

**Dreams are a projection of the life we wish to lead.**

**Therefore, when we allow them to "pull" us, our dreams unleash a creative force that can overpower all obstacles hindering the attainment of our objectives.**

4 great motivators:

1. The first one is **RECOGNITION**. Great companies and savvy sales managers know that some people will do more for recognition than they will for material rewards. That's why successful sales organizations, especially those involved in direct sales, take great pains to give recognition for any accomplishment, large or small.

2. The second reason some people excel is because they like the **FEELING of WINNING**. This is one of the best reasons.

**If you must be addicted to something, make it an addiction to winning.**

3. The third great motivator is **FAMILY**. Some people will do for their loved ones what they will not do for themselves.

4. **BENEVOLENCE**, the desire to share one's wealth, is the fourth great motivator.

## **Goal Setting**

To help you get started, consider the following half dozen questions as guidelines:

1. What do I want to do?

2. What do I want to be?
3. What do I want to see?
4. What do I want to have?
5. Where do I want to go?
6. What would I like to share?

Write your goals down.

### Strategy One: **UNLEASH THE POWER OF GOALS**

1. A detailed description of what you want. For example, if it's *a material object*, describe how high, how long, how much, what model, what color, and so on. On the other hand, if it's *a position or a business* you want to start, give a detailed job description including salary, title, budget under your control, number of employees, and so on.
  
2. The reason why you want to achieve or acquire the item described. Here you'll find out if you really want it or if it's just a passing fancy. If you can't come up with a clear and convincing reason why you want it, you should categorize this item as a sudden desire, not as a true goal, and replace it with something else.

## Strategy Two: **SEEK KNOWLEDGE**

One of the fundamental strategies of living the good life is knowing what information you need in order to achieve your aims. Here is another fundamental word for you to ponder: capture. Great ideas pass by quickly and are easily forgotten... as can be true of those moments that make life worth living. That's why it's so important to learn to capture those things that really matter.

**There are two ways to gather wisdom. One way is to learn from your own life. The second is to study the lives of others.**

Go over your life experiences. Learn the skill of reflection, which is the act of pondering life's events with the intent of learning from them.

There are three ways one can go about learning from others:

1. Through published literature such as books, audio and youtube videos.
2. By listening to the wisdom and foolishness of others.
3. Through observations of winners and losers.

## Strategy Three: **LEARN HOW TO CHANGE**

So here's the great axiom of life: **TO HAVE MORE THAN YOU'VE GOT, BECOME MORE THAN YOU ARE.**

This is where you should focus most of your attention.

Otherwise, you just might have to contend with the axiom of not changing, which is: **UNLESS YOU**

## **CHANGE HOW YOU ARE, YOU'LL ALWAYS HAVE WHAT YOU'VE GOT.**

Let's take a look at the seasons of life and how you can best handle them.

**Winter:** A Time to Grow Strong First and foremost, learn how to handle winters.

**There are all kinds of winters.**

- **There are economic winters, when the financial wolves are at the door**
- **There are physical winters, when our health is shot**
- **There are personal winters, when our heart is smashed to pieces.**

Wintertime. Disappointments. Loneliness.

**Spring:** A Time to Take Advantage. Learn to take advantage of spring. What a great place for spring to be, right after winter. **“Opportunity follows difficulty.”**

**“Expansion follows Recession”** - just like clockwork.

**Summer:** A Time to Take Care Learn to nourish and protect your crops all summer. You can bet that as soon as you've planted, the insects and weeds will try to destroy your crop. And they will succeed, unless you prevent them.

**Fall:** A Time to Take Responsibility Fall is the season where we reap the results of our springs and summers. Maturity can be defined by our ability to take full responsibility for the crops we have tended, either bountiful or meager. Accepting full responsibility is one of the highest forms of human maturity - and one of the hardest.

#### Strategy Four: **CONTROL YOUR FINANCES**

I believe the greatest satisfactions of life come to those of us who make a habit of doing the best with what we've got. The difference is not so much in how much you make as it is in how you use what you make. The choice is yours. With your financial statement, start keeping good books of your income and expenses. *Have you ever heard the expression, "I don't know where it all goes?" Never be the one to say it.* From now on make a point of knowing exactly where it all goes and where it all comes from. The enlightened time manager allots time for every aspect of his life. He even allots time for drifting, by scheduling time to do nothing. Like the nine- to-five person, he knows to limit the hours of work and to have quality time for other important values, such as family. And like the workaholic, he would never be afraid to work long hours - but only when necessary.

#### Strategy Five: **MASTER TIME**

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have quality time for other important values, such as family. And like the workaholic, he would never be afraid to work long hours - but only when necessary. Enlightened time managers look for new ways to multiply their productivity. In other words, they develop wealth by the use of leverage. Leverage allows you to multiply your resources many times over.

Strategy Six: **SURROUND YOURSELF WITH WINNERS**

One of the major influences shaping the person you want to be is also one of the least understood. **It is your association with others - the people you allow into your life.**

Three fundamental questions:

1. With whom do I spend time?
2. What are they doing to me?
3. Is this association okay with me?

Strategy Seven: **LEARN THE ART OF LIVING WELL**

Here's an important thought: **BE HAPPY WITH WHAT YOU HAVE WHILE PURSUING WHAT YOU WANT.**