

PJ McClure's GOALS GUIDE

*Make Your
Dreams Reality*



www.pjmclure.com

There's Goals in them there hills!

When I first learned of personal development and self-improvement, the company I worked for gave me an audio course on setting goals. I dug into the material and began understanding the value of defining a goal, mapping out a plan for accomplishment, and getting into action.

The problem I encountered wasn't really covered by the material though. I started out fine... lots of enthusiasm and excitement, but before long I felt deflated... stalled out.

I went to my supervisor and asked him what was wrong. His well-meaning response was to show me examples of other people in the company and the goals that they set for themselves. So I took a look and talked to some them about their goals. Wow. They had some huge goals and I began to think that mine were simply not big enough to keep me motivated.

Now armed with much bigger goals than I had before, I took off after my fortune. And just like before, I stalled. My momentum came to a standstill and all pursuit of the goals stopped.

"I must not be cut out for the great things that those goals would provide me."

You can imagine how disappointed I was. You might have experienced the feelings yourself. Why couldn't I maintain my desire and movement toward the goals? What I've

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learned since then is so fundamental to reaching goals, any goals, that you might miss it on the first pass.

There were two reasons for my inability to make my goals reality. I lacked *purpose* and *belief*. We'll cover both of those in this guide as well as the other key components to setting good goals.

Notice I said "*setting good goal*," not achieving. Most goal setting programs focus on how to structure or achieve goals without giving any thought to the goal itself. My goal with this guide is to show you how to identify a good goal before you begin to plan for its achievement. With a good goal in place, set for the right reasons, your accomplishment is virtually assured.

For the sake of getting you moving as quickly as possible, this guide pulls together the four elements most essential for building a goal achiever's mindset. Once you've finished the guide and have realized how powerful this information is, you'll want to know where to go for more. Everybody does.

I'll let you know where to get another groundbreaking resource for FREE at the end so you'll be able to take your learning even further!

For now though, *go get your goals!*

PJ McClure
The Mindset Maven



STEP #1

Visualize Your Goal Achieved

Having a vision is simply creating a picture of what you want that you can feed to your subconscious. This is important because our minds work in pictures.

The purpose of vision as it pertains to your goals is a simple one. If we are working toward a goal with a specific outcome, we have to know what the goal accomplished looks like.

Once we have a picture of success, we feed it to our subconscious. Our subconscious minds are like goal seeking machines. When we give it a picture, it seeks to align our outside circumstances with the picture we've provided.

Opportunities that might have slipped by come into focus. An adversity that used to throw you into a tailspin is now recognized as a chance to draw closer to your goal. That's why visualizing the desired end result, before you even begin, is so useful.

Remembering that our subconscious mind wants to align the internal picture with our external reality, we have to give it as many details as possible. The more clearly defined your picture, the greater your chances of accomplishing the result, but there is one caveat with the details of your vision. Remain unattached.

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Attachment to your vision and desire is the same as holding the steering wheel so tightly that you can't turn. There are twists and turns in nearly every drive you take. Other cars to pass or avoid. Curves in the road and so on. If you forcefully hold the wheel straight, your chances of making it to your destination are slim.

In the case of your goals, establish the details of your vision, but relax and remain flexible. Take the twists and turns in stride, knowing you have your vision to guide you. Don't try to force outcomes.

Finally, while crafting your vision, suspend your current reality.

Forget about bills, promotions, education, current relationships, etc. This is your ideal life we're talking about. If you spend all of your time handicapping your vision with your current limitations, you'll end up with what you have now.

We're visualizing what we want, not what we have. So stay in the moment, define where you want to be, and be ready to recognize and respond as your world shifts.

What it all means

Now is the time to take your goal and expand your vision. By expand, I mean to look at your world and determine what it will look like with your goal achieved. If your goal is a promotion at work, what will your work environment look like when that happens? How will your home life change? Is your time with friends and extended family affected? Look at the whole picture.

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If your goal is around your body. Weight loss maybe. How do people respond to you when your goal is reached? What do your clothes look like now? Are you more confident and assertive at work? How are your intimate relationships?

Goal setting and achieving are not just about the goal. Every change in your life has an impact on every other area of your life. In my personal experience and that of my clients, the goal sometimes changes once we expand our vision. Massive commitment and action toward a goal can destroy other areas of your life if you don't pay attention to them. To help you gain clarity and expand your vision, I want to offer an exercise I incorporated after a coaching session with one of my mentors.

Paper Dolls

While designing my business, my mentor asked me to answer a series of questions to give me clarity about what I really wanted. I don't know if he created this or borrowed it... *I know he didn't call it Paper Dolls so don't blame him for that one...* but the impact was profound. It gave me a framework to start my vision and allowed that vision to remain dynamic.

If you're anything like me, you'll constantly add and change details of your vision as you go along. I'm always evaluating and finding things that I like better than others. A new beach or favorite restaurant. This is a living thing and you can allow it to grow and flourish.

Here are a few starter questions to answer to provide the initial boost of clarity. Have fun with this and play make believe. I call it Paper Dolls because you can dress yourself

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d. Describe your relationships with your family

e. How do you dress

f. Is your body different

g. Who are you friends

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Now take all of the things you listed above and craft your life with the goal realized.

Write it as a narrative and describe what happens around you on any given day. This is especially important for big goals. If you can't get excited about life with the goal achieved, why are you going for it in the first place?

STEP #2

Why Is Your Goal Important?

If you get what I'm about to share with you, the world is yours and you will achieve every goal you ever set.

Before declaring a goal for yourself, you must have a purpose for achieving it that is deep enough to drive you to completion. Without a purpose (your why) that has enough power to offset the difficulty of the goal, you will always fail. As long as you set goals with powerful purpose, you will always reach them.

Remember my goal achieving dilemma? I lacked purpose and belief. Without purpose, I faded when things got tough or distracted by something shiny. There wasn't a strong reason for pursuit of the goal so my staying power was weak and misdirection was easy.

All the other junk falls away when purpose guides your actions. The attitudes of others are their responsibility, not yours. Your entire time there is spent fulfilling what you intend to get out of it. As a result, you enhance everyone else's experience by default.

How can something as simple as purpose make that big of a difference? The same way something as simple as a compass can guide sailors across an ocean. It provides an internal guide that stays true no matter what is happening on the outside.

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If a storm covers the stars and brings 50-foot waves up to block your view, grab the wheel and steer by the compass. When the storm subsides, and it always does, you're still on course and farther along. In the meantime, all of those that set out without a compass crash against rocks or are scrambling in a panic to figure out where they are.

One other thing. Purpose is different from goals or strategy. Where goals and strategy are carried out and accomplished, purpose is ongoing. Instead of accomplishing your purpose, you fulfill it. Purpose transcends goals and you'll find that you can carry purpose from one goal to another. Watch for that distinction.

The Purpose of Your Goal

Let's start with a simple statement about your goal. We'll call it...you Goal Statement (I made that up myself). It goes like this:

"I want to accomplish (your goal) so that _____."

Easy enough, right? Now let's go 5 Deep. Five different times I want you to ask and answer the question, *"Why is that important to me?"* For example.

"I want to lose 20 pounds."

#1 *"Why is that important to me?"*

"Because I want to feel better about myself."

#2 *"Why is that important to me?"*

"If I feel better about myself, I'll have more confidence and be more effective in life."

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#3 *"Why is that important to me?"*

"If I'm more confident and effective, I'll be a better example for my kids."

#4 *"Why is that important to me?"*

"Being the best example I can for my kids means I'm giving them the best advantage I can in life."

#5 *"Why is that important to me?"*

"Seeing their lives flourish because of my example means I've used the gifts I've been given to their fullest."

Can you see how the reason is deeper and more intense each time? Am I more likely to stick with my goal if I'm concentrating on "losing 20 pounds" or "seeing the lives of my children flourish because of my example"?

So now it's your turn. Fill in the blanks and really dig deep.

"I want to _____ so that _____."

5 Deep

Why is your goal important?

Why is that important to you?

Make sure that your final answer is powerful enough to drive you. The bigger the goal, the bigger the emotional response should be.

STEP #3

Eliminate Fear With Belief

Have you ever set a goal that makes your heart jump? Emotionally, you want the result. Intellectually, you know that it is possible. You have a strong reason for going after it and you know what it will look like when you're there.

You've mapped the path and the only thing between you and the end of the rainbow is taking the steps to get there. Instead of taking the steps and following the yellow brick road, you freeze.

In the course of working with more than 2,500 entrepreneurs and executives, as well as struggling with this dilemma myself, I've found the common obstacle in this situation is belief. More specifically, we try to operate beyond our level of belief.

By definition, belief is something that we hold as true even though we have not experienced it through one of our physical senses. It is beyond our personal experience.

We can make assumptions based on the experiences of others, and what we can deduce through observation, but the actual experience is beyond our scope.

Visualize it this way. Reach your hand out in front of you as far as can. Extend your fingertips, and then close your hand. Within your hand is your experience. At the end of your fingertips is belief. You might be able to touch it, but you can't yet grasp it.

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If you make \$64,999 one year and set a goal to make \$65,000 the next, the \$64,999 is in your grasp and the \$65,000 is at your fingertips. If you've never made \$65,000 then you have to believe you can do it. Make sense?

When you find yourself staring at a goal, unable to move forward, consider your level of belief. Do you really believe that you can accomplish the goal? Check in with your body when asking the question. You'll experience a physical sensation that gives you the answer.

- Maybe your stomach feels sick.
- Perhaps you get a little foggy and can't think straight.
- You might feel a slight tinge of panic.

Whatever it is for you, acknowledge the signs your body gives you. When you ask yourself, “*do I believe that I can _____?*” don't lie to yourself. If you can't reply with a confident, honest, and resounding, “*YES I CAN,*” you need to do some work.

Remember when I said that there were two reasons why I wasn't reaching my goals? One reason was purpose and you've got a firm understanding of it now. The other reason I mentioned was a lack of belief, just like Billy. Both reasons are equally important, but they affect us in slightly different ways.

Purpose, as we covered, provides drive to keep us moving toward and through our goals. Without it, we putter out and fade off into the grass.

iii. **Steps to get there** – list out the necessary steps to get there. Big steps, not little details.

iv. **First step outside of your experience** – identify the first step that is beyond anything you've ever done before

v. **Confirm your belief** – ask yourself, “do I believe that I can accomplish this step?”

If the answer is a truthful, **“YES!”** Move on to the next step.

vi. **Repeat until you freeze** – when you hit the point that you cannot honestly answer, ‘yes to accomplishment’: go back to the previous step and focus your energy there.

What is the focus point? Write it here.

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Now go back and list out the smaller steps to reach your first bigger step. As a test of your perspective, start at your focus point and work back. What will it take to reach the focus point? You might find some of the other steps disappear when you look toward the end first.

I have found this method to be amazingly effective for everyone from CEO's of Fortune 100 companies to 3rd grade basketball players. A big reason for its power is that it builds belief without the need to play head games. In addition, it gets us closer to our major goals without the fear and frustration associated with overwhelm. We get to move in confident, manageable strides.

What happens along the way?

It doesn't matter to me if the place that your belief and vision meet is no farther away than the very edge of your knowledge. So long as it is out of that comfort zone, you'll grow by getting there.

When you set aside the unbelievable goal and stride toward something believable, but still in alignment, each step gets you closer. When you reach the smaller goal, you raise your head up and look at the next hurdle on your goal map. How do you feel about it

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now? Maybe you think, *“no sweat!”* Maybe you think, *“That still scares me a little,”* and you find an intermediate goal in between and focus there. Regardless, you keep moving within your belief and your belief expands with each step.

You and I have both seen incredible examples of people accomplishing unbelievable feats of strength and courage. Old grannies lifting cars off their grandchildren and stuff like that. If you had asked them the logical question beforehand, *“can you lift that car,”* of course they would have said, *“No.”*

Their purpose was so strong in that moment of urgency though, they were able to suspend belief to accomplish what they needed to do.

For our everyday lives; however, we shouldn't rely on dramatic and extreme circumstances to move us past our level of belief. We can't effectively rely on continual leaps of faith to get where we want to go. We need simple, reliable, and repeatable steps to make life easier. Day-to-day movements that take the elephants and reduce them to bite-sized chunks of belief.

To better understand the role of Belief in your goals, go watch the video at

<http://themindsetmaven.com/forget-your-comfort-zone/>

STEP #4

Goals Need Action

Do one thing

Now pick an action item and do it. Sounds too simple, doesn't it? But the easiest thing to do right now is get moving. Even if it is only a small step in your eyes. It is the most important step in your life. Just one.

Then take a look around and see how you feel about the next step.

Make a habit of journaling your feelings about accomplishing a step and how you feel about the next step. Practice here. How do you feel about the next step you must take to accomplish your goal?

Busy vs. productive

More than likely, the ideas of taking action are old-hat to you. So let's give you a couple of "watch outs" to heighten your awareness along the way. First, let's make a distinction between two types of work that can fill your day: Busy work and Productive work.

Productive work is the stuff that moves you toward your goal in a material way. Busy work is everything else. Most of us can stay busy all day, every day. To have the life you deserve, you want to be productive instead.

Once you have indentified the steps toward a goal and the actions needed in those steps, you can evaluate who needs to do them. *That's right...* just because something needs to be done, doesn't mean you have to be the one doing it. Honestly evaluate if there is someone else that could take the task and free you up for other actions your skills and talents are best suited for.

The Movement Mirage

Another thing to watch for is the illusion of movement (*I used to spend so much time in this trap that I bought a condo*). When people start taking this information and using it as it is intended, there is a surge of emotion and excitement. The ideas and direction created are so powerful that we want to share everything we are going through. A swell of energy builds and needs to find an outlet. So we tell others what's going on.

We communicate our ideas and goals to others with enthusiasm and detail, so much so that we feel like we are actually making progress. Every time we tell someone about our goal, we leak the energy we need to make it reality.

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Remember that our subconscious feeds on pictures and emotion. If we are communicating with great detail and emotion, our subconscious gets the same high as if we were really doing something. It's a set up and a trap. Don't fall into it.

Instead, focus on getting at least 75-80% of your goal accomplished before telling anyone about it. Results speak for themselves and are so much more impressive than ideas.

Of course, if there is someone that is necessary for your goal, you'll need to share some things with them. Only share what you must though. Resists the urge to blab. Let your energy escape into results.

Finally...

By this point in the journey you are more than likely thinking the exact same thing as the 1,000's of others who have read this guide...*"That was really great! Where do I go now to get more?"*

The four points listed in this guide are part of **The 7 Elements of Personal Choice** that I discovered during my decade long quest to uncover the mysteries of our mindsets. Over 3,000 interviews and coaching sessions revealed the answers that no self-help guru has ever shared and I put them all in my best-selling book, ***Flip the SWITCH: How To Turn On and Turn Up Your Mindset.***

To show you how serious my team and I are to your success and to you becoming a bigger part of this mindset community, we'd like to give you a copy of **Flip the SWITCH** as our gift. Yes, free! Go check out the details here...

<http://themindsetmaven.com/buy-flip-the-s-w-i-t-c-h/>

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If you've already received a copy of *Flip the SWITCH* or, like so many others, you already know you want a bigger step... we invite you to check out **The 7 Elements In-Home Boot Camp**. It's a 30-Day course, which takes less than 15 minutes per day, and is changing lives beyond anything I ever imagined. You'll receive the audio version of Flip the SWITCH as part of the Boot Camp so you won't miss a thing. You can have a look at your options here...

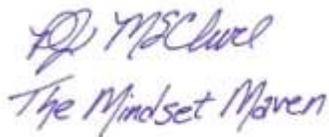
<http://themindsetmaven.com/7-elements-bootcamp/>

Regardless, we want you to come say "Hi" on our [Facebook page](#) and let us know your thoughts about the Goals Guide. You can also go back to page where you registered for the Guide and 'Like' it, Tweet, or Comment so that your friends can benefit too.

<http://themindsetmaven.com/sitsgoals/>

Thanks again and we look forward to hearing from you.

Be your best,



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