



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 Harvard graduates who left school. Fourteen percent had defined, specific objectives for themselves, and they earned three times the income of the group without them. But those who wrote them down, earned 10 times more than the other group!

It's a story that's been circulating in the personal development community for so long that it became an urban legend. It also turns out to be an urban myth, but it was so popular that professor Gail Matthews at Dominican University decided to test it. The result: if you write down a detailed description of your goal and how you plan to



achieve it, your success at reaching that goal increases by 50%. In science, that's a huge difference, and it certainly makes a point that I know is true without question: **Setting clear written 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—and it doesn't matter if you're a college graduate or not.

**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 not only achieve them more easily, you improve your self-esteem. In fact, if you were to write down three things you did well each day and explain why, and only did this exercise for a week, your self-confidence and wellbeing will continue to grow for the next three months. This research study put Positive Psychology on the map, and it even demonstrated that you could decrease feelings of anxiety and depression. The same holds true if you keep a gratitude journal for a couple of weeks.

However, if you write about negative feelings and events, you'll actually begin to do damage to your brain because every negative thought shuts down the pleasure-seeking drive that every mammal and human being needs to be motivated in the world. The newest research shows that if I were to put you in a brainscan machine and flash the word "NO" for less than one second, your brain will release a cascade of stress neurochemicals that interfere with emotional functioning.

But the moment we focus on a goal that gives us a sense of pleasure and desire, the motivation centers of your brain drive you toward achieving that goal. In fact it feels good to go after new goals and experiences because the activity rewards your brain with pleasure chemicals like dopamine. So ask yourself one simple question: **Is this goal something that I really desire and value?** If the answer is no, then it's not something you absolutely want and your brain will not take action to achieve that specific goal.

Even when you choose a goal you truly desire, every worry and doubt you have will run interference with the seeking/motivation centers of your brain. Soon the goal will feel like a punishment, not a reward. But all you have to do is ask your intuition – which is your inner wisdom that resides in a part of your brain known as the anterior cingulate – if your goal is what you really desire. If the answer is yes, you'll actually feel the pleasure generated by neurons releasing dopamine in deep emotional recesses of your ancient brain. If not, you'll feel a tightening of muscles in your body. In other words, your subconscious self almost always knows what's best. But you have to trust that small intuitional voice, and simply spending a few minutes relaxing will help you to “hear” that voice.

**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.**





By tuning into the pleasure-seeking emotions of your brain, you can quickly build a positive mindset that shuts down negative emotions like fear, frustration, and doubt.

And when you learn how to remain exquisitely focused on the positive goals you deeply value, you filter out all the distractions and information you do not need, including all the information that tries to get your attention every moment of every day through billboards, TV, radio and the Internet. Then you can zero in on your goal 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.**

**As soon as you know clearly and specifically what you want to create, the rest of your brain takes action. And when you do so joyfully, other people will resonate to you and will help you reach your goals. It's called neural resonance because both of your brains begin to function as one. You'll find yourself attracting all the right people with all the right tools to help you turn your desires into reality.**

Setting goals is about surrendering to the power of your cooperative, compassionate brain, and this helps to align your values with constructive behaviors guaranteed to help you reach your goals.

First you must start with a clear picture of what you want because the visual cortex of your brain needs a concrete image in order to turn your motivational centers on. But you have to do more than just visualize and write. 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?

If you are having trouble identifying what success means to you, just ask yourself this question: "What is my deepest innermost value?" Look deeply inside and meditate on this question for 3,4, or 5 minutes, and trust whatever word comes to mind. Try the exercise every day and in less than seven days you'll find an intrinsic value that you'll intuitively know reflects your purpose in life. Align this value with your goals, and it will reduce stress and increase work productivity. That's why this Inner Values exercise is given to executive MBA students at Loyola Marymount University on their very first day of class.





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 your goals. We will break your goals down into specific categories for—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? Are you ready to decide your destination for the next 12 months? 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.”**







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 The next 12 months? 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.

**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?

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

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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 the next 12 months. 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.

**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.

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

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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 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?

Do you want to learn how to kayak? What do you want to do? What experiences will enrich your life? Why not put them down in writing? Whether it's three or four, or 30 or 40, you can start to check them off based on the priority and how much fun and value they'll bring to your life.

**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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**Legacy.** It doesn't make a difference how old you are, where you are or what your socioeconomic status might be. That makes no difference. How do you want to be remembered? What can you do that will leave a legacy to yourself, to your friends and your family? What can you do so you feel you've made a positive, wonderful impact on our planet? What kind of a legacy do you want? You get to choose your legacy because once you do, you can start asking yourself questions like, *What could I do to live and fulfill that legacy?*

**Setting Vs. Achieving Goals.** I want to make sure you understand a few important factors to keep in mind when you're setting your goals. It is easy, easy, easy to set goals, but to achieve them? Get real. What do I mean by that? I want you to understand that for every goal you have, or may not have achieved yet, you've got to have the beliefs that:

- A. It's possible.
- B. It's possible for you.

So what do you need to let go of about yourself? Do you have beliefs about yourself of not being good enough or smart enough or deserving enough? Let those go. Release them once and for all. You are good enough. You are smart enough, and you absolutely, unequivocally deserve it.

God put you and I on this planet for you to give of your life and to receive. Make sure you start to believe in yourself and in the possibility that exists for you. When you start to believe it, that's when

**When you finish goals;  
set new ones.**

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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, 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

**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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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 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*

**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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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.

- 1. Knowledge.**
- 2. Instruction—the strategies and tactics of what to do.**
- 3. Environment—the accountability to stay on track.**

As opposed to doing what you’ve probably done for your whole life in terms of setting goals—get some accountability this year. Maybe you have the beliefs and the timelines, you may even have the strategies and tactics, as well as the promise and the resolve that you’re going to do it. But for the next 12 months

**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!**

One year from now: \_\_\_\_\_

9 months from now: \_\_\_\_\_

6 months from now: \_\_\_\_\_

3 months from now: \_\_\_\_\_

30 days from now: \_\_\_\_\_

3 weeks from now: \_\_\_\_\_

2 weeks from now: \_\_\_\_\_

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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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|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |



**What are your TOP three goals?**

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

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

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

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**What help do you need?**

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**What actions are you currently taking to achieve your goals in this area?**

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 **BUSINESS**

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 **SPIRITUALITY**

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 **NEW EXPERIENCES**

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\_\_\_\_\_

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

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

 **NEW EXPERIENCES**

**What are your TOP three goals?**

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

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

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

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**What help do you need?**

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**What actions are you currently taking to achieve your goals in this area?**

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### Strategy

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

One year from now: \_\_\_\_\_

9 months from now: \_\_\_\_\_

6 months from now: \_\_\_\_\_

3 months from now: \_\_\_\_\_

30 days from now: \_\_\_\_\_

3 weeks from now: \_\_\_\_\_

2 weeks from now: \_\_\_\_\_

1 week from now: \_\_\_\_\_

### Tactics

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |



**What are your TOP three goals?**

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

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

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

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**What help do you need?**

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**What actions are you currently taking to achieve your goals in this area?**

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**Now that you've finished  
this program here's how to  
accelerate your results**

**Watch this video and learn how you  
can really **Have It All** with just 7-15  
minutes focused attention each day**