomplish that particular set of goals that you have established for your life?

If you don't know what is driving you, you're never going to get there. Oh, you may get close and you may even complete one or two goals, but you'll never get to the point you want to be. Not only that, but where you do get to, will never satisfy you. You'll probably look around and say something like, "Is this all?"

You see, the whole reason to establish those goals in the first place is to fulfill something that you want in your life; the why. That's why the why is important. Without knowing it, you may not even set the right goals. You may set goals that are fine for someone else, but don't do a thing for you.

I said earlier that your goals will motivate you. But they can only motivate you if they are aligned with the big why in your life. That why is really the driving force of your life. Regardless of how it got there, it is the central motivating factor of your very being. It will cause you to move heaven and hell, just so you can get where you are going.

There is no such thing as a standard, one size fits all why. Each of us has our own, which has come about from the experiences of our lives. They are

extremely personal; more so than just about anything else you can encounter. Even the desire to be a success, as general as that is, is customized by one's understanding of what success is. No two people see it exactly the same.

Someone who has grown up poor may have a desire to be successful in business, because they never want to struggle like that again. Another person who has had a poor family life while growing up may want a large, loving family. Still another might still be trying to satisfy their father's expectations.

As you can see from these examples, in most cases, the big why is associated with some negative experience in our lives. We aren't actually motivated by other people's success stories, although we may seek them out to help us define success or show us what success looks like. But those won't motivate us. I don't care how many times you hear Bill Gates speak, Bill isn't your why; your why explains why you took the time to go hear what Bill had to say.

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Once you figure out what your big why is, make sure that your goals are in alignment with it. You may have some spurious goals that really have nothing to do with your motivation. Not only are those goals going to get in the way of you accomplishing your true goals, they are going to take time, energy and resources that you could better use elsewhere.

Don't let any of your goals become a lie. Sometimes when we look at our why and our goals, we might not end up feeling good about them. Perhaps we see them as belonging to a selfish or greedy person and we don't want to look that way. So, instead of looking that way, we change our goals to a lie, just to make ourselves look better.

Who are we trying to fool? Everyone who is important in our lives knows the type of person we are, regardless of how well we try to hide it. Creating goals that make us look better isn't going to change that; in fact, the only one it's going to fool is ourselves.

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Don't be surprised if your why changes throughout your life. When we are young, we are motivated by certain things. As we age, we may find that those motivations weren't the best. We may realize that the things we were seeking after won't give us the satisfaction that we thought they would. There's a very good chance that we'll find other things along the way which are more important to us.

Oftentimes as we grow older, we accomplish some of our goals. At times, this might even happen sooner than we expect. When we get there, we might suddenly find ourselves at a loss. That's the time to find a new purpose in life, a new "Why" to make us get up in the morning; and some new goals to accomplish.

That's okay, we can be flexible in our motivation, or why and even our goals. The thing is that we need to recognize those changes when they happen. Then, we need to go through the whole process of adjusting each of these levels that we've been discussing.

The big difference this time is that our implicit beliefs are probably going to be more in line with our new purpose. So, we won't have as much to change there. But we will still need to examine those beliefs, to make sure that they are still in alignment with our new goals. It's going to be just like starting all over again. The big difference, is that we'll be halfway up the mountain when we start.

## Coherence

Any goals that you can accomplish by yourself, without help, aren't big enough. So, in order to succeed in your goals, you're going to need help. That can be a problem, as good help is hard to find. When you look for help, you often end up finding people who have their own vision and goals and want to use you to help them achieve them. Or, you could find a bunch of people who don't have any goals whatsoever and aren't motivated to do much of anything. The world is full of these kinds of people. But they aren't going to help you either. In fact, they are more likely to be an impediment, rather than a help.

You need people who can catch your vision and come alongside you, helping you to accomplish it. These people must be people who are motivated, hard working and creative; people who you can count on to do what is necessary. They have to be self-starters, who can do what needs to be done with minimal direction and guidance.

To be honest, these are the hardest kinds of people to find. The world has been lacking enough people like this for its entire history. That's because the vast majority of the people in the world have no goals or ambition. Oh, they may talk about having them, but remember when we were talking about interest and commitment? There are few who are actually committed too much of anything; most are just interested.

You need people who will become as committed to your goals and vision as you are. Those are hard people to attract. But it is possible to attract them, because those people will become attracted to a vision. They won't become attracted to a simple task or position, or even a goal; they will only become attracted to a vision that they can grab a hold of and get behind.

So, how do you attract these people? Where do you find them?

Actually, you can't find them, you have to get them to find you. To do that, you have to become infectious with the vision you have. What's that vision?

It's your goals. Vision is just another way of saying your end goals. It doesn't refer to the intermediate goals or the daily goals; it only refers to the end goals; what you're trying to create.

Becoming infectious with your vision means that you and that vision become one; you're inseparable. When people say your name, they're saying that vision. You and it become one.

Take Disney for example. When Walt Disney started Disney Studios in 1923, he started out with a vision to create a cartoon studio that would create some America's greatest family films. He was so successful in becoming infectious with that vision, that today when people say "Disney" they think of Disney Studios, not Walt Disney. Why? Because he made his vision into reality.

When you become infectious with a vision, you attract people to it. The good thing is that the people you attract are the right people. It's not like advertising to hire people, where you have to sort through all the riff-raff to find the one good person, the people who are attracted to the vision are attracted because they have "caught" the vision. This makes them the right people, regardless of the skills they have.

It's more important to find the right people, than it is to find skilled people. The world is filled with skilled people who can't accomplish a thing. They are task oriented, rather than vision oriented. So, they are interested in succeeding, but they aren't committed to doing whatever is necessary to succeed.

The right people, on the other hand, will become skilled people. They will learn the skills necessary and how to become experts in them. They will dig into those skills, often inventing new ways of using them, so that they can make the vision come to pass. They will become what you need them to be, not because you ask it of them, but because the vision demands it of them.

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Okay, so your job is to become infectious with the vision. How do you do that? You do it by developing coherence.

Coherence is what happens when you bring everything into alignment. In other words, when you get everything we've been talking about into agreement. That's why it's so important that you spend time each and every day, speaking your goals and beliefs out loud to yourself. You've got to become so convinced of those goals and beliefs that even your implicit beliefs come into alignment with your vision.

You see, anything within you that is in disagreement with the vision will end up sticking its ugly head up at just the wrong time and making you say or do the wrong thing. It will try to get its vote in the decisions you make. It will try to get its voice into the words that you speak. It will try to sabotage your actions, so that they don't bear fruit. Even worse than all this, it will drive away those people and resources that you need in order to be successful.

One thing we all need to realize is that we don't attract what we need, we attract what we are. This simple truth should be obvious, but it's not. Look, if we all attracted what we need, then we'd all be millionaires. After all, do you know anyone who doesn't need more money?

Life would be so much easier if we could attract what we need. But don't hold your breath, because that will never happen. I think that's what all those millions of people out there who never get anywhere are doing. They're hoping that if they just need enough, their needs will suddenly appear. As long as they keep needing, they're not going to get anywhere. They need to become something.

Getting yourself into coherence is making yourself into something. You become the vision that you are trying to accomplish. Believe it or not, this has happened countless times through history. Pretty much every "great" person who has ever existed has become their vision. People followed them because they were so infectious in their vision that they attracted people to

themselves. While not all of those people were the right people, ultimately they all helped them accomplish their goals.

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Actors and actresses in Hollywood are trained experts in becoming something they are not. They receive a script for a part and read it, deciding whether or not they are going to accept the part. I'm sure that there are a number of questions floating through their minds in this process, but the two most important questions are, "Will this film be a success?" and "Can I become this person?"

You see, in order for that film to become a success, the actor or actress must become the person. That's what acting is. Even if they start out uncomfortable with the role, through memorizing the lines, rehearsals, blocking, practicing and studying their parts, they become that role they are portraying. By the time you see it on the silver screen, they've so much become that person that you don't see them as themselves, you see them as that role.

In fact, truly great actors and actresses are so good at becoming the role that they are portraying, that they drag us into the role. This is the secret to great acting. They become the role they are playing so well, that they make us step into their shoes and vicariously live that role through them.

Do you know what they've done? They've become infectious with that role, if I can use the expression, they've become infectious with that vision. Their coherence in fulfilling that role is so complete, that they attract us, you and I, the ones who are watching that film. We become so attracted to them, that we want to step inside the film and be there with them. That's what you're trying to do.

What's the "big why" for that actor? It's not the 10 million dollars they are being paid to play the part. Winning an Oscar might have something to do

with it; but more than anything, their big why is about the fame. They want their name up in lights, with everyone knowing who they are.

If they can become that part for money, why can't you and I become our vision for a much greater goal? Actually, we can. But we can only do so if we put the effort into bringing everything into alignment and achieving coherence. Then and only then will we attract what we need to succeed.

## A Final Thought

Now that you've seen how you can succeed in accomplishing your goals, I want to say something to you that I've been waiting a long time to say.

Are you ready?

Okay, here it is...

Your goals are too small.

That's right, whatever goals you have set for yourself, they are too small for you. How do I know that? Because you set those goals when you were dealing with conflicting desires and beliefs within yourself. Don't feel bad about that, it's something we all do.

Once you develop coherence in your goals, beliefs and desires, you'll begin to see that this is true. You'll begin to question your goals. You'll start to see that they are too small for you and that you have much more potential than you've given yourself credit for. That's okay... actually that's much more than okay, that's great.

There's nothing that says that you can't change your goals, making them bigger. All you need to do is to take your original goal and make that a stepping stone to your new goal. Turn it into an intermediary goal, which will help bring you to that new and larger goal.

A person who is in coherence has great potential. By becoming your vision, you unleash that potential within you. You'll find that you become smarter, become better at the things that you are doing, make better decisions and accomplish more. No longer will you feel like your days have been wasted, but you will be able to look back at each day and say, Yes, I accomplished something today."

That's why your goals are going to have to change. You will accomplish so much more than you are accustomed to. Your old goals will become too easy

to achieve, so you'll have to find higher ones. Then, when you see that you are closing in on those higher goals, you'll realize that it's time to change them again.

Your potential, when you get yourself into coherence... is limitless.