

Consciously Creating Your Future Bonus Call

SHANE: Hello, and welcome to today's special bonus Call with your host, Spike Humer.

SPIKE: Good morning, good afternoon, good evening everyone. Welcome to this month's call—a special bonus call. What we're going to do --- we're going to focus today on some additional content on how we can help you get clear about your goals for next year, your outcomes, maybe even your resolutions, or whatever it is that you like to use as a term to plan your actions, plan your activities, plan your financial future, and consciously create your future.

But before I do that, what I'd like to do is maybe just open up the call for a few minutes. And what I'd like to do is kind of ask you about your goals for next year. What is it you're looking to do either as part of the core mentoring program, in your business, in your financial situation, or perhaps other parts of your career or your relationships, and other areas of your life. Today, I'm not getting deeply into relationship consulting or relationship coaching, however I do recognize that sometimes when people start talking about their lives, and start talking about their goals, and start talking about their outcomes and objectives, it does have a broader application than just their business, or just their career, or just their financial situation.

So what I'm going to do is to give you about a minute, minute and a half to think about what it is that you're looking to accomplish as part of this program. What you're looking to accomplish in your life? In your business and in your career for the coming 12 months? I'm going to give you some tools and techniques during this call where you can take what you've discussed, what you've thought about, and put it into some action plans. I'm going to give you some tips and some examples of how you can use that to manage not only your activities, but also to leverage your relationships, and the content, and the information that you get from this program.

Now, before I open it up to the group, I do want to tell you a little bit just about my background for those of you who are new to the core mentoring program.

I've worked with a large number of large corporations, small companies, and entrepreneurial enterprises. I've done corporate turnarounds, start-ups, joint ventures, facilitated a number of company acquisitions and mergers. I've done organizational development work. I've done corporate planning. I've done executive and personal success coaching and group mentoring programs such as this one. I've conducted seminars around the world, teleconferences in every time zone and I have a private consulting business. I've designed and presented seminars a wide range of topics but primarily around personal and professional excellence and success. The process I'm about to share with you on a very brief and introductory level has worked for thousands of people around the world.

I first developed this process which I would use at an annual event with many of my clients, colleagues, and students. I would invite them to a very private and exclusive retreat at the end of each year. We would take what these people were looking to do in terms of their resolutions, their outcomes, their goals, their objectives and their dreams, and we would put it into a very specific process. We would help people really not only accomplish their goals and accomplish their dreams and accomplish their objectives, but also be very clear about why it is that those goals were important so that they had sufficient motivation, they had sufficient evidence to kind of manage, and monitor, and measure their progress along the way... but also so they could be very clear about what it is they were trying to accomplish, and why it was important to them, and give them a lot of tools and a lot of techniques.

Now, that program was a two-day program program. We did some extensive pre-planning work and then built out customized, personalized “future maps”.

I’m not going to have the opportunity to go into that level of depth, and I won’t have an opportunity to go into all the tools and techniques, but I think that in an hour of time that I’m going to spend on it, I’ll be able to give you a lot of tools, some insights, and some information that will be valuable to you, inspirational to you, and useful to you in the upcoming 12 months and beyond.

So with that, I want you to take a few moments and get very clear about what it is that you’re looking to accomplish in the next 12 months; get very clear about why it’s important to you; and maybe even think about some of the resources and some of the obstacles that you may have in front of you or available to you so that you have an opportunity to recognize what it is that helps you, what it is that hinders you, so that we can talk about the different tools, different techniques to help you utilize and martial those resources and align those resources towards your highest dreams, your highest goals, and the highest objectives that you have for yourself. We will talk about some tools and techniques that we could use to minimize some of the hindrances and minimize some of the obstacles that you may encounter over the next 12 months or beyond.

So with that, Shane, why don’t you tell them how to get into the queue if they would like?

SHANE: All right, Spike. If you would like to ask a question or share your goals, please press the number “1” on your touch tone phone now. Remember, pressing number “1” twice will remove you from the queue, so be sure to press it only once, and we’ll get to everybody in the order that they press the number “1”. So we’ll get started with Bill. Go ahead, Bill

SPIKE: So what’s on your agenda for the next the 12 months, and what are you looking to accomplish, and what types of things might be helping you, what types of things might be hindering you that we can start to address as I get into the content?

BILL: Well, this is very much sort of a life-changing year for me, where sort of all my past is coming together into something great. I just finished a ten-year situation with another business that ended fairly abruptly, and in a fairly ugly fashion, and so I'm just now starting over. So this year what I'm doing is I'm building a new life, and building a new company from the ground up.

SPIKE: Well, congratulations.

BILL: Thank you.

SPIKE: It sounds like your future is going to be new and exciting from this point forward.

BILL: Without a doubt --- without a doubt. And I'm primarily interested in creating a new lifestyle that's going to be much more --- very much empowering for me to do the things that I want to do as they come up, that's going to allow me to be financially --- have a lot of financial freedom, and ultimately to spend a lot of time both helping other people, and also a lot of time traveling and enjoying the world, and the life that we have here.

SPIKE: Great.

BILL: So those are the --- that's sort of the broad view, and basically what I'm doing is launching both an information marketing and consulting company, as well as a merchant services company. The merchant services end of it is supplying every kind of payment technology to merchants, both on the Web and in brick-and-mortar businesses.

SPIKE: Congratulations.

BILL: And the other business is starting out. The first product that I'm developing is a product that teaches people how to separate their business credit from their personal credit, and how to achieve the kind of business credit they need to support their cash flow without screwing up their personal credit.

SPIKE: OK. Well, what can I do as part of the content session coming up that will either help you get there faster, or help you get there easier, or help you get there better, or help you recognize the guideposts and the benchmarks that you need along the way?

BILL: Well, I guess I do need to clarify. It's a little bit overwhelming to be making all of these changes at once, and to have these enormous sorts of goals and dreams to be reaching for, and also to be doing it from a standpoint of having lots and lots of time, but very little money to put into the situation. So I need to clarify and make sure that I am doing the right things to get there on a day-to-day basis, and that I'm reaching for the right things, and focused on the right things, and making those things happen.

SPIKE: OK. Well, I'm going to give you some tools and techniques today in that will help you get very clear about not only what it is that you want, but also very clear about what resources you may be able to marshal, and why it's important to you, and hopefully it will help you keep focused, and maybe marshal some additional resources that you haven't thought of, both in the context of this program, but also in the context of other activities that you do.

BILL: Thank you.

SHANE: All right. Next up is Ken.

KEN: I'm a retired guy that's not ready to lay down and die yet. I took this course as a way of learning some new techniques, but it's turned out to be really a life-changing type of thing for me, and I'm looking at the world a lot different.

I have a membership site that I'm trying to get people to help solve all the problems in the world, and make it a better and happier place, and I have about 48 different types of Internet businesses that people can start, and of course there's niches within every one of those. And this is one more thing to help people earn money on the Internet and offline by doing joint ventures.

SPIKE: OK. What can I do in the upcoming hour to help assist you in accomplishing what it is that you want to do in the next 12 months and beyond?

KEN: Well, I'm having trouble transferring my passion for what I want to do to other people, and getting them to join me.

SPIKE: OK. I can give you some techniques for that in terms of helping crystallize your vision so that other people around you are more, not only inspired, but also more clear about how they can be benefited as you go along.

KEN: OK, thanks a lot, Spike.

SHANE: Next up is Mark. Go ahead, Mark.

MARK: Well, I have a coaching business. One of the things I want to do is develop a set of back end products.

SPIKE: OK.

MARK: Then I have the same problem that Ken does in that I'm cash poor and really looking to have this happen powerfully.

SPIKE: OK.

MARK: I'm also --- my commitment is to have at least six JV products happen next year...

SPIKE: All right.

MARK: ... probably earning around \$25,000 out of it.

SPIKE: Well, it sounds like you're pretty clear on your goals. You know, one of the things that I will share with you --- and this is kind of an intro into the overall program, and we'll spend a little bit of time talking about your personal vision, and how the articulation and the clarity of that vision makes it easier not only to attract the people that can support you and assist you, but also makes it easier for them to see how by your vision coming to fruition, they could be benefited. And part of what we'll do is we'll talk about some benchmarks for that vision so that as you're talking to people, they can see that it's not just a dream... it's not just a hope --- but it's actually a plan and a systematic activity that you're not only planning on, but you're also intent on implementing over the course of the next 12 months.

MARK: That will be great.

SHANE: Next up is Janice. Go ahead.

JANICE: I'm a small business growth and marketing coach and consultant. This course has been unbelievable. I mean, it's just opened up my mind, and I'm sure that's probably what it does for everybody.

And I have a couple of practical questions, and I don't know if you can answer them today, but I think it might be something that in the future, if you could answer them it would be great.

SPIKE: OK, well, here's what I'd like to do if you don't mind, Janice. I'll try to stay on point with this. After I go through the content for the outcome planning and stuff, I'll open it up for some generalized questions, if you don't mind. If you could make sure that you queue up or stay in the queue so that when I open it up for questions towards the end, then I can discuss open questions. Would that be OK?

JANICE: Yeah, that's fine.

SHANE: Next up is Marlene. Go ahead, Marlene.

MARLENE: Can you address just the logistics or your experiences, or just your suggestions on building your team of people around you just to free up your time? I don't know if you've addressed that already, but if you could talk a bit about that in terms of scaling yourself up really fast so you have more free time to focus on...

SPIKE: Well, I'll give you a couple of quick tips, and they'll kind of be outside the scope of this, although what we're doing today, some of the other questions will build on. But if you send me an e-mail and remind me I'll send you the "The Spike Humer Short Course In Management." It teaches you how to not only free up your time, but also teaches you how to get more out of your resources, and teaches you how to get a better impact by making sure that your managing the right things and you're leading the right things, and not managing the wrong things. It's not a lot of description, but it'll give you some quick tips.

MARLENE: OK, thank you.

SHANE: Next up is Mike. Go ahead, Mike.

MIKE: Hi, everyone. My goals for the next year are I'd like to have an increased freedom, time, and money. I want to help people to love what they're doing. I have a thing where I like to help men and women to relate better.

SPIKE: OK. Well, you know, a couple things that we could do as part of this session is, 1) by getting you very clear about what it is that you want to do, it will also put you in a situation where you start putting some timelines around it. You'll be able to create a very specific project plan, not only for the balance of this course, but also for other things so that people know that six weeks from now you'll be at this point, twelve weeks from now you'll be at this point, and then they can see the logic where it makes sense for them either to join you, to align with you, or support you along the way.

MIKE: Thank you.

SHANE: Next up is Robert. Go ahead, Robert.

ROBERT: What I have --- my goal for this next year is to be able to --- I would like to be able to replace my current income. I actually have a small business out here in the Bay Area in California. We're a high-end painting contractor, and so we're service oriented. But it certainly has gotten tough, where I'm doing 70 hours a week, and I'm realizing, gosh, I've got to start working smarter if I'm going to have any energy left at the end of this thing. So I'm ---

SPIKE: It's kind of tough to scale if you're already working 70 hours a week.

ROBERT: Boy, it really is. It's gotten tough. It's gotten very tough with the real estate the way it is, the market the way it is, and I don't like the trend that it's going. And so I'm wanting to be able to work smarter this next year, and leverage my time better, and scale the company down. It's not a huge company, but it does require a lot of work to make much money at it. So that's my goal.

I do... part of my hindrance or obstacle, obviously, is the time that is involved, because I'm a small company, so I do a lot of the estimating, and the billing, and the managing and so forth for the crew. So it is kind of tricky to carve out a whole lot of time there, but I'm willing to do what's necessary to make it happen.

The other thing that I do have a little issue with --- and maybe this is me, or maybe it's part of the growth. But I do deal a little bit with the perception issue. I deal with a lot of very high-end clients that have a lot of money, and I have in the past seen ideas, seen things that they could save themselves money on certain projects. And I structure it, I put it together... But when it all came down to it, the final thing was, "Well, but you're just a painting contractor." And so that perception, for me... And I have an outstanding reputation with my clients, but it's getting beyond that that would --- I'd really use some advice there in that respect, to bridge from one thing to a completely different perception, really, as far as a businessman goes.

SPIKE: There's a tip that I can give you within the context of what we're going to cover in the next hour that if you have a vision, or if you have a goal, or you have an objective that may seem bigger than you, or bigger than where you are, or different than where you are, there's something that you can do, and I'll give you a tool that you can use to help bridge that gap.

ROBERT: Great. OK, great. Thank you.

SHANE: Last up we have Phil. Go ahead, Phil.

PHIL: The goal that I'm looking to accomplish in the next 12 months is essentially building a secondary, more passive income while I'm doing my current job. I am a partner in a furniture, or interior business, and a big part of my vision is sales. I'm out and about quite a bit, and meet a lot of different companies, a lot of different businesses, a lot of different organizations. So I am connected to a lot of people, and most of the people I talk to are CEOs, or CFOs --- mostly decision-makers, owners of companies. So I want to be able to take advantage of all of this, and how I can apply it in finding opportunities. But also, what I'm learning, of course, is being able to apply it into my business as well.

SPIKE: I'll give you some tools and techniques that will help you with that as well.

PHIL: So time's always an obstacle, though, so --- of course. And that's become the greatest challenge, with learning how to be smart with that.

SPIKE: OK. Well, we'll talk a little bit about some time management techniques, and just basically making sure that you have the right priorities, and you're focusing on the right things. And I think by going through these exercises --- and you won't do all of them on the phone. You'll just basically get a template, and you'll get some background in terms of why they're important, and how to utilize them. But I think

as you go through it, it may not give you more time, but it'll give you more time on the right things that have the biggest impact for your goal.

And part of what this is about is about aligning your actions, your activities, and your resources in a very consistent manner with a crystallized vision, and a crystallized goal so that when it comes down to making a choice about what your priorities are and what your priorities should be in terms of where you apply your efforts, you're always clear about what you should be doing at any given time.

PHIL: Absolutely. I always realized that's really the secret. Thank you.

SPIKE: We're going to take about a 2 or 2 ½ minute break here, and what I'd like you to do is get yourself a fresh pad of paper, get yourself a couple of pens just to make sure that in case one doesn't work, or it stops writing... Get yourself a glass of water. Take a washroom break, or whatever it is that you need to do so that for the next 45 minutes or an hour you can put absolute focus, absolute attention, and total commitment into the exercise and the information I'm going to give you.

Not only will what I'm about to give you help you with finding ways to manage your time and manage your resources, and keep people either on board with you, or bring people onboard with you --- it's going to give you some tools and some techniques that you can utilize, really, in every element of your life.

And I have a philosophy, and that is that in order for a vision, in order for a goal, in order for objectives to be not only accomplished, but also sustained, they have to be in alignment with all areas of your life. Because after all, we have financial aspects of our life... we have business aspects of our life... we have career aspects. But we also have other things, like health, and spirituality, and relationships, or hobbies, or other types of things. And it's important that as you're planning your goals, you're planning your activities, and you're planning your priorities through this process, that you get very clear about those things.

Now, we're not going to get deeply into the spirituality aspect of things, but certainly philosophy, religion, and other types of things can enter into your life, your goals, and your plans. And we want to make sure that whatever your goals are, whatever your plans are, that you're looking at it on a holistic level, and you're not looking at just one area where all of a sudden you become very successful in one area and neglect other areas, and your life becomes imbalanced.

SPIKE: Anyone who knows me, they know that one of the things that I love, and one of the things that I'm passionate about in life is learning and gathering wisdom from the words, and actions, and philosophies of other people.

And when I start a program, or when I start a session, I like to start with quotes from people that I think are profound thinkers, or people that have come up with a way to articulate something that I think most people feel, or most people think about, and they

almost become “aha!” moments; that when you read it, when you hear it, when you see it, you say, “You know what? That makes absolute and total sense.”

And something that came about for me as I was putting together some notes today for this program was a quote by George Bernard Shaw, and it says, “Imagination is the beginning of creation. You imagine what you desire... you will what you imagine... and at last, you create what you will.”

Now, to me, that really kind of sums up the whole process of creating outcomes, or setting goals, or creating a future that you want. By having a vivid imagination... by being able to take that imagination and really align it with the things that you want in your life, the things that you want in your career, the things that you want out of this course, and then being able to align those two things so that you can put it into an application of creation so that you can align your thoughts, your imagination, the things that you want with your activities, with your actions, and with the resources that you have available to you --- to me, that is the fastest, most expedient, most effective and efficient way to progress.

When I do a program one of the things that I tell people is that your results are a logical conclusion to the beliefs that you have, the decisions that you make, and the actions that you take.

Now, in order to be effective, you can have great actions, you can make pretty good decisions, but if you don't have a strong underlying belief that you're capable of it, that you deserve it, that other people around you are going to be benefited by it, I've seen it over and over again. And what happens is that people sometimes can start off and become successful in the short term, but in the long term they get disconnected.

Someone can have a strong belief, but they make the wrong decisions or take the wrong actions, and what happens is that they believe they're going to be successful. They hope they're going to be successful. And every day they get up, and they tell themselves they're going to be successful, but yet the decisions that they make and the actions that they take aren't consistent with the things that are necessary to fulfill that belief and make that belief a reality.

So for me, in order for people to be successful in accomplishing their outcomes... in order to be successful, not only immediately, not only in the short term, not only in the mid term, but on a long term, sustainable basis, you have to be able to align all of those types of things.

So with that being said, one of the things I would like to share with you or I would like to ask you to do --- and you can take about 30 seconds to do this. In order to be successful in setting outcomes... in order to be successful in creating your future... in order to be successful in achieving your goals and objectives --- you have to have a clear and compelling vision of what's possible.

You really have to start to imagine that if there were no limitations in life, what would it be that you could accomplish? What would it be that you would want to accomplish? And what would it be that you would accomplish that would benefit not only you, but would benefit the people that you care most about, and the things that are most important to you? What is it that could happen? What is it that you could do? What is it that you could achieve that would get you closer to fulfilling your vision, your mission, your values, and benefiting the people that are around you?

What if there were no limitations in life? I think most of you have heard this. If you haven't, you'll hear me say it throughout the course, because I say it often, and that is, if it's possible for one, it's possible for all, and if it's possible for all, it's possible for you.

Now, it really comes down to saying, not only is it possible for you, but it's something that you deserve. It's something that you have an opportunity to accomplish. But it also comes down to having a strong desire, and a strong belief, and a strong will that you want to have that, and you want to accomplish that. And part of that desire, part of that consistency, part of that congruency comes from making sure that it benefits not only you, but it also benefits the people around you... that it satisfies not only one element of your life, but it also satisfies other elements of your life.

If it means that going out and setting up passive income streams, all of a sudden they weren't passive, they were things that you had to manage, and it took you 120, or 130 hours a week, and you didn't have the opportunity to focus on your family, or you didn't have the opportunity to concern yourself with your health, or you didn't have the opportunity to relax and do the things that you enjoy in terms of hobbies and things, sooner or later you would not be able to maintain that goal. You would not be able to maintain that outcome. You would not be able to maintain that activity.

Now, the core of this program's about creating passive income streams, but it doesn't mean that you don't have to work. It doesn't mean that there's not an investment of time. It doesn't mean that it just happens by itself. It means that you have to apply yourself, but at the same time ultimately what you want to accomplish is getting more for less, or the same for less, or getting more with the same amount of efforts, so that at the end of the day, at the end of the program, at the end of some segment of time you're getting closer to what it is that you want to accomplish financially. You're getting closer to what it is you want to accomplish from a time standpoint. You're getting closer to accomplishing what it is that you have for yourself as a vision, your personal mission, and for what it is that you're trying to create for other people.

So what I'd like you to do is just take a piece of paper, take a minute or two, and write out a description of what your ideal life would be. Now, this has to include the major areas of importance in your life. Make sure to include your health and your physical needs, goals, and desires. You need to make sure that there's some recognition here so that you'll be able to maintain and sustain these areas of life. If you're healthy, your physical energy, your physical stamina, or your physical vitality is strong you'll be

more able to put time and effort into the things that allow you the freedom to balance all things over time.

Think about how the goals, or the objectives, or the future that you want to create impacts you on a financial standpoint --- your career, your business... Your career could be the job that you have, or the deals that you're setting up, or just the things that you're doing --- how you're spending your time, who you're spending it with, the things that you're focusing on, the things --- the activities that you have in place that you're earning money from, that you're doing either to benefit yourself, your family, your clients, the marketplace, the world, society... Whatever it is that's most important to you, you want to sit down and figure out how that vision, how that mission, how that future will impact that area of your life.

You also want to think about how it's going to impact your relationships, and your social activities, and the social circle that you maintain. Are you going to have time to maintain, in the long term, the relationships that are important to you? Are the goals, and the objectives, and the future that you're creating going to be consistent with where you want to spend your time, who you want to spend your time with, the people that are most important to you?

I'm committed to working with people I enjoy, people that I admire and people who I respect. Am I there completely there yet? No, but I'm getting there. I have clients and colleagues that I get frustrated with, get angry at but I still have a professional or business relationship with them although it's getting smaller and it's on a shortened term.

Now, it doesn't necessarily mean that I want to go hang out with them, or I want to go on vacation with them, but on a long term basis, or even a short term basis, I'm committed to only work with people that I really, genuinely get along with. And if someone's going to be frustrating, if someone's going to be difficult to deal with, if someone's going to be just a pain in the rear end to try to get something done... and it's coming across as having to work HARD, it's coming across as being an obstacle, it's coming across as being a hurdle, and it's taking my time, my energy and my emotional focus away from what it is that I want to accomplish. In order to create the future that I want I have to be focused on activities, and financial pursuits, and world benefits and societal benefits in a way that I can enjoy the process. And part of that is making sure that the people that I'm involved with are people that I really, truly choose to spend my time with rather than toxic, negative, or emotionally destructive enterprises or individuals.

Now, if you're someone that is religious, or you have spiritual quests, or you have sacred activities or things that are important to you, you also want to think about how these goals are going to affect that area of your life. Now, it may not necessarily be a religious thing, but it may be something that's truly, truly important to you. For instance, if ecology, or contributing to society, or helping underprivileged children is something

that really, truly is a spiritual mission for you, if the activities that you're setting up don't either directly or indirectly help sustain that, it's going to be a disconnect.

More importantly, if it's something that goes counter to what your core beliefs, what your core values, what your core needs are in terms of those areas, if the outcomes and the future that you're creating and the objectives that you're establishing and the goals that you're accomplishing are inconsistent with that, you're going to end up with a conflict. You're going to end up with an incongruity. You're going to end up with a diffuseness of your energy, and your focus, and your relationships, and your time, and all the other things that go into making sure that the activities you're putting together are sustainable.

Now, it could also be creative or intellectual, because those things, to me, are part of the core person. They're part of who we are as individuals. They're part of who we are, and how we express ourselves to the world, and how we communicate to the world.

So as you're looking at creating this ideal life... as you're looking at creating this ideal vision... as you're looking at creating the activities that are necessary to fulfill that vision, fulfill that mission, and to accomplish those goals, you need to make sure that psychologically it fits into who you are holistically, meaning that it benefits, or at least sustains or maintains the areas of your life that are most important, and the way that you're demonstrating those areas of importance. Because if you have inconsistencies, if you have incongruities, or if you have conflicts there, it will show up in the results that you accomplish, the relationships that you attract, and the goals that you accomplish or sustain over time.

So take just a few minutes, and go through that, and say, "What is it that I'm looking to do if all things were possible and there were no limitations in life? What is the ideal life that I would have? How does it benefit me from a health and physical standpoint? How does it benefit me from a financial, career and business standpoint? How does it affect my relationships and my social interactions, and how does it affect me on a spiritual, creative or intellectual level?"

So take about a minute and just write down what it is that you would like to accomplish in the next 12 months and beyond.

OK. Now that you have a vision, now that you have a description of what's possible, or what you would like to have, or what it is that you're committed to have, you need to ask yourself some questions.

The first question that you need to ask yourself is, "What is it that I need to create in my life, and what do I need to accomplish to make this vision come true? What is it that I need to create in my life, and what is it that I need to accomplish to make this vision come true?"

Now, the reason why you ask those questions --- and it may seem obvious, but I want to go into just a little bit of depth about that. Because a lot of times people have what I call “dreams,” and essentially they’re things that we’d all like to have. They’re whimsical fancies of what we would like to have magically created in our life. And we go through life month after month, year after year, decade after decade, and we wonder why our dreams aren’t coming true. We wonder why we’re not living the life, doing the things, and having the relationships that we thought we would have a year before that.

Well, this question, and this focus, and these exercises I’m giving you force you to think about things not from a dream standpoint, but from a vision, from a mission, from a values, but also from an actions, activity and a resource standpoint, and puts it into a process that takes what may be a pipe dream and moves it closer to reality. And it may not happen in a day. It may not happen in a week. It may not even happen in a month. But at the end of the month, at the end of the quarter, and certainly at the end of the year there will be measurable progress. There will be measurable and observable benchmarks and results that occur that say you’re closer to your goal. You’re closer to your objectives. You’re closer to the ideal life that you’re looking to create, either from a passive income standpoint, from a relationship standpoint, from a career standpoint, from a contribution standpoint, a mission standpoint, a life fulfillment standpoint...

All the things can be interrelated, and all the things can be accomplished with the same mission, the same vision, and the same goals that you have, and the same outcomes that you’re establishing, provided you take that dream and you put some benchmarks around it... you put some activities around it... you put some plans around it... you put some definition of what resources you need, and what resources are available to you, and what things you have to bring into your life, into your career, into your company, into your relationships, into your joint venture partnerships, that move you closer to that overall objective in terms of what it is that you’re trying to accomplish.

Now, very often it’s not uncommon for people, when they go through this process, they start off with a very inspired dream. They start off with a very inspired description of what it is that they want to accomplish, and they get all excited. And the next thing they know, they spend the next couple of hours, or the next couple of days, or the next couple of weeks.

And they say, “I have this dream. I have this mission. I have this vision.” And all of a sudden, their beliefs, their limiting beliefs that they’ve had from the past, the limiting beliefs that they’ve carried up to the very moment start to kick in, and their self-doubt, their self-talk, the people that may be around them, they start questioning. They start challenging. They start criticizing the thing that you set out, the thing that’s most important to you.

And what happens to some people is that they fall back into the patterns of the past. They fall back into the same beliefs, the same actions, the same activities, and the same moves that kept them from having that dream in the first place.

Well, one of the things that I want you to do is that I want you to really look at your beliefs. And I'm going to give you a series of questions, and I'm going to give you a minute or two to reflect on them, maybe jot some notes around them. You're not going to have an opportunity to do this exercise when I go through everything that I give you in complete depth while we're on the call, but the call will be recorded. I'll put some notes up on the forum for you tomorrow so you'll have an opportunity to go back and re-reflect on some of these questions. But I do want you to take a couple of minutes and think about the answers to these questions, and start to jot them down.

You know, there's a key that I think many people don't realize. They think that they have a belief, and that belief is a reality. Well, it's not a reality. It's their beliefs. And most people believe that there's all this supporting evidence that goes around in creating this point. And they think, "Well, because I see all these things, I've now formulated a belief."

Well, I have news for you. In most cases, the most strongly held beliefs that we have as individuals, as companies, as business people, in some cases countries or society are actually beliefs that we start with and they may be a weak belief. And what happens is because we focus in the direction of our beliefs, we start to find evidence and support those beliefs, and we look for things that are consistent with our beliefs so we don't have to re-examine them. And the next thing you know, those beliefs become habits. They become habits that we think about all the time, and it guides our activities. It guides our actions. It limits what we think is possible, and it limits what we can accomplish, and what it is that we can achieve as we go through life, and as we go through the activities that we're putting together for our future.

Well, what I want you to do is that I want you to really start to think about your beliefs. And I want you to think about what beliefs that you have about yourself... about what you think is possible... about what you think is likely... about what things you think can be accomplished through this program, through your actions, through your activities, through your learning, through your knowledge, through your relationships, through your experiences, through your passion, through your will, through your desire... And all the things you're going to bring into alignment in the next 12 months to make sure that you're getting closer to your goals, getting closer to your vision, and closer to your mission.

Ask yourself these two questions: What beliefs do I need to change about myself and my capabilities in order to accomplish my vision, accomplish my mission, and create the future that I want on a financial basis, on an emotional basis, on a relationship basis, on a career basis, on a creative basis, on a health and physical basis? What beliefs do I need to change about myself or my capabilities to make this vision, to make this mission, to make this future that I have for myself come true?

Now, we're all very familiar about the beliefs that we have, because after all, we have them, and sometimes they're not in our conscious awareness, and sometimes we set them aside, and sometimes we think they're reality when in fact, in most cases, they're

beliefs. And we're all very much aware of those things when we examine them. We say, well, we believe this about the world. We believe this about ourselves. We believe this about our community. We believe this about our industry. We believe this about this program. We believe this about our capabilities.

Well, that's great, and as you look at those beliefs you'll recognize certain beliefs that you have to change. But there's also a process that you can go through that will change your life forever, and it starts with a simple question: What new beliefs do I need to embrace about myself and my capabilities? What new beliefs do I need to believe about myself and my capabilities that will get me closer to my vision, closer to my mission, closer to my values, closer to my dreams, closer to my outcomes, closer to my goals, and closer to the life that I want to create for myself? What is it that I need to believe differently? What is it that I need to believe now that I never thought about before? What beliefs can I create? What beliefs can I install? What beliefs can I adopt? What beliefs can I embrace that will get me closer in the next 12 months than I've ever been before to creating the life that I want, the vision that I see, the mission that I embrace, and the goals that I want to accomplish?

Now, as you go through and you start to examine the beliefs that you have that you need to change, and you start to think about the new beliefs that you can adopt, or that you can embrace that will support you and sustain you, and help you, and assist you, and inspire you along the way... there's also other things that can go along in supporting you. There are other resources that you could bring to bear in addition to your beliefs. If you have the right beliefs, you've gotten the first third of the equation.

You also need to have the right actions, and you need to have some resources that will go into sustaining you, and supporting you, and assisting you along the way. Hopefully, this program is one of the things that will support you in creating the life that you want.

But it's also important that you have the right motivation. You know, beliefs are much more easily changed if you understand why it's important to change. Now, it goes not only for beliefs --- it also goes for habits. It also goes for actions. It also goes for relationships. It also goes for careers. It also goes for activities. It also goes for anything that you want to change on a permanent basis.

You have to have other things that will go along with, other than just sheer will, or just the recognition, because if it truly were that easy, every time someone educated you to a flawed belief... or every time someone educated you or you became aware of a limiting belief, you would just change that belief, and it would be forever changed, and never would be a problem again, and never would be a limitation again, and ultimately we would evolve much more quickly than we do as individuals. We would evolve much more quickly than we do as society, organizations, companies, and industries. Because after all, once we've identified that limiting belief, we would just change it, and it would be changed forever.

Now, you know and I know that it doesn't always work that way. It's not quite that simple, and it's not quite that sustainable, and there's reasons for that. And I'm going to give you some tools and techniques here in the next couple of minutes that will help you not only identify the beliefs that you want to change... not only identify the beliefs that you want to embrace --- but also to come up with the reasons, the resources the rationale, and in some cases, even the relationships that will help you make sure that once you become educated and aware of the beliefs that you want to change, and the beliefs that you want to embrace, they will be changed not only on a short term basis, but on a sustained and permanent basis.

Now, the first thing I want you to do is I want you to take a paper, and I want you to take a pen, and I want you to make a list of your values. Now, your values are the things that you treasure most --- the beliefs, the philosophies, the core resources inside you that make you who you are, and the things that you would be willing to fight for, and in some cases, even die for... the things that are so dear to you, that every single day when you get up, you know that that's important to you today, it's important to you yesterday, and it's important to you tomorrow. Every single day you recognize that these things are the most important things about yourself, about your life, about your relationships, about your environment, about who you are. These are the things that are most important to you.

Now, it could be things like respect. It could be things like love. It could be things like contribution. It could be things like health. It could be things like... you name it. It could be something that you say, "You know what? This thing is so important to me that I would literally risk everything that I have. I would give all my energy. I would give all my passion. I would give all my fight in my soul to make sure that I possess this, and I hold this, and I keep it dear and near in my heart.

Now, as you think about your values and your list of things that are most important to you, I also want you to take your broad vision... take your ideal life... take the things that you started to articulate, and the things that you started to narrate a script on your paper, and I want you to think about it in these terms:

What are the three most important goals in your life? It may be something like financial freedom. It may be you may be driven to accomplish something that few people have done. Maybe you want to climb Mount Everest. Maybe you want to have a \$50 million company. Maybe you want to have the ideal family according to your own vision of what the ideal family would be.

What are the three most important goals in your life right now?

Now, as you think about the three most important goals in your life, and you've thought about the things that you value most, I also want you to make a list of the most important things and people in your life. Now, it's a little bit different than values. It could be the same. There could be some overlap, and they certainly could be embraced or encompassed by one or the other.

But think about the three most important things in your life. It may be your family. It may be your health. It may be something you possess, or it may be your career, or it may be a passion or a hobby that you have. It may be an activity that you engage in. It may be a cause or a contribution that you're making to an organization, or to society, or to your company, or to your industry.

But think about the three most important things, or the four most important things in your life, and also think about the most important people in your life. It could be your spouse. It could be your mother. It could be your father. It could be your son, your daughter, your children, your next door neighbors. It could be the people in your organization. It could be the people that are involved in a cause that you're involved in.

But think about who those people are, and make a list of them.

Now, as you have this list of the things that are most important to you in life in terms of your values, and the things that you treasure most, the most important goals that you have in your life, and the most important things, and the most important people in your life, I want you to think about this ideal life, this vision that you've created for the future... this overarching series of goals, or objectives, or outcomes that you're going to create. And I want you to ask these questions:

What will happen when I accomplish this? What will happen when I have this ideal life? How will it affect my values? How will it affect the people, the things that I treasure most, and how will it affect these goals that I have, these very specific goals that I think about that are most important to me in my life? Does this vision that I have for creating my future... does this vision that I have for creating these outcomes, or creating these goals, or achieving these things that I started off with... does it sustain, and does it support, and align with the most important values that I have, the most important people that I have, the most important goals that I have in my life, and the most important things that I have in my life?

And if it does, think about it also --- what will happen if I don't accomplish this goal? How will those things... how will those people... how will my values... how will they be affected if I don't accomplish this ideal life... if I don't accomplish this overarching objective... if I don't accomplish the things that I'm setting out to do in the next 12 months? How will each of these things be affected?

Now, I'm going to ask you a couple of tricky questions, and it's a different way to look at it, and it actually comes out of a system of Cartesian Logic that allows you to look at things from a different perspective, and it's going to challenge your mind a little bit. It may seem a little bit confusing, but that's OK. It's a natural part of the process.

I'll put these notes up, and I'm going to read these questions very specifically, and I want you to write them down because it's a little bit confusing, and it's going to force

you to look at your ideal life, the future that you're going to create in a little bit different form and fashion than you may be used to.

Now, you've already asked yourself the question, what will happen when you accomplish the goal? And you've already asked yourself what will happen if you don't accomplish the goal? And I think most people are very familiar with these questions. But I want you to ask these two questions, and I want you to answer them:

What won't happen when I accomplish this goal? What won't happen when I accomplish this goal? What won't happen that will affect the people that are most dear to me, the values that I hold dearest, the goals that I want to accomplish? What won't happen if I accomplish this ideal life... if I create this future that I start out to do... this vision that I created at the beginning of this session, at the beginning of this exercise? What won't happen when I accomplish this? And think about how it affects all those areas of your life.

Now, I want you to write down this final question, and then we're going to move into a different segment. As you're thinking about this future that you're creating, this goal, this overarching objective, this overarching vision, this overarching mission that you have for yourself in the upcoming 12 months and beyond, I want you to ask yourself this question:

What won't happen if I don't accomplish this goal? What won't happen if I don't accomplish this goal? What won't happen if I don't accomplish this goal, or this vision, or this mission, or this future that I'm setting out to create? What won't happen to the people that I love? What won't happen to my values? What won't happen to the things that are most important to me if I don't accomplish this vision, this mission, this overarching vision that I have for the future?

Now, I started off by talking about the fact that you have to have beliefs, and you have to have plans, and you have to have activities, and you have to have those things in alignment. So I want to move into a little bit of the meat of the exercise. You've had an opportunity to think about things. You've had an opportunity to examine your vision, or the future that you want to create, and the goals, and the objectives, and the outcomes that you want to establish and achieve over the next 12 months and beyond.

But I really want to get into some of the activities that are necessary, and some of the things that you need to think about so that you can start to put together a plan, a strategy, and a series of actions that you're going to take starting hopefully tomorrow, maybe today, but certainly by the beginning of the year so that the next 12 months are more consistent with what it is that you're trying to create in your life.

Now, it starts with a vision of what's possible. You take action based on a the beliefs that you have. But it's really sustained by the actions that you take. It's initiated by the actions that you take and sustained by the attention that you give it.

So think about it this way: Today is the day to get started. It's the time to change your life. It's the time to change your reality. It's the time to change your future, and change your immediate present.

What do you need to change in your life? What is it that you need to do differently?

Now, there's really only four ways that anybody can change anything. There's really only four ways. People will tell you there's a million ways. People will tell you there's a thousand ways. There are really only four things that you can do that will change you life, that will change anything about your life, and it comes down to these four things:

What is it that you want, or need to start to doing? What is it that you need or want to start to doing that will get you closer to the ideal life, the ideal vision, the ideal mission, and the future that you want to create for yourself in the next 12 months and beyond that you're not doing today? What is it that you need to start doing?

Now, as you think about that, the second way that you can change things is you can say, what is it that I need, or want, or will stop doing? Some things you want to start doing; some things you'll want to stop doing. So what things do you want to stop doing, will you stop doing, do you need to stop doing in order to start moving yourself on a path that's consistent with the vision that you have, the mission that you have, and the future that you're committed to achieving for the course of the next 12 months?

Now, I said that there are four ways to change anything. And really, trust me, there are only four. You can start doing something different. You can stop doing something you're already doing.

But the other two ways that you can do, or you can change something, is that the things that you either need, or want, or will start doing more of. And maybe you're already doing it somewhat. Maybe you manage your time somehow. Maybe you exercise part time. Maybe you network occasionally. Maybe you discuss your vision or the possibilities of the future that you see with people every now and then... or maybe you do it with certain people... or maybe you talk about joint venture possibilities... or maybe you share with a few people that you're going through this course, and really, your goal or commitment is to create passive income streams for yourself, your family, the people that are most important to you in your life, including your partners and the people that potentially could be doing deals with you. Maybe you do that sometimes. Well, maybe you need to do it more, because after all, you can stop doing certain things; you can start doing other things, but if you're already doing some things a little bit, maybe you just need to do them a little bit more.

Now, obviously, the last question is, what things do you need, or want, or will you start doing less of? Now, some things you may be doing more than what you should do. Maybe you're watching 12 hours a TV a day. Maybe you're sleeping nine hours a day.

Obviously, you need sleep, and there's nothing wrong with television. It can be very educational. It can be very entertaining. It can be very inspiring. It can be very relaxing.

But if you're doing something that's inconsistent on a long term basis, and you're doing it to excess, maybe it's something that you want to start doing less of. And by recognizing the things that you're willing to do less of, it's also a form of commitment. It's also a form of results alignment. It's also a form of aligning your actions, your activities, and the things that you're doing on a consistent basis that are going to give you the time, the resources, the energy, the money... whatever it is that's going to move you closer, and move you further along the path to creating the ideal future, to creating the life that you want, and creating the vision, and fulfilling the mission that you have.

Now, you can have great beliefs. You can even have great intent. You can even be very clear about your decisions and your actions that you need to take, and you may be very committed to doing them. Now, there's actually another stage here that you need to go through in order to make sure that this is something that will be sustained. It doesn't mean it will be sustained, but it certainly increases your odds dramatically.

But in order to make sure that your vision, your mission, and this ideal future that you're creating that's aligned by your beliefs and the decision that you're making, and the actions that you're taking... in order to make sure that that happens on a consistent, sustained, and ongoing basis, you have to have a way to measure, and monitor, and manage the plan. You need to have a way to measure, and monitor, and manage the strategies that you're implementing and the actions that you're taking to make sure that on an ongoing basis that you're staying on path.

Now, that's not to say that everything you do is going to be on a straight line. It doesn't mean that you're not going to get diverted from time to time. It doesn't mean that you're not going to run into obstacles that may sometimes impact your path and impact your progress.

But if you have a plan that says "I'm going to do these things on a daily basis. I'm going to do these things on a weekly basis. I'm going to do these things on a monthly basis. I'm going to do these things on a quarterly basis, and I'm going to sit down. I'm going to have a plan. I'm going to measure that plan. I'm going to monitor that plan, and I'm going to make sure that the things that I'm doing on an ongoing basis give me the greatest managed strategy, the greatest managed plan that I possibly can have in terms of my actions, my beliefs, my activities, the way I utilize my resources to make sure that I'm moving closer and closer to the thing that I hold most dear."

So how do you do that? Well, it starts off by asking yourself the right questions. And the first question that I like to ask is: What are the major actions, activities, benchmarks and guideposts that say I'm making progress towards this future that I'm creating... I'm making progress towards my vision... I'm making progress towards my mission... I'm making progress towards the things that I want to accomplish most.

What are the major actions, activities, benchmarks and guideposts that say on an ongoing basis, whether it's hourly, daily, weekly, monthly, quarterly, yearly, or forever, what things do you need to be doing? What things do you need to be looking at? What things do you need to be measuring, monitoring and managing on a consistent basis that say, you know what? I'm on track. You know what? I'm doing the things that are most consistent with what it is that's most important to me in my life, my career, and my future.

Now, when you think about the major actions, activities, benchmarks and guideposts, there are also smaller components. There are also things that you need to be doing either from a belief standpoint, an action standpoint, an activity standpoint that says, you know what? Maybe I can't raise \$100,000 this month, and my goal is to generate \$1.2 million in the next 12 months. But you know what? I can make \$100, \$1,000, \$10,000, \$50,000, and that is an incremental step that allows me to recognize that I'm on course.

Now, maybe you can't go out and put in 80 hours in a single day towards creating a passive income stream. But you could put in 80 hours over the course of four months. So maybe if you break that down, it comes down to about six hours a week. It comes down to about 45 minutes a day.

By breaking down the activities that go into accomplishing the major actions, the major activities and the major benchmarks and the major guideposts, it makes it easier to sustain the progress. It makes it easier to implement. It makes it easier to stay motivated. And it certainly makes it easier to manage what you're doing on an ongoing basis.

I mean, I'll use this course as a perfect example. Now, most of the people that are on this course do all of their assignments. Most of the people that are on this course submit their insights. But I will tell you that even of most of the people that do the homework, and most of the people that submit their insights, about more than half of the people who will submit this stuff the last hour before the upcoming call. And when I talk to people or I communicate with people via e-mail, a lot of times what happens is they will put it off until the last day, or the last week, or the last couple of hours before the call, and they start cramming. They start going through all of the information, and then they get on the phone and they say, "Well, you know, I'm a little bit overwhelmed" because they've got all this stuff to do.

Well, if you've got a lot of stuff to do, and you only have four hours to do it, it's a lot of stuff to do. But if you break it down and do it over the course of the month, or you do it over the course of 30 days, it's a lot more manageable. And it's the same with any other activity that you're putting in place that's consistent with a major action, a major activity, a major benchmark, or a major guidepost that you have towards accomplishing the future that you want.

Now, when you think about even the sub-goals, the little component, the incremental steps that you have to accomplish on an ongoing basis, sometimes it still can

be a little bit overwhelming. Sometimes you still have things --- obligations, activities, other priorities that come up that just have to be accomplished. There's school activities. There's business activities. There's current career activities. There's current financial commitments. There's current relationship commitments. And you know that when an anniversary comes up, or Hanukah, or a Christmas holiday, or Kwanza, or something like that comes up, that you have to be able to take time with your family, not because it's necessary, but because it's something that you want to do. It's something that's consistent with your values. It's something that's consistent with other areas of your life that are important.

Well, when you sit down and you look at all the sub-components, or all the incremental steps that you can take, sometimes there's more things that you can accomplish in a given day, or maybe there's more things that can be accomplished in a given hour. Well, sometimes you have to make investments in other things, or maybe sometimes you can't do everything, but you want to do something. And the question that you ask yourself is, what is the most important thing I could do right now? Maybe I can't commit to six hours today to go out and find a potential joint venture partner. Maybe I can't commit to six hours today to read the entire joint venture manual. Maybe I can't even commit to fifteen minutes.

Well, what is the most important thing that I can do right now? Maybe it's something that's directly related to the goal. Maybe it's something that's directly related to an activity. Maybe it's something that's directly related to a major benchmark for your goal --- or it may be an investment in something else, because if you know that if you take time for your health... you take time for your sleep... you take time for exercise... you take time for nutrition... you take time for your current career, or your current business, or your current clients, or your family, or relationships that are most important -- that's an investment saying that today, this is most important because tomorrow the most important thing I can do is take an action, or take an activity, or do something that's consistent with something that I want to change, something that I want to become, something that I want to do in my life that's going to move me to the future that I want to create.

The next question that you want to ask yourself as you're thinking about all these things --- and I'm going through it very rapidly, understand. But you need to ask the question, what resources do I need, and what resources do I have available?

Well, when it comes to creating the life you want, the relationships you want, the career, business, wealth, or lifestyle you want you have models, mentors, books, CDs, DVDs and materials and information all around you. You have the resources from this program. You have access to our upcoming live events and the materials we share every month.

You also have the resources of your network that you're starting to develop. You also have the resources of the people that are around you that you're starting to enlist, or

the people that you're starting to talk to, or the people that you're starting to inspire, or the opportunities that you're starting to see.

But as you're thinking about what it is that you're going to need not only right now, but what is it that you're going to need over time, and you want to make a list of what resources you're going to need, and you want to make a list of what resources you have. And guess what? When you compare those two lists, you know what resources you need, and you know what resources you have, guess what one of your major activities has to be?

Well, you have to go out and get access to the resources that you need that you don't already have. And what you need to do is you need to go out and get a commitment, or get an alignment, or get a strategy in place that allows you to have access to the resources that you already have.

Now, as you're going along the way, you need to ask yourself this question, and I would encourage you to do it every single day of your life. Do it every night before you go to bed. You don't have to sit down and write out a term paper, but think about this question at the end of every day, and ask yourself: Am I closer or further away from my goals right now? At the end of the day, are you closer or further away from the ideal life... the future you want to create... the goals you want to achieve... the outcomes you want to fulfill... the objectives that you want to get done in the next 12 months?

Every single day, are you closer or further away?

If you're closer, you're probably on the right track. If you're further away, it doesn't necessarily mean you're off track, but it may be an investment that you've made in other things. It may be a commitment that you've engaged in that's necessary in order for you to move closer to your goals starting the next day, but you'll want to do that on a conscious and consistent basis to evaluate your progress, to evaluate your activities, and evaluate how you spend every single day.

Now, that doesn't mean that you have to spend every single moment of every single day moving towards creating one specific outcome or achieving one singular goal. It doesn't mean that you have to spend every single moment of every single day moving towards anything. It just means that you want to consciously, consistently, and congruently evaluate your actions, evaluate your activities, evaluate your decisions, and evaluate your beliefs on an every day basis so that you can honestly and truly tell yourself, are you closer or further away from your goal?

And if you're further away, it could be a conscious choice that you make, and there's certainly nothing wrong with that. And if you are further away, it's not the time to beat yourself up. It's not the time to criticize, or condemn, or doubt yourself. It's a time to evaluate yourself to say, "OK. What can I do differently tomorrow that's going to get me back on track, that's going to move me closer to my goals... to move me closer to

the objectives... to move me closer to the outcomes that are going to get me on a path that's going to allow me to create my ideal future in my ideal life.

Now, I think a lot of you, if you're into goal setting, or if you're into outcome planning, or if you've been through a lot of the NLP workshops, or if you've been through programs with me, there's an acronym that's been used probably for 25 or 30 years, maybe longer, of how you evaluate goals, and it's the SMART acronym. Over the years --- and I think the original model for SMART was that "S" be "specific, measurable achievable, realistic and timely" --- that you would evaluate each one of your goals to make sure that it satisfied each of those criteria.

Well, over the years I've actually modified that to something that's much more meaningful and much more impactful to me, and I think much more useful to the people that I've taught it to, and that is when you evaluate your goals you can use the SMART model. But in addition to being specific, it also has to be strategic. In addition to being specific, it also has to be strategic, meaning it has to do something that has the highest impact, or the highest potential impact on what it is that you're doing to get towards your ideal life or the future that you want.

It not only has to be measurable, but it also has to be meaningful. I mean, if you measure it and you don't care about it, you're not doing a thing other than just adding things up on a scoreboard, or adding things up on a calculator. It has to be not only measurable, but it has to be meaningful. It has to be inspiring. It has to be motivating. It has to be something that you're willing to do, and something that you're willing to invest, and it has to be something that you're going to be satisfied not only with the outcome, but you're also going to be inspired and energized along the way so that it's something that you can do not only on paper, but it's also something that you can do in your life, in your career, and in your relationships.

It not only has to be achievable --- meaning that it's got to be something that you think you can do --- but it also has to be actionable. It has to be something that you can get done. Having a goal to be seven feet tall when you're 5'11" (unless you're a 13-year-old kid) not only probably isn't an achievable goal, but it's not an actionable goal. It's not something you can do. And you say, "OK, in the next 12 months I want to be seven feet tall so that I can be in the NBA," and you're 5'11", and you're 55 years old, chances are it's not achievable, but it's also not actionable, because unless you're going to put yourself on a rack and stretch yourself, you're not going to pick up 13 inches in height.

So you want to evaluate your goals, your outcomes, your objectives, and also the things that you're doing on a consistent basis. Are they not only achievable, but are they also actionable? Are they written in such a way that I know that I can take action towards those things so that I know that I'm getting closer, that I can measure, and monitor, and manage my activities to make sure that I'm moving closer to it?

They have to be realistic. Now, that doesn't mean you can't have big dreams, and it doesn't mean you can't have a full life. Remember what I said at the beginning, and

that is, “possible for one, possible for all; possible for some, possible for you.” So it has to be realistic --- not necessarily realistic in terms of your past performance, or maybe not even realistic in terms of your limiting beliefs that you had before. But is it realistic? You know, realistic for somebody means it’s realistic for you.

Now, maybe it may be harder, or it may be longer. It may be that you have to be more creative, or you have to engage other resources in order to accomplish something that someone else has done, but it doesn’t mean --- you know, it’s not impossible. But it has to be realistic within... That if you said, “OK, when I go to sleep tonight, I’m going to sleep eight hours and I’ll wake up tomorrow morning, and I’ll have \$10 billion in the bank...” Chances are that’s not realistic, and it may not even be relevant to what it is that you want to do, because if having \$10 billion isn’t something that you aspire to have, or it isn’t something that would be consistent with your values, your beliefs, or the other things that you want to accomplish in your life, it may not necessarily be relevant towards those things, and it may not be something that would be inspiring. So it may not be something that not only is unrealistic, but it also may be irrelevant.

Now, of course, the last thing that I think most people talk about in the SMART model is “timely” or “time phased,” but I also put in there “task-oriented.” It not only has to be timely... it not only has to be time phased, meaning that you say you’re going to accomplish it in “X” period of time, but it has to be task-oriented so that you can break down and say, “OK, on a daily basis, or a weekly basis, or a quarterly basis I’m going to undertake these tasks, or these actions, and make sure that the thing’s accomplished.”

Now, I don’t know if I shared this with this group, but it comes up from time to time on the calls, and I think it’s come up with a couple of the groups anyway. And people start talking about “The Secret”, the movie “The Secret.” And they start talking about the law of attraction, and they say, “Well, do you believe in the law of attraction? Does the law of attraction really exist?” and all those kinds of things. And I’ll be the first to tell you, I don’t know.

But I will tell you this: I do believe that there is such a thing that’s called “the law of attention and action.” Now, you may not attract everything that you think about, but I do know that where you focus your attention, and you align your action, and you take consistent, specific, strategic action on things, your chances of creating, or attracting, or developing things in your life that are consistent with your goals go up exponentially.

Now, does that mean it’s a law? Does it mean it happens every single time? Heck, I don’t know, but I’ll tell you this: If you do that --- if you align your attention, and your actions, and your resources, and you manage the resources around you, you manage the plan, you have a detailed strategy of what it is you’re going to accomplish, over what period of time, I think your ability to attract, or create, or develop whatever it is that you want in your life goes up profoundly.

So with that, Shane, what we’re going to do is that I’m going to give everybody just about a two-minute break, give them the chance to kind of fill in any remaining notes

that they want. Let's make it 2 ½ minutes, and that way they can jot down any remaining thoughts that they have. And then I'm going to open it back up for about 10 or 15 minutes to talk about this exercise, and then I'm going to save the last 15 minutes of the day for just some open questions, OK? Shane, so if you would, give them 2 ½ minutes, and give them a 30-second warning, OK?

SHANE: Sounds good.

SPIKE: All right, thanks.

SHANE: 30 seconds... And that'll be 2 ½, Spike.

SPIKE: All right. Thanks, Shane. Now, before you open it up, Shane, there's one other element that I want to cover that I mentioned that I would, and I actually made a note and forgot about it here for just a second.

And that is, say you have a vision, or say you have a goal, or say you see opportunities and you need other people to come as part of your organization to become part of the opportunity, or to align their actions or their resources with yours. How do you do that?

Well, there's a couple of ways you can do it. Now, it doesn't necessarily mean that you have expertise in the area. It may not necessarily mean that you have instant credibility in the area, especially if it's something that's different than what you've done in the past. People may have a certain perception of you, or what your capabilities are because of your profession, or because of their knowledge of you. And how do you get someone else either open to the possibility to allow you to work with them, or how do you get them to embrace your vision so that they can become part of, or at least consider that opportunity if they haven't seen you that way before?

Well, a couple of ways you can do it. Number one is that it starts with having a very clear vision. It starts with having a very clear goal, and it starts with having a very clear articulation of what it is you're trying to accomplish, and why. It also starts with having a very clear assessment of what you'll bring to bear, what things will go right, what things could go wrong, what resources you'll bring along, how you're going to do it over time.

Now, how do you get someone to say, "OK, look. I'm going to invest a half an hour, or 45 minutes to see all the things that you're going through in this exercise." Well, in most cases you can't unless it's someone that you have a close relationship with, like a spouse, or a business partner.

But one of the things that you can do is that by sharing, or by understanding what resources you have, what obstacles you have to overcome, what beliefs you need to change... It changes something in you so that when you have a conversation with somebody you don't get thrown off quite so easily, because if they challenge you, or they

challenge your credibility, or they challenge your vision, you understand very clearly that it comes from their ignorance --- not in a negative way, but their unawareness of what it is that you're bringing to the table. It comes from an unawareness of what you know is possible because of what you've gone through in this process of determining.

But also, when you are talking to them, and when your confidence comes across much more congruently, much more consistently, much more powerfully if you have a clear plan, you have a clear vision, and you have a clear understanding of how you're going to accomplish it. But also, a lot of the questions that they would be having in their minds, you've already answered so that when you're articulating the vision, or you're articulating the opportunity, you can address a lot of those things in advance. And one of the things that you may say ----

Now, you may be thinking to yourself, "Why would you want to choose a painter? Why would you want to choose a contractor? Why would you want to choose a housewife in order to do this opportunity with?"

"Well, let me explain to you why. Most people don't have the ability to understand what's possible. Most people don't have the vision to see what can be done. Most people don't have the planning skills necessary in order to put all the resources, all the protections, all the assurances in place to make sure that the thing comes to fruition. Well, I have, and let me tell you why..." And then you can get into it very specifically about what it is you're doing, how you're doing it, what time frames...

And even if the person doesn't say yes at that point, you can say, "You know what? If I were in your shoes, I may be thinking the same thing. Why would someone who has my profession, or my past, or my experience, or whatever it is that you think is the limitation... Why is it that you would think that they could do it? Well, I'm not asking you to believe me. I'm not asking you to invest in me. I'm only asking you to watch me. And let me tell you what I'm going to do in the next three months, and at the end of three months I'm going to come back and show you exactly what it is that I just did so that when I've done those things, you have not only the investment in faith, you have the investment in belief, and you have the investment in fact that you can put into what it is that I'm about to propose to you."

And by putting the plan in place, by being able to measure it, and monitor and manage it along the way allows you to set an expectation for the future. And it doesn't have to be three months. It could be three days. It could be three weeks. It could be three minutes. It doesn't matter. But by having a clearly articulated plan allows you, in many cases, not only to get them to say yes, but in many cases at least give you a reason for the benefit, or the benefit of the doubt so that they can say, "You know what? Maybe I can't make the decision now, but I'm at least willing to sit down with you three months from now, or three weeks from now and see what you've done. And if you've done it, then maybe I'll be open to the opportunity." So that's one of the things that you can do.

The last thing that I want to cover, then I'll get into the questions, is that how do you get people to come into your organization to help you so that you can do the things that are most important? How can you get people to come into the organization, especially maybe in some cases when you can't even afford to pay them?

Well, here's a couple thoughts: 1) Again, having a clear vision becomes very helpful, but in this way: And that is when you're starting to try to inspire people by your vision, there's a key element that you absolutely, positively have to have, and that's in addition to the ability to articulate the vision. Having the ability to articulate the vision is great. But if it's not something that they feel that it fits their vision, or their mission, or the future they're trying to create, it's almost irrelevant. It may sound great to them, but it may not be something that's inspiring.

So if you're looking to bring people into your vision, you have to be able to answer this question, both internally and externally, and that is: How will the fulfillment of my vision benefit them? How will the application of their time, their energy, their resources, their talent, their relationships, their resources in accomplishing my vision... how will it help them get closer to their vision? How can my vision synergistically support their vision? How can the fulfillment, or the progress towards the fulfillment of my vision get them closer to what it is that they want?

Early in my business career I had a mentor who said to me once, "Never ask someone to serve your values without giving them a reason and an opportunity to serve their values in return." And what he was saying by that, and what it meant to me --- and I've remembered it all my life, and I've been in business a long time --- and that is, every time I asked someone to do something, I gave them a reason why.

If I was asking them to change the shift that they were working... if I was asking them to go to a different manufacturing plant... if I was asking them to relocate, or take a different job --- it may not necessarily always have been the thing that they wanted. It may not necessarily always have been the thing that they chose to do. But in every single case, even if it wasn't something that I absolutely, positively knew was something that they wanted, I gave them a reason why.

And if I was asking somebody to go above and beyond and do something that perhaps they were on the fence about, but I wanted to inspire them, I took the time, took the energy, and made the investment in finding out what it was that was important to them so that if I was asking them to do something that was going to help me... that was going to help the company... that was going to help the opportunity --- I wanted to make sure that I could articulate the benefits and the potential outcomes in ways that was most important to them.

So anyway, those are two quick techniques, and there's a lot of other things that I could share with you, but just from a time standpoint I don't have the opportunity to share with you today. So hopefully, those things were valuable.

So Shane, if you would, remind everybody how to get into the queue. But before you do, I just want to tell you that the first segment, what I want you to do is share with me your general impressions, or your general realizations, or your general insights; 2) why they were valuable for you; and 3) why you think that would be valuable for someone else so that they can not only hear what you got out of it, but also they can hear about it from a different perspective.

OK, Shane, go ahead and tell them.

SHANE: All right, to get back in the queue just press the number “1” on your touchtone phone right now, and you’ll get back in the queue, and we’ll start. Actually, people are being shy this time.

SPIKE: Holy smokes, that’s not a good sign, Shane.

SHANE: Oh, no. Nobody wants to be first. But Dan wants to be first, so we’ll let him go first.

SPIKE: Welcome back, Dan.

DAN: Well, I’m first.

SPIKE: Well, I’m glad you are.

DAN: You were talking about the general insights --- was that over what we’re talking about today, Spike?

SPIKE: Yes. Yup, we are.

DAN: OK. All of the things that you’re talking about with the goals and everything, it’s... these are things that I’ve gone over through all the learning, and hypnosis, and NLP and everything, and what you’re doing is you’re taking it and putting it very succinctly into what we’re trying to do through learning what we’re learning with you. So I see this as very insightful, and I’d like to listen to this recording again so I can go through it all, and actually go through my notes that I’ve been making, and put it together so that I can piece everything together as best I can.

SPIKE: I’m looking forward to it.

DAN: Yeah, and make my goals happen.

SHANE: Next up is David. Go ahead, David.

DAVID: Hi, Spike. I want to share with you something. The object of this really is not just to learn a skill, it’s also really to be a master of the material and my future. So it has to do with making an identity shift. An identity shift is even something

more fundamental than just changing some beliefs. It's changing your sense of who you are. And in that regard, we all learn how to be something through role models, and we have a tremendous role model in you.

One thing I would hope in the future that you might do for us, in fact, would be to do some role playing so that we can get a feel for how you actually operate in the flesh.

SPIKE: Yeah, in fact, that's a great point. As we get further down the road actually there's going to be some kind of case study interaction dynamic things where you can kind of throw out a situation, and we'll give you comment on. So that is actually part of the design of the program. But you landed on something that I think was very profound, and I appreciate you bringing it up. And that is, this really is about an identity shift. And people say, "Well, why would I want to change my identity?" Well, if you can't believe that something is possible for you, how are you going to get someone else to believe that you can accomplish it?

So it really is about an identity shift. It's a shift in identity, and a shift in the sense of what you think is possible for yourself, because after all, unless this is something that you've done before, it's going to be something that you're doing differently, something that you're going to be doing new. But you have to have the fundamental belief that you can do this, otherwise you're not going to get other people to believe that you can do it, either.

So that's a great point. Thank you very much.

SHANE: Next up is Ken. Go ahead, Ken.

KEN: Hey, Spike. Thanks again for another great call. First of all, I had --- one of the questions I jotted down which you answered is just a real simple thing, but I just thought I'd share that. That is basically --- my question was, what specific thing can you do on a daily basis to maintain within yourself --- and perhaps people around you, but especially within yourself --- a sense of urgency? Because I think that sense of urgency is so critical to accomplishing your goals. And maybe you've got some other ideas, but the one that I heard, at least, was simply that habit of every day asking yourself, "OK, based on today's actions, have I moved closer to my goals, to the life that I want, or further away?" so that you have this daily sort of check. It may be first thing in the morning you do the same thing: "How can I move closer?"

But anything else you might share on that, too. And I did have another quick question. I don't know if you have time for it or not.

SPIKE: Yeah, absolutely. Go ahead, and I'll answer both questions, but go ahead and ask your second one.

KEN: OK. The second one is, as I mentioned earlier, I've got two major projects right now, and both of them are going to lead me towards sort of the third major

project, and more a life career goal that I want for myself. But... so, when I meet people, and people say, "Oh, so what do you do?" or whatever, I'm a little conf... It's like, what do I tell them? Because if you tell them that you do "A", they're typically thinking, "OK, hmm. That's interesting. Do I know anyone that needs 'A'?" But if you tell them, "Well, I do 'A' and 'B,' and also I can do 'C'..." then it's just kind of a ridiculous answer. So how do you address that?

SPIKE: OK, well, let me ask you a second question first, then I'll get back to your first question. Well, it depends... which I know is kind of a silly answer, but let me give you a couple tools and techniques.

What happens is that most people don't understand joint ventures, and most people don't understand host/beneficiaries, strategic alliances, and the different structures they might entail. If you start throwing terms around like that, they think of something like two companies coming together and forming another division, like a car company and a soda manufacturer, or something like that. They think you facilitate billion-dollar transactions, when in reality what you're doing is that you're forming an alliance between somebody who has a need, and somebody who has a resource, and you're putting them together. And basically, what you're doing is that you're creating value for everyone involved, including the marketplace, the prospects, the clients, or whatever.

Now, I know that's kind of a confusing answer, and people may say, "Well, what the heck..." But are you familiar with the whole thing with like, an elevator speech?

KEN: Right.

SPIKE: OK, you know, so an elevator speech is basically, for those of you who don't know, it's a 30-second conversation that you would have, that if you got into an elevator, about the time you got to the 10th floor, if somebody asked you what you did, you were able to convey to them something that they would understand.

Well, one of the ways that you can do that is that very often it's difficult to articulate what it is that you're doing as someone who's creating new revenue streams, passive income, or profits from joint ventures, etc. I mean, what, are you a real estate investor? Do you network market? What the heck is it that you do?

Well, the way you do that is you say, "Well, one of the things that I do is that I facilitate transactions amongst people or businesses for the benefit of everybody involved. And let me give you an example: *Well, you know how...?*" Boom. And you give them an example of something that's an every day example, or something that's related to what it is that you're intentionally trying to do, or what it is that you're intentionally trying to create. Because if you can relate it to an example that's in common experience, it makes it much easier to understand than if you're throwing terms out, or if you're trying to talk about something that you're already doing. After you've done a few it's not so difficult, because you can use some of the things that you've done as an example.

The other thing that I would do is that if you haven't done this, as you go through some of the case studies, and you go through some of the stuff in the program, you can use some of the examples that I give you. Because those examples that we're choosing, we're choosing for two reasons: 1) In most cases, we've done them or are very familiar with them; but also, they're things that you relate to, because they're examples of what you will be doing in the future.

So I don't know if that gives you everything that you need, but it hopefully will get you to start, because we'll get more into that as we go.

KEN: It's definitely a great answer, and I appreciate it. But to further it out, it's like, well, what if you're working on two or three different projects that are different enough that you almost need three different elevator speeches?

SPIKE: Well, you know --- and you may. But maybe what you want to do is instead of coming up with all three examples, maybe what you want to do is come up with a description that's overarching. And you know, I'll share this with you:

I was talking to my daughter-in-law a couple of weeks ago, and she's recently married my son, and they've been married about a year, and we've been together maybe half a dozen times in the last four months. And I was talking to my son about some of the things that I was doing overseas, and some of the things that we were doing in other places, and she looked at me and she goes, "And I still don't know what it is exactly that you do!" And I didn't quite know how to answer her, so I just went back to the thing, "Well, I'm a speaker, and a consultant, and author, and do those types of things. And what I do is that I help businesses and individuals reach peak performance, maximum impact and..." Blah, blah, blah --- you know, kind of the spiel, which didn't really explain anything, but it satisfied her enough that she at least had some sense of what it was.

But what I would say is that if the three things that you're looking at are so divergent that most people wouldn't understand them, look for an overarching description that encapsulates all three of those.

So say, for instance, that you have a real estate project on one hand, and you have a case where you're taking control, or getting access to a marketplace. Essentially what you're doing is that you're facilitating business transactions from people that typically don't know each other, or don't have the expertise necessarily in order to fulfill the marketplace or whatever. So what you do is that you're either consulting, or you're brokering, or whatever term you want to use that encapsulates all three of those transactions.

KEN: Gotcha. Thanks so much.

SPIKE: Let me get back to your other question, also, and you can stay on the line or not. But one of the things you were talking about was the sustainability of motivation, and yes, asking yourself the question before you go to bed, and even asking yourself the next morning what's the most important thing you can do right now is a great way to start the day.

But I will tell you that most people, when they give up on a goal, they give up on an outcome, or they give up on an objective that they're trying to accomplish in their life, very often it's not because they don't have the capability. Because even where we don't have capabilities, we have access to resources. And if we're persevering enough, and we're persistent enough, we have the ability to access the resources that are necessary in order for us to accomplish something.

But usually what happens is that when someone gives up on a goal, it comes down to one of two things: It either comes down to a lack of belief, in which case I gave you some exercises to make sure you're examining the beliefs that you have. And beliefs are like anything else --- they're a habit. They're something that you consciously embrace, and consciously practice in order for those things to become foundational and congruent with who you are and the actions that you take.

But the second thing is that you have to have a long list of reasons. Tony Robbins did a tape set a number of years ago, but a lot of the stuff that they talk about came from some other disciplines. But the bottom line is --- and there's a lot of truth in it --- and that is that a lack of motivation comes from a lack of motivating reasons. And if you have a long enough list of reasons, you have enough clearly articulated reasons, and a clear understanding of what your vision is, it becomes very compelling, very inspiring, and very motivating, and it helps sustain motivation.

And if you don't have motivation, or if you're lacking in motivation, I would either question whether you have enough reasons, or enough clarity about what it is that you're trying to accomplish and why. Or maybe you have the wrong vision, or maybe what you think you want is not really what you do want. Because after all, if you really, truly want it, and you're inspired enough by it, you will persevere over time. So hopefully, that helps.

KEN: Well, let's say that you're plenty motivated, but what I'm talking about specifically is a sense of urgency. So in other words, you know you're working on the things every day that you need to do, but you need to move fast, and you need to accomplish more things. You need to get this thing done good enough, and call it good enough, and get on to the next one. You need to be quick.

SPIKE: Well, I'll tell you --- and this is a little bit outside of the scope of this conversation, but I'm going to just make a statement here for you, and then I'm going to point something out to you.

You know, we all have a series of unconscious drivers that we use. And I'll throw around a term that I'm not going to get too much in depth in, but they're called "metaprograms." And essentially, they're things that operate on an unconscious level that cause us to do certain things, or allow us to do certain things.

And one of my strong metaprograms, and one of the metaprograms --- some people are motivated by necessity. Some people are motivated by opportunity. Well, one of my strong metaprograms that I'm very much motivated by opportunity, and less by need. And I'll tell you that as soon as someone tells me I need to do something, instinctively I don't want to do it. And every time I tell myself I need to do something, instinctively I don't want to do it.

Now, if it's something that I want to do, or if it's something that I'm able to do... something I'm allowed to do... something I'm inspired to do... man, you've got me motivated seven days a week. But if you tell me that I need to do something... I go home and my wife says, "You need to do this..." And she's been married to me for seven years. She knows exactly that's the wrong thing to say to me, because I will do everything in my power, consciously and unconsciously, to avoid doing that just because it doesn't motivate or inspire me.

So I would ask you --- because you used the word "need." Well, you need to do this, you need to do that, you need to do this. I would also ask you, when you say you need to do this, is it something that you really, truly want to do? And if so, what are the reasons why you want to do it? Now, all of a sudden, it doesn't become a need. It doesn't become a necessity. It becomes an opportunity, which may be more motivating for you.

KEN: That's awesome.

SPIKE: Thank you. I appreciate you asking the question.

SHANE: Next up is the return of Mark. Go ahead, Mark.

MARK: Well, I was inspired by the opportunity there to speak, because I came up with an insight, a quote here that someone put on my wall, and two questions.

SPIKE: OK. Go ahead.

MARK: All right. The insight is that planning prevents you from executing spastically, or reduces the amount of looking foolish and the mistakes you can make. The quote that someone put on my white board here a couple days ago says that "A Zen monk meditates on painting for one year, then paints a masterpiece in five minutes."

SPIKE: There's a lot of wisdom in that.

MARK: Yeah, I thought that was rather appropriate.

SPIKE: Yeah, I like that one.

MARK: First question: What's your best ideal insight or aphorism for staying in or achieving balance in life?

SPIKE: Well, some of the --- and I think if you go back and listen to this, some of what I was doing --- and I apologize, because I didn't have a lot of time to do it, but that's part of the reason why I wanted you to examine all elements of your life. Because it's very easy to get out of balance if you don't recognize that ***there is a balance in life***, and there are different priorities and different elements of importance in your life.

But the second is that it comes through constant evaluation, and constant reexamination, and that is *what are the things that are most important in my life?* People, health, family, contribution... those kinds of things. And am I spending adequate amounts of time to make sure that those things are all being satisfied? And if so, how can I realign my actions or my intentions so that all those things are being served? Now, they may not all be being served to the highest potential, and they may not all be being served to the highest level, but at the same time, balance comes into making sure that there's a creative tension, or a creative force that says that you're spending adequate amounts of time, or resource, or energy on the things on a consistent basis, so that no one thing is neglected for too long.

So I think it just comes through self-examination. But you can't examine it if you don't know what it is, and the way you know what it is is that you spend time and think about what are the things that are most important to you in life, and then you examine the activities and the actions that you take on a consistent basis and say, "Are these things in balance?"

I think when most people get out of balance, it's because they haven't taken the time to really understand what their priorities, or what their deepest values, or what their core principles are, and periodically just assess whether the things that they're doing is consistently serving those things.

MARK: That's great. Thanks, Spike. Thank you very much.

SPIKE: You're welcome.

MARK: Last question... could you give us an Elevator Speech on preeminence?

SPIKE: Hmm... Well, it depends on what you want to be preeminent at.

MARK: Well, I mean, the general concept. You have extolled, explained, and enacted a strategy of service, support, contribution, and distinction more times than I can imagine, I guess. If you could just give us like a really pithy kind of, maybe, second kind of paragraph to help us convey value to our clients and marketplace...

SPIKE: I will do something better than that for you. I will do this for you if you e-mail me at my personal e-mail address spikehumer@aol.com I will send you through a proprietary exercise that will help you develop a USP, which is a Unique Selling Proposition. And in that, you can incorporate the elements of preeminence and distinction. And it's a very simple exercise that I developed years and years and years ago that will actually take that concept, or that philosophy of including preeminence, and allow you to go through three or four steps that will allow you to come up with a USP that encapsulates preeminence and distinction right out of the gate, and you can do it in a half an hour.

MARK: OK, thanks. You're going to give us a system or way to put preeminence into action.

SPIKE: Yup. It starts right away with your Unique Selling Proposition, or what I call but I call it your "Preeminent Value Statement," which is your PVS. But basically, it has to do with preeminence. Why is it that you're better than XYZ Company? Why is it that you're superior to ABC Company? Why is it you create higher value in the marketplace than OPQ Company? It really is more than a Unique Selling Proposition.

Because to me, the reason why it's a Preeminent Value Statement as opposed to a USP is that because it's not just about selling. It's about conveying trust, it's about conveying value, and it's about service and differentiation, and not just selling. What I'm talking about, even though it's an exercise that can be used for USP, it's really a broader application than that. Does that help?

MARK: OK, super. Thank you very much, Spike. Yeah, it does, definitely.

SPIKE: If you would please, please don't forget to send me an e-mail as a reminder so that --- It'll take me, because I'm not sure I have it on my computer down here. But if I don't, I'll put it up for you on the weekend.

SHANE: Next up is Bill. Go ahead, Bill.

BILL: Hey, Spike. How are you?

SPIKE: Great, Bill. What about you?

BILL: Great. Good job tonight.

SPIKE: Thank you.

BILL: My insight was --- and this is an insight, a lesson and a task for me, and that all in one. And that is that I think sometimes I don't get real clear on the vision, and I read this in one of the pieces that you sent out earlier. But I think what happens to me is my vision gets real fuzzy, and then I can't align the resources because I don't have the

passion behind it. And so the insight there is to spend time, and maybe that's why I liked one of the suggestions tonight, was to do a hot seat, or do some kind of a role play where you help someone go through that. Because I think that sometimes it's hard to work on yourself, you know? You have to have somebody kind of there, prompting you, and so that's one of my insights, lessons, and things I'm going to go to work at in the next week.

SPIKE: Well, you know what? Since we're on the phone, and since you're thinking of it, I'm going to give you a process that will forever change that for you.

BILL: Beautiful.

SPIKE: What happens is that most people, when they struggle with vision, it's because they can't see what's possible, or they do see what's possible, but they're not motivated enough by it. And a lot of consultants, and a lot of speakers, and a lot of authors do it differently than I have.

But one of the things that I did in one of my previous careers and incarnations when I was doing a lot of my own programs is I used to do strategic planning retreats for organizations, and I would take the senior management team or some of the core executives, and I would lock them away for a weekend. And we would go through an exercise that's different than a lot of people, but if you do this, it will change this for you.

And that is that we would go through, and we would start with a personal mission --- not a vision, a personal mission. What is your purpose in life? What is it you're trying to accomplish? What is it you're trying to become? Who is it that you want to be?

And it's different than vision, because to me, mission for an organization, or mission for a person is a core identity of why they exist. What is the purpose of the corporation? What is the purpose of the company? What is the purpose of the enterprise? What is the purpose of the partnership? And what is it that you're trying to serve, become, be?

Then you look at it from a business standpoint, and you say, "OK, this is who we are. This is who we aspire to be. But this is what we see happening over the next 12, 24, 36, or 60 months that says, you know what? On an ongoing basis, this is the vision that we have for the company that's the enfoldment of our mission. OK? Mission first, vision second.

And then from the vision, you start to articulate values. What is most important to you? Why is this vision important? Why is this mission important to you? And then you go into policies, procedures, activities, strategies, then tactics that just basically, you've got the whole thing down so that everything is aligned.

But very often what happens is when someone is fuzzy about their vision, or their vision isn't inspiring, it's because either they're not clear about their mission in terms of

their purpose, or that vision doesn't fulfill the purpose, or doesn't embrace the purpose and mission enough in order for it to be inspiring.

BILL: Very good, very good. In a way, what you're getting to is you're starting with the mission, and then saying, "What vision is deserving?" Because if a mission is critical enough and purposeful enough, then it deserves a huge vision.

SPIKE: Yes, absolutely. And a lot of people, and a lot of books you read, and a lot of other things you see will go counter to that. But trust me --- I've done this exercise with dozens and dozens and dozens of companies, and literally thousands of individuals, and I've never seen it not work, first of all, and I've never seen it not work better than anything I've ever read, seen, or tried before.

BILL: Oh, that's good. Thank you for that tip. That's outstanding.

SPIKE: OK, we're going to shift, OK? Because I promised a few people that I'd open it up for general questions about... just about whatever. So why don't we take maybe a half dozen people, if we have that many people in the queue that would like to ask a generalized question. You're free to comment on the session tonight if you like, but I really want to make sure that I have an opportunity to get into some of the open questions that I promised that I would.

SHANE: To ask a question, just press the number "1" on your touchtone phone. If you're already in the queue and don't wish to ask a question concerning that, you can press the number "1" on your touchtone phone to remove yourself from the queue. But if you have a question, press number "1" on your phone now. And we'll see if Leon is there. Leon?

LEON: Hi, Spike.

SPIKE: Hey, Leon. How are you?

LEON: I'm great, thank you. First a comment --- just great content. A lot of insightful questions that in previous goal-setting I've not seen some of those questions, and they were very powerful. So I got a lot out of the session.

SPIKE: Oh, good, thank you. I appreciate your saying that.

LEON: One of the questions that I have for you is I also share, as I think you expressed earlier in your earlier career a passion for personal and professional development. And I was curious if you had any insights in terms of maybe where to go and what to look at to kind of stimulate the thinking about opportunities to create passive income and joint ventures in those specific arenas.

SPIKE: Hmm... Well, I can give you a couple of them off the top of my head, and that is if you look at most of the people that are in the professional or personal

development field, there are certain things that they do really, really well, and there are certain things that they don't do really, really well. And it's like that in any industry.

But when I look at people that are kind of the visionaries, or the leaders, or the keeper of the flame, in many cases they're either great with content and they're poor marketers, or they're great marketers, and they have poor content. And if you can find somebody who's got great content and you're a poor marketer, and you can align them to somebody who's a great marketer, and maybe doesn't necessarily have the same level of content... or even differently, if you can align somebody who's got great content and who's not a great speaker with somebody who's a fantastic speaker but doesn't have any content of their own, you can do those deals all day long because they exist everywhere. I see it literally, not every one, but I see it every single week, because I know a lot of people in the industry, and it's something that we're actually moving a lot of our time and attention into addressing.

LEON: Great, thank you.

SPIKE: Absolutely.

SHANE: All right, next up is Kim. Go ahead Kim.

KIM: This is fantastic. I can't believe I'm talking to you, and I couldn't turn down an opportunity. Just curious --- on the type of thing you just mentioned, which is very fascinating, on that type of a deal are you able to speak to how you might structure such a deal, or how you benefit by putting the two together?

SPIKE: Sure, absolutely. You have to be a little bit sensitive and a little bit delicate when you're approaching somebody about something that they lack, especially when they're in a very public arena, or they're in a very passionate arena for contribution, because sometimes they can be overly sensitive about it. And not everybody will be open to it.

But there are a lot of people that are in this industry for personal growth, professional development, consulting, coaching... all those kinds of things. And they're in either because they have a great expertise, or in some cases they're in because they have a great interest or desire to contribute, or in some cases it's both. But not everybody has everything that they need, and I'll give you an example:

There's somebody who's an extraordinarily well-known speaker these days in the seminar circuit, and does this great work. And I won't mention his name, but 20 years ago he got his start because he was a great speaker and didn't have any content. And he used to buy another, more prominent speaker's publications at wholesale so that he could take it, and he could sell it at events, because he was a great speaker, but he didn't have any of his own content. Now he's got probably more content than just about anybody that's out there, because he really, really works hard. But he was somebody that recognized that he had a great talent, but he also had a great limitation that he was able to satisfy.

But if you can identify people who either have great content that no one knows about and help them either get into other markets, other media, or other distribution channels, that's a huge opportunity. Or if you can find somebody who's a great speaker, but they don't necessarily have all their own products...

I met with someone last week, in fact, and she does phenomenally well with seminars. She's had as many as 2,000 people at a seminar, and I think her average seminar was about 600 or 700 people. But yet, all of her sales, all of her revenues, and everything that she does is tied either directly to consulting or live events, and she has no back end product. So I spent some time with her, and we talked about different opportunities for her to either develop her own content and how she could do that, or to get access to other people's content so that she had the ability to use her influence and persona and passion and visibility to benefit other people by delivering other people's content on a product basis.

So they're all over the place. But I would look for somebody who's doing small seminars on a local basis, and if they have great content and they're good speakers, then maybe they need marketing help. If they're great speakers and they don't have any back end, then there's an opportunity for you to get some products and have them either sell them, offer them, or make them available to the clients at the events or afterwards.

KIM: What kinds of ways do you structure a deal like that so that you're getting value out of it, as well as the other people you're putting together?

SPIKE: Absolutely, and it's a great question, and I'll even point you to how you can fix that, and how you can solve it, and how you can educate people how it's possible.

If you look at a lot of the online marketers in a lot of the Internet --- people that are out there --- they do a lot of their product sales through affiliate marketing. And what happens with affiliate marketing --- in most cases, they're a two-tier type program, meaning that if I'm a speaker and I have a product, and you're going to sell it, we do a revenue share. And it could be as low as 20%; it could be as high as 50% after cost, depending on the program.

Well, what happens if you introduce my product to someone else, and now all of a sudden they start selling it? Well, you should be benefited by this. Well, most affiliate programs have two tiers, and the first level might be 20 or 30%, and the second level might be 10 or 15%. And essentially, the second tier is what you can use as your benchmark. Maybe take a higher percentage. It's all set up for negotiation. But there are models that are out there that say, "OK, if I'm introducing you to somebody else, I get some percentage of that because I'm facilitating the transaction."

But I don't think it's unreasonable for you to say, "Look, I'm going to take this, and I'm going to put it into this market because I have relationships, or I have access to a database, or I have marketing expertise." I don't think it's unreasonable for you to take a

large percentage of the profits --- maybe as much as 25% or 35% or even 50%, because it's not something they're currently doing. And you can either do it on a short-term basis, or a long term basis, or something else.

But unless they already do it --- they may have plans, and they may have desires, and they may have hopes to have it into that market, or they may have plans to do something else, but the bottom line is unless they're doing it, either they lack the expertise, they lack the discipline, or they just haven't gotten around to it.

So there's lots of ways to do it. But your percentage could be as low as 10%; it could be as high as 50 or 60%. It just depends on how you get into it.

Now, on the next session, we're actually going to get into... one of the things that we're going to do is we're going to teach you about how to get access or ethical control of an asset. You can position yourself in between someone who has a need and someone else who has a service, product, or expertise that fills that need. On one side you have the person that's the product. On the other side you have this person that has the market, and you get in between. And every time there's a transaction, you get a piece of it. And we'll talk about some examples of it.

KIM: Fantastic. Thank you so much.

SPIKE: Absolutely.

SHANE: Yes, a couple more. Next up is the return of Mark. Go ahead, Mark.

MARK: Terrific presentation tonight. Really got a lot of value out of it.

SPIKE: Oh, thank you.

MARK: My question and insight is that... I guess the insight, really, I got, is that I really don't know myself as well as I should. And while you gave a lot of helpful hints on how to really do a discovery process, what else can you do? What other resources can you refer us to in terms of like a book, or a CD, or...?

SPIKE: Well, I'll tell you what. And I have a lot of clients, and a lot of people who used to be subscribers of my newsletters who are always asking me what I'm reading. And if you send me an e-mail, I'll send you my recommended reading list. Now, it's not just about this topic, but there are certainly books that are on there that touch on this. Like in life, I think your reading should be broad and balanced.

But for introspection and these types of things, I'll recommend a couple of books, and I'll recommend an activity for you. The activity is keeping a journal, and it doesn't necessarily have to be a formal practice where you sit down 15 minutes a day and you write about your day. It could be just something that you carry around, and every time

you have a thought that inspires you... every time you have an idea... every time you see an opportunity you kind of jot it down. And that's in large part how I journal.

And what that does is over time it allows you to take a lot of the things that are just passing thoughts, or passing inspirations, and allows you to capture them so that periodically you can kind of go back and page through the ideas that you had, and maybe page through the opportunities that you're seeing.

It's also helpful for what we're going to be doing over the next couple of months, because it allows you that as you see a great idea, even though you may not be ready, or you may not be informed enough from an information standpoint or an expertise standpoint to go out and actually execute or implement on the opportunity, it allows you to keep from losing it. But also, as you're doing that, as you're capturing opportunities, as your level of expertise, and as your experience grows, and as your perception expands, you'll be able to see those opportunities in a different light. So a journal is one of the great things.

The second thing I would recommend --- and it's a book that's been around probably for 15 years, at least --- and that's Steven Covey's books on *The Seven Habits of Highly Effective People*. He talks a lot about how to align your mission, and your values, and your priorities, and those kinds of things. And it's a great book. I've read it a half dozen times, and it had a tremendous impact on me when it first came out, because like a lot of people, I was somebody that was operating in the urgent, and I was always trying to get done what needed to be done that moment, and I wasn't taking the time to really think about what was most important in my life. So my actions and my priorities weren't necessarily in line. So I think that's a great resource.

MARK: OK, thank you.

SPIKE: Absolutely.

MARK: Could you give us your e-mail address? I don't think I have it.

SPIKE: I'm sorry --- yeah. It's really easy. It's Spikehumer@aol.com, which is my personal and direct e-mail address.

MARK: Great. Thank you very much, Spike.

SPIKE: Absolutely.

MARK: I look forward to continuing this process.

SPIKE: Yeah, me too. Thanks.

SHANE: All right. Last up is Lawrence. Go ahead, Lawrence.

LAWRENCE: All right. It was an interesting call, and you raised a few --- like, one of the earlier callers said, you raised a few questions that are a bit different than what I'm used to hearing in goal-setting exercises.

SPIKE: Mm hmm.

LAWRENCE: And interestingly enough, about a week and a half to two weeks ago, I did such an exercise from one of Brian Tracy's programs, I believe. And I wrote the answers somewhere, and when you started asking the questions, I said, "Oh, maybe I should find the other one." But then I decided not to, and I'll compare what I wrote down during the sessions as what I wrote two weeks ago to see, is it coherent or not? Because one of the things you actually said was you have to measure periodically to see if you're on track. Well, I figured if every two weeks my answers are changing, I'm probably not on track.

SPIKE: Well, or it could mean that you have a lot of goals, and one of the things that I will say, that through this process --- and if you go through it just on the call, I would hope that you would kind of continue the exercise. But depending on your perspective... depending on lots of factors, it could change significantly, or it could just expand along the same path.

And one of the things that happens --- and I hate to use this analogy, because it's an old example --- but it really is like peeling an onion, or something like that. And that is as you start to take things away, you start to get closer to the source, or closer to the root of what it is that's most important to you. And sometimes the first couple of shots that you've allotted, you either come up with the goals that are most obvious... or you come up with the goals that you think are easiest... or you come up with the goals that you think other people might want to see you accomplish... or you may come up with goals that you think you should accomplish. And they may not necessarily be the ones that are most important to you, so that as you're examining this, you may, in fact, come up with the right answers. You may come up with more answers, and it's not because they're inconsistent. It may just mean that you have a greater awareness of all the things that you want to accomplish. And then what you need to do is go back and prioritize them, and make sure that you're choosing the right ones.

LAWRENCE: And the other thing I got out of it is that there are some of the questions that came back --- especially the questions of "What do I need to do? What are the steps I need to do?" It seems that the same answers have been coming back up for months, and maybe even years. So basically, there's something I know that I should be doing that I'm not doing properly, and the wording you said, also, that you won't do something that you say you need to do it. See, I never thought of that, because I need to do something, it's probably a barrier to me doing it.

SPIKE: Well, and in many cases, if you think about the word "need" --- and you're absolutely right. In many cases, it can become a barrier, and it is for me. But the word "need," at least in me, it really comes up as something that I want to put off until I

just can't put it off anymore. It's like, I *need* to do it. I know I need to do it, and I will do it when I absolutely have to do it and don't have a choice. Well, that's not something that's very inspiring to me. It's not very motivating. But if I can frame it in a way that I'm doing something that I really, truly *want* to do, then it's easy because it's something that I want to do.

LAWRENCE: All right. And my question, general question --- I have somebody that I know, that I've known for... he told me about two years ago that he had developed some content that he's not using, and it's just lying around. And when I asked him, "Well, what is it?" he said, "Well, I'm not going to tell you because, hey, I wrote it, so I want to profit from it." And it's been in the back of my mind for a few years. So how do you get someone to share the content, or show what it's about, or something so that you can evaluate whether it's something you want to use as somebody in... Well, you're talking about the toll position, but if it's something he's not using... He's not actively selling. He's not doing anything anymore. I don't know if that's the position you're in, or if it's better to do licensing, or something like that. How do you...?

SPIKE: We'll get a bit more into it as we go further in the course, but I'll answer your first question, then I'll give you two possible strategies, OK?

LAWRENCE: OK.

SPIKE: The first question is, how do you make sure that he's comfortable in doing it? And there's lots of agreements that you can use, but the bottom line is, if he's got it, and he owns it, and he made it, in most cases it's going to be copyrighted either by registration or by default, meaning that if it's written, there's a copyright in most countries. And the second is that it's considered intellectual property, so the bottom line is you can formulate an agreement where you will not utilize, copy, duplicate, knock off, or steal whatever it is, intellectual property. And in most countries, there are laws against absconding or duplicating someone's intellectual property. So that would be one thing.

But the second thing you can do as far as the strategies --- very often people are hesitant to opt for a license, because they don't know what's going to happen, or they feel like they're losing control. But one of the things you can do is facilitate or negotiate a transaction where you have access to it on a performance basis, meaning what you'd like to do is to take the material to market it in a particular geography, you want to market through a particular means --- maybe the Internet, direct mail, radio advertising, or you want to market it through seminars.

And you do it on a performance basis, saying, "I think I can sell 'X' number of dollars. I think I can generate 'X' number of dollars in revenue. And for every dollar that I generate, since you're not doing anything with it, I'll keep a piece, you get a piece." And you can negotiate what that percentage is. Yet it's based on performance, or it's based on time, meaning that you have the opportunity to market it for six months, and if you don't hit this threshold, then you either go back and renegotiate the deal, or you lose the right to do it.

And that way, he still maintains control of it. He still maintains ownership of it. You have the opportunity to prove that you have the ability to do it, and if you do, you want to have some kind of an automatic renewal clause in there, so that it doesn't go that all of a sudden you find a way to market it, and the guy takes it and says, "You know what? I don't need you to do it. You already developed the customers for me." You do have to protect your interests and make sure the deal is clearly constructed for everyone's benefit.

But often, if you can't get a license, or you can't get control of something, just getting a performance-based access is a great way to go. And we'll get more into that as we go further through the course.

LAWRENCE: OK. Thanks a lot.

SPIKE: Absolutely. Shane, do we have anyone else?

SHANE: That was it, Spike.

SPIKE: Oh, good, I'm glad, because I was going to have to cut it off after this one. So anyway, hopefully you've gotten value out of this. I certainly enjoyed the opportunity to participate and share with you and interact with you.

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