

**The TalkBiz Guide  
to Getting  
ANYTHING  
You Want  
From Life**

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by Paul Myers

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# The TalkBiz Guide to Getting ANYTHING You Want From Life

By Paul Myers

## Introduction

Yes, anything. Anything at all that you want is possible.

If you want to do something huge, really quickly, you'd better be prepared for massive action. If it's something small or long term, you can be more relaxed.

Either way, you can get anything you want.

The purpose of this information isn't to help you get rich, although you can certainly do that with it. It's not to show you how to lose weight, or find the mate of your dreams, or gain personal power, or any of those things.

Unless those are the things that make you happy.

This report has only one purpose. It's not a modest one, by any means. It is, quite simply, to show you how to get whatever it is in life you want the most that will make you truly happy.

As you read, keep in mind that your purpose is achieving specific goals. In many cases there are lots of ways to get where you want to be. Don't limit yourself by sticking to things you've seen or done before. Listen when people offer other possibilities.

You might get ideas from friends or specialists or waiters or the plumber or a billboard or from the Idea Fairy. (See Richard Bach's wonderful book, *One*, for the story of the Idea Fairy.)

The more open you are to new ideas, the faster and more fully you'll realise your dreams.

Don't forget to enjoy the process.

A stylized, handwritten signature in black ink, appearing to read 'Paul Myers'. The signature is fluid and cursive, with a large, sweeping initial 'P' that loops back around the start of the name.

Someone once remarked that people spend more time planning a two-week vacation than they do planning their futures. This is almost universally true. The exceptions are those people who are true successes in life.

Let's start by taking inventory. Making lists, and checking them twice. (At least.) Answering questions like, "Is this what I REALLY want, or is this an image thing? Or someone else's expectation of me?"

Think of it as balancing the books. Without doing this, you won't know what you've got to work with, or where exactly you're going. The good part is that it's work you can use over and over, throughout your life. And once it's done, you'll be able to set and achieve any goal you wish much more quickly than you would ever have believed you could.

The first thing to do in getting to your goals is to know what they are.

Once you know that, the rest is easy.

Let's start with the scary part...

## It's All About Change

Setting and achieving goals is about something far more profound than creating change. It's about managing change and putting your future completely in your control.

Get a notebook. Or open a new Word doc or text file. However you're most comfortable jotting down ideas. And get comfortable. You've got some thinking to do.

So, what future do you want?

If your life could be anything you wanted it to be, what would it be RIGHT NOW?

- Where would you live?
- Who would your friends be? What kind of people would you like to spend your time with?
- How would you spend your time if you could be doing anything at all that you wanted?
- What would you eat? Wear? Listen to?
- Would you work? If so, what would you do? If not, what would you do?
- What do you want to learn? To know? To be? To give?
- Where would you like to vacation? What would you do?
- What else would be a part of your perfect life?

Start writing. Write down the answers to every one of those questions. Be complete. List everything you'd like to have in your life. Don't assign money values, or think about cash in the bank right now. That's for later.

While you're writing these things down, add anything else that you would really like to make a part of your ideal life. Don't skimp.

You can have anything you want. Make a list of all those things you want.

As they say on the educational cassettes, "Stop the tape and do this now."

Don't keep reading. Do it before you go on to the next part. This is important.

## Intermission: Two True Stories

A while back I went to a conference in Boulder, Colorado. It was a business conference, but I went because I was curious. There were two people I wanted to meet who were going to be there.

While there, Jonathan Mizel, the conference organiser, told an interesting story. I'm telling this from memory, so I won't get it word for word, but I think you'll see the point. It was about his first discussion with his new business coach.

Jonathan was really excited about the process. (He's a man with big goals.) The coach asked him what he wanted to get out of their conversations. Jonathan said he wanted to get rich.

The coach asked him what he meant by rich, and Jonathan said he wanted to make a million dollars. The coach asked him, "What would you do if you had a million dollars right now?"

Jonathan thought for a second and said, "I'd go fishing!"

To which the coach replied, "Jon, you don't need a million dollars to go fishing."

Jonathan does a lot of fishing these days.

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Contrast this with another, older incident.

A long time ago, in a galaxy far, far away, I lived in Cleveland, Ohio. One day I read an article in the *Plain Dealer* that changed how I thought about life. It wasn't a happy article, but it carried a powerful lesson.

As any good Buckeye State native knows, the winters can get brutally cold in Cleveland. The article was about a man who literally froze to death in his sleep, in his apartment.

That was unusual, but not unheard of. When the police looked the place over to make sure the man wasn't the victim of a crime, they discovered something that shocked them.

No, the man wasn't murdered. He simply froze to death. The neighbors talked about how poor the man was. He bought only the cheapest food he could find, and kept the temperature in his tiny apartment so low that no one could visit him for long. Almost no one wanted to anyway. He was suspicious and paranoid.

While checking out his apartment, they noticed something odd about the mattress. When they looked, they discovered that it was stuffed with money. He had apparently saved virtually every penny he'd ever earned.

The man froze to death sleeping on over \$1,000,000 worth of silver certificates.

The purpose of money is to help you enjoy those parts of life that money can buy. Always keep this in mind: Money is not an end in itself. It's worthless if it doesn't help you to be happy.

## Back To Your List

Now that you've made your list, take a look at it. See each of the things you've listed, individually, as though you had already achieved them.

Do this one at a time.

Some people say that seeing something helps you to believe it can be done. Others say that actually focusing on a particular goal helps motivate your subconscious to believe it's possible and start making it happen. Some say holding an image in your mind attracts the thing you imagine.

But those aren't the reasons I suggest you do this.

I want you to see it for another reason. If you have always thought, "I'd like to drive a fancy car," see that happening. How does that actually make you feel?

Does it make a real difference in how YOU feel? (Forget how others feel about you. That's their business, not yours.)

Does it actually make you feel happier? Maybe it represents a milestone, or gives you a sense of accomplishment.

You need to see it, to put yourself in the situation as though it were real, to know if it's something you REALLY want, or if it's something you think you're supposed to want.

Life is way too short to spend it messing with things you don't want, just to live up to someone else's expectations. If they're concerned with laying expectations on other people, they won't be made happy when you fulfill them anyway.

It's your life.

What do YOU really want?

If there's something on that list that you don't see making a big change in your happiness, drop it like a hot rock. Don't waste time on something that will keep you from getting what you really DO want.

Anything that you decide isn't really important to you, cross it off now.

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Now, look at the list again.

How many of the things that you want don't cost money at all? Probably some of the most important ones, I'd bet. Those are what I call "permission goals."

Maybe you feel you have to somehow prove you deserve them. These goals can range from where you live, to what kind of people you have in your life.

Maybe you think you don't have the time. These can be things like learning a language or musical instrument, or taking up a new hobby.

Move those goals over to another list. These may seem easy to achieve but may actually be the hardest, because they involve a decision. Usually they don't involve much more than that.

Something has kept you from making these decisions in the past. If it's just not realising that a decision was all that was in the way, or pure routine, they'll be easy. Just do it.

If it's a psychological issue, you're going to have to deal with that. I'm not a psychologist and that's not what you asked for, so we'll leave that for better qualified folks to help with.

Again, move those goals to another list, and cross them off the one you're working with now.

Move the remaining goals to a new list, so you're working with a clean slate.

## **Cleaning House**

Now, you're going to create one more list. Things to get rid of.

Face it, if your life is full of stress, and your time consumed by things you don't enjoy, your chance of getting where you want to be is significantly reduced. If you somehow managed to get there despite those things, carrying them along with you will keep you from enjoying your goals.

You need to get rid of the clutter.

What exists in your life right now that won't exist in your perfect life? What annoys you without giving anything positive back in return? What stresses, unpleasant relationships, environmental conditions, work issues, routines, commitments, etc?

List them all.

There are some types of things that should be dropped immediately. The first group should be things you do because you're concerned about what others will think of you if you don't do them.

If your happiness depends on what someone else thinks of you, you'll never have control of your life. And you'll never be happy, even if control isn't an issue.

You can't please everyone. Trying is a sucker's game.

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Another group are the things you do because "someone has to." Do they really? And if so, why you? What horrible thing would happen if you stopped doing them?

Commitments are more complicated. If you agreed to something, you need to make sure it's taken care of. Or find an honest way to get out of the commitment or get it fulfilled in some other way.

Note: I'm talking about commitments that you don't want. Each of us is committed to things we wouldn't be happier giving up. Some commitments are actually the source of our greatest joys.

For each commitment, ask yourself: Did I really agree to this, or is it defined as a commitment by convention or default?

If you didn't agree to it, it's not a commitment. It's an expectation.

Someone else's expectation. And their problem.

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Yet another group is "Stuff I paid for."

Hey, if you paid for it, you can drop it just as fast as you like. Don't throw good money (and time) after a bad investment or an interest that's waned.

By the same token, if there's something you used to do, and you let it get lost in the shuffle, pick it back up. You want to be happy, not empty, right?

Maybe you paid with effort, and you want to try and make the thing work. That's fine if it's something truly important to you. You don't throw away something valuable just because it takes effort or patience.

Just don't hang on to it simply to avoid admitting a mistake. There are better ways to live.

Failing to admit a mistake doesn't make it less of a mistake. It makes it MORE of one.

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Now, take all the things you can get rid of immediately and put them on the "permission goals" list.

Whatever is left is likely something that involves a void to fill. Money to pay off debts or skills to alleviate shortcomings.

Put those on the goals list if they're really things you need to be happy.

Remember, the only definition of what's important in your happiness is the one you set. What anyone else might think of it is completely unimportant.

If it makes you truly happy without actively interfering with someone else's life, it's what you should do.

## Where Are You Now?

Here's where things start to get fun. Yes, you're going to make more lists!

Let's start with lists of resources. These may well open your eyes. Most people have far more available resources than they've ever considered.

Knowing everything you have to work with will put you light years ahead of most people. Recognising the value of those resources is another story. Once you learn to see that value, the only thing that can stop you is you.

These are the lists you need to make. Please do them one per sheet of paper or Word doc or whatever you're keeping track on.

### 1. Contacts

Here you want to list everyone you know. Your banker, your bartender, and your boss. Friends, relatives, suppliers, customers, casual acquaintances, email buddies, you name it. List 'em all.

### 2. Financial resources

- Cash on hand
- Credit line
- Liquid assets
- Investments
- Invoices outstanding
- Any other financial resources you may have

### **3. Technical resources**

Here you want to list computer hardware, electronics, (camcorders, VCRs, etc.), software, technical staff, etc.

You want to pay close attention to the resources that come with your website. List autoresponders, CGI access, extra email boxes or aliases, list servers, password protected directories — anything your web host lists as being included with your service. This is one of the most often overlooked parts of the resource list.

### **4. Skills**

- Every job you've ever had, and what you learned from it.
- Every hobby you have that requires any more skill than flipping channels.
- Every language you speak, instrument you play, and past or present interest.
- Every volunteer position you've filled.
- Every incidental skill you've acquired along the way. This can be writing, accounting, brainstorming, whatever.

List 'em all. Over the course of the next few days, lots of these will occur to you that didn't come to mind right away.

You may want to show this list to someone who knows you well. They may think of things you take for granted. For example, you may not realise that listening well or asking good questions or carrying on a lively conversation are skills. They are, and they're very valuable.

Or maybe you're a good time manager or a great speaker. Make sure this list is as complete as you can make it. Don't worry, though. It will keep growing.

### **5. Interests**

List anything at all that interests you. Doesn't matter what it is. If you're interested in it, if it grabs your attention even a little bit, write it down.

### **6. Activities**

Start with one week ago today, and list everything you've done for the past week. Then list everything you do on a frequent basis that you might not have done this week. Then list all the activities you were involved with in high school and college and in years past.

Include online activities, too. Participating in lists or forums, web surfing, chat rooms, buying at online auctions, whatever it is. List it.

## 7. Character Traits

Describe your character as you see it. Are you honest? Impatient? Cheerful? Easily distracted? Are you creative, a good process person, or maybe a pure manager? List every character trait you have.

Yeah. For some folks, that one is tough. Be honest. This isn't a test so you aren't going to be graded. ;)

## Time For A Breather

Okay. This is a lot of thinking, and a lot of work. I don't want to overload you with this, so we're going to take a break.

In the next half of this report, we'll get into what you can actually do with all this stuff, and how it will help you achieve your goals. I think you'll be pleasantly surprised.

You've probably already got some new ideas just from reading this. If you did the lists, I'll bet you've got a bunch of them.

Don't pass this by.

This will make a big difference for you, faster than you think.

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Took a break yet? If not, do it. This isn't something you want to try and do in a single evening.

## The Big Goal First

If you did the exercises in the last section, you have a list of your goals put together. If you didn't... well, you need to consider going back and doing it. Otherwise, you're making things much harder on yourself than they need to be.

Pick the biggest, most important, most exciting goal from that list. By the time you get done with this section, you're going to have a plan to achieve it.

Let's start with something simple. A fancy house in Beverly Hills, with a Mercedes and a yacht.

To get that, all you need is:

1. A mountain of money, or at least a big pile of it and good credit.
2. Sufficient income to support them.

That's it. And that stuff isn't nearly as hard to come by as it sounds. But that's not goal setting. That's "I want."

You need a plan to get the money. We'll get to that in a bit.

First, consider the following questions:

1. How much is this gonna cost, anyway? Assuming I just went in and paid cash right now?
2. How can I get this cheaper? If I can get it at a lower cost, I can cut the time needed to achieve the goal.
3. Who do I ask to get that information? How do I find out the best ways to save money on a house in Beverly Hills?

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At this point, all you're doing is getting warmed up. Getting a bird's eye view of the terrain, as it were. This is important, as it helps you to get a general picture of the things you need to know and to have to make the goal a reality.

And you've already started thinking of alternatives. Ways to shorten the time between here and there.

Take a look at your big goal. What do you need to get to make it happen? Do you really need that, or is there some way you can shorten the process? What do you have to trade along the way? Who can you learn from to find these things out?

Take a few minutes and think about these things right now.

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Here's another example. Let's say you want to run a newsletter, and you want huge numbers of subscribers.

How many is huge? Be specific.

Okay, now, how do you get that many people to subscribe? If you're like most people, you think about publishing articles in other newsletters; putting up a website and driving traffic to it; creating a sig file and posting a lot; or giving away free stuff to get people to sign up.

And you stop there.

BANG!

Ya just shot yerself in the foot, pardner.

People are annoyed with the old approaches to newsletter promotion. Every hack with the \$20 to buy a membership in a business site uses them, and they all pretend to be experts on whatever it is they're writing about.

Let me tell you about a couple of people who have interesting approaches to getting subscribers. (This is what happens when you use creative approaches.

WHAT you want is the important thing. The HOW is only important in terms of sticking to your principles while you go for it.)

The first person has a sort of self-evaluation on her site that's based on proven psychological concepts. It's a little like what you see in a lot of women's magazines. The key is that the topic of the evaluations is very closely tied to her prospects' business skills.

She used to score the tests herself every week. It took 8-12 hours a week, but she thought it was a great way to drive traffic.

I thought it was a great way to go nuts.

So, we automated the scoring using a simple Perl script, (this freed up her Fridays completely, which was worth it by itself) and she put in a note at the top that said that anyone taking the quiz would also receive her weekly newsletter with more in-depth information on the subject.

She was sure that would cut down the number of people taking the quiz. It didn't. She's been getting a couple of hundred new subscribers a week for years, with exactly NO promotion of her newsletter or that quiz at all.

None.

She doesn't have a high traffic site. She doesn't give out bonuses of any kind. She doesn't spend money on acquiring subscribers. What she did is make the subscription a natural extension of a service her visitors already wanted.

I'll repeat that for emphasis:

**She made the subscription a natural extension of a service her visitors already wanted.**

By the way, very few of these people unsubscribe. The quiz acts as a qualifier.

If you can do that, you're years ahead of the people who do things in the more traditional way.

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What do you do now that could be adjusted this way?

Stop right now, take a look at your current approach to whatever your goal is, and ask yourself:

“How can I adjust this so that achieving my goal is a natural extension of the way I live, or the way I do the things related to it?”

“What do others want from me, and how can I change what I do so that I get them closer to what THEY want?”

Tell me what cool new ideas you come up with.

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Now, the second person. He has a quiz on the same subject. It was, in fact, suggested to him by the first publisher. The content is pretty much the same, but the presentation is a bit better. And he promotes it a little. Not a lot, but enough to get a few links to it.

He averages over 200 subscribers a day. Over 80,000 subscribers last year, from this one page alone.

If he stopped promoting it entirely, I estimate that he'd drop to as few as 125 new subscribers a day, average. Only 45,000 a year.

Again, not bad for the work. At current market rates, he'd have to spend from \$20,000 to \$40,000 to acquire 80,000 tightly targeted subscribers through list generation services. And he wouldn't keep nearly as many of them.

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For these people, the list is a part of a formula that would lead to a goal. The list itself is a much underestimated part of that formula.

Neither of them aggressively looks for links, tests any form of referral (viral) follow-up, or uses any form of deliberate publicity to build on their success.

You should, if building a customer list is a part of your plan.

And you should keep in mind that the real advance here isn't the technique, it's the concept behind it. Making your desired end a by-product of providing a service that people already want.

Sometimes the tiniest modifications yield the biggest results.

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Those examples are pretty situation specific, but they'll make the point clear. You need to be creative. Once you decide on the "what," you can adjust the "how" as needed.

If you find something that works, adjust it so that it constantly works better. Add other approaches. Focus on the end result.

If you have a really good why for the what, the how will follow.

Translation: The more you want it, the easier it will be to figure out how to get it.

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Okay, so you've done some warm-up. You have the goal, and a general idea of

what you'll need to acquire it. And you're already thinking about ways to shorten the process.

What's next?

Put it in reverse.

Yeah, you're going to go backwards. Write your goal at the top of a sheet of paper or a new text document, or however you prefer to brainstorm ideas.

Now, ask yourself one question: What is the last thing I need to achieve before this step is made a reality?

Write that down. In the case of the house in Beverly Hills, you'd need to close on the house.

Repeat the question: Just before that, you'd need to have the money.

Repeat the question: Just before that, you'd need to get approved for the loan. Or you'd need to get to the final phase of the money-making process you're using to pay cash. (How much is the total?)

Repeat the question: You'd need to be halfway to the total required. How much is half that total?

Repeat the question: You'd need to be a quarter of the way to the total, have a good plan for how much you're going to pay, know what neighborhood you're going to be moving to, and how you're going to achieve it at less than market prices.

Repeat the question: You need a plan for making the money, and for getting the info to cut the costs.

This is a simple example. But it illustrates the principle. You decide where you need to go, and then work backwards to where you are now. And to start with, you only do a very sketchy linear map. Don't fill in the HOW yet. Just the WHAT.

The key is in developing a strategy and measurable benchmarks to gauge your progress.

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Another approach is to get a view of the landscape. Assume you were already in the position of having achieved your goal. Then it all slipped away.

What would have to go wrong to cause you to lose your desired position?

Go over it step by step. Trace it back.

Now, write it down IN REVERSE. The last things you lost are the first stages of getting to the goal.

Yet a third way. Assume you're already there. Really put yourself in that position.

Now, remember what you did to get there.

Then write it down.

It sounds strange to try and remember things you've never done. Until you do it. It works.

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A fourth way. Put yourself back in the position of remembering how you got there. Say out loud, "My big break came when..." and complete the sentence.

Write that down.

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By now, your brain should be focused enough on the process to unfreeze and think creatively.

That's the single biggest key to achieving goals. Allowing yourself to actually think creatively. Most people don't have three truly creative thoughts in a month. You can have them on demand.

Just look at things from as many different perspectives as possible.

## Some Things To Consider

When setting goals, you need to remember a few things.

The first is that big goals require big actions. Unless you want to have to do huge amounts of unnecessary work, you need to make every step as effective as possible.

Next, the less time you allow for completion of a goal, the more dramatic your action will need to be to achieve it. Make sure you allow time for testing.

Progress is progressive. The closer you get to achieving your goal, the faster you'll move in that direction. Your resources and belief will both grow, and you'll be more focused. Think of it as gaining momentum.

Surprises are to be expected. Be prepared to adapt.

Always have measurable progress indicators. They'll help you to keep the faith when things seem slow. Or just boring.

Before I get too boring, let's shift gears.

## What Do You Enjoy Most?

Right now, write down the three things you most enjoy doing. The things you could do all day long, and never get bored.

Zig Ziglar tells a funny story about this. Seems a fellow was watching a ball game one Sunday when his wife reminded him that the garage needed painting.

The guy moaned to his wife, “I know it, honey, but I’m just so tired. This was one really stressful week, and the boss is on my butt, and my back hurts. I can’t even move myself up off this couch, I’m so worn down!”

The phone rings. He picks it up and it’s his golfing buddy, Jim. “Bill, I got us a two o’clock tee time. Can you make it?”

Bill jumps off the couch like it bit him, says, “Can I?! Just let me grab my clubs! I’ll be there before you can walk to the first tee!” and bolts out of the house like a 20-year-old Olympic sprinter.

So much for “poor, tired old Bill.”

Ever been there?

What is it that gets you up off the couch when you’re stressed out and tired, and gives you the energy you need to get right to it?

Those are the things you want to write down.

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Don’t think about the money. Again, that’s for later. And no, this isn’t wishful thinking. It’s probably the most practical advice I have ever given anyone.

If you do what you really enjoy, you’ll have the energy and make the time to keep going, even when it doesn’t look like you’re making any progress. And there will be times when that seems to be the case.

And who knows? You could be run over by a bus before you get to your goal. Stuff happens.

Don’t you want to enjoy the journey as much as the destination?

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Now, look at your list of contacts. Aren’t there a lot of people on there with some connection to one or more of the things you like to do?

And your skills list. Probably a lot of overlap there, too. And in your other resources as well.

One of the great things about this approach is that, by concentrating on areas

where you have a lot of resources already, you can dramatically shorten the time needed to get to your goal.

. . . .

I've heard this from a few of you:

“But, Paul. My interests are too specialised to use them to make money!”

Humbug.

I met a fellow a while back who lives on a ranch. Out in Montana or Wyoming, or one of those foreign countries. He raises “custom” cattle. He loves his life.

And he sells bull semen. On the Internet. To Argentina, and all over the rest of the bull breeding world.

If you're gonna tell me your interest is more specialised than bull semen, you've got a tough sell in front of you.

How about raw gemstones? I recently met a guy who finances his trips to Brazil to collect gems by buying and reselling rough gem stock. On eBay, of all things!

Think about that. He flies to Brazil, vacations, treks to the mountains to collect stones (which is his hobby), and buys a bunch of rocks from the locals. Then he comes home with these boxes of rocks, sells some of them just as they came out of the ground, and pays for his trip.

The rest he has faceted for his own collection.

eBay finances his vacations, and his vacations finance his investments.

That's what happens when you stick to what you enjoy.

What a life, huh?

## For Non-Business Goals

Those examples came from a lesson I did for a course on business goal setting. The principles are the same. For example, if you want to find people to play darts with, where would you go?

To start with, dart shops. Find out where the leagues are. If your goal involves a specific level of skill, then you want to ask them about training and where to find the good players.

This is all really simple if you break it down one step at a time. And really, how many steps can you do at once?

## Start Your Map

Okay. First, make a list of what you need to accomplish to get to your goal. Make the steps general, like we did in the example of the home in Beverly Hills. Don't focus on how you're going to get there yet. Just the what.

Do it in reverse or forward, or any way you like that ends up with a list of measurable steps.

When you're done, put it in a nice, neat, orderly list, going from the first to the final.

Do this right now.

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Okay. Now we get down to brass tacks.

If you're working on paper, put each step on its own sheet. If you're working in a word processor or text editor, you're set.

For each step, answer the following questions:

1. What financial resources do I need to accomplish this? How much will it cost? Will I need credit? A consistent level of income? Insurance? Real estate?
2. What skills will I need to achieve this? What do I need to know how to do?
3. What contacts will I need to achieve this? Who can help me get there? Who do I know, and who do they know? What do I need to do in return? (Or in advance...)
4. How much time will this stage take? Overall? Per day?
5. What systems will I need to have in place to achieve this? Will I need help, or can I do it alone? What technology is necessary? What will help speed this up?
6. How can I make this part easier on myself? What can I do to achieve this faster, cheaper, and with less risk?
7. What else will I need to do, get, or learn in order to complete this step?

. . . .

Once you've done that for each step, go back and look at them again from the beginning. You'll start to get ideas of how you can do each thing most effectively. And you'll see a pattern forming.

You'll very likely have papers all over the place and be jotting notes down that connect a lot of the ideas you've written down.

If you're paying attention, the pattern will form around something that feels completely natural, and the ideas will flow easily. You'll be as enthused about the ideas as the goal itself.

If you've been focused on fitting things into a specific model that you had in mind before you started all this, you'll stretch for those ideas. They'll seem exciting, but they won't fit quite right.

If you hear that voice talking, listen to it.

Look at the whole package you've just put together in the light of the most fun thing on your list, and the biggest goal you have chosen. Do you see how they fit together?

Do the outline of your plan from there. Lay out the general steps and timeline one step at a time. Then fill in the specifics.

You're just about done.

....

Now look at it with a critical eye. See yourself going through each action. Is there anything in there that doesn't fit? That doesn't feel right?

If so, figure out why. If you can't do something that you'll need to do to accomplish your goal, you'd better know before you hit that point in the process.

If it's a preference thing, can you delegate it or automate it? If so, plan for that.

If it's an ethical question, get it clear before you start, or figure a way to adjust the plan so you don't have that challenge. Nothing will derail you faster than an attack of the "I should have known better."

Clean out the stuff you can't or don't want to do.

....

Now, look at it from the perspective of the "Effectiveness Expert." How can you make it smoother yet?

Go over every point with that question in mind, and get creative. Right now you're planning and brainstorming at the same time. There are no wrong answers. Just ideas to explore.

Write them down. All of them. Take as long as you need.

....

Take five. At least.

....

Back from break? Okay... NOW look at the ideas you just came up with through the critical lens.

Will they work? If not, can they be made to work?

If they will, move on to the next.

When you've finished this step, make sure there aren't any holes in your roadmap.

Congratulations. You're done.

If you just read through this without doing the steps, you are either confused or you see now how it works and you know you need to actually take these steps.

If you have any questions, email me.

If you've followed these steps, you should have a realistic, specific, detailed plan for achieving your biggest goal, by doing something you love.

So talk to me. How's it feel?

Paul Myers, paul@talkbiz.com

## Who's Paul Myers, you ask?

I'm the publisher of *TalkBiz News*. It claims to be a business newsletter, but that's just an excuse the editor (me) uses to get people to subscribe. It's actually an op-ed sit-down comedy club in disguise. Sometimes.

Other weeks I mix in boring stuff, like how to make more of your time, get more leads, use the Net the right way to grow your business, etc. But don't worry. Those are worth putting up with for the jokes.

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