

## Goals For Brand New You

The reason most people don't make the Science of Achievement work for them is because they are limited by who they are. Dreams and goals must exceed your present condition or limitations. When you develop a vision of a brand new you, almost any goal or desire seems within your grasp.

## Defining Success

In the 1950's, radio commentator Earl Nightingale defined success as "The progressive realization of a worthy ideal." His definition has stood the test of time ... personal achievement of any type relies on progressive, or step-by-step, realization, and any goal must be worthwhile if its achievement is to be considered a success.



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## Your Journey: Where Will You Go?

Success is both a journey and a destination. In a very real sense, you can be just as successful when you decide where you want to go as you will be when your dream is finally achieved. Deciding where you want to go is the first critical step that makes the Science of Achievement work for you.

To take the first step on your success journey, begin the *Dreaming* list at the end of this Segment. The list is your opportunity to capture all the ambitions, objectives and achievements that can define your life.

Develop your *Dreaming* list with these thoughts in mind:

First, don't pre-judge your ability to have or achieve.

Second, make your list as random and all-encompassing as possible.

Third, no one else need see your list but you.

At first, you may be able to write down just three or four items. Work to expand your imagination ... to make your list representative of what you want from life. Set a goal to create a list of at least fifty items before the end of the week. Then, add to your list on a regular basis. Eventually, you will be able to add several new items to your list every day.

The items on your list should not be a

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## Principles for Success

Some success principles are timeless; others are fairly recent innovations. Among the real advances in success science during the last century is the notion that you must define what success means to you.

Defining success has become a business for many consultants who carefully craft vision, mission and purpose statements for businesses of every size. These days, a mission statement is indispensable to a successful enterprise.

What is your personal mission statement? Spend some time creating a written understanding of your personal purpose ... what you really want to do with your life. Then, develop a mission statement that embodies your purpose as a driving force.

No one need see your mission statement but you. Give your imagination free reign. What would you do in life if you knew you could not fail?



Are you blaming your circumstances for your inability to achieve?

**Whatever the situation, the “blame game” often boils down to limitation and lack.**

reflection of your belief in yourself - or lack of it. Don't allow your self-talk to dissuade you from your dreams! That little voice in your head is responsible for thousands of thoughts each day. Negative self-talk will effectively ground you where you are. Avoid that tragedy by telling yourself that you are capable of unlimited achievement! Compare your self-talk to the items on your *Dreams* list and ask, “To make this happen, what do I need to believe?”

### Your Achievement Perspective

Negative self-talk embodies the thought habits that create obstacles and roadblocks ... the mechanical malfunctions in the Science of Achievement. Thought habits are attitudes; consequently, many hindering circumstances can be overcome merely by changing the way you think. For example, being wealthy is an attitude. Many comparatively poor people consider themselves rich, and much of the world lives on less

each year than you make in a month. Changing your attitude may not put money in your pocket today, but it will work wonders for your achievement perspective.

People often blame life's circumstances for their failure to achieve. Whatever the situation, the blame game often boils down to limitation or lack:

*The lack of formal education*

*The lack of wealth or resources*

*The lack of positive upbringing*

Without obstacles, accomplishment would be easy enough for everyone, but many life lessons would go unlearned. And without hindering circumstances, personal growth would be unnecessary.

### Meet The Yeabuts!

From an achievement perspective, people fall into one of two categories: They are either PPIOPs or SNIOPs -

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## Self-Talk: Affirming Your Success

We all talk to ourselves, in words that are sometimes positive but often negative.

Self-talk – affirmation – can become a powerful tool for personal success. Write down and read aloud affirmations to condition your mind to accept a future reality.

Affirmations should be positive, present-tense, first person declarations of a condition you want to create. For example, you might write an affirmation that says, “I maintain my weight at 175 pounds by a planned program of regular exercise.” The fact that you currently weigh 200 pounds doesn’t enter into the equation!

Your mind sees yourself in the words of your affirmation, and subconsciously works to bring about the condition you seek.

*Perceptive to Positive Input from Other People, or Susceptible to Negative Input from Other People.*

In which category do you belong?

Sharing your achievement strategies with others is often challenging, because the process can empower those closest to you to cripple your ability to succeed. Do not be surprised when others respond to your dreams and goals with “Yeah, but ...” We call these people the *Yeabuts*, and almost everyone has met them.

No other person possesses your level of belief in yourself; no one else has your clarity of purpose, your focused attention or your determination to succeed. Unfortunately, that will not stop the *Yeabuts* - often your closest friends or family members - from telling you that you will never achieve your goals. Or they may point to the obstacles and circumstances you must overcome in your quest for success. Either way, the impact of *Yeabuts* is seldom positive.

There are many reasons why others may feel compelled to rain on your achievement parade. Success often breeds jealousy in those who prefer not to try to accomplish much. Or, loved ones may be worried about you, trying to protect you, and viewing your plans through their own negative life experiences.

Other people cannot affect what they do not know. Devise strategies that will allow you to be loved and appreciated without allowing others to threaten your success. To overcome the effects of the negative attitudes and low expectations of others:

*Share your goals and plans only with those you know will react in a caring, supportive, encouraging way.*

*Choose carefully how you communicate your plans for achievement, and do not feel compelled to ask for opinions.*

*Ignore the input of others. This habit takes practice, but it becomes easier as you gain confidence in your ability to plan and achieve.*

If you are a SNIOP, you will probably find that, thanks to the *Yeabuts*, the obstacles to your achievement seem to grow and grow. As a PPIOP, on the other hand, you have chosen to embrace all the affection, support and helpful advice others have to offer.

### Focusing on Your Strengths

To begin making the Science of Achievement work for you, believe that you already possess an incredible wealth of talent and experience. In fact, your belief in yourself and your abilities is worth a fortune! You have much more going for you than going against you.

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## Idea: Visualizing Your Success

How clear is your success picture? Your mind will not help you achieve a hazy result; hazy goals produce at best indefinite benefit.

Find pictographic representations of your dreams – photos, magazine ads, images from the internet – and use them to create a visualization collage on the back of your bedroom door.

Spend a few minutes each day reviewing and augmenting your visualization door. As you accomplish one objective you've pictured there, replace it with another. A visualization door can be a dynamic achievement tool ... and best of all, no one need see it but you.

For example:

*You have the courage to succeed!*

*You have the wisdom to make appropriate choices!*

*You have the stamina to work for achievement!*

This week, complete the *Assessment*. This tool has been designed to help you focus on your strengths, abilities and other personal assets. The Science of Achievement begins with the idea that you must first determine where you stand now before you can decide where you want to go.

As you complete the *Assessment*, you turn your focus toward the strengths, talents and abilities that will help you succeed. Others choose to focus on weaknesses ... on the obstacles, circumstances and situations that create roadblocks to achievement. Those who complain about lack of resources have never done what you are about to do: They have never looked hard enough to see the achievement qualities they already possess.

The Science of Achievement relies heavily upon your own belief in your ability to succeed. Belief in yourself helps you to bring your strengths to bear on the things that are important to you. As you complete your *Assessment*, notice that you already have all the qualities

required for achievement. Instead of dwelling on lack and limitation, focus on the talents and abilities you already possess.

Those resources you may not possess – money, time, friendship, education and so on – can be acquired by sheer application of will. Edwin Land, the inventor of the Polaroid camera, once said, "Any problem can be solved using materials in the room."

In essence, Land was saying that any achievement is the result of controlled mental effort. When you have developed an unshakeable belief in yourself and your abilities, you almost instinctively use your mental energy to overcome obstacles, change circumstances and achieve your dreams for a brand new you.

***Remember to read or listen to this Segment once a day for at least five days. Listening with spaced repetition helps you incorporate the concepts presented here. Complete the exercises at the end of the Segment before your next coaching session.***

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# Brand New You Assessment

For each achievement quality, write a brief paragraph describing the Brand New You. Then, on a scale of 1 to 10 (10 is excellent) rank yourself in each of the six areas at the bottom of the form.

Skills: I want to develop skills in negotiating, public speaking and sales. My ability to manage my emotions can be strengthened, which will enable me to use my skills to their greatest abilities. Other skills I need to work on include my written communication and my tendency to allow my ego to interfere with achievement. I need to work on my money management skills too.

Skills - the combination of training and experience that enable you to do what you do.

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Energy - your ability to work toward your goals every day at peak efficiency.

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Time - all of us have a finite amount of time; what matters is how we use it.

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Imagination - your mind's eye allows you to 'see' situations and circumstances.

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Concentration - your ability to focus on one project or task at a time.

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Decision-Making Ability - the ability to make fast, positive, on-your-feet decisions.

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Skills

Energy

Time

Imagination

Concentration

Decisions

