



How to SET GOALS *and*  
ACHIEVE YOUR DREAM LIFE

*with* JOHN ASSARAF

## **Goals give your life direction. Consider this...**

When a plane leaves an airport, even after the pilot puts in the coordinates of the final destination, the flight path must be continuously monitored and adjusted to keep the plane on course. Due to winds, weather or other conditions, the plane will normally and constantly stray from the flight plan. Then it's up to the pilot to bring it back on course. That's why knowing the final destination is so important. Likewise, once you make up your mind to create the life of your dreams, it's up to you to stay on course despite the conditions.

## **Without goals, you don't have a destination. And you can't arrive at a destination if you don't know where you are going.**

You may have heard about a study of alumni 10 years out of Harvard. An astonishing 83 percent left with their degrees and had no goals at all. Fourteen percent had defined, specific objectives for themselves, but they never wrote them down. The group with goals earned an average of three times the income of the group without them. Now the blow away: The remaining three percent of graduates, who had specific goals and wrote them down, earned an average of 10 times what the 83 percent group did.



It's a story that's been circulating in the personal development community for so long that it's become something of an urban legend. Although I have been unable to personally verify the study, it certainly makes a point that I know is true without question: **Setting goals hones our focus, gives us direction, and makes it far more likely that we'll actually live the life of our dreams rather than just drift along on whatever whim our circumstances present.**



I know it's been one of the most powerful tools in my life and it's true for all of us—not just those who go to Harvard.

**You have the chance right now to create anything in your life that you desire.**

Today we know that a couple of things happen when you write your goals down: When you write your goals in clear, precise terms, you activate your reticular activating system. The reticular activation system is one of the most important brain functions you can learn to operate. If you could look straight through your eyes to the back of your head, near the occipital lobe of your brain, you'd see a network of cells. This is the RAS, a group of cells that works seven days a week, 24 hours a day, sorting through all the sensory information your brain receives. The RAS asks itself one simple question: **Is this something that is important to my owner?** If the information is not important, meaning it's not something you absolutely want, the reticular activation system won't make you aware of it. It will just drop the information from your field of consciousness. But you have to make RAS work for you, and not against you. For example, if you are worried about something, the RAS will find it for you. If you are worried about not having enough money, being overweight, or your relationships, your job or business, your RAS will

bring forth any information about that subject and make you aware of it. Let's say you are thinking about buying a certain kind of car. Have you ever noticed how you suddenly start seeing that make and model everywhere you look? Your reticular activation system works around the clock at lightening speed to find everything you want and everything you don't want.

Once you take information from your conscious mind and impress it into your nonconscious mind—your power center—you click on the RAS and it starts finding things you never noticed before. It's no different from when you have your keys on the table and you can't see them, as if you are wearing blinders.

**Right now, if you are not conditioned for the success you want to achieve, it could be looking you straight in the eye and you will not see it. It will be right in front of you, and you'll be wondering where it's been hiding all the time.**

RAS is a powerful tool that filters out all the distractions and information you do want. By eliminating the unnecessary 98 percent—including all the information that tries to get your attention every moment of every day through billboards, TV, radio and the Internet—you can zero in on the important 2 percent and become absolutely mega-productive. **There are opportunities around you right now to solve every challenge you have, but you may not see them until you condition your brain to look for, accept, and apply them in your life.**





Your brain is connected to powerful forces you cannot see, which scientists call the quantum field. We exist in two universes, but we're really only taught to play in one: the world we can see, hear, smell, taste and touch. As soon as **you know clearly and specifically what you want to create, you start invoking the laws of quantum physics and the unseen laws of the universe.**

Setting goals is about surrendering to the universe and allowing it to bring what you want by setting up your brain and behaviors in alignment with your goals.

While your goals start with a clear picture of what you want, you can't sit around and wait for your goals to materialize. If all you do is visualize, the men in the overalls with the big trucks will come take your furniture. You have work to do.

The Quakers have an expression. "When you pray, move your feet." Another expression goes like this: "If you're going to be praying for potatoes, you better have a hoe ready." In a word—act. Massive action equals massive results.

To fuel action on your goals, take some time to consider how achieving your goals will make you feel. How will you act, walk and talk when you achieve each goal? What will you do with your new abundant life? Come up with as many positive reasons as you can for achieving your goal to fuel you to do your best.

High achievers are not 10 to 20 times more intelligent than other people; their power comes from the methods, resources and focus they use. By setting clear goals and writing them down, they've set their brains to achieve those goals. How it happens is absolutely miraculous and beautiful to observe.

**And it can happen for you.**

One great way to create your goals is to look at your life and ask: **What has to happen personally and professionally for me to feel totally satisfied with my life?**

How do you define success for yourself? What specific things have to happen for you to feel like your life is successful?

When you start thinking about what you want to achieve to feel fully satisfied with your life, your goals are likely to take more than 12 months to accomplish. That's why I am going to show you how to create goals for 2011. We will break your goals down into specific categories for 2011—health, wealth, relationships, business, spiritual and giving back. You will take the most important things from your list and focus on those things first. While setting and writing your goals down are powerful steps toward reaching your goals, I will show you why your beliefs, daily habits and disciplines are essential to achieving your goals.

When a year ends and a new one begins, there's always a lot of speculation about why most people don't keep their resolutions or meet their goals. But it doesn't have to be a mystery for you. In order to achieve the life of your dreams, you have to have the daily, weekly and monthly disciplines to support your goals. The ability to give yourself a command and follow it is imperative in order to achieve the life of your dreams. Are you ready to get real this year? Together we can develop those daily disciplines and create the best year of your life—with massive results.

**Aren't you tired of carrying some of your goals around from year to year? Don't you want this year to make all the difference?**

Let's take one giant step toward your greatest leap. Create a masterpiece by putting your goals in writing with specificity and conviction. But before you make a commitment to any particular



set of goals, make a commitment to yourself. Decide that your life design is going to be reached one step at a time—with every step bringing you closer to the life of your dreams. And decide that you won't settle for anything less than the life of your dreams.

What are you willing to trade your precious time for in 2011? Are you ready to decide your destination for 2011? Your dream life begins by creating your goals and writing them down. No matter what your current circumstances, if you can imagine something better for yourself, you can create it.

**As William Jennings Bryant once said, “Destiny is not a matter of chance, but a matter of choice. It is not a thing to be waited for; it is a thing to be achieved.”**







**Health.** What are your health goals for 2011? Physically, emotionally, mentally: What are the goals you have? What would you like your health to be like? Your physique, your body fat, the way you feel, the energy you have...get specific for each of your health goals.

**Wealth.** What are the wealth goals that you have for 2011? Is it reducing some debt? Making some investments? Is it paying off some of the risk management things you've done in the last year that may have not worked out for you? Whatever your wealth goals are, I want you to write them down. Start off writing down what they are for the whole year. Then back it down to nine months, six months, three months and one month.

How much net worth do you want? How much income do you want to make? How much money do you want to set aside for college funds or travel funds or anything else that's important for you?

**Relationships.** First and foremost, the relationship with yourself. Do you want to be a person who has integrity? Do you want to be a person you trust? If you trust yourself, others will as well.

What's the relationship you want them to have with you? With the significant people in your life, what's the relationship that you want to have with them? Write down their names, whether they're coworkers, business partners, your lover, husband, or your wife. Next to each person on your list, write down what you want the relationship to be like and she goals to make it happen.

**When you write your goals, don't write what you think you can achieve. Write what you want.**

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**Career or Business.** You might be asking, what about my career or business? What are your specific tangible goals and results that you want to achieve? Are you looking for advancement, a promotion, are you looking to change careers?

In your business, what are the business goals you have financially, non-financially, with employees, with strategies and tactics. I want you to get absolutely clear on the target—the bulls-eye you’re going to be focusing on for 2011. This is the first part of the exercise. What is the target?

**Spiritual.** Now what about your spiritual goals? I think people who are spiritually inclined are happier, healthier, less stressed out and have a reason to believe in a greater power other than ourselves. While I do put a lot of onus on you and me to do things and take action in our own lives, I do believe in a higher power that you and I could tap into. I believe this from my own life and in the lives of many, many of my friends. What are your spiritual goals for this year?

Mine is to always be in deeper connection with God. And that’s what I call this intelligence that permeates all space and time, that created the entire Cosmos, the Universe, you and I and everything else. Whatever that means to you, it’s really wonderful when you can set a goal of having a deeper, fuller, more loving connection with the spiritual side of your being and the spiritual side of this entire Cosmos.

**Your dream profession or business is an expression of your purpose, which these questions are designed to help define.**

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**Giving Back.** What about charity? Charity can be any type of time you invest in helping others, and any amount of money you want to donate to the causes that really touch your heart—making this beautiful place we live in, a little bit better for other people.

Whatever your charitable goals are, write them down, set a target for time, for emotion, for helping people. I have found the more you give, the more you receive. I suggest not to give to receive, because that’s trading. Give because it feels good. Give because it’s the right thing to do. It doesn’t matter if you give a smile, a warm hug to somebody, or do something nice for somebody else. Write it down your goals whether it’s an animal, human being, a cause, or a purpose that will make a difference on this beautiful, beautiful blue planet that we live on.

**Experiences.** I also want you to write down the experiences you want to have while you’re here this year. Are there some trips that you want to go on? Are there some things you want to do that you’ve not done before? Write them down—whether it’s learning a new language, a new skill, or going somewhere totally different from anything you’ve ever done before. Think about three or four experiences that when you have them, you’re going to say, “Wow that was so much fun, so enriching and so worth my life.” Choose experiences you want to have by yourself, with loved ones, with your kids, with people you may not know. Do you want to write a book? Do you want to learn how to rock climb?

**Each of us has a purpose that we are here to serve. Purpose is what gives our life meaning; it is our reason for living.**

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or three, nice and easy and steady, day by day, inch by inch, it becomes a cinch. How did you like that rhyme?

**Timelines.** Now let's talk timelines. Whatever goal you have, whether it's your physique, finances, or your relationship, be kind and gentle to yourself and give yourself some time. Get out of the fast lane, the hurry lane, and get into the steady lane. Get into the nice and steady, and give yourself some timelines. Where do you want to be 30 days from now? Write down your goals with timelines and make sure you hit those timelines. If you want to get aggressive, give yourself two or three different timelines. For goal A, let's say, releasing the weight that I don't want to have anymore.

I'm going to do it over 30 days and if I don't hit that, I'm going to give myself 45 days, if I don't hit that, I'm going to give myself 60 days. Make the 60 day goal or the 90 day goal easy to achieve, the 45 day goal a little harder to achieve, and the 30 day goal your aggressive goal. You can start to play with timelines so you can start to believe, and take action so you win. Here's the key in setting achieving goals. Win. Even little wins start to build your confidence and your certainty. As you win, guess what you want? More winning; we love to win. So give yourself opportunities, many, many opportunities along the way to win.

Set your timelines for a year from now, nine months, six months, three months, 30 days, three weeks, two weeks, one week, and make sure you can win. As you win, you'll get better at it, as you get better at it,

**Once your yearly goals are written, break them down into achievable monthly, weekly and daily routines and activities like baby steps.**

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you'll be able to do it faster, as you do it faster, you'll be able to achieve more goals.

**Strategies and Tactics.** Next are strategies and tactics. A lot of people have a misunderstanding about strategies and tactics. This is the part of actually doing what you need to do or actually getting done what needs to get done. A strategy is *what* you're going to do. A tactic is *how* you're going to do it. Let me give you an example. Let's say one of my goals is to release 10 pounds, which it is.

A strategy I'm going to use is hiring a personal trainer, which I have. A tactic I use is working with that personal trainer four days a week. We're going to mix and match up different exercises and cardio for me to be able to release the extra 10 pounds. The strategy is the what, the tactic is the how. Strategy: What are you going to do? Tactic: How are you going to do it? Every one of your goals must have both strategies and tactics. Now you might be sitting there thinking, "Well, I don't know what the strategies are to make more money." Great, you don't have to know.

You have to make the decision to do it and then there's Google, coaches, consultants, friends and family. The information, the strategies and tactics should never, ever, ever be your reason for not achieving your goals. Why? Because in health, wealth, relationships, career, business, spirituality and charity—somebody has already achieved what you want to achieve for the most part. Very few people are trying to achieve things that

**It's critical to always have your goal forms and life planning documents at your fingertips, as accessible to you as your regular planner.**

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have never been achieved. So the strategies and tactics are just a matter of doing some research and asking the right questions.

Find the right strategies and the right tactics to meet your timelines, achieve your goals. Now what I'm about to share with you is going to make or break 2011 for you. Accountability to action! Accountability to action! And I don't mean accountability to yourself.

There's a wonderful poem that goes like this, "Of what use to make you heroic vows of amendment if the same old law breaker is going to keep them." Of what use to make heroic vows of amendment, or I can change that up, of what use to make heroic goals and dreams if the same old law breaker is going to keep them? Now I'm not suggesting you're a law breaker, but every one of us is basically doing what were habitually used to doing.

When you seek accountability with a friend, family member, significant other, or spouse, say: *Here are my goals. Here are my timelines. Here are the strategies and tactics I want to apply today, tomorrow, next week, the week after, and I want to have someone to be accountable to.* And say, *I'm also prepared to be an accountability partner to somebody.* So you can do this one on one, you can hire somebody, you could do this in a community, in a mastermind group, but what you want to do is set up an accountability.

There are three things that are needed to change and achieve goals.

**Come up with as many positive reasons and anchors as you can for achieving your goal to fuel you to do your best.**

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**Strategy**

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**What is your goal? Be specific!**

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**Tactics**

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**List the daily habits you will need to implement in order to achieve your goal:**

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**List at least 3 people who will hold you accountable for achieving your goal:**

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**What are your TOP three goals?**

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**Why is it imperative that you accomplish these goals?**

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**What is currently stopping from achieving your goals in this area?**

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**For more products, tools, and resources designed to help  
you live the life of your dreams...**

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