

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 Playing small

I AM a perfectionist

I AM workaholic

I AM playing not to lose

I AM afraid of not leaving an impact

I AM shy

I AM introverted

I AM confident

I AM a visionary

I AM empathetic

I AM a fast learner

I AM hard worker

I AM open to new ideas

I AM fit

I AM a healthy eater

I AM good son

I AM a dork

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.

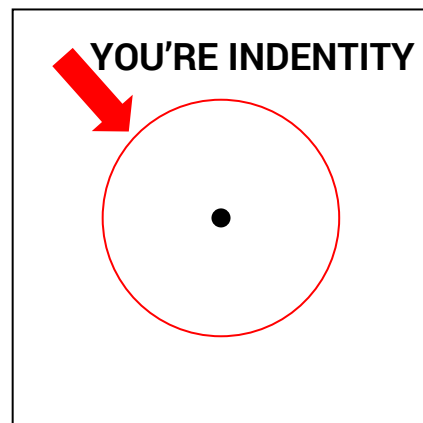
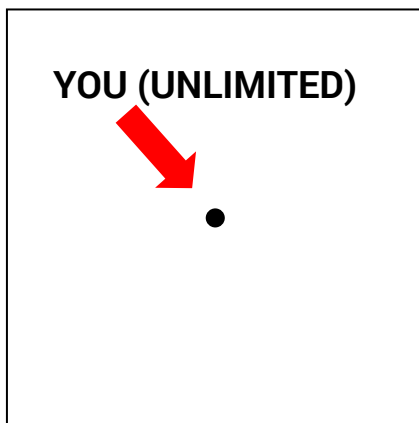
What the heck does that mean? It means we're infinite. We have no limitations.

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:



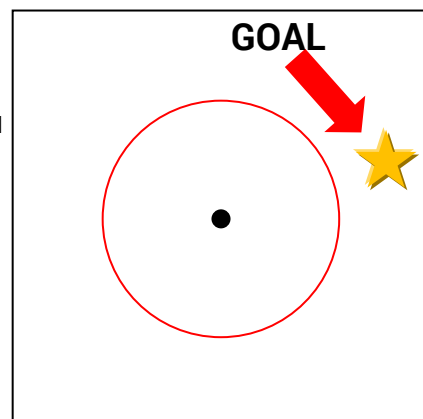
Now... this is important because that little circle around you is your identity and all of your limitations...

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 earning \$50,000 a month

I WANT TO BE impacting over 100,000 people

I WANT TO BE in a loving, balance, and respectful relationship

I WANT TO BE a risk-taker - playing HUGE

I WANT TO BE able to let go of my fear around scarcity and not having enough

I WANT TO BE famous

I WANT TO BE able to vacation anywhere in the world I want because I have \$\$ and am not tied down
To my business

I WANT TO BE Financially secure and stable

I WANT TO BE Financially independent

I WANT TO BE relaxed

I WANT TO BE fun-loving

I WANT TO BE respected

I WANT TO BE super successful

I WANT TO BE

I WANT TO BE

I WANT TO BE

I WANT TO BE

I WANT TO BE

I WANT TO BE

Step 3 – Paint A New Picture

So now that you took a real honest look at where you are... and you have listed who you wish you were... who you want to be...

Now it's time to paint a picture of your life – with words!

And this doesn't have to be complicated. What you're doing is writing out a **very clear description of who you are, how you show up in your life, and what your life looks like...** the life you WANT (not your current life – although some things will be the same in both).

I am a famous celebrity. I have a national TV show that over a million people watch every week. On the show I help people create life-changing breakthroughs and get healthy. I live in a 5,000 square foot home that I got for a steal. It's a beautiful home that I share with my wife, who has decorated it and made it beautiful. I'm a very charming, well-liked, man. I am generous towards others, and I help many people. I am very secure with myself, which helps when I make business deals or experience challenges. I easily solve my problems. And I am able to find win-win outcomes so that everyone benefits - including me. I mentor anyone who asks... as long as they show they are serious about listening to me - and they're coachable. I get up early -- around 4:30 a.m. so I can hit my daily goals early, then have the rest of the day to spend with family (or do something fun and relaxing). I easily delegate most of my work to others. And I give them generous credit for their help and accomplishments. I make sure they know how much I appreciate them.

I own a 2nd home in Texas, where I vacation often. I also take trips to remote locations like Fiji and Bora-Bora, where I enjoy the beauty and serenity of the world around me. I am able to take care of my parents (both financially and physically) so they have a good quality of life. Most days I work about 4-5 hours, and I'm able to take 2-3 months off per year. I own stocks, bonds, real-estate, and other investments that generate more than enough cash-flow to support my lifestyle. So I don't have to work if I don't want to. I'm passionate and fearless in all that I do. When I want something, I go after it with all my heart until I get it. I have tons of energy and I'm still a kid at heart. I weight 210 pounds, and am 7% bodyfat. My health is perfect in every way. And I easily maintain my health & physique by exercising and eating healthy.

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.