

—Your—  
Number One  
**GOAL**

---

A STEP BY STEP GUIDE TO  
REACH ANY GOAL OF ANY SIZE

---



Jake Ballentine

“With this book, Jake will help you “Climb On” to the summit of your life’s biggest, baddest, and most daunting goal. He’ll help you to define your personal ‘Mount Everest,’ then show you how to break it down into achievable action steps. He’ll even give your rope a few swift motivational tugs when you start to doubt yourself. Trust me: read this book and start living out your dreams.

**~John Beede, Mt Everest Climber and Author of "Summit Leadership"**

"In a social media world where “experts” seem to come and go over night, Jake Ballentine’s methodology is a breath of fresh air. He puts those methods into practice with his new book “Your Number One Goal” as he lays a step-by-step foundation for you to follow and achieve their dreams; not merely by telling you how to do so, but by leading by example. That’s what I appreciate most about Jake. He always speaks from the heart of personal experience to show what is possible. That’s what a true leader does. I highly recommend “You Number One Goal” to anyone who is looking to clear away the confusion and get right to the point of how to make your goals a reality. "

**Jeremy Rochford, Author of The Gospel According To Chubby (How I Lost 200 LBS.)**

Through his vulnerability Jake shares how he this step by step plan of what it took to finally reach his #1 goal. Regardless of how many times you didn't reach your goal, this is the guide to read to make it happen this time! The Chapter Exercise at the end of each chapter set you up to truly take action. Find your WHY and reach your #1 GOAL!

**~Molly Kennedy, Author of Creating The Champion Within and Ironman Athlete**

If there is anyone that knows how to focus on a goal, that person is Jake Ballentine. He has combined his passion for achievement and gift for relating stories into a simple process that is tremendously effective. Whatever your number one goal is, this book will help you get there!

**~Joe Fingerhut, Author of Permission To Play**

# **Your Number One Goal**

**A Step-By-Step Guide To Reach  
Any Goal Of Any Size**

**Jake Ballentine**

Copyright © 2016 Jake Ballentine  
All rights reserved.

# Your Number One Goal:

1. Why Most People Don't Reach Their Goals
2. My "Why"
3. What Do You Want?
4. Your Number One Goal
5. S.M.A.R.T. Goals
6. Why Do You Want It?
7. How Are You Going To Get There?
8. Take Action
9. Your Success Team
10. Your Successful Attitude
11. Keep Going
12. Three Things Everyone Needs To Hear



## Why Most People Don't Reach Their Goals

*“If your reasons are greater than your  
excuses you can do anything!”*

I am sure you have felt something like this before. You have a new goal and you are excited about it! This could be any goal of any size. Whether it is a personal goal or a professional goal, a fitness goal or a financial goal. Let's just say your goal is that you want to lose ten pounds, because it is a goal that most of us can relate to.

You know exactly what you need to do to get there. You have your new diet and workout schedule planned. Day one comes and you are so excited that you jump out of bed ten minutes before your alarm clock goes off and hit the ground running for your first workout. Throughout the day you are perfect with your new diet plan and everything is going great.

Day two comes and you are still going strong. Day three comes and you are still rockin' and

rollin', but on day four you hit the snooze button and somehow later on that day you find yourself at a drive-through window. I have been there before. I am sure you have been there before because we have all been there before.

Most of us know what we need to do to reach our goals but the problem isn't knowing what to do, it is actually doing the things that we know we need to do. Les Brown said: "If knowing what we needed to do was all we needed we would all be millionaires with six pack abs!"

Most people don't reach their goals because they don't have the right motivation to stay dedicated long enough to actually see the results they want. Another way to say that is they don't have a strong enough "why." Motivation isn't something I can give you; it isn't something anyone can give you. It has to come from within; it has to come from inside of you.

Motivation all comes down to why it matters to you in the first place. Why are you willing to make the sacrifices you need to reach your goal? Why are you willing to get up early to work out?

Why are you willing to say no to your favorite foods? Why are you willing to make those extra phone calls? Why are you willing to put in the extra hours?

The formula to success is simple. If your reasons are stronger than your excuses you can do anything. But, if your excuses are stronger than your reasons you don't stand a chance!

Let's go back to that example of losing ten pounds and let's say my reason is I want to look good this summer. In the beginning, everything is going great. I am doing my workouts; I am following my diet plan and thinking about how great I am going to look this summer. But then, as always, problems come and life happens. And when life happens we start to make excuses.

For me a big excuse is that I travel a lot and it is hard to eat clean on the road. Also, sometimes I just don't have enough time to work out. Overeating is how I deal with stress and I am really stressed out with work right now. I don't have time to prep good food. And, if I am totally honest with myself, when it comes down to it I

just want pizza more than I want to look good this summer! As you can see, my excuses are much stronger than my reasons.

Our excuses and our problems aren't going anywhere. Tony Robbins said: "Problems are a sign of life. The only people without problems live in cemeteries." These problems aren't going away. The only way you can achieve your goal in spite of your excuses is to build stronger reasons.

For me, the superficial reason of looking good this summer just isn't enough. Maybe it is for you but it isn't for me. I needed bigger reasons! This is the one thing that I changed to help me reach my number one goal to lose sixty pounds. I tried and failed over and over and over again. But when I focused on building stronger reasons everything changed.

You might be saying, that's nice but... the only time I can exercise is at 5:30 in the morning and I am not a morning person. It doesn't matter how strong my reasons are, I just can't get out of bed. I would argue with you that it is still about your reasons. Your reasons just aren't strong enough.

Let's just say at 5:30 in the morning there was a fire in your house. Are you going to jump out of your bed and run? I guarantee you will! WHY? Because you have a very strong reason!

If you say "it doesn't matter how strong my reasons are, I just can't make sales calls." I would still say the problem is that you don't have strong enough reasons. If I told you I would give you a million dollars if you made one hundred calls today wouldn't you find a way to make it happen? Of Course you would!

It all comes down to your reasons and your excuses. The excuses and problems are not going anywhere but you can build stronger reasons. If your excuses are stronger than your reasons you don't stand a chance. But, if your reasons are stronger than your excuses you can do anything.

## My “Why”

*“When it appears that something is happening to you it is always happening for you.” ~Oprah Winfrey*

To tell you about my reasons I need to go back to 2009 when I married my wife Caitlin. I met Caitlin during college and instantly fell in love with her. She is absolutely gorgeous, a beautiful person inside and out. I fell in love with her personality and the way she made me feel. She is talented, fun, and the most genuinely kind person I have ever met. But, the reason I knew I wanted to marry her was that I knew she was going to be an amazing mother and I wanted her to be the mother of my children.

Family has always been the most important part of my life and I always wanted to have a family of my own. Caitlin is the second oldest of eight kids and she has been “training” to be a mom since she was a little girl. All she ever wanted was to be a mom and to be the very best mom she could possibly be. I loved that about her and knew that she was the one that I wanted to raise a family with.

Soon after we got married we decided it was time for us to start our family. At first when nothing happened, we didn't worry. But after a year of trying we knew something was wrong.

I will never forget the sinking feeling in my stomach when the doctor walked into the room and told us "there is nothing we can do for you." I was in complete shock! She went on to explain that I was the problem and that there was little to no hope that we would ever have children of our own.

We didn't want to accept the doctor's diagnosis so we saw every specialist you could think of. We did everything they asked and eventually they all said the same thing. "There is nothing we can do for you." We even saw natural herbalists, homeopathic doctors, and even got acupuncture but they eventually said the same thing. "There is nothing we can do for you."

I was absolutely devastated. Caitlin tried to be strong because she knew that if I saw how she

really felt I would blame myself. But I knew it was devastating to her as well.

We had no positive answers and no direction at all. It was the darkest period in our lives. I remember thinking, “Why is this happening to us?” Everywhere we looked, people were getting pregnant. People who didn’t want to have kids. People who couldn’t care for their kids. People who abandoned their kids. And there we were, ready and willing to have a baby, but, we couldn’t. And it just didn’t seem fair.

For the next four years, I poured myself into my work, giving motivational talks and using music to make a difference. I was on the road a lot and it felt like I was living two lives. On stage I had to be the jovial, happy guy; the inspirational, motivational guy. But that wasn’t me offstage. I was miserable.

I’ve never done drugs, I’ve never been a drinker, so for me, comfort came from food. I got so depressed that when I was home from tours, I would just lay in bed binge-watching Netflix while eating junk food. Because I just wanted to

hide from my problems I'd even get calls from people who wanted to hire me to speak at their events and I was so depressed I wouldn't even call them back. I felt like a hypocrite talking about having a positive attitude, overcoming obstacles, and going for your dreams... because I wasn't living like that.

Then one night I was sitting on the couch with Caitlin and I hit rock bottom. It is interesting that it always seems to be darkest just before the light starts to shine. I felt completely hopeless! I was in tears and I was asking the same questions I'd been asking for years. Why is this happening? Why me? Why us?

Then I heard myself say something that changed everything. "I've done everything I can!" I said it again, "I've done everything I can!" and then I yelled it "I have done everything I can!" Suddenly, something snapped inside me and I realized that I was lying to myself. I hadn't done everything I can.

I knew that what I'd said wasn't true. We'd been seeing doctors and doing everything they said,

but I had not done everything I could. I was taking medications and following the Doctor's orders but I wasn't changing my life and I wasn't changing any of the decisions and habits that that played a part in causing this.

I wasn't taking responsibility for my situation. Up until that point I had always thought this had happened to me instead of thinking that maybe I played a part in it. In Jack Canfield's book, *The Success Principles*, he talks about how even in situations where it looks like we don't have any control, taking responsibility means looking at the choices we've made and accepting that they've contributed to our situation.

Many people hear the word 'responsibility' and equate it with blame. This isn't a bad thing or something you should beat yourself up about. It means that if you played a role in getting yourself into your situation, then you can get yourself out of your situation.

I did a lot of research and found that being overweight is the number one contributor to male infertility. I always struggled with my weight

and it was getting worse every year. At that point, I was two hundred and seventy pounds and I knew if I kept going I would hit three hundred in a few short years, and I did not want that! I also found out that the types of food you ate was a huge contributor and I knew I wasn't eating the food I should be. I was on what I called the "window diet" because most of what I ate came through my car window. But I didn't want to live that way anymore.

In that moment, the despair and self-loathing that blinded me for years disappeared and I was committed to changing my life. I started thinking *what can I do to change my situation?* I decided to take responsibility and make major changes in my life.

I made a New Year's resolution to lose fifty pounds. Even though I tried and failed in the past I knew this time was going to be different, because I had a "why" that was stronger than any excuse. I wanted to have the family we always dreamed of more than I wanted to eat the junk food. I wanted to give my wife what she always dreamed of more than I wanted to eat pizza. I

wanted to reach my goal more than anything else and nothing was going to stop me!

I didn't know if this was going to change our situation, but I figured that in the very worst-case scenario, I would be able to look in the mirror and honestly say the words, "I *have* done everything I can." And this time actually mean it!

I knew that, like any goal, 90% of weight loss is in your mind so I got deeper into my own personal development, improving who I was as a person and strengthening my "why." I started to see this as a blessing and not a curse. It sounds crazy but... I became grateful for my situation because it was making me a better person.

It was making me take the steps that I had needed to take for years. I knew that if I hadn't had this problem I would've kept going down that path and even if we were able to have kids I might not be there to watch them grow up.

My trial was the very reason that I was making this huge positive change in my life. I realized that it was just like Oprah says, "When it appears

that something is happening to you, it is always happening for you.” When I changed my attitude towards my situation everything became even easier.

As I focused on my “why” my “why” grew even more. Because of my weight I had a lot of back problems and pain, and at one point I was considering quitting my job because my back couldn’t handle the long flights and hotel beds. That pain was starting to go away, and I wanted it to go away for good! I was having a lot of other health problems that a guy my age just shouldn’t be having. And I wanted that to change. Also, I wanted to look in the mirror and actually like what I saw. I wanted to feel good about myself. I wanted to present from the stage with more confidence and I wanted to have the energy that I needed to make the positive difference in the world that I wanted to make!

Fast-forward to today and I actually passed my goal and have lost a total of sixty pounds. My back pain is gone. I have more energy than I have had in years. When I turned 29 I felt like an old man but when I turned 30 I felt like I was 21. I

am now able to climb mountains, play sports, and do all the fun things I wasn't able to do for years. Most importantly, even though five years ago the doctors told us there was nothing they could do for us, I am excited to announce that we are expecting our first child! We are both so grateful and excited to welcome our baby into the world.

This all happened because I took 100% responsibility for my situation and I had a "why" that was stronger than any of my excuses. I can honestly say that even if we weren't pregnant this has been the best thing that's ever happened to me, a blessing not a curse. Because of my trial, I'm healthy and I feel better than I have in years. I feel like I am on top of the world. My life has completely changed!

Now I have a new goal to drop another fifteen pounds of body fat and be at my peak physical condition. That will be a total of seventy-five pounds. I know I will reach this goal because I know how to harness the power of my "why." I know that I can achieve any goal I set my mind to, and so can you!

The formula to success is simple. No matter what the goal is, the formula is the same. If your reasons are greater than your excuses you can do anything.

Now, take a moment and think about your number one goal. No matter what it is, whether it is to lose weight, make more money, get out of debt, be your company's top sales rep – it doesn't matter if it's a personal goal, a relationship goal, or anything else. You can make it happen if your reasons are greater than your excuses.

**Chapter exercise:**

What is your number one goal?

## What Do You Want?

*“If you are working on something exciting that you really care about, you don’t have to be pushed. The vision pulls you.” ~Steve Jobs*

The first step you need to take towards reaching your number one goal is to get crystal clear about what your goal is. You have to know exactly what you want in order to get there. As Stephen Covey says, you have to “begin with the end in mind.”

This reminds me of Alice in Wonderland. If you haven’t seen the Disney movie or read the Lewis Carroll novel, Alice meets the Cheshire Cat when she is lost and can’t figure out where to go. She asks the cat for directions and he asks, “Where do you want to get to?” Alice replies, “It really doesn’t matter,” and the Cheshire Cat says, “If you don’t know where you want to go then it doesn’t matter which way you go!”

Any time someone asks me what the best plan of action is for them I always respond with a very similar answer to the Cheshire Cat’s: “That depends on where you want to go.”

Back in the early '70s there was a young Austrian body builder that was on a tour in the United States after winning the Mr. Olympia title for the second year in a row. During his U.S. tour he was interviewed by a newspaper writer and was asked what he would do now that he had won Mr. Olympia for the second year in a row. His response was that he was going to become the biggest action star in Hollywood!

The writer audibly laughed about his response and later said that at the time he thought it was completely ridiculous. Of course, if you haven't figured it out by now, this young Austrian body builder was Arnold Schwarzenegger.

Arnold went on to turn his vision into his reality. To this day, every time he is asked how he did this or achieved that, his response is always the same: "I always had a clear vision."

Whether you are a fan of his movies or not, or if you are a fan of him politically or not, there is one thing that no one can argue and that is that he has done some amazing things that seemed

impossible. For Arnold, it all started with having a clear vision.

For you to reach your number one goal it has to start with a crystal clear vision. And this needs to be *your* vision. This needs to be something that excites you and drives you! It can't be someone else's vision for you.

It can't be what you think you are supposed to want. This has to be what you actually want. Your vision should be your rocket fuel. It should be that thing that is so exciting to you that you can't stop thinking about it. This is that thing that is going to move you forward when times get hard. Steve Jobs said: "If you are working on something exciting that you really care about, you don't have to be pushed. The vision pulls you."

I did this before in other aspects of my life and had a lot of success with it. It just took a while for me to be able to apply it to my health. This is exactly what I did in my career as a speaker and musician. I created the future I wanted in my head and I made it happen. My vision was to use music to make a difference by going into schools

and youth leadership events all over the country. At the time I hadn't even done one speaking engagement. I was playing music as my career but this was a completely new field. Since then I have had the opportunity to inspire hundreds of thousands of teenagers in live audiences all over the country.

I first created it in my mind and then I was able to create it in reality. Then I took the same principles and applied it to my health. My vision was to be fit, strong, and full of energy at two hundred and fifteen pounds. At the time I was two hundred and seventy pounds but I knew that I could turn my vision into my reality. I repeated this to myself every single day. "I am fit, strong, and full of energy at two hundred and fifteen pounds."

Whatever your number one goal is you can make it happen, but it all starts with a crystal clear vision. Just to make something totally transparent, it's not like you just dream about something and repeat mantras to yourself and magic happens. It takes work but it is so much easier when you are clear on where you are going

and you have a vision that is so exciting that it pulls you. If you can see it and visualize it in your mind, it becomes real to you and is so much easier to turn into your reality.

### **What is a Vision?**

A vision is a crystal clear description of the future you are committed to create. The difference between a dream and a vision is that a dream is something you think about and wish for but a vision is something that you are committed to creating.

### **Create Your Vision**

What is your vision for your whole life?

Later on we are going to focus your vision all the way down to your number one goal, but for now







Just like you did with your five-year vision, focus your one-year vision down to a few short sentences.

---

---

---

---

---

---

---

---

## Your Number One Goal

*“if you chase two rabbits you will catch neither.”*  
~Proverb

Now that you have a vision for your life both five years from now in one year from now, it is time to focus it all the way down to your number one goal. I know this can be a daunting task. You might be thinking, “How can I narrow it down all the way to one goal? I have so many things in my life, how can I just focus on one thing?” I totally get it, when I first heard the concept of one goal I didn’t want to focus because I thought, “One goal? Why just one? I am a high achiever. I should be doing more!”

What I didn’t realize is that by focusing on one goal at a time I am far more effective. And, to be completely blunt, even though you might think you are a great multi-tasker, you are not! No one is. Multi-tasking is a myth. There may be times that there is no other option but to multi-task but

any time you do more than one thing at a time, you are not as effective at either.

As the old proverb says, “If you chase two rabbits, you will catch neither.” Most people try to do too many things at the same time and they never “catch” any of them. High achievers know the importance of focus. For most of my life I didn’t fully understand the power and importance of focusing on one goal. But when I made the decision to get healthy, nothing else mattered to me and I went after it with laser focus. I had tunnel vision on my number one goal and it became easy.

I had a clarity that I had never experienced before. This doesn’t mean that you can’t accomplish more than one thing, it just means that to be most effective you should focus on one thing at a time. Focus on one goal, reach the goal, and then go after the next goal.

This book is not a spectator book. This book requires you to take action. You could just read it and skip the exercises but why would you do that to yourself? You picked up this book for a

reason. If you want to reach your potential and you want to reach your goal, you need to stop living your life as a spectator and start getting in the game.

From this point forward you need to have a number one goal in order to participate in the rest of the exercises in this book. The rest of the content and exercises are dependent on you doing this exercise. If you skipped the vision exercises go back and do them now. If you already have done them, congratulations for being the type of person that takes action!

## Chapter Exercise:

Read your one-year vision and answer the following question in the space below. What is the one goal that will make the biggest difference in moving you towards your one-year vision?

---

---

---

---

---

---

---

---

From this point forward, focus on your number one goal as your top priority. You just wrote your “vision” for your life in five years and in one year. It is my job to help you to turn that vision into your reality. The very best thing you can do to achieve this is to get focused. Your vision will not happen on its own. You have to work towards it. But it can and will happen if you focus on the one goal that will make the biggest difference in moving you towards it.

If you are still having trouble, follow your gut and intuition on this question. When you read your vision I bet something popped out at you and deep down inside you know what will make the biggest difference. If you still don't know, and you feel like there are ten things that are of equal importance just pick one and move forward with it. Sometimes we get stuck in analysis paralysis and we never do anything because we are looking for the perfect plan. Just pick one and move forward.

## **S.M.A.R.T. GOALS**

*"Dreams don't come true, goals do."*

*~Josh Shipp*

Most people don't know how to set goals because no one has ever taught them before. They don't know how to actually set a goal. What ends up happening to them is they either set a goal that is way too big, like losing fifty pounds in four weeks, or becoming the top sales rep in a week. And they get burned out when they don't reach the goal.

Or they set a goal that is so small that it doesn't drive them or excite them. They set a goal to lose one pound a month or write one page a week, and actually do reach the goal. But the goal is so small that it feels completely insignificant and ultimately they end up quitting.

Do either of these sound familiar to you? If so, have no fear. The solution is S.M.A.R.T. goals. I love this goal-setting acronym because it just flat out works. Your goal needs to be: Specific,

Measurable, Attainable, Relevant, and Time-based.

### **Specific:**

First, a S.M.A.R.T. goal needs to be specific. You've already created a crystal clear vision for what you want your life to look like and have defined the one goal that will most help you move towards that vision. Now rewrite your number one goal, but this time be *extremely specific* about what you want.

An example in my life is to lose fifteen pounds of fat. Notice I didn't say fifteen pounds, because I could lose fifteen pounds in a lot of different ways. I could cut my arm off and I would lose more than fifteen pounds but that's obviously not what I want.

I could stop exercising and starve myself and would probably lose fifteen pounds of muscle, but I don't want that either. I don't want to lose fifteen pounds; I want to lose fifteen pounds of fat. That is much more specific. I don't care if I

stay the same weight as long as I lose fifteen pounds of fat. In fact, that would be awesome because that would mean that I'm gaining fifteen pounds of muscle. My goal is to lose fifteen pounds of fat.

Use the space below to write your Specific goal:

---

---

---

---

---

---

**Measurable:**

Next, a S.M.A.R.T. goal is measurable. Your goal should be something that you can measure. The more ways you have to measure the goal the more likely you are to succeed. A lot of health and fitness gurus are proponents of staying away from scales because if you weigh yourself every day your weight can fluctuate greatly depending on a lot of factors. You could weigh more

depending on what you ate last night, or maybe you are gaining muscle because of your workouts or maybe you are retaining more water because of something else going on. But the point is that simply weighing yourself isn't enough. Sometimes weight is not the best way to measure how your fat loss is going. I decided to use several different methods of measuring my progress, like using a tape measurer at different places on my body and using body fat percentage calipers.

Whatever your goal is, to be the most effective you need to be able to measure your progress. Preferably, you will have several different ways of measuring your progress. The important thing is that you are measuring it. If you just say, "I feel like I'm doing really well," that really has more to do with how you're feeling that day and has little to do with your actual results.

You might "feel" like you are making great contacts but if you are not making any sales than you are not making progress. Or you might feel like your book is going really well but if it is still all in your mind and it isn't written on a page then you are not making progress towards your

goal. This is why it is so important to have a goal that you can measure with several different key indicators to see if you are on track to getting the results you want.

Going back to the sales example, maybe there are several different key indicators that you can measure leading up to a sale. For example, you could track the number of contacts you are making every day, you could track the number of appointments you have, you can track the number of new leads, and any other key indicator that you can think of. The more ways you have to measure your progress the better. When you measure your progress you attain more information, and if you are not reaching your goal you will be able to figure out why.

Peter Drucker says, “You can’t manage what you can’t measure.” To set yourself up for success you have to know as much information as possible and measure your progress.

Is my goal of losing fifteen pounds of fat measurable? Yes, but it can be a lot better. The measurable version looks something like this: My

goal is to lose fifteen pounds of fat and lose two inches on my waistline. I will measure my progress by weighing myself, measuring my waistline, and using body fat percentage calipers. Now that is a measurable goal. It is specific and measurable and I can measure it in several different ways.

If I have a week where I didn't lose any weight but I see that half of an inch is gone from my waistline I'm going to be really happy about that, because that means I am losing fat and gaining muscle. On the other side, if I lose weight but gain on my waistline I have a problem because I am gaining fat and losing muscle. The great thing is that either way I am not fooling myself because I know all the information. What you don't know can hurt you.

Use the space below to write your Specific goal in a measurable way. Include at least two different ways that you will measure your progress.

---

---

---

---

---

---

---

**Attainable:**

Next, a S.M.A.R.T. goal is attainable. I don't want to be a buzzkill, but you're not going to lose fifty pounds in a month. It is not attainable; in fact it is really bad for you. You are not going to start your new business in a week. You are not going to transform any aspect of your life overnight. In order to set yourself up for success you need to make sure you are setting an attainable goal.

That doesn't mean you have to limit yourself long term. I am in no means telling you to create a ceiling for your dreams. What I am saying is that your goal needs to be attainable based on the time you are going to set for your S.M.A.R.T. goal.

Truthfully, this acronym should be S.M.T.A.R. but that just isn't very catchy. Later on you are

going to set a time for your goal and that will play a great part in what you decide is attainable. Most people's short-term goals are way too big and long-term goals are way too small. Realize that in the short-term it will take time and effort, probably more time and effort than you think. But, it will be worth it because your long-term potential is so much higher than you could even imagine.

The way to reach your long-term goal is to set and attain a short-term goal that works towards your long-term goal. When people set a short-term goal that is too big they tend to get discouraged and quit. Quitting is the worst thing you can do. Quitting is the only true failure. The sweet spot is an attainable goal that stretches you.

When I was at two hundred and seventy pounds, I wanted to lose fifty pounds. But fifty pounds was daunting and seemed impossible so I broke it up into smaller pieces. At first it was twenty pounds and then I reached that goal and set out to lose thirty pounds. After I lost thirty pounds I realized that if I had already lost thirty I could lose twenty more so I kept going. I had to start

with smaller milestones to avoid discouragement and not feel like it was impossible.

Use the space below to write your Specific, Measurable, and Attainable goal:

---

---

---

---

---

**Relevant:**

Next, a S.M.A.R.T. goal is relevant to your vision. Your number one goal is relevant if it is helping you come closer to your vision. If it is not bringing you closer to your vision then it is not relevant. There are lots of opportunities that come our way throughout life but the people that are the most successful know exactly what they want and do not waiver from their path. If you want to turn the vision of your future into your reality you need to have the discipline to say no

to the wrong things, even if they are great opportunities.

This sounds so obvious but I have found myself doing things that have nothing to do with my vision many times thinking that it was somehow helping me... but it wasn't. Every time I eventually realized that I was wasting my time and needed to get back on the path towards my vision.

Use the space below to write your Specific, Measurable, Attainable, and Relevant goal:

---

---

---

---

---

---

---

---

## **Time-based:**

Lastly, a S.M.A.R.T. goal is time-based. Your goal needs to be based within some kind of timeframe. I like setting goals for a three-month or twelve-week period. This is a time that is short enough to see the end of the tunnel and is long enough to see real results.

You can use any amount of time but I find twelve weeks to be the most effective. Now that you have a time attached to your S.M.A.R.T. goal you may need to adjust your goal to fit it within a twelve-week period. If your goal is something that is too big to be accomplished in twelve weeks then chunk it down to a smaller goal. If you feel like you can easily reach your goal in twelve weeks adjust the size of your goal or use a shorter amount of time.

Here is an example of my S.M.A.R.T. goal:

By twelve weeks from today I will lose fifteen pounds of body fat and lose two inches from my waistline. I will measure my progress by weighing

myself, measuring my waistline, and using body fat percentage calipers.

Use the space below to write your Specific, Measurable, Attainable, Relevant and Time-based goal:

---

---

---

---

---

---

---

---

---

## Why Do You Want it?

*“If your excuses are stronger than your reasons  
you are setting yourself up for failure!”*

In chapter one I talked about the importance of having a “why” that is stronger than your excuses. In chapter two I talked about the “why” that pushed me past my excuses. This chapter is all about your “why!”

If your reasons are greater than your excuses, you can do anything. But if your excuses are greater than your reasons you don’t stand a chance. It really is that simple. If you can’t get yourself to follow your action plan or if you can’t stay dedicated for the long haul then your reasons are simply not strong enough. If your excuses are stronger than your reasons, you don’t stand a chance so you need to make sure your reasons are stronger than your excuses.

Why does it matter to you? Why do you want to reach your goal? Why is it worth it? What are you going to gain from reaching your goal? How will your life improve? What are the consequences for

not reaching your goal? Why it matters to you is the thing that is going to drive you past your excuses. It is the thing that is going to keep you going when it gets hard.

I know it gets hard because I have been there before. I know what it is like to be so excited on day one but by day four be thinking, “Why on earth am I doing this to myself?”

This is the reason you must have a “why” that is stronger than your excuses. Remember, those excuses are always going to come. As you know very well, when stress comes so do old habits. Sometimes you come home from work and all you want to do is go back to your old ways. Sometimes you get so stressed out that you just feel like there is no way you can get through this without ice cream, or without pizza, or whatever it is for you.

Sometimes you just feel like there is no way you can put in another hour at the office or make another phone call or face any more rejection. Sometimes you feel like all you want to do is quit.

But these are all excuses and if your reasons are stronger than these excuses you can overcome them. I am not saying that this is an effective tool or a good idea. I am literally telling you that if your reasons are not stronger than your excuses you will fail. This is basic human nature.

If you want the goal more than you want the excuse, you will do it. If you want the excuse more than you want the goal, or the reason you want the goal, you will choose the excuse every time. A lot of people want to skip this step and just say, “That’s nice, but I want to get into the nuts and bolts of how to actually do it.” I get that, but I am telling you right now. You will fail to reach your goal until you have a reason that is stronger than your excuse. I am being bold with you because I care about you and I believe in you. You can reach your goal but you need a reason that is stronger than your excuses.

### **Chapter Exercise:**

Get out your pen and let’s get to work on your why.

Why is it important to you to reach your number one goal?

---

---

---

What will it feel like when you reach your number one goal?

---

---

---

How will your life change?

---

---

---

What will you gain from making this change in your life?

---

---

---

What will you lose from not taking action?

---

---

---

What are your top ten reasons for reaching your goal?

1. 

---
2. 

---
3. 

---

Your Number One Goal

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

What are your top ten excuses?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

Are your reasons stronger than your excuses? It is vital that you are 100% honest with yourself on this question.

### **Reasons vs. Excuses Exercise**

This exercise is designed to help you set yourself up for success and make sure that your reasons are stronger than your excuses. On the left column you write an excuse for why you don't stick with your goal. On the right column you write the reason why your goal matters to you. In the middle column you write which one is greater or if they are equal.

If the excuse is stronger than the reason, you will go with the excuse almost every time. If your

excuse and reason are equal you will succeed until times get tough and then you will cave in to your excuse. If your reason is stronger than your excuse you will be able to stick with your goal, even when times get tough.

Keep working on your reason until you find a reason that is stronger than each of your top ten excuses. Note: You could have the same reason for every excuse or you could have a different reason for every excuse. This is completely up to you and is about what will motivate you the most.

Here is an example of my Reasons vs. Excuses exercise

Excuse	Vs.	Reason
It is hard to eat clean on the road	>	I want to look good

My excuse is: It is hard to eat clean on the road

My reason is: I want to look good

If I am honest with myself I want to eat easy, convenient, junk food on the road more than I want to look good. This reason does not work because it is not as strong as my excuse.

**Let's try it again:**

Excuse	Vs.	Reason
It is hard to eat clean on the road	>	I want to look good
It is hard to eat clean on the road	>	Energy to make a difference

My excuse is: It is hard to eat clean on the road

My reason is: I want more energy, to make a difference

My life mission is to use my skills and talents to make a difference, and at the time I needed more energy in order to live my mission to the fullest. But, if I am totally honest with myself, when I am on the road I am out there because I am already on tour fulfilling my mission by using my skills and talents to make a difference. So, this reason

does not work because it is not as strong as the excuse.

**Lets try this again:**

Excuse	Vs.	Reason
It is hard to eat clean on the road	>	I want to look good
It is hard to eat clean on the road	>	Energy to make a difference
It is hard to eat clean on the road	=	Losing weight will help my back pain

My excuse is: It is hard to eat clean on the road

My reason is: Losing weight will help my back pain

This was a huge motivator for me when I was two hundred and seventy pounds because I had a lot of back pain and this reason was stronger than most of my excuses. But when I was on the road

my back was already hurting and if I stuck to my diet plan that day it wasn't going to stop the pain tonight so this was still not strong enough. I am putting this reason as equal because it worked most of the time but when times got tough it was not strong enough and I ultimately gave in to the excuse.

### So let's try it one more time!

Excuse	Vs.	Reason
It is hard to eat clean on the road	>	I want to look good
It is hard to eat clean on the road	>	Energy to make a difference
It is hard to eat clean on the road	=	Losing weight will help my back pain
It is hard to eat clean on the road	<	Losing weight will help us have the family we have always dreamed of

My excuse is: It is hard to eat clean on the road  
My reason is: Losing weight will help us have the family we have always dreamed of

This is a reason that is stronger than my excuse!  
This was the reason that helped me break through all of my excuses because I wanted the family we always dreamed of more than I wanted easy, convenient junk food on the road.

I have started using this exercise for every goal that I have to ensure that I am setting myself up for success. Now that you have seen my example go over this exercise with each of your top ten excuses. The strength of your reasons will be the number one contributor to your success or failure in reaching your number one goal. Remember, if your reasons are greater than your excuses you can do anything!

## Reasons VS. Excuses Exercise

Excuse	Vs.	Reason

## How Are You Going To Get There?

*“Success Leaves Clues”*

*~Tony Robbins*

Most people jump right to the “how” before truly defining their vision and don’t even think about why it matters to them. This is a huge mistake because your vision will determine what course of action you take. Because you need to know where you are going in order to figure out how to get there. Your “why” will be the fuel to keep you going no matter what challenge comes your way.

You have set yourself up for success because you have a crystal clear vision and you have a very powerful “why.” Now it is time to figure out the nuts and bolts of how to get there. It is time to find a map, or even better, a guide. To find a guide all you need to do is find someone that is where you want to be, who preferably was once where you are now and find out what they did to get the result you want. I know this sounds so

simple but it is very true. Success leaves clues. There is no reason to reinvent the wheel.

Find someone that has done what you want to do and model his or her success. This doesn't mean copy everything they do, but find someone with a proven track record and model your plan after their success.

When I wanted to start my career as a motivational speaker I was very passionate about helping youth see their true value and empowering them to be their very best self. I had lots of passion and a good amount of talent but I had no idea how to get started and how I would ever make any money doing this. I found someone that had gone before me and joined his coaching program. I learned everything he did and modeled my action plan after his success. I invested in myself because I knew that if I modeled after someone who had done what I wanted to do I would save years of trial and error and achieve my goal much sooner.

My goal was to make my full-time income empowering youth all over the country. I joined

the coaching program and within one year it was my full-time job. Many of my friends and professional colleagues were amazed at how quickly I was able to achieve my goal to go full time. Truthfully, it was not very hard. I just learned from someone who had been there before and I implemented what I learned. I didn't overthink things; I just found a proven process and went to work.

After you learn from your role model, follow their lead and take action. Implement their strategies into your life. Don't overthink it, just start taking action.

When you take action, follow this three-part method. Test, measure, and adjust. When you try something new you are testing it to see if it works. Go all in and test it for a predetermined amount of time. Let's just say it's one week. After the week is up and you have given the strategy your all, measure your results.

If your results show the progress you would like to make, keep going. If the results don't show the progress you would like to make, it is time to

adjust. First, you need to ask yourself a few questions.

One, did I follow the plan? If you realize that you were not as dedicated to the plan as you should have been then test the strategy for another week. The adjustment you need to make is to be more disciplined to your plan.

If your answer is, “Yes, I did follow the plan,” then you need to adjust the plan. Maybe for some reason it worked for them but is not working for you and you need to make adjustments. Adjust the plan and test it again for another week. If you adjust the plan several times and you are still not getting the result you want then it is time to get a new plan.

Continue to test, measure, and adjust your plan until you get the desired result. Notice I didn’t say until you have success. I said until you get the desired result. Because there is no success or failure, there are only results. If you are trying to lose weight but after the end of one week you discover that you have actually gained weight, you

didn't fail. You did exactly what you needed to do to gain weight over the course of one week.

Many people try things but when they don't get the result they want they quit because they are devastated. This is the wrong attitude. Think about a baby learning how to walk. They fall down over and over but they don't quit. They just keep going until they learn how to walk. Some babies learn how to walk earlier than others but they don't quit because someone else learned quicker than they did. They keep going until they are able to walk. We need to remember what we knew when we were babies and keep going until we get our desired result.

When an airplane takes off in Los Angeles and is headed to New York City it is off course most of the time. The pilot is continually making small adjustments to get back on course. It is the same thing with your action plan. You have to continually adjust until you get your desired result.

Find someone to model. Test their approach. Measure your results and adjust until you get the

result you want. It is that simple. If you follow this plan and keep going and keep adjusting until you get the results you want you will reach your number one goal.

### **Chapter questions:**

Who is someone that has achieved your goal or a similar goal?

What did they do to achieve their goal?

Is their method something you can replicate?

Is there a way you can learn more from them?

Can you call them or email them?

Have they written a book or created some kind of informational product you can learn from?

Your Number One Goal

## Take Action

*“Success is not reserved for the talented or the lucky, it is reserved for those that take action.”*

In the words of Shia LaBeouf, “DO IT! JUST DO IT!” Hopefully you have seen the former *Holes* actor’s viral motivational video where he yells motivational clichés at the camera. If you have, you are probably laughing right now; if you haven’t, you probably think I am weird and have no idea what I am talking about, but that is okay. Do yourself a favor and watch the video. Shia’s point is very simple and obviously meant to be taken as satire but at the same time it really is that simple. Sometimes we just need to take action!

You know what you want and why you want it. You have narrowed your vision down to your number one goal and you narrowed that down even further to your S.M.A.R.T. goal. You found someone to model and you know what to do by when. Now all you have to do is actually do it!

It is time for you to take action! Success is not given to those who sit on the sidelines. Success is given to those who take action. It is given to those that get in the game and make things happen. Are you going to make mistakes along the way? Of course you will! But that is okay! General George S. Patton said: “A good plan executed now is better than a perfect plan executed next week.” That does not mean you should be lazy and not prepare, but it does mean that you shouldn’t wait for everything to be perfect. There will never be a perfect time. It is time to take action!

Jack Canfield teaches a concept he calls “Ready, Fire, Aim.” He teaches that we should take action right away because a lot of time our site is off and we wouldn’t ever know unless we fired. So he says to take action and then see how off we are and adjust. It is never too soon to take action!

## **Create Your Action Plan**

One of my lifelong heroes is Walt Disney, and he said, "If you can dream it, you can achieve it." Of course he is right about this. The history of the human species has proven that time and time again. But Walt's motivating little couplet is glancing over one important thing. He mentions nothing of the sometimes gigantic gap between the dreaming and the achieving! There can be a seemingly endless chasm between the vision that exists in your mind and actually seeing that vision turned into a reality. But do not despair. There is a bridge that can safely be relied upon to transport you from the one side of the canyon to the other. That bridge is your action plan.

Your action plan will help you turn your number one goal into your reality. It will help you break down your goal into milestones, strategies, action items, steps, and measurable results.

First, write your S.M.A.R.T. goal at the top of the Action Plan exercise. Use the space below to write your S.M.A.R.T. goal:

---

---

---

---

---

---

**Milestone:**

Then write your four-week milestone. A milestone is a mini-S.M.A.R.T. goal that you need to reach in the next four weeks in order to be on course to reach your S.M.A.R.T. goal. Use the space below to write your four-week milestone:

---

---

---

---

---

---

**Strategies:**

Next come your strategies for reaching your four-week milestone. A strategy is your game plan or method to reach your goal. Your dream, vision, and number one goal are all examples of “whats,” while your strategies are the “hows.” Basically this means, “What specific things will you do to reach your milestone?”

Write three strategies you will use to reach your milestone?

Strategy #1:

---

---

---

Strategy #2:

---

---

---

Strategy #3:

---

---

---

## **Action Items**

Action items are a to-do list with focused direction. These are the items that need to be accomplished to put your strategies into action. Action items should be short-term in nature. These are the things that need to be accomplished in the coming weeks and months.

Brainstorm your list of everything that needs to get done. Organize that list into things that need to be done in the next 3 months, things to do this month, and things to do this week.

**What action items need to be completed in the next 3 months?**

Action Item #1:

---

Action Item #2:

---

Action Item #3:

---

Action Item #4:

---

Action Item #5:

---

**What action items need to be completed this month?**

Action Item #1:

---

Action Item #2:

---

Action Item #3:

---

Action Item #4:

---

Action Item #5:

---

**What action items need to be completed this week?**

Action Item #1:

---

Action Item #2:

---

Action Item #3:

---

Action Item #4:

---

Action Item #5:

---

## **Steps**

Steps are broken down even further. They are similar to action items but they are what you need to do today. This is where the rubber meets the road. They should be reviewed and updated daily.

**What are the steps you need to take today?**

Step #1:

---

Step #2:

---

### Step #3:

---

#### **Measure results and evaluate**

Measuring your results is extremely important! By doing so you will know what is working and what is not. Record everything you do. Measure, evaluate, reevaluate, and adjust as often as necessary.

#### **Journaling**

The best way to measure your results is in a success journal. It is a proven fact that you are more likely to achieve a goal if you write it down. It has been said that if you don't write your goal down it is simply a wish. You are even more likely to achieve your goal if you keep records of your progress in a daily journal.

I can't emphasize enough how important it is to journal about your progress and challenges. If you consistently use your journal and you are not getting the results you want you can look back at your journal and find the reasons why. If you are feeling discouraged on day seventy you can look

back and read where you came from on day one and feel a sense of accomplishment.

After you have successfully reached your goal and are tackling your next goal you will have a piece of physical evidence that you can achieve your new goal because you have done it before and you can repeat your process.

It doesn't matter what kind of journal you use. What matters is that you consistently record your progress in your journal. I am old school and I like having a physical journal to write in. That way I see it as a physical reminder that I need to write in it every day. But, some people prefer a document on their computer or on their phone. You know yourself and you know what will help you. Choose what you think will work the best for you and get going!

Visit:

<http://www.yournumberonegoal.com/journal>  
to download a free Success Journal template.

Now go out and follow Shia LaBeouf's advice  
and DO IT!

## Your Success Team

*“Talent wins games but teams win championships.”*

*Michael Jordan*

When you work together as a team, you are going to create something far better than you ever could on your own. If you try to do everything on your own, you will never reach the level that you could have if you worked together as a team. I believe the only way to truly reach your potential is to find the right team, build that right team around you.

Michael Jordan is a great example of this. Early on in his career, he was an absolute phenomenon. An amazing player, but he never won a championship, because he didn't know how to work together with a team. Other teams had a simple, yet effective strategy to defend against the Bulls. They would double or triple team Michael Jordan and the Bulls didn't stand a chance.

This didn't change until Phil Jackson came on as the new coach for the Bulls. He taught Jordan how to work with his team and the Bulls became

unstoppable. They went on to win six championships in eight years, all because they worked together. Michael Jordan later said that talent wins games, but teams win championships. You need to build the right team around you in order to reach your true potential.

Your team either the power to either lift you up or drag you down. When I give motivational talks to youth audiences, one of the biggest things I talk about is being confident and how important it is to believe in yourself. I need to make something perfectly clear: that's not something I do because I've never struggled with it, because I have.

It's not something I do because I think I'm perfect at it now, because I'm not. It's something I do because I used to really struggle with the way that I saw myself. I learned how to overcome it. And when I did that I saw huge changes in my life. Since then I have been extremely passionate about helping other people make those same changes in their lives.

Growing up, I didn't have a lot of confidence in myself. I didn't see myself as very valuable or very important. The two biggest reasons were, number one, I always struggled with my weight. That's something I've struggled with since I was a kid and I didn't like about myself. The second thing is, I really struggled in school.

School was something that was just near impossible to me. It's not like I just read a little below the reading level of everybody else. I could barely read at all. I was considered learning disabled. I was in a special education program because I struggled so much with school.

I thought that I was dumb and stupid, because other kids could read fine and I couldn't. I tried hard, but yet, it didn't make a difference. I didn't like that about myself, and it made it even worse when I chose to listen to the other kids that would say things to put me down.

Notice that I said "I chose to listen," not "they made me feel bad," because nobody can make me feel anything. I'm the one who chooses how I feel, but at the time I didn't understand that. I

also didn't understand that when someone puts you down they are really saying, "I don't feel very good about myself so I'm going to put you down so that I can feel a little bit better."

I didn't understand that when someone says, "You can't do something," what they are really saying is, "There's something that I can't do and if you succeed what does that mean about me?" See, I didn't understand these things. I took what they said and I believed them. I listened to those things. I took them as truths.

When I did that, I felt worse and worse and worse. I started to believe these things. Then what made it even worse was I started to say these things about myself. I didn't like it when other people made jokes about me so I would make the joke before they could. I made the jokes about myself as a coping mechanism, but when I said the joke about myself it made the words so much stronger because I was the one saying them. I started to believe the things I was saying.

I got through high school with some help from some great teachers that really cared about me and helped me a lot. If it wasn't for them, there's no way that I would have graduated. I went on to college and my very first try at college was an absolute failure. I actually was put on academic probation after my first semester because I did so poorly.

I was told that I couldn't come back for an entire year. I just decided, "Forget about it. If they don't want me to be here, then I don't want to be here either." I decided that college wasn't for me. I tried, I failed, and college is just not for me. It's not what I'm going to do. I decided to move on and shortly after that I did a volunteer mission for my church.

While I was there, the person who supervised us missionaries became a great mentor to me, someone who really took me under his wing and changed my life. One day he called me into his office and asked me about my plans after I got home and if I was going to go to college.

I told him that "I'm just not cut out for college. I'm not smart enough for college." He stopped me right away and said, "What do you mean you are not cut out for college? What do you mean you are not smart enough for college?" I said, "Look, I tried and I failed. It just wasn't for me."

He said, "How can you say you are not smart enough for college? I've seen you here, you are doing great things. You are a smart person. Then you go and tell me you tried and failed and I think you are lying to me."

I said, "I'm not lying to you. I tried and I failed." And he said, "It's not that I don't believe that you went to school. It's not that I don't believe that you didn't do well when you were in school. What I don't believe is that you tried."

"I see you here and you are a smart and capable person. I just think it got hard for you and you didn't want to do what it took to overcome those challenges. You had a challenge and you decided it was easier to give up than it was to overcome it. Everyone has something that they have to overcome, but it doesn't matter what it is, what

matters is what you choose to do with it. That's what really matters.

"You have a challenge and you need to make a choice. Are you going to get over it, are you going to get around it, are you going to go under it, or are you going to let it stop you?" He went on and said, "I think you need to start off with one thing. The very first thing you need to do is you need to go back to the very beginning and start listening to the people who lift you up and forgetting about the people who put you down." He said: "As you surround yourself around the right people that lift you up, encourage you and strengthen you, you are going to start believing in yourself. You are going to start believing that you can achieve anything. You are going to start believing that you can overcome your challenges."

So, I decided to draw a line in the sand and only listen to the right people and forget about the wrong ones. As soon as I started doing that, things started to change for me.

It's not like I just started believing in myself and all of a sudden I could read better. It doesn't work that way. That's not how it happened. What did happen is I believed in myself enough to know that I could overcome any challenge.

When I went back to school I started seeing tutors. I started getting extra help. I started doing everything that I could to get better and better and better at school, where before I felt like it wasn't fair that I tried as hard as I could and barely got 'C's where other students were just barely doing the work and were getting 'A's. I decided to stop caring if it wasn't fair and do everything I could to overcome my challenge and little by little I got better and better at school.

Even though I had to retake a few classes, even though I had to see tutors, even though I had to work as hard as I possibly could, I was able to overcome my challenges. I was able to graduate from college and even do really well. I'm so proud of that. I'm so proud that I was able to do that. Most importantly, what I learned from it was that I have the capability of overcoming any

challenge, just like you can overcome any challenge that you have.

It all starts with surrounding yourself with the right people. Listen to the right people and forget about the wrong ones. It was the people in my life that truly made the difference. When I started listening to the right people, my confidence grew and I was able to take the actions that I needed to take in order to get to where I wanted to be.

Surround yourself with the people who are going to lift you up, strengthen you and help you be the very best version of you, and then become that kind of person for somebody else.

Just like you, everyone needs the right people in their lives. Be that person for someone else. If you feel like you don't have "the right people" in your life, the best way to get them is to be the right person for someone else.

Be the kind of person that you want in your life. It's so simple. It's a golden rule. Treat other people the way that you want to be treated. I want people in my life who are going to

encourage me, that are going to strengthen me, that are going to help me reach my goals. So I'm going to do the same thing with other people.

Be the kind of person who helps others. Be the kind of person that strengthens others. As you do that, you are going to find more people who are doing the very same thing for you. We always talk to youth about the importance of hanging around the right friends, but we don't think about it as adults. For some reason we don't think it applies to us anymore, but it applies more than ever!

You are who you hang out with. Jim Rohn said: "You are the average of the five people you spend the most time with." It's so true. You need to surround yourself around the right people. Maybe you have five wonderful people that lift you up and help you be the very best version of yourself. If that is the case, congratulations! That is absolutely amazing, cherish those five people. Maybe there are some friends that do a little bit too much backbiting or put you down too often or maybe they are a little bit negative.

If that is the case it might be time for you to have a conversation with them about how that affects you and the people around them, and how it's important for them to treat you differently. How that's important to you. If they are your true friends, than they are going to respect your wishes. If they don't, then it might be time to find a new group of people that support you. If you want to change your life you may need to change your environment. "You are the average of the five people you spend the most time with."

Surround yourself with the right people and it will help you in every aspect of your life. When fish are sick you change their environment. You clean out the whole tank. Sometimes that's what we need to do. We need to change our environment so we can change our lives.

It is important to surround yourself around the right people and build up your winning team. Let's build your winning team. First, we need to get into what the positions are on your team and what they will do. Just like a baseball team, every team member has a different role and each of them are important. If you had a team made up

of all pitchers, you probably wouldn't win very many games. You may have a great pitching staff but you wouldn't have anyone to play the field.

I was playing on a softball team and one game we were a couple of guys short. We ended up playing the game with only two outfielders and it was absolutely ugly. Everything the other team hit somehow found grass. They were just getting hits all over the place. I don't even know what the score was. It ended in a mercy rule and it was ugly. They were able to hit the ball where we weren't, because we didn't have a full team.

Every team member is important. If you are missing a team member, you are going to leave open gaps and I don't want that for you. I want you to be set up for success. So here are the five positions you need to fill on your team.

### **The Five Positions on Your Team:**

The first two team members you need are a part of your Support Team. You are going to have your Support Team Advisor and your Support Team Listener. The third team member is your

Role Model. The fourth is your Foxhole Buddy and the fifth is your Accountability Partner.

Some of these team members may overlap. Your Foxhole Buddy and your Accountability Partner may be the same person; they don't have to be but they could be. The important thing is that you fill each position. For some of these positions you are going to have more than one person. Once again, what's important is that there is someone playing every position.

## **Support Team**

In the words of Bill Withers, “We all need somebody to lean on.” We all really do need somebody to lean on. Life can be tough and we all go through hard times. Everyone is going through something and we all need support. We all need help from time to time. We need to be able to call on someone and just talk to them about how things are going.

Sometimes we need somebody to just listen to us vent and sometimes we need someone to help us

and advise us. That is why you have two Support Team members. One of them is your Support Team Advisor and the other is your Support Team Listener.

The Support Team Listener is going to be an open ear for you, they are going to be there for unconditional support when you need it. They are going to be there when you are having a hard day. They are going to be there when you are going through a hard time.

The Support Team Advisor is going to be there for support in a different way. They are going to advise you through your situation. They will be the person to ask you if you are taking responsibility for your situation. Or remind you that you are not getting the results that you want because you are not following your plan. They are a person who you are giving permission to give you feedback on your situation, to help you see things that you cannot see.

We need both of these people. Usually they are not the same person. For example, my wife is my Support Team Listener. I love that I have her in

my life as my Support Team Listener because I can go to her when I'm struggling. I can go to her when I'm having a hard time. Sometimes I just need to be able to do that. I need to be able to talk to her in an open and safe way.

Since she is such a great Support Team Listener I usually end up figuring out my solution by the end of the conversation on my own. I hear myself saying things that I know are not me and eventually I say, "Hey man, this isn't who I am. I'm not a victim. I'm accountable. I'm responsible and I'm going to take responsibility for myself and make a change!"

Then there are times where I need that person who will call me out on my crap. I need someone who is going to call me out when I'm acting like a victim. Someone who is going to be there when I'm not taking responsibility, who's going to be there when I'm not taking accountability, who's going to be able to tell me that the reason I am having this problem is XYZ.

I need that in my life and I have several friends who do that for me. Your Support Team Advisor

is invaluable. You need both Support Team members. You need your Support Team Listener and you need your Support Team Advisor.

### **Role Model:**

Next, you need your Role Model. I have a lot of role models in my life. The difference between your Role Model and a Support Team Advisor is that your Role Model is someone who has been through or created a proven course to reach your goal, where your Support Team Advisor is someone you know personally who is there to help, that may or may not have been through your experience. Your Role Model can be a person you know personally or someone that wrote a book or created a course on what you are trying to accomplish.

I have many Role Models in my life. Some of mine are Jack Canfield, Tony Robbins, Josh Shipp, and Diamond Dallas Page. The quickest way to success is to learn from your Role Models. Learn what they did and do what they did. Follow their path.

There's no reason to reinvent the wheel. Tony Robbins says that “success leaves clues.” I say, you might as well pick those clues up and use them. Why not use the clues of those that have gone on before you? That's the secret to success. Find someone who is where you want to go and follow their path. Do what they did, and then test, measure, and adjust. It is really that simple.

### **Foxhole Buddy:**

Your Foxhole Buddy is someone who is in the trenches with you working towards the same goal. This could be someone you work out with or someone that is in the same business as you. This could be a fellow artist, musician, or author. Or it could be a fellow parent. Your Foxhole Buddy is someone who has the same goal as you. You are in the foxhole together working on the same thing.

It is proven that people who work towards any goal together get better results. It ends up being more fun, you are more likely to stick with it, and it creates a state of friendly competition. Let's take exercise, for example. You are much more

likely to get up and much less likely to hit the snooze button if you know somebody is waiting for you.

You are more likely to follow through with your commitment because you know that if they can do it, so can you. You are going to have daily accountability and you are less likely to cut corners. And you have someone to celebrate your success with.

### **Accountability Partner:**

Your Accountability Partner is a specific person who helps you stay accountable to the commitments you have made. You are also their Accountability Partner and you help them stay accountable to their commitments. Your Accountability Partner needs to have an equal level of commitment to their goal that you have to yours. It doesn't have to be the same goal, they just have to have an equal level of commitment. They also have to have an equal level of commitment to the partnership. They have to have an equal level of commitment to you and to the Accountability Partner process. It is

important that you are equal on your commitment level and that you are equal to that commitment to each other.

The best way to help each other stay accountable is through weekly accountability phone calls. In these weekly calls you will ask your partner if they kept their commitments from last week and what they are committing to for this week. If they kept their commitment from last week congratulate them and move on to this week's commitments. If they did not keep their commitments from last week ask them how you can support them in keeping those commitments for this week. After you finish the process for your partner they will do the same thing for you.

My biggest tip to help you stick with this process is to agree on an amount of time for each call and stick to it! Fifteen minutes is ideal. That may not sound like much time but these are not social calls. Get down to business and move on. The reason it is important to keep these calls short is because if they go long eventually one of you will not be able to give the time to it and your accountability calls will fade away. Keep these

calls short and powerful. Accountability Partners have been a huge help for me in both my personal and business life.

As I said earlier in the chapter, some people on your team are going to have multiple roles, but it's imperative that you have someone in every position. You don't want to have a giant gap in your outfield. You are going to need someone there.

**Exercise:**

Who are your Support Team members?

Assign one or more person to each of the five positions

Support Team Advisor:

Support Team Listener:

Role Model:

Foxhole Buddy:

Accountability Partner:

You may not know who these people are just yet or you might know exactly who they are. If you are wondering how to find these people, look closely at the people in your life and think about who could fill each of these positions. Most likely you already know people that would be a great fit on your team. You just need to have a conversation with them and ask if they want to help you reach your goal.

Spend the time that you need to build your team. Michael Jordan said, "Talent wins games, but teams win championships." To win the "championships" in your life you need to build the right team.

## Your Successful Attitude

“If you focus on the good you  
will find more of it.”

When I was nine years old I had a best friend named Winston who lived across the street from me. One day he came over into my backyard with a golf ball in his hand. He stood about four feet away from me holding the golf ball up by his ear and said, “Hey Jake, I’m going to hit you in the head with this golf ball!” I didn’t like the sound of that but he said it one more time and then he reached back and threw the golf ball as hard as he could and hit me right between the eyes!

He hit me so hard that it knocked me out cold! I hit the floor and didn’t remember anything until about five minutes later when I woke up on my couch looking up at my brother and dad. Winston had fled the scene of the crime and was nowhere to be found. I had a goose egg lump on my head and you could even see the little dimples from the golf ball indented into my skull.

Remarkably, Winston and I remained friends. One night, years later, I asked him if he remembered the time he hit me in the head with a golf ball. He said, “Yes, I remember that.” I said, “Why on earth did you do that? What were you thinking?” He said, “I was just trying to scare you. I didn’t want to actually hit you in the head with the golf ball; I just wanted to throw it right next to you. But I was focusing so hard on not hitting you in the head that I hit you in the head!” What I learned from this is that that whatever we focus on we tend to get. Even though he didn’t want to hit me in the head, he was focusing so hard on what he didn’t want and, of course, that is what he got.

I have learned since then that this applies to every aspect of our lives. Whatever we focus we usually see. If we are looking for the good things in the world, we are going to find them. If we are focusing on all the bad things in the world, that is all we will see. If you are looking for the good within your life, you will find it. If you are looking for the good within the people around you, you will find it. If you are looking for the

good within yourself, you will find it. But if you are looking for the bad, that is what you will find.

Are there bad things in the world? OF COURSE! But why should we focus on them? As Tony Robbins says: “What’s wrong is always available, but so is what’s right!” When you focus on the good things in your life and are grateful for them you will find more of it, and I believe whatever we focus on grows. You can see it around you. The happiest people are grateful and have a positive attitude. I am sure you have also seen people that seem to have everything but are miserable because they are ungrateful.

This applies to any problem or trial you are going through in your life, as well as your number one goal. When you go through a hard time, or are working on your number one goal – instead of thinking about how rough things are, or how hard it is day in and day out to stick to your plan, think instead about who you are going to be on the other side. What will your life be like when you reach your goal? How will going through this trial shape you into a stronger person?

When I go through a trial in my life I choose to focus on how it can make me better. I focus on how I will be a better person on the other side. Ever since I adopted this philosophy in my life it has made my problems so much easier and I have been a much happier person because I have found meaning in my tribulations. A true attitude of gratitude is not just about being grateful for the things you have, but also being grateful for the ordeals that shape you.

I love inspiring stories; I love inspirational talks, books, and movies. Recently I realized that every inspirational story, whether it's a book, a movie, a talk, or whatever – they all have three parts. Part one, I was once in a bad place. Part two, I went through a challenging time. And part three, I am in a better place and am a better person because I went through part two. But you can't get to part three without part two. You can't get to the place you want to be without going through the hard times. The trials are what shape you.

It's like going to the gym. When you go to the gym and lift weights, your muscles actually tear apart. You're breaking down your muscles and

then they grow back stronger. That's what happens in part two. If you don't go through part two or you don't go to the "gym," you can't get stronger. You can't jump from part one to part three.

Part two is the thing that is going to turn your vision into your reality. For me, when I started to become grateful and have an attitude of gratitude in my trial I saw big changes in the way that I saw myself and the way that I saw my situation. My mindset towards my situation changed when I became grateful for the things that had happened to me, or more accurately, the things that happened for me. I believe the true secret to happiness and success is gratitude. I choose to live a life filled with the attitude of gratitude. I choose to focus on the good, and I hope you will too.

Adopt this mindset as you work towards reaching your number one goal. Focus on what your life will be like in part three instead of how difficult part two is. Focus on how you can get through your problems instead of thinking about why you can't. Focus on what you need to do to

accomplish your goals instead of all the reasons you can't. Focus on solving problems instead of the problems. If you adopt this philosophy in every aspect of your life I guarantee that you will be more successful, happier and experience more fulfillment in your life. Successful people have a successful attitude.

Exercise:

What are 5 things you are grateful for?

- 1.
- 2.
- 3.
- 4.
- 5.

How will the journey of reaching your number one goal make you a better person?

What are three ways that you can focus on the good in your life?

- 1.
- 2.
- 3.

## **Your Inspirational Story**

In the second chapter you read all about my story of how I transformed my body, my mind, and my whole life. I talked about where I was, what I went through, and how I became a better person because of it. My journey of how I found my “why” and how it gave me the strength to take action. My journey of making a true change in my life. The great thing about that story is that I wrote a very similar version of my story back when I was still two hundred and seventy pounds. I decided that to make my vision feel even more real that I should write an inspirational

talk about what I learned from my journey as if I had already accomplished it.

I read and recited this talk at least twice a week, sometimes daily, to remind me that my journey was worth it and that I should keep going no matter what. This talk gave me a lot of strength and helped me through my hardest times.

I want you to write your own inspirational story. On a separate piece of paper or on your computer write about where you are were, what you went through to reach your goal, and what you learned from reaching your goal as if you have already reached it. Write about how your life is better and that you have grown as a person because you went through this journey. Write about your part one, part two, and part three. After you have written your inspirational story read it and recite it to yourself at least once a week to remind yourself that your journey is worth it!

## Keep Going

*“You are better than you think you are and you can do so much more than you think you can.”*

I believe in you. I know that you can reach your number one goal, but that doesn't matter if you don't believe in you. As Henry Ford said: “Whether you believe you can or you believe you can't you are right.” If you believe you can do it, you are right! You can find a way. If you don't believe you can do it, you are right and will probably end up quitting before you reach your goal. I don't want that. I want you to reach your goal. I know that you can reach your goal because your potential is greatness and you are better than you think you are and you can do so much more than you think you can.

Most people fail to reach their goals. It isn't because they have a poor action plan. It is because they got burned out and give up. There is a fantastic book called 212 Degrees. In this book the author Sam Parker says: “At 211° water is hot. At 212°, it boils. And with boiling water, comes steam. And with steam, you can power a

train. The one extra degree makes the difference.” He goes on to explain that most people are much closer to their goals than they think and they end up giving up when they are just one degree away.

Successful people do not give up when things get hard. They keep going until they reach their goal! I am a huge fan of the multi Grammy award-winning band Zac Brown Band. In 2008, the Zac Brown Band seemed like they came out of nowhere and were a huge “overnight success.” But when Zac Brown was asked about his “overnight success” he explained that he was not an overnight success because he had been touring full-time for thirteen years before he made it big. Thirteen years! That is amazing! I am sure there were times he wanted to give up but he stuck with it and now he has won multiple Grammys and sells out stadiums worldwide.

I know that sometimes it feels like you are so far away. But when you feel that way, look back and remember how far you have come. Realize that you have come a long way. Maybe you still have a long way to go but you have already done so

much and you need to celebrate what you have done!

I am fifteen pounds away from my new goal and sometimes it feels like it is so far away. Sometimes it feels like I will never get there. When I feel that way I pull out my old belt and put it on. It is huge on me! I can't even use it on the smallest belt size. I put the belt on at the second to largest belt hole, which is the way I wore it so I can see a very obvious physical example of how far I have come. I know that I still have a ways to go on my journey but when I use this example it keeps me from getting discouraged and motivates me to keep going.

Find something that can help you avoid discouragement. Discouragement is your biggest enemy! When someone gets discouraged all they want to do is give up. The only thing that is going to guarantee failure is giving up. Avoid discouragement at all costs; do whatever you can to change your mindset. The best thing you can do is to find an example or reminder of how far you have come. Find something like my belt to help you stay motivated and keep going.

It is not always easy to go after your goal. The reason most people don't do anything about their goals is that it is hard. There is an easier way of living that does not require nearly as much out of you. When you just go with the flow it is much easier. But life isn't about what is easy; it is about what is worth it. There is a great quote from the movie Rocky Balboa that illustrates this concept perfectly. In the movie Rocky is talking to his son and says:

*“Let me tell you something you already know. The world ain't all sunshine and rainbows. It's a very mean and nasty place and I don't care how tough you are it will beat you to your knees and keep you there permanently if you let it. You, me, or nobody is gonna hit as hard as life. But it ain't about how hard ya hit. It's about how hard you can get hit and keep moving forward. How much you can take and keep moving forward. That's how winning is done! Now if you know what you're worth then go out and get what you're worth. But ya gotta be willing to take the hits, and not pointing fingers saying you ain't where you wanna be because of him, or her, or anybody! Cowards do that and that ain't you! You're better than that!”*

Your goals matter. You can reach your number one goal. Don't get discouraged, don't get burned out. Keep going no matter what.

One of the biggest things that holds people back is a fear of failure. I have bad news for you. **YOU ARE GOING TO FAIL!** It is true that at some point you are going to fail, but I don't think that is a bad thing. It is only a bad thing if your mistakes lead to you giving up. Everyone makes mistakes and everyone experiences failure from time to time. The real problems come when people get discouraged and give up.

The good news is that when you fail, not *if*, but *when*, you are in great company. In the early 1960s after The Beatles had an audition with Decca Records they were told that they did not like their sound and that they had no future in show business. Elvis Presley was told that he should keep his day job as a truck driver. Jimi Hendrix was booed off the stage when he was on opening act. Michael Jordan was cut from his high school basketball team. Oprah Winfrey was fired as a news anchor because they said she was not fit for television, and Walt Disney was fired from a

newspaper because they said that he did not have any original ideas. The thing that made these people successful is what they did after they failed. They were willing to get up and keep going. When you experience failure learn from these famous failures. Figure out what you can learn from it, get back up, and keep going!

If fear is still holding you back from taking action start thinking about what would happen if you don't take action. That is much scarier! What if you never try? What would it be like to be eighty years old and realize that you never tried? If you fail, you fail. You learn something and you move forward. But if you never try you will always wonder "what if?"

Take action, measure your results, and if things don't go your way keep adjusting your approach until they do. I can't guarantee success but I can guarantee that if you don't try or you give up you will never reach your goal. It's like NHL legend Wayne Gretzky said "I miss 100% of the shots I don't take!" failure.

To end this chapter I am going to leave you with one of my favorite inspirational quotes. I read this quote any time I am feeling fearful and it helps me push through and take action. I hope it will do the same for you.

*“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.” ~Teddy Roosevelt*

## **Three Things Everyone Needs To Hear**

*“You matter. Other people matter.  
You can do anything!”*

Thank you so much for reading this book. I know that if you take action on the principles outlined here, it will change your life. I can say that because these principles have changed my life. I have practiced everything in this book and my life is drastically different than it was two short years ago.

Before you go I want to leave you with three things that I say at the end of every speech or keynote presentation I give. A few years into my speaking career a friend asked me what I would say if I had just a few minutes to speak to a youth audience. I came up with three things. As I have expanded from exclusively speaking to youth audiences to also speaking to adult audiences, I have realized that these three things are just as important to adults as they are to youth.

The first thing is that you matter! You are important and you are valuable exactly as you are.

Whether you know it or not, you matter! There are seven billion people in the world today. And out of those seven billion people, there's only one you. There's nobody else exactly like you, absolutely no one. Because of that, you are extremely rare and you are extremely valuable. A lot of times when we talk about someone who is really cool, we say that person is one in a million. Well, the truth is, you are one in seven billion, which means you are a true original, you are absolutely a one-of-a-kind. Be happy about the things that make you different. Celebrate the things that make you different, be excited about those things.

I know that sometimes you may think the things that make you different make you weird or make you nerdy or make you awkward or whatever. I understand that. I've been there before. But the very things that make you unique are the things that make you so valuable. Those are the things that make you so important. Celebrate the things that make you different and be the original that you were born to be.

The second thing is: other people matter! The people around you matter. The people around you are important, just like you. The people in our lives are what really matter. There is nothing more important than the people in our lives. When we look back on our lives, whether it is weeks or years from now, the things you are going to remember with the most fondness are the times you spent with those that you care about. Treat the people in your life like they matter, because they truly do.

The third thing is: you can do anything! I love the quote by Henry Ford where he says “whether you believe you can or you believe you can't, you are right.” That quote is so true because if you believe you can do something you can do absolutely anything, but if you don't believe you can do it, you're right, you can't!

You can't do anything if you don't believe that you can do it. The reason most people don't reach their dreams isn't because they try and fail. It is because they never believed in themselves enough to actually try. If you have a dream, whatever that dream is – whether it's to become a

great athlete, a musician, an actor, an entrepreneur, a teacher, to get into that college, to make that play, to make that team, or whatever it is – if you have a dream, you can do it! You can turn that dream into your reality if you simply believe that you can do it, and take action. Do whatever it takes to turn your dreams into your reality.

When you look back even just 12 months from now, if you were willing to take action, you are going to be amazed at what you were able to accomplish. You are so much better than you think you are, and you can do so much more than you think you can.

Your Number One Goal

