

**THE SIMPLE STEP-BY-STEP GUIDE  
TO ACHIEVE ANY GOAL YOU WANT IN LIFE**



**GOAL SETTING**  
to live a  
**LIFE OF**  
**FREEDOM**

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## Introduction

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In order to be truly successful, you first need to decide what it is you want to achieve. That is to say that you can't very well get what you want in life until you have actually decided what precisely it is that you *do* want.

This is where goal setting comes in. In order to have a shot at living your life to the very fullest and achieving your full potential, you need to have a goal and you need to know what precisely it is that you *want* to accomplish.

Easy enough right?

Wrong!

Actually, there is an art to writing goals. There is a very definitive 'right way' and 'wrong way' to write a goal. And if you go about your goal setting in the wrong way, then you can actually *reduce* your chances of accomplishing those goals. That's right: a bad goal will *actively hinder* your chances at success.

Conversely, if you write your goal in the correct way, then it can completely transform the likelihood of your being successful and help you to much more reliably carry out all of the necessary steps to execute your plan.

How do you go about getting a goal right? This comes down not only to the methodology and phrasing but also the content. Because there's another scenario that can happen if you write your goals in the wrong manner: you can end up *achieving* those goals and then not actually being happy with what you've accomplished.

In this book, we'll take a look at how you can go about writing the right goals and then seeing them through...

You will learn:

- How to know your life's purpose
- How to write your 'mission statement'
- How having a goal and purpose changes EVERYTHING and makes you more driven, more charismatic, more passionate and more
- How to phrase goals to give yourself the best possible chance of completing them
- How to maintain motivation and stick at your goals even when the going gets tough
- How to create an action plan that fits with your lifestyle and routine

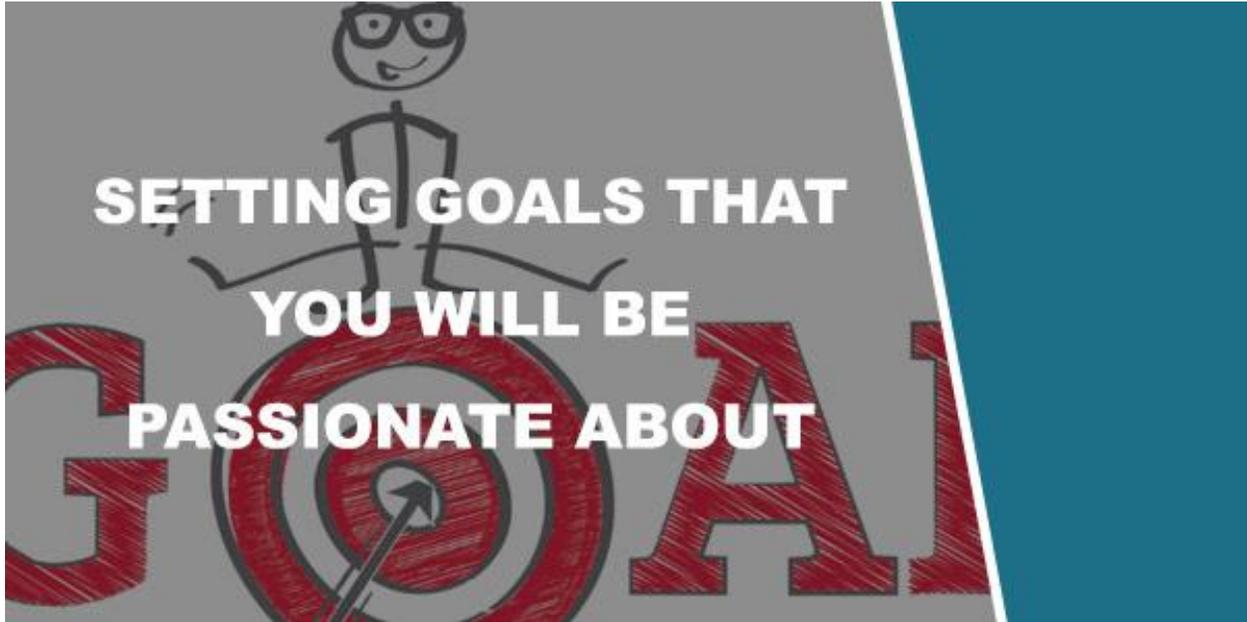
## GOAL SETTING TO LIVE A LIFE OF FREEDOM

- The power of visualization and how it helps you accomplish what you want
- How to maximize your chances of achieving what you really want
- What to do once you have successfully established your goals

By the end of this book, you'll have a toolset that will enable you to easily look at your life, reflect on what you might want to change and then carry out the necessary steps to make that happen. You'll be able to become exactly who you want to be and create precisely the lifestyle you want to lead. And when you've done all that, life will *suddenly* start to make a lot more sense.

## Chapter 1: Setting Goals That You Will be Passionate About

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No matter whether you're reading a self-help book or a motivation poster, 'don't give up on your goals' is about the most common lifestyle advice we hear. 'Live your dreams', 'chase the rainbow', 'the sky is the limit', 'don't give up'... we've heard it all a thousand times.

And this is a very nice platitude. It's certainly true that we shouldn't stop going after the things we want and we certainly *can* achieve anything we put our minds to.

So what's the problem with this advice? Why does it fall flat? Why hasn't it yet inspired most of us to get out there and become billion dollar rock stars and business owners?

The answer is that this is an empty platitude that misses out the most important points. We all know that we need to stick at our dreams. The harder part is knowing just how to select worthwhile dreams in the first place.

What if you don't know what you want to be?

What if what you want to be is completely unrealistic?

What if two of your goals contradict one another?

Some people are fortunate enough to have one very clear goal. One passion that makes them truly happy. And this is something that makes it much easier for them to stay committed and dedicated.

An example of this might be someone who has always wanted to be a professional athlete and who therefore spends all their free time training to be the very best.

Another example might be someone who has always wanted to be a chiropractor, a marine biologist... you name it!

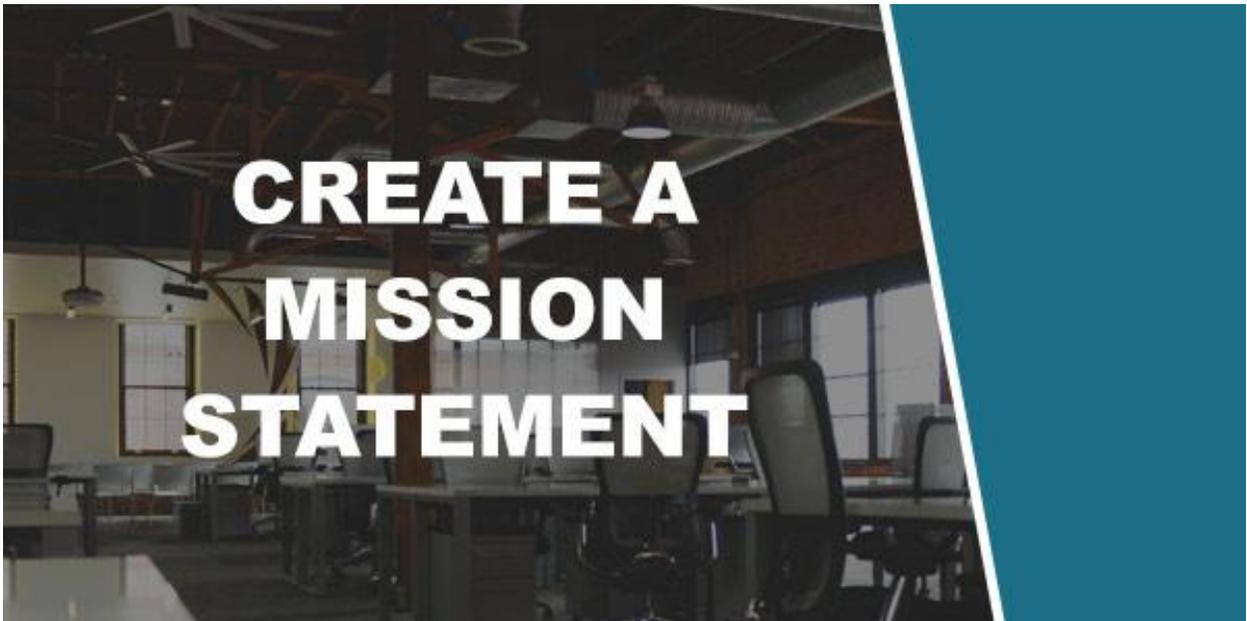
Whatever the case, these people have the opportunity to focus on their goals early on and to follow them through to completion.

But what if you don't feel so passionately about any one job? What if you're someone who *kind of* wants to be an athlete but would also like to wear a suit? What if you just want to live a quiet life but don't want to be bored?

Or, what if you want to be an astronaut but you're 40 and there's very little chance of that happening realistically right now?

That's what we need to figure out first and that's what we're going to do here...

## Create a Mission Statement



The first thing you need to do is to find out what your passion is. This isn't the same as your goal but it is important because it will help you to *inform* your goal.

That is to say that some people will naturally struggle to come up with a singular goal. To answer the statement: 'I want to be...' or 'I want to achieve...'

However, if you know what is important to you and what your passions are, then this can greatly help you to identify things you'd like to achieve and to execute them accordingly.

And this is very similar to the concept of a 'mission statement' in business. In business, a missions statement is a short sentence or phrase that describes the objective of a business. This is what will drive the brand, what will tie the company's products together and what will generally help to guide their decision making processes.

The mission statement is not what the company does but *why* the company does it. A mission statement is not 'to make lots of money selling computers' but rather 'to help people create more through beautiful tools'. That second statement is much more inspiring and it helps the company to know what really matters to them when they're designing products or thinking about how best to market them.

Microsoft's mission statement is:

*"To enable people and businesses throughout the world to realize their full potential."*

Nike's is:

*"To bring inspiration and innovation to every athlete."*

Starbucks' is:

*“To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time”*

These statements go beyond the products themselves and help the companies to deliver a real question and create a brand that people can get behind.

Many people speculate that Apple has lost its way in recent years and stopped innovating. A quick look at the mission statement might tell us why.

The old mission statement was:

*“To make a contribution to the world by making tools for the mind that advance humankind.”*

That’s an inspiring mission statement that gives the company a real purpose and direction. Today, the mission statement is;

*“Apple designs Macs, the best personal computers in the world. Apple leads the digital music revolution with its iPods and iTunes online store.”*

That’s a pretty terrible mission statement with no room for interpretation or vision.

This is not a mission statement, it’s a statement of intention. And that’s the difference that you need to see on an individual level too.

So instead of saying:

*“I want to be a rich business man”*

Which is a statement of intent, instead say:

*“I want to accomplish the power and authority to influence the world in a meaningful way.”*

Or:

*“I want the resources and status that come with fulfilling my professional capabilities.”*

Maybe:

*“I want to contribute my brand of managerial thinking to a company that truly appreciates me.”*

These are all slightly different takes on the same basic goal but they get closer to the *route* of what makes you happy.

## **Tips for Creating Your Own Statement and Being True to Yourself**

Want to be an astronaut? Think in terms of abstract broader goals. What is it *about* being an astronaut that makes you excited? Is it exploring new lands? Is it a genuine love of science and the universe? Is it the danger?

## GOAL SETTING TO LIVE A LIFE OF FREEDOM

Once you've identified what the core emotion or core drive behind your goal is, you can then start to create a statement that leaves room for interpretation.

So now your mission statement might be:

*"To be a true pioneer and explore new lands, physically or conceptually."*

Or:

*"To uncover beautiful secrets of our universe."*

Or:

*"To live a life filled with unknown danger, excitement and thrill."*

Or:

*"To uncover the mysteries of space that fill me with such wonder"*

What makes this so powerful is that it allows you to pursue the objective of being an astronaut but it also shows you other ways that you can achieve a similar goal. If you're too old to be an astronaut, then perhaps you could work as a researcher? Perhaps you could be an explorer? Maybe you could film exotic creatures for documentaries? Maybe you could write a book on space? Or become an astrophotographer?

These fulfil the same basic desires and the same mission – but they express it in a different way. Now you can go about creating a goal that is

actually highly achievable. That fits with *your* lifestyle and with *your* resources.

### **Important Caveats**

While you're doing this, you might find that you end up going to some strange places. You might not be looking at the kind of career you always imagined and you might be worried that people would question your choices.

Perhaps the mission statement you've set for yourself is overly grandiose. Maybe it's not grandiose enough! Maybe you're worried people will laugh, or they will look down their noses at you.

But this means you're going about it the right way. Think about the most accomplished and successful people in the world. They were *all* revolutionaries. They were *all* people who were willing to challenge the status quo.

And if you create a goal because you think it's what you're 'supposed' to want, then everything else we look at in this book will fall apart. The right goal and the right vision is going to motivate you from deep within. You'll come alive when you talk about your passions and you'll be filled with enthusiasm and charisma that will inspire others.

True passion is what makes leaders. It is what makes people wake up at the crack of dawn to train.

Becoming a lawyer to make your Mum happy and so that you'll be richer than your neighbor does neither of those things. Be true to yourself and be honest.

Oh and while we're at it, keep in mind that you don't have to come up with a goal that revolves around your career. It is just as legitimate to come up with a goal that is focussed on your free time.

In fact, this is often a more successful way to come up with a mission statement and a goal. For example, if you're someone who is interested in space, then why not take photos of space in your free time?

Likewise, if you always wanted to be a rock star but upon writing your mission statement learned that you just want to share your music with the world, then why not create a YouTube channel where you share your music? You might eventually gain enough of a following to land a record deal but even if you don't, at least you're living the dream.

Often our dreams are much easier to accomplish than we realize but we get in our own way by thinking about what we *should* be doing rather than what we really *want* to do.

In many cases, the secret to achieving true success is to work less to create more time and space for you to focus on your passions. This is where 'lifestyle design' comes in – which we'll look at later on in this book.

## Chapter 2: The Power of Visualizing Your Goals

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Visualization is something that can be somewhat controversial. Visualizing goals is one of the most common tips alongside 'living your dreams' but just like that statement, it's a little over simplified.

Because according to research, visualization can actually reduce your likelihood of success in some instances. The reason for this is that when we visualize a goal, it can actually be demotivating. This makes us feel as though we have already accomplished whatever it is we're setting out to achieve and it allows us to rest on our laurels that much more.

At the same time, visualizing can often be too abstract, too vague and too flaky to be of any real use. People who daydream about doing what they

want – according to the science – often don't actually make those goals a reality.

But that's not to say that visualization is useless. It's just a matter of understanding how to use it as a tool and how to *not* allow it to take over.

## **What is Visualization? And How it Helps With CBT and The Law of Attraction**

Perhaps a good way to start would be by looking at precisely what visualization is. We're going to look at that here, as well as at how visualization can actually be combined with CBT (Cognitive Behavioral Therapy) techniques in order to achieve even more powerful effects.

So visualization involves using your mind's eye to picture the future you want to live. When you do this, what is actually happening, is that you are causing areas in your brain to fire as though you were really experiencing that thing.

When you picture walking through the woods for example, areas relating to movement will fire, as will areas in your visual cortex (V1). Of course they fire *less* than if that thing were actually happening but on the whole, the experience is very similar.

This therefore means that when you visualize something, your brain effectively thinks that it is already happening. And this is why visualization can be such a potent tool when it comes to confidence, to motivation and to sticking with a goal.

CBT is a school of psychology that revolves around attempting to change our thought processes in order to help us accomplish more. It means looking at limiting beliefs ('I've never been very good'), challenging them with the evidence and then replacing them for more positive statements ('I have a powerful skillset'). This helps make us more motivated and more likely to achieve our goals.

But we can likewise accomplish the same with visualization, only now we'll be able to visualize specific goals and feel like they're already happening. When you visualize being a billionaire, your brain will temporarily feel as though you *are* a billionaire.

And if you believe this, even temporarily, then you'll find your chances of actually becoming that thing increase thanks to the 'law of attraction'. The law of attraction states that when we believe ourselves to be a certain way, we tend to become that thing because of the way it changes our presentation and our actions.

When you believe that you're an incredibly savvy businessman or woman, you start to be more confident in interviews, you take more positive risks in investments and you walk taller. You'll even *dress* more professionally and people will sit up and take notice of that – which will ultimately lead to you being more likely to get the promotions and the responsibility you need to thrive.

Visualize. Believe. And make it happen!

## More Practical Uses for Visualization

The other practical use of visualization is in creating that mission statement. If you've had difficulty identifying the things that make you passionate, then try closing your eyes for a moment and visualizing your perfect future.

Imagine yourself 10-20 years from now. Where do you want to be? Where do you live? What's your house like? Do you have a family? What is your job?

Some people will picture a quiet little cottage for them and their family. Some people will find themselves relaxing around a fire at Christmas playing boardgames with their children.

Others will picture themselves travelling the world.

Or they'll see themselves in a professional looking suite, standing in a high rise building looking over the cityscape below.

Whatever the case, it is easy for most of us to conjure up the possible ideal future that would make us happiest. And it's from this abstract set of ideas that we can then go about creating more concrete goals and strategies.

We can also draw on our memories for this. If you're struggling to come up with a perfect future, then how about digging into your perfect past? What are your happiest memories? What were your proudest moments? By remembering this, you can identify the things that might make you happiest in future.

Another way to use visualization is in 'counterfactual simulation'. This means imagining possible futures and thinking about all the things that you can do to make them happen, or avoid them going wrong. This is also a great way to test-run ideas for your future. Thinking about being a rock star? Then take a moment to consider what that would *actually* mean. Visualize it and go through each step: is it really for you?

You would be in the public eye, you'd be rich, you'd be constantly travelling, it would be harder to have a family, you'd have to perform in front of thousands, people would consider you highly successful...

There's good and bad there depending on who you are, so actually *picture* that future, run it through in your mind, think of every contingency... and then decide if you *still* think that it is right for you!

## Chapter 3: Prioritizing and Setting Your Goals

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So far we've been talking about coming up with abstract visions and ideas for what you want to achieve. Now it's time to actually prioritize and create your *goals*.

And this is where things will once again often go wrong for a great number of people. The problem is that we don't know how to write goals that we can accomplish and we instead end up with unrealistic or ill-defined goals.

This is the difference between goals and visions and this is the difference between goals that you can achieve and those you can't.

You have your vision and you have your mission statement. But if you leave it at *that*, then there is a good chance that you will never execute on your plan – as we saw earlier, this is backed up by research that shows us

that having a goal can actually give us ‘permission’ almost to rest on our laurels.

## **The Problem With Goal Setting**

But the types of ‘goals’ many people write are not much better.

Let’s say for instance that it is your short-term goal to look and feel amazing. To be in your best shape ever and to really be healthy and happy as a result.

So you make your goal:

“To lose 10lbs by next year.”

That sounds like a perfectly legitimate goal that would work well but in fact it is *far* too vague and too long-term.

If your goal is to lose weight in 10lbs, then this gives you no structure to how you’re going to get there. And not only that but a year is a long time, meaning that you can end up putting your training off until you get to that point.

In other words, you might wake up one day and really feel low on energy and motivation. So you say to yourself ‘one day won’t make a difference’, ‘I’ll make up for it tomorrow’ or ‘I’ll make up for it next week’. Whatever the case, you then feel that you don’t have to worry about skipping out on your training *today* because you’re aiming to lose weight over such a long period.

## GOAL SETTING TO LIVE A LIFE OF FREEDOM

What happens? You end up trying to cram all your training into a very short amount of time because you've put it off so *many times*. 3 months into your training and you've made so many excuses that you've actually gained a pound.

Now you need to rush.

But then you find that life gets in the way.

Maybe you get ill, maybe you're very busy, or maybe your routine changes and you no longer have the time to train.

And now you find yourself getting even further behind.

By the end, you realize that you're never going to achieve your objective in time, you feel greatly disheartened and you ultimately end up giving up on your goal altogether.

The problem with this goal was that it was:

- Too long term
- Too unstructured
- Too out of your hands

So let's think of a new type of goal.

This time, our goal is to work out for at least 15 minutes, four times a week.

That is now a much more straightforward, simple to understand goal that you can follow through and that is *entirely* within your hands.

Whether you lose weight is partly down to genetics and partly down to your metabolism. But everyone has 15 minutes to spare in a day. And that means this is entirely down to your own drive, willpower and determination. This is entirely within your control.

Better yet, it is immediate. And it is pass or fail.

That means you can't say 'I'll make up for it next week' because by that point you've failed your goal on *that* week. This is a simple goal that you either accomplish or fail to accomplish. And if you do fail, you can try again next week with no need to be overly disheartened by it.

The same applies to any other goal, not just fitness. So instead of making your goal 'to write a best-selling novel', instead make your goal 'to write 1 page a night'.

The best part is that if you concentrate on these smaller goals, then your overall vision will start to take care of itself. You focus on the day-to-day grind and you let the bigger picture grow on its own.

## **Creating Three Goals and Going After Them**

The key then, is to identify which smaller steps like this are going to be most effective in helping you to reach your broader goals and visions. How do you break your objective down into small goals that you can follow through?

This means coming up with a plan and that means creating a road map.

You have your passion now, so the next step is to make sure that everything you're doing in life is going to be supportive of that passion.

You might be working a job you don't like right now but that job should be helping you to get closer to the lifestyle you want. This should be part of your plan.

So map it out and look at the individual steps you'll be taking on the way to get to your final destination.

Some more considerations are to make sure that the goal you're heading towards is something that you can personally accomplish and to work with the resources you have available to you.

But don't make the mistake of thinking that you can't do the things you want to do. The key is to work out *how* you can get to the point you want to be at, from your current situation.

For example, we've already suggested that you can be a successful music artist by creating a YouTube channel where you share your music. That's not the obvious or most common way of achieving that goal but it will work just the same.

Try to think about alternative ways to get what you want that play to your strengths. A great example of someone who did this is Sylvester Stallone. Stallone wanted to be an actor in Hollywood movies but no one would really give him the opportunity. His slurred speech and buff physique

ensured that he was only ever cast in bit parts as the ‘heavy’ and so he had to find another way to break into show business.

What he did to accomplish this, was to create a script for a film (he was a great screenwriter). That film of course was *Rocky* and film producers and studios were so excited by it that they offered him huge amounts of money to buy the rights.

But Stallone was steadfast and he said he would only let them have the rights if he could star in the film as Rocky. The studios were reluctant but eventually they relented – and the rest is history!

Likewise, Arnold Schwarzenegger took a highly unlikely path in his career, becoming a famous bodybuilder before using that platform to springboard himself to success as a movie star and eventually a politician.

You have skills, you have contacts and no doubt you’ve already made *some* progress. So think about what the most strategic way for *you* to accomplish your goals is and work toward that.

## **Choosing Three Goals**

So look at your overarching vision and your mission statement and now ask yourself what small concrete changes you need to make to your life in order to get a bit closer to making that your reality. What do you need to change and how do you need to change it in order to be the person you’ve dreamed of being? It might start with something very small – like rearranging your home office, getting into shape, or finding a new job.

Make this 'step one'.

Now turn these into simple goals that you can work toward on a daily basis. Remember, these goals need to be short term, pass-fail and entirely within your control.

Want to find a new job? That is not a goal in itself because it is largely outside your control and destined for potential disappointment.

Instead, your goal should be to send 3 applications per week. This is now something that is fully in your control and that you can much more easily follow through. And once again, you'll find that the 'job part' takes care of itself if you focus on this small step.

Take three of these steps and goals and write them down. Three is a perfect starting point because it will bring about some real change in your lifestyle but it won't require *too* much commitment or too much of a change to your daily routine.

Write these goals down and then make a commitment to yourself that you're going to make it happen.

## Chapter 4: Staying Committed

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So perhaps your goal is to become a highly successful, confident and attractive. A fairly lofty goal but one that is achievable if you define those abstract concepts to make more tangible and concrete steps.

Maybe your three goals in this case are:

- To commit to a 4-times weekly training routine
- To add one impressive thing to your CV each month
- To refresh your wardrobe, with one new item per week

These three changes will improve the way you come across in person, they will build confidence and they will translate to better progress in your relationships and in your career.

You write down your goals, you feel great about them...

...and then real life kicks in.

The week that follows is your most tiring week yet. Work is soul crushing and highly stressful and you really don't feel like you have got the willpower to start looking for more experience outside of the office, or to take on more responsibility and training opportunity *in* work. You just need to ride the tide...

And meanwhile, you are coming home feeling so exhausted that you really don't have it in you to train four times a week.

Not to mention that you're feeling tight on cash and don't want to buy yourself new clothes. Anyway, it's winter and it's too dark when you get home to go out shopping.

And so you half-heartedly make an attempt at your goals before ultimately giving up on them. How many times has this happened in the past? How many times have you decided that you want to start a new training regime only for it to last 1 week before you giving up? Often you'll even have spent money on a professional training program and will still find it doesn't work for you well enough for you to stick at it.

How many of us have decided to improve our dress sense only to get bored of it after a few weeks?

How long have you been telling yourself you'll find a new job?

The next question for us then is how we can take the aim and stick with it to make it really happen. How do you make sure that you stick with that goal day in and out.

## The Power of Passion

The first and most important thing of all is to make absolutely certain that the passion you're pursuing really *is* your passion.

As I said before, this is absolutely critical for the rest of this plan to work.

That's because having a passion brings you alive. Did you know that people with passion are seen as being more attractive? More charismatic and more persuasive?

One of the things that we use to gauge charisma is gesticulation. If someone walks around a lot while they talk to us and makes large gestures, then we consider this a sign of charisma and as such, we become instantly more likely to listen to them, to be inspired by what they're saying and to ultimately be persuaded by their point of view.

And the opposite sex find this *very* attractive.

Passionate people are exciting, they're driven, they're wired and they're filled with positive energy.

Waking up every morning and knowing exactly what you want to achieve is like switching on a bright light deep inside yourself that everyone else is attracted to like moths.

But it's also what will make you *willing* to grind and put in the work.

Will Smith said that the secret to his success is simply that he is willing to stay on the treadmill longer than anyone else.

Dwayne 'The Rock' Johnson is unarguably one of the most successful people on the planet right now. He's among the highest grossing/paid actors, he was recently voted the world's sexiest man, he has conquered two separate careers (sports and acting) and there's word that he's thinking of going into politics. His social media campaign is also *huge*.

And how does he do it? One clue can be found by looking at his Instagram account where he will *regularly* post every morning that he is going to the gym. His pictures are him working out at his gym while it's still dark outside, or of his phone alarm going off at 4am.

In other words, this is a guy who is seriously *committed* to his vision of success. And his body is a living testament to that.

How does he get up in the morning at that time and work out?

Simple: he *loves* what he does. He *believes* in what he does. It's what he's *all about*.

If you're struggling to stick with your goals, then there's a good chance that you just don't have the drive to fulfil them. Maybe you're on the wrong path?

If you love what you do – truly love it – then you will be happy to spend more time on your business, to spend more money on your clothes, to put in hours in the gym or on the tarmac, to write that book, to save up to travel the world...

## How to Stimulate and Embrace Your Desires

And there's a neurological reason for this too. When we think something is highly important, it causes our body to switch into a different state. The sympathetic nervous system kicks in, our heartrate increases, our brain releases more dopamine and more adrenaline. We become more focussed, more alert and more driven.

This happens when we're fighting a lion, when we're talking to an attractive member of the opposite sex, when we're debating with a competitor, when we're working on our passions.

Conversely though, when you are doing something dull – that your body deems unessential to your survival and your ability to thrive – you will find that your brain goes into its 'rest and digest state'. You produce less dopamine, less adrenaline and your heartrate slows down.

In essence, you become bored.

This is actually what causes ADHD – ADHD is caused by low dopamine which simply means that the children and adults with the condition aren't sufficiently excited by what's going on around them. They don't find it important or engaging and as such, they end up being distracted by other things and acting up.

Whether or not this is a full-blown condition, or perhaps a sign of intelligence, is very much open to debate!

But the point is that if you aren't staying focussed on your goals, then you probably don't feel passionate or excited about them.

This isn't always an issue with the goals themselves though – but rather that we sometimes feel as though the steps are too far removed from the goals.

This is where we can again use visualization to really motivate ourselves.

So let's say it's cold outside and you need to head to the gym and do a workout to meet your goal today. That's hard to do and many people will be tempted to just turn off their alarm, roll over and pull the duvet over themselves!

To prevent this, what you're going to do instead is to actively focus on the goal and to try and tap into that important emotional drive. Visualize it and then *link it back* to what you're doing. Remind yourself why your short-term goal is just a stepping stone to the things you want most in the world.

So now you're going to lie in bed and picture yourself looking absolutely amazing. Imagine how great it would feel to have flat, rock solid abs. Imagine how great it would be to have big arms if you're a guy that women will love. Picture yourself filling out suits. Think about how much more confident you'll become in the way you walk and the way you hold yourself. Think about the energy you'll gain from being much healthier. How great would it be to come home feeling *amazing* at the end of the day?

Really feel and picture the thing that drives you. And then you'll find that you almost *can't* just stay in bed.

Likewise, if you're writing a book then try and focus on what that will be like. Imagine seeing your name printed in big letters on the top of your own book. Imagine going for interviews. Imagine the money. Imagine the way it will affect your lifestyle. Then sit down and *write that chapter*.

Humans are generally thought to be unique in their ability to visualize and plan and it's what will allow us to make long term strategies and thereby to accomplish much more incredible things.

Think about a rodent. A mouse will only do things that benefit it in the short term. Mice are driven by status, by hunger and by shelter just like humans because it is their evolutionary imperative. Thus they will go where the food is. They will move away from danger. And that's pretty much it.

But we humans have the ability to use abstract reasoning. To speculate. To imagine and to plan. That means that we can come up with a strategy to be *much* happier, *much* wealthier and *much* more important.

It still serves the same goals though and the hormonal controls are still the same. To stay motivated, you need to remember why the small action you do now is *actually* in service of a longer term goal. Otherwise you'll make like a mouse and do the thing that brings you the most satisfaction in the shortest time. Which normally means sitting down and eating cake...

### **More Tricks**

If you're finding it hard to keep your end goal in mind, then another trick you can use is to use an actual visual cue. And of course the most obvious way to do this is by keeping things that inspire you around.

That means, for example, that you can keep a photo of someone who has your ideal body to hand. Or you can read books about highly successful people (more on this in a moment) or you can keep a photo of you when you were at your happiest on your desk. This will help you to keep that idea right at the forefront of your mind and will drive you to get up and go!

## **More Tips for Staying Committed**

There are some more tips you can use to stay committed to a goal when the going gets rough.

One great one is actually something that comes from Jerry Seinfeld...

Jerry Seinfeld is a well-known writer and comedian who has enjoyed a lot of success over the years. Whether or not you're a fan of his comedy, there's no denying that he has maintained an impressively high output of quality material or that he is clearly incredibly hard working and self-disciplined.

And as it happens, Seinfeld's self-discipline is no fluke either but something he has crafted using an effective and specific technique. Seinfeld's secret to self-discipline was shared by software developer Brad Isaac who was getting into the world of stand-up comedy and wanted to know how to keep coming up with great material. He turned to Seinfeld for advice and this is where the world first heard of his strategy...

### **'Don't Break the Chain'**

Seinfeld explained to Isaac that his ability to keep coming up with high-quality material was a simple result of his determination to keep coming up with material in general. As long as you keep writing, you should find you come up with enough fresh material to sustain any number of projects. What was crucial was to write every day no matter how good each day's output was or how much work you actually got done on any given attempt.

And to make sure he writes every single day, Seinfeld uses a simple tool: a calendar.

The rule is simple: on days when you write you get to put a red cross on the calendar. On the days when you don't write, you don't get too. After two or three days, you end up with a 'chain' of crosses and that feels good because it shows how dedicated you've been while hanging on your wall for all to see.

If you don't write though, you don't get to draw the 'x' and you end up breaking the chain. That way a month's worth of work can go down the drain instantly and you end up feeling surprisingly bad about it.

And this one little trick can actually be motivating enough to see you through all kinds of routines whether that's writing comedy or sticking to a workout. The urge to 'not break the chain' will urge you on even when you are lacking motivation.

### **Uses and How it Works**

This strategy actually shares a lot in common with a number of other self-discipline techniques that you can read about in other self-help books.

The idea of doing 'just a little every day' has been popular for a long time for example, and self-help author Tim Ferris often explains how he sets a low target of writing just two lines every day when he's working on a book. Once you start working – even just a little – you tend to find it's surprisingly compelling to carry on and do more.

So when you're trying to do your 15 minutes of workouts, you can always 'talk yourself around to it' by aiming to do just 5 minutes to begin with. It's better than nothing and you'll find that once you've done five minutes, you end up doing fifteen.

The other reason that this strategy works so well is that it provides you with positive feedback which can end up creating a positive association between the work and reward. Even though it's just a cross on a page, it's enough to trigger the release of dopamine in the brain making it quite a satisfying feeling to finish.

Finally, the strategy is effective because it removes the focus from long-term/abstract goals which can often be demotivating. You aren't challenging yourself to lose 'x' amount of weight and then feeling like a failure when you don't see a change – you're succeeding in building a long chain and seeing obvious progress in that goal. And when you get a long enough chain you'll find your other goals sort themselves out...

Using this strategy to stick to a workout then for example, you'll know that all you have to do to get a cross and feel better about yourself is to do 20 press ups. That's not too hard to motivate yourself to do, and then as a result you'll get to place another cross on your chain.

## GOAL SETTING TO LIVE A LIFE OF FREEDOM

The system can work with all kinds of goals and can also work in reverse (a cross for every day you don't smoke). Why not give it a go and you never know: you may just end up starring in your own highly acclaimed comedy series...

## Chapter 5: The Importance of Accountability and Using the Help of Others

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We mentioned Tim Ferriss there briefly and he is definitely someone that we should listen to when it comes to goal setting and accomplishing.

Tim Ferriss is author of *The Four Hour Workweek*, which shows readers how to design the lifestyle they want so that they're only working four hours a week! One way they do this is by setting goals and achieving them and one of the strategies that Tim recommends to that end, is to create accountability and stakes.

The way this works is simple: you give yourself a goal that you can pass or fail on a daily basis, weekly or monthly basis and then you tell someone about it. For example, you might tell a friend that you intend to visit one other country at least every month.

It's very easy to not actually follow through with a goal like that though and so you're going to make yourself accountable. How? By giving that friend the job of checking in on you – and of being able to punish you if you don't do it.

Tim Ferriss recommends the ultimate punishment. They are to donate a large amount of money to a charity in your name. The kicker? You get them to donate your money to a charity that you don't agree with! That way, you don't even get the positive benefit of feeling you've done good. This way, you have lost money, you've damaged your good name and you've done a bad thing for the world.

Pretty brutal but by creating stakes like this, you're once again bringing the motivation for your action to the forefront, which is going to put your brain in that more focussed, driven and ambitious state. You are telling your body that this is very important and you're going to experience 'eustress' (positive stress) as a result to motivate yourself into achieving that goal!

## **Should You Share Your Goals?**

This is great advice and it can help a great deal but it does go against another piece of research which shows us that it can actually be *destructive* for us to share our goals.

When we share our goals, we tell people that we're going to stop smoking, that we're going to become rich by saving our cash or that we're going to move to another country.

This is a great moment as they will no doubt celebrate our decision and be excited for us. For a moment it feels as though it has already happened – you’ve committed to it by saying it out loud and now it’s a part of who you are!

But this is actually the problem. Because by doing that, you’ve actually released some of the psychological drive to get out there and do it. You’ve already stated your intention, already made it a part of your personality and already had some of the adulation.

You now actually have *less* motivation.

Worse is that some people might tell you it can’t be done, or might talk you out of your goals. It’s a dangerous business to reveal your dreams like this.

So for this reason, you should share your goals only with a couple of select people and only the people who can help to create that accountability and those repercussions.

## **Embrace the Fear**

But you know what? There are actually already stakes for failing to accomplish any goal.

The stake is that you end up living the life you live right now... forever. With zero improvement or progress.

That might not sound like a terrible deal but the fact of the matter is that this is actually the most frightening prospect of all – because it’s very realistic.

If you don't take a chance by looking for new jobs, by travelling now while you're young, by getting into shape, by changing the way you feel about yourself...

...then you're going to carry on doing the precise 9-5pm every single day. You'll feel no sense of accomplishment, of reward, or of adventure. You'll lie on your death bed and you'll look back and feel as though you actually wasted a large portion of your life.

You never lived your dreams.

You're never too old to be what you've always wanted to be. If you take the strategy we've discussed here, then there are always ways you can live your dreams right now. Even if that means paying for your place on Virgin Galactic, or if it means playing 'old lady 7' in TV programs. But that said, the older you get, the less time you'll have to enjoy your achievements and the less energy and vitality you'll have to enjoy it with.

So don't delay. You can't *afford* to delay. Remember this and you'll hopefully feel that sense of urgency and focus too.

## **Creating a Movement**

Finally, know that you can often accomplish your goals better with the help of others. This is one more reason *to* tell people about your dreams.

The obvious and easy example of this is finding a training partner. If you want to get into better shape, then finding a workout buddy will make it that much easier to stick to that goal because they'll give you encouragement

and motivation in the gym. You'll want to train even harder than you normally would to impress them and you won't want to skip sessions because that would mean letting them down.

The same goes for dieting or any number of other goals. Note as well that if you can get your *partner* on board with you, then you'll have even more luck still.

But another example is that you can start an actual movement, or a group. If you want to start a band, or a start-up business, then you'll automatically need that to involve more people and that will mean finding other people who are as passionate and excited as you.

Otherwise, you might start a movement or a group about any other thing. What about a weightloss group? Or what about a political movement?

How about starting a well-dressed club? Or finding other entrepreneurs to work on your projects with.

When you create a movement and everyone is equally as passionate and as driven, it becomes self-sustaining and contagious and that can help you to grow and to achieve more incredible things than you ever could on your own...

## Chapter 6: Making the Lifestyle Transition

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One thing we've touched on briefly that deserves a little more attention, is the actual impact that a goal can have on your lifestyle.

Because very often, the old adage 'be careful what you wish for' can end up coming into play here. All too often, the goals we set ourselves don't turn out quite the way we want them to.

All too often, the actual day-to-day work that is involved with being a CEO, with being a rock star, or with being a stay-at-home Mum can end up not being everything we believed it to be.

And even when that's not the case, having such a big and important goal is always going to be change to your lifestyle and it's always going to be a little hard to adapt to at first.

This is where 'lifestyle design' comes in...

## **What is Lifestyle Design**

Lifestyle design means, simply, that you are adapting your lifestyle to meet your needs and to be closer to what it needs to be to make you happy.

All too often, we allow our careers to dictate our entire lives. That is to say that our wealth is defined by our income from our job. We live wherever our employment is located. And we fit our 'free hours' in around our working hours.

Our happiness ends up entirely dictated to us by our work!

And as you can probably guess, I'm about to tell you that this is *not* what your life should be like!

This is where lifestyle design comes in and means working backward. Instead of choosing a job and thinking about how that's going to impact your lifestyle, instead you think of the lifestyle you want and then find the job to make that happen.

The ultimate example of this is to work online. When you work online, you can work from anywhere. You can work any time that suits you and you can do any job that you like as well. This is complete freedom. Now you can choose to put in the hours you need to earn the funds you require and you can use the rest of the time to do whatever you like!

But what if working online isn't an option?

In that case, you might surprise yourself by what *is* the best answer. For example, it might transpire that you are actually better off working as a dustbin collector. That way, you'll work for only a few hours a day and you'll have long evenings to yourself.

If your goal is to be a family man or woman, then maybe working as a teacher is the perfect answer? That way, you'll come home roughly when school finishes and you'll have the holidays off to spend with your kids.

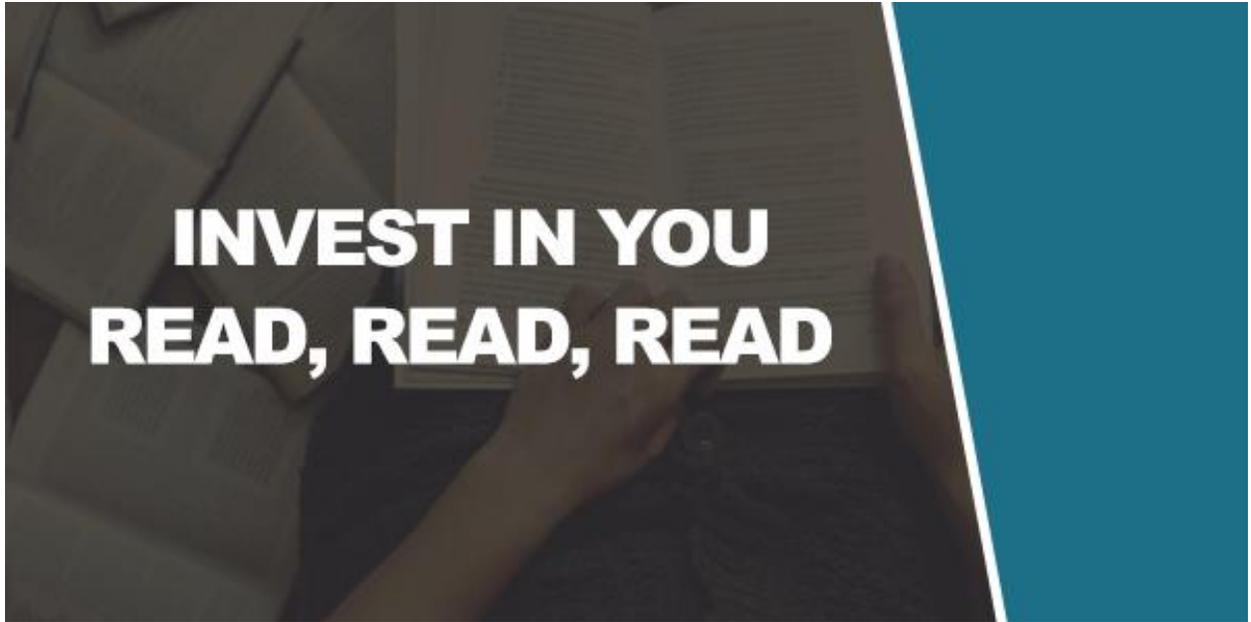
If you want to travel, then find a job that sends you around the world, or that lets you work remotely.

Likewise, lifestyle design can mean other things. It might mean cutting down on the time you spend commuting by moving closer to work. It might mean moving closer to friends so you can spend more time with them.

It's simple: think of what you really want out of life and then make the changes necessary. Stop letting work dictate who you're going to be and how you're going to spend your time. Not unless work happens to be your driving passion.

## Chapter 7: Invest in You – Read, Read, Read

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Have you ever really wanted to accomplish something but just felt it's beyond you?

Maybe you wish you were earning more money and the perfect position has opened up at your work – but you just don't feel that you have the necessary skillset to apply.

That's a horrible way to feel and no one should be made to feel that way.

But of course it's true: you *can* sometimes end up biting off more than you can chew.

But that doesn't mean you can't do it – it just means you have to learn to do it!

And this is where investing in yourself jumps out as the very best type of investment. Whether you are investing time or money, investing in yourself is the answer to getting what you want and to getting ahead.

Need to be able to program to work online the way you want to? Then *learn to program*.

Feel like you aren't taken seriously in your office? Then perhaps changing the way you dress will help.

Feel like people don't respond to you the way you want them to? Then think about changing the way you interact socially. Perhaps learn how to conduct yourself in a better way, to be more persuasive.

Nearly everything can be learned but once again, it just comes down to being able to stick at it.

This might even be one of your three goals: to learn X or to improve your looks using Y method. This will also relate to that 'law of attraction'. When you invest in yourself and it changes the way you talk, the way you stand and the way you present yourself, it will also change the way that others react to you. And by doing that, you will instantly find it becomes easier to go after the things you want!

## **The Power of Reading**

The great news is that these days, there is just tons of information available online that can really help you to develop yourself. And there are countless books as well that tackle these topics.

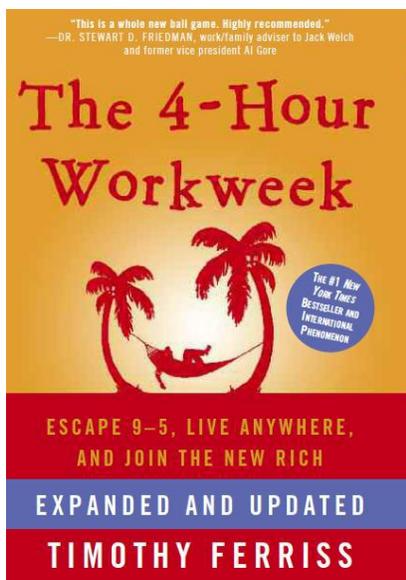
These all look at success and goal setting from a broader perspective and help you to really learn how to motivate yourself and how to apply yourself to going after what you want. Many of these challenge the capitalist notion that we need to find a job and work our pants off to try and succeed in a linear fashion.

Reading this stuff is important. Not only do these kinds of books help you to learn new skills and new ways to achieve what you want but they also help to give you the motivation and inspiration to keep going. The more you read about successful attitudes and mindsets, the easier it becomes to make that a part of who you are.

## Some Great Books to Get You Started

To get you started, here are some great books to read...

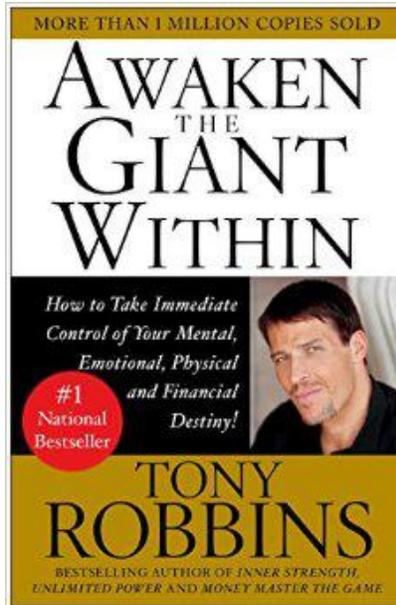
### **The 4-Hour Workweek** by Tim Ferriss



This is a book that explains how to achieve more in less time.

It shows you how to remove distractions, focus on what you real want and use lifestyle design in your own routine.

## **Awaken the Giant Within: How to Take Immediate Control of Your Mental, Emotional, Physical and Financial Life by Tony Robbins**



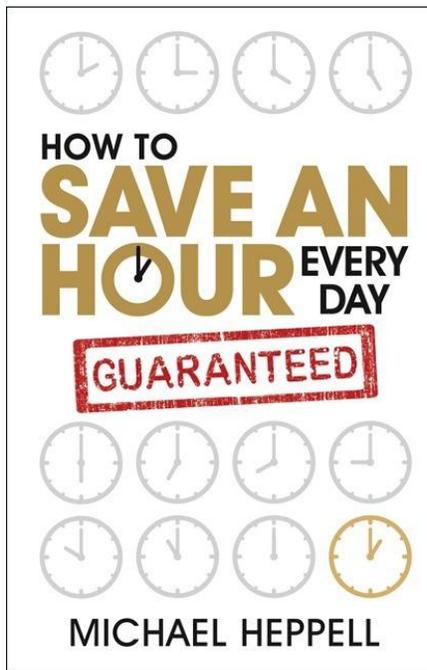
A lengthy title no doubt but this book is a brilliant guide to changing your mental attitude and seeing how that can have ripple effects in every other area of your life. Robbins is one of the all-time greats and will teach you to appreciate what you have while being more effective in getting more!

## **59 Seconds: Think a Little Change a Lot by Richard Wiseman**



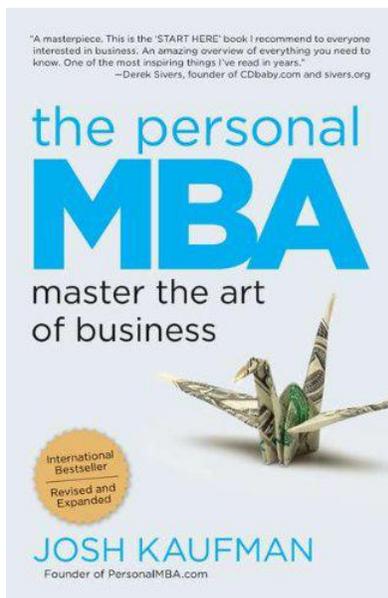
This book looks at some of the most common self-help tips and puts them under the magnifying glass to see if they hold up to the science. It will change your approach to fixing your lifestyle...

## How to Save an Hour Every Day by Michael Heppell



This book does exactly what it says on the tin – it presents simple ways that you can start saving time in your routine in order to have more time to do the things you love/you are passionate about.

## The Personal MBA by Josh Kaufman



For anyone whose goals involve starting a business, this book is a must-read and will attempt to teach an entire MBA. What's more important though, is that it also provides tips (like the 'counterfactual simulation' we discussed earlier) that you can apply to your own life outside the office.

## Chapter 8: How to Stay Motivated When You're Met With Discouragement

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Even with the best action plan, the most passion and all the odds stacked in your favor; there will be times that you experience setbacks and there will be moments when you think of giving it all up. Facing discouragement is one of the most concrete and steadfast aspects of achieving *anything*.

But this is all about how you frame that setback mentally.

We can view setbacks as failures. As proof that we weren't up to the task. As a lesson that we shouldn't stretch ourselves too much.

OR we can view every problem as a challenge.

And every failure as a learning curve and a chance to come back stronger.

Try to think of life as an action film. Think of it like an episode of *Dragon Ball Z*. Your opponents aren't alien invaders or martial artists, they're a lack of funds, or a lack of time. They're people telling you it can't be done.

But every time you get sent home covered in bruises, this is just a chance to learn from your mistakes, to get stronger and to come back and kick ass.

The harder the challenge. The more insurmountable the odds. The more ass you get to kick. The more triumphant your eventual, inevitable victory will be.

You can respond to a setback in two ways. You can give up and let it win, or you can get tougher and come back and win. You can choose to try harder. Those are the two options – there is no third alternative!

Do you want to give up? Or do you want to BE BETTER and get it done?

You only fail when you stop trying.

## **Energy Management**

That said, it can help to be strategic as well in your approach to combating these challenges. One example of a challenge many of us will fail when aiming for any goal, is the challenge of energy management.

When you aim for a goal, you will often notice that it takes up time. It's hard squeezing your workouts in after work because you only have so much time in the evenings!

Except time isn't the real challenge here.

Much more serious than the challenge of time is the challenge of energy.

You probably have loads of time – that's probably why you can fit in so much trashy TV! But if you get home from the office and you feel exhausted, then that will *really* prevent you from writing, training or building your business.

So think about this and manage your energy. Do that by removing other parts of your routine so that you actually have the time and space to get things done (this might mean socializing less, or cancelling a weekly class). Do it by getting more sleep. Do it by reducing the housework by getting a washing machine. Do it by taking an energy supplement (might I suggest cordyceps sinensis?).

Whatever the case, start making small changes. Address what's making it hard in your life and fix your routine to support the goals that matter so much to you.

And if none of that works, then consider making your goals smaller. If you're not managing to do 15 minutes of training a day, make it 5 minutes.

Because it's better to have a small goal and stick with it, than it is to have a massive goal and not stick with it!

## Chapter 9: Keeping Your Goals Alive

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When you create goals and start moving toward them, there are two points where they are most likely to fail.

The first is right away. Right at the start of your new goal, you may find it was too ambitious, you may find that you don't have the energy and you might generally fail to let your plans get off the ground. This can lead to a false start and eventually cause you to give up entirely.

The other failure point comes later on. This is when you've been living that life for many years. It's when you've started to grow tired of it and it's when you've just lost your motivation. Come year 3 you might just have forgotten all about your move to change and you might have found other things took over in your life and you got distracted. It's easy to drift off course this way.

So how do you keep your goals alive and keep moving toward them?

## Reviewing Your Goals

One thing you need to do, is to keep reflecting on what you've accomplished so far, to keep reviewing your goals and to keep adapting yourself to meet your changing lifestyle demands.

This is something a lot of people struggle with. When we've worked tirelessly toward one goal, it can be very difficult to then switch to another goal! It feels fickle and it feels like a betrayal of who we are.

Except it's not. People change. Situations change. And our goals should change too. If you keep working toward the same goal because you feel you can't change course, then you're going to have the same problem as if you work toward a goal to impress your Mum. If it's not what you want in your heart any more, then you won't get what you need from it.

More often than not though, you'll find that your new goal just needs tweaking. It's the same mission statement, just a new expression of that desire. Just like a company has only one mission statement but it has a lot of different products!

The other thing to do is to review your progress and to debrief what went well and what didn't. This will allow you to restructure your plans to better suit your circumstances. It will let you see what works and what doesn't and it will ultimately allow you to make your goals even smarter and even more achievable.

## Chapter 10: Conclusion and Making Your Action Plan

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At this point, you now have more idea of how to write a proper structured goal than the vast majority of people. You understand why many goals don't work and you know how to structure your lifestyle to support your goals rather than hinder them.

Now it's time to start putting that theory into practice. So let's recap and go over what you need to do now to actually start building those goals and sticking with them...

### **Step 1 – Have a Vision**

First, have your vision. This is your picturesque ideal future and it's what you really want your life to be. If you have troubles thinking of it, then

consider thinking about what has made you happiest in the past, or looking to other people who have lives that you would like to live.

## **Step 2 – Express a Mission Statement**

Take this vision and express it as a mission statement. As yourself what the most important parts of this vision are and what the underlying emotion is that makes you want to achieve that.

## **Step 3 – Create a Plan**

Now you need to create a plan to make that happen. That means that you're going to think how you'll satisfy your mission statement in the most logical, realistic and strategic way possible considering your circumstances. This *doesn't* have to mean focussing on your career!

## **Step 4 – Set Goals**

Now you set your goals. These are the small steps you can repeat every single day in order to achieve the plan.

## **Step 5 – Don't Break the Chain!**

Give yourself a tick every day that you complete your goal to avoid breaking the chain. If you are struggling to motivate yourself, then focus on the vision and connect it back to that in your mind. Focus on what doesn't work too!

## **Step 6 – Get Help From Others**

Don't tell everyone your goal but tell a few people and get them to introduce some real stakes for you so that you can't skip your goals so easily. Likewise, look for other people to help you by joining your cause!

### **Step 7 – Support Your Goals**

Look for ways to change your lifestyle to support your goals. That means lifestyle design and thinking how to pick a career, location etc. to help you get the things you want from life and achieve those goals.

### **Step 8 – Assess and Review**

Constantly assess and review your goals in order to make sure that you are really getting the most from them. Address failure points and find ways to improve your chances of successful.

## **Appreciation**

And one final thing that is absolutely fundamental to achieving goals is to remember to appreciate them. This is something that we forget all-too-often and it ultimately can end up making the whole pursuit meaningless.

This happens when we work so hard toward our goal and then our *next* goal, that we never stop to appreciate what we already have.

Imagine it: you finally have that best-selling novel published but then you start to fixate on all the things you didn't quite manage in that first book. You stress about sales and work on that but meanwhile you start writing your next book immediately.

You're highly successful, you achieved your dreams but now you just feel stressed!

Not ideal. And it makes it all too easy for us to lose the enthusiasm for that original goal.

So make sure that you take the time to enjoy your achievements too and that you factor this into your actual plans. Tony Robbins recommends starting each day by reflecting on what you've accomplished and how that makes you feel. Start every day by thinking about the things you're grateful for – whether that's a roof over your head, your great health, or maybe your success so far in your career.

This will keep topping up your energy and your optimism and to help you to keep moving forward! You've already achieved so much and keeping that in mind should remind you just how much you can *yet* achieve.

**IMPORTANT:** To help you further take action, print out a copy of the *Checklist* and *Mindmap* I provided. You'll also find a Resource Cheat Sheet with valuable sites, posts and articles that I recommend you go through.