

# How to Make 2008 Your Best Year Ever

## 6 Simple Steps to Turn Your Dreams in to Reality

It's 11.59pm on New Year's Eve.

You turn to a loved one and say, "Next year is going to be different, I promise. I'm going to achieve some great things!"

For that brief moment in time, you really mean it. You're fired up, ready to make changes, and eager to start that new business / diet seriously / tour the world / or...(insert name of goal here).

Problem is, you've had a similar conversation for at least the last 20 years. "This year is going to be different' has been said every year.

So what's the problem?

To be blunt, it's YOU. No one else has the ability to change things in your life. Only you can do it. I think you know it's the truth, deep down, even if it's tough to admit it.

Even with the best intentions, nothing will change in your life unless YOU change first.

Intentions don't account for zip! Intentions change nothing without determined action that comes from you. YOU have to change. Are you willing to do that?

So, the obvious question at this point is, HOW? How can I change?

Here's a 6 step plan you can implement right away. It's proven. Don't question it or make excuses. Implement it and enjoy the results...

### **STEP 1: Figure out what you want.**

What do you REALLY want? This will be completely unique to you, and that's the key. Think about it. What's your hearts desire? The mistake that most people make is in rushing this process. They THINK they want something, but when you ask them WHY, they can't answer. So make a list of the things you want, and keep asking why? If you can't think of a good reason then it's obviously not that important to you, and you need to find something that is important to you.

### **STEP 2: You MUST be specific with your goal.**

For example, it's no good to say, "I want to move into a larger house." To make it really happen, you've got to place the goal with lots of detail, for example:

"By November 30<sup>th</sup>, 2008 I'm moving into a 4 bedroom, 3000 square foot home, by Lake Erie in upstate New York. The house has a wooden balcony where I can sit and read, and a pier from where I can launch my new Endeavour RUM-36 sailing boat."

Can you see the difference?

Don't get distracted by the example. Find your own heart's desire. **What is it you really want?** Of course, you also need to make it realistic and reachable, but don't be afraid to stretch yourself a little.

It's VERY important to be specific with the date. A goal without a date is meaningless because in your mind you know you have a 'get out' clause that'll let you off the hook if you don't meet the goal. Actually, you WON'T meet the goal without committing to a specific date. That's how important it is. Setting a date also allows you to measure your progress as you go. Each month you'll be able to see where you are in relation to reaching your goal.

### **STEP 3: Write it down and read it every day.**

Now, once you've figured out WHAT you want, **write it down**, with as many specifics as possible, and then read what you've written, **every day**. Read it multiple times every day if possible. Never miss a day, whatever happens. Take it with you when you travel. You need to form a habit of reading it every day, to remind your subconscious brain so that it becomes a reality.

This works because you're laying down thought patterns that turn into habits, habits which turn into actions and actions which, when carried out regularly, lead ultimately to your goals. Without this step you'll fail, because you won't be reminded what your goal (and deadline) is.

#### **STEP 4: Work out the practical stuff**

To reach your goal you need to know what you need to do on a day to day basis. In other words, you need a plan. If you fail to plan, you plan to fail.

What's involved in planning?

You need to work from the end result, backwards. If, for example, the goal requires a financial achievement, work out how much money you need to earn each month, and then create a plan to make that happen.

Is this work? Yes. But it can be fun. If you REALLY want your goal then you won't be put off by this step. Start planning and you'll get into the flow, and you may even enjoy it. You're making your dream a reality!

It IS possible to eat an elephant, one chunk at a time, over time. Don't be daunted by the overall task, focus on bite size chunks. For example, if you need to earn \$250,000 this year, break it down into smaller increments - \$20k a month, or \$685 a day. Work out what you'll do to bring in that sum of money. Obviously you won't be able to achieve \$685 from day one, so work out a plan to 'ramp up' to the figure you need to earn.

### **STEP 5: Calculate the cost and be prepared to make some sacrifices.**

Every reward comes at a price, and your goal is no exception. If you sit back and wait for someone else to hand it to you, it'll never happen. Only YOU can make it happen.

Realize now, before you start, that your goal might involve changing your finances, your lifestyle, your relationships, or other factors, at least temporarily.

It might mean forgoing Starbucks for a period of time to save more money, it might mean watching less TV to free up more time. It might mean skipping some weekend trips to the country.

You'll need to invest in yourself. Build your knowledge and skills in your chosen business. Then use that knowledge, don't buy a book or a course and then leave it on the shelf gathering dust!

### **STEP 6: Take Action Every Day!**

We're all busy. Very busy. There are always distractions that beg for our attention, so it's easy to get diverted away from our goal.

This process is rather like a marathon. If you start with a 100 metre sprint but don't finish, it's pointless. It's much better to 'plod' consistently, doing something every day to advance towards the 'finish line' of your goal.

That's the 6 steps to success. They're simple enough, but each one requires you to take action. Without action, nothing will happen.

Now, as a bonus, I'd like to share with you what I consider to be 'keys to success'. These are important things to consider, regardless of what business you're in. They'll help you reach your goals much faster, while enjoying your new found productivity.

## **The 6 Keys to Accelerating Your Business Profits**

### **KEY 1: Keep a careful eye on cash flow.**

In the early days, every business needs cash to survive, more than anything else. You'll need to be disciplined because there's no shortage of 'stuff' to buy, and a lot of it is very useful, but cashflow rules. If you can't pay the bills then it's all pointless. Be frugal in the early stages of building your business.

### **KEY 2: Outsource as much as possible.**

This is not contradictory to key 2 because of the qualifier 'as much as possible.' Outsourcing tasks to others who can do it faster, cheaper and better than you is essential to grow your business. Don't worry if you're not sure HOW to do that right now. Just know that you'll need to cross that bridge as soon as you have sufficient cashflow to support it.

### **KEY 3: Use your time productively.**

Each day has a finite number of minutes – 1440. It's not many is it?! And when you take out sleep, eating etc, you're left with 480 minutes in an 8 hour day.

How much time do you spend checking emails each day? Like most people, it's probably far too much. Commit to checking and answering email only twice a day – before lunchtime, and at the end of the day.

Focus on activities that bring in money. Sounds obvious, but usually those activities are the ones we avoid.

### **KEY 4: Associate with winners**

Nothing will destroy your goal faster than hanging out with people who are critical, negative, and who believe the world's out to get them. You WILL be affected by the people you associate with, good or bad. Make it good.

Attend seminars, attend a local group that's related to your business, seek out people who can talk with regularly for mutual encouragement.

### **KEY 5: Don't get distracted**

There are so many opportunities available today that it's difficult to focus on just one. That's especially a problem for entrepreneurs because their very nature is to move from one thing to another.

You MUST focus your efforts on one project at a time. Otherwise your efforts will be diluted and you'll be frustrated. If you focus on one project you'll get paid for it faster than juggling three or four projects. Remember, cashflow is critical.

Another way it's easy to get distracted is by allowing yourself to 'listen' to everyone that shouts to get your attention. By that I mean through TV, Radio, Magazines, and E-mail. There's no shortage of things to fill your time and that's the problem. Why not go through your email box and unsubscribe from receiving newsletters that don't provide helpful information that'll help you make progress. It's important to be mentally free from clutter.

#### **KEY 6: Don't rely on a single source of income**

Picture a building where the roof is balanced on a single column. If something happens to that column, the building collapses. The same is true in your business. NEVER rely on a single income stream. You MUST develop multiple streams of income to have a stable business. Bad things happen. It's not a question of 'if', it's a question of 'when'. Be prepared now by creating income streams from multiple sources.

**A Brand New Resource To Help You Achieve Your 2008 Goals, Fast...**

**At Last! Discover The Unique 'Know-How with Show-How' Monthly Training that Transforms Your Business from 'Rolling the Dice, Random Acts of Marketing' Into An Autopilot Profit System, and it Does it With Lightning Fast Speed, GUARANTEED!**

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