

ACHIEVING EVERYTHING

The 5-Day Goal-Setting Challenge



Day 1:

DECIDING WHAT YOU WANT

Welcome to Day 1
of the goal-setting
challenge.

Today we're going
to be talking
about what you
REALLY want and
how to get there.

Ready?



Productivity Point:

I'm going to say something that's going to sound a little bit crazy: you can have **WHATEVER you want.**

Yup.

You want to be wealthy? It can be done.

You want a healthier body? Sure.

You want to travel the world? No problem.

You can accomplish anything you want. This may sound like infomercial mumbo jumbo, but it's not. It's common sense, and it works like this: (shout-out to writer and cartoonist Scott Adams for making it this simple).

- **Decide what you **REALLY** want.**
- **Determine how much you have to **PAY** to get that thing.**
- **Then pay the price.**

You want to be wealthy?
What will you have to pay
in terms of hours of work,
dedication, and focus?

You want to run a
marathon? What will
it cost you in terms of
training, eating healthy,
and dedication?

You want to travel?
What will it require to
make yourself location
independent?



Once you've calculated
those things, you simply
begin paying down the
cost of your goal.

Anyone can do
this, and this will
ALWAYS work.

**The starting place is
determining what you
want and what it will cost
to get there. Once you've
done that, you're well on
your way to achieving
your goal.**

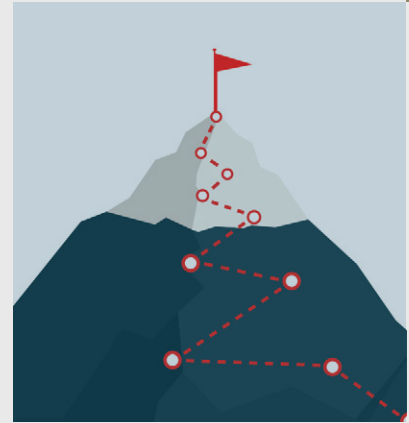
Action:

Take out a piece of paper or open a blank document on your computer. Write down three things you really WANT. Think of things that would truly make a difference in your life.

For starters, pick things that are reasonable, like lose 20 pounds or save X number of dollars. You need to get the feel for how this is going to work.

Once you've selected your goal/target/objective, calculate what it will cost to achieve it. Remember to include:

- **Time**
- **Money**
- **Relational cost**
- **Health cost**
- **Diet cost**
- **Entertainment cost (what you may have to give up)**
- **And anything other costs you can think of**



Once you've determined these things, you're well on your way to achieving your goals. Write them down! This is the first step in creating a plan that will guarantee you achieve those things.

On Day 2, we will be creating a fail-proof system for moving you forward on your goals every single day.





Day 2:

SYSTEMS VS. TARGETS

Welcome to Day 2 of the goal-setting challenge. Yesterday we talked about deciding what you want and calculating the cost.

Today we're going to be thinking through the benefits of systems over targets/goals.

Productivity Point:

Typically, when people think of goal setting, they think of setting a goal that they will achieve by a specific time and then working until they reach their target.

I DON'T think that works very well.

Here's why.

When you only have an endpoint in mind, the only time you feel like you accomplish something is when you actually reach your goal. Until then, you feel this tension and sense that you're not going anywhere.

This can quickly lead to discouragement and BURN-OUT, especially if it takes a while to reach your goal.

Rather than picking a specific target or goal, it's WAYYYY more effective to create systems for yourself.

Here's how it works:

- **You have a goal in mind.**
- **You've calculated the cost.**

Now you need to create a system of small, easily repeatable actions that will constantly push you toward your goal.

For example, let's say you want to write a 40,000-page book. That's a big, AWESOME goal, right?



But it's kind of overwhelming...

... until you create a system.

A simple system for this would be to write 500 words per day, every day, at 6:30 AM.

That's IT. You could probably do that in 30-60 minutes, depending on your writing speed.

If you followed that system, you would complete your book in ONLY 80 days. Just 2.5 months!

That is the power of a system.

Small, repeatable actions lead to HUGE results.



Action:

You already know what you want and what the cost is to get there.

Now it's time to create a system.

If you want to get in shape, create a small system for exercising every day.

If you want to deepen relationships, create a system for having one meaningful conversation every week.

If you want to lose weight, create a simple system for cutting a small amount of calories out of your daily diet.

This doesn't need to be complicated. It DOES need to be easily repeatable!



Remember: A Systems-Thinking Approach!

Before we dive in tomorrow, share ONE of your goals as well as the system you've created for achieving that goal.

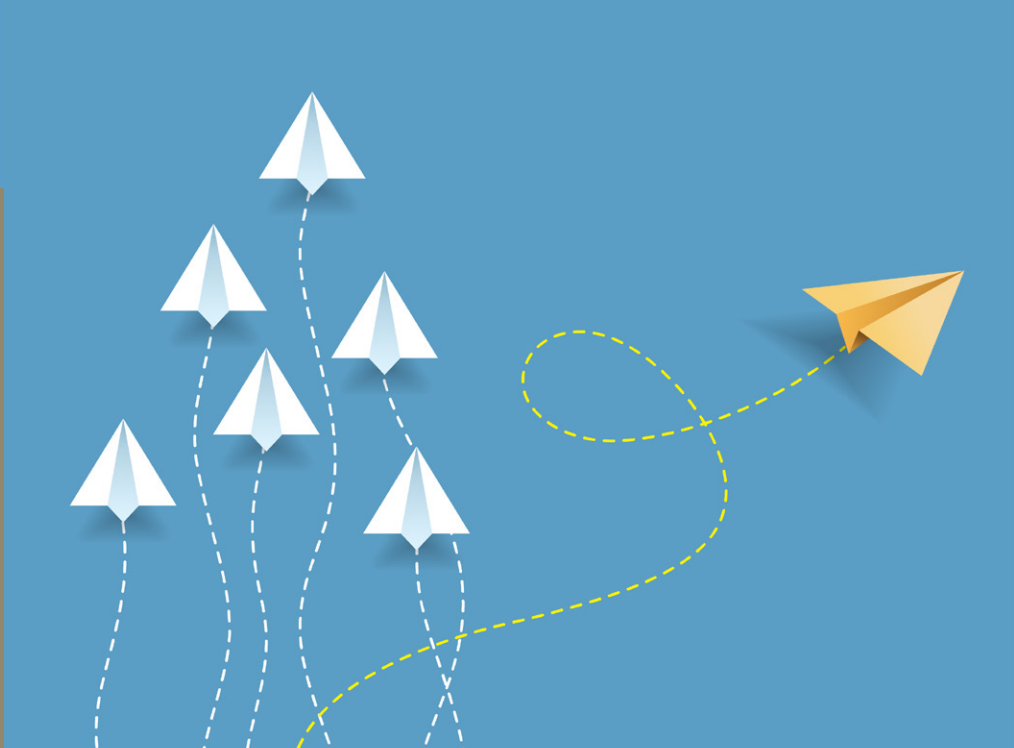
Tomorrow we're going to be diving into the amazingly helpful topic of programming your habits.

Day 3: *Pro*GRAMMING YOUR HABITS

Welcome to Day 3 of the goal-setting challenge.

Did you create your systems yesterday? I hope you found them helpful.

Today we're going to be talking about how to PROGRAM your habits. This is important.



Productivity Point:

Good news! **There are ways you can hardwire yourself for success.**

As humans, we are programmed to respond positively to rewards. This is how HABITS are formed. When we receive a reward, we do it again, then get the reward, then do it again.

You eat chocolate because it tastes good, then you want more, then you eat it, and suddenly you have a nasty chocolate addiction.

But you can use this REWARD cycle to program AMAZING habits into yourself.

The great comedian, Jerry Seinfeld, was asked by a young comic how he could become better.

Seinfeld advised the comic to write jokes every single day.

Then he revealed his own system for writing jokes every day.

He put a large calendar next to his desk, and on each day that he wrote a joke, he put a big red “X” on that day.

Then he said, *“After a few days you’ll have a chain. Just keep at it and the chain will grow longer every day. You’ll like seeing that chain, especially when you get a few weeks under your belt. Your only job next is to not break the chain.”*



Boom. That’s it. He created a simple reward system for himself. He really didn’t want to break the calendar chain and it made him feel good.

You can do something similar. You can create habits that will allow you to fulfill your systems, which will allow you to reach your goals.

Habit → Systems → Goals.

So simple. So powerful.

Action:

What habits do you want to program into yourself? These should be related to the systems you created above.

Let's say the habit is to write 500 words every morning at 6:30 AM. You could use a calendar like Seinfeld, or you could reward yourself with something else, like a nice hot shower afterwards.

After some time doing this, you'll automatically associate the pleasure of the shower with the work of writing.

Or let's say you want to read 30 self-improvement books in a year. The habit could be reading 20 pages over your lunch break. The reward could be a 20-minute walk or a delicious cup of coffee.

Soon, you won't want to break the chain!




- Pick a goal.
- Mark off the days on which you work toward that goal.
- Use your chain of marked off days as a motivator.
- Don't break the chain.



On a piece of paper, write down the habit you will create and the reward you will receive. Then begin DOING that thing every day at the appointed time. You'll be amazed at the results.

On Day 4 we will talk about the power of PLANNING your days for maximum productivity.



Day 4:

PLANNING YOUR DAYS

Welcome to Day 4 of the goal-setting challenge.

Did you identify your habits and rewards yet?

Today we're going to be discussing the important subject of planning your days.

Productivity Point:

Remember, habits → systems → goals.

You've determined what you want, the systems that will get you there, and the habits and rewards in each system.

Now you need to PLAN YOUR DAYS so that you can always know what you'll be doing and when you'll be doing it.

Several years ago, Scott Adams wrote that if you asked him what he'd be doing at 6:20 AM on Saturday, June 20, he said he'd be at his desk working on a Dilbert cartoon that he'd started earlier in the week.

He has strategically put his systems in specific time slots every day to ensure he's always moving forward on something.

You need to do the same thing.

You need to decide PRECISELY when you will implement your daily habits.



By putting this into your calendar, it minimizes the decision-making process. If you know where you'll be and what you'll be doing, you don't even have to think about it.

Our willpower is limited. The more choices we have to make, the more depleted our willpower becomes.



By taking away the "what" and "when" choices of your habit, you make it automatic, which keeps you on track.

**Planning → Habits →
Systems → Goals**

Simple. Powerful.
Profound.

And it ALWAYS works.

Action:

Take out your calendar.

Take out the paper where you wrote down the habits for your system. Now you're going to plug your habits into days in your calendar.

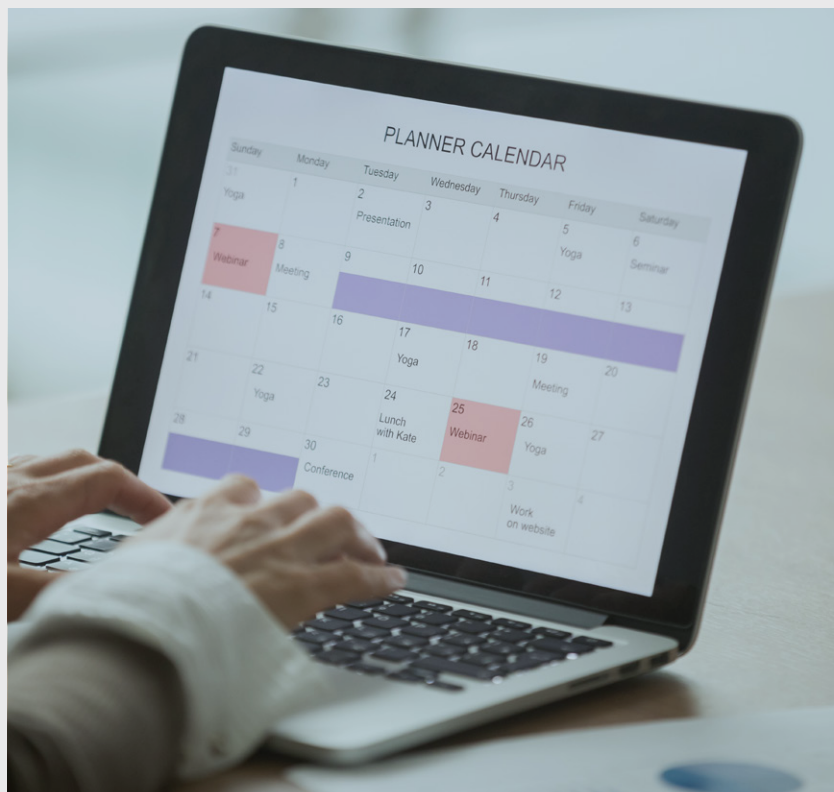
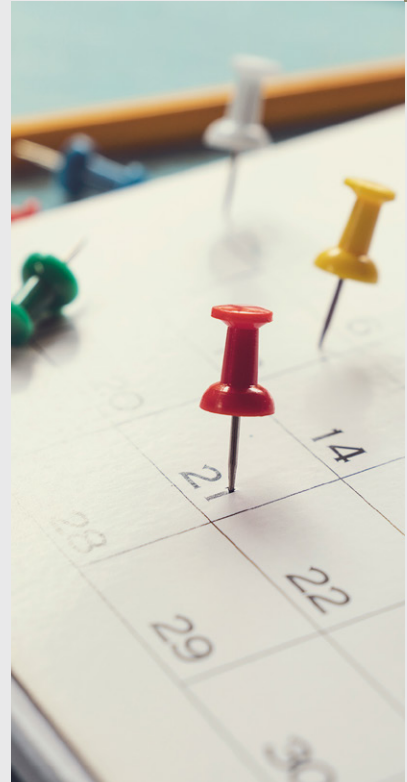
- **Will you exercise every day at lunch time? Plug it into the calendar.**
- **Are you spending time in meditation before work? Calendar.**
- **Are you calling a friend every week? Calendar it.**
- **Are you writing your book at 6:30 AM? You know what to do.**

You'll be amazed at what happens when you begin planning your days.

Suddenly, all the choices are taken away, which actually makes you MORE productive and happier.

You can actually *focus* on what really matters to you.

Okay, now it's your turn. Remember to fill in your calendar with your habits. NO CHEATING!



Day 5:

WEEKLY REVIEW

Welcome to Day 5
of the goal-setting
challenge.

Wow, you made it!
Congratulations!

Today we're going
to be talking
about the need for
a weekly review.



Productivity Point:

When it comes to building habits, systems, and goals, you're going to have some wins and some losses. This is normal.

You're not perfect, and you have strengths and weaknesses like everyone else.

At the end of each week, it's important to perform a weekly review to evaluate your performance and make necessary changes.

During that review, ask yourself:

- **What worked?**
- **What didn't?**
- **What tripped me up?**
- **What really energized me?**
- **What changes do I need to make?**

Don't be afraid to tweak and optimize your calendar, habits, and systems. These aren't set in stone. They are meant to WORK for you, not the other way around.

Review your calendar and make any necessary adjustments. If another time works better, change it!



Would another system work better?

IMPLEMENT IT!

That's the beauty of this. Your goal is to create the perfect setup for yourself.

Action:

Sit down with your calendar, habits, systems, and goals in front of you.

Look back over the past week. Evaluate your success rate in terms of implementing everything you planned.

Did things work well for you? If not, don't stress about it.



Simply write down the things you need to change. If you need to pick new times for your habits, do so.

Also, take time to recognize and CELEBRATE your successes. Most likely, you achieved some pretty awesome things this week.

Yes! That's cause for celebration.

This review process should happen **EVERY SINGLE WEEK**. It allows you to stay on track, stay motivated, and keep moving forward.

**CONGRATULATIONS
ON COMPLETING
THE CHALLENGE!**

You are on the path
to CRUSHING your
goals!



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Major Gifts LLC
1288 Valley Forge Road
Unit 82
Valley Forge, PA 19460

800-490-7090
succeed@majorgifts.com

