

Goals!

By Brian Tracy, Commentary provided by Leo Schreven

Hello my friend, and welcome to another exciting month of learning together! This month we are going to cover my favorite part of Life Mastery financial skills—goal setting. We devote an entire section to this in the 60-day program, so you are already versed on it, however this month we want to take it a step further and deeper in your personal life and finances.

We will be using the book, “Goals!” by Brian Tracy. All credits for this material is given to him and his book, and as always we are providing a commentary on the book. Brian is the world’s foremost authority on goal setting. He is an awesome guy—he has written 35 books and I have a great respect for him.

In his book “Goals!” Brian outlines 21 strategies to achieve anything you want in life. So let’s get into it right away and take your life to heights you never thought possible!

Step 1. Unlock your potential.

Whatever you have accomplished up to now is only a small fraction of what is possible for you. Whoever you are, I want you to realize your potential is unlimited and only you can choose to release it. You are the driver behind the wheel of your life. But driving without goals is like driving in a thick fog. You might have a Mercedes, but you will drive hesitantly and make little progress even on a smooth road. But when you set a goal, it clears the fog immediately and the road ahead opens.

So, what are your goals? If your goal is to get home at night and watch TV, did you ever notice you achieve it nearly all the time? Most of our goals are unconscious and very limited, yet we have unlimited potential. So why don’t we set goals?

- We think they are not important.
- We don’t know how.
- We have a fear of failure.
- We have a fear of rejection.

This month we are going to overcome all these things and radically change your life! When you set goals you develop a sense of meaning and purpose—goals give you a sense of direction—you feel energized, effective, competent, and confident. You finally know exactly what you want. Most people never make that decision. So, let’s go to step #2 and make it happen.

Step 2. Take charge of your life.

If you don't take charge of your life, there will be many who will be happy to do it—the food industry, TV, music, fashion, etc.

Taking charge of your life is a step many people never take. I meet hundreds of people every year who are in their 50's and 60's still grumbling about their problems and parents and circumstances. Their negative emotions hold them down, tire them out and destroy them. Fear, self-pity, envy, jealousy, anger, inferiority—all this destroys you. But the day you take charge of your life, all this changes. Brian then shares several tools to help you get there, they are:

- Stop justifying.
- Don't rationalize or make excuses.
- Rise above the opinion of others.
- Realize no one else is responsible.
- Take responsibility.
- Stop blaming others.
- Control your emotions.

Each of these 7 points are critical to goal setting because without them, you are not in mental or emotional shape to be effective. Brian elaborates on these points on pages 20-23 and I urge you to study each one individually.

Next, Brian teaches the power of seeing yourself as the president of your own personal service corporation. View yourself as being self-employed. See yourself in complete charge of every part of your life and career. You are then free to make your own decisions, you are the boss, and you are in charge. You are responsible for your management, output, marketing, financial plan, your people, research, development, personal training and education—Everything!

Brian then brings out one of the most powerful psychology principles—he calls it the “Locus of Control.” There are two parts, internal and external.

Internal:

You are in complete control, you feel strong, confident, powerful, optimistic, positive, and are in total charge of your destiny.

External:

You are controlled by external factors—your boss, bills, marriage, childhood, problems, and current situation. You feel weak, angry, fearful, hostile, disempowered. So, focus on your internal locus of control and take charge! Never again be bound by external things—take responsibility and focus on the internal—take charge.

Step 3. Create your own future.

“You will become as small as your controlling desire, or as great as your dominant aspiration.” - James Allen.

In over 3,300 studies done of leaders there is one quality that stands out the most—they have vision! They think about the future, where they are going and how they are going to get there. They have a long-term perspective and they make the future happen.

Charles Garfield has a program he calls “peak performers.” One of his powerful strategies is: “Blue sky thinking.” In this you see that all things are possible for you with no limits. You dream big dreams. You refuse to compromise your dreams.

Brian then builds on this to help you do the same. On pages 33-36 he outlines 6 areas you can really get inspired about to create your own future. I encourage you to really set these goals now. These are the 6 areas:

1. Your business and career.
2. Your financial life.
3. Your family and relationships.
4. Your health and fitness.
5. Your personal skills.
6. Your ideal lifestyle.

People who reach their goals take action every day to achieve their goals. They know where they are going and they are excited about it. Low achievers are full of good intentions but always have an excuse for not taking action today. This step is one of the most exciting you will ever do in your life and it has the potential to change your future forever.

Step 4. Clarify your values.

Your values determine your beliefs, which determine your expectations, which determine your attitude, which determine your actions. This is also a step we did together on the 60-day program and it is a very easy step. It is critical you know your values in regard to your work, career, family, money and finances, health and conduct. Truly great men and women always have high values as a goal. Their life then is consistent with these values. People who fail in life are always cutting corners and compromising their integrity. Work on this carefully.

OK, once you have taken the first 4 steps you have built the foundation. Now let's build the skyscraper! Let's determine your true goals.

Step 5. Determine your true goals.

Make your goals personal. Ask, what do I really want to do with my life? Decide what you really want in every area. When you do this you need to then deal with some

potential challenges. Identify your major worries. Look for the simplest and most direct solution, requiring the fewest number of steps, in the shortest amount of time!

To be more successful just double the amount of time you spend with people. If you double the time you are spending with people, you will double your income. If you double your time with quality people you will triple your income! Find the 20% of your activity that gives you the most value and then double your time on those things. Take action, get busy!

Another powerful part is to create your dream list—a list of everything you would like to have, or to be, and come up with at least 100 things to do before you die with no limits at all. Ask yourself, what have I always wanted to do but been afraid to attempt? Or, what do I love to do and most enjoy? When you do this, I invite you to think about these goals all the time. The more you feed your mind the positive affirmations, the faster it will happen in your life.

Step 6. Decide your major purpose.

The more you focus your major, definite purpose in life, the more you activate the law of attraction in your life.

When you know where you are going, you attract people, opportunities, ideas, and resources to help you toward your goal. When you have a major definite purpose, you think about it, talk about it, and work on it all the time.

God has designed in your brain a bit of software called your “Reticular Cortex”—it is kind of like a central switchboard. Whatever goal you send to your cortex causes a specific part of your brain to activate and it suddenly opens up all kinds of opportunities and possibilities. This is why we want you to decide now what your main goal is in life. To help you do this I want you to go to page 64 in your book where Brian has a list of 6 things that will help you determine this.

(Read page 64)

Last, make sure your goal is realistic and attainable. You don’t want your goal to work against you making you discouraged.

Step 7. Analyze your beliefs.

Whatever you believe with conviction will become your reality. This goes back to the Bible principle of Proverbs 23:7 that “as a man thinketh so is he.”

You see, your beliefs precede and predict all levels of your performance in every area—especially beliefs about yourself. Psychology has determined that your self-concept is made up of the sum of all your beliefs about yourself and the world around you. The worst beliefs in the world are self-limiting beliefs. We deal with this in the 60-day program at length. Dr. Gardner at Harvard says we all possess at least 10 kinds of

intelligence, however only two are measured in our current culture—verbal and mathematical. I encourage you to look deep inside you and look for that one area in which you are gifted. Here are some: Art and design, business and start-ups, sports, playing and writing music, interpersonal relationship, intuitive intelligence, artistic, physics, science, etc.

Many people when they discovered these areas, changed their beliefs and took on new challenges, set bigger goals, and created new realities for themselves.

Imagine a store called the “Belief Store”—a computer software store where you could purchase a belief and program it into your subconscious mind. What belief would you choose? Make a decision that every day you will challenge all your beliefs and reject and eliminate any self-limiting beliefs you might have that are holding you back.

Step 8. Start at the beginning.

Your life is a journey. When you know your destination you next need a road map how to get there.

This step requires what we call intellectual honesty. This is hard, but critical. For example, if you want to lose weight, the first step is to weigh yourself and write down the honest number. Then you use this honest number as a way to measure your success. Evaluate every area of your life in a similar way—your relationships, work, career, activities, processes, products, expense, investments, time, money, emotions, etc. Then learn from these—what was good and what was bad. Identify your weakest areas honestly. Then just start all over. It is a wonderful feeling. It opens up something new and different. The future calls and beckons you to come. Imagine a sheet that is white before you and you can create the masterpiece. A doctor told my wife, “Diagnosis is half the cure!” As you take these steps, you will have a strong beginning, and it will save you time, money, and heartache. It is never too late to start over!

Step 9. Measure your progress.

There are three keys to achieving all your goals:

1. Commitment
2. Completion
3. Closure

Commitment is your personal decision to do something and cut yourself off from any other possibility than accomplishing it. Completion is even better because God has designed in your brain a special little drug called endorphins—the feel good drug. This is why when you complete even a small task you feel good and when you complete a major task you feel great!

Closure is critical. You need to have a deadline. A goal without a deadline is just a discussion—it has no energy behind it. So put it on a deadline. It is awesome how much you can accomplish if you break down your goal into bite size pieces.

“By the yard it is hard, by the inch it’s a cinch!

Example: Want to read 15 books a year? Read 15 minutes a day. Want to sell more of your products to people? Keep track of how many calls, how many presentations, proposals, and sales in the last month. Then double it next month. Now you have a measurable deadline. Every month measure yourself against your own standards.

Step 10. Remove the roadblocks.

The difference between successful and unsuccessful people is that successful people fail more often and get up again.

This is such an important thing. We also discussed this in the 60-day program. Failure or “temporary defeat” is part of the price you pay on the road of success. Henry Ford said, “Failure is merely an opportunity to more intelligently begin again.”

Successful people think about solutions, ways to get around obstacles, and ask, “How can we solve this?” People who fail, think about problems and difficulties, worry, anger and dwell on how unhappy they are.

Use the 80/20 principle Brian teaches—80 % of your challenge is within you—20% of your challenge comes from outside forces.

So ask, what is holding me back? It is usually something mental like fear or doubting our own abilities. This is where we get, “I can’t.” I can’t take time, save money, lose weight, start my own business, improve my relationship, etc. This kind of tendency can be changed by setting small goals, making plans, and working on them each day.

The way to develop courage and confidence is through knowledge and skill. As you educate yourself, the fear and limiting beliefs will disappear and confidence and courage will take their place.

It is also very important to come out of the comfort zone.

The comfort zone is a major roadblock. Even miserable people will not change if they are in a comfort zone. This is your biggest problem as you build any business. The people who need it most don’t respond because they are in a comfort zone. A comfort zone combined with limiting beliefs is next to impossible to break through. The only way we know is to set big, challenging goals in your life.

Once you see all the obstacles and road blocks, put them in a priority list. Which is the largest? Then destroy it and set a goal that will specifically help you get past it. For me it was the roadblock of fear of failure. I had a simple background and I was poor, so I forced myself to set a goal in ministry. Knock on 100 doors a day—700 a week. In one month I had 32 Bible customers. That launched my ministry.

By removing your major obstacle you will often make more progress in a few months than most do in a lifetime.

Step 11. Become an expert.

One of the greatest qualities of the most successful people on earth is a commitment to excellence.

It is a common knowledge principle that 20% of sales people generate 80% of company sales. That 20% are those who commit to become experts. Yet think about it. That 20% all started at the bottom, right? They had to learn and set goals too. This iron law of self-development is crucial for success in goal setting.

Ask yourself, “What one skill can I develop and become an expert in so it can help me reach my goal quickest?”

One of my favorite quotes is: “Find out what you really love to do and then find a good way to make a living doing it.” You see, you could be one skill away from becoming an expert in that area. And remember all skills are learnable. You may be awkward and clumsy at first. You may feel inferior and inadequate. Sometimes you even feel silly. But that is the price of excellence

Step 12. Associate with the right people.

One person, at the right time, in the right place can open a door for you that will change your life and save you years of hard work.

In business circles it is called networking. Brian has one of the most powerful ways to help you do this. I urge you to do it. Make a list of 100 of your city’s best professionals. Remember if you want to soar with eagles you can’t fly with turkeys. Follow pages 143-144 on this.

You see, by continual association with optimistic, results-oriented, go forward people you begin to perform at extraordinary levels. Don’t make useless acquaintances—you can’t afford to spend your time with people who are going nowhere in their lives. Remember you are the equivalent of the 10 people you hang around with most.

Step 13. Make a plan of action.

The greatest human achievements from the pyramids to the technology of the modern age were accomplished with detailed plans. Your life is no different.

Make a detailed list of what it will take to achieve your goals. Then organize it by priority. The beauty of planning is that no plan is perfect at the beginning, and you are going to have new doors open as it evolves. Be open to this and welcome it. Plan your work and work your plan.

Step 14. Manage your time well.

Goal setting is only as powerful as the ability you possess to be organized and work on your goal every minute of every day.

The starting point of time management is to determine your goals, and put them in a list of priority as we have taught you. Then you can plan every hour and minute to accomplish all you can. Then separate the urgent from the important. Most people waste all day responding to phone calls, email, interruptions, and demands of others. You have to make hard decisions to focus on the urgent, the things that will produce results and not on the millions of things not so important.

If you have 10 tasks, two of the 10 will be more valuable than the other 8 combined. Practice the A-E method.

- A. A task that is very important.
- B. A task you should do.
- C. A task that would be nice to do.
- D. A task you can delegate.
- E. A task you can eliminate.

I do this all the time. My “A” tasks every day I do with single-minded concentration till they are completed. No phone, email, wife or kids = no distractions. I can get done more in one hour than others do in a whole day. Brian has a list of 5 questions you can ask to help you master this area.

1. Why am I on the payroll? Or my own payroll?
2. What are my highest value activities?
3. What are my key result areas?
4. What can I do that will make a real difference in my company?
5. What is the most valuable use of my time right now?

Step 15. Review your goals daily.

You become what you think about most of the time. Whatever you hold in your mind on a continual basis you can have.

This is the difference between positive thinking and positive knowing. You must absolutely know and believe in the depths of your being you will reach your goal. You must proceed without doubt. You must be so resolute and determined, so convinced of success that nothing can stop you.

Brian then suggests a radical step to help you do this. He suggests writing your goals daily till your goals become very clear and sharp. Then take it to the highest level by activating your subconscious mind. We studied this in the 60-day program, but let me remind you that the subconscious mind is activated by affirmative statements you make in the present tense. So when you write down your goals, don't write, "I will earn \$50,000 this year"—write, "I earn \$50,000 a year." Don't say, "I will quit smoking"—say, "I am a non-smoker." Use the "I" word. I earn, I weigh, I win, etc. Once your subconscious mind accepts these commands from your conscious, it will drive all your behaviors accordingly.

There are two times a day that are the most powerful to review your goals—in the morning when you get up, and just before you go to bed.

Step 16. Visualize your goals daily.

As you change your mental pictures on the inside, your world on the outside will begin to change to correspond with those pictures.

In the 60-day program we learned a lot about the subconscious mind and how it works. Visualization in your subconscious is one of the most powerful tools in the world. Let's begin by defining what we mean by visualization. We are not talking about some New Age sit down and dream up something that magically comes to pass. We are talking about the biblical principle of, "By beholding you become changed." You are visualizing every moment of every day. Every time you think of someone, something, a past event, a future event, heaven—you are visualizing. Successful people visualize the kind of success they want in advance. They fill their minds with positive images. Unsuccessful people visualize their failures, problems, disappointments, and their subconscious is preprogrammed for failure.

Think about the power of this. You visualized completing school, getting your first car, meeting your husband or wife, taking a vacation, etc. Did you ever notice nearly everything you visualized actually came to pass?

There are four things that will help you in this process. First, is frequency. Visualize your goal often. Second is duration. Visualize long enough to be deeply impressed on the subconscious. Third is vividness. Make the goal crystal clear. And last is intensity. Visualize till you feel intense emotion. The best time for this is the early morning and late evening. I encourage you to start today to flood your mind with pictures of the person you want to be, the life you want to live, and the goals you want to achieve. Then we will add one more element—your super-conscious mind.

Step 17. Activate your super-conscious mind.

There are three parts to your mind. The super-conscious is like Mozart who saw and wrote entire opera's without a mistake. It is that piece of art that takes away your breath, the skyscraper that baffles you, the book that inspires you.

This part of you can be stimulated by clear written, specific goals that are intensely desired, visualized regularly, and constantly moved toward. Think about it, talk about it, write it, and review it daily.

The other way is to relax and take some time off. Disengage and come apart. Many times during quietude the super-conscious is stimulated.

I have found this especially works for me. Many of you know I hunt and fish. The main reason I do is to get away and give my brain a week without distraction, email, phones, or anything unnatural. Sitting on a mountain for hours, looking into a campfire—it is these times my greatest accomplishments have taken place. Try it.

Step 18. Remain flexible.

In a time of rapid change, the most important quality you can possess is flexibility. The opposite of this is rigidity and unwillingness to change, mechanical thinking, and “this is the way we have always done it!” We are living in a time of change at a faster rate than any time in history. It is impossible to anticipate what will happen next. Change causes enormous stress for people with fixed beliefs.

Human nature falls in love with certain methods and processes, and many will not change even in the face of overwhelming evidence. Don’t let this happen to you! To remain flexible you have to be constantly open, alert to new ideas, information, and knowledge that could help or hinder you. One thing could make or break you. Success today is on the side of that person who has the best and most current information. Being flexible also involves our pride—another element to overcome. Learn the three magic statements Brian brings out.

“I was wrong.”

“I made a mistake.”

“I changed my mind.”

If you were wrong, the smartest thing you can do is admit it, solve it quickly, and move on. Most people fail because they spend 80% of their time covering up the fact they were wrong. If you made a mistake, just admit it. It is over the minute you admit it. There is no shame in changing your mind, cutting your loss and moving on. So, be clear about your goal, but flexible in how you achieve it.

Step 19. Unlock your creativity.

You don’t need a miracle to bring about spectacular results in your life. You only need to use more of your existing brain power. The average person is using only 2% of their brain power—if you increase that to 5%, your future is unlimited. Your inborn creativity is like a muscle, if you don’t use it you lose it. We have largely lost this ability because of TV, sports, and other mindless activities. A great way to develop this is to “mind

storm.” Ask a question like, “How can I earn \$100,000 by December 31?” Then write 20 answers. Make sure your answers follow the “3P” formula. Make the answers Personal, Positive, Present. This unlocks your creativity and sometimes that 20th answer will generate a breakthrough answer. As soon as you get it, take action to move toward that goal. If you do this 5 days a week, you will generate 100 ideas a week. Then do some reverse psychology.

Ask, “what would be the 3 worst things that could happen to affect my goals, and what would be the 3 best things?” Just continue to unlock these areas and remember down deep in your mind is a gold mine of potential just waiting for you to discover.

Step 20. Do something every day.

Successful people are busier, they try more, they try harder, they start earlier and work later, they go the extra mile.

Ralph Emerson has a quote I love. He says, “You will always be compensated in life in direct proportion to the value of your contribution.” Thomas Jefferson said, “The rising sun has never caught me in bed in my entire life.” This is a simple truth in making your goals a reality. The culmination of daily, small successes build a life of your dreams.

Step 21. Persist till you succeed.

The future belongs to the risk takers, not the security seekers.

Our final step is really important. The conquest of fear and the persistence of courage to continue is your most powerful tool to achieve your goals. Fear has always been the greatest enemy of mankind. Most of our fears are from childhood conditioning. Fear of failure and rejection are powerful weapons to destroy you.

Yet, when you confront your fears and move toward what you are afraid of, your fears will diminish and your self-esteem and self-confidence will grow. Then doors will open to you that you would not see if you were not in this forward motion. One of the most important factors here is to watch your physical body. If you are tired, or stressed, you are much more susceptible to fear and doubt. So, self-discipline is the quality you want to develop here. This is the ability to do what you should do, when you should do it, whether you feel like it or not. Self-discipline is simply another word for persistence. You need self-discipline to set goals and make plans to accomplish them. You need self-discipline to use your time well. You need self-discipline to invest in yourself. You need self-discipline to delay personal gratification, save your money, and organize your finances. You need self-discipline to keep your thoughts on your goals and dreams and off of doubts and fears.

Each time you persist in the face of adversity and disappointment, you are strengthened. You build pride, power and self-esteem. You become stronger, you develop the quality of success that will carry you forward over any obstacle life can hand you. The history of

the human race is one of triumph and persistence. Every great man or great woman who has made it, has had to endure tremendous trials and challenges. Their endurance and persistence is what made them great! Winston Churchill said, "I can summarize the lessons of my life in seven words. Never give in, never, never give in."

Press on, nothing can take the place of persistence—talent will not, genius will not, education will not. Persistence and determination are omnipotent. There is no failure for a person who gets up every time he falls, who persists when everyone else gives up, and who pushes on when everyone else turns back.

Herodotus the Greek philosopher once wrote, "Adversity has the effect of drawing out strength and qualities of a man that would have lain dormant in its absence."

As you build your business and as you set your goals, remember this paradox. In spite of your best efforts, disappointment and adversity will happen. It is impossible for us to grow to our full potential unless we face adversity and learn from it.

The difference between high achievers and low achievers is that high achievers utilize adversity to struggle for growth, while low achievers allow adversity to overwhelm them and leave them discouraged and dejected.

In closing, Brian does a real nice summary of his 21 points on pages 274-278. Read this often and continue to fix these points in your mind.

Listen to this DVD or CD often. It will keep you inspired and continue to reinforce the powerful principles to become successful in goal setting. And remember never quit.

(read poem on page 272)

My friend, you are on your way, be like a child where nothing is impossible, use your imagination and go for it!

Till next month,

Leo