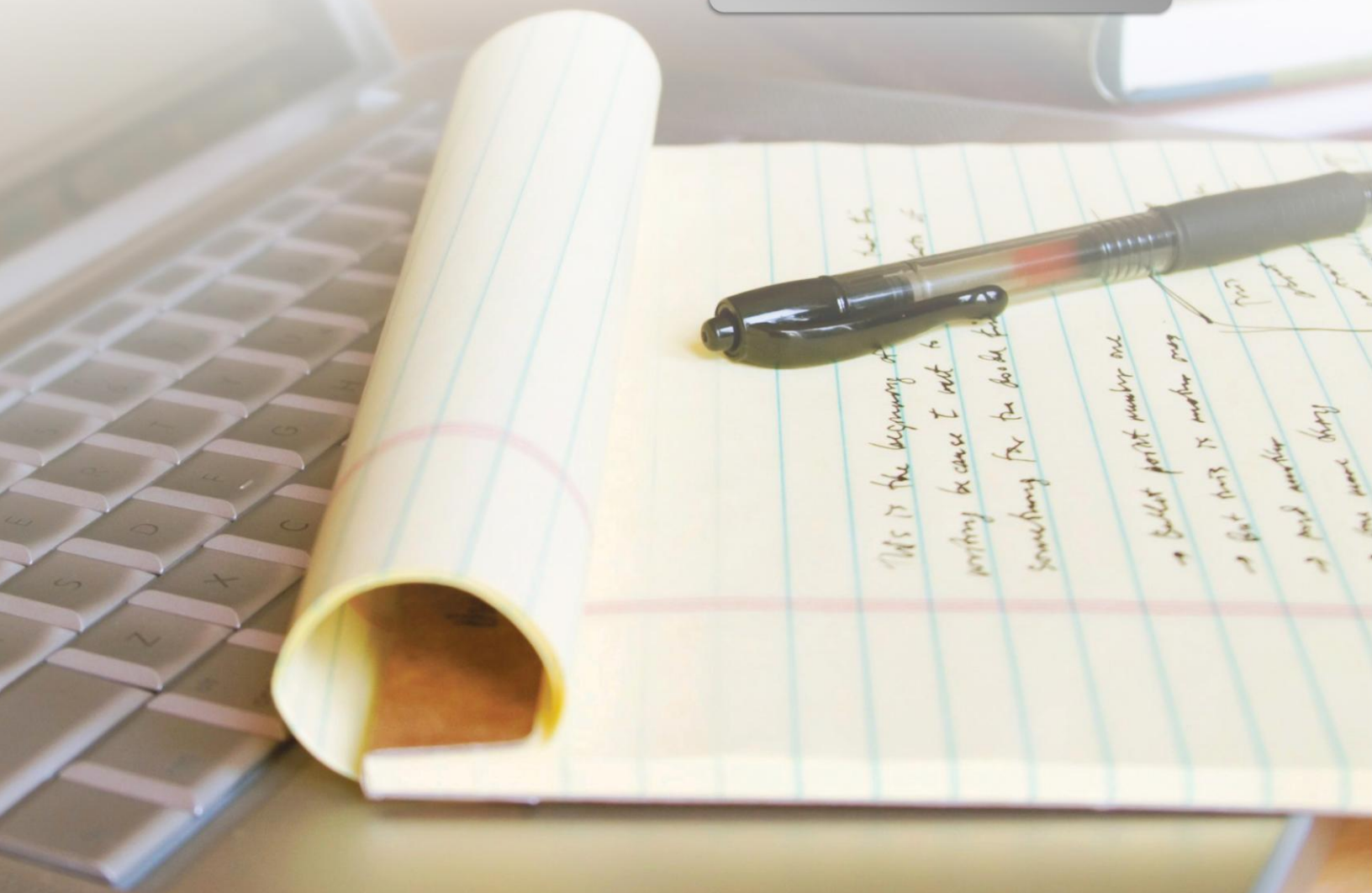


STU SCHAEFER

The No-Nonsense

Goal Setting

GUIDE



Giving You Control of Your Life

Dear friend,

What we're about to do is going to be life-changing... no really... I mean it.

Listen, you may think goal-setting and creating a vision is nice and all... but what I'm trying to tell you is that it's more than just nice...

It's The Moment Everything Changes In Your Life!

At least, it will be if you do it right. You see, most people don't truly understand how or why to set goals.

And so they set mediocre goals that move them through life slowly and never get them more than just a little excited.

Ok... I don't mean to bring you down or anything... but it's soooo important that you get this first step:

The Reason To Set Goals Is To Change WHO You Are In The Process Of Getting The Goals.

What does that even mean?!

Well, let's find out...

The truth is, most people don't know where they are starting at in life. It's true. We have a weird altered perception of ourselves and who we are.

And then when we try to set goals and achieve them... we fail.

It's like this: Pretend I gave you a compass and map... then dropped you in the middle of the desert (Yeah... I really am that crazy).

Now let's say you can live up to 3 days without water... and you're 3 days walking distance from the nearest source of drinkable water... which I have conveniently marked on your map with an X. What's the first thing you need to know?

It's not where the water is... it's where YOU are at. If you don't know where you're starting from... you will travel in the wrong direction... and you'll DIE!

The only way to get to your destination is to know where you're starting from so you move in the right direction... So let's look at how to do that:

Step 1 – Determine Where You’re At

Look, it might not be pretty, but we need to get an HONEST assessment of where we’re starting... and the easiest way to do this is to describe yourself how you are right now... and being brutally honest.

We’re going to do this by filling in as many blanks below with descriptions of who you *currently* are.

I AM A \$70,000 A YEAR INCOME EARNER

I AM A PROCRASTINATOR

I AM

I AM

I AM

I AM

I AM

I AM

I AM

I AM

I AM

I AM

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I AM

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I AM

I AM

Step 2 – Determine Who You WANT To Be

Next, we're going to start figuring out WHO we want to BE... notice we haven't even touched the goal part yet... and this is for a very important reason – if you start with the goals, you ain't gonna get them.

It's like this: Mahatma Gandhi explained humans as the center of a circle... with no circumference.

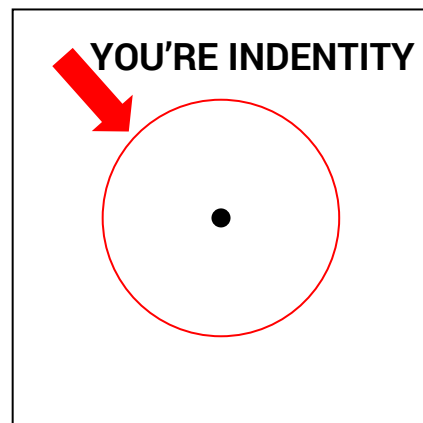
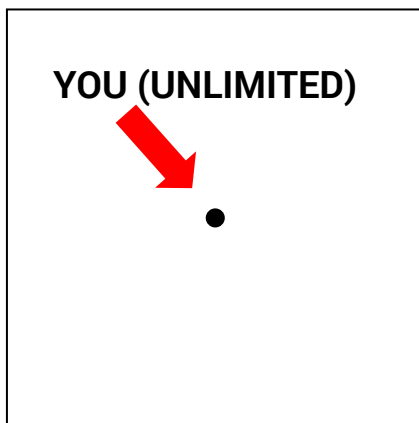
What the heck does that mean? It means we're infinite. We have no limitations.

But... In the mere process of trying to define ourselves... we limit ourselves.

Here's what I mean: Once you say you're one thing... it automatically limits you and puts a circle around you.

For example, once you say you're tall, then you're not short. Once you say you're a bad parent, you prevent the possibility of being a good parent.

It looks like this:



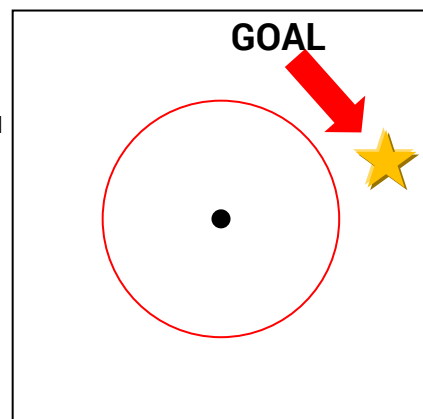
Now... this is important because that little circle around you is your identity and all of your limitations...

And your goals lie OUTSIDE OF THIS CIRCLE.

This means that – unless you expand your circle – you won't be able to get your goals.

And this is where we run into trouble.

So before we can even go after our goals... we need to figure out who we want to be... and expand our circle.



And the way we'll do this is by filling in another list... this time listing how we WANT to be:

I WANT TO BE A \$150,000 A YEAR INCOME EARNER

I WANT TO BE DETERMINED AND FOCUSED

I WANT TO BE A PATIENT, LOVING PARENT

I WANT TO BE

I WANT TO BE

I WANT TO BE

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I WANT TO BE

Step 4 – Expand Your Circle

Remember a few pages ago... when we talked about how your goals are outside your circle of identity? And the only way to reach your goals is to expand your circle?

Ok... so guess what: we're gonna expand our circles. ***And the easiest way is to use affirmations.***

Here's the thing... a lot of people talk about affirmations, but they really don't know what they're talking about. And they don't understand how affirmations really work.

The fact is, affirmations are a way to re-program your subconscious mind and identity so that your circle expands and you can actually get your goals... and KEEP your goals.

I can go on and on about this... but here's the down-and-dirty version:

Ever know someone who won the lottery or lost a bunch of weight... and 6 months or a year later they're broke or they've gained the weight back? This is because they didn't expand their circle. They got the results, but they were only temporary. The person couldn't keep them.

I don't want your results to be temporary... so let's expand our circle by starting with 5 affirmations from your "I want to be..." list.

The difference now is that everything will look like your "I am..." list. Here's the criteria:

1. Start with "I" (you can't change other people)
2. In the present tense ("I am" not "I will")
3. Positive (Not saying "I am not ___" or "I don't ___")
4. Specific (I earn \$150,000 a year)

1.

2.

3.

4.

5.

Here is an example of a few of my affirmations:

1. I FACE ALL MY PROBLEMS WITH GREAT COURAGE AND THUS SOLVE THEM EASILY

2. I HAVE \$5 MILLION IN THE BANK AND MAKE \$300,000 A MONTH

3. I AM CONFIDENT AND SURE OF MYSELF IN ALL SITUATIONS AND WITH ALL PEOPLE

4. I AM PASSIONATE & FEARLESS, WHEN I WANT SOMETHING I GO AFTER IT UNTIL I GET IT

Step 5 – Why Do You Want This?

The truth is... most people fail and never reach their goals because they don't know why they want them.

Sure, the new car would be nice. Having financial security would be incredible. And having the body of your dreams would be sweet...

But that's not powerful enough for most people. And when they hit adversity, they quit. They say "screw it." They allow themselves to get distracted.

Until you create a powerful WHY... you won't have lasting motivation... and you will give up when the going gets tough.

So we need to dig deep... I mean REALLY deep... until we come up with a why so powerful and emotional that we won't quit under any circumstances! And usually this requires going 6 or 7 levels deep. And I just happened to conveniently have such a place for you to fill this out:

Why is the image of your life you just described so important to you?

BECAUSE...

WHY?

WHY?

WHY?

WHY?

WHY?

WHY?

Here's an example from my life – why I want to stay fit and become a famous celebrity:

BECAUSE... I WANT TO IMPACT AND HELP MILLIONS OF PEOPLE GET HEALTHY AND LIVE THEIR
DREAM LIFE

WHY? BECAUSE I KNOW HOW MUCH IT IMPACTED MY LIFE WHEN I WAS ANOREXIC AND
SOMEONE HELPED ME... AND I WANT TO PAY IT FORWARD

WHY? BECAUSE THERE ARE KIDS AND ADULTS WHO ARE SUFFERING IN LIFE AND LIMITING
THEMSELVES AND I KNOW I CAN HELP THEM, BUT IF I DON'T I'M WITHHOLDING MY
GIFTS AND BEING SELFISH

WHY? BECAUSE IF I HAVE THE ANSWERS AND DON'T SHARE THEM... I'M BEING AVERAGE...
AND I DON'T WANT TO BE AVERAGE. I DON'T WANT TO LOOK BACK ON MY LIFE WITH
REGRET BECAUSE I WAS AFRAID OR GAVE UP.

WHY? BECAUSE IF I GIVE UP OR PLAY SMALL I WOULD CONSIDER MYSELF A FAILURE

WHY? BECAUSE I WANT TO BE GREAT. I WANT TO KNOW THAT MY LIFE MADE A
DIFFERENCE AND THAT I USED MY TIME ON THIS PLANET FOR GOOD

WHY? BECAUSE I WANT TO BE PROUD OF WHO I AM

Notice how emotionally charged my reasons have become... these reasons revolve around my core... who I am and my identity... and when your reasons are this powerful – this deep and emotional – you charge yourself and create LASTING motivation.

Ok... I've gotta tell you something really important...

Whatever you do... do NOT skip this.

If you skip this, it will make the rest of the guide USELESS and you'll sit around frustrated that you haven't achieved your goals. And you'll probably blame me because – well – you'll need someone to blame other than yourself... so why not me? That's ok... I've been called worse things.

Anyway... the whole purpose of this last piece was to set us up to begin the actual goal setting.

You see, this last piece just primed us to start thinking about our purpose in life. Why you're here and what you want to do with the time you have left – however much that is.

- Maybe you want to help sexually abused women recover and live a successful life...
- Maybe you want to create an after-school program that teaches kids about finance and money so they'll be successful – even if they don't go to college
- Maybe you want to do mission work around the world and help starving people who don't have access to food or water
- Maybe you want to start a foundation that helps people get rid of cancer using natural remedies and treatments instead of drugs and radiation

Now... if you're like most people... ideas about your dreams are popping into your head as you read these things. And just as quickly... you're coming up with reasons you can't do them:

- **I don't have enough money** – well if you had a powerful purpose, wouldn't that be a good reason that gets you to make more money??
- **I'm afraid of rejection** – well if you knew your purpose was to help others don't you think dealing with rejection would be worth it??
- **I don't know where to start** – well don't you think you might try a little harder to figure it out if your life was on the line??

Listen, there are an infinite number of reasons you can come up with not to take action.

Likewise, there are an infinite number of roadblocks that you'll face in life on your journey to your purpose. And if you don't know why you're doing it... you can kiss your dreams goodbye because you'll give up at the first sign of adversity.

But if you have a purpose... and a reason why... that is so powerful and rocks you at your core...

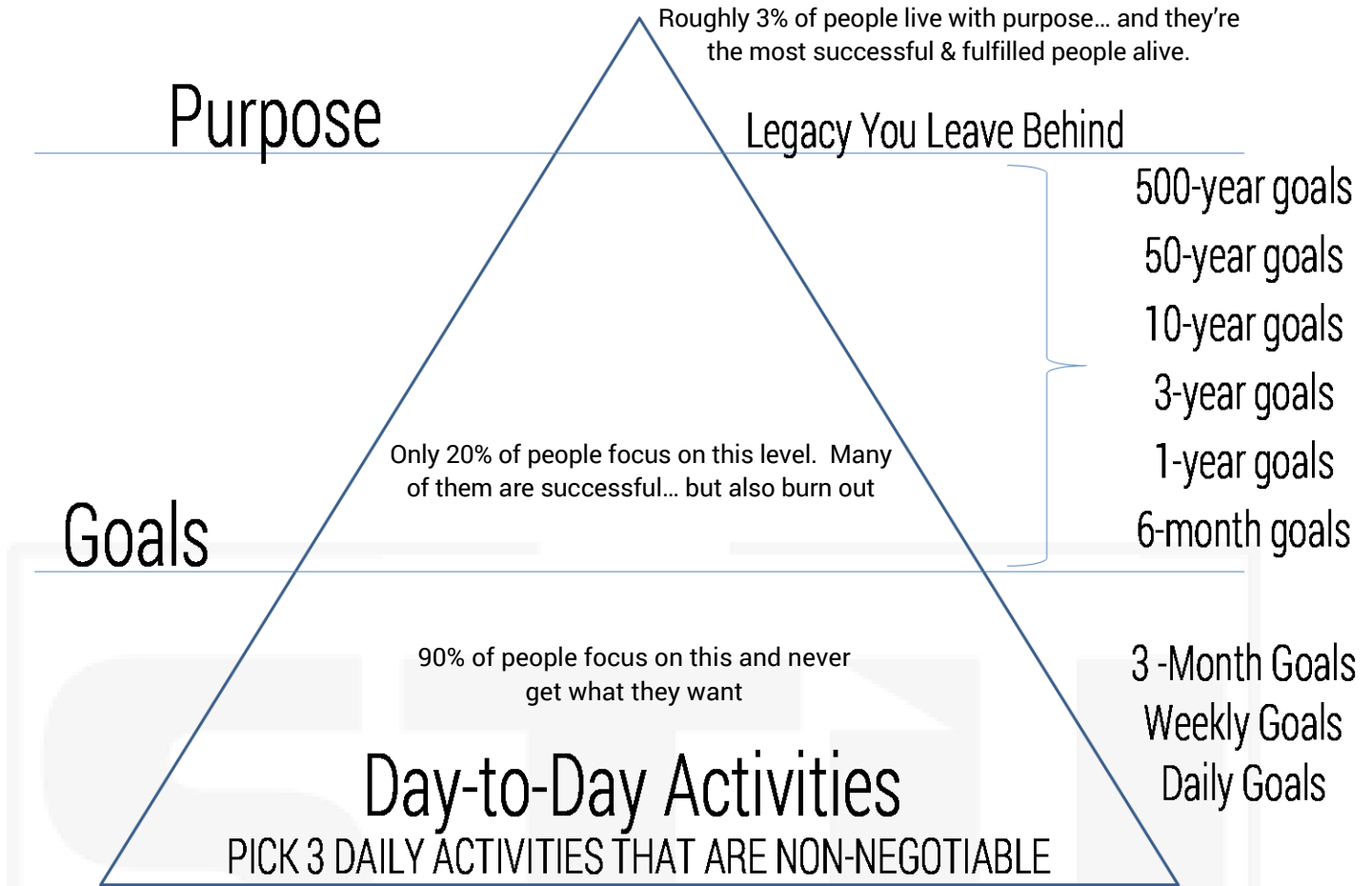
You Will Push Through Any Pain, Resistance, Sticking Points, And Adversity To Achieve Your Goals

It's that simple.

The fact is, only 2-3% of people ever get this. And those are the wealthiest, most successful people on the planet who actually have enough influence to change the world.

And you can join them... if you're willing to play a bigger game and get a little dirty.

The rest of this guide will set you up to move mountains... and there's no perfect time than **RIGHT NOW** to get going on this... **So turn the page and get started right now!**



Welcome to the goal-setting guide. Together, we'll go through setting your purpose, long-term goals, mid-term goals, and short-term goals. This is one of the most powerful guides you'll ever fill out. **Here's why:**

Not long ago, I met an extremely successful man. This guy had it all... a great body, massive wealth, an awesome family, and he was one of the kindest, most giving people I have ever met.

So naturally, I couldn't help but ask him how he created all these things. I pleaded for him to help me and told him I would do anything he said.

Well, the first thing he had me do was create my vision and purpose for wanting success in life. And what he and I went through is exactly what this guide will take you through...

Listen, I wasn't sure how important having a vision was... until I did it. And it completely changed the trajectory of my life.

So let's get started. Simply follow the guide and come up with each of your goals. Don't worry if you think they'll change. The most important thing is to get started by writing your goals and ideas on paper!

Remember any goal should be SMART – Specific, Measureable, Attainable, Risky, and Timely (has a deadline).

Purpose & 500-Year Goals

Your purpose is like your mission statement. It explains why you're on this planet and what you want to make your life about. It gives you long-term motivation... and keeps you focused on the future instead of the short-term hassles.

This is the big picture and, while it requires a lot of thought, the best thing you can do is get something down on paper.

Here's the thing: Your purpose is probably going to change as a result of you going through this guide. So take about 30 minutes or so and get something down so you can move on.

But don't skip this step because it's by far the most important starting point. It will shape all of your other goals.

Purpose:

Now comes your 500-year goals... and I know what you're thinking: *"I won't even be alive in 500 years."*

That's the point...

Your 500-year goals should be big... BIGGER THAN YOU. They should get you so excited that you bounce out of bed each morning just from thinking about them. Even though you won't be alive in 500 years, these goals are important because they give you something to fight for in life.

I recommend making two or three 500-year goals: One for business/professional and one for personal.

500-Year Goals

50-Year & 10-year Goals

Ok... so you've got your purpose and 500-year goals... I know... I know... it probably feels kinda weird...

But I'm telling you... this will be life-changing.

Now, let's get your 50-year goals. They should still be big. Big enough that you might think they're impossible. They should get you very excited and maybe even a little nervous. Even if you don't think you'll be alive in 50 years, these goals are important to help you think big, create a long-term vision, and hone your focus for some of the shorter-term goals.

But guess what: many of the people I've worked with end up getting their 50-year goals in 10 years or less... even though they think they are impossible.

I recommend making two or three 50-year goals: One for business/professional and one for personal.

50-Year Goals

Your 10-year goals start becoming more realistic because you can probably start seeing how you might get from where you are today to where you want to be 10 years from now. The 10-year goals are a big stepping-stone towards your 50-year goals and beyond.

Remember, they don't have to be perfect... just get them down and keep going. They will probably change anyway. Don't spend more than 30 minutes on these.

I recommend making three 10-year goals: 1 personal, 1 professional, 1 health

10-year Goals

3-year & 1-year Goals

Now you're at a very important goal level.

The 3-year goals start solidifying your plans and should be very tangible. You should still ignore whether you think they are possible or not.

Three years from now, what you think is impossible will be very possible because of how much you grow and learn. Write these 3-year goals as a definite and specific target for you to hit. Make sure you put some pressure on yourself!

I recommend 3-5 goals here...

3-Year Goals

Now let's make this real...

What are you going to accomplish this next year that will stretch you and move you significantly closer to your 3-year goals?

Let's get at least 5 things you'll get this year... even if they are risky... in fact, they should be risky.

1-year Goals

6-month & 3 Month Goals

The 6-month, 3-month, and 1-month goals are all used to pace yourself to achieve your 1-year goal. Once you come up with your monthly goals, you can start planning your day-to-day activities and know exactly what to do each day without feeling overwhelmed.

These shorter goals should create a visible path for how you can achieve your goals and what your journey will look like.

You still want about 5 goals here... and they should still stretch you and force you out of your comfort zone.

6-month Goals

3-month Goals

1-month Goals

MY GOALS SUMMARY

My Purpose:

500-Year Goals

10-Year Goals

3-Year Goals

1-Year Goals

3-Month Goals

1-Month Goals

Congratulations on completing your goal setting guide! Now you have your life plan written on paper and clearly articulated!

The next step is to take action. Each day, set 3 daily goals that you'll accomplish no matter what... and which will move you closer to your monthly goals. This will ensure that you chisel away at your goals and move closer and closer to them each day.

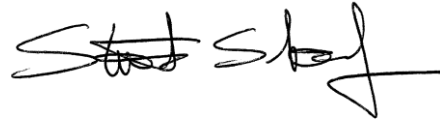
The amazing part of doing this is that you won't notice much on a daily basis, but you'll wake up one day and realize you have achieved your goals and dreams.

The key is persistence and staying focused on your goals – especially when distractions come into your life. And when you have a purpose and 500-year goals... you'll be able to overcome setbacks, failures, and periods of confusion or disappointment.

The key now is accomplishing your little goals each day, month, and year. When you do this, you will achieve your wildest dreams.

Good Luck!

Stu

A handwritten signature in black ink, appearing to read 'Stu' with a stylized flourish at the end.