

UNLEASH THE POWER OF GOAL-SETTING

*If you want to be happy, set a goal that commands your thoughts,
liberates your energy, and inspires your hopes.*

ANDREW CARNEGIE

The richest man in America in the early 1900s

Once you know your life purpose, determine your vision, and clarify what your true needs and desires are, you have to convert them into specific, measurable goals and objectives and then act on them with the certainty that you will achieve them.

Experts on the science of success know the brain is a goal-seeking organism. Whatever goal you give to your subconscious mind, it will work night and day to achieve.

HOW MUCH, BY WHEN?

To make sure a goal unleashes the power of your subconscious mind, it must meet two criteria. It must be stated in a way that you and anybody else could measure it. *I will lose 10 pounds* is not as powerful as *I will weigh 135 pounds by 5 PM on June 30*. The second is clearer, because anybody can show up at 5 o'clock on June 30 and look at the reading on your scale. It will either be 135 pounds or less or not. Notice that the two criteria are *how much* (some measurable quantity such as pages, pounds, dollars, square feet, or points) and *by when* (a specific time and date).

Be as specific as possible with all aspects of your goals—include the make, model, color, year, and features . . . the size, weight, shape, and form . . . and any other details. Remember, vague goals produce vague results.

A GOAL VERSUS A GOOD IDEA

When there are no criteria for measurement, it is simply something you want, a wish, a preference, a *good idea*. To engage your subconscious mind, a goal or objective has to be measurable. Here are a few examples to give you more clarity:

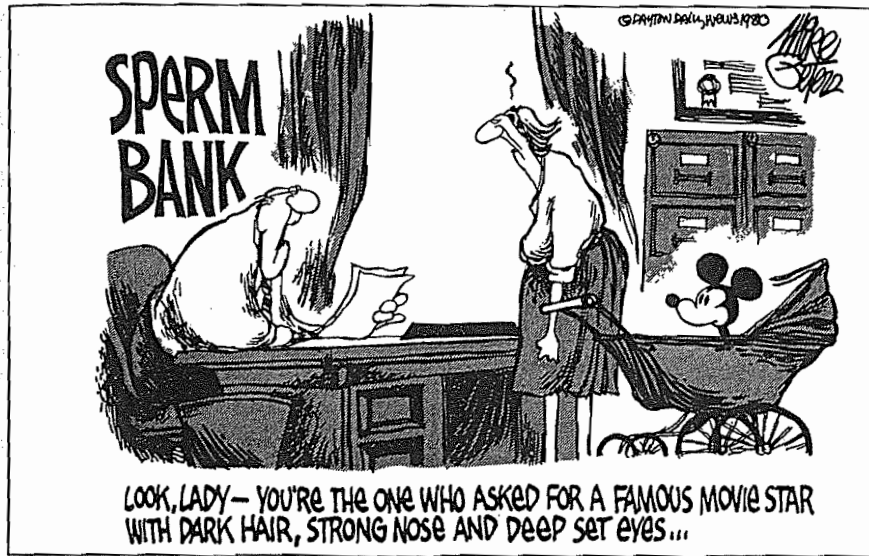
GOOD IDEA	GOAL OR OBJECTIVE
I would like to own a nice home on the ocean.	I will own a 4,000-square-foot house on Pacific Coast Highway in Malibu, California, by noon, April 30, 2007.
I want to lose weight.	I will weigh 185 pounds by 5 PM, January 1, 2006.
I need to treat my employees better.	I will acknowledge a minimum of six employees for their contribution to the department by 5 PM this Friday.

WRITE IT OUT IN DETAIL

One of the best ways to get clarity and specificity on your goals is to write them out in detail—as if you were writing specifications for a work order. Think of it as a request to God or to the universal mind. Include every possible detail.

If there is a certain house you want to own, write down its specifics in vivid colorful detail—the location, landscaping, furniture, artwork, sound system, and floor plan. If a picture of the house is available, get a copy of it. If it's an ideal fantasy, take the time to close your eyes and fill in all of the details. Then provide a date by which you expect to own it.

When you write it all down, your subconscious mind will know what to work on. It will know which opportunities to hone in on to help you reach your goal.



YOU NEED GOALS THAT STRETCH YOU

When you create your goals, be sure to write down some big ones that will stretch you. It pays to have goals that will require you to grow to achieve them. It's a good thing to have some goals that make you a little uncomfortable. Why? Because the ultimate goal, in addition to achieving your material goals, is to become a *master* at life. And to do this, you will need to learn new skills, expand your vision of what's possible, build new relationships, and learn to overcome your fears, considerations, and roadblocks.

CREATE A BREAKTHROUGH GOAL

In addition to turning every aspect of your vision into a measurable goal, and all the quarterly and weekly and daily goals that you routinely set, I also encourage you to set what I call a breakthrough goal that would represent a quantum leap for you and your career. Most goals represent incremental improvements in our life. They are like plays that gain you 4 yards in the game of football. But what if you could come out on the first play of the game and throw a 50-yard pass? That would be a quantum leap in your progress. Just as there are plays in football that move you far up the field in one move, there are plays in life that will do the same thing. They include things such as losing 60 pounds, writing a book, publishing an article, getting on *Oprah*, winning a gold medal at the Olympics, creating a killer Web site, getting your

master's or doctoral degree, getting licensed, opening your own spa, getting elected president of your union or professional association, or hosting your own radio show. The achievement of that one goal would change everything.

Wouldn't that be a goal worth pursuing with passion? Wouldn't that be something to focus on a little each day until you achieved it?

If you were an independent sales professional and knew you could get a better territory, a substantial bonus commission, and maybe even a promotion once you landed a certain number of customers, wouldn't you work day and night to achieve that goal?

If you were a stay-at-home mom whose entire lifestyle and finances would change if you earned an extra \$1,000 a month through participating in a network marketing company, wouldn't you pursue every possible opportunity until you achieved that goal?

That's what I mean by a breakthrough goal. Something that changes your life, brings you new opportunities, gets you in front of the right people, and takes every activity, relationship, or group you're involved in to a higher level.

What would a breakthrough goal be for you? My youngest brother, Taylor, is a special-education teacher in Florida. He just completed a 5-year process to get his school administrator's credential, which over time will ultimately mean almost an additional \$25,000 a year in income for him. That's a major leap that will significantly increase his salary and his level of influence in the school system!

Writing a best-selling book was a breakthrough goal for me and Mark Victor Hansen. *Chicken Soup for the Soul*® took us from being known in a couple of narrow fields to being recognized internationally. It created greater demand for our audio programs, speeches, and seminars. The additional income it produced allowed us to improve our lifestyle, secure our retirement, hire more staff, take on more projects, and have a larger impact in the world.

REREREAD YOUR GOALS THREE TIMES A DAY

Once you've written down all your goals, both large and small, the next step on your journey to success is to activate the creative powers of your subconscious mind by reviewing your list two or three times every day. Take time to read your list of goals. Read the list (out loud with passion and enthusiasm if you are in an appropriate place) one goal at a time. Close your eyes and picture each goal as if it were already accomplished. Take a few more seconds to feel what you would feel if you had already accomplished each goal.

Following this daily discipline of success will activate the power of your desire. It increases what psychologists refer to as "structural tension" in your brain. Your brain wants to close the gap between your current reality and the

vision of your goal. By constantly repeating and visualizing your goal as already achieved, you will be increasing this structural tension. This will increase your motivation, stimulate your creativity, and heighten your awareness of resources that can help you achieve your goal.

Make sure to review your goals at least twice a day—in the morning upon awakening, and again at night before going to bed. I write each of mine on a 3" × 5" index card. I keep the pack of cards next to my bed and then I go through the cards one at a time in the morning and again at night. When I travel, I take them with me.

Put a list of your goals in your daily planner or your calendar system. You can also create a pop-up or screen saver on your computer that lists your goals. The objective is to constantly keep your goals in front of you.

When Olympic decathlon gold medalist Bruce Jenner asked a roomful of Olympic hopefuls if they had a list of written goals, everyone raised their hands. When he asked how many of them had that list with them right that moment, only one person raised their hand. That person was Dan O'Brien. And it was Dan O'Brien who went on to win the gold medal in the decathlon at the 1996 Olympics in Atlanta. Don't underestimate the power of setting goals and constantly reviewing them.

CREATE A GOALS BOOK

Another powerful way to speed up the achievement of your goals is to create a Goals Book. Buy a three-ring binder, a scrapbook or an 8½" × 11" journal. Then create a separate page for each of your goals. Write the goal at the top of the page and then illustrate it with pictures, words, and phrases that you cut out of magazines, catalogues, and travel brochures that depict your goal as already achieved. As new goals and desires emerge, simply add them to your list and your Goals Book. Review the pages of your Goals Book every day.

CARRY YOUR MOST IMPORTANT GOAL IN YOUR WALLET

When I first started working for W. Clement Stone, he taught me to write my most important goal on the back of my business card and carry it in my wallet at all times. Every time I would open my wallet, I would be reminded of my most important goal.

When I met Mark Victor Hansen, I discovered that he, too, used the same technique. After finishing the first *Chicken Soup for the Soul*® book, we

wrote "I am so happy selling 1.5 million copies of *Chicken Soup for the Soul*® by December 30, 1994." We then signed each other's cards and carried them in our wallets. I still have mine in a frame behind my desk.

Though our publisher laughed and told us we were crazy, we went on to sell 1.3 million copies of the book by our target date. Some might say, "Well, you missed your goal by 200,000 copies." Perhaps, but not by much . . . and that book went on to sell well over 8 million copies in over 30 languages around the world. Believe me . . . I can live with that kind of "failure."

ONE GOAL IS NOT ENOUGH

If you are bored with life, if you don't get up every morning with a burning desire to do things—you don't have enough goals.

LOU HOLTZ

The only coach in NCAA history to ever lead six different college teams to postseason bowl games, and a man who also won a national championship and "coach of the year" honors

Lou Holtz, the legendary football coach of Notre Dame, is also a legendary goal-setter. His belief in goal-setting comes from a lesson he learned in 1966 when he was only 28 years old and had just been hired as an assistant coach at the University of South Carolina. His wife, Beth, was 8 months pregnant with their third child and Lou had spent every dollar he had on a down payment on a house. One month later, the head coach who had hired Lou resigned, and Lou found himself without a job.

In an attempt to lift his spirits, his wife gave him a book—*The Magic of Thinking Big*, by David Schwartz. The book said that you should write down all the goals you want to achieve in your life. Lou sat down at the dining-room table, turned his imagination loose, and before he knew it, he had listed 107 goals he wanted to achieve before he died. These goals covered every area of his life and included having dinner at the White House, appearing on the *Tonight Show* with Johnny Carson, meeting the pope, coaching at Notre Dame, leading his team to a national championship, and shooting a hole in one in golf. So far Lou has achieved 81 of those goals, including shooting a hole in one—not once, but twice!

Take the time to make a list of 101 goals you want to achieve in your life. Write them in vivid detail, noting where, when, how much, which model, what size, and so on. Put them on 3" × 5" cards, on a goals page, or in a Goals Book. Every time you achieve one of your goals, check it off and write *victory*

next to it. I made a list of 101 major goals that I wanted to achieve before I died, and I have already achieved 58 of them in only 14 years, including traveling to Africa, flying in a glider, learning to ski, attending the summer Olympic games, and writing a children's book.

BRUCE LEE'S LETTER

Bruce Lee, arguably the greatest martial artist to have ever lived, also understood the power of declaring a goal. If you ever get a chance to visit Planet Hollywood in New York City, look for the letter hanging on the wall that Bruce Lee wrote to himself. It is dated January 9, 1970, and it is stamped "Secret." Bruce wrote, "By 1980 I will be the best known Oriental movie star in the United States and will have secured \$10 million dollars. . . . And in return I will give the very best acting I could possibly give every single time I am in front of the camera and I will live in peace and harmony."

Bruce made three films, and then in 1973 filmed *Enter the Dragon*, which was released that same year after his untimely death at age 33. The movie was a huge success and achieved worldwide fame for Bruce Lee.

WRITE YOURSELF A CHECK

Around 1990, when Jim Carrey was a struggling young Canadian comic trying to make his way in Los Angeles, he drove his old Toyota up to Mulholland Drive. While sitting there looking at the city below and dreaming of his future, he wrote himself a check for \$10 million, dated it Thanksgiving 1995, added the notation "for acting services rendered," and carried it in his wallet from that day forth. The rest, as they say, is history. Carrey's optimism and tenacity eventually paid off, and by 1995, after the huge box office success of *Ace Ventura: Pet Detective*, *The Mask*, and *Dumb & Dumber*, his asking price had risen to \$20 million per picture. When Carrey's father died in 1994, he placed the \$10 million check into his father's coffin as a tribute to the man who had both started and nurtured his dreams of being a star.

CONSIDERATIONS, FEARS, AND ROADBLOCKS

It's important to understand that as soon as you set a goal, three things are going to emerge that stop most people—but not you. If you know that these three things are part of the process, then you can treat them as what they are—just things to handle—rather than letting them stop you.

These three obstacles to success are *considerations*, *fears*, and *roadblocks*.

Think about it. As soon as you say you want to double your income next year, within moments considerations such as *I'll have to work twice as hard* or *I won't have time for my family* or *My wife's going to kill me* begin to emerge. You might have thoughts such as *My territory is maxed out—I can't see how I could possibly get the buyers on my current route to buy any more product from me*. If you say you're going to run a marathon, you might hear a voice in your head say, *You could get hurt*, or *You'll have to get up two hours earlier every day*. It might even suggest that you're too old to start running. These thoughts are called *considerations*. They are all the reasons why you shouldn't attempt the goal—all the reasons why it is impossible.

But surfacing these considerations is a good thing. They are how you have been subconsciously stopping yourself all along. Now that you have brought them into conscious awareness, you can deal with them, confront them, and move past them.

Fears, on the other hand, are feelings. You may experience a fear of rejection, a fear of failure, or a fear of making a fool of yourself. You might be afraid of getting physically or emotionally hurt. You might be afraid that you will lose all the money you have already saved. These fears are not unusual. They are just part of the process.

Finally, you'll become aware of *roadblocks*. These are purely external circumstances—well beyond just thoughts and feelings in your head. A roadblock may be that nobody wants to join you on your project. A roadblock might be that you don't have all the money you need to move forward. Perhaps you need other investors. Roadblocks might be that your state or national government has rules or laws that prohibit what you want to do. Maybe you need to petition the government to change the rules.

Stu Lichtman, a business turnaround expert, took over a well-known shoe company in Maine that was in such bad shape financially, it was virtually doomed to go out of business. The business owed millions of dollars to creditors and was short the \$2 million needed to pay them. As part of the proposed turnaround, Stu negotiated the sale of an unused plant near the Canadian border that would bring the company \$600,000. But the state of Maine had a lien on the plant that would have taken all of the proceeds. So Stu went to the governor of Maine to inform him of the company's dilemma. "We can either go bankrupt," he said, "in which case nearly one thousand Maine residents will soon be out of work and on the unemployment rolls, costing the government millions of dollars." Or the company and the government could together pursue Stu's plan of keeping the company alive, helping to keep the state's economy going, keeping nearly 1,000 people employed, and turning the company around in preparation for a takeover by another company. But the only way to achieve that goal was to overcome—you guessed

it—the *roadblock* of the state's lien on the plant. Instead of letting that lien stop him, Stu decided to talk to the person who could remove the roadblock. In the end, the governor decided to cancel the lien.

Of course, you may not encounter roadblocks that require you to approach a governor—but then again, depending on how large your goal is, you very well might!

Roadblocks are simply obstacles that the world throws at you—it rains when you're trying to put on an outdoor concert, your wife doesn't want to move to Kentucky, you don't have the financial backing you need, and so on. Roadblocks are simply real-world circumstances that you need to deal with in order to move forward. They simply exist out there and always will.

Unfortunately, when these considerations, fears, and roadblocks come up, most people see them as a stop sign. They say, "Now that I'm thinking that, feeling this, and finding out about that, I think I won't pursue this goal after all." But I'm telling you not to see considerations, fears, and roadblocks as stop signs but rather as a normal part of the process that will always appear. When you remodel your kitchen, you resign yourself to a little dust and disturbance as part of the price you will have to pay. You simply learn to deal with it. The same is true of considerations, fears, and roadblocks. You just learn to deal with them.

In fact, they're supposed to appear. If they don't, it means you haven't set a goal that's big enough to stretch you and grow you. It means there's no real potential for self-development.

I always welcome considerations, fears, and roadblocks when they appear, because many times they are the very things that have been holding me back in life. Once I can see these subconscious thoughts, feelings, and obstacles, once I am aware of them, I can face them, process them, and deal with them. When I do, I become better prepared for the next venture I want to undertake.

MASTERY IS THE GOAL

You want to set a goal that is big enough that in the process of achieving it you become someone worth becoming.

JIM ROHN

Self-made millionaire, success coach, and philosopher

Of course, the ultimate benefit of overcoming these considerations, fears, and roadblocks is not the material rewards that you enjoy but the personal development that you achieve in the process. Money, cars, houses, boats, attractive

spouses, power, and fame can all be taken away—sometimes in the blink of an eye. But what can never be taken away is who you have become in the process of achieving your goal.

To achieve a big goal, you are going to have to become a bigger person. You are going to have to develop new skills, new attitudes, and new capabilities. You are going to have to stretch yourself, and in so doing, you will be stretched forever.

On October 20, 1991, a devastating fire roared through the scenic hills above Oakland and Berkeley, California, igniting one building every 11 seconds for over 10 hours, completely destroying 2,800 homes and apartments. A friend of mine who is also an author lost everything he owned, including his entire library, files full of research, and a nearly complete manuscript of a book he was writing. Though he was certainly devastated for a short period of time, he soon realized that although everything he owned was indeed lost in the fire, who he had become inside—everything he had learned and all the skills and self-confidence he had developed writing and promoting his books—was all still inside of him and could never be burned up in a fire.

You can lose the material things, but you can never lose your *mastery*—what you learn and who you become in the process of achieving your goals.

I believe that part of what we're on Earth to do is become masters of many skills. Christ was a master who turned water into wine, who healed people, who walked on water, and who calmed storms. He said that you and I, too, could do all these things *and more*. We definitely have that potential.

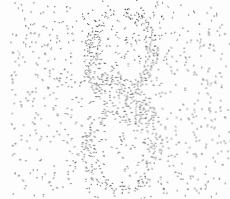
Even today, in a town square in Germany, stands a statue of Christ, its hands blown off during the intensive bombing of World War II. Though the townspeople could have restored the statue decades ago, they learned this more important lesson, instead placing a plaque underneath that reads "Christ hath no hands but yours." God needs our hands to complete His tasks on Earth. But to become masters and do this great work, we all have to be willing to go through the considerations, fears, and roadblocks.

DO IT NOW!

Take the time now before you go on to the next chapter to make a list of goals you want to accomplish. Make sure you have measurable (how much, by when) goals for every aspect of your vision. Then decide on a breakthrough goal, write it on the back of a business card, and put it in your wallet. And then create a list of 101 goals you want to achieve before you die. Being clear about your purpose, vision, and goals will put you in the top 3% of the world's achievers. To move into the top 1% of achievers, all you have to do is write

down some specific action steps that will help you accomplish your goals on your daily to-do list. Then make sure to take those actions.

Think of it this way. If you are clear where you are going (goals) and you take several steps in that direction every day, you eventually have to get there. If I head north out of Santa Barbara and take five steps a day, eventually I have to end up in San Francisco. So decide what you want, write it down, review it constantly, and each day do something that moves you toward those goals.



CHUNK IT DOWN

The secret of getting ahead is getting started. The secret of getting started is breaking your complex, overwhelming tasks into small manageable tasks, and then starting on the first one.

MARK TWAIN
Celebrated American author and humorist

Sometimes our biggest life goals seem so overwhelming. We rarely see them as a series of small, achievable tasks, but in reality, breaking down a large goal into smaller tasks—and accomplishing them one at a time—is exactly how any big goal gets achieved. So after you have decided what you really want and set measurable goals with specific deadlines, the next step is to determine all of the individual action steps you will need to take to accomplish your goal.

HOW TO CHUNK IT DOWN

There are several ways to figure out the action steps you will need to take to accomplish any goal. One is to consult with people who have already done what you want to do and ask what steps they took. From their experience, they can give you all of the necessary steps as well as advice on what pitfalls to avoid. Another way is to purchase a book or manual that outlines the process. Yet another way is to start from the end and look backward. You simply close your eyes and imagine that it is now the future and you have already achieved your goal. Then just look back and see what you had to do to get to where you now are. What was the last thing you did? And then the thing before that, and then the thing before that, until you arrive at the first action you had to start with.

Remember that it is okay not to know how to do something. It's okay to ask for guidance and advice from those who do know. Sometimes you can

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get it free, and sometimes you have to pay for it. Get used to asking, “Can you tell me how to go about . . . ?” and “What would I have to do to . . . ?” and “How did you . . . ?” Keep researching and asking until you can create a realistic action plan that will get you from where you are to where you want to go.

What will you need to do? How much money will you need to save or raise? What new skills will you need to learn? What resources will you need to mobilize? Who will you need to enroll in your vision? Who will you need to ask for assistance? What new disciplines or habits will you need to build into your life?

A valuable technique for creating an action plan for your goals is called mind mapping.

USE MIND MAPPING

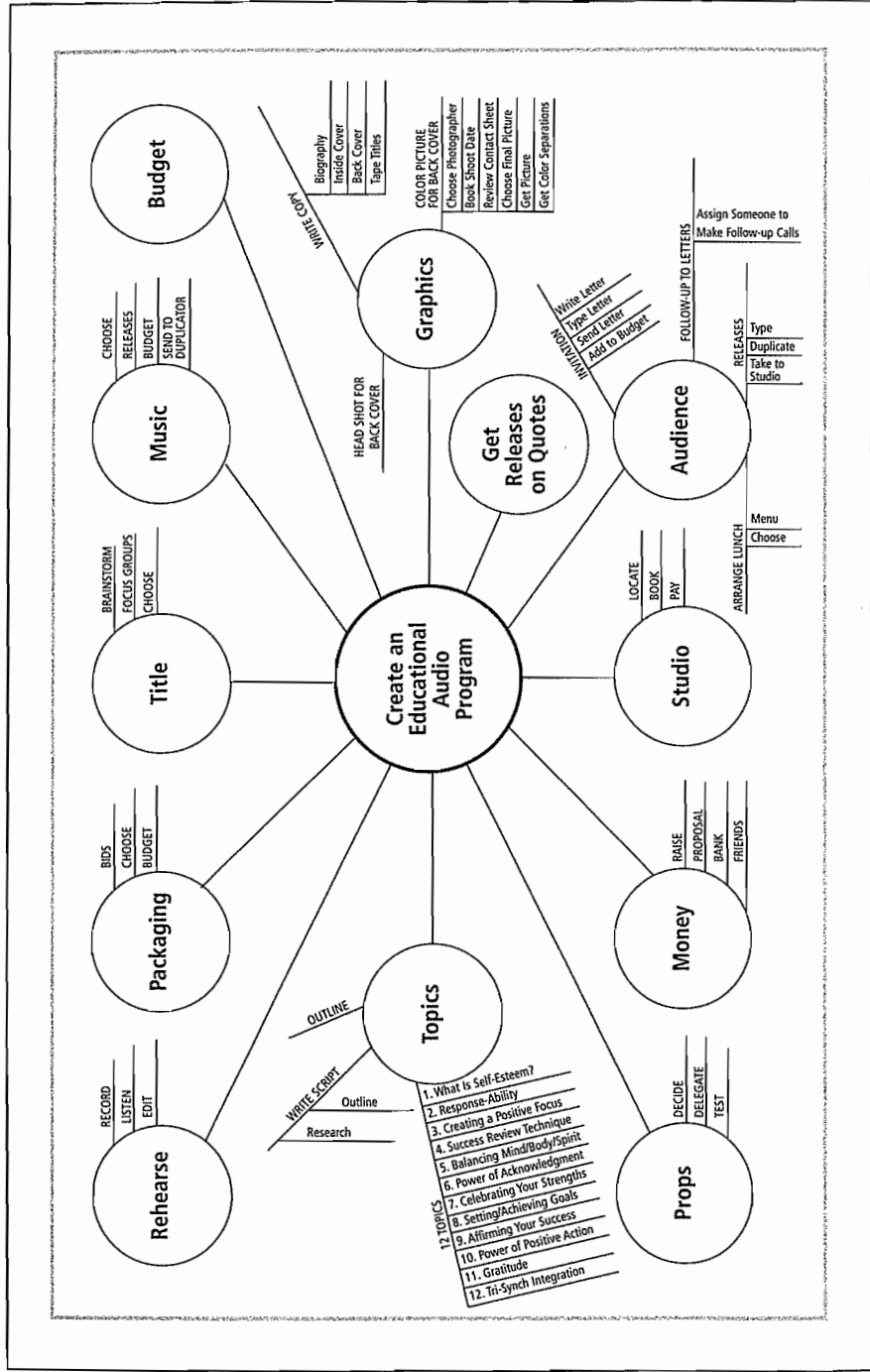
Mind mapping is a simple but powerful process for creating a detailed to-do list for achieving your goal. It lets you determine what information you’ll need to gather, who you’ll need to talk to, what small steps you’ll need to take, how much money you’ll need to earn or raise, which deadlines you’ll need to meet, and so on—for each and every goal.

When I began creating my first educational audio-cassette album—a breakthrough goal that led to extraordinary gains for me and my business—I used mind mapping to help me “chunk down” that very large goal into all the individual tasks I would need to complete to produce a finished album.¹¹

The original mind map I created for my audio album is on page 64. To mind-map your own goals, follow these steps as illustrated in the example:

- 1. Center circle:** In the center circle, jot down the name of your stated goal—in this case, *Create an Audio Educational Program*.
- 2. Outside circles:** Next, divide the goal into the major categories of tasks you’ll need to accomplish to achieve the greater goal—in this case, *Title, Studio, Topics, Audience*, and so on.
- 3. Spokes:** Then, draw spokes radiating outward from each minicircle and label each one (such as *Write Copy, Color Picture for Back Cover, and Arrange Lunch*.) On a separate line connected to the minicircle, write every single step you’ll need to take. Break down each one of the more detailed task spokes with action items to help you create your master to-do list.

11. For the best primer on mind mapping, see *The Mind Map Book: How to Use Radiant Thinking to Maximize Your Brain's Untapped Potential*, by Tony Buzan and Barry Buzan (New York: Penguin Plume, 1996).



NEXT, MAKE A DAILY TO-DO LIST

Once you've completed a mind map for your goal, convert all of the to-do items into daily action items by listing each one on your daily to-do lists and committing to a completion date for each one. Then schedule them in the appropriate order into your calendar and do whatever it takes to stay on schedule.

DO FIRST THINGS FIRST

The goal is to stay on schedule and complete the most important item first. In his excellent book, *Eat That Frog! 21 Great Ways to Stop Procrastinating and Get More Done in Less Time*, Brian Tracy reveals not just how to conquer procrastination but also how to prioritize and complete all of your action items.

In his unique system, Brian advises goal-setters to identify the one to five things you must accomplish on any given day, and then pick the one you absolutely must do first. This becomes your biggest and ugliest frog. He then suggests you accomplish that task first—in essence, eat that frog first—and, by so doing, make the rest of your day much, much easier. It's a great strategy. But unfortunately, most of us leave the biggest and ugliest frog for last, hoping it will go away or somehow become easier. It never does. However, when you accomplish your toughest task early in the day, it sets the tone for the rest of your day. It creates momentum and builds your confidence, both of which move you farther and faster toward your goal.

PLAN YOUR DAY THE NIGHT BEFORE

One of the most powerful tools high achievers use for chunking things down, gaining control over their life, and increasing their productivity is to plan their next day the night before. There are two major reasons why this is such a powerful strategy for success:

1. If you plan your day the night before—making a to-do list and spending a few minutes visualizing exactly how you want the day to go—your subconscious mind will work on these tasks all night long. It will think of creative ways to solve any problem, overcome any obstacle, and achieve your desired outcomes. And if we can believe some of the newer theories of quantum physics, it will also

send out waves of energy that will attract the people and resources to you that you need to help accomplish your goals.¹²

2. By creating your to-do list the night before, you can start your day running. You know exactly what you're going to do and in what order, and you've already pulled together any materials you need. If you have five telephone calls to make, you would have them written down in the order you plan to make them, with the phone numbers next to the person's name and all the support materials at hand. By midmorning, you would be way ahead of most people, who waste the first half hour of the day clearing their desk, making lists, finding necessary paperwork—in short, just *getting ready* to work.

USE THE ACHIEVERS FOCUSING SYSTEM

A valuable tool that will really keep you focused on achieving all of your goals in the seven areas we explained in your vision (see pages 32–33) is the Achievers Focusing System developed by Les Hewitt of the Achievers Coaching Program. It is a form you can use to plan and hold yourself accountable for 13 weeks of goals and action steps. You can download a copy of the form and instructions on how to use it for free at www.thesuccessprinciples.com.

12. See *The Seven Spiritual Laws of Success: A Practical Guide to the Fulfillment of Your Dreams*, by Deepak Chopra (San Rafael, Calif.: Amber-Allen, 1995); *The Spontaneous Fulfillment of All Desire: Harnessing the Infinite Power of Coincidence*, by Deepak Chopra (New York: Harmony Books, 2003); *The Power of Intention: Learning to Co-Create Your World Your Way*, by Wayne W. Dyer (Carlsbad, Calif.: Hay House, 2004); and *The 11th Element: The Key to Unlocking Your Master Blueprint for Wealth and Success*, by Robert Scheinfeld (Hoboken, N.J.: John Wiley & Sons, 2003).

SUCCESS LEAVES CLUES

Success leaves clues.

ANTHONY ROBBINS
Author of *Unlimited Power*

One of the great things about living in today's world of abundance and opportunity is that almost everything you want to do has already been done by someone else. It doesn't matter whether it's losing weight, running a marathon, starting a business, becoming financially independent, triumphing over breast cancer, or hosting the perfect dinner party—someone has already done it *and left clues* in the form of books, manuals, audio and video programs, university classes, online courses, seminars, and workshops.

WHO'S ALREADY DONE WHAT YOU WANT TO DO?

If you want to retire a millionaire, for instance, there are hundreds of books, ranging from *The Automatic Millionaire* to *The One Minute Millionaire*, and workshops ranging from Harv Eker's "Millionaire Mind" to Marshall Thurber and D.C. Cordova's "Money and You."¹³ There are resources on how to make millions investing in real estate, investing in stocks, starting your own business, becoming a supersalesperson, and even marketing on the Internet.

If you want to have a better relationship with your spouse, you can read John Gray's *Men Are from Mars, Women Are from Venus*; attend a couples workshop; or take Gay and Kathlyn Hendricks' online course "The Conscious Relationship."

13. Contact information for all of the books, seminars, and coaching programs mentioned throughout these pages can be found in "Suggested Reading and Additional Resources for Success," starting on page 441. You can also access an updated and ever-expanding list of these kinds of resources at www.thesuccessprinciples.com.

For virtually everything you want to do, there are books and courses on how to do it. Better yet, just a phone call away are people who've already successfully done what you want to do and who are available as teachers, facilitators, mentors, advisors, coaches, and consultants.

When you take advantage of this information, you'll discover that life is simply a connect-the-dots game, and all the dots have already been identified and organized by somebody else. All you have to do is follow the blueprint, use the system, or work the program that they provide.

WHY PEOPLE DON'T SEEK OUT CLUES

When I was preparing to go on a morning news show in Dallas, I asked the station's makeup artist what her long-term goals were. She said she'd always thought about opening her own beauty salon, so I asked her what she was doing to make that happen.

"Nothing," she said, "because I don't know how to go about it."

I suggested she offer to take a salon owner to lunch and ask how she had opened her own salon.

"You can do that?" the makeup artist exclaimed.

You most certainly can. In fact, you have most probably thought about approaching an expert for advice but rejected the idea with thoughts such as *Why would someone take the time to tell me what they did? Why would they teach me and create their own competition?* Banish those thoughts. You will find that most people love to talk about how they built their business or accomplished their goals.

But unfortunately, like the makeup artist in Dallas, most of us don't take advantage of all the resources available to us. There are several reasons why we don't:

- It never occurs to us. We don't see others using these resources, so we don't do it either. Our parents didn't do it. Our friends aren't doing it. Nobody where we work is doing it.
- It's inconvenient. We'd have to go to the bookstore, library, or local college. We'd have to drive across town to a meeting. We'd have to take time away from television, family, or friends.
- Asking others for advice or information puts us up against our fear of rejection. We are afraid to take the risk.
- Connecting the dots in a new way would mean change, and change—even when it is in our best interest—is uncomfortable. Who wants to be uncomfortable?
- Connecting the dots means hard work, and frankly, most people don't want to work that hard.

SEEK OUT CLUES

Here are three ways you can begin to seek out clues:

1. Seek out a teacher, coach, mentor; a manual, book, or audio program; or an Internet resource to help you achieve one of your major goals.
2. Seek out someone who has already done what you want to do, and ask the person if you can interview him or her for a half hour on how you should best proceed.
3. Ask someone if you can shadow them for a day and watch them work. Or offer to be a volunteer, assistant, or intern for someone you think you can learn from.