

# *The Road* **TO PROGRESS**

*How To Follow Through On Your Desires  
And Get Things Done*



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# Introduction

Everyone has desires that they want to fulfill. Most of the time, your desires change as you learn what you are truly interested in, but sometimes the desires you have as a child or young adult are still on your mind years later. Either way, reaching your desires takes work and persistence and you have to follow through even when you don't feel like it.

This book will help you to identify what your desires actually are and how you can set goals and make plans to achieve them. Having the desire to do or be something simply isn't enough. You have to have a plan, keep track of your progress and make adjustments as you get new information. This seems intimidating at first, but once you have the process down, you are able to do anything with your life.

## How This Book Can Help You

If you are perfectly happy with your life the way it is, you don't need this book. In fact, you can delete it from your hard drive right now, if you have nothing that you want to change. However, if you are like most people, there are lots of things you want. You just need a little help getting there. That's precisely what this book is all about.

You see, I was in your position a few years ago. I had dreams and desires and wants, but I had no idea how to achieve them. Then one day, a man came into my life who showed me exactly what I needed to do to achieve my goals. He didn't do it for me and he didn't hold my hand the whole way, but he gave me the tools that I needed to get where I had been trying to go for years. It was as if I'd been driving around for my entire life looking for Nebraska and suddenly, someone presented me with a road map that showed me exactly how to get there.

Luckily, I was smart enough to recognize that I desperately needed this information if I was every going to do any of those things that I'd been talking about and dreaming about for years (and in some cases decades.) My specific goals are almost certainly different than yours, but that doesn't mean that the way to get there is different. We all have that navigation difficulty in common and no matter what you are trying to achieve, no matter what your dreams are and no matter how difficult they might seem at this moment, the theory of how to reach them is the same for all of us.

In this book, we'll start with identifying your particular desires – and we'll identify what you *really* want from what you think you want right now. The two might not be the same. In fact, I'm willing to bet that you'll be surprised after this exercise is over and you see your desires more clearly.

Once we have those desires worked out, I'll show you a revolutionary way to set long-term and short-term goals so that you can actually achieve

them, all the way down to the things you do each day. I'll show you how to track your progress so that you can both benefit from the motivation it offers and so that you can see where you need to change to keep yourself on track, and how to combat all of the problems that you are going to encounter along the way, like the negativity that you're going to get from yourself and from others. Most of all, I'll teach you how to create the right mindset so that you can make your desires a reality, no matter what problems you encounter along the way.

So, let's get started. You have everything to gain and nothing to lose – nothing except for those wasted days that you've been experiencing up until this point. I want you to reach your potential and I know that with the right information and a little guidance, I can do for you what my mentor did for me, and make all of those desires that just seem like pipe dreams right now a reality.

Let's get started.

# Chapter One: How to Clearly Define Your Desires

You know what's strange? Most people have no idea what they want, and what they say that they want is rarely what they actually want. Isn't that funny? Most people, if they were honest with themselves, and they actually sat down and took the time to look at what they desired, would find that what they say they want is actually just a fraction or a facet of what they actually want, and in some cases, it is the polar opposite of what they want.

Let's talk girls for a second. You know how girls go around moaning about how they can't find a “nice guy?” Well, for most girls, a nice guy is the last thing they want. Nice guys will buy them things, make them breakfast in bed and give them massages any time they ask, but that gets boring really fast, and what (most) girls really want is a guy who is confident and challenging, even if he isn't that nice at all.

So, if girls can't even be certain about what kind of mate they are looking for, how can we figure out what our real desires are, much less how to achieve them? It starts by doing one very simple thing first – discovering yourself.

## How to Conquer Your Fears & Discover Yourself

Let's look at some of your desires right now. Take out a pen and a piece of paper and write down your top three desires. Let's say that these are your three desires:

1. To lose 40 pounds
2. To start your own business.
3. To improve your credit score.

Now, let's look at each of these desires in detail. Remember, you are going to substitute your own desires for these three made-up ones.

1. To lose 40 pounds (or whatever your personal desire is)

Now, ask yourself why you want to achieve that goal. Suppose your answer is something like “so I can get married and have children.”

So, your desire isn't actually to lose 40 pounds. Your desire is to get married and have children, but there is a fear embedded in there – the fear that unless you lose this weight, you aren't going to be attractive enough to find a mate.



So, number one, you have to replace the desire that you thought you had with the real desire. Second, you need to conquer any fears that you have that are going to keep you from achieving that desire. Unless you do this, you are always going to have a huge barrier between you and reaching your goal.

In the case of the second and third desires, you might ask why it is that you want to start your own business. If you want to be your own boss and have more freedom that's a valid reason to have that desire. If you are doing it because you hate your job, then you actually need to decide if you need to start your own business or if you just need a new job.

Finally, with the third desire, let's suppose that the reason behind you wanting to improve your credit score is that you want to buy a house. So, your desire is actually to own a house, not necessarily improve your credit score.

#### Exercise 1.1:

Make a list of three to five desires that you think you want. Then, examine each one carefully and make sure that it is a desire that you really want or if it a desire that you have replaced the real one with because of a fear. If that

is the case, write the real desire next to the false one. These are called your “core desires.”

Next, you are going to make a list of any fears that you think will keep you from reaching those core desires. Don't worry about overcoming those fears right now. Just be aware of them.

Here are some additional ways to find your core desires if you are having trouble.

- 1. Look at your friends, family and other heroes:** Do you find yourself looking up to a certain person or people in your life? If so, make a list of some qualities that they have that you would like to have as your own qualities.
- 2. Examine your jealousy:** If you are jealous of a quality that someone else has, it means that you would like to have that quality (or that tangible item) but you have fears in the way that are keeping you from realistically considering it.
- 3. Think of some of the things that you think you would never be able to do or be:** These are things that if someone suggested that you do them you would say something like “I could never do that.” Obviously, this is intended for things like running a marathon rather than something that you definitely *shouldn't do* – like robbing a bank.
- 4. Reverse Project Problem Areas:** Take a look at some things that

bother you about other people and examine it closely to see if it is something that you are projecting on others because you wish it was true about yourself. We humans do this quite a lot. For example, if you are always upset with your friends because they are too messy, perhaps what you are really upset about is that you wish you were neater yourself. This isn't always the case, of course, but it is worth taking a look at.

5. **Stop Your Forward Momentum:** Someone who hasn't clearly defined their desires shouldn't be moving forwards. It is like getting in your car and starting to drive before you have chosen a destination. You could run out of gas and be all the way on the other side of town before you have chosen your actual destination. Don't work towards your goals unless you are 100% sure you know what they are.

## Chapter Two: Setting Long-Term Goals You Can Achieve

In the last chapter, we redefined our example desires to look like the following:

1. To fall in love, get married and have children.
2. To have a career or job that you love doing.
3. To own your own home.

These are perfectly fine for desires, but unfortunately, some of them are a little too vague to work as goals. So, you need to know the difference between something that you set as a goal and something that is simply a desire that you have.

## S.M.A.R.T

For something to be a goal, it needs to fit the S.M.A.R.T. acronym.

Specific

Measurable

Achievable

Result-Focused

Time-Sensitive

So, let's examine the acronym in detail and try to come up with some goals for our example desires. Obviously, your job is to do the same with the list of 3-5 desires that you made. Our first desire is:

1. To fall in love, get married and have children.

So, right away we see that there is a problem for this goal. Falling in love, getting married and having children all as one goal is far from specific. For one thing, how would you know when you have reached the goal? Is it

when you fall in love? Is it when you get married? What about when you have children and how many children before you consider it “reached?”

So, we obviously need to redefine this to fit our acronym. Since you have very little control over whether or not you will fall in love, let's make it something that you actually do have control over. How about something like this instead?

1. To be in a financial, emotional and physical condition to be ready to fall in love.

This is obviously better, but it still fails the “Specific” test. So, let's break it up into three goals.

1. To be financially stable

Better. But now, it fails the “Measurable” test because we have no idea what that means. What is financially stable for me could be something drastically different from what your definition is. So, we need to make it something that we can actually measure. For example:

1. To be making \$2500 a month before taxes and have \$10,000 in savings.

Much, much better. Now, we have a specific and measurable goal. We'll know if we have achieved that goal or not. The third part of the acronym is "Achievable." So, is an income of \$2500 a month before taxes and \$10K in savings achievable? That's depends upon your own personal situation. If you are collecting disability and do not have the ability to work, that's going to put a damper on your plan to make \$2500 a month, not to mention the amount in savings. But let's assume for the sake of this example that it is achievable.

The next part of the acronym is "Results-Focused." This means that you are measuring the end result and not the act of getting there. So, to be making \$2500 a month and have \$10,000 in savings passes this test. An example of a goal that would fail the "Results-Focused" test is:

1. To be working towards making \$2500 a month and \$10,000 in savings.

See the difference? Finally, our last marker is "Time-Sensitive." That means that you put a clock on it. So, let's say that you change your goal to this:

1. To be making \$2500 a month before taxes and have \$10,000 in

savings by December 31<sup>st</sup>, about five years from today. (You can choose whatever period you want, as long as you give yourself a reasonable amount of time to get there.)

So, let's rewrite our list of goals so that they all pass the S.M.A.R.T. Test.

GOALS by December 31<sup>st</sup>, (Approximately 5 years from today)

1. To be making \$2500 a month before taxes and have \$10,000 in savings. (Financially prepared to have a family)
2. To be willing and able to commit to a long-term relationship. (Emotionally prepared to have a family)
3. To weigh 180 pounds or less. (Physically prepared to have a family)
4. To have been working in a desired occupation for 1 year or more (Have a career that you love doing)
5. To have a credit score of 700 or above and have \$10,000 in savings for a down payment on a house. (To own your own home)

So, now you have a list of goals that all pass the S.M.A.R.T. Test and you know what you are working for. Notice that you also have a timeline for these goals – you are working towards achieving all of them by December 31<sup>st</sup>, 2020. You now have a destination in mind and a time frame to get there. These are your long-term goals. Write them down on a big piece of



poster board and tack them up to the wall in your living room or home office, somewhere where you can see them every day.

In the next chapter, we'll discuss how to break these long-term goals into short-term ones.

## Chapter Three: Setting Short-Term Goals That Will Motivate You

Now that you have some long-term goals defined and something to work towards, you need to break these goals down into short-term goals. Let's assume that your time frame for the long-term goals that you have chosen is five years from now. That means that you can break them down into short-term goals for each year of the next five years. You may even have to break them down even further, such as monthly goals, but we'll get into that later. For now, let's stick with breaking them down into yearly goals. Let's refresh our five-year, long-term goals one more time.

GOALS by December 31<sup>st</sup>, (Approximately 5 years from today)

1. To be making \$2500 a month before taxes and have \$10,000 in savings. (Financially prepared to have a family)
2. To be willing and able to commit to a long-term relationship. (Emotionally prepared to have a family)
3. To weigh 180 pounds or less. (Physically prepared to have a family)
4. To have been working in a desired occupation for 1 year or more (Have a career that you love doing)
5. To have a credit score of 700 or above and have \$10,000 in

savings for a down payment on a house. (To own your own home)

So, what you need to do is figure out what you can do towards this goal in one year's time. The most important thing in determining how far you can go is to understand where you are starting from. To take just one example from our list, getting your credit score to 700 within five years will be a lot easier if you are starting from 650, but if your score is in the 400 range and you have lots and lots of collection accounts you are probably not going to raise that score very fast. So, knowing where you are starting from will determine the time-period of your long-term goals as well as what sort of milestones you can set for your short-term goals.

Let's stick with the credit score example as we look at setting short-term goals. Let's suppose that your credit score is 550 right now, and you want to have a score of 700 or above in about five years. This is a perfectly achievable goal, by the way.

So, to set your short-term (yearly) goal for the first year, let's suppose that your credit report looks like this.

## EXPERIAN CREDIT REPORT

John Doe

123 XYZ Street

Burbank, CA 90036

FICO Score: 539 out of 850

Collection Accounts (Closed): 16 (-160 points)

Paid-in-Full Accounts (Closed) 1 (+15 points)

Current Accounts: 1 (+10 points)

Accounts 30 Days Overdue: 7 (-35 points)

Accounts 60 Days Overdue: 3 (-18 points)

Accounts 90 Days Overdue: 11 (-77 points)

Accounts 120 Days Overdue: 2 (-16 points)

This is obviously a very simplified example credit report. The numbers next to each account type show how many points (+ or -) your score is affected by for each account type. You get points added to your score for current or paid-in-full accounts and you get points taken away from late payments or

collection accounts. Of course, in reality, credit scores are much more complex taking in factors like credit-to-debt ratio, revolving accounts, public records like judgments and age of the accounts. But this example is intended to show you what kind of things can be done to improve your credit score.

So, if you were planning to set some goals for the first year, your first set of short-term goals, you can look at this and see that there are many things that you can do to improve your score. You could catch up on the accounts that are currently behind, you could pay off some accounts, you could pay off some of the collection accounts (or wait for them to drop off your report) and several other options.

## Setting Your Goals

In order to determine what your goals should be for the first year, you need to look at your budget and available options and decide what you can do to fix your credit report in the first year. Here is an example of what you could do.

## Short-Term Goals (By December 31<sup>st</sup>, Year One)

### **1. To be making \$2500 a month before taxes and have \$10,000 in savings. (Financially prepared to have a family)**

1. Decide on a career choice.
2. Find out what training is required for career choice.
3. Get trained by taking classes, or on-the-job experience.
4. Apply to at least 20 companies within that career field (or until hired).
5. Save \$1000 during this first year.

### **2. To be willing and able to commit to a long-term relationship. (Emotionally prepared to have a family)**

1. Begin dating. Go out on at least 30 dates over the first year.

### **3. To weigh 180 pounds or less. (Physically prepared to have a family)**

1. Join a gym within 30 days.
2. Workout 3 times per week.
3. Choose a diet plan and stick to it as closely as possible.
4. Lose 15 pounds the first year.

### **4. To have been working in a desired occupation for 1 year or more (Have a career that you love doing)**

1. Decide on a career choice.

2. Find out what training is required for career choice
  3. Get trained by taking classes, or on-the-job experience
  4. Apply to at least 20 companies within that career field (or until hired)
- 
- 5. To have a credit score of 700 or above and have \$10,000 in savings for a down payment on a house. (To own your own home)**
1. Pay off 5 closed collection accounts and request removal.
  2. Don't allow any more accounts to become overdue.
  3. Bring 5 overdue accounts to current.
  4. Raise score by at least 25 points during that first year.

As you can see, you have some very specific goals that you are going to try for during the first year of your five-year-plan. These are your short-term goals. One thing to keep in mind is that these should not be absolutely inflexible. You should do your very best to attempt to reach every one of these goals of course, but on goals that are out of your control (such as raising your credit score 25 points or more) you should remain flexible. If you have done your very best to achieve the short-term goals but you were only able to raise your score 22 points, that is still a victory.

In the next chapter, we'll discuss how you can break your goals down even further. The more specific and short term you can make your goals, the easier it will be to follow through.



## Chapter Four: How to Create a Weekly, Monthly or Daily To-Do List for Your Goals

Now, you have a very specific set of short-term goals that you are going to do your very best to achieve during the first year. But what about knowing what to do and how to follow through each month or week? What about your daily activities? Can you really break it down so far that you know what to do each day in order to achieve your goals? In many cases, yes. Let's take one of your short term goals and look at what kind of things you can do to break it down further.

### Breaking Down Your Plan

Let's stick with the credit score goals for this example.

You have four short-term credit goals that first year, so that you'll be on track to reach your long-term goal after five years.

1. Pay off 5 closed collection accounts and request removal.
2. Don't allow any more accounts to become overdue.
3. Bring 5 overdue accounts to current.
4. Raise score by at least 25 points during that first year.

Depending upon the specific short-term goals that you are trying to achieve, you'll want to choose whether to break it down to daily, weekly or monthly. If there are specific things that you can do each day (or at least several times a week) you should break it down to a daily to-do list. For example, if you are learning a new language or working out, you'll want to break it down to daily tasks. If the tasks are larger chunks than you can complete in a day, you can break it down to monthly or weekly.

In this case, the weekly format would be optimal for these short-term goals. Let's break down the year into tasks that you can complete each week. You can use each week to either create a task that you can do and check off, or to create a milestone that you can strive for to make sure that you are on track to complete the short term goal by the end of the year.

Weekly Goals (1 through 52 of Year One)

**Week One:** Total up the entire amount you'll need to pay over the next 52 weeks in order to reach your goals.

**Week Two:** Adjust your budget so that you have the funds to pay on these debts.

**Week Three:** Examine each closed, collection account in detail and try to find any reason to dispute the account (disputed accounts often get

removed from your report if the creditor cannot prove that your claim is invalid)

**Week Four:** Dispute any of the closed accounts in collections that you are legally able to

**Week Five:** Look at the date of the last activity and determine if any of these accounts will drop off on their own (Once a creditor stops reporting on an account, it will drop off your report on its own seven years from the date of the last activity)

**Week Six:** Open a separate savings account for you to put the money you are going to use to pay off these accounts. Ignore any accounts you have successfully disputed or that will fall off on their own in the next five years.

**Week Seven:** Begin saving money each paycheck so that you have the funds in savings at the end of the year to pay off these accounts.

We won't list an entire year's worth of tasks because this is just an example. But you can see that by making these weekly task lists, and following them, by the end of the year you will have completed your yearly (short-term) goals.

So, in summary, we have discussed the following:

1. How to determine what your true desires are.
2. How to turn those desires into S.M.A.R.T. long-term goals.

3. How to break those long-term goals into short-term (yearly)
4. How to break those yearly goals down into bite-sized chunks that you can do daily, weekly or monthly.

In the second half of this book, we'll go over how you can keep track of your progress to maintain your motivation so that you'll continue to follow through, and how to deal with all of the obstacles that are going to prevent you from following through if you aren't practicing constant vigilance and making a plan in advance to combat them.

## Chapter Five: Tracking Your Progress

Tracking your progress is one of the most effective ways that you can stay motivated and follow-through with your goals. That's because every time you update your progress, you will be able to see how far you have come and you'll be much more motivated to stick with it to the very end.

There are many different ways that you can keep track of your progress. We'll discuss some of the best ways one-by-one in a moment, but first, here are some general tips that you should keep in mind as you track.

**Make Your Goals Visible:** You need to be reminded each and every day what it is you are working towards. One of the best ways to do this is to list your long-term goals on a large piece of poster board and put it somewhere where you'll see it every day. Next to that, put your current set of short-term goals and then on a third piece of poster board, list your monthly goals, no matter how you are tracking them. That way you always know what you are supposed to be doing.

**Update Your Progress Daily:** Even if you don't have things that you can do every single day to work towards your goals, you still need to update your progress daily. If you have nothing substantial that you can list on your tracking sheet, simply put something like "reviewed goals." If you don't track every day it is quite easy to lose motivation.

Set a Period Each Day, Week, Month & Year That You Are Going to Update: For example:

**Yearly Update:** December 31<sup>st</sup> at 5:00PM

**Monthly Update:** The last day of the month at 5:00PM

**Weekly Update:** Every Sunday at 5:00PM

**Daily Update:** Each Day at 5:00PM

So, how do you track your progress? There is really no wrong way to do it, but here are some great ideas for keeping track of your progress each day.

## Update a Spreadsheet

If you have a spreadsheet that you can put on your desktop and update each day, it is a perfect way to track everything from the goals you have already reached to the tasks that you need to do each day to achieve a goal. How you design your spreadsheet will depend upon your goal structure.

## Keep a Journal

Writing in a journal is a great way to update your progress, because you can also track how you feel and what obstacles you faced (and how you overcame them). That way, when you are feeling less-than-motivated, you can go back and read your journal to see how far you have come.

## Keep a Blog, or Better Yet, a YouTube Channel

The benefit of updating your progress this way is that you are sharing your victories and failures with your followers or viewers. Not only will you be more motivated to track your progress and update your followers, you'll be a lot more motivated to achieve your goals because you know people are pulling for you, and will be disappointed if you don't make it. It doesn't matter which one of these methods (or any of your own that you can think of) that you choose, as long as you track every single day and keep pushing.

## Chapter Six: Dealing With Negativity from Others

No matter what you are trying to achieve, you are going to face negativity and obstacles along the way. Much of that negativity and de-motivation will come right from your own mind. We'll cover how to deal with that in the next two chapters. But you're also going to face negativity from others. This is an unfortunate fact that every person who is trying to be successful will face. Sometimes, people are just going to hate on you for what seems like no reason, and you're going to need to prepare yourself for it or you are going to crash and burn when it happens.

There are a few different reasons that people will try to talk you down when you are flying high. Some of the time, they will actually believe that they are helping you and other times they might be acting out their jealousy. Either way, it is going to happen so be prepared for it, and let it go in one ear and out the other.

First, let's explore some of the reasons why people spew toxic waste whenever they encounter someone who is mastering success and then we'll go over some strategies to deal with those situations and people.



## Reasons Why People Are Going to Hate on your Success

1. **They are Jealous:** Yep, sometimes the simplest explanation is the right one. Some people are just jealous of your success and the only way they know to express their frustration is by trying to bring you down to their level.
2. **They Don't Want to Admit They Have the Power to Change:** Negative people are great at telling themselves that their lack of success and all of the problems in their lives are caused by everyone else, or by the situation or by God, anything to avoid responsibility themselves. You reminding them that they have the power to change really screws up their world view.
3. **They Think They Are Helping You:** When I was a kid, I wanted to be a professional singer. My mother used to tell me that I was a terrible singer and that I needed to choose a different dream. It took many years for me to get past that negative reinforcement and contrary to my mother's opinion, I actually turned out to be a pretty decent singer. My mom thought she was trying to help – to give me a dose of reality. She was wrong and so are all the people who are going to try to talk you out of your success.
4. **Bringing You Down Makes Them Feel Important:** Some people want so badly to feel important that they will criticize you and try to bring you down. It is the only way that they know how to deal with how inadequate your success has made them feel.

So, what do you do to deal with this negativity? The first step is preparedness. If you know that it is going to happen, and you have a game plan for when it does, you will have a much lower chance of it actually affecting you. Here are some great tips to help you stay positive and motivated even when you are surrounded by negativity.

1. **Avoid it Whenever Possible:** If you have a choice, avoid negative people and their rants and criticism. This isn't always possible, but if you can walk away, or avoid reading negative comments, you should do it. Remember that negative energy zaps your positive energy and motivation, so stay as far away from it as you can.
2. **Whatever You do, Don't Engage:** It can be tempting to try to set a negative person straight and attempt to change their mind but don't fall into this trap. For one thing, it will take more energy than you have to spare and second, you are almost certainly going to fail anyway because their view isn't based on logic, it's based on emotion.
3. **Don't Take it Personally:** Those hurtful, negative comments they are making towards you probably has nothing to do with you. You just happen to be standing in the path of their negative rampage, so don't take it personally because it probably isn't.

## Chapter Seven: Changing Your Mindset

While negative people are almost a certainty as you start achieving your goals, your biggest obstacle is actually going to be yourself. We are our own worst enemy and for some reason, whenever we start to become successful, some primal defense mechanism kicks in and our mind starts telling us all these crazy things – which we usually believe because, hey, we wouldn't lie to ourselves would we?

The truth is, we lie to ourselves about just about everything and the path to success is no exception. Successful people are the ones who have tricked their minds into being supportive rather than critical and although it takes some practice, you really can change your mindset so that you aren't standing in your own way. Here are some ways that you can make sure you have the right attitude as you chase down success.

1. **Believe You Deserve Success**: One of the things that we do all the time as human beings is to convince ourselves that we don't deserve to be happy. Maybe it comes from feelings of guilt or perhaps just a lack of conviction that we're worthy of being happy and achieving our goals. Whatever the reason, if your mind is telling you that you don't really deserve the kind of success you're hoping for – it is a liar. Believe that you deserve it. We all deserve it, but few people are willing to do what it

takes to get it.

2. **Have Confidence in Yourself:** You probably have heard the expression “Whether you think you can or you think you can’t...you’re right.” Confidence is a powerful thing and when you have it you are almost unstoppable but when you lack it, it can be hard to accomplish anything. You truly can achieve your goals. You have the brains, the energy, the attitude and the ability. You have every tool that you need to fulfill every single one of your desires. You just need to believe it.
3. **Don’t Think in Extremes:** Thinking in extremes – both positively and negatively – can be one of your biggest obstacles. Fiction writers are particularly guilty of this habit and they can serve as the perfect example of why this is so destructive. Often, when a fiction writer finished writing a novel or a story, they hold it in their hands, reading every sentence with rose-colored glasses, thinking that they have just written the most amazing piece of prose that the world has ever seen. In fact, they are often so seduced by this attitude that they send off (or self-publish) their work without any editing whatsoever, and end up looking foolish because they missed glaring grammatical errors, plot holes or a myriad of other problems, large and small. However, when you flip the coin to the other side, and they read something that they have put aside for a few weeks, they see all of the problems and begin to sink lower in their chair, feeling embarrassed that they wrote such horrible drivel and wanting nothing more than to burn the manuscript and never let anyone see it – ever. Of course, neither of these

extremes is true, but it is hard to be objective about something when you're standing within kissing distance of something. Don't fall into the trap of thinking in extremes about your success or failures.

4. **Don't Overgeneralize:** Sometimes we act like teenage drama queens when something bad happens. We say things like *"Oh, I'll never be able to achieve this goal. This is the worst mistake ever. I must be the worst person to ever try to be successful at this. I suck at this more than anyone else."* Setbacks are going to happen and sometimes you are going to fail. It's not the end of the world and you're probably doing better than a lot of people trying to be successful. Don't overgeneralize, just try to look at things objectively and most importantly, keep going.
5. **Don't Underestimate Your Success:** When you reach one of your daily, weekly, monthly or yearly goals, don't minimize it. This is a big deal. Every single time you reach a goal – even if it's nothing more than your daily progress update – you are doing a great thing. Keep going, keep meeting those goals because before you know it, you'll be achieving your every desire.
6. **Stop Believing Your Internal Tale-Teller:** We all have a terrible habit of making up things and believing them –or convincing ourselves that they are true until we do – and that is a sure way to lose your motivation. For example, suppose you are writing a book. Before you have even finished the first chapter, you might have convinced yourself that no publisher is ever going to read your book, and even if they do, no one will

publish it, and even if it gets published, you'll probably end up with a terrible cover and no one will read it, and you'll get horrible reviews and...well...you get the idea. It's okay to think about what might happen in the future, but you have no idea what it holds, so don't convince yourself that you're a clairvoyant. You aren't.

7. **Stop Comparing Yourself to Perfection:** You aren't perfect. You're never going to be perfect. No one on this Earth is perfect and if you compare yourself to that standard you are going to come away the loser every time. Just accept that you are going to fail some of the time and get back on the horse and try again. It's perfectly okay to strive for perfection as long as you understand that you'll never achieve it. Just do your best.

## Conclusion

When it comes to your desires, you can either control them – and your destiny – or you can let them control you. Anyone – including you – can reach their deepest, most desperate desires. Whatever you want out of life – be it fame, fortune or power, you can reach it. Whether you want to be a pop star, a successful entrepreneur or have a wonderful, loving family, it is all within your reach. But as it says in the first chapter of this book, what we think we want and what we truly desire are often two very different things. So, you need to figure out what you want and then get ready to go for it.

Setting and achieving goals is one of the most exciting and fulfilling things that you can do in your life. There is very little that compares with the thrill of sitting back one day and realizing that the goal you set a few years ago – the one that you never thought you would actually be able to achieve is not only within grasp, it has actually already happened and you barely realized that you had met that goal because you were already planning the next one.

If you are going to dream – then dream big and then put everything you have into realizing that dream. The stars seem a billion miles away when you first stand under the sky and look up at them but if you keep reaching with everything you have, eventually you will become tall enough, and have a long enough reach to just pluck yours right out of the heavens. All you

have to do is put forth the effort and give yourself enough time to reach your dreams.

It is my hope that this book will help you finally be able to see the clear and easy path that leads right to your goals. It has been there all along, but this book can help you clear the brambles and brush and see the way ahead more clearly than ever before. All you need to do is choose a dream. So, what are you waiting for? This is your moment. Let's get started!