

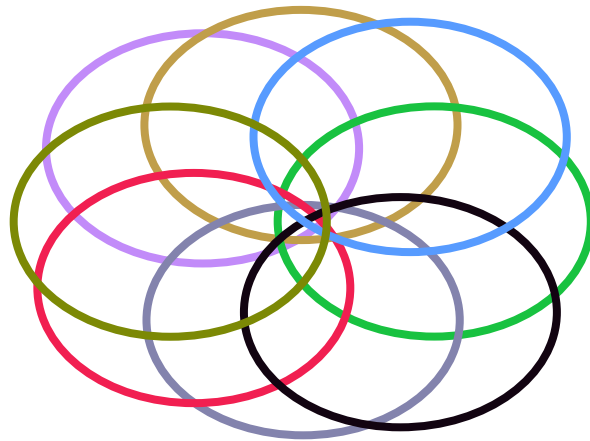
My Turn to Win

The Secret of Excellence

PERSONAL ACHIEVEMENT
WORKSHOP

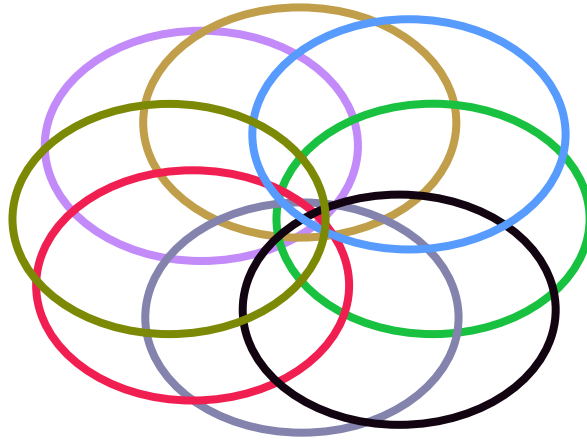
Helping you learn how to achieve *peak performance*,
by applying principles that are incredibly simple!

WORKBOOK



By Cordell Vail

Each of the parts of life are inter related. You cannot separate this interaction. Everything we do in one part of our life has a far-reaching effect on all the other parts of our life. Therefore, learning to do one thing well will help us do everything well.



This book is dedicated to my wonderful, beautiful wife who has learned excellence in all that she does. She is my greatest friend, teacher and beloved companion. My highest goal in life is to become like her. In that one thing I plan to archive excellence above all else.



This workbook is used in the
“*My Turn To Win: Secrets Of Excellence*”
Personal Achievement Workshops

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(Note: the notation “Seminar Lecture Notes” is in references to stories that are told in the live seminar to illustrate a point in the workshop. In some instances, the story is not written out here in the workbook.)

"Happiness is not a destination, it is a process."
Aristotle

"The road to heaven is heaven."
Denis Waitley

Chapter 1 – YOU CAN'T FOOL THE CHICKENS: A true story

May I start by sharing with you one of the most profound lessons that I ever learned in my life. I learned it while trying to help my young children learn to work.

~~~~~

## *YOU CAN NOT FOOL THE CHICKENS*

BY CORDELL VAIL

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One of the most important things in my life is my family. I love my family and I want the very best for them. I have felt ever since the day our first son was born that one of the greatest gifts I could give to each of my children would be to teach them how to be hard workers. I have seen common people climb to uncommon heights in all walks of life just by being hard workers. They are not smarter than the other people are; they just work harder and pass the rest up.

When my children became old enough to walk, I started helping them learn to work. Work hard. I tried to find jobs for them to do that were not easy. I knew that would help them learn to do the job anyway, even if they did not want to. But how many times can six children mow the lawn, do the dishes and clean their room in one day? Living in the city, in a subdivision, was not making it easy for me to find "HARD" work for them to do. (Hard work like farmers kids do!)

I read somewhere that they did a study and found that farmer's children were more likely to succeed than the children of parents with any other occupation. The second most likely child to succeed was one who had a paper route as a youth. Both those jobs for children indicated to me that hard work would enhance my children's chances for success in life. I could see that if they had to do something such as getting up at 4:30 a.m. to milk cows or deliver papers, they would learn a lesson I could not teach them any other way. But how many cow milking jobs are there in the city? In addition, how many paper jobs are there in one neighborhood when the competition of kids for that job is high?

When my oldest son was about 12 years old, I had the good fortune of meeting a neighbor who had a huge empty lot behind his house. The empty lot was about one full acre. He had irrigation water rights for it. You cannot raise a garden if you do not have lots of water for it. That was like finding a gold mine for me as a father! I could see now how we could plant a huge garden and have animals. My children could actually become little farmers. It truly was an answer to my prayers.

That summer we all pitched in, tilled up the weeds, and made ditches for the water. We planted more garden than I ever knew could be planted by one family. We bought some goats, rabbits and chickens. We were in the farm business right in the middle of Salt Lake City, Utah. I was thrilled beyond measure. (Too bad my kids were not as excited.) It was a lot of hard work. I saw it as the golden opportunity to help my children learn to work.

We lived about one mile from the garden. I did not want their mother to have to start a mother's taxi thing for them, so we let the children walk or ride their bikes to the garden every day. Each day they were expected to work for two hours in the garden before they could go out to play.

We decided to assign each child a specific job. They are each 2 years apart in age. Some were able to do harder work than others were. There were three main jobs that needed to be done every day. One was to weed the garden, another was to water the garden and third was to water and feed the animals. The goats were on chains around the edge of the garden. Each child had a job that they could do that would help them learn to work but not be too hard for them. At least I thought the jobs were not "TOO" hard. However, they certainly were not easy.

My oldest son Gene was assigned to take care of the chickens. Now I grew up in a farming community. Most of my neighbors had a big barn and milk cows right in town at their home. Growing up there gave me a lot of experience as a farmer. Every summer I worked for neighbors who were farmers. My dad also owned a potato farm and a dry farm in Idaho that I worked on every year. My dad's main occupation was not to be a farmer. He actually owned the grocery store in town. However, like our neighbors, we owned about 1/3 of a city block that was what you might call our little "In Town Mini Farm". We normally had four or five pigs, at least two or three calves, several sheep and three horses that I had to take care of. As a part of that "In Town Mini Farm", we also had

about 30 or 40 chickens that we raised for the eggs. Therefore, I knew how to raise chickens and get them to lay eggs.

There are four fundamental principles that you have to tend to if you want to get any eggs to eat. First, you have to give the chickens the right amount of food every day. Second, you have to make sure they always have water. Third, you have to keep the eggs gathered every day. If you leave eggs in the nest then they will stop laying eggs. That is because the hens will start to sit on the eggs to try to hatch them. Fourth, you have to have a place for them to lay the eggs where you can find them. If you do not do that, the chickens will go lay the eggs in the grass all over the garden. That makes them very hard for you to find the eggs to gather them.

Therefore, it was my oldest son's duty to take care of the chickens. We knew the chickens would need a place to sleep and lay eggs, so we built a nice chicken coop for them where they could roost at night and lay the eggs. All he had to do every day was go to the chicken yard, feed the chickens the correct amount of food, make sure all the water trays were full, and gather the eggs from the nests. I guess there was one other duty he had to do. He had to get the eggs home safe with out breaking them.

Gene was probably the hardest worker of all the kids. He even seemed to like to work, especially when I would work right along with him. We had a lot of fun together at our garden. All of the children worked hard, even the very young ones. However, there was one small problem with the hard work Gene did. He was a great starter on a job but he always had a hard time finishing a job. It was just a bad habit he had. It was hard to stay with the job until it was done. That was one of the things I loved about our garden. I knew it would help me teach Gene and all the other kids to be hard workers and learn how to finish a job once they started it. Nevertheless, the harder I tried to teach that to Gene, the less it seemed to work with him. He would go to the garden every day. He never missed. However, every day when I checked up on his job, I would find that he had either watered the chickens and fed them but forgotten to gather the eggs, or he would gather the eggs and water them but forget to feed them. He just could not seem to remember to do all three every day.

Now when you have a chicken that lays eggs for you, it will not lay one egg every day. A hen will normally only lay one egg every day and a half. We had twenty-one chickens and they were laying an average of from fifteen to seventeen eggs a day. As you can see we really had them humming. They were top performers. That is why I checked on his job every day. If he missed one of the three things, I had to do it for him or they would stop laying. However, I could not teach him to do all three every day for some reason. Try as I would, he would miss one of them quite often.

One day I was standing in the chicken yard looking over our little flock, and puzzling again because he had missed feeding them the night before. I was determined to find a way that I could help him learn to be consistent every day. Then the most wonderful idea came into my mind. It was an idea that I had learned about 20 years before from my aunt and uncle in Star Valley, Wyoming. They had taken a little plot of



ground on their farm and had actually deeded it to their son Roy. Roy was about my same age. We were about 10 years old then. It was not a big plot of ground. Just a little garden sized piece of land about 100 feet by 100 feet. It was out behind their house.

After they deeded the ground to Roy, he then began to raise a garden on it. He would make money from it by raising vegetables and then his parents would purchase the vegetables from him instead of buying it from the store. Roy could then spend the money for anything he wanted. They lived way out in the middle of nowhere in Wyoming, so the nearest big department store was the Sears and JCPenney mail order catalog. I remember so well the great pride Roy took in that money he had earned. "IT WAS HIS ". Moreover, he could buy anything he wanted to with it. We spent hours looking through those catalogs trying to decide what to buy. Need I mention there was not a weed anywhere in his garden?

So as I stood there in the chicken yard that day, and that childhood memory came into my mind, I said "Why not?" Why wouldn't that work for my son? I decided to try it. Therefore, when he came to the chicken yard that evening, I told him my new wonderful plan. I told him that I was going to give him the chickens. The chickens would be his very own. Then I told him that we would buy the eggs from him every day. I told him that he would then have to take the money he made from selling us the eggs and buy the chicken feed for the chickens to eat each week. Then whatever money was left over would be his to keep. He could spend it any way he wanted. I was so amazed at how excited he was about it. You could see the dollar signs dinging in his eyes. He just knew that he had found a way to make his first fortune.

Days came and went as usual for all of us at the garden that summer, except for Gene and the chicken yard. I was so thrilled. He never missed. Eventually I was able to quit checking up on Gene every day to see if he had sure done his job. Each time I would check, just as I had hoped, all three jobs were done. He never missed. They were his chickens and he took even better care of them than I had done.

We put a little chart up on the refrigerator door at home. Each day when he brought the eggs home he would put them in the refrigerator and mark on the chart how many eggs he had gathered. We paid him a little more money than regular store prices for the eggs so he was sure to make money doing it. He was doing really quite well financially for a 10 year old.

Each week I would go with Gene to the feed store and help him buy one sack of feed for the chickens. That was just enough to last until the next week. He had more money to spend than any kid in the neighborhood could even hope to have as a 10 year old. I was thrilled beyond words at how well it was working.

After several weeks of successful work with the chickens, I began to notice a strange occurrence on the refrigerator door. The chart had a long list of numbers that went something like this: 18, 18, 17, 17,17, 16,16,16, 16, 15,15, 14,14,13,13,12,12..... I just began to notice that the egg production was going down a little every week. Not a lot,

but a little each week. I did not say anything to him about it, but I knew what was happening. He was not out of feed at the end of each week like he should have been. However, they were his chickens and I wanted him to learn the lesson well in having them be his own chickens. It was as if he had his own little business and we were both very happy.

As the weeks progressed, the numbers on the chart on the refrigerator door continued to go down. One week end when it was time to buy feed again I went over to the chicken yard to find him to take him to the feed store. I could tell that he was not very happy to see me when I entered the yard. I ask him if he was ready to go to the store to buy feed for the chickens. However, he told me that we could not go. I asked him why. He said that he did not have enough money this week from the eggs to buy the feed. I knew he would not have enough money because there had been so few eggs that week, but I wanted to see if he knew why he did not have the money.

I asked him why he did not have enough money to buy the feed this week and he said he did not know. He said that the chickens had just not laid enough eggs, so he did not have the money. I asked him why the chickens had stopped laying and he said he did not know. He said he had fed them every day and never missed. He said he had watered them every day and never missed. He said he had gathered the eggs just like I told him every day and never missed. However, for some reason they had stopped laying eggs. He said he did not know why the chickens had stopped laying eggs.

Then I had an experience I will never forget the rest of my life. I asked him if he had cut down the amount of feed he had given the chickens every day. He got such a shocked look on his face when I asked him that question. It was as if he did not think anyone would ever know what he had done. I remember so well him looking down at the ground and nervously kicking little rocks with his foot. Finally, after a long silence, he looked completely away from me and said yes he had cut down the amount of feed he had been giving the chickens each day. I asked him why he had cut down the amount of food and he said that he thought if he gave them less food then he would make more money. I then had this experience that I will never forget. I called him by his name so he would look back at me. I wanted him to look me in the eye, which he did. I then asked him if he thought he had been fooling me. He was almost in tears and he said that he thought he had fooled me. Then this powerful impression came into my mind and I heard the question in my mind, "did you fool the chickens?" I was just stunned at the question in my own mind. I was dumbfounded at the significance of it. The very thought of it. You can fool every one else, but you cannot fool the chickens. It literally changed my life from that moment forward.

I have seen literally thousands of applications of that life's lesson from the chicken yard that day. Everywhere I go I see people trying to fool their chickens. At work, I learned very quickly that as a manager that I do not have to watch my workers. I can tell when they have been working. I know when they take two hours to do a fifteen-minute job. I see over and over in life that you cannot fool the chickens.

I have seen so many of my friends try to be unfaithful to their marriage partners. I have seen many friends try to be dishonest and get away with it, and they have, some of them, for a while. They thought they were fooling those around them, at first. In some cases, I even saw that they been successful in fooling themselves. However, in the end they found out you cannot fool the chickens. I guess it is the same lesson that was taught in the old saying, "what goes around comes around". So it is not some new lesson of life no one ever heard of before. I just learned it in what seem to me to be a profound parable of life. You can sometimes fool your parents or spouse. Your church or community leaders and friends can sometimes be fooled for a while. However, I know for certain, from many experiences in this life that when all is said and done and when all is done that was said, you could not fool the chickens, your friends, family, employer and especially not yourself. Either you are following the rules or you are not. And if you are not, it will eventually come to light in everything you do. It is the greatest life's lesson that I have ever learned.

This experience I had with my family and the family garden has shown me once again that my wife and children have always been and will likely always be my greatest teachers.

Therefore, some time in years to come after I have passed away, if you are ever in Hyde Park Utah, I invite you to go to the city cemetery. You may get the surprise of your life, because I have asked my children to make me a solemn promise. It is a custom these days to have the names of all your children written on the back of your tombstone. I have asked them to promise me that when I die they will put a special inscription on the back of my tombstone, below their names. The special inscription is to read, "YOU CAN'T FOOL THE CHICKENS". Most passers by will not know what that means. Nevertheless, all of my descendants will know, and now you will know. That is my dying wish from my family, just a simple inscription on my tombstone.

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## Chapter 2- GETTING STARTED

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When you do the exercises in this workbook, your life will never be the same again. It will change you. You will never think the same way again. You will never act the same way again. You will be transformed into a new person with a high self-esteem, a vision of the future, and the ability to live a life filled with excellence. You will be filled with aspirations to accomplish things you have always dreamed of accomplishing but have never dared to try.

To show you how easy this is going to be, here is your first exercise. It will just give you an example of how easy it is to change. It will help you see how easy it is to learn something that will change the way you look at something for the rest of your life. Doing this exercise will introduce you to how it feels to do something very simple that will change your life.

We have all seen the FedEx logo on packages, delivery trucks and in advertisements. Have you ever noticed the arrow in the FedEx logo? If you are driving along following a FedEx delivery truck, there is a very clear arrow in the logo. Here is a picture of the back of a deliver truck I was following. Look at the logo carefully.



Can you see the arrow? Most people have never noticed it. If you cannot see it, turn to the last page in the back of this workbook and you will see it outlined there.

Even if you have seen that arrow before, it would be almost impossible now for you to ever look at the FedEx logo again and not see that arrow standing out. It will just jump out at you. You will see it every time you look at it. It will be the most prominent part of the logo for you from now on. It was always there, you just did not notice it before. However, you do see it now, and will see it every time you see the logo.

Your life is different now than it ever was before in a very small way. Every time you see that logo, I will be sending you a message. You will look at it and remember that I told you that for us, the arrow means:

## **“I SHOULD JUST GO AHEAD AND DO IT!”**

You see, it was a simple little exercise but you are different now. It is not my arrow. It is not my logo. It is theirs, but I am going to use it now for the rest of your life to send you messages. Every time you see the FedEx logo, you will think, “I SHOULD JUST GO AHEAD AND DO IT!” It will be like a subliminal message from me to help you make your life better. It will be a reminder to you that you can live a life filled with excellence.

That was a very easy exercise was it not? I should be paying FedEx, because most likely at least once or twice a week you will see that logo on a package, in an advertisement on TV, or on a truck driving by and it will allow me to resend my message to you. “I SHOULD JUST GO AHEAD AND DO IT!”

Through out the rest of this workbook, I am going to use several other very simple techniques to give you the power to improve the way you think. That will help you improve the way you do things in your life. That will help you truly be able to live a life filled with excellence. So just relax, keep reading and enjoy the ride.

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## **Chapter 3 - TRANSITIONAL LEARNING: Applying the knowledge**

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Many times we say we have learned a new principle, but we do not change or apply what we have learned! So in reality we have heard it, but we have not learned it. Just because we can repeat it back or explain it does not mean we have learned to the point of understanding. When we actually do it and especially if we can teach it to others, then we can say we have begun to understand it.

The question this workshop seeks to answer for you is why it is so hard to apply what we have heard related to achieving excellence in our life to actual learning and then understanding. We are constantly hearing new things. We are constantly reading new things. We go to seminars, hear sermons or attend lectures, yet for most of us very little of that is ever internalized into our daily life.

We will begin this workshop by gaining understanding about the concept of 'transitional learning'. Transitional learning is when we apply the knowledge obtained into action. That is what this workshop is all about. That is why it is not called a seminar. We expect you to learn by doing, and by doing, change the very things you continue to think about but have not put into action.

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## Chapter 4 - **CONDITIONING: How it shapes our life**

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### ***THE PLACE OF CONDITIONING IN OUR LIFE***

Conditioning drives almost every part of our lives. We often say that "bad habits are so easy to form and so hard to break." In this workshop we will talk about habits (good and bad) and how they influence our ability to improve our lives. Habits and goal achieving are like two peas in a pod. You can not talk about one without talking about the other.

I have had many people attend this workshop. Sadly there are many who, even after they attend this workshop and see the possibilities of change in their life, return back home and just fall back into the same life pattern they were in before. Why is that? Conditioning! It is a powerful influence in our lives. Often our spouse, children, parents, brothers, sisters, co-workers and friends actually hold us in a lifestyle even when we don't like it. Sometimes it is very hard when we return back home, to be different. We have a tendency to just go on doing what we did before and do not use these principles of change in our life.

### ***THE TRAP***

When I started out studying goal setting I was very disturbed by the statistic that was constantly thrown around that 85% of all the people who set out to achieve goals fail. That still disturbs me, so I set out on a lifetime quest to find a way to change that statistic. I have searched over everything I can find on goal setting to see if I can find some keys to breaking that syndrome. I have found many of the keys after many years of research. One of those keys I like to call "THE TRAP". It is one of the reasons I have found that keeps people from achieving goals. Let me explain by sharing a life experience with you.

When I met my wife we were students at BYU. We got married and within weeks I was drafted into the U.S. Army. We spent 4 years in the Army. She never knew my family or me at home. She only knew me briefly as a college student away from home and then for 4 years in the military. I went to Vietnam as an infantry platoon leader for a year. While I was gone, she lived with my parents for that year so she finally got to know my family. However, she had never known the way I acted around my family.

I was a Captain when I got out of the Army. My mind set was Captain Vail, Commander and Chief of my life. The military has a tendency to do that to you. I acted

that way at church. I was that way with my friends. When something needed to be done, I just jumped up, volunteered and did it. I was a get it done kind of person. That was the only personality my wife knew of me.

After 4 years of Army life, I decided I wanted to go back to school and get my PhD as a psychoanalyst. We made plans and then got out of the Army and moved back home to Utah where I could first finish my bachelors degree at BYU. However, school did not start for one month, so we stayed with my parents for that month before we were able to get into student housing. It was wonderful to be home again. Or so I thought.

After a few days at home, my wife took me aside one evening and said, "Cordell, what is the matter with you?" I did not know what she meant. I did not feel sick. Everything was wonderful. We were out of the Army, on our way to school. I had no clue what she meant. I asked her to explain. She said, "I have never seen you act this way". I still did not understand. I said, "What way?" Then she laid upon me one of the great lessons of my life. She taught me the lesson of a person caught in the "FAMILY TRAP".

I had grown up as a younger brother. My older brother was self reliant and independent. My parents taught him how to do everything. I was 10 years younger. When I was 5 he was 15. When I was 10 he was 20. My sister was 5 years older than me. They were both very well schooled by my parents in how to work. It seemed that they knew how to do everything. I was never old enough to do anything. Have you ever experienced that or seen that with your younger children? I know some of you are laughing right now as you read this. Likely your older children, referring to their younger siblings, are always saying, "When I was that age I had to....." It seemed that because of this family constellation syndrome, when I was 28 years old I still was not old enough to know how to do anything in the minds of my family because my 38 year old brother was still the "OLDEST SON" who knew everything and could do everything. I was just his helper holding the board while he pounded the nails at everything we did. I was caught in the "Family Trap"

My wife was just shocked. Here was "THE SELF CONFIDENT - CAPTAIN VAIL" going around the house acting like a little 10 year old child. She said, "What is the matter with you?" All of the sudden this person she knew who could fix anything was a 28 year old 10 year old, being treated like he could not do anything. She had never seen that in me. She had only seen and known the Captain Vail side of me.

How could that happen? How could I have been a totally focused leader able to make things happen on every hand and then in one day, come back home, and magically turn into a little 10 year old 28 year old. I like to call it the "Family Trap". I assure you that it can happen to most anyone who has associated with family, friends, co-workers or associates for a long time, then went away and changed. When you come back they don't know the new you. So they put you back in the old you mold. And normally we act like we are treated. We rise to the expectations of those we respect. This is especially true of family members. Many of us get caught in the "Family Trap" or "Friend Trap" or "Co-worker Trap".



Here is another example to further illustrate this point. As I said, I can fix almost anything mechanical. It is just a talent I have. If it is broken I can fix it. My older brother did not like to fix things. He made things, but he did not like to fix things. If it did not work, he just threw it away and bought a new one. Due to this tendency in him, my whole young life was spent taking things out of the garbage that he threw away and fixing them and using them for years. It thrilled me to do it. I think a part of the reason was to make me feel like I could do something better than him. I hardly ever had to buy anything I wanted. I just waited until he threw it away and then I fixed it and used it. I had cameras, skis, tennis rackets, fishing equipment, bow and arrows, hunting equipment, camping equipment, shop tools. My, how lucky I was that so many of his things either wore out, broke, or he just got tired of and threw away. I fixed them like new and kept them.

With that background, now you can understand the rest of the story. When I was 50 years old, just before my brother died, we were all visiting my parent's house. You have to understand now that after all these years, there was hardly a chair, table, lamp, or appliance in the house that I had not fixed for my parents over the years. In fact, we were sitting at a dining room table I had repaired so it could be used again on chairs that mostly had been broken and I had fixed so they were as good as new again. So there we were, sitting at the table visiting with my parents and my brother. As we sat there, my mother started to put a new battery in her hearing aid, but the battery compartment jammed, and she could not get the battery to go in or come out. With the broken hearing aid in her hand, she turned to my brother and said, "Could you fix this for me?" That was the epitome of the "parent trap" in my life. I was 50 years old. I had fixed everything that had ever broken in my parent's house, and my brother had hardly ever fixed anything, and still she turned to my 60 year old brother and said, "Could you fix this for me". There I was being treated like a 50-year-old 10 year old again.

The Helen Keller story is another perfect example of this "FAMILY TRAP". If you are not familiar with her story, because Helen was both deaf and blind, her parents did not know how to communicate with her, so they just gave her anything she wanted any time she wanted. They justified her bratty behavior by saying it was showing compassion and pity for her deaf and blind condition. Ann Sullivan was hired as her teacher. She decided the only way to change Helen was to get her out of the family environment. She took Helen away for 2 weeks and taught her manners and how to mind. Then she brought her back to her family. She told Helen's father her greatest fear was that Helen would go right back to being as she was before she took her, and Ann was right. She did. The point of this story is that Ann had to change the parents before she could change Helen. The rest is history.

What does this have to do with achieving excellence in your life or goal setting? It has everything to do with it. If you live in a negative environment, then set goals and try to achieve those goals while continuing to live in that negative environment, your chances of succeeding are very low. I would propose to you that this is one of the main reasons 85% of all people who set goals fail to achieve them. They get caught in the

"Parent Trap" or the "Spouse Trap" or the "Friend Trap" or the "Children Trap" or worse yet you get caught in the "SELF TRAP" of low self-esteem.

You can go to schools, attend seminars and read books about changing your life. You can get all fired up and determined to change. Then you tell your spouse or parents or friends about what you are going to try to do and they laugh at you. What does that do to you? It destroys it all. You give up and go back to the mold they have set for you. You continue as you were, to avoid the conflict.

Have you ever experienced that? You are determined to lose weight and you get all your plans made and then some co-worker or family member finds out you are going to do it and make fun of you or tell you that you can't do it. Then that is it, the end. They destroy your ability to do it. They cause you to believe that you have always been what you are to your parents and family and friends, so they expect you to continue to be that. What do you do? You fulfill their expectations, good or bad. You become a 50-year-old, 10 year old.

Now the \$64,000 question is this, "How do you break out of that trap?" Well, sadly, some people just can not do it themselves without help. It may mean that you would have to give up your family or friends and move away from them to live, and most people are not willing to do that. You may have to quit your job. You may have to live in a different part of the country. For some people that would be too painful. The rewards of having the new self-image are not worth the pain of giving up what it would cost to separate yourself from the negative environment that you live in. You are caught in "THE TRAP".

What did I do to break out of my "TRAP"? I moved away. I was away for 5 years and I tried it again. We moved back. After a few weeks I knew that I could not live with or near my parents at that time in my life. I could only be a 50-year-old 50 year old if I lived around people who did not know what I used to be and did not hold me in the "TRAP". I love my parents. I love my brothers and sisters and family, but at that time in my life I knew that I could not live around them and reach my full potential in life. To them I was still 10 years old and not able to do anything as well as my older brother or sister. I therefore chose to live far away and just write to them, call them and visit them but not allow them to keep me in the "TRAP".

I think you can now see how "THE TRAP" could be one of the main reasons why is it so hard for most of us to even set goals, let alone have the ability to achieve them. It is a well established fact that setting goals will change your life. Experts tell us they help us reach our dreams. Yet most of us can not do it. Why? Did you know that most New Year's resolutions only last until about January 15<sup>th</sup>? Why do we set ourselves up for the wants in our life but for some reason are not able to reach the attainment of these wants? It is a very common thing that a few years after we graduate from school we sort of plateau out in our lives. We accept the status quo. We take life as it has been dealt to us. We stop trying to find new and better ways of doing things. We sometimes seem to

be stuck in life, trapped there by others, and are not able to get out of this rut. It is like our habits are set in cement and we give up trying to change.

## ***WANTS VS DOS***

We all want more for ourselves, don't we? We may want to have a better job. We might want to go back to school. We may want to get into physical shape. We may want to quit smoking. We may want to learn to play the piano or ride a motorcycle. We may want to stop being so cranky with our families. But they are only wants, not things we are actually able to accomplish or change. Why? What is the obstacle in our life that stops us from making these changes? Why can't we seem to make that transition in our minds? Why can't we start? What is it that prevents us from realizing these dreams and putting them into action?

## ***OBSTACLES TO CHANGE***

There are many reasons why we are unable to change. One of the big reasons is despair. Despair causes discouragement, and discouragement sometimes makes us just not want to try. Another obstacle is ambition. It seems like too much work. We are also stopped by discouragement. We have tried in the past and failed so why try again. We then often find that we just don't have any dreams any more. We have lost our hope for better things.

But all of these obstacles can be overcome. The first step in overcoming these obstacles is having a burning desire. We will talk more later about how to develop that burning desire. Step two is action. We simply have to start taking action. Thoughts without motion applied outside the brain, stay as thoughts. Thought put into motion, creates results. That is what most of us fail to do during all those years reading books, listening to tapes and going to seminars. We heard what was taught! We got excited about the principles. We had a desire to do those things, but the desire was not a burning desire hot enough to compel us to action. We simply never took action. We never followed the proposed new plan with honest effort! We listened intently and always resolved in our heart to try it. But days later those principles always seemed to get put on the back burner of our life. Does that sound familiar in your life too? In this workshop we will teach you how to create the desire, know what it will take to achieve that desire in your life, and then learn how to take action to achieve it.

Step three is that you have to have a central purpose in life. Something you are working towards that gives purpose to your life. You need to find a reason why. Bunker Hunt, the famous Cotton Farmer Billionaire said, to achieve any goal you have to do three things. First you have to know what you want, second you have to know what it will take to get it, and third and most importantly then you have to be willing to pay the price to get it. Most of us falter on step number one. We honestly don't know what we want.

Successful companies normally have a mission statement. Shouldn't we have one too? We need to have one main thing that we are reaching for or trying to achieve. That is the main reason people do not set goals or try to achieve. They don't have anything that they are trying to reach for. There is no one central purpose in their life any more. This work shop will help you discover that you really do have a dream. It will help you find that one central purpose for your life and help you learn how to reach for it.

Many people perceive achieving a goal as something that is very hard to do and so they only make a half-hearted attempt at it. That is what most "New Years Resolutions" are. They are a half-hearted effort, and that is not enough. Setting and achieving goals takes a lot of hard work, but it is not complicated. In fact it is very simple, that is the problem. It is so simple that it actually makes it seem too difficult. Simplicity is one of the powers that will help you make this work in your life.

In this workshop, we will show you the ground rules of repetition, visualization and careful execution of the goals in such a way as to create change in your life that will bring you joy and happiness. We often are prone to take the easy road or the path of least resistance. We are going to do some exercises that will help you learn how to start doing things that are hard for you to do. These are not physical exercises; they are mental exercises. Have you noticed that most of us become out of shape mentally as well as physically as we grow older? If it is a little bit hard, most of us avoid it. This workshop will help you learn how to exercise mentally.

## ***WHAT IS REQUIRED?***

Take the steps in this Personal Achievement Workshop, determine that you will devote a small amount of time each day, and we promise you that it will change your life. Life is a generous pay master. You can have any reasonable thing you ask for. If you can dream of having or doing it, you can. Life has shown over and over that you will get out of it exactly what you put into it. Ask for a penny, you will get a penny! Ask for a million dollars and you will get a million dollars!

***If you keep right on doing what you have been doing, you will keep right on getting what you have been getting.***

Zig Ziglar

You must make a decision now. You likely have tried this before and have not been very successful. Decide right now that this time will be different for you. Are you willing to give 10 or 15 minutes a day to this and actually do what is required in this workshop? If so, I promise you that you can be successful in those goals you set out to achieve.

Action! Implementation through taking action is one of the very important skills that this workshop is about to help you learn! You can become a better parent. You can

be more successful financially. You can find better health and true happiness in the fulfillment of your dreams! But to achieve those accomplishments, you have to take action.

## ***TESTING YOUR ABILITY TO CHANGE***

OK! If you are willing to try this, and I assume you are because you kept reading, here is your first assignment. This is the starting place to change in your life.

~~~~~  
Please stop reading, close your eyes and say out loud 3 times “I can and I will”.
~~~~~

Now here is the test. Did you do that or did you keep on reading?

I asked you to stop reading, close your eyes and say something out loud three times. If you did not actually do that, then we already have a problem. People often fail when they set goals because they only set the goals. They do not continue on to take the necessary action to achieve those goals. If you did not say the sentence above out loud three times, please stop and do it now. This will actually help you learn how to start taking action!

## ***GOING FOR THE GOLD***

I have observed many common people doing extraordinary things! There had to be a key to how they accomplished those things when I could see they were just normal people like everyone else. I wanted to discover what the key was. Therefore I have made a lifetime study of this phenomenon. I have read about and in many cases even interviewed scores of highly successful people, seeking to understand what things they all had in common that made them different from other people. I wanted to learn what it is that makes it so hard for other individuals to change so they could learn how to be achievers in their lives. From all this research, I have discovered what many of those keys are that highly successful people have learned in their lives to become achievers. This workshop will teach you those keys and help you turn those keys in the locks of your life! But above all, this workshop will teach you how to turn the key of success in your life by putting your dreams into action so you can and will achieve your goals! Taking action is the starting place and the primary key that has to be learned to be successful at goal achieving.

Now let us begin on this exciting journey together, and as the Olympic athletes say, "Let's go for the gold!"

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# Chapter 5 – HABITS: Creating good and breaking bad

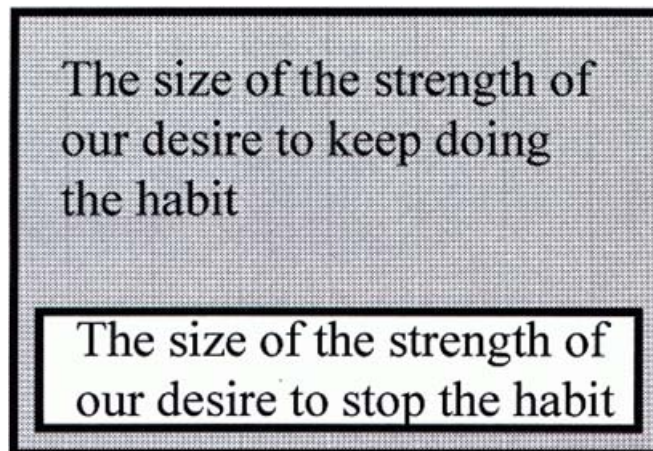
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## *11 KEYS TO OVERCOMING BAD HABITS*

All excellence in our lives is related to good habits. Self-control, discipline, consistency, character, each of these attributes contributes to our ability to live our lives with excellence. How do we develop those attributes? By our daily routine which is made up of our habits. Many of our goals to achieve those characteristics in our life are directly related to overcoming a bad habit as well as developing a new habit. There are many effective methods to overcoming bad habits. Here are the most effective ones we know of:

**KEY #1: You have to want to quit the habit more than you want to keep doing it.**

Now that sounds simple, maybe even over obvious, but it is one of the actual obstacles of overcoming any habit. We want to overcome a certain bad habit, but for whatever reason, we do not have the self-control to do it? That lack of self-control is there because our desire to keep doing it is stronger than our desire to quit doing it. We enjoy it. Why else would we do it? To overcome a bad habit we have to conceptualize in our mind that there are actually two wants here. We want to quit and we want to keep doing it. Both of those urges become a very strong pull to our emotions. Which one of the two wants is the strongest is the one that will win above the other. Here is an illustration that depicts those feelings within us:



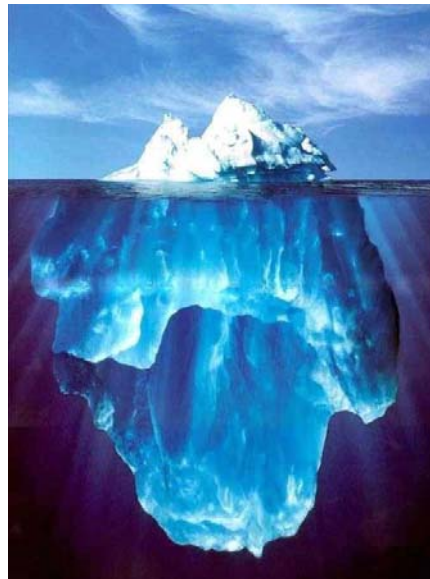
It is true that we have the desire to stop doing the thing that we perceive as being bad. But the reason we normally cannot break the habit is we have another desire that is greater than our desire to break the bad habit.

The reason we normally want to continue to do it is that it brings enjoyment or pleasure of some kind. We would not do it if we did not like it. Some habits like drinking are formed as a means of escaping from the pains of reality. Other habits like overeating may bring us a sense of satisfaction or momentary relief from stress.

Many habits are combined with other habits, like temper and swearing. We cannot control our temper, thus we swear, venting the feelings of the frustration. The habits we have do not come by some accident. Each one comes from past actions in our life. That is why we start these habits in the first place. To get rid of that habit, we have to find a way to change the actions.

The actual habit can be the outward expression of a much deeper inward conflict. For example, if you want to stop swearing, that normally is not really the problem. The real inward problem is that you first have to stop losing your temper by understanding the situation and learning a different way of responding to this frustration.

Most of us have seen this picture of the iceberg:



Two thirds of the iceberg floats under water. Our habits are very much like that. Sometimes what we see on the surface (our outward actions) is actually caused by our past emotional experiences (our inward reactions). Here are some examples of how that would apply in our lives. There could be a woman whose husband died and now she is overweight and does not know why. However, when she seeks counseling she finds out that subconsciously she had a great fear of getting married again so she stays overweight thinking she will not be attractive to other men. Another example would be someone who swears because they are angry all the time. They finally find out that the anger

comes from having lost their job three times. We could cite many such examples here and later will talk more about incongruence in our life where we have one foot on the gas and the other foot on the brakes of our life. When bad habits in our lives are caused by hidden earlier events, until we discover what that event was and resolve it, the habit likely will not be changed.

As we resolve to stop these "bad" habits caused from past emotional scars, we find ourselves caught in a war of emotions between the two desires. The stronger of the two desires within us will always win out. When we resolve to quit, then fall back into the habit, all we have actually done is just let the desire to do overpower the desire to not do.

## **KEY #2: "THE TOUCH BURN RELATIONSHIP"**

It has been said that when a child is born, about the only natural fears they have are a fear of falling and a fear of loud noises. Other than that, they are almost fearless. Have you ever watched a little child sitting in a high chair with a bowl of baby food? They put their hands into it and feel it. Why is that? It is because children are fascinated by their new sensations of touch. They want to see what the baby food feels like. It is a new sensation to their fingers to feel the slick smooth cool feeling of the food between their fingers. Then what do they do. They dab it in their hair! Did they want the food in their hair? No! They did it because they did not realize that they had food on their hands and that if they put their hand on their head, the sticky food would get in their hair. They do not associate the misery of the sticky food in the hair with the curiosity of feeling the new sensations in their fingers. They are acquiring new experience. They simply do not know the relationship between food-covered hands and messes in their hair. But they soon relate!

Now let us ask ourselves, "Why don't we do that? Why don't we put our tapioca pudding in our hair? It is because we have learned that if we put pudding in our hair it makes us feel yucky afterwards. It makes a mess and we do not like the feeling of a mess. The result of that feeling is that we learn not to do it! That is called experience. You do not touch a hot stove because when you were young, somewhere in your life's experience, you had a touch burn ouch!

This is the "touch burn relationship". We all learn from our experiences. We could list thousands of them. Why don't you pet a growling dog like a little child would try to do? Experience! You can perceive that if you pet a growling dog, it will bite you and it will hurt. You have never been bitten by a growling dog, but you don't pet it. You don't even have to have had a touch burn experience to know not to do it. We combine learning experiences which lessens our need to have actual experiences that are bad to realize we don't want them or that they will be bad. As we grow older we start to experience vicariously and those experiences are just as real as the ones we actually have. They therefore allow us to avoid things we do not want to actually experience because we can perceive the pain, discomfort, guilt or bad feelings that will come if we do them.



How does this relate to breaking a bad habit? When we have a habit that makes us feel bad after, or we have a reoccurring event in our life that results in reinforcing a negative result, we consider it to be a habit. If we are always feeling bad after we do it then we gain a touch- burn experience. We want to stop the habit because of the feeling that comes after we do it. We start to gain the ability to perceive the results before the action.

But as stated above, sometimes the pleasure that comes from doing it is greater than the pain or guilt that comes after! Gaining weight is a perfect example of this. Many times the pain is not as great as the pleasure and so the touch burn relationship is not enough to make us stop. This applies to many habits. We eat to relieve stress so we do it even though it makes us feel guilty. Our desire to do is greater than our desire to stop. Even gaining weight does not stop that urge to relieve stress by the pleasure of the taste of food.

When we smoke, the pleasure of the effects of the nicotine on our body is greater than our fear of the long-range loss of our health. It does not hurt yet, so we do not associate the pain of loss of health later with the pleasure that comes now from the nicotine as we inhale the smoke. Thus, we keep on smoking. If we are overweight, our discomfort from not being able to do the things we want, the tiredness, the embarrassment from people's rude remarks, do not produce sufficient pain within us as we eat, to cause a greater desire to quit the over eating. We could list almost any habit that is hard to break here. They all fall into this same category. The touch burn relationship does not create sufficient pain to cause us to stop the habit. It only causes us to want to stop, but our greater desire to continue keeps making us do it.

### **KEY #3 When we are entrapped by a bad habit, it does not come into our life by a blowout but by a series of slow leaks.**

Let us start by defining the word ADDICTION. Addiction is the action or desire to do something overwhelmingly greater than the desire not to do it. It is a habit that creates such a strong desire that we put into action a motion stronger or more powerful than the pain or effort required to quit. That almost seems crazy to even think about when we look at an alcoholic bum lying in the street, so drunk that he can not even get up. How could that pain not be worse than the desire to feel a need to have the drink? Now here is an interesting experiment for you. Think about past experiences in your own life where what you were doing was so rewarding that the resulting pain, discomfort or guilt was not great enough to overpower the pain that resulted from this negative action. These paralyzing addictions cause pains of inability for movement forward onto higher planes of living. Some of these bonds of addiction can become so powerful they can not be broken without professional help. For example, things like drugs or pornography are so addictive their lure can enslave us to the point that we continue to seek after their pleasures even when we see it is about to destroy our marriage, cause us to lose our job or to lose friendships. You have to wonder why the touch burn relationship sometimes doesn't work with us as adults as fast as it does when we were children.

The answer to that question lies in feelings. We were all born with a natural intuition of right and wrong. We normally call that a conscience. We base much of what we do or consider right or wrong on feelings related to that conscience. The intuition within us is a feeling. When we do something that according to our character we consider to not be right, we experience a feeling of withdrawal of the feeling of peace within us. A feeling of emptiness replaces it. That is the first indications of the loss of or changing of our character, standards and morals. That withdrawal of peace from within us should stand as a warning to us that what we have just done is not in keeping with our overall life's purposes. If we persist in that behavior, then that feeling of peace or our conscience begins to become seared. If the uncomfortable feeling starts to dull we get used to it being our normal feelings. That is why we call it a bad habit. That is why we have the desire to change or quit doing it yet we lack the power to change.

When the intuition or our conscience warns us not to do something, and we do not listen, it brings a change in us. We gain weight, start losing our temper uncontrollably, become dishonest in little things, etc. By continuing and ignoring our conscience, we start to dull our senses. Our ability to listen to or feel that prompting within dims a hope to change with each occurrence. As we persist in not listening or allowing ourselves to go numb, we continue down a path where we find it too difficult to retreat back. If we then continue on that course, the acceptance of our place in the rut takes us past feeling. We get to where we are so used to the pain that we do not notice it as being different from normal. We adjust to our ruts! We accept it as our way of life.

Persisting in living in the rut brings weakness of character or performance to higher pinnacles we find we dream about in our minds. That leads us into a vicious circle of wishing, dreaming and staying stagnant!

Vice is a monster of so frightful men,  
As to be hated needs but to be seen;  
Yet seen too oft, familiar with her face,  
We first endure, then pity, then embrace.

Alexander Pope  
Essay on Man. Epistle ii. Line 217.

Bad habits can lay us in waste, often giving us feelings of helplessness and loss of hope. The best defense against bad habits is to learn to retreat at the first throwing of the switch. To listen to our conscience and stop when we first feel the spiraling down to that rut. That is the time to stop. However if you already have an addictive habit, to take action to break out of that rut may require the use of some tools we will discuss further along in this course.

*Proverbs 13:12*  
Hope deferred maketh the heart sick;  
but when the desire cometh, it is a tree of life.

## **KEY #4: The human mind is extremely subject to conditioning and triggers.**

Another key factor in creating new habits or breaking old habits is conditioning. To understand the power of conditioning, let us look at the experiments of the Russian scientist, Ivan Petrovich Pavlov. He was a Nobel Prize Laureate in Physiology and Medicine. He received his prize for his experiments with dogs. In his work he showed that if he rang a bell every time he fed the dogs that after a while the dogs would salivate when they heard the bell even if they had just eaten and were not hungry. Pavlov published his findings in 1903, calling them the "conditioned reflex". Conditional reflex is different from an innate reflex, (which would be like yanking a hand back from a hot fire), in that "conditional reflex" is learned by repetition not avoidance of pain. Pavlov's learning process is now just called "conditioning". That is the process in which the nervous system comes to associate the action with some stimulus over a period of time until the actual event is not needed to stimulate our nervous system. We could call that a trigger or stimulus. The bell brings hunger not the need for food. Pavlov also demonstrated that conditioned reflex will stop if the trigger or stimulus is removed over a period of time. That is a key point of his study related to what we are trying to learn here. If you start feeding the dogs long enough with out the bell eventually they forget and ringing the bell no longer makes them hungry.

That is what we have to learn to overcome a habit. Stop allowing the trigger or stimulus (a bell in the case of the dogs) to set off our emotions, creating the desire to continue with that habit.

What a powerful concept. Conditioning is a learned behavior. We are all very prone to develop a habit if the behavior repeats. Conditioning is normally associated with a time and a place. Any good student will tell you that they study at the same time and in the same place every day, and they never study in their bedroom. They have conditioned themselves to sleep when they go into the bedroom. So if they study there too, especially on the bed, they start to send mixed signals to their body and find they can not do either very well in the bed. When they are in the bedroom they are more conditioned to sleep than to study. Many people smoke at the same time and same place every day. To stop smoking you need to avoid going that place until the habit is broken if possible. When we enter that place, we feel the urge to smoke (or whatever the habit is) even if we don't really want to. That is conditioning.

The psychological triggering in your brain can actually be much stronger than the physiological or physical triggering. You can intervene in the ringing of the bell syndrome (triggering) by doing drastic things that interrupt the cycle. How do we remove the triggers and stimulus creating the wrong action? You must discover "the flip point" where negative behavior starts, and then remove that stimulus. That will be the first task in overcoming and creating positive change. Watch for what sets you off and causes that

pulling feeling or desire to do it. Then replace that trigger to a positive change in your environment. Replacement is a valuable tool in overcoming bad habits!

### **Negative conditioning feedback**

There is another side to this kind of feedback that works in helping you condition your mind. It works almost the opposite way. It is more of the innate reflex (pulling your hand away from a hot fire). It is actually the same type of trigger or stimulus as Pavlov's "conditioning" but it is negative feedback instead of positive feedback like food when the bell rings. It is still a form of conditioning. It was first taught by Mat Oxley at the University in Greensboro, North Carolina. The principle is that you put a rubber band on your wrist and then when you think a bad thought, or you are tempted to do whatever it is that you want to stop doing, you give that little rubber band a flip. The negative feedback is not overwhelming but your mind will start to lean to avoid the thought or action you want to quit to avoid the pain on the wrist.

Using cinnamon mouthwash to stop smoking is the same principle. Every time you have the urge to smoke, take a swig of cinnamon mouthwash. Eventually your body associates the burning in your mouth with the urge for nicotine and the urge will go away.

Negative feedback can be a very effective mind-conditioning tool. Try it.

### **How the Reticular Activator of Your Brain Works**

Reticular activation is also a form of conditioning your mind. The reticular activator is a network of cells located at the base of the brain. It is approximately 1/4 the size of an apple, and approximately the same shape. The reticular activator is a mental trigger in the unconscious that directs attention and causes a person to notice and remember things never intentionally committed to memory.

An example of how the reticular activation system works could be illustrated by how we talk to our children. Our child is learning to ride a bike and we say look out for that pot hole in the road. Why do they then almost always run right into it? Or when they are sitting at the breakfast table and we say, "look out; don't set your glass so close to the edge of the table or you will spill your milk." Then almost without exception they spill their milk. WHY? That is the reticular activation system at work. You suggested a pothole or spilling the milk (does not matter that you said look out). That negative feedback caused that to be the dominant thought. Therefore, they headed for the pothole or unconsciously knocked over their milk. It is almost as if you programmed them to do the very thing you did not want them to do. If you would say, "Let's ride our bike over on this side of the road" or "Let's set your milk up here in front of your plate", then there would be no negative programming. This may seem silly to you, but there has been a great deal of research on this type of negative programming of the mind to verify that it is true.

There is another aspect of the reticular activation system that is used constantly in advertising to influence you. It is, in a way, a type of getting you to form a buying habit. For example if they wanted you to buy a yellow Volkswagen, they would advertise it over and over on TV. Then every time you see a yellow Volkswagen on the road, you think of the ad and repeat it in your mind. That is free advertising for them every time you see a yellow Volkswagen. We have all experienced this when we buy a new car. As soon as you drive it off the lot you start seeing other cars the same model and color everywhere you go. They were all there before. You just did not notice them.

How does this relate to forming or breaking habit? Well, that is how our mind is influenced to do things. Things we may not even really want to do. Peer pressure, advertising, and family pressure, often condition us to form habits that we would normally not have formed in a different environment. Then every time we are around those family members, friends or peer groups, or are in that environment where we are enticed to act in that way, it becomes almost impossible to resist that behavior.

### **Using Positive Affirmations:**

As a part of conditioning, we can recondition the dominant thoughts of our minds. This is true for all people. It may seem a little silly to try this method at first if you have not ever used this technique, but there is no question that it works. Here is what you do to recondition your dominant thoughts from negative to positive. Make up some positive affirmations that are the opposite of what you are trying to overcome as a bad habit.

Here are some examples of how you would use positive affirmations.

1. If you are tired all the time then every morning when you get up or while you are in the shower close your eyes and see yourself feeling good and then say, "I feel good, I feel great". Say it hundreds of times over and over.
2. If you want to quit smoking, every time you feel the urge to smoke, close your eyes and see yourself as a non-smoker and start saying, "I only breathe clean air. I am in total control of my life". Or, "I have total control of my life. I am in total control of my body". (It is very important to have a positive affirmation and not say something like I do not smoke. Again the reticular activation system in your mind is keyed on the word SMOKER not whether you do it or not.)
3. If you are overweight and trying to get thin, when you feel the urge to eat close your eyes, see yourself thin, and say something like this, "Nothing tastes so good as thin feels. Nothing tastes so good as thin feels". It also helps to stand in front of a mirror and then see yourself thin, closing your eyes and saying your positive affirmation over and over. Believe it. Feel it. See yourself thin in your mind. Anything the mind can believe it can achieve.
4. If you are normally perceived as unfriendly by others then whenever you meet someone and they ask how you are, say, "Wonderful" or "I am just great". It is just as easy to say the word wonderful as it is to say, "Oh, I'm OK". Whatever you say will actually trigger feelings in you. If you say you are just OK then you

will feel that. If you say, "I am wonderful", that brings a feeling to you of being wonderful.

To use positive affirmations effectively, you will have to find the positive wording that works for you. The most important thing in doing this is that you have to be persistent and do it every day, sometimes many, many times a day. You will find that what we say is what we feel and what we feel is what we are. Our words have a powerful effect on our well being. There has been a great deal of research done on the subject of positive affirmations by psychologists. The only people that it does not work for are the ones who will not try it.

### **KEY #5 With change, you have to take it one step at a time - within a time frame.**

Very few people ever fall into an addictive habit by a blowout. No one becomes a smoker overnight. Bad habits are developed by a series of slow leaks. One step builds on another. The hard part about quitting a bad habit is that there never is a day when you notice you finally have a bad habit. When do you say that is enough, now I have a bad habit, I am hooked, I have to quit now. It comes so slowly over time that you just gradually accept it as a part of your way of life.

Have you ever seen the example of comparing a habit to wrapping thread around your thumbs? If you wrap one single thread around your thumbs, you of course can break that very easy. Even if you wrap 10 threads around your thumbs, it is a little more difficult to break but you are still able to break free of the threads around your thumbs. However, if you wrap 100 strands of strings around your thumbs then you are bound and can not break the thread. Habits are like thread. Repeated over and over the habit gains strength in our life. The more repetitions the harder it is to break.

Overcoming hard-to-break habits normally cannot be achieved by one quick change of behavior. Most people can not stop smoking "Cold Turkey". We can not lose 55 pounds in one month. We normally can not just stop swearing in one day. We have to build some kind of a reversal system into our life that will come one step at a time. We have to regain the touch burn relationship in our minds to reverse the enjoyment of the pleasure that comes from the habit. We must build a desire stronger in change over the past desire of action. We must take those steps in a time frame. If we first we believe with all our hearts that we can change and then if we say to ourselves, "I can do it for one day" that will be a starting place. Just be strong for one day, then two days, then a week. Finally, you will find yourself counting months. Then with that success, go for a year and then years. Finally, a permanent solution will be reached because we wrapped the strands of habit for good around so many times that a new bond stronger than the old one is formed.

## **KEY #6 Report back to someone.**

Many habits are just too addictive to overcome alone. If they are serious enough (like drugs or pornography) you may need professional help. However, normally you can get the support and help you need from a trusted friend or family member. Habits are not easy to break, but most of them we can do on our own. But if you are struggling with it and keep falling back into the habit even with a little help, it can be overcome more easily if we have a family member, co-worker, friend or religious leader to help us. That is why they have support groups like Weight Watchers and Alcoholics Anonymous. It gives you someone to report back to. Often times where there is no accountability there is no responsibility. Having someone to report back to makes you accountable. If you know you have to report back they will be expecting you to succeed. People almost always rise to the expectations of others around them. Having someone who is expecting you to succeed will give you strength and a reason to do it. The more reasons you have for being successful the more chances you will have of succeeding. You can create your own "Habit Breaking Anonymous" club.

To make this successful you need to report back to someone who believes in you. It needs to be someone who will encourage you. And it normally is best to do it in confidence and not as a public display to all your friends. If everyone knows you are trying to change, and they do not want to support you in that, peer pressure may be "The Straw That Will Break The Camel's Back" and force you back into your old ways.

It is also important to report back to your friend or support group in failure too. Accountability will build strength in your character. Reporting back, even in failure, will force your awareness out loud, where you can see it as a predominant behavior. You will see it is OK to have setbacks. Everyone does. It will give you courage to try again. Accountability builds character and encourages change.

## **KEY #7 Oil and water do not mix.**

Most of us have seen the experiment in school where you put oil and water in a bottle together then shake it up. It looks all mixed up at first but very quickly the oil and water separate out again. Oil and water do not mix. This is similar to that the rules of life. There are not two sets of rules in life. For dieters the saying "You can't have your cake and eat it too" has unique meaning! Meaning that if you keep on over eating on cake you will gain weight. If you have self control to not over eat, you will have a much better chance to stay thin.

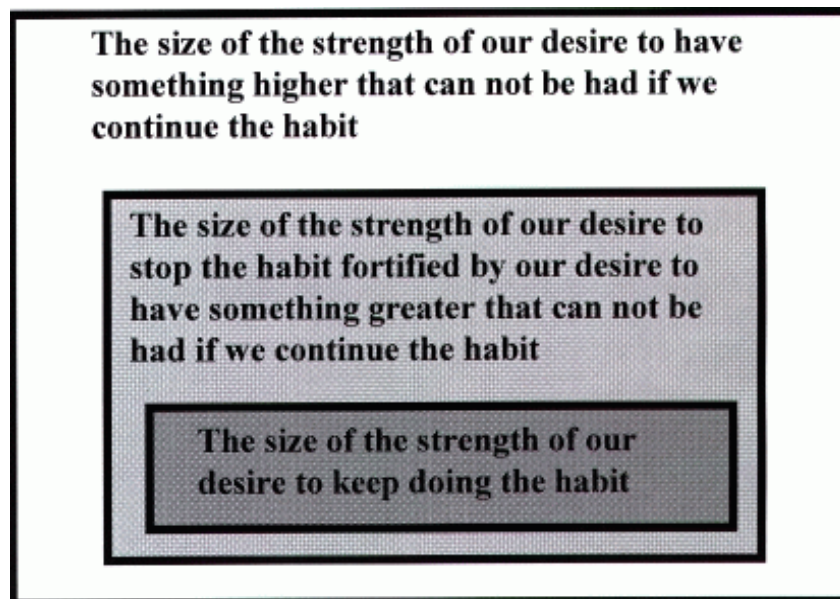
If every habit you want to quit was associated with pain it would be easier to overcome them. The trouble is that most habits are associated with pleasure. That is what makes it so hard to stop. We want to do it. We enjoy doing it. That pain from doing it is not enough to make us stop. There never seems to be a time when the pain that comes from it is bad enough that you will stop this habit. So to say we will start over does not always apply.

But even with habits that are associated with pleasure the end results are not positive or we would not want to quit. Overeating is a pleasure but the end result of being over weight is the pain. We need to somewhere, sometime ask ourselves “when is it too bad or too much?” “When is it so bad that we will quit now?” We have to come to the realization that oil and water do not mix. We can not have our cake and eat it too. We have to choose between one life style or the other. We have to make a decision. The way to make that decision is to just draw a line in the sand in your mind, and say that you will start today. You have to choose to have the pleasure and pain that comes with the habit later or freedom from it starting right now. You have to come to the realization that you can not have both the pleasure and the freedom in your life at the same time. Truly you have to come to the realization that you can’t mix the oil and water of habits in your life.

**KEY # 8 Have passion greater than the negative things you are doing now. Force new feelings into positive action.**

Every weakness has its cause. Every person chained to a habit has a reason why they do it. Outsiders looking on may say the reason you use for allowing the habit in your life is just an excuse. However for those of us living with the habit, it is a very real reason. A reason how or why we were entrapped. The reason we just can not quit.

To break the habit, there has to be something that we want more than the pain that we have become numb to. Learning to have one central goal that everything else leads up to is our next step to achieving new habits. Having that one central goal gives us power to overcome anything. If you can not achieve your one central goal in life until you change the way you live, it will give you great power in overcoming any habit in your life you want to change.





One of the most powerful keys to overcoming bad habits in our lives is to learn how to want something else more. Having one central goal that is of greater value to you than what you are doing now will change the way you look at bad habits that bring pleasure. It will help you obtain a higher strength that will overshadow all desires to continue seeing that pleasure. This is a higher principle of attainment. You have to want to obtain a new way of life. This will come by having one defined purpose in life that you want more than anything else. One overshadowing goal that will make any sacrifice you may have to endure to attain the goal worthwhile. It has to be something that you can not have if you continue that habit.

An example might be using the desire to run in a marathon to help you become physically fit. You could also use that desire to overshadow the desire to smoke. Some other examples might be wanting to have lots of friends to help you stop the habit of gossiping, learning to always be 15 minutes early for appointments to help you stop procrastinating, becoming a champion of charitable acts to help you stop losing your temper. You have to find what works for you.

## **KEY # 9 Find a way to start caring more about yourself**

One reason that we keep doing negative behavior is we stop caring and give up, tiring of our frustration about it. You must look across the bridge to the other side of the act, to help you see new results. I often think of what Anthony Robbins said about losing weight. He said, "Nothing tastes so good as thin feels". I think that can be applied to any habit breaking. Our new goal and reward must be greater than the pleasure or relief from the bad habit.

We will talk much more about this in the section on self worth. However it is an important key here in breaking bad habits. We have to feel good about ourselves if we are going to have character, integrity and meaning in our lives. Most of us have read books or at least heard the concept of "dressing for success". If we dress like a tramp we will be treated like a tramp. When others treat us like a tramp we feel like a tramp. Many people say they don't care what others think, but even if they say that, it still has a profound affect on how they feel. If you want to overcome a habit, how you feel about yourself is one of the key elements in overcoming that bad habit. You have to be able to visualize yourself as a stronger person. You have to be able to see yourself as being different. You have to care that you are a better person. You have to believe that you can be better, stronger, more in control and then just do it.

## **KEY #10 Meditation and Fasting**

Many philosophers, psychologists, psychiatrists, spiritual leaders, advisors and counselors have told us of the need to meditate every day. Meditation is not taking a nap, resting or taking a break from your daily routine. Meditation is purposeful relaxation and

deep thought. To meditate you need to be able to go somewhere that you can not be interrupted and where you can just be quiet. Normally meditation is done for at least 30 minutes a day. It is a time when you can be alone. It is a time when you can just sit and reflect and think. It is a time when you can know that you will not have to talk to anyone for at least 30 minutes. Meditation will bring a spirit of peace into your life.

Many people are not willing to try daily meditation. They say they do not have time. To those people I refer them to Stephen Covey's concept of "Sharpening the Saw". If we go on cutting our wood in life with a dull saw, we will feel the stress of life bearing down on us. Daily meditation will help us focus. It will help us build resolve. It will help us enhance self worth. It will literally help us sharpen our saw of life. The only way you will ever know the value of this is to try it. It has a power to bring peace and calm to your soul that can be had no other way.

In conjunction with meditation is the practice of fasting. Normally fasting consists of missing two meals in one day. If you eat an evening meal and then miss breakfast and lunch, that would be 24 hours of fasting without food or water. Of course many people can not go that long for medical reasons. You do not have to do 24 hours. You do not have to go without water if that would constitute a health risk for you. Diabetics or pregnant women cannot go without food at all so the fasting has to be done mentally or with other things than food. You will have to find your own method of fasting that fits your health needs. For most people fasting is like exercise. It is very hard to start doing, but then once you start doing it you find it exhilarating and look forward to it.

The very purpose of fasting is sacrificing something that we would really like to have in order to get something that we want even more. It is a key to building character. It will help us to develop the feeling of humility within us and to bring an inner strength that develops self control. That is what we are trying to do in overcoming bad habits. We are trying to gain self control. Fasting can be one of the greatest tools a person can have to do that. Self control is the very point of the central issue of habits. We have habits we do not want because we do not have the self control to stop them, for whatever reason.

When we lived in Georgia years ago we learned a valuable lesson about fasting. We met a man who had hunting dogs. One night as we were visiting with him and his wife in their home we heard all the dogs barking and barking. We asked him why they were barking. He said they were hungry. I asked him why he did not go feed them. He said he never fed them the day before they went hunting. Then he said one of the most profound things that I have ever heard in my life. He said, "A HUNGRY DOG NEVER LOSES THE TRAIL". That changed my perception of fasting.

I learned a similar lesson while I was a student at BYU. I had a teacher there who gave us some very good advice. She told us that if we would always fast for 24 hours before we took a test and then come to the test fasting we would do better on the test. I tried it and found it to be true. The feeling of being focused while fasting helped me to concentrate on the materials that I had learned. I always seemed to do better on tests

when I fasted first. I have also found that when I am faced with problems in my life, if I will fast for 24 hours it will help me focus my strength on being who I know I should be. It has greatly helped me many times when I was discouraged or needed strength in overcoming bad habits.

## **KEY #11 Reporting back is the final objective.**

I have tried to make saying the of Polonius in Shakespeare's Hamlet the motto of my life,

*William Shakespeare - Hamlet Act 1 scene 3*

This above all, to thine own self be true,  
And it must follow, as the night the day,  
Thou canst not then be false to any man  
Polonius in Shakespeare's *Hamlet*

It helps to have a friend to report back to, but in the end, we have to report back to ourselves. Raise the bar with new sights to a better you! Higher standards of performance to achievement in sales, learning new tasks, getting a higher salary at work, defining a calmer home life...Whatever surrounds you in frustration, is the obstacle that needs to be surmounted most. We have to decide who we want to be, what we want to achieve and how we are going to do that.

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# Chapter 6 – A VIEW OF YOURSELF: Building self-esteem and self-worth

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## ***DEFINING SELF-ESTEEM AND SELF WORTH***

The most important thing that you can learn about self-esteem and self worth is to say, “I Am Responsible”.

**Brian Tracy**

What is self-esteem or self worth? It is our view of our self. It is like the steering wheel of our life. It does not matter how many gifts, talents or skills you have, if you have low self-esteem or low self worth you are likely going to have difficulty reaching your full potential. You will have difficulty performing at the excellence level of life.

Much of low self-esteem comes from our environment in the past. It is greatly shaped by conditioning. It can be a great rut in our lives as big as the Grand Canyon and just as hard to climb out of. The way we act is caused by our past experiences and that of course is then closely related to our present actions. Anything done long enough becomes our mindset.

You have low self-esteem if you catch yourself saying things like this: I am so stupid. Why am I so dumb? I don't fit in. Nobody likes me. I can't do it well enough. Why try? I never do anything right. I have to do this or they will think I am dumb. I feel more comfortable alone. I had a bad family life when I was young. I just can't help it. It is just the nature I was born with. I am from a dysfunctional family, so I can not possibly win. Abraham Maslow is famous for his studies of the four basic needs in life.

- 1) Physiological: hunger, thirst, bodily comforts;
- 2) Safety/security: out of danger;
- 3) Belonging and Love: affiliate with others, be accepted;
- 4) Esteem: to achieve, be competent, gain approval and recognition.

If we are deprived in any of these four areas, that would be cause for us to feel low self-esteem. We have to take care of our basic needs. If we can not earn a living for our family and we are very poor, that could be a cause for low self-esteem. If we live in an environment where we feel unsafe or are in constant fear for the safety of our family and feel trapped and cannot get out of that environment, that could be a cause for low self-esteem. If we feel rejected or unloved by our spouse, family, friends or co-workers that would be an obvious cause for the feelings of low self-esteem. Finally if we do not feel competent or if we feel we are never approved of or recognized for what we do, that too

would be a great contributor to low self-esteem. Fear of rejection is also a major factor in acquiring low self-esteem.

Zig Ziglar has a funny story he tells about low self-esteem. He says we often use as an excuse that fact that , "My sister got all the good looks, my brother got all the brains, and my father never succeeded at anything and neither did my grand father, so I could not succeed at anything." Zig Ziglar

Low self-esteem normally fills our life with discouragement. Discouragement is one of life's most destructive tools. Have you ever heard the story of how discouragement is Satan's most valuable tool? He is said to use the wedge of discouragement to stop us from reaching our full potential when nothing else will work. However, if we have low self-esteem, neither Satan or oneone else needs to do much to stop us. The discouragement that comes from low self-esteem will stop us right in our tracks. We will quit difficult tasks at the first bump in the road. We will pull away from changing our life for the better by telling our self that we are not capable, worthy or deserving of anything better. Does any of this sound familiar?

If low self-esteem has come from you past then it is not your fault, right? If your parents told you that you would never amount to anything, they could not be wrong, could they? If your family looks at you as being the black sheep in the family, then that is your tag and you have to live with it, right? Or is that Right? Can we blame others for our self-esteem? It is easy to blame someone else, then we can fail with dignity. The trouble with that is we still failed. There comes a time in our life when we have to become adults emotionally and accept the responsibility of being who we are, why we are. We have to become responsible for our own destiny and stop blaming others for issues in our life. We have to release the past and start living for the future.

Many times we are held in our low self-esteem trap by others. Some people grow up in life where there are guilt throwers and guilt catchers. And the guilt throwers keep throwing guilt and we keep catching it and it freezes us into a life of low self-esteem. But we can break out of that frozen wasteland of guilt from the past. We can be different. We can stop letting others hold us under water. They say that an inch is a mile when your nose is under water. If we are going to break out of this trap of low self-esteem we have to get right out of the water. We cannot allow others to trap us. We cannot allow ourselves to trap us. We have to resolve to be free and start being different.

It is possible that our low self-esteem has come from things we have done in the past rather than just by how others treated us. Many people have low self-esteem because they are disappointed or feel great guilt from something that they have done in the past. When we do things that are beneath our belief system, it brings guilt into our life. There is only one set of rules in this life. If we have a value system and then we break those rules we have set for our self, we then pay the consequences, which often comes in the form of low self-esteem. So if we have broken the rules of our value system that could be the cause of our low self-esteem. You cannot avoid that. We have our free agency to

stand in front of a truck. We do not have our free agency about what happens when the truck hits us. The solution to that is not to lower our value system; it is to increase our standard of living to meet our value system. If this is an issue in your life I would highly recommend to you a wonderful book written by Dr. William Glasser called "*Reality Therapy*". You can learn about it on his web page at. <http://www.wglasser.com/whatisrt.htm>

Many people have different ways they act in different circumstances. We often act different when we are at home with our spouse and children from the way we act when we are at work, or at church, or with our friends or when we are alone. The ideal person with high self-esteem would be quite consistent in how they act in all those places. Have you heard the old saying, "You can fool some of the people some of the time but not all of the people all of the time." Eventually those who know us best see through that cloak of different veils we wear and see our true nature. If we have low self-esteem it will show up on our screen of life. High self-esteem will reflect happiness and enthusiasm in all that we do. Low self-esteem will cause us to feel feelings of greed, jealousy or remorse.

The obvious question here, then, is how do we improve our self-esteem? If we have low self-esteem how can we break out of that life's pattern and reach for excellence in our actions? There are many ways we can do that, but the first and most important is our understanding of how self-esteem is created in our life. The first step in that direction is to gain understanding of things that build self-esteem. Make a list of things that are known to build self-esteem and then study them. Learn about them. And then try doing them. Here is an example list.

- Christ said we should "love our neighbor as we love our self (love yourself)
- Feel the feelings of charity for others, pure unconditional love
- Service to others
- Positive attitude
- Building the self-esteem of others
- Focus beyond the immediate things at hand

Understanding how to build self-esteem is one thing. Changing it is quite another. We have to have steps. Things that we can do. A self-fulfilling need is the fact that we need to be needed. We love to be loved. We want to be worth something to someone. By studying the list above you will find that it will become a self fulfilling activity. As you give to others, as you love others, as you serve others, you will fill your own emotional bucket. It is important to be important to someone. That will happen as you learn to serve others. When you help them, they will respect you and admire you and give you the feeling of being needed and appreciated. That will build your self-esteem as much as anything else you can do.

Another thing that you can do to build your self-esteem is to change your environment. If you are in an environment where the people you are around pull you down, then you have to change that environment. That is not an easy thing to do if those

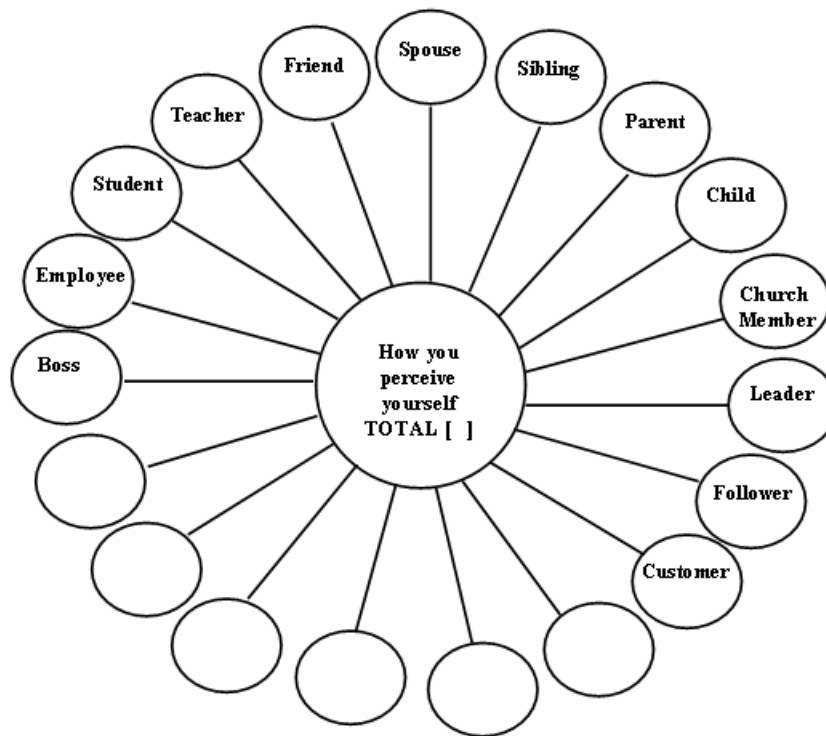
people are your family. Especially if it means leaving and going somewhere else. We are creatures of habit. We rise to the expectations of others. If we cannot change those expectations they have of us then we have to change the environment. Sometimes people are like crabs. Have you ever heard how they catch crabs? They take big wicker baskets and walk along the beach. When they catch the first crab, they put it in the basket and hold the basket and the crab in it and keep looking. When they catch the second crab, they set the basket down and just leave both crabs in the basket. They can not get out. Why? Because when one crab tries to crawl up the side of the basket the other crab will pull it back down. They will not let each other get out of the basket. So the crabber can then just go about the business of finding crabs and putting them in the basket without worrying they will get away. Sometimes people are like crabs. They pull others down thinking it will make themselves better. Some times we are moving 2 steps ahead and then others pull us 3 steps back. You have to be willing to get away from people who make you feel stupid (and do that before the sun comes up again).

If we are going to change our environment, it takes action. We have to have new expectations of our self. Here is an example of how people rise to our expectations. Years ago, I had a huge library in my home. I noticed that when people came to our home and saw the books they changed how they treated me. They assumed I was an expert at things and would ask me questions. I had to look the answers up in my books just as they would have, but they thought that because I had the books I knew a lot. When I moved away, we were not able to take all of the books with us so I decided to try an experiment. I had a very dear friend who loved to study. Therefore, one day when he was not home, I got his daughter to let me into his home and I put up a huge bookshelf and gave ½ of my books to him. I did not say anything about why I was doing it. He of course was very surprised and pleased when he came home. Then we moved away. I just waited. Then just as I thought, a few months later he called me and said, “Cordell, this strange thing has happened. Since you left, everyone thinks I am the expert now. People keep asking me all these questions”. I asked him if he knew the answers. He said no, he had to look them up just as I did. Then I knew my experiment had worked. I set out to change his life by changing the perception others had of him. When they came to his home and saw all the books they perceived him as an expert and started asking him questions. By answering the questions, he became an expert. His self-esteem was greatly enhanced by that experiment.

Having a positive outlook on life can do a great deal to change your self-esteem. People do not like a growling dog. However, who ever did not like a little puppy dog. There is a famous saying that I memorized as a youth that still has great meaning to me to this day related to self-esteem. I think we have all heard it: “When you laugh, the world laughs with you. When you cry, you cry alone”. Stress comes from doing less than you can! Stress makes us feel negative. Getting stress out of your life will also do a great deal to help you improve your self-esteem.

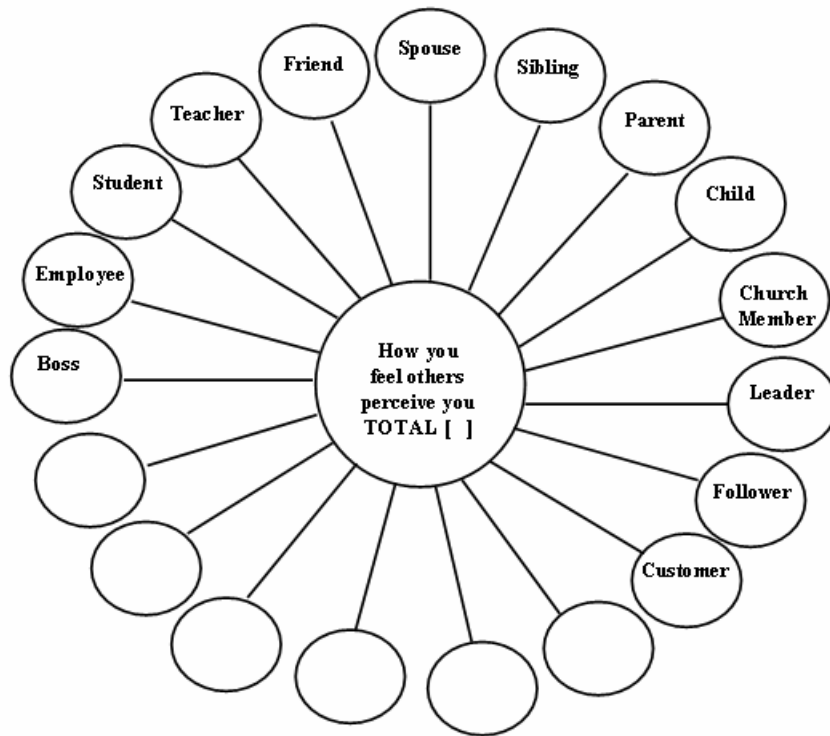
## ***SELF WORTH EXERCISES:***

Here is a little exercise that has been presented by Franklin – Covey as a part of their Reality Model seminar. It will help you better visualize your own self worth. Look at the categories in this first example and you will see how there are items in the circles that are what we might call roles, talents or skills in our life. The object here is for you to give yourself a score from one to ten for each role in your life. A score on how well you think you do each one. Then an average score and put the average as the Total [ ] box big middle circle. You can add roles in the blank boxes that fit your lifestyle



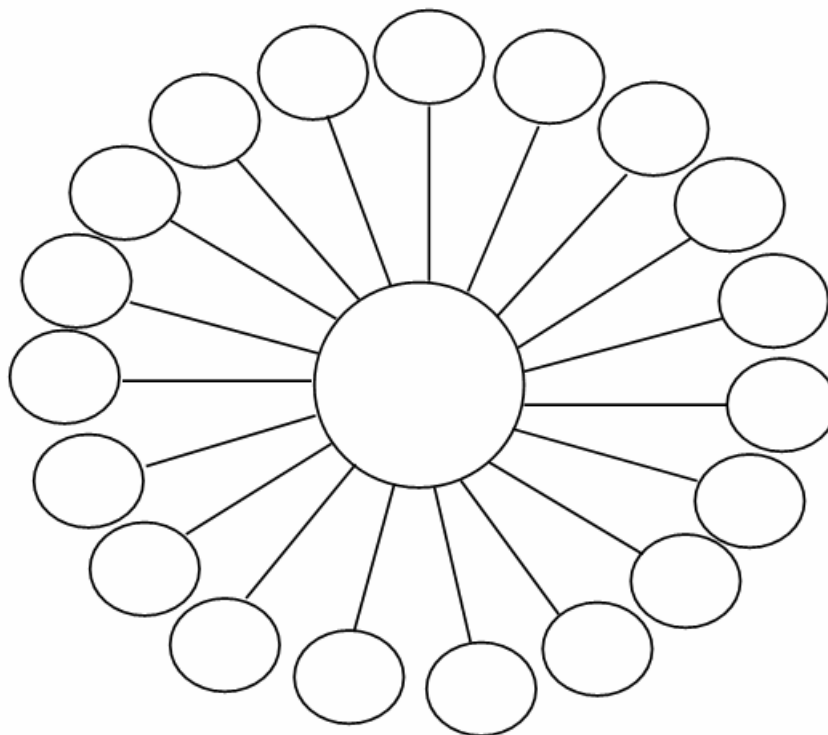


Here is an interesting twist to that exercise. Let us do that exercise again, but this time fill in a score of how you think others would rate you for those roles in you life. Be honest, this is something only you are going to look at. It will help you get a clearer picture of your self worth. If you are really daring, fill in your roles and then let your friend fill in the scores and see how close they are to what you scored for yourself. (That of course will only work if you have a friend or family member who will be that honest with you).



If your total score was not a 10 then you have some work to do on your self-image and the image others have of you. Surprisingly most people have the self-score lower than the score they perceive others would use to rate them.

Here is a blank template for you to use that will be only roles, skills, or talents that you want in it. Have fun with it. Try it with your friends. You will be surprised how well it depicts a persons self worth as you use it.




## ***USING GOALS TO BUILD SELF IMAGE***

Something that you can do now to help you on your way to having a higher self-esteem and self worth is to integrate these talents and skills you have listed in the circles above into a goal-achieving program. Here is another example from Franklin – Covey’s Reality Model that may help you do that. This time instead of putting the skill or talent, you have or want to acquire in the circles, place it in the ROLE box. Then take each of those talents or skills and set some goals that will help you improve that talent or skill.

There will be much more on how to set and achieve goals later in this workshop. Several methods are very effective in setting and achieving goals. One of these methods is to take each of the talents or roles that you put in the outside circles on the diagrams above and then set goals to improve that role or talent. Here is how to do that. Using the blank template below, put the role, skill or talent that was in one of the circles above in the box under Role or Talent. Then write down five goals that you have to improve yourself in that role, skill or talent. Now for the final step, set a deadline for when you will have done that or started doing that.

Here is an example of one filled out:

| <b>Role or Talent</b>                                                                             | <b>Goal</b>                                  | <b>Date</b> |
|---------------------------------------------------------------------------------------------------|----------------------------------------------|-------------|
|  Test Engineer | 1 Read trade journals 2 hours a week         | 31 Mar 2006 |
|                                                                                                   | 2 Attend montly professional meetings        | 1 May 2006  |
|                                                                                                   | 3 Give presentation at a national conference | 2 Jun 2007  |
|                                                                                                   | 4 Get a promotion at work                    | 1 Aug 2007  |
|                                                                                                   | 5 Retire and start a consulting business     | 1 Jan 2009  |

The next page is blank for you to use as a template, if you like using this format for goal setting.

## Role or Talent

## Goal

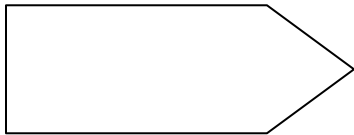
## Date



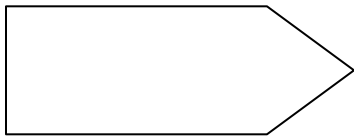
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## ***THE POWER TO CHANGE***

The final step in improving your self worth and self-esteem will come with the study of attributes that will help you develop character in your life and integrating the principles of these attributes into your daily life. Here are the six attributes:

**Dominant Thoughts**  
**Desire**  
**Belief**  
**Preparation**  
**Commitment**  
**Persistence**

### **Dominant Thoughts**

The Bible says, “For where your treasure is there will your heart be also” Matthew 6:21 (King James Version). Our treasure is what we truly want. Sometimes we are not even aware of what that is. Bad experiences from the past can cause us to have such low self-esteem and low self worth that we lose the vision of what we really would like to be. However, those things still normally remain as our dominant thoughts. They are hidden in our subconscious mind. We will do several exercises in this workbook to help you find what these “TREASURES” are in your life. They are a part of our dominant thoughts. We often find ourselves daydreaming about them, but if we do not believe, we can have them they are just daydreams. In this workshop, we will help you find your dominant thoughts. If they are what you truly do want, then eventually, if followed they will become a reality.

Sometimes our dominant thoughts are not positive. If we have been abused or if we have fallen victim to bad habits, our dominant thoughts can be negative and filled with feelings of low self-esteem and low self-worth. That can easily be changed. The use of positive affirmations can help you changing your dominant thoughts. If you are sad all the time, it is a fact that if you start telling people you are happy when they ask and if you start repeating over and over in your mind the words, “I feel great, I feel wonderful” it can actually change how you feel. Of course if there is something in your life that is causing you to not be happy like the loss of a loved one or some physical ailment, that may also have to be rectified as a part of feeling happy. Sometimes things that can not be changed just have to be accepted and let go. But we can all be happy and feel joy if we are willing to no matter what our life’s circumstances. Happiness and joy can be our dominant thoughts if we will them to be.

Our subconscious mind cannot tell the difference between real and imagined experiences. It believes whatever we tell it repeatedly, either good or bad. Our stomach

is very smart. It regurgitates bad food. Our subconscious mind is very gullible. It retains and believes whatever we feed it repeatedly. (For further information on this you can go to my News Letter Archive and read the article on Self Control and the power of fasting) (<http://www.goldenmailbox.com/newsletter/newsletter00/001209gmbnl.htm> )

Most people do not ever stop and analyze what their dominant thoughts are. They honestly could not tell you if you asked them. Yet it is there all the time and is the driving force in their life. We are constantly programming our subconscious mind to believe what we want it to believe, good or bad. If we are willing it sit, listen, and hear what we are thinking about most of the time, we will see it is our greatest desires and shapes all that we do, positive or negative.

When I was in high school, my friends and I decided to try a little experiment on dominant thoughts to see if it would actually work. There were five of us. We decided to just pick someone at random and then all five of us start telling that person every time we saw them how sick they looked. We picked someone we all saw several times a day. It started at the bus stop and continued in every class all morning. Each time one of us saw this person we asked them if they were feeling alright or told them how sick they looked. That person went home sick at lunch. We all had a big laugh about it the next day. However, that event had a great influence on me. I realized how powerful our dominant thoughts are. If we tell ourselves that we are sick we will be. If we tell ourselves that we are wonderful we will be. If we tell our selves all day [..... whatever...], that is what will come to be. Our dominant thoughts are very powerful and pretty much control the outcome of our lives. So controlling our dominant thoughts is one of the very keys to success in our lives.

## **Desire**

We have all read motivational books or heard on that subject. The heart of achievement is always centered in desire. I have always said that if you are going to achieve something then “You’ve Gotta Wanna”. Norman Vincent Peal said, “You can be anything you want to be, if you want to be”. You have to want something to get it. But it really is more than that. We all have things we want but still do not get. You have to have a “White Hot Desire” to get what you want. Some driving force. Something that makes getting it worth the sacrifice that it would take to get it. That is the key right there. There are things we want but we don’t want them bad enough to pay the price to have them. We want to be thin but we are not willing or able to exercise. We want to play the piano but we are not willing to practice. There are few things in this life we could not accomplish if we wanted them bad enough. If our life depended on it, then the whole scope of the thing would change. Marvelous things have been accomplished by people in desperate situations. Competition is also a great driving force in accomplishing desires, to get there before someone else, the desire to be better.

I would assume that every person who saw the move “Lorenzo’s Oil” was greatly touched by this story of a mother who was so driven to find a cure for her son that it

controlled her every thought and action. And of course eventually she accomplished what she set out to do. She achieved the goal. Why was she so driven? Because she had a “White Hot Burning Desire” to save her son. If she had seen some child in the news on TV who was said to have had that sickness she likely would not have been that driven to save the child. It was her own flesh and blood. It was life critical to her. So there was nothing in her life that could stop her until she had accomplished what she set out to do. Key to gaining the desire: desired, believed, pondered, inquired, received.

The obvious question here is how do we get that “White Hot Desire” to do something? How can we be driven to the point that nothing can stop us? That is one of the main points of this book and the exercises that we will be doing. You have to decide what it is that you want, you have to believe you can get it, you must have a plan as to how you will get it, you have to expect you will be able to get it, and then, most importantly, you have to be willing to receive it when it comes. We will talk a lot about those steps in the pages of this book. For now, just understand that whatever you fix in your mind, and see it as already being in your possession will come to be. What we think about is what we will do. What we daydream about or visualize will become our dominant thoughts and will eventually become our actions.

That sounds easy, but the missing link here is how can you build desire? Why don't most people want anything better? Why don't we all have a passion we are working towards in our life, like Lorenzo's mother? If we can learn the answer to that question, we will fully understand the power of desire in our life.

I used to work in a manufacturing factory. We had one sewer there who was far more skilled than any other worker. She was poetry in motion when it came to sewing. I suspected that because she had this attribute of excellence in her life in sewing it would be ingrained in every other part of her life. One day I talked to her just to get to know her better. I asked her if she was planning on going on to school and getting a college education. She said no. I asked her if she did not want to own her own home some day. She said no. Here was a worker who made enough to pay car, rent, food and money for the weekend. That is all she wanted in life. I was so shocked. But as I got to know her better I learned of some of the horrible problems in her life that had caused such low self-esteem and self worth that she did not think she could be anything else. I then realized that just having one attribute of excellence in your life is not enough. There has to be harmony in all the parts of your life. I realized that every part of our life is intermingled with every other part of our life. She had the potential of greatness but had so much baggage from the other parts of her life that it destroyed her desire to be anything more than what she was. For her, it was a very huge brick wall before her. It stopped any further progression to excellence in other parts of her life. After talking to her and getting to know her better over the next several months, I then realized that there are reasons why people sometimes settle for less than they really want.

Several years ago I worked as a salesman for a truck driving school. Our job was to find people who had graduated from high school but had not gone to college yet. The reason the truck driving school wanted that particular niche of society was that qualified

them for more student loans than those who had already started college. As I went from home to home calling on people who had requested information from the TV commercials, I was amazed at the similarity in the people I met. To a great extent they were working in menial jobs and had very little ambition to do anything else. Once in a great while I would find someone who was very different, and almost without exception I would find they had actually gone to college for at least one year. When I found one of those people, I would interview them at great length. Why? For the truck driving school? No! For me. I wanted to learn why they were different than those who had never been to college. After interviewing several of them I realized the difference was ambition. When they had the ambition to do something better with their lives, it actually was noticeable in their character. But the real puzzle was why would college do that to a person? Was it the chemistry or the math?

After talking to many of them I finally realized that college has the power to create initiative in a person. Why is college different from high school? Because when you get there the first day the professors pretty much say, "Thank you for the money you just paid for tuition and we really don't care now if you come to class. We really do not care if you get an A or an F. If you want to drop out, then drop out. Oh and by the way, now you are at college you mother is not going to wake you up and make you come to class". That of course is never actually said to a college student, but that is the environment there. You are on your own. You have to have the desire to achieve. If you decide to drop out there is no one who is going to make you stay. If you slough school, there is no truant officer saying you have to be in class. You have to develop the desire to achieve and that changes people. It gives them the power to develop desire. And that was very noticeable in the character of these people I was interviewing. Ambition is the key to success in life and it is sparked by desire. The greater the desire, the greater the ambition. The greater the ambition the more likely you will be to succeed.

College does something else to a person's mind. It forces you to study and read! Did you know that most people never read another book after they get out of school? That is true of high school kids but also true of college graduates. We have the tendency to get mentally lazy and only do what we have to do. We lose the desire to do new things. If it is hard to do we avoid it just as much as most of us avoid hard physical exercise. If you want to build your power of ambition and desire, start taking time to read every day. It will change you just as much as it changes a college student. It will instill in you the desire to learn and change and be more than you are. We have to exercise our minds just like you do you body to stay in shape. If we become mentally lazy it will show in our character. I have also noticed that people who are out of shape mentally are normally also out of shape physically. We seem to be very consistent in every part of our life. If we do not have the desire to improve physically, we normally do not have the desire to improve mentally either.

Why is that important? Because I have found that being physically out of shape makes us tired. When we become out of shape we feel tired. Physical laziness makes you listless. Being tired and listless kills desire. If you're too tired to do things, you won't have the ambition to do them. Have you noticed that in your life? If not, try getting into



really good shape physically and see what it does to your energy level. When you are filled with energy, then you will find you start to have the ambition and desire to do lots of things that you have been putting off because you were just too tired to do them.

Where does a white heat passion for something come from? Can it be developed? Yes! It can be developed. We will do many exercises in this book that will help you learn how to develop desire and ambition. It will come by your learning how to dream. It will come by helping you learn to develop your imagination. That is a key. When you are in mental and physical shape you will find that new ideas will just start to flow into your mind. You will need to develop the habit now to have a book where you write down your ideas. As you develop your self-esteem, you will begin to realize that you actually are a very smart person. Ideas will just flow into you, and you will need to carry a notebook around with you to write inspirational ideas down when they come. Your ambition will increase. You can just expect that to happen.

Attitude is one of the key elements in having desire and ambition. We need to develop our imagination by thinking. Do you consider yourself an idea person? The answer to that question will tell you how mentally in shape you are right now. If you are lacking in ambition and desire to do things, then start developing your imagination. Make a habit of watching little children. They are so filled with imagination. They can play make believe games all day long. It is sad that most of us lose that power of imagination as we grow older and that dims our powers of ambitions and desire for better things in our life.

If we are suffering from this the loss of desire or ambition, we may have “plateaued” out in our life. Can we get off our plateau? Well, that answer comes from how we gain desire or ambition. It is a rewards issue in our life. If someone cut off one of your fingers every time you did it you would stop. That would give you the absolute desire or ambition to never do that thing again. But we also some times get mixed up in our desires and want what could be compared to a child’s lack of insight in wanting a candy bar now (immediate gratification ) rather than being willing to save money for a bike tomorrow (long term gratification). You have to find enough of a reason to make it worth having something. Then you will find the desire and the ambition to accomplish it. The greater the reason, the greater the desire. It is up to you to find the reason.

## **Belief**

To be able to develop a desire to achieve our dreams, our dreams must be realistic. If they are not, you won't be able to believe you can achieve them. If you are earning \$30,000 a year in an “8 to 5” job right now, you probably cannot earn a million this year. That is not realistic. However if you set the goal to do it, and believed you could it is possible you could get a better job where you could add 50% to your income and earn \$45,000 next year. That is believable. You could double your income every 3 years. That is believable. You could learn a new skill that would allow you to earn a half million in 10 years. \$50,000 a year for ten years is a half million dollars. How much of that could you save? That is believable.

Setting a goal that you want to achieve also has to be for you or it will not work. You cannot set goals for your kids or your spouse. Why? Because they don't believe it. Just because you want them to change or be different does not mean they want to. You can want excellence in their life all you want, but until they want it, it is just a wish in your heart.

Achieving a goal that will increase the excellence in your life must be done for the right reason. If you don't do it for the right reason, you will soon lose your belief that it can be done because the burning desire to do it will not be there. The willingness to make the sacrifice to achieve the goal will not be sufficient. It won't last. If you are trying to change because someone else wants you to, normally that will not establish a strong enough belief system within your mind to give you the ambition and desire to accomplish the goal. You have to have a powerful reason to want it before you develop the desire sufficient to believe that you can achieve it, no matter what. Otherwise the first discouraging moment that comes along, you will lose the belief that you can do it and will quit.

Self worth and self-esteem has a great bearing on your belief. If you do not believe you are good enough to achieve new excellence in your life, likely you will not. If for some reason you feel that you are not worthy of it, you will lose the desire and belief you can do it before you even start. That may seem like a strange obstacle to talk about here, but according to Dr. Wayne Dyer, research has shown that 97% of the people in the United States have low self-esteem. Having the belief that you can achieve is directly related to self-esteem and self-esteem is directly related to dominant thoughts. Are you beginning to see how all of these parts of your life are interrelated now.

Priorities have a great effect on your belief of what you should do and feel good about doing. You may want to learn to ride a horse but feel you just don't have time because of the needs of your family. To do that would make you feel guilty if you do. So your belief that you can do it is reliant on a priority that restricts you from wanting to do it. We will talk a great deal about priorities as we go along. Jim Hansburger suggests that there should be five F priorities in our life: Faith, Family, Friends, Fitness (physical and mental), and Finances, and they should be perused in that order. If they are kept in order in our life, then the belief that we can accomplish the goals related to them will not negatively affect our belief that we can accomplish them.

Most of the great philosophers of the world have taught that the use of daily meditation in our life will help us to be able to visualize who we want to be by seeing ourselves as already being that in our minds. What we visualize in our mind is what we are able to believe we can be. If you can see it you can be it. Daily meditation is an important key to building your belief system. Seeing excellence in your life will come as you sit quietly in an undisturbed place where there are no interruptions. In our day and age that can be a very difficult thing to do. Only those who have tried it can testify as to the power it will bring into your life. It will bring strength to your belief in yourself in a way that few other things can.

Service to others has a great power to help us believe in ourselves. This again is something that can only be understood by doing. We have all heard the saying from the Bible, "It is more blessed to give than to receive". When you give of yourself it builds self worth and self confidence. It helps you believe that you can make a difference in the world. It helps you believe that you are of worth when you make others feel of worth. Charity will bring belief in your self as a person of worth. It can be one of the first steps to feeling the power of excellence in you life. It is simple, easy to do, yet a step many people simply don't feel they have time to try. You will never know of the power of charity until you go volunteer somewhere and feel it in every fiber of your being. You will experience the joy that it brings to lift someone else up. Lifting someone else up will build the feelings of belief in yourself. It is a powerful key to bringing excellence into your life. A way to help you believe in yourself as a person who can bring about change in others lives as well as your own.

Expectation is a subject that has been studied a great deal, especially in schools for young children. There have been many famous experiments and published as articles in places like "*Psychology Today*". One such study was done where they took a group of young children and just told them they were smart. In one double blind experiment in Los Angeles they took three teachers at random from a school district and told them they had a class of exceptional students. The students had also been picked at random. Because the teachers thought they were exceptional students, they expected them to perform as exceptional students and the students all rose to that expectation. The teachers believed that they were exceptional teachers and that they had been given exceptional students and they all preformed according to that expectation.

They believed it and so they did it. We are no different. If we believe we can do something, we can. There is a wonderful true story depicted in the movie about the Apollo 13 disaster. As the crippled spacecraft approached earth, no one really knew if it could be flown into re-entry manually. When the reporters went to the mother of the pilot, James A. Lovell and asked her if she was worried if he would be able to fly the module back to earth, she said something I think is very profound. She said, "If they could make a washing machine fly, he could land it." We can only believe that one of the reasons he was successful in making such critical maneuvers, that were life threatening if he made a mistake, was because his mother believed in him when he was growing up.

There have been too many experiments done now to even mention more than a few here. The school experiments with children have now been called the "Expectation Theory". They have even taken students who lived in ghettos in the inter city who were all straight F students and just put them in a class together with at teacher who believed in their potential and they became straight A students in one term. Why? Because they were expected to be. In the news a few months ago there was a story about a teacher in Phoenix, Arizona who was working with kids who were involved in gangs challenged them to make a remote control underwater robot. They then entered that robot in a contest and beat out a group of college students from MIT. There are just too many times this has been done for us to doubt the power of expectations and the effect it has on our

belief system. Who can say what the limit of our mind is? We only know that it is greatly enhanced or restricted according to our belief system. For the most part, all of us will rise to the expectations others have of us. That is especially true in our family. We tend to believe about ourselves what others believe about us.

## **Preparation**

The power to change will not just come by you waiting for it to happen. We have often heard people say that they were praying that God would guide their steps when they had something very important to do. Nevertheless, I have always felt that God cannot guide our footsteps if we are not willing to pick up our feet and move them. Stephen Covey talks at great length about our need to sharpen our saw rather than to keep sawing away with a dull saw in the accomplishments of our life. Preparation is obviously tied very closely to ambition and desire. If we don't have the desire or ambition to do something, likely we will not spend much time in preparation. Most of us have heard the story of the young man who came up to a world famous concert pianist after a wonderful performance and said, "I would give half my life to be able to play the piano like that". The concert pianist said, "Well sir, that is exactly what I gave to be able to play like that." How often have we heard people say, "practice makes perfect"?

Do not be a jack of all trades, and a master at none. Being good at one thing will affect every other thing we do. Have you ever looked at the accomplishments of Mary Lou Retton? She started by winning a gold medal. Started, did we say? Did you know that she practiced eight hours a day for eight years to win a gold medal at the 1984 Olympics? She won that medal when she was only sixteen years old. A little math will tell you what she was doing in grade school ever morning before school and every night after school. We also can only assume that along with that preparation she had a white-hot burning desire to achieve that goal. Now if you look at her web page you will see that was just the beginning of bring excellence into her life.

Preparation has come to be one of the most valuable keys to success in my life. Education and certification open doors of opportunity that otherwise would not be offered to you. Truly knowledge is power. Knowledge normally only comes from hard work, from a lot of effort! It comes from an "on purpose" doing something to change and become better. Newly acquired skills bring new opportunities. If you are willing to put forth the effort to become excellent at some area of your life, you will find that it will have an influence on every other part of your life.

Here is a quote that so exactly expresses this power of preparation for change in our life:

That which we persist in doing becomes easier,  
not that the task itself has become easier,  
but that our ability to perform it has improved.

*Ralph Waldo Emerson*

James A. Taylor and executive at J. C. Penney in Columbus, Georgia said, “We all have a piano but we don't all play the same music.” A great hindrance in our life of preparation is procrastination. Procrastination breeds inaction. Even though we often hear people jokingly say, “Why do today what we can put off until tomorrow”, but it often is how a very busy person lives their life. If we are going to have the power to change our life, we have to be a “DO IT NOW” person. Studies of highly successful people have shown that is one of the common characteristics that all most all of them have. They take action. They see a need to change and they do it now. They do not wait. If you have this disability (and I truly believe it is a disability) then it can easily be cured by reading motivational books, listening to motivational tapes. You will find all of them cover the topic of procrastination and how to deal with it. Another powerful tool in helping overcome the disability of procrastination is by having friends who are highly motivated. Why will friends who are not procrastinators help? Because they will expect you to be like them. The law of expectation will be exercised upon you, and you will rise to their expectations. You will become like them. It is a well known fact that if you take the average income of your ten best friends, you will find that will almost always be your average income. We tend to be like those we are around. If we are around achievers who are constantly changing and improving and preparing to be better, then we will be.

Another necessity in bringing excellence into our life through preparation is consistency. That is the message of Aesop's fable about the Turtle and the Hare. Consistency. In our life's quest for excellence, consistency will win out over flash in the pan speed every time.

## **Commitment**

How can we achieve excellence in any area of our life if we do not have a commitment to do it? The desire and belief are totally inter-connected to having the commitment to stick with something until we have accomplished it. A perfect example of how a great leader instilled commitment in his men is illustrated in the story about Cortez. When Cortez landed with his men in America, he was concerned about their commitment to fight and win. To take care of that problem, after they got off the ship and came to shore, he burned the ships. Then he said to the men, “We now have two choices, we can win or we can die.” They won! Commitment is what the mother of Lorenzo had. Commitment is the glue that will give us the stick-to-it-iveness to succeed at life. I often hear people tell the commitment story about the chicken and the pig at breakfast. The chicken was willing to make a contribution but the pig gave it everything he had. Did you know that 99% of all marriages that started with a pre-nuptial agreement end in divorce within three years? That surely illustrates the power of commitment and its ability to give us the courage to change. Where there is no commitment there is little desire to change.

Some times fear is the main hindrance to our making commitment. Fear of failure. Here is a dramatic example of fear and commitment to help us see how this can work in our life. If someone laid a 2 x 8 plank on the lawn that was thirty feet long, and offered you

\$10 to just walk along it, would you do it? Because it is two inches thick and laying on the lawn, it surely would support your weight. By being eight inches wide it would give your foot plenty of room to walk along with out being any where near the edge of the board. Thirty feet is not that far to walk, so why not try it? Now, put that same board twenty stories in the air, over an alley between two skyscrapers in New York City. Would you walk the plank now, for \$2,000? Walking across plank for \$10 is dependent on the height. Twenty stories can make quite a difference in the desire for the reward. We would have to have a powerful commitment of some kind before we would even try it and likely money would not even be a factor in that commitment. It would have to be something like being trapped in a fire and our life, or someone else's life, depended on it. Then we would do it. The point being then that when we are going to set a goal and accomplish it, we will find that the commitment to do it will rest squarely on having a good enough reason. It is a fact of life that we normally look for sufficient reward with minimal risk, and it is all related to commitment. More and more we see how all these things are interrelated.

One of the major causes of man's unhappiness is his willingness to trade the things he wants most for the things he wants now.

## **Persistence**

We said above that the theme of Aesop's Turtle and Hare story was consistency. It obviously is also a story of persistence. Persistence is one of the great dividers between those who succeed and those who fail. You seldom read the biography of any great or famous person that is not laced with stories of failures. We seldom hear that Babe Ruth struck out way more times than he ever hit home runs. Thomas Edison failed over 10,000 times before he figured out how to put the fulfillment in a light bulb. Did he fail? He said himself when questioned about it, that he had not failed at all. He just discovered that many ways it would not work and each time he found one of those ways it would not work it put him that much closer to a way that would work. His life is a shining example of us all for the need for persistence. It is easy to see some one who has achieved great success and wish we had that same success. When we do that, we need to look further and see the failures that preceded it. Failure is one of the great teachers of success. The more we fail the more likely we are to succeed. If Abraham Lincoln had given up after the first election he lost, we would never have heard of him. If you read his life story, you will see that it was a miracle of persistence that brought him to the presidency.

When I first started college I took a lot of tests to see what I should study. I was very undecided and felt that would give me a clear path to a career. I will never forget the day the counselor brought me into his office and told me that I should not go to college at all. He said that my chances of passing college would be about 1 in 100. He said I should drop out and go to a trade school. That is the best thing that he could possibly have told me. If I had not taken those tests, and if he had not told me that, I almost certainly would have failed college, dropped out and gone to a trade school. However, when he told me that, it made me so mad that I decided that no matter what, I

would show him that he was wrong. He was. It took me a little longer than others, but I developed the characteristic of persistence and I did graduate from college and went on to graduate school. Persistence is a power to bring change into our lives.

I once heard the story of an immigrant who earned his living by selling hot dogs from a cart on the street during the depression. One day his son came home from college and in talking to him about the depression tried to convince him that he could never make a living selling hot dogs on the street. He said there was no profit in it. The immigrant father looked at him and said, "Son, we have a place to live. We have food to eat. We have the money to send you to college. When I came to this country all I had was the pants I wore and the shirt on my back. So if you take away these pants and shirt, the rest is profit." There are many great depression stories about people who against all odds had the persistence to keep on going and made money and survived financially while all around them were failing. By not giving up they achieved success. It would do us well to all follow their example in our own lives.

Life is like a road. One side is bumpy and the other is smooth. If we decided to take the bumpy side, we may still get there, but it will be a lot harder. Our actions decide which side of the road we travel on. Whichever road we take, if we do not have the persistence to keep on going we will not get anywhere. At the crossroads, Alice asked the Cheshire cat which road she should take. That cat asked her where she wanted to go? She said she did not know. Then the cat made the profound statement. Then I guess it does not matter which road you take, does it?

## **Making the change**

Truly, the power to change our lives for better and realize our quest for excellence lies in the understanding of these five attributes.

**Dominant Thoughts**

**Desire**

**Belief**

**Preparation**

**Commitment**

**Persistence**

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## **Chapter 7 –VISUALIZATION: Learning how to dream**

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### ***Vivid Sensory Visualization - The Power to Create Ambition!***

#### **CAN YOU TEACH AMBITION?**

I have said for years that the one thing that I could not teach a person was ambition. Through my intense study of goal setting of late, I have discovered that I have been wrong. You can teach ambition. It can be learned. It is an acquirable skill not an inborn trait as I had supposed. I have found a system that can actually teach a person that golden key to success in life - ambition. It is not easy to learn ambition, but I now see it is possible.

#### **SIGNS OF LACK OF AMBITION**

All of us have some forms of lack of ambition from time to time. When the lack of ambition strikes, we are normally very discouraged and filled with fear. We do not like change. We have found a comfort zone in life that is the course of least resistance. We find ourself saying things like, "I Keep going to my job every day, even if I hate it." "Don't take risks." "Just make it until Friday and next week may be better." "If it is hard to do, put it off." "It will be easier to do if I wait." "I am not going to try things that are new; it will just complicate things in my life." Does any of this sound familiar?

#### **VIVID SENSORY VISUALIZATION:**

We all sit many times a day in a state of deep thought. It is a very normal thing to do. We often call this mediation, day dreaming, or fanaticizing. Some even call it self hypnotism. I call it vivid sensory visualization. While we are in this state of mind several times a day (and we all are) we are programming our brain in a language it understands very well. Sensory visualization. Normally these sensory visualizations are very, very vivid and real. They are filled with feelings. Some times we can even taste, smell, touch, see and hear the elements of the vivid sensory visualization. Psychologists have long since proven that our physical body cannot tell the difference between a vividly imagined sensory visualization and that of an actual event - the real thing. Our brain produces all the same electrical signals and chemicals as though it were actually happening. For example a scary movie or a bad dream does everything to us the real thing does. Why does thinking about or looking at a picture of food make you hungry? If you start to have



a vivid sensory visualization of the food, you actually start to smell it, hear it cooking, and actually begin to salivate. You get hungry just thinking about it. The same is true of sexual feelings. Fantasies in your mind if allowed can produce the very same stimulation as the real thing. Vivid sensory visualization can be as real as actually doing. Because this is true we can use vivid sensory visualization for good or for bad in our minds.

## **TWO KINDS OF PEOPLE IN THE WORLD**

There are actually two kinds of people in this world when it comes to ambition. There are those who have a positive sensory visualization and there those who have a negative sensory visualization. What is the difference between the two?

### **NEGATIVE SENSORY VISUALIZATION**

Deep down inside your sub-conscious mind, if our sensory visualization is negative, the dominant thoughts in our mind most of the day are visualizations of things that are in our past that were unpleasant, wrong and that we have failed at. We see those failures in vivid detail and relive them over and over and over again. We may even cuss ourselves for how dumb we are. We will repeat negative affirmations over and over saying things like, "I am so stupid." "Why did I do that?" We relive and relive the mistakes of the past over and over. Needless to say, it programs our minds for further failure. When things get tough we quit because we don't want to fail again. When we do think about the future (if at all) our thoughts are filled with fear of risk and failure at trying anything new or unfamiliar. We associate it with the failures of the past. Because of that we are easily discouraged. We look for an out or an easier way to keep from doing what will surely be a failure. You become void of ambition.

### **POSITIVE SENSORY VISUALIZATION:**

Deep down inside your sub-conscious mind, if your sensory visualization is positive, the daily dominant thoughts in your mind are a tendency to look to the future and visualize yourself participating in things that are good and that will be successes in your life. You set goals in your mind and see yourself reaching them in vivid details. Succeeding is the dominant thought of your mind each day. You also have a tendency when you do look to the past to visualize things you were successful at and brought you confidence and happiness. You have a hard time remembering failures and when you do, you think of things you learned from the experience. You think of things that will keep it from ever happening again. You will call upon successes in the past as vivid memories that bolster you up and give you the courage to go on. Positive sensory visualizing makes you excited about the future. You are filled with joy. You are enthusiastic because you want to meet with more success. Your brain produces electrical signals and chemicals that make you happy and fill you with vigor as you experience these positive sensory visualizations. These positive feelings of joy make you ready to accomplish your daily tasks. You are filled with ambition.

## **CHANGING FROM NEGATIVE TO POSITIVE:**

The golden question is, how can you change from negative to positive? How can you learn to be filled with ambition? Many people think it can come from simple positive thinking. But that simply is not true. If your core values are centered on fear and failure, no amount of positive thinking will change that. The daily doses of negative sensory visualizations will still be there. You have to alter your sensory visualizations.

## **USING SENSORY VISUALIZATION IN GOAL SETTING:**

If you want to be thin, you have to start seeing yourself thin in vivid detail. Run your hand over your smooth tight stomach. Smell the taste of the wonderful wholesome food you are eating. Hear your friends complementing you on how good you look. Stand in front of the mirror and visualize yourself thin. Now go buy the mirror.

If you want to be financially independent, you have to see yourself dressed in nice clothes driving a nice car with the wind blowing in your hair, putting your hand down and feeling the leather seats. Now go to the car dealership and actually sit in one.

If you want to be a confident public speaker, you have to close your eyes and feel the feelings as they give you a standing ovation for the brilliant seminar you just gave. Hear them applauding. Feel the pride and joy of your accomplishment. Feel the feelings. Smell the perfume of the women who introduced you as she gives you a hug to congratulate you. Now go alone to an auditorium and just stand there visualizing the feelings.

If you want to have a new house, see the size of the yard, smell the flowers planted there, enjoy the color of the carpet, the smell of bread baking in the oven, look at the number of windows, feel the texture of the stones in the walk, hear the sound of the birds in the trees, admire the color of the house. Now go to Better Homes and Gardens and get a picture of it and hang it on your wall. Better yet, go to the home show and just stand there feeling it as yours.

## **THE FIVE SENSES:**

Vivid Sensory Visualization includes all of the five senses: seeing, hearing, smelling, tasting, and touching. It is very important to use as many of your vivid sensory senses as possible in goal setting. An example would be if you set a goal to have a new car. That is the goal. But to achieve the goal you need action. You need to be able to see yourself as actually having already accomplished the goal. That is one of the most important keys to achieving a goal rather than just setting one. If you can actually visualize yourself driving down the road in your brand new 2007 red Lexus GS 450hp midsize sedan, smelling the wonderful smell of the new car, rubbing your hands over the leather seats, even tasting the drink you are having as you enjoy driving along, your chances of success in achieving that goal will increase by about 99%.

## THE POWER OF VIVID SENSORY VISUALIZATION

Sometimes I think we are often mentally lazy and want a "miracle" quick fix program that will let us change our self image without our having to make any effort to make that change happen.

It takes time, effort and discipline to change our self-image. We are what we think.

To make a significant, life long change in your self image, you will need to develop the kind of discipline that it takes to undo bad habits, correct misinformation, and remedy your lack of true knowledge about how your mind works.

When you learn new principles about self-control and discipline it is very exciting and motivating for most people. Our real challenge comes as we encounter day by day, week by week, month by month application of the new principles we are learning.

If you want to change your self-image, you will have to keep in mind that anything worth achieving does not come easily. Attaining any goal takes Knowledge, Skill, and Motivation. The motivation drives you, the knowledge guides you, and the skill helps you apply the knowledge. Stephen Covey often talks about the "*Law of the Harvest*". What you sow, you reap in life. In order to reap a harvest, you must first sow the seeds and then nurture them as they grow. That is nature's own law. We cannot look for magic seeds, like the seeds in the story of Jack in the bean. We have to make an effort. We have to want to make a real change. Some people give up easily if the path seems too hard and if they can not see immediate results. Some people don't want to pay the price of success and because of that they will never experience real success. But there are people who do not give up. They don't mind the effort. They even seem to enjoy working hard toward their goals. What is it that drives them? What keeps them going week after week, month after month? And can that kind of discipline be learned and applied to a program of improving your self-image, personal achievement and goal setting in your own life?

What you are about to learn about improving your self-image and the power to accomplish personal achievement is used by all top achievers. These principles will help you motivate yourself. They will help you keep yourself motivated. You will be able to learn how to change your life as a slow steady change in your daily habits.

There are two types of people in the world. Those with a positive sensory visualization and those with a negative sensory visualization.

People, whose sensory visualization is positive are already motivated to achieve their goals and are willing to put out whatever effort is necessary for as long as it takes to get what they want.

People, whose sensory visualization is negative, need constant external reinforcement and always look for shortcuts.

What makes one person positive (able to achieve) and another negative (prone to failure)? It is because they make use of their power of sensory visualization in a very different way.

Sensory visualization is the way we perceive the world through our senses. It is the way we regard the people around us and our relationships with them. It is the way we look at our life's experiences. It affects every fiber of our being. It determines how we talk to others. It regulates our health and how we feel on a day-to-day basis. It is what we dwell on in our hearts when we do not have to think. It is what we daydream about when we are just pondering. It is the primary feeling we carry deep down inside ourselves. It is the core of our character.

A person whose sensory visualization is positive will have developed the ability to visualize their goals as having been completed successfully in vivid detail. These positive sensory visualizers have developed the ability to use their imagination to translate their hopes, desires, dreams and goals into detailed life blueprints filled with sensory vividness. They can actually picture in vivid detail the sight sound touch taste smell and emotion associated with accomplishing their goals. Not only do these people have a clear vision of what they want to achieve, but they can vividly imagine the rewards associated with the accomplishment of their goals.

If a positive sensory visualizer wants to start a business, they will work out all of the particulars of that business in their mind in vivid detail before they ever take the first step toward accomplishing the goal. They are risk takers. Through visualization, they already know what it feels like to take the financial risk. They will already have experienced the sensations of managing people and helping them be the best of the best. They will have imagined it so vividly in their mind that they can describe every detail to you. When the time comes to act, they know exactly what to do because they have premeditated it. They are motivated in every fiber of their being to succeed at it.

Positive sensory visualizers will concentrate on success. They gain strength and confidence from past successes. If you ask positive sensory visualizers to describe a successful accomplishment, they will detail a vivid picture for you. A description so filled with detail that you will think you have almost been there yourself. Now try asking positive sensory visualizers to think about the past and tell you about some of their failures. They will be very hesitant. They will have to really think hard at remembering such events. They will not display the enthusiasm they showed about their successes. As they describe a failure in their life, you will see in almost every instance that quickly they will shift gears and start telling you what they learned from the failure and emphasize to you how they gained a new vision from the experience. By their newfound knowledge they will not let things like that happen again.

The positive sensory visualizer has the constant attitude that they will win in the end. The positive sensory visualizer's ability to envision achievement is their power to succeed. Because their ability to visualize in a positive way is so specific and so highly detailed, it has actually has great effect even on their nervous system. It does yours as you listen to them. All the elements of their body is charged, electrified and polarized toward the accomplishment of their very specific goal.

What is the difference between a positive sensory visualizer and a negative sensory visualizer? Both people have the very exact same ability to visualize sensory events but one does it in a positive way and the other in a negative way. If you ask a positive sensory visualizer to tell you what goals they have set, you will likely hear them say, "I want to be making X amount of money or I want to find true happiness or I want to loose x amount of weight". If you were to ask a positive sensory visualizer be more specific about those goals, they could tell you how much money, what true happiness means to them or how much weight they want to lose and by when. Ask a negative sensory visualizer those same questions and they will have great difficulty telling you how much, what kind, where, or when. Negative sensory visualizers just have wishes not goals and plans that will come to fruition.

Both people have the ability to visualize in vivid detail. That is not the point. Both people can and do set and keep goals. But instead of dwelling on the specifics of a positive goal, the negative sensory visualizer will waste their time worrying about fears and failures. Ask a negative sensory visualizer to tell you about their failures and they can do so in vivid detail. Negative sensory visualizers spend much of the time they are meditating, thinking about their failures, problems, woes, and fear of things to come in the failure. As they visualize their worst fears in such vivid sensory detail, negative sensory visualizers develop a self-defeating attitude that turns into a vicious cycle of failure reinforcing their previous failures. Those reinforcements feed their fears and fears reinforce more fear.

When a person has this kind of a negative outlook on life, they then need to receive a constant barrage of motivation by outside forces to achieve almost anything they try to do in life that is hard to do. If they cannot find that outside motivation they normally will very quickly give up avoiding the fulfillment of their fears.

Sensory visualization is the very key to self-motivation, determination, and self-discipline. The more clearly you can visualize your goal, the things that you need to do to accomplish your goal, and the personal rewards you will get from the accomplishment of that goal, the more power you will have to stay committed to the accomplishment of that goal. Sensory visualization will help you in acquiring the knowledge and skills necessary for fulfillment of your goal. Without that ability to visualize, you would be like a car without any gas in the tank. The power of motivation is fueled by positive sensory visualization. It brings success.

Almost every person has both positive and negative sensory visualization characteristics in the makeup of their personality. We all feel like a failure in some areas,

but we should dwell on the success we have had in other areas. Everyone has their weaknesses. The difference is how much time we spend dwelling on them.

Many people think that positive and negative sensory visualization is the same as positive and negative thinking. If that were the case it would be a lot easier to change our sensory visualization habits. However, it is not the case. You cannot use positive thinking alone to overcome your core characteristics of negative sensory visualization. It just does not work. Positive thinking is not going to make a permanent change in the way you feel and behave if the very core of your being, the inner sensory core, is bonded to fear and failure. The reason is that your daily vivid sensory visualizations will continue. The only way to make a real change in your negative sensory visualizations is to replace them with positive ones.

Positive sensory visualization is the most important thing that you can do to activate your own powerful potential for achievement and success. With positive sensory visualization, you can actually program your brain and, in fact, your entire nervous system to be the receptors of these positive images of success. And those positive images of success in turn will generate electrical and chemical signals in your entire nervous system starting within your brain that will create as an end result, change in your behavior. It is like dominoes. The electrical and chemical reactions of your brain will cause a chain reaction of positive beliefs and attitudes that will fill every cell in your entire body.

When you use sensory visualization to visualize yourself different and truly see, hear, touch, taste, and smell the goal you have set as already being achieved, it will come to be. If you can see, hear, touch, taste, smell and most importantly - enjoy the benefits of the goal you have set as having been already achieved in your visualization, your nervous system, your body and your mind will rally and by the principle of providence in goal setting, find a way to lead you to the achievement your goal. Vivid sensory visualizations will create a fire inside that will be like an explosion of helium on the sun. You will feel it begin to burn throughout your entire system. We some times call that feeling excitement or enthusiasm. Those feelings will carry you through the darkest nights of discouragement in the long and sometimes difficult process of change. When you find your strength slacken, if you are tempted to quit, the vivid sensory visualization painted in the far reaches of your mind and imagination will give you the courage and the strength you need to build a resolve to never quit. It will carry you through to the end. You will have the power of the attainment of your goal.



## *How to create a Vivid Sensory Visualization in your mind*

### **Did You Know It Hurts To Think?**

#### **ANSWER THESE QUESTIONS:**

Why are little children always trying new things but adults seldom do?

Have you ever tried to eat left-handed?

Why do you always put the same shoe on first?

Why do you start combing your hair in the same place first every time?

Why do men usually start shaving in the same place first every time?

Why do you drive to work the exact same way every day when there are several ways to get there?

When was the last time you read a book cover to cover?

When was the last time you just went somewhere new?

Why do you never eat your dessert first? Will it actually spoil your dinner if you eat the same amount of food in the end anyway?

Why do most people avoid doing crossword puzzles?

Have you ever tried to turn the TV off for one week? Almost no one can do that. Why?

#### **A PRACTICAL EXERCISE:**

Here is how you can actually feel what it feels like when it hurts to think. Try looking at some object in the room and for thirty seconds, just describe it aloud. That is right.

Describe out loud, the object's color, all possible uses, and its position on the wall, whatever you can think to say. It is very important that you do this exercise by talking aloud as you describe the object in detail for thirty seconds. If you run out of things to say about it, then start over, and repeat what you have already said.

#### **DO THE EXERCISE NOW!!!!**

See what I mean? Just thinking about doing that exercise hurts doesn't it. You probably did not actually do it. Most people, when they read this, will not even try it. When they read this, they just go on to the next thing and do not try. Is that what you did? Is it because it is too hard? NO!!!! It is because it hurts to think. This forces you to think.

You see, this exercise helped you experience what it actually feels like when it hurts to think. Little children are not afraid to try. They do not get tired physically so they do this and do that. They are learning constantly. They learn and learn and learn. For them it does not hurt to think because they are in shape. That is my whole point here. We not only get out of shape physically. We get out of shape mentally. We become mentally lazy. We avoid doing anything that is different or requires us to think beyond the normal thought pattern. Why is that a problem? Well, because it also causes us to stop learning. We stop being childlike when we start avoiding the pain of thinking. Being out of shape mentally hurts just like being out of shape physically does.

## **My suggestion to help you get back into mental shape!**

Spend some time with a child this week. If you don't have a little child at your house or a grandchild then go visit a close friend who does. Get yourself in a situation where you can watch them play. Watch them pretend and live out fantasies and dreams. Read them a story and observe how they actually live inside the story while you are reading it to them. Go for a walk with them and watch the incessant curiosity about everything they encounter. Then try to learn to be like them in your learning skills. Get back into mental shape. Start doing things that are mentally hard every day and you will find that it will become easier and easier.

If you will try this exercise a few times you will also find that it is a lot easier to do if you are trying to describe something pleasant or something that you like. This is a direct reflection on why we do easy things and procrastinate on hard things. It hurts to think.

**"That which we persist in doing becomes easier for us to do;  
not that the nature of the thing itself is changed,  
but that our power to do is increased."**

*Ralph Waldo Emerson*

Here are nine questions for you to answer. Do not take more than thirty seconds to answer each question. These quick thinking questions will help you start your process of learning how to dream again:



# ***THE NINE QUICK THINKING GOLDEN QUESTIONS***

**(It is very important you not spend more than 30 seconds on each question!)**

1: What are the FIVE things that you value most in your life?  
(Things you would fight for. Things you would die for)?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

List the THREE most important goals in your life.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

3. What would you do if money were no object; you had no mental, emotional or physical hang ups preventing you from doing it, and you knew that you absolutely could not fail.

\_\_\_\_\_

4. If the doctor called you and told you that you only had 6 months to live, what would you spend those 6 months doing? How would you live your life?

\_\_\_\_\_  
\_\_\_\_\_

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5. What are 3 things you have always wanted to do but were afraid to try?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

6. What do you do that makes you feel the very best? What do you do that fills you with self confidence and self worth more than anything else that you do?

\_\_\_\_\_

7. If you actually were granted one wish, anything that you could wish for (but only one), what would you wish for?

\_\_\_\_\_

8. What would you say was your one definite purpose in life?

\_\_\_\_\_

9. What is the next goal that you are going to work on?

\_\_\_\_\_

**He moves easiest who has learned to dance  
Alexander Pope**

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## Chapter 8 – ACHIEVING GOALS: Six easy steps

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### *GOAL SETTING STEP 1: Using a card to help you get started.*

The hardest part of goal setting is just getting started. Many people don't know what they want so that is a stumbling block in getting started. That is what these lists in the next section are for. They will help you start to dream again and start to believe that you can have or be or do again like you did when you were a child. But still even with the lists, many people have a very hard time setting actual goals. Here is a simple method that will help you get started.

Take the 9 quick thinking questions above and just pick any one of the answers and let's use it to help you learn how to set goals. Here is all you have to do. Get an index card (either 3 x 5 or 4 x 7) to write on. Now on the front side write down the goal you have chosen from the 9 quick thinking questions above and on the back side of the card write some positive statement like Napoleon's famous statement: What the mind can conceive and believe it can achieve. But you can't just write down the goal in any old wording. It has to be written as though the goal has already been accomplished. It has to be written in wording that is a Positive, Present, Personal, Time Dated action.

### **WORDING EXAMPLES TO HELP YOU WRITE DOWN YOUR GOALS**

Visualization is the most important part of goal achievement. When you write your goal, you need to make it POSITIVE, PRESENT and PERSONAL with time dated actions. It needs to be worded in such a way that you can close your eyes and see yourself as having accomplished the goal. Here is some example wording to help you learn how to do that (the statements do not necessarily need to be in this order and must be your own wording note these examples):

**State the time and date on which this goal will be accomplished in the present tense as though it is actually that day right now (get a calendar and look up the day of the week):**

It is 9 a.m., Tuesday September 30<sup>th</sup> 2008.

It is 4 p.m. in the afternoon Sunday April 4<sup>th</sup> 2010, my 40<sup>th</sup> birthday.

**Describe where you will be:**

It a clear sun shining morning with beautiful fall leaves and the smell of fall in the air.

I am standing on the stage at the Waldorf Astoria hotel grand ball room at the annual software testing conference

I am at my weekly Weight Watchers meeting, sitting on the very front row.

I am sitting in my new red Ford Mustang car feeling the leather seats and smelling the new car smell.

**What you are doing there:**

I am walking into the First National Bank in Salt Lake City, Utah to deposit a \$5,000 check from my home based business.

I past the CSTE exam and I am receiving my certification exam certificate from William Perry

I am receiving a standing ovation from my fellow Weight Watchers class because I have lost 120 pounds in two years.

**What you are wearing,**

I am wearing my brand new red satin dress.

I am wearing my comfortable blue genes and my cowboy hat

I am dressed in my formal attire that I bought just for this occasion to help me celebrate

**Express how you feel at this moment:**

I can feel the cool fall breeze blowing in my hair

I am as proud as a plump kitten at what I have accomplished

I feel so self confident now after having accomplished this goal.

**What you did to get there doing that:**

I follow my diet perfect every day

I walk 2 miles every morning

I get up at 5 am every morning to spend time with my children before school

I read 2 books related to my profession every week.

**With each statement you need say things like I am, I can see, I feel.... so that you will be able to close your eyes and see yourself there , feeling it as now , being there doing it in the present as though you really are there having accomplished your goal! That is what makes it come to pass. It is very important that every statement is stated as a Positive, Present, Personal, Time Dated, Action.**

***Example of the front side of your card:***

It is Tuesday, Sept 30th 2008 - 9 a.m. It is a clear warm sunny morning. I am depositing my monthly retirement income check in the Zions Bank in Down Town Salt Lake City for \$5,000. This check is from my retirement income home based business. I am wearing my new blue three pleated pants and new crisp light blue shirt. The teller knows me because I come every month to deposit this check.



Now you need to write a positive statement on the back side of the card. Here are just a few examples of thousands that you could choose from:

Accept the challenge, so you may feel the exhilaration of victory.  
George S. Patton

Progress always involves risk; you can't steal second base and keep your foot on first.  
Frederick Wilcox

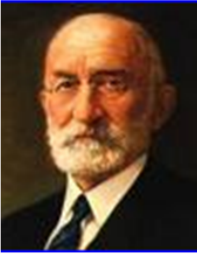
Unless you try to do something beyond what you have already mastered, you will never grow.  
Ralph Waldo Emerson

In matters of style, swim with the current; in matters of principle, stand like a rock.  
Thomas Jefferson

I have never let my schooling interfere with my education.  
Mark Twain

The man who removes a mountain begins by carrying away small stones.

***Example of the back side of your card:***



**That which you persist in doing becomes easy to do - not that the nature of the thing has changed, but your power and ability to do has increased.**  
Heber J. Grant quoting Ralph Wald Emerson

## ***GOAL SETTING STEP 2 – Using lists to help you learn what you truly want in life***

### **PEOPLE DO NOT KNOW HOW TO DREAM:**

One of the main focus points of my life is helping other people set and achieve goals. Frustration comes from struggling and not being able to be all you are meant to be. Goal setting works! It just simply works. Yet we know that only about 3% of the people in the world set goals. Why? It is because people who fail do not have the ability to dream and implement those dreams.

### **LIFE'S WHIRL POOL OF INDECISIONS:**

Many people are just living day to day. They do not believe that they can have anything better. They do not have a plan to find greater experiences for themselves! But more than that, they do not know what to want. That is one reason they do not set goals. They would set goals, but they just do not know what they want to do or be. They are caught in what I call "the whirl pool of indecision". How do you break out of the whirlpool of indecision and get going in a set direction for improving your circumstances? What is this "round and round we go" lifestyle? Let's learn how to dream and do it now!

### **SUCCESS WORKSHOPS NOT SEMINARS:**

Goal achieving is not something you can do in one day. The presentations that I give are called "Success Workshops". When you come to a Success Workshop, you cannot just sit and listen like you do in a normal seminar. What we are about to do to help you break out of the whirlpool of indecision is one of the principles from our Success Workshop sessions. We are going to ask you to do some work.

### **DECIDE THAT YOU WILL DO IT:**

First assignment: Decide that you are willing to do this. The first thing that is critical in succeeding in this workshop task is to decide that you are willing to do it. If you are not then there is no reason to go on reading.

### **USING LISTS:**

Below are some lists that will help you learn how to dream. Use these lists and I promise you they will literally change your life.

# ***THE LISTS***

## **WHY ARE WE DOING THIS?**

One of the reasons we have a hard time setting goals we do not know what we want. Sometimes we just cannot think of anything else that we want to have or be or do. Have you ever felt that way? Other times it is lack of self worth. Many of us have a low self worth or low self-esteem. We do not think we have anything of value inside us. We do not realize the power of our potential. When you are done you will just be amazed at yourself. These lists will help you see a vision into the future that ignites possibilities. It will help you learn how to dream.

## **SELF-BRAINSTORMING:**

Take the first list and just start writing. It might be hard at first. You may only think of one or two items. Do not get discouraged and quit. Just sit and think about it. It may take you several tries over several weeks to fill in the lists. I promise you that just like in a group brainstorming session, as you start thinking and remembering things from your past, those thoughts will stimulate other thoughts. It is best to work on the lists one at a time until you have done all you can for that session. Then the next session you may want to go to a different list or go back to the one you started until you have all 50 items listed. Once you have done more than one list, your mind will keep flashing back to things on the other lists that you have forgotten. Sometimes items will flash into your mind, even in the middle of the night or while you are taking a shower. The lists will grow and grow as you work on them. Do not worry that you do not have all the lines filled in on every list at first. Just keep working on them until you do. Some people keep going and add 50 or even 100 items. It is up to you. However, to start, there are just 15 blanks on each list. This will help you with your goal setting more than anything else you can do. It will help you find areas of interest and then you can begin the process of setting goals you can achieve. It is a proven fact that something flashes into your mind and you write it down, you have the ability to find a way to achieve that if you really want to. I would say that is quite a promise. As Dale Carnegie said in *Think and Grow Rich*, “Anything the mind can conceive and believe it can achieve.”

## **USING THE LISTS:**

Start with the first list. Write as many things as you can think of, then go to the next list. Don't get stuck on one list. Come back to each list until you have at least 50 things. It may take you a couple of weeks to complete this assignment. Remember that

when you set goals, 60% of your goals should be "TO BECOME" goals; not "TO HAVE" goals

If you will write these nine lists down as I have asked you to do and then read them and work on them, they will create the power within you to change. They will help you believe in finding your dream and your dreams will come true. I can tell you from that from my own personal experience, and from my experience in helping many other people to do it as well.

**(NOTE: YOU WILL NOTICE WE HAVE PRINTED EACH LIST OUT ON A SEPARATE PAGE SO IF YOU WANT TO, YOU CAN TAKE THEM OUT OF THIS BOOK AND CARRY THEM AROUND WITH YOU IN A SEPARATE NOTEBOOK AS YOU WORK WITH THEM. HOWEVER IT MAY BE EASIER FOR YOU TO START A SEPARATE NOTEBOOK THAT IS JUST YOUR LISTS SO YOU HAVE MORE ROOM TO WRITE. MANY PEOPLE EXPAND EACH LIST TO SEVERAL PAGES. THESE LISTS ARE ONLY EXAMPLE TEMPLATES. YOU MAY EVEN WANT TO ADD OTHER LISTS TO YOUR BOOK.)**



## **LIST # 1 - THINGS I CAN ALREADY DO WELL: (I.E. SKILLS - TALENTS)**

Something that will help you set goals is to think of things that others have told you that you are good at. Think of things that you have been complemented on after doing them. That will start your thinking process.

Some examples of things that you might put on your list:

1. Able to talk to others easily
2. Very skilled at driving a car
3. Can find my way around in any strange city
4. I am very patient with animals and can teach them
5. Able to give talks before groups with little preparation

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**(Add as many items to this list as you want on a separate sheet of paper)**

## List # 2 - SKILLS – TALENTS I WANT TO DEVELOP

This second list will be a list of talents you want to have. Skills you always wished you had. To fill out this list you might say, I want to know how to:

1. Play the piano
2. Sing in church
3. Program Computers
4. Be a peace maker at work
5. Play an under par game of golf

This list should be a serious list of things that are predominant in your mind. They are wants that are always there. They are things you keep saying, "I wish I could....." Now write 50 of them down on the list below.

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**(Add as many items to this list as you want on a separate sheet of paper)**

### **List #3 - SPECIALIZED KNOWLEDGE OR EDUCATION I HAVE ACQUIRED ABOUT THINGS**

This list is different from the skills and talents list. Specialized knowledge is something that you have learned. They are things that you can say you know more about than the average person. These are things you "know a lot about" rather than "being good at doing". For example, to fill out this list you could say, I know a lot about:

1. How to teach others how to fix cars (verses the talent of being good at fixing them)
2. Accounting, I have a college Degree in it
3. Stock market trading
4. My ancestral heritage on my family tree
5. Selling insurance

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**(Add as many items to this list as you want on a separate sheet of paper)**

**List #4 - THINGS I WANT TO KNOW ABOUT:  
(I.E. SPECIALIZED KNOWLEDGE)**

This list will be the things that you want to know a lot about or have specialized knowledge in. Things you want to learn or study. Maybe even become and expert at.

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**(Add as many items to this list as you want on a separate sheet of paper)**

## List # 5 - LIVING PEOPLE I KNOW – OR I HAVE KNOWN

**NETWORKING:** As you start making this list, you will see how it will help you with networking. That is one of the most important principles of success you can learn. 75% of all jobs in the job market go to people who knew people before they ever were posted on a job board. Networking can be a powerful tool. Networking is communicating with people you know. An example would be that you tell your uncle Bill you are working on this project. He says he just happened to meet someone yesterday that is doing that same thing. You meet them and they have the very key to help you solve a problem with the project you could not solve. If you had not mentioned the project to your uncle Bill he would not have known to tell you about the person he just met. That is networking. Networking functions through all the people that you know.

Start with your mother and father if they are still living just to get started. List every person in your family. List every person you have ever worked with ever! List every person that you have met as a neighbor where you used to live. Make this list pages and pages long. This list of people will become invaluable to you. Don't neglect it. List every living person you now know and every living person you can ever remember knowing. Grade school teachers, friends, relatives, work associates, list them all.

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**(Add as many items to this list as you want on a separate sheet of paper)**

## List #6 - LIVING PEOPLE I WANT TO MEET

It is very important that you not restrict your thinking on this list. This list will help you learn to dream as much as any other list. If you would like to meet the Queen of England some day, (even if you thought you never could) then put her on the list. If you want to meet someone that it may seem impossible for you to meet right now, put them on the list anyway. This is a list of people you would like to meet if there were not obstacles to stop you from doing it.

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**(Add as many items to this list as you want on a separate sheet of paper)**

## List # 7 - PEOPLE I WANT TO BE LIKE (living or not)

### MENTORS

This list has two purposes. It will become the list of mentors. The people on this list do not need to be people who are living. List the people here that you would like to know or have attributes like in your life. When you make this list include living people that you would like to meet and get to know. Do not be afraid to be outrageous, for example the Queen of England. If you have ever wanted to meet her in person then list her. Do you dare to dream a little? List every person you have ever wished you could meet and get to know and learn from. Yes, it is OK to list Bill Gates. Can you see now how this list in particular is starting to push your dream button in you mind.

During the first three or four years of our lives, our parents were our main mentors. All that we had or knew came from them. Our very lives were dependent on their care. As we grow up others became mentors in our lives too. Siblings, other family members, friends, even television characters. We have all heard the expression “Monkey see monkey do”. That is very true of humans too, especially in our early childhood. Most parents have been shocked as they heard their young child say things back to them and then realize that is exactly what the parent had said to the child the day before.

If our family puts us down, we normally will grow up with low self-esteem. This comes about because they are our mentors and we believe what they tell us. This belief system extends well into our early adulthood life. We have all read the studies that show that normally a young girl will marry someone just like her father. Regretfully, that is true even when her father was physically or emotionally abusive. Why would a girl marry an abusive husband when she grew up with an abusive father? That makes no sense. Nevertheless, mentoring is a powerful influence in our lives. That is why many women endure as battered wives. They were battered children by their father, and to them that is the only kind of love they ever knew, so to them it is a form of security. It makes no sense but it is a proven fact of human psychology. They have even shown that attention is so important to us that children would rather be spanked than ignored. That is why they act up many times even when they know they will be punished.

We can take advantage of this power influence of others in our lives. It can work in a positive way as well as these negative examples. When we admire someone we tend to become like them. Years ago Sterling W. Sill, an executive with the Metropolitan Life Insurance Company, said that if you will study the lives of ten great people, their attributes of greatness will show up on your screen of life. Using that concept, our next list will be a challenge for you to find 10 great people who have attributes in their lives that you would like to emulate. To start off, here are just two examples so show you how to do that. You do not need to use these two people as your mentors. They are just examples to give you an idea of how to study the attributes of a person you admire.

## Example #1 of a mentor

### The Rosario Marin Story

When Rosario was 19 she was a new immigrant from Mexico. She was pregnant with her first child and became a single mother. She worked for her sister in a Taco stand in Los Angeles. Eventually her sister sold her the business. So Rosario went to the bank to get a loan to see if she could expand the business. The bank told her no because she was a woman and because she was Hispanic. So she went out and organized some financing and started her own bank for women. Eventually President Regan asked her to be the Treasurer of the United States. Her signature still appears on much of the U.S. money.





## Example #2 of a mentor

(Some of your mentor lists may become many pages long as you study their lives)

### Mother Teresa



Mother Teresa was born Agnes Gonxha Bojaxhiu in Skopje\*, Macedonia, on August 27, 1910. Her family was of Albanian descent. At the age of twelve, she felt strongly the call of God. She knew she had to be a missionary to spread the love of Christ. At the age of eighteen she left her parental home in Skopje and joined the Sisters of Loreto, an Irish community of nuns with missions in India. After a few months' training in Dublin she was sent to India, where on May 24, 1931, she took her initial vows as a nun. From 1931 to 1948 Mother Teresa taught at St. Mary's High School in Calcutta, but the suffering and poverty she glimpsed outside the convent walls made such a deep impression on her that in 1948 she received permission

from her superiors to leave the convent school and devote herself to working among the poorest of the poor in the slums of Calcutta. Although she had no funds, she depended on Divine Providence, and started an open-air school for slum children. Soon she was joined by voluntary helpers, and financial support was also forthcoming. This made it possible for her to extend the scope of her work.

On October 7, 1950, Mother Teresa received permission from the Holy See to start her own order, "The Missionaries of Charity", whose primary task was to love and care for those persons nobody was prepared to look after. In 1965 the Society became an International Religious Family by a decree of Pope Paul VI.

Today the order comprises Active and Contemplative branches of Sisters and Brothers in many countries. In 1963 both the Contemplative branch of the Sisters and the Active branch of the Brothers was founded. In 1979 the Contemplative branch of the Brothers was added, and in 1984 the Priest branch was established.

The Society of Missionaries has spread all over the world, including the former Soviet Union and Eastern European countries. They provide effective help to the poorest of the poor in a number of countries in Asia, Africa, and Latin America, and they undertake relief work in the wake of natural catastrophes such as floods, epidemics, and famine, and for refugees. The order also has houses in North America, Europe and Australia, where they take care of the shut-ins, alcoholics, homeless, and AIDS sufferers.

The Missionaries of Charity throughout the world are aided and assisted by Co-Workers who became an official International Association on March 29, 1969. By the 1990s there were over one million Co-Workers in more than 40 countries. Along with the Co-Workers, the lay Missionaries of Charity try to follow Mother Teresa's spirit and charisma in their families.

Mother Teresa's work has been recognized and acclaimed throughout the world and she has received a number of awards and distinctions, including the Pope John XXIII Peace Prize (1971) and the Nehru Prize for her promotion of international peace and

understanding (1972). She also received the Balzan Prize (1979) and the Templeton and Magsaysay awards.

### SOME OF THE MEMORABLE QUOTES FROM MOTHER THERESA:

Be faithful in small things because it is in them that your strength lies.

Being unwanted, unloved, uncared for, forgotten by everybody, I think that is a much greater hunger, a much greater poverty than the person who has nothing to eat.

Do not think that love, in order to be genuine, has to be extraordinary. What we need is to love without getting tired.

Do not wait for leaders; do it alone, person to person.

Each one of them is Jesus in disguise.

Everybody today seems to be in such a terrible rush, anxious for greater developments and greater riches and so on, so that children have very little time for their parents. Parents have very little time for each other, and in the home begins the disruption of peace of the world. Every time you smile at someone, it is an action of love, a gift to that person, a beautiful thing.

Good works are links that form a chain of love.

I am a little pencil in the hand of a writing God who is sending a love letter to the world.

I do not pray for success, I ask for faithfulness.

I have found the paradox, that if you love until it hurts, there can be no more hurt, only more love.

I know God will not give me anything I can't handle. I just wish that He didn't trust me so much.

I try to give to the poor people for love what the rich could get for money. No, I wouldn't touch a leper for a thousand pounds; yet I willingly cure him for the love of God.

I want you to be concerned about your next door neighbor. Do you know your next door neighbor?

If we have no peace, it is because we have forgotten that we belong to each other.

If we want a love message to be heard, it has got to be sent out.

To keep a lamp burning, we have to keep putting oil in it.

If you can't feed a hundred people, then feed just one.

If you judge people, you have no time to love them.

In this life we cannot do great things. We can only do small things with great love.

Intense love does not measure, it just gives.

It is a kingly act to assist the fallen.

It is a poverty to decide that a child must die so that you may live as you wish.

It is easy to love the people far away. It is not always easy to love those close to us. It is easier to give a cup of rice to relieve hunger than to relieve the loneliness and pain of someone unloved in our own home. Bring love into your home for this is where our love for each other must start.

It is impossible to walk rapidly and be unhappy.

It is not the magnitude of our actions but the amount of love that is put into them that matters.

Jesus said love one another. He didn't say love the whole world.

Joy is a net of love by which you can catch souls.

Kind words can be short and easy to speak, but their echoes are truly endless.

Let us always meet each other with smile, for the smile is the beginning of love.

Let us more and more insist on raising funds of love, of kindness, of understanding, of peace.

Money will come if we seek first the Kingdom of God - the rest will be given.

Let us not be satisfied with just giving money. Money is not enough, money can be got, but they need your hearts to love them. So, spread your love everywhere you go.

Let us touch the dying, the poor, the lonely and the unwanted according to the graces we have received and let us not be ashamed or slow to do the humble work.

Loneliness and the feeling of being unwanted is the most terrible poverty.

Loneliness is the most terrible poverty.

Love begins at home, and it is not how much we do... but how much love we put in that action.

Love begins by taking care of the closest ones - the ones at home.  
Love is a fruit in season at all times, and within reach of every hand.  
Many people mistake our work for our vocation. Our vocation is the love of Jesus.  
One of the greatest diseases is to be nobody to anybody.  
Our life of poverty is as necessary as the work itself. Only in heaven will we see how much we owe to the poor for helping us to love God better because of them.  
Peace begins with a smile.  
So many signatures for such a small heart.  
Spread love everywhere you go. Let no one ever come to you without leaving happier.  
Sweetest Lord, make me appreciative of the dignity of my high vocation, and its many responsibilities. Never permit me to disgrace it by giving way to coldness, unkindness, or impatience.  
The biggest disease today is not leprosy or tuberculosis, but rather the feeling of being unwanted.  
The greatest destroyer of peace is abortion because if a mother can kill her own child, what is left for me to kill you and you to kill me? There is nothing between.  
The hunger for love is much more difficult to remove than the hunger for bread.  
The miracle is not that we do this work, but that we are happy to do it.  
The most terrible poverty is loneliness and the feeling of being unloved.  
The success of love is in the loving - it is not in the result of loving. Of course it is natural in love to want the best for the other person, but whether it turns out that way or not does not determine the value of what we have done.  
There are no great things, only small things with great love. Happy are those.  
There is always the danger that we may just do the work for the sake of the work. This is where the respect and the love and the devotion come in - that we do it to God, to Christ, and that's why we try to do it as beautifully as possible.  
There is more hunger in the world for love and appreciation in this world than for bread.  
There must be a reason why some people can afford to live well. They must have worked for it. I only feel angry when I see waste. When I see people throwing away things that we could use.  
There should be less talk; a preaching point is not a meeting point. What do you do then?  
Take a broom and clean someone's house. That says enough.  
We are all pencils in the hand of God.  
We can do no great things, only small things with great love.  
We need to find God, and he cannot be found in noise and restlessness. God is the friend of silence. See how nature - trees, flowers, grass- grows in silence; see the stars, the moon and the sun, how they move in silence... We need silence to be able to touch souls.  
We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.  
We shall never know all the good that a simple smile can do.  
We think sometimes that poverty is only being hungry, naked and homeless. The poverty of being unwanted, unloved and uncared for is the greatest poverty. We must start in our own homes to remedy this kind of poverty.  
We, the unwilling, led by the unknowing, are doing the impossible for the ungrateful. We have done so much, for so long, with so little, we are now qualified to do anything with nothing.  
Words which do not give the light of Christ increase the darkness.



## Example Mentors



**Their attributes will show up on  
your screen of life**

Sterling W. Sill - Metropolitan Life

You will of course have to select your own mentors. On the following pages are ten templates for you to use, if that will help you get started. You do not need to use these templates if it is easier for you to just create your own pages. However, it is important that you find 10 mentors and make a separate page for each one here in this book. You can add as many pages from your research on each mentor as you would like. You may even read books they have written.

# MENTOR #1

**FULL NAME AND SHORT BIOGRAPHY**

**PICTURE**

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**Ten things I want to emulate from this person's life:**

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## MENTOR #2

**FULL NAME AND SHORT BIOGRAPHY**

**PICTURE**

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**Ten things I want to emulate from this person's life:**

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# MENTOR #3

**FULL NAME AND SHORT BIOGRAPHY**

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# MENTOR #4

FULL NAME AND SHORT BIOGRAPHY

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# MENTOR #5

FULL NAME AND SHORT BIOGRAPHY

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# MENTOR #6

FULL NAME AND SHORT BIOGRAPHY

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# MENTOR #7

**FULL NAME AND SHORT BIOGRAPHY**

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# MENTOR #8

FULL NAME AND SHORT BIOGRAPHY

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# MENTOR #9

**FULL NAME AND SHORT BIOGRAPHY**

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**(Add as many items to this list as you want on a separate sheet of paper)**

# MENTOR #10

FULL NAME AND SHORT BIOGRAPHY

PICTURE

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**Ten things I want to emulate from this person's life:**

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**(Add as many items to this list as you want on a separate sheet of paper)**

## List #8 - THE THINGS I USED TO LOVE TO DO AS A CHILD

Of all the lists you have made so far, this is the most important. Many studies have been done on children at play, adults at work and the relationship between them. The things that you used to love to do as a child should have become your occupation. Sadly that is not the case for many of us. This is a very critical list. Start with as young as you can remember and list everything that you remember as a child that you used to love to do. Did you know that is why the Boy Scouts have merit badges? It is to help the boys try a great variety of things to help them learn what they like to do in life. As you make this list, your "Dream Machine" will start to come into full play. You will find great joy in making this list. When you are done, this list will give you more power to dream than anything you have ever done in your life. As you review it, it will bring feelings of joy into your soul more than you have ever imagined possible.

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(Add as many items to this list as you want on a separate sheet of paper)



**List # 9 – THINGS I WOULD **HAVE** IF THERE WERE NO RESTRICTIONS, LIMITATIONS OR RULES OF ANY KIND**

10% of your goals should be **TO HAVE** goals. This last list will launch you off into a new world of joy and happiness that you only hoped could be possible in the past. You must be totally serious about making a list as directed. It will create a miracle in you! Write down the very things that you would actually do if you just won a 50 million-dollar lottery. Be serious, yet outrageous! It will ignite your dream machine. List anything you want; things that you would actually do if you had all the money in the world. This is the beginning of your learning how to dream. Write those things down you almost don't dare say out loud. Close your eyes and visualize yourself doing them as you write. Have fun with this list. Remember this is just a dream, right? But I hope you realize that studies have shown that anything you can write on this list and believe you can achieve. That is quite a promise.

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**(Add as many items to this list as you want on a separate sheet of paper)**

## List #10 - THINGS I WOULD **DO** IF MONEY WERE NO OBJECT, AND IF THERE WERE NO RESTRICTIONS, LIMITATIONS OR RULES OF ANY KIND

**30% of your goals should be TO DO goals.** There is a great difference between “HAVE” and “DO”. This is your “DO” list. If you could “DO” anything you wanted to do and talent, money, opportunity, age, health, or time were not limiting factors what would some of those things be. Dare to dream here a little. Be extravagant. Don’t hold back. Write down what ever comes to you mind and then start writing them as fast as they come. One thought will build on another. If the things are too personal and you are fearful someone will read them later, and then abbreviate them so only you will know what they mean. Here is a silly example of that to illustrate. Let’s say you have always wanted to have your picture taken with Robert Redford, and you don’t want your husband to read that. You could write PWITHRR. Don’t hold back! You will find that for days, things will keep coming to your mind after you have put this list down. Carry it with you for a few days and when things pop into your mind then keep writing.

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(Add as many items to this list as you want on a separate sheet of paper)

## List #11 - THINGS I WOULD **BE** IF MONEY WERE NO OBJECT, AND IF THERE WERE NO RESTRICTIONS, LIMITATIONS OR RULES OF ANY KIND

**60% of your goals should be TO BE goals.** There is even a greater difference between “TO HAVE” “TO DO” and “TO BE”. This is your “TO BE” list. This will be your most important list of all the lists. If you could “BE” anything or anyone that you wanted to be and again, talent, money, opportunity, age, health, or time was not limiting factors, what would you like to be? It is very important that you not restrict your thoughts. Again if some of these things are very personal to you and you don’t want anyone else to read them, then abbreviate so only you know what it means. It is very important here (more than in any other list) that you dare to dream. Write down anything that comes to your mind. That is the only way you will find your dominant thoughts. As with the other lists, it is certain that you will find more ideas coming into your mind for days once you start writing. Carry the lists with you so you can capture those thoughts when they come into your mind. This list should be longer than any other list when you are done. If 60% of your goals are centered around things you want to be, this list may grow to be as long as 100 items

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(Add as many items to this list as you want on a separate sheet of paper)

## **NOW IT IS UP TO YOU:**

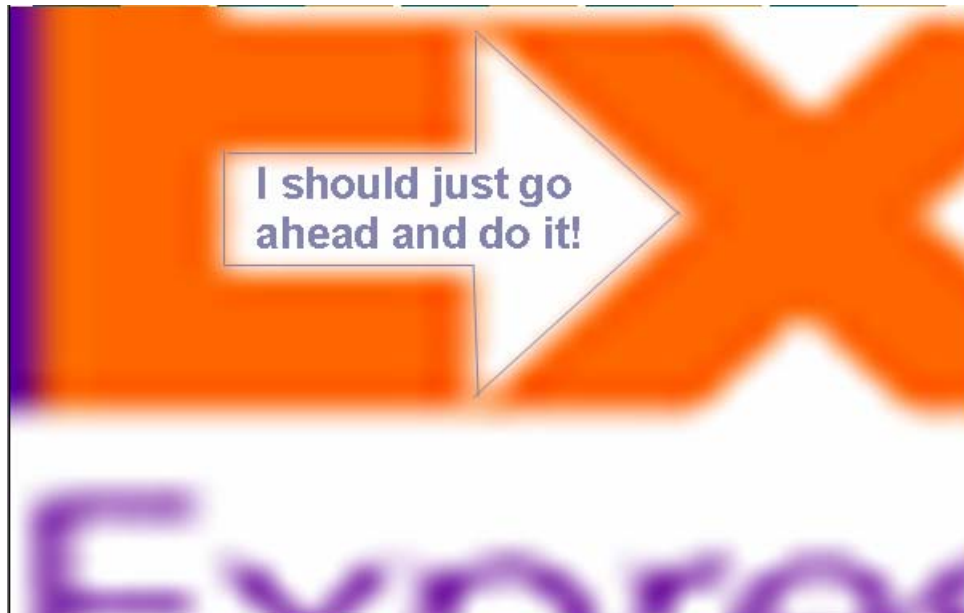
The lists will help you more than anything else that you can do to start being able to set and achieve goals. They will help you learn what your true dominant thoughts are. Your dominant thoughts are what govern your life and determine what you are capable of being, doing and having. There is no limit! Let me say that again. There is no limit!

These lists will help you see what you really do want and what you are capable of becoming. It is unlikely that you do not have the desire to be different than you are or you would not be taking this seminar or reading this book now. These lists will help you do that. Start with the first list. For now, it will help you to take the lists section out of this book and put them in a separate book that you can carry around with you for a few weeks. You will find that new items for the list will just pop into your mind in the strangest places.

This exercise will help you to create awareness of your potential. It will help you move from wishing to action. These lists will be the ignition to change your life for the better.

Do you still remember my message from Chapter 1?

“I should just go ahead and do it.”



## ***GOAL SETTING STEP 3 - The Hardest Part Is Getting Started!***

### **BEGIN WITH THE END IN MIND:**

Did you know that it is a proven fact that if you set a reasonable goal and read it two times a day, that it is almost impossible that you will not accomplish your goal. If it is that simple, why don't we all do it? We have all set "New Year's resolutions". What we forget to apply to them is VISUALIZATION to the resolutions.

### **GOAL SETTING - WHY DO IT?**

Several years ago there was an East German ice skater practicing at the Olympics. The lights went out and when they came back on SHE WAS STILL SKATING. Everyone asked her how she was able to skate in the dark. She said the lights made no difference to her. She VISUALIZED her routine in her mind so perfectly, that she could do it with the lights on or with the lights off. She knew every move perfectly. She could skate the routine best in her mind. That changed the thought pattern of Olympic athletes. Athletes began studying the East German teams. They realized that is why they were all winning so many gold metals. How did Germany dominate the winning platform? They used visualization! They did it in their minds before they ever did it on the field.

In 1957 a survey was taken of the graduating class at Yale University. One of the questions they ask in the survey was if they had written goals. Only 3% of the class said that they had written goals. They then looked up the surviving members of that graduating class 20 years later. Guess what. That 3% of the graduating class were worth more financially than all the rest of the class put together. That must tell you something!

One last example: At a prominent university, they were studying goal setting. They took a basketball team and divided them into 3 groups. They tested them on how well they shot foul shots. They all did about the same. They had one group practice every day for several weeks. The second group did not practice at all. The third group sat in the bleachers and just practiced shooting foul shots in their minds. After several weeks, they tested them. Guess what the results were? The ones who did not practice were just the same. The ones who practiced every day had improved. The ones who sat in the bleachers and practiced in their minds had improved the most. WHY? It was because they never missed a shot. In their minds, they visualized making the basket every time. When they were finally back on the court, THEY COULD MAKE THE BASKETS JUST AS THEY HAD VISUALIZED.

### **GOAL SETTING - HOW TO DO IT:**

Would you like to know how to set goals now? Goal setting, it is such a simple thing, yet so few people do it. I have done it. I can tell you from personal experience that it is like a magic trick in your life. AND IT WORKS.

What do you need to do?

Sit down and think about what it is that you want to do. Believe it or not, that is the hardest part for most people. Finding something they want to do. Something they believe in, and something that they believe they can do. Just make a list of your dreams. That is why you filled out the lists. You should know that now you have filled out the lists.

Let's look at an example. Say that you want to quit your full time job and start a home business where you make twice as much as you are now making. That is a reasonable goal! What is the hardest part? Quitting your job? No! The hardest part is deciding what you want to do, setting the goal. You have to have a dream and believe in it before you can set goals to accomplish it. Again, that is why you filled out the lists.

## **WRITING THE GOALS DOWN:**

The goals have to be written in first person. They also have to be written in present tense as though you already had achieved the goal. The subconscious mind will not act on things that are past or future or for someone else. Here is an example of a goal that you might write down:

I have my own home business doing flower arrangements for people. I am one of the most talented flower arrangers in the city. Arranging flowers for others makes me feel wonderful inside. I love the beauty of the flowers and the joy I see in their eyes when I show them the flowers. I earn \$2,000 a month arranging flowers. I will place a \$2,000 check in the Bank of America on Evergreen Street on June 30, 2006. To accomplish this goal, I get up at 5 a.m. every morning and read about arranging flowers. I read the Flower Arranging Trade Journal of America every month. I spend one hour before I go to work each morning studying flower arrangement photographs. I have become an expert in the flower arranging business. I find three new customers for my business each week by placing one classified ad in the daily newspaper every week, by developing my web page, by xxxxxx (name what else you will do).

The wording for your goal, of course, would be changed to be what ever you want. You can see similar examples of written goals in the book "*Think and Grow Rich*" by Napoleon Hill

It is very important that you visualize that you already have what it is that you want to be or have or do.... Set the goal, write it down, then read it twice a day, as if you already had what it is you want. See it in your mind as already having been accomplished.

## **GOAL SETTING: KEY STEPS**

Here are some key elements in GOAL SETTING that make them different from New Year's Resolutions. For a goal to be truly effective there are eight elements that they have to have in them.

1. Measure the goal! To be a better runner is not a goal. That is a wish. To run the mile in 6 minutes is a measurable goal.
2. You need a time line or deadline when you are going to accomplish it. Set a date. By my birthday on the 10th of June, 2002 I will....
3. Goals must be positive, present tense and personal. I am driving down Elm Street at 7 p.m. in my new red 2007, Ford Mustang convertible with leather seats, stereo blasting and heads turning
4. Create a plan of action by which you are going to accomplish it. State in your goal exactly what and how you are going to do to get it, step by step.
5. The goals must be written down. If they are not written they are just wishes or New Year's resolutions.
6. You need to read the goals two times a day and rewrite them as often as possible.
7. It is critical that you visualize the goal in your mind as you read it. See yourself as having accomplished it already. Get pictures of what you are visualizing and hang them on the wall to look at as you visualize.
8. You need to share your goals with a close friend to help you be committed to them. If someone else knows about them they will expect you to accomplish the goals.

The only limit to your achievement lies with in your own mind

## **GOAL SETTING: WILL IT WORK?**

I promise you if you will follow these simple steps you can accomplish any reasonable goal. It does not matter if it is earning an amount of money, attaining a new skill, changing something in your life like smoking, learning how to be better organized or tackling how to learn how a car engine works. This process will work on anything reasonable. What is reasonable? May I suggest you ask Helen Keller that question? The only limit to your success lies within your own mind.

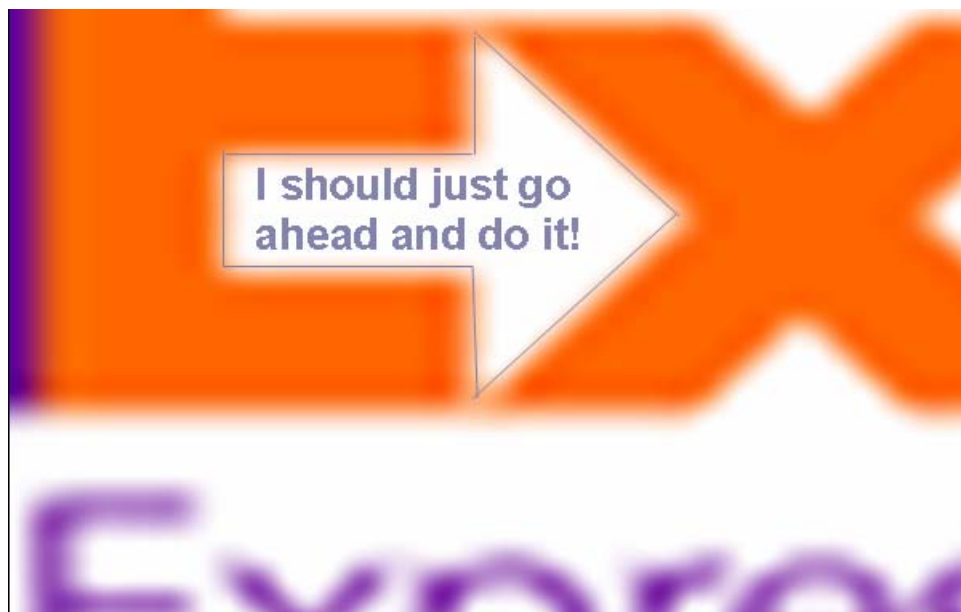


## **VISUALIZATION:**

Because it is so important I want to say it again. As a part of goal setting, we said one of the key principles was **VISUALIZATION**. Visualization is what makes it work! That is what changes it from a "New Year's Resolution that fails" to a power that will **TRANSFORM** your life. I hope that each of you, who have not set goals before, caught the "**VISION OF VISUALIZATION**".

If I could come to your home for five minutes, I would walk around your house, looking for a new picture you had hung up somewhere this week. If your goal is to have a new car I would look to see if you got a picture of that new car hung in a prominent place. If I found no pictures of your **VISUALIZED** goal, I would know that you have not internalized your dream into quantitative action. This is an important point to the success in your life: writing down your goals and where possible, getting a picture of what it is you want or would like to become. An outside of the mind picture will help you visualize yourself having it. This is a vital key.

What is the most important key in the 8 steps to goal setting above?  
**VISUALIZATION!** Seeing and believing! I have used this method to more than triple my income in the past 10 years. It works, but only if you work it. What do you have to lose? By believing, knowing you can do it! Start visualizing that you are already there! That is the key. Start now and make the strides forward. Get out of the rut and the lazy thinking. You are an important person! Treat yourself as such and begin the journey to achievement and change. Making yourself into something better and watch the peace and happiness become a predominant feeling as you take on more challenges that will get easier for you because you know the steps to overcome the hurdles.



## **GOAL SETTING STEP 4 - CONGRUENCY IN YOUR LIFE**

I constantly hear about the goals that people have set and failed to accomplish. The reason a person is not reaching their goals normally comes from them being incongruent. Being congruent with oneself is a principle of life. What does this mean? An example of being incongruent in your life would be like driving the car with one foot on the gas pedal and one foot on the brake.

I once knew a woman whose marriage was so bad she actually got divorced shortly after she was married. She then waited for quite some time before even considering marriage again. Finally at about age thirty-five, she married again. She was very in love with the second man. When she became pregnant with their first child, he died from a serious illness. Now she had twice the challenge of loneliness to face.

What was she to do? She was very in love with a husband that was now gone forever. She did not want a new husband. After a while, other men were attracted to her and let their intentions be known. She loved the one that was dead. She then began to gain weight so men would not look at her. She informed me that she was deliberately gaining weight so men would not look at her.

Now, many years later she is trying to loose weight. She has tried every diet you can imagine, but she just cannot loose the weight. When I read her goals and asked her about the weight loss, she declared she just could not understand why it was not working. I inquired about our conversation from years before as to why she started gaining weight. She honestly does not remember now ever saying that to me. But I remember. And I believe her subconscious mind remembers.

Here is an incongruent situation. Here is a woman who subconsciously did not want men looking at her so she gained weight. Now she wants to lose weight, but just cannot. She does not consciously think about not wanting men to look at her. However, her subconscious mind is remembering why she is overweight and is not letting her body be thin. She has one foot on the gas and one foot on the brake.

Another example is someone who wants to learn to ride a horse but what holds them back from actually doing it is a memory. That memory is from a horse that once stepped on them when they were little. Someone may want to study and do their best at school but they keep getting bad grades. Then they realize that when they were young, friends kept telling them that they were stupid or a family member told them to not try, "they were too dumb."

Many times a person will join an MLM networking business wanting to get rich quick, not realizing that certain steps must be taken to earn that money. They are encouraged to set goals to find people but what holds them back are habits and images of

themselves that prevent success. They just can not do it. Why? It comes from an image of themselves that is stronger than their desire for the income they would receive from the work.

How can you overcome this incongruence in your life if it is there? Well, in relation to goal setting, you have to look at the kinds of goals you are setting. A shy person can learn to not be shy if they make an effort to do it, but not by becoming a salesman without the goals of overcoming shyness first.

When you first read your goals you will probably find that about 60% of them are TO GET goals (cars, houses, money). Another 30% will be TO DO goals (travel, education, talents to acquire) and only 10% will be TO BE goals (better husband, harder worker, more honest, better self control, good at public speaking). That is just upside down. That mix, in a set of goals, will almost certainly bring conflict in your life.

If you have grown up poor all your life and you now want to be rich, you need to set some TO BE goals related to self-esteem. You need to set goals that build up your self worth. Accomplish those goals first, and then have as the end result, a reward that is a TO GET or TO DO goal. Then the overall accomplishment of the goals will be more reasonable.

TO BE goals are goals that help you improve WHAT YOU ARE and WHO YOU ARE. If you will show me how much time you spend every day on self-improvement I can tell you quite accurately, what you will be in five years. How much you work on TO BE goals is how much you will have the power to change your present circumstances. All the TO GET goals in the world will not likely help you be a better, more capable person.

So when you are finding that your goals are just not working for you, take a look at the balance between TO GET, TO DO and TO BE. 60% of your goals should be TO BE goals, 30% TO DO goals and only 10% TO GET goals. If one of your TO GET goals is to be a millionaire in 5 years you don't have to worry much about any of the other TO GET goals now do you. But to be a millionaire in 5 years you have to have self-esteem. You have to believe in yourself. You have to be organized. You have to have ambition. You have to have self-reliance and dependability. You have to be able to work without a boss or a time clock. Those are TO BE goals. When you get these three kinds of goals all lined up in the right proportion, the making of money will come easy for you because your life will be congruent.

## ***GOAL SETTING STEP 5 - PROVIDENCE IN GOAL SETTING***

There is another aspect of goal setting. I call it PROVIDENCE. I can not explain how it works. I cannot tell you why it works. I can only tell you that it does work. How do I know? Because I have years of experience teaching goal setting and watching it work in my own life and in the lives of those I have taught.

### **WHAT IS PROVIDENCE?**

It has been my experience after thirty years of giving seminars on goal setting, that when someone sets a goal, if they will write it down, have a deadline, read it twice a day, tell a friend about it, and then visualize it with action in their mind as though they already have accomplished that goal, then they will experience PROVIDENCE. What is that? Some people call this concept serendipity. It is the phenomenon where they will see that all of a sudden, windows start to open to allow that goal to be accomplished. Sometimes things will come so unexpected or would have seemed to be impossible if planned out. You will find through unexpected circumstances, doors of opportunity just coming to light. Everything just starts to fall into place. It just happens. It will materialize as wonderment in your mind as to how it happened! That is why I call it PROVIDENCE.

### **WHERE DOES PROVIDENCE COME FROM?**

How you describe these phenomena is going to have to be within your own personal frame of reference. I have heard some people try to explain it as divine intervention. Others claim it is the forces of nature at work or the powers of the universe. Some say it is spiritual manifestation of life, while skeptics say it is just fate. Be what it may, it is a reality in the life of anyone who puts it to the test.

### **EXAMPLES OF PROVIDENCE**

EXAMPLE #1: This concept can be understood by relating a true story. Sometime ago, a young girl set the goal of having a jumping horse. They are very expensive. She did not have the money to buy one, but she set the goal. She followed the program. She made a list of 17 things that the horse had to be to qualify for what she wanted. Just a few weeks after she had set the goal and made the list, she was at a horse stable visiting a friend who was a jumping horse trainer. As they stood there, this beautiful long legged, dark colored horse came running down the road. They could tell from the gait of the horse, that it was a runaway horse. They caught it and tied it up waiting for the owner to come.

As my student stood there gazing at this beautiful horse, she began to realize that this horse was almost exactly what was on her list of 17 things. She studied it more closely. Her horse trainer friend told her not to get too interested in it because, even if it was for sale, it would be way out of her price range.

Finally the owner did come. He said the horse was not trained to jump yet, but it had jumped the fence in the corral and had run down the road. She asked if it was for sale. The owner said he would sell the horse, but again emphasized that it was not trained to jump yet. She offered him \$2,500 expecting him to just laugh at the price. He said OK! The horse had every characteristic she had listed on the paper: ALL 17- including the price. She has trained the horse for several months. It is now worth over \$10,000.

Now how does this relate to PROVIDENCE? Well, you tell me why the horse jumped the fence and came to her! Why did it come to the very barn where she was waiting while she was there waiting? She did not go there often. You say it was just a coincidence that the horse with her exact 17 characteristics came to her. I will just smile if you tell me that. I could give you hundreds of other examples where things like this "just happen" when someone sets a goal. I call it PROVIDENCE.

EXAMPLE #2: Here is another example that happened to me. A few years ago we moved from Utah to Seattle. Several years later, my wife went on a little vacation back to Utah. When she returned, she brought back with her all the things we had to leave behind when we moved to Seattle that had been in storage. Those things have been there waiting for us for 5 years. There were only a few of things of any value that we really wanted. One was an old coal-burning stove and the other was an old treadle sewing machine. When my wife was loading the things into the trailer, she asked my nephew to help her lift the heavy things. As they were loading the trailer and he saw that old treadle sewing machine, he told her he really would like to have it because his wife was really into sewing. After calling me, we decided to give the sewing machine to him for helping my wife load the heavy things into the trailer and get the shed cleaned out. I really wanted the sewing machine, but felt it would bring them more joy than it would bring me. We gave it to them and then I set the goal to find another one for me!

What does this have to do with PROVIDENCE? Well, when I gave them the sewing machine, I set the goal to find another treadle sewing machine, but I did not tell my wife that. My wife loves to go to yard sales, and boy, is she good at finding valuable things there! She is like an eagle with laser eyes! One day she went out looking for yard sales. She called me from a yard sale. I answered the phone by saying, "WHAT AND HOW MUCH". (I know her too well.) She said, "There is this treadle sewing machine in this man's yard. Do you want it?"

First I wondered how she knew I wanted one (I had not told her that) and second, I asked how much (expecting her to say hundreds). She said he just wanted us to make an offer. (If you don't know how much treadle sewing machines are worth you won't get this.) I replied, "OFFER HIM \$50".

A little while later she came home and walked into the room where I was working on the computer. She asked if I wanted to come unload "it". I said, "Unload what"? I just assumed he would not sell the sewing machine that cheap and thought she had some big heavy cabinet or something. She said she had the sewing machine. She told me he did turn down the \$50 offer (which I fully expected him to do). He said he had to have at least \$60 in cash. She went to the bank, got the cash and brought the sewing machine home. I could not unload the machine right then, I was laughing too hard about the concept of Providence.

Now do you understand this concept of PROVIDENCE? He told my wife that this sewing machine has been in his family for over 100 years. It likely is one of the first ones ever made. I do not know how old it actually is. I have seen several yard sales at his house over the years as I have driven past. Tell me why he put the treadle sewing machine that has been in his family for over 100 years, out in the yard sale that day when I had just set the goal to find one? Tell me why my wife spotted it. Tell me why she would think I wanted another one when I had just given away the one we had. I call that PROVIDENCE!

EXAMPLE #3: One of the things that John D. Rockefeller taught his sons was to always give 10% of what they earned to charity. You know the rest of the financial story of that family. Well, I challenged one of my friends to set the goal to pay 10% of his income to his church as tithing. He said he just could not do it. I finally convinced him to just try it. He gave the 10% on Sunday, knowing he would not be able to pay all his bills that month by doing it. He set the goal and had the faith to try it. The very next day his boss just came up to him at work totally unannounced and said he thought he deserved a 10% pay raise. You explain that to me. How can these things happen? I do not know. You explain them. I just know they do happen without exception when you set the goal and follow the steps

## **MAKING PROVIDENCE WORK FOR YOU!**

Goal setting is such a simple thing. It is like falling off a log. It is almost magic. It works. Yet it is so hard for some people to do. It never ceases to amaze me as I teach goal setting seminars, how few people ever actually have been able to do it in the past before they came to the seminar.

If I just explain goal setting to someone, they say they see its value. They say they will do it. Yet when I check back with them in a few weeks, I find they normally have just set some goals but they are not following the steps in system I have outlined for them. Then in 6 months I check with them again, and they are still where they were before, feeling their "New Year's Resolution" style of goal setting did not work. They are right. It normally will not work. Why? Because they hoped that just setting the goal would be enough. They hoped that if they set the goal the results would just come by providence. That is not how providence works. You have to be willing to do the work that goes with it.

Just setting a goal is no different than making a wish. "If wishes were like fishes we would all have a great fry". You have to follow the full system of goal setting and application into motion, to make it work. You have to write it down, have a deadline, read it twice a day, tell a friend about it, and then visualize it with action in your mind like you already have accomplished that goal.

My life's experiences are totally based around goal setting. I have given hundreds of seminars on the subject. I have had profound outcomes on the principles of goal setting.



## ***GOAL SETTING STEP 6 - Ten Steps to Ensure Success***

Have you ever asked yourself how you can be sure you will succeed?"

I would like to propose to you that if you will take these 10 STEPS TO SUCCESS and follow them for one year, you almost can not fail.

### **STEP TO SUCCESS # 1: KNOW YOUR WHY**

When you start out on an adventure in life you normally have a destination and above all, you have a desire to get there. That reason WHY has to be so strong that you have a white hot desire to accomplish it. The stronger the desire you have, the more the need, the greater the chances of your success. If you just want to earn some extra money to buy some new clothes, or if you are just bored and want something to do, then you have much less chance of success. The more urgent the need, the more critical the situation, the more likely you are to succeed. If you just lost your job, you will be much more likely to succeed in finding a new job than if you are just looking for something interesting but already have a job that meets your needs. Why can we always run faster when something is chasing us? Stephen Covey states this as "Begin With The End In Mind".

### **STEP TO SUCCESS # 2: SET GOALS**

Once you set the goals you have to be willing to read them two times a day every day for one year. In addition to setting the goals, you have to be willing to get pictures of what you have set to accomplish. Then as you read the goals look at the pictures and VISUALIZE yourself as having already accomplished the goal. Each goal also has to be something that is measurable; an amount of money to earn, something you can buy or own, an amount of weight to be lost, etc. If you want to be a better runner, how can you measure that? If you set the goal to run one mile in 10 seconds less than you did last year, you can measure that. And finally each goal has to have a time frame. It has to have a date written down when it will be accomplished by.

### **STEP TO SUCCESS # 3: DO IT EVERY DAY**

Be consistent. Do it every day. None of this, "I forgot", or "I was just too busy", or "I was just too tired tonight". This takes persistence and diligence. We are talking about getting anything you want out of life. That should be worth some effort, shouldn't it!?



## **STEP TO SUCCESS # 4: BECOME AN EXPERT**

If you read for 30 minutes a day for one year about any subject you choose, you will become an expert ON THAT SUBJECT. Become the BEST OF THE BEST at it. Know everything there is to know about it. If other people are not coming to you to learn about it and asking your advice about it, then you need to study some more. Confidence comes from knowledge. If you asked Einstein to explain the Theory of Relativity to you, do you think he would be nervous or tongue tied? No! Mr. Einstein was an expert on that subject. Now don't send Mr. Einstein to the store to get groceries. He could not do it. He could not even count change correctly. Did you know that? His wife had to do those simple tasks for him. But ask him about the Theory of Relativity, and he could talk about that. You will find that we are all very consistent in everything we do. If your desk is messy at work your house is likely messy at home. If you become really good at one thing, you will find that success will spill over into everything else you do. Start with one thing and become an expert at it as a part of your goals.

## **STEP TO SUCCESS # 5: BE WILLING TO WORK**

In order to be successful you have to be willing to work. I have to laugh when I hear so many people talking about being in an MLM business so they can get rich in a couple of years and then NOT WORK. Why would they want to stop working? That is not my goal. I never want to quit work. I may work from Hawaii using my telephone and lap top computer on the beach, but my goal in life is to do as some women say, "Shop until you drop". If you become so WEALTHY that you don't have to work to earn money anymore, then I hope you will work even harder at things that will make you TRULY HAPPY. For example do things you love to do such as helping create jobs for the homeless, working with troubled youth or building libraries for under privileged people. You have to be willing to be a hard worker ALL THE REST OF YOUR LIFE if you expect to be successful now.

## **STEP TO SUCCESS # 6: BE A READER**

Did you know that the average American never reads a non-fiction book again after they graduate from High School. I just listened to a seminar by a man who is a multi-millionaire. He was told in school that he was a slow learner. He has in his library at home, over 500 seminars on tape, that he has listened to on the subject he became a millionaire at. He may be a slow learner but he is a steady learner.

Television has begun to steal the imagination. Talk to any grade school teacher and you will hear the same thing from them. Children now days have no imagination. They have to be entertained. If you are in the TV rut, you have much less chance to be successful. If you are a member of the "Potato Couch Club", I would like to ask you to turn off your TV and read one book a week. That is right ONE BOOK A WEEK. As a part of this seminar, I will give you the list of books to read on a CD and a speed reading program for your computer so you can double or even triple your reading speed. Some

people learn to read as fast as 5,000 to 10,000 words a minute. To be successful in this life, it pays to be a reader.

## **STEP TO SUCCESS # 7: LEARN THE ENGLISH LANGUAGE.**

They did a very interesting study a few years ago. They wanted to know who knew the English language the best. They assumed college professors who taught it would be the best. But after them who? CEOs of large companies knew it second best. Surprised? I was. They are all avid readers. All of them! That is what they found in the study. They are experts in their field. Do you think that may be why they are the head of the company?

## **STEP TO SUCCESS # 8: BE COMPUTER LITERATE**

If you don't have a computer, get one. If you don't know how to use it, learn. If you don't know how to use email, take a class. If you can't type with 10 fingers, learn how. If you are not familiar with the Internet, start surfing. The Internet is like having the Library of Congress right in your front room. Use it!

We are about to go from horse and buggies to cars. If you are still fighting the age of the computers, then don't plan on being very successful. Even farmers who milk cows use computers now to track the milk production. Computers are everywhere. You can do more to communicate with your family and friends with email than anything that has ever been invented. Life is computers now days. If you cannot type, then learn. In this world, if you don't know computers you could not possibly compete with those who do. If you are still going to town in your horse and buggy mentality, may I be the next one to invite you to get with it!

## **STEP TO SUCCESS # 9: NETWORKING**

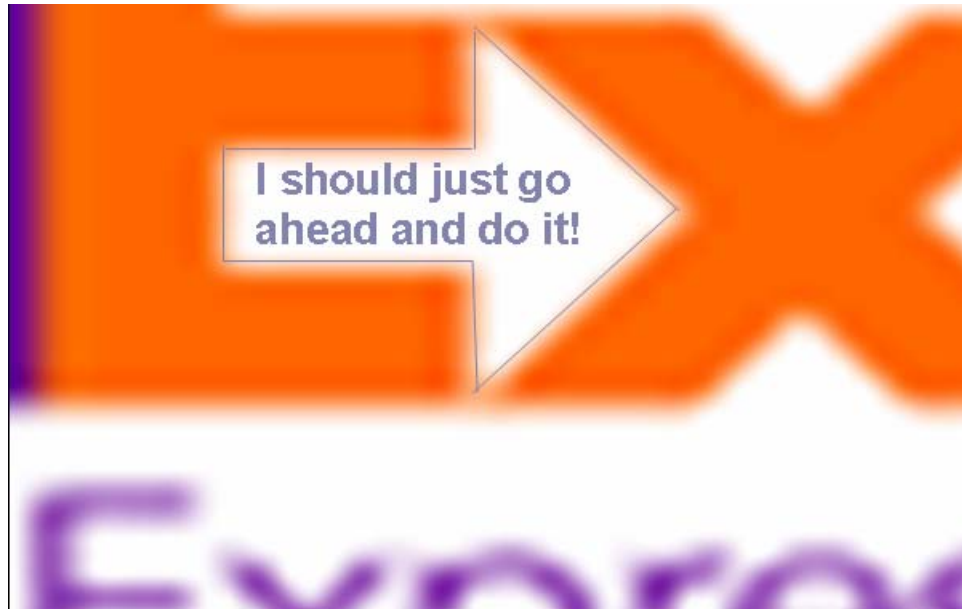
Have you ever noticed that when you buy a new car, you start to notice the same car you are driving, everywhere? Why is that? Have you ever noticed that when you are really excited about something or you have just had a thrilling experience that you end up telling everyone you talk to about it, including total strangers? Why is that? Again, that is obvious, yet many people are afraid to talk to others about the home business they are in. Some of your most important connections in life will come to you totally unsolicited through networking. Making friends and being a friend is worth more the risk of sharing your beliefs in your new found knowledge or achievement.

## **STEP TO SUCCESS # 10 NEVER GIVE UP**

On October 29, 1941, United Kingdom (Great Britain) Prime Minister Winston Churchill visited Harrow School to hear the traditional songs he had sung there as a youth, as well as to speak to the students. As a part of that speech he said these few but

powerful words, "Never give up, never, never, never". The children understood, and so did the world. It is one of his most quoted phrases.

And if you dare, go past Step #2; set outrageous goals - and see what happens.



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## Chapter 9 - Prioritizing Your Goals

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**60% of your goals should be TO BECOME goals**  
**30% of your goals should be TO DO goals**  
**10% of your goals should be TO HAVE goals.**

We should all learn to prioritize our lives. It is easy to trade something that seems important now just to find we lost something more important later. A perfect example of that is a parent who felt they had to work long hours and did not have time to spend with their children. Then later they realize that the money they acquired was not worth near as much as the love of their children that they lost from inattention. Setting priorities in our life is critical to success. True happiness can not be measured in financial means or standing in the community. It can only be measured in happiness. Many of us have learned that the most important work we will ever do will be the work we do at home with our family. That brings a lasting happiness and joy that will reach far beyond the financial or worldly success we may acquire.

Each of us has to find our own priorities. No one can do that for you. However here is a proven list of priorities that will most surely bring you success in everything you do in life if you will adapt them as your way of life. I like to call them the five F's - and in this order.

**FAITH**  
**FAMILY**  
**FRIENDS**  
**FITNESS**  
**FINANCES**

If you will keep those priorities in your life straight and never let a lower one override a higher one, you will find that everything in the lower priorities will just fall into place.

Using these priorities as a goal setting method is very different from the lists method, but it is another very accepted method for goal setting. You can use them as a guide in all of your goal setting. If you are still having trouble getting down to actual goal setting, this method of goal setting will help you. It is more of an outline of goals in different parts of your life. Once you have just written down some long-range goals in each priority section of your life, then you can go back and make specific written goals as to the way you will achieve them.

Why is having specific steps to achieving your goals important? Because most people have a hard time even setting goals. Many others who do set goals just write them down but then never create a daily plan. Why? Because they don't have a starting place. They don't have step by step plans to accomplish that goal. It is just something they want to do some time in their life time. These templates will help you overcome that obstacle in GOAL ACCOMPLISHMENT.

Your daily goals will help you accomplish your weekly goals, which will help you accomplish your monthly goals, which will help you accomplish your yearly goals which will help you reach your 5 year goals which will help you reach your 10 year goal which will help you achieve your life time goal. All of your goals need to be centered around reaching your life time goal.

These templates are just examples of a way you can organize your goals. Do not let them overwhelm you. It will help you break the big goals down into bite size pieces. Then you can use them to write your goal sheet that you read twice a day that is in first person visualization language.

You will not be able to fill all these blanks out. That is not the intention. If you are not ready to fill out one section or another, just go on to the sections you are ready to set goals in and come back to that section later. Filling out the lists in the other part of this workbook will help you immensely in filling out these templates.

You may have more goals in one area than another. That is expected. These blank templates are just a place to write and are intended to just help you start to get organized. Do not feel pressured to fill out every blank in every category. You may have more daily goals in one area and less 10 year goals in another area. Do not be afraid to change the template to fit your goal structure. These templates are yours to use as a starting place in writing specific goals that are broken down into smaller goals so you don't end up making your goals just New Years Resolutions with no way to actually accomplish them.

Just keep in mind that if you have a life time goal, you have to figure out what you are going to do every single day to get to that goal. That is what makes the difference between SETTING GOALS and ACHIEVING goals. Remember from the visualization section that goals have to be POSITIVE, PRESENT TENSE, and PERSONAL. As an example, you need to visualize yourself as a person who is enjoying health, has strong lungs and only breaths clean fresh air, rather than visualizing yourself as a person who does not smoke. How can you visualize "I am a non smoker"? Be positive. Make your visualizations clear and what you want to be. If you use the word SMOKER in your positive affirmation that you say over and over as you visualize yourself free of the habit, your goal puts the emphasis on that word smoker. Use wording in setting your goals that have positive wording focused on what you want to be. See yourself as already being that.

Here are some suggestions of how you might organize your goal setting by priorities. Again each person is different. Don't be afraid to change this around or do it differently. Find the way that works best for you.

# ***FAITH***

## **MY ONE LIFE TIME GOAL IN THE AREA OF FAITH IS:**

**(POSITIVE, PRESENT TENSE, PERSONAL)**

(This is my purpose in life. The one goal I can see clearly in my mind as though I have already achieved it, that all my other goals have helped me achieve.)

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## **5 YEAR GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I can see I have accomplished in 5 years to reach my life time goal)

**It is the year \_\_\_\_\_ and I ....(write it and then see it in you mind):**

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## **YEARLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see I have accomplished by the end of the year to reach my 5 year goals)

It is December 31, and I ...

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## **MONTHLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see myself clearly doing every month to reach my yearly goals)

It is Jan 31st and I ...

It is Feb 28th and I...

It is Mar 31<sup>st</sup> and I...

It is Apr 30<sup>th</sup> and I...

It is May 31<sup>st</sup> and I ...

It is Jun 30<sup>th</sup> and I ...

It is Jul 31<sup>st</sup> and I...

It is Aug 31<sup>st</sup> and I...

It is Sep 30<sup>th</sup> and I...

It is Oct 31<sup>st</sup> and I...

It is Nov 30<sup>th</sup> and I...

It is Dec 31<sup>st</sup> and I...

**Example:** It is Jan 31<sup>st</sup> and I see myself filled with faith and courage knowing that I am loved and associate with others filled with faith in my daily life.





# ***FAMILY***

## **MY ONE LIFE TIME GOAL IN THE FAMILY AREA OF MY LIFE IS:**

**(POSITIVE, PRESENT TENSE, PERSONAL)**

(This is my purpose in life. The one goal I can see clearly in my mind as though I have already achieved it, that all my other goals have helped me achieve.)

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## **5 YEAR GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I can see I have accomplished in 5 years to reach my life time goal)

**It is the year \_\_\_\_\_ and I ... (write it and then see it in you mind):**

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## **YEARLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see I have accomplished by the end of the year to reach my 5 year goals)

It is December 31, and I ...

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## **MONTHLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see myself clearly doing every month to reach my yearly goals)

It is Jan 31st and I ...

It is Feb 28th and I...

It is Mar 31<sup>st</sup> and I...

It is Apr 30<sup>th</sup> and I...

It is May 31<sup>st</sup> and I ...

It is Jun 30<sup>th</sup> and I ...

It is Jul 31<sup>st</sup> and I...

It is Aug 31<sup>st</sup> and I...

It is Sep 30<sup>th</sup> and I...

It is Oct 31<sup>st</sup> and I...

It is Nov 30<sup>th</sup> and I...

It is Dec 31<sup>st</sup> and I...

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# ***FRIENDS***

## **MY ONE LIFE TIME GOAL IN THE AREA OF FRIENDS IN MY LIFE IS:**

**(POSITIVE, PRESENT TENSE, PERSONAL)**

(This is my purpose in life. The one goal I can see clearly in my mind as though I have already achieved it, that all my other goals have helped me achieve.)

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## **5 YEAR GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I can see I have accomplished in 5 years to reach my life time goal)

**It is the year \_\_\_\_\_ and I ... (write it and then see it in you mind):**

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## **YEARLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see I have accomplished by the end of the year to reach my 5 year goals)

It is December 31, and I ...

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## **MONTHLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see myself clearly doing every month to reach my yearly goals)

It is Jan 31st and I ...

It is Feb 28th and I...

It is Mar 31<sup>st</sup> and I...

It is Apr 30<sup>th</sup> and I...

It is May 31<sup>st</sup> and I ...

It is Jun 30<sup>th</sup> and I ...

It is Jul 31<sup>st</sup> and I...

It is Aug 31<sup>st</sup> and I...

It is Sep 30<sup>th</sup> and I...

It is Oct 31<sup>st</sup> and I...

It is Nov 30<sup>th</sup> and I...

It is Dec 31<sup>st</sup> and I...

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# ***FITNESS - PHYSICAL***

## **MY ONE LIFE TIME GOAL IN THE AREA OF PHYSICAL FITNESS IS:**

**(POSITIVE, PRESENT TENSE, PERSONAL)**

(This is my purpose in life. The one goal I can see clearly in my mind as though I have already achieved it, that all my other goals have helped me achieve.)

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## **5 YEAR GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I can see I have accomplished in 5 years to reach my life time goal)

**It is the year \_\_\_\_\_ and I ... (write it and then see it in you mind):**

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## **YEARLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see I have accomplished by the end of the year to reach my 5 year goals)

It is December 31, and I ...

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## **MONTHLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see myself clearly doing every month to reach my yearly goals)

It is Jan 31st and I ...

It is Feb 28th and I...

It is Mar 31<sup>st</sup> and I...

It is Apr 30<sup>th</sup> and I...

It is May 31<sup>st</sup> and I ...

It is Jun 30<sup>th</sup> and I ...

It is Jul 31<sup>st</sup> and I...

It is Aug 31<sup>st</sup> and I...

It is Sep 30<sup>th</sup> and I...

It is Oct 31<sup>st</sup> and I...

It is Nov 30<sup>th</sup> and I...

It is Dec 31<sup>st</sup> and I...

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## ***FITNESS – INTELLECTUAL***

### **MY ONE LIFE TIME GOAL IN THE AREA OF INTELLECTUAL FITNESS IS: (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is my purpose in life. The one goal I can see clearly in my mind as though I have already achieved it, that all my other goals have helped me achieve.)

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### **5 YEAR GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I can see I have accomplished in 5 years to reach my life time goal)

**It is the year \_\_\_\_\_ and I ... (write it and then see it in you mind):**

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### **YEARLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see I have accomplished by the end of the year to reach my 5 year goals)

It is December 31, and I ...

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### **MONTHLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see myself clearly doing every month to reach my yearly goals)

It is Jan 31st and I ...

It is Feb 28th and I...

It is Mar 31<sup>st</sup> and I...

It is Apr 30<sup>th</sup> and I...

It is May 31<sup>st</sup> and I ...

It is Jun 30<sup>th</sup> and I ...

It is Jul 31<sup>st</sup> and I...

It is Aug 31<sup>st</sup> and I...

It is Sep 30<sup>th</sup> and I...

It is Oct 31<sup>st</sup> and I...

It is Nov 30<sup>th</sup> and I...

It is Dec 31<sup>st</sup> and I...

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# ***FINANCIAL***

## **MY ONE LIFE TIME GOAL IN THE FINANCIAL AREA OF MY LIFE IS:**

**(POSITIVE, PRESENT TENSE, PERSONAL)**

(This is my purpose in life. The one goal I can see clearly in my mind as though I have already achieved it, that all my other goals have helped me achieve.)

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## **5 YEAR GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I can see I have accomplished in 5 years to reach my life time goal)

**It is the year \_\_\_\_\_ and I ....(write it and then see it in you mind):**

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## **YEARLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see I have accomplished by the end of the year to reach my 5 year goals)

It is December 31, and I ...

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**Example:** It is Dec 31<sup>st</sup> and I am prosperous and have money left over in the bank every month. (Do not say I see my self Out Of Debt. That is negative. See prosperity not debt in your words)

## **MONTHLY GOALS (POSITIVE, PRESENT TENSE, PERSONAL)**

(This is what I see myself clearly doing every month to reach my yearly goals)

It is Jan 31<sup>st</sup> and I ...

It is Feb 28<sup>th</sup> and I...

It is Mar 31<sup>st</sup> and I...

It is Apr 30<sup>th</sup> and I...

It is May 31<sup>st</sup> and I ...

It is Jun 30<sup>th</sup> and I ...

It is Jul 31<sup>st</sup> and I...

It is Aug 31<sup>st</sup> and I...

It is Sep 30<sup>th</sup> and I...

It is Oct 31<sup>st</sup> and I...

It is Nov 30<sup>th</sup> and I...

It is Dec 31<sup>st</sup> and I...

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## Chapter 10 - Organizational Skills

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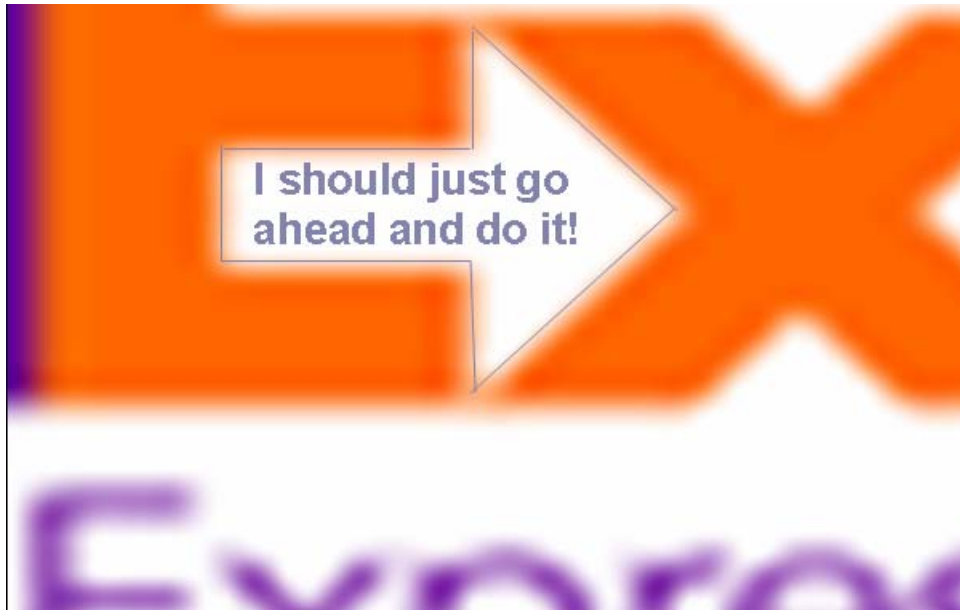
It is very hard to accomplish things in life if you are not organized. It is almost impossible to change habits if you are not organized. Changing habits and forming new ones requires a person to avoid old conditioning and triggers. We have found that for a person to successfully set and achieve goals they must learn routine. You must have a schedule. Otherwise lower priority mundane tasks from your old daily pattern will take precedence over your new daily goal tasks. We have a tendency in our life to put out fires rather than prevent them. We have all heard the old saying, “The squeaky wheel always gets oiled first”. A daily routine with a schedule will be a key in achieving your goals. If we have a set time to and place to do something then it will get done. Consistency is one of the attributes that will help you change your life.

Something that will be a great help to you is to have a daily planner with a “TO DO LIST” as a part of it. If you study any of the success authors, you will find a place in their book about organizational skills and daily planners. Having a daily planner is also a very big part of goal setting. When you are setting and achieving goals there are certain things that you will need to do every day. Goal setting is a part of being organized. Franklin – Covey has not made millions making day planners and giving seminars on how to use them because it does not work. May I suggest that you buy some kind of day planner or you can do make you own. That is what I do because every time I have a new job I find that I need a different kind of day planner. When I was a manager in a manufacturing plant my to do list was at least 20 to 25 items long. If I did not get them done one day, I had to move them to the next day. At a different job, what project we worked on and how many hours we spent on it was more important than a to-do list.

Here are some examples of day planners that I have made myself. You will notice that the first planner template is mostly oriented to THINGS TO DO. It also has a place for the priority of the thing to be done. In that situation when things came up I wrote them on the list of things to do and gave them a priority (A, B, or C) I always did the A things first.

The second template is more related to what time of day and how long I spent on each project. It is actually the most recent one that I have created and the one I use now. You will notice the times of day on that one. I write most of my things to do right in the time of day and only put the urgent things to do in the “THINGS TO DO” boxes. I just make a new one each month with enough pages for that month. I take the calendar off my computer date as a screen dump. I print enough so I have one for each day. Also notice that on the second one I have a space for a journal. Keeping a journal and record your struggles and triumphs is a very important part of measuring success.

The others are just more examples of ways you can use your daily planner to help you have a place to keep a journal and a place to write and then read your daily goals that is convenient. You will have to find a daily planner that works for you. Your daily planner may show the whole month on one page. What it looks like is not as important as it is that it be functional for you. Just have one that fits your current organizational needs.



# ***“Things To Do” – Daily Planner Template***

DATE \_\_\_\_\_ DAY \_\_\_\_\_

| DONE    |       | Priority |
|---------|-------|----------|
| [ ] 1.  | _____ | { }      |
| [ ] 2.  | _____ | { }      |
| [ ] 3.  | _____ | { }      |
| [ ] 4.  | _____ | { }      |
| [ ] 5.  | _____ | { }      |
| [ ] 6.  | _____ | { }      |
| [ ] 7.  | _____ | { }      |
| [ ] 8.  | _____ | { }      |
| [ ] 9.  | _____ | { }      |
| [ ] 10. | _____ | { }      |
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| [ ] 12. | _____ | { }      |
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## **APPOINTMENTS**

|             |             |             |
|-------------|-------------|-------------|
| 06:00 _____ | 11:00 _____ | 04:00 _____ |
| 06:30 _____ | 11:30 _____ | 04:30 _____ |
| 07:00 _____ | 12:00 _____ | 05:00 _____ |
| 07:30 _____ | 12:30 _____ | 05:30 _____ |
| 08:00 _____ | 01:00 _____ | 06:00 _____ |
| 08:30 _____ | 01:30 _____ | 06:30 _____ |
| 09:00 _____ | 02:00 _____ | 07:00 _____ |
| 09:30 _____ | 02:30 _____ | 07:30 _____ |
| 10:00 _____ | 03:00 _____ | 08:00 _____ |
| 10:30 _____ | 03:30 _____ | 08:30 _____ |









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# CHAPTER 11- REVIEW: the four main methods of goal setting and achieving

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Here are the four goal setting and achieving methodologies that we have covered in this workbook:

Goal setting method #1: Rolls

Goal setting method #2: Lists

Goal setting method #3: Priorities

Goal setting method #4: Daily Planner and Journal

You may find using a combination of these methods is best for you. No one method is best or right. The best one that is right is the one that works for you. The important thing is to have a method. The hardest part of all is getting started, doing something. It is better to do something and find it does not work, than to do nothing at all for fear of failing. If you try something and it does not work, then try again. I have found that I am constantly changing my goal setting and achieving methodology as I find new and better ways that work for me. The most important thing I can tell you is to keep trying to find a method that works for you until you are successful. Do not try to start with a huge elaborate system. Start simple. Find something you can do every day consistently on your goal setting methodology. Doing something, every day, will help you build consistency in your life. Once you are doing something every day, then add to it. What ever you do, DO SOMETHING!

So why don't you just go ahead and do it?

This is not the end,  
it is just the beginning.  
The rest is up to you!

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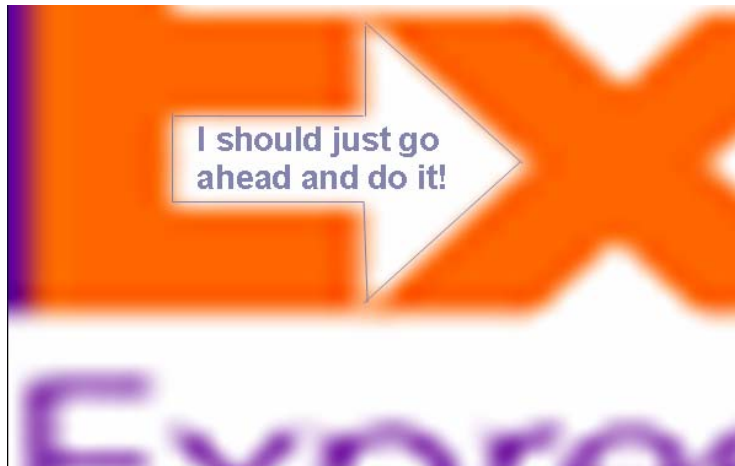
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## ANSWER FOR EXERCISE #1

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Here is the FedEx logo arrow from the first exercise, if you could not see it. If you are still having a hard time seeing it, let your eyes unfocus and then just look at the center of the picture looking past the writing and you will see the white arrow. The more unfocused your eyes are the more you will see it.



It is my hope that now, every time you see the arrow in the FEDEX logos, you will see the subliminal message from me:

**I should just go ahead and do it!**

Let this be our motto for life.

**Happy goal achieving**  
**Cordell Vail**  
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