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THE
LIFE

GOAL ACHIEVEMENT

**Live the Life
Goal Achievement**

**Move Beyond Unfinished New Years Resolutions and
Learn to Set and Achieve Goals**

By Ty Bennett

About the Author

Ty Bennett is the founder of Leadership Inc, a speaking and training company dedicated to empowering individuals and organizations He is a gifted communicator who has a unique ability to make the complex simple and to teach and inspire.

As a speaker, author, and entrepreneur Ty has achieved major success at a young age. At age 21, Ty started a business with his brother Scott, which in a few short years they built into a multi-million dollar, international enterprise. This business has opened the door to do what he loves, work with people. His purpose is “To Live, Teach, and Empower Greatness.” As a sought-after speaker, Ty has spoken to tens of thousands of people around the world on the topics of Purpose, Leadership, and Belief.

Ty is the author of the audio program, *The Power of Belief*, and the soon to be released book, *The Two Most Important Days of Your Life*, His message is changing lives and reaching people around the world.

Ty lives in Utah with his wife Sarah, daughter Andie, and son Tanner.

This Really Works

On November 21, 2002 I was on a plane flying from Portugal to Chicago. I had my 21st birthday just two months before, and for whatever reason on this plane I began to think about what direction I wanted my life to go. I thought about what I wanted to be, the accomplishments I wanted to achieve and the things I wanted to have. I began setting goals in all areas of my life. Physical, Mental, Emotional and Spiritual. When I had finished I had 3 pages of goals written down, some small and simple, and some big and audacious. One of them in particular just kept leaping off the page at me.

Make My First Million by age 25

I was 21 years old, I didn't have a job, a plan, or a real reason to set that goal, but I wrote it down because of what Andrew Carnegie said, "If you want to be happy, set a goal that commands your thoughts, liberates your energy, and inspires your hopes." At that stage of my life, this goal did exactly that. It energized me and made me sweat. It made me nervous and excited all at the same time.

I have to tell you though, this wasn't just a pie in the sky wish, I knew how to set goals, true goals, and more importantly I knew how to achieve goals. With my goal in mind, my brother Scott and I started a business within a few weeks and following the method that I am going to teach you, we built a multi-million dollar international business by the time I was 25, and I achieved my goal.

Goal Setting vs. Goal Achieving

There are a lot of programs out there on setting goals. You might have heard of the ABC's of goal setting. A goal needs to be

A-Achievable, **B**-Believable, and **C**- Controllable.

Another popular teaching is the smart method.

S – Specific

M – Measurable

A - Attainable

R- Realistic

T – Time-based

You have been told that goals need to be written or they are merely a wish. They should be stated in the positive expressing what you want, not what you don't want. They should be lofty to make you stretch but realistic enough to believe in.

This book is not just about setting goals. Anyone can set a goal, and chances are you have set a goal or two in your life. This is about achieving goals. If you are sick of writing down New Years Resolutions year after year only to be more disappointed in

yourself for not achieving them, then this book is for you. If you feel like you have things that you want to accomplish but don't know how to go about it, then keep reading. If you want to move on to realize bigger and better results in your life, then this is what you need.

True Goals

To achieve what you desire it is not enough to set goals – you need to set what I call true goals. Most people do nothing more than make a wish with their desires. They think of something that they want, never write it down or make a plan on how to achieve it, and it becomes a fleeting thought. The problem with a wish is that it has no substance. Even worse, when you have a thought and fail to act on it, after three days it becomes a memory, and that memory then becomes the catalyst for a new limiting belief. How many people are plagued with the thoughts of, “I never follow through,” “why set goals when I never achieve them,” “I will never accomplish anything.”

A wish becomes a dream when you identify why you want it. A dream is a powerful thing because it is personal and internal. People don't often share their dreams because they really mean something to them and make them vulnerable. In other words they have substance. It is no longer a fleeting thought because it is tied into strong desires in your heart. A dream is something you long for, something you ponder, and something that has true significance in your life.

Yes, a dream is a powerful thing, but a dream only becomes a true goal when you develop a plan to achieve it. A dream put into action becomes a true goal because a true goal needs three things:

Vision, Mission, and Strategy

Vision Provides a Picture – answering What?

Mission Provides Purpose – answering Why?

Strategy Provides a Plan – answering How?

A true goal requires that you identify what you want, feel a deep sense of why you want it and then develop a plan as to how you will achieve it.

Vision

One of my mentors Stephen Covey said that everything in this world is created twice. First we create it mentally and then we create it physically. The first thing we need is a vision of what we want. For me at age 21 it was \$1 Million in net worth by the time I was 25. Vision doesn't require anything more than a picture of what you want.

The word vision comes from the old Germanic word, vissen, which means I know what I see. When you have a vision you have a clear picture of what you want. You can literally see it in your minds eye. I recommend that you take this a step further and create a vision board, so you can physically see it in front of you. A vision board is a collage of pictures and words that represent what you desire. As you begin to Live the Life, create a vision of the results that you desire. Find a picture of the body you want and words that describe the results that you desire. Looking at your vision board daily is a powerful

process that will program your subconscious mind to seek for and attract the goals that you desire. Trust me, it works, I have had personal conversations with teachers of The Secret, Jack Canfield and John Assaraf, who both use vision boards to help them achieve every goal they set. If it works for them, it might just work for you.

Mission

A mission is a specific task which a person or group adopts as their main purpose. When your dream takes on a sense of mission, it has meaning and significance to you because you have a strong “Why” driving you. It is important to tie an emotional anchor into your goal because there are going to be tough days when you will ask yourself if it is worth it. If you don’t believe in it enough, or have a strong enough reason to keep going, you will never achieve your goal. Identify why it is you want to accomplish your goal. Dive into that why. Feel it. Make it real. What will you get when you realize your goal? How will you feel when you accomplish it? How will it make you better?

Figure out what is driving you and use that as your catalyst. For me it was my family. I was engaged to my wife Sarah at the time we started our business and we knew that in the next couple of years we would start having children. Sarah and I both had and still have a major desire to create a lifestyle that allows us to be there with our kids as they grow up. We want to be able to be there for all the events, provide them opportunities, and cherish every minute. That is what drove me to achieve my goal. It was my why that got me through the hard days. What is driving you? Why are you taking on the Live the Life program? What is driving you?

Strategy

When you know what you want and why you want it, you need to develop a strategy on how to get it. A true goal is written as a paragraph. It is like travel plans; it has a destination, a map that shows the route to get there, and an estimated time of arrival. A true goal is also written in the present and the affirmative starting with I Am. An affirmation states your goal in the condition of already having achieved it. Writing your goals this way and repeating them on a regular basis, as an affirmation will program your subconscious mind just like a vision board will. I recommend that you say your goals out loud daily as an affirmation because we are conditioned by what we hear, feel, and see. When you look at your vision board and say your affirmations out loud you are reconditioning your mind literally through what you hear, feel, and see.

Let me give you an example. Let's say that you are starting the Live the Life program to lose weight because you don't have enough energy to play with your kids and you don't feel good about yourself at your current weight.

A wish would be written as – I want to lose 40 pounds –

A true goal, however, would be written – I am at my ideal weight of 130 pounds on Christmas Day 2009, having lost 40 pounds by following the Live the Life Program for 12 weeks. I feel constant energy to be able to play with my children and I love who I am.

When you write a true goal it tells you what you want, reminds you of why you want it, and expresses how you will get it. It is also written in an affirmative statement, which evokes emotion and conditions the way you feel about your goal.

4 Questions

So how do you develop your strategy? Regardless of what your goal is there are four simple questions you need to ask yourself to simply and easily develop a plan to achieve your desire. They are:

Who has done it?

How did they do it?

What are the obstacles?

What are the solutions?

Question 1 – Who has done it?

The old saying goes – Success Leaves Clues. Whatever your goal is there is someone who has done what you want to do. As you identify that person they become a mentor for you to not only show you how to do it but to also increase your belief that it is possible. If they can do it, you can do it. The great thing about Live the Life is that you have mentors who have done it and they show you exactly how they did it. Your meal plans and workout schedule are laid out for you. It has worked for them and hundreds of others; I promise it will work for you.

Question 2 – How did they do it?

Once you identify who your mentor is, the more important part is identifying how they accomplished what you set out to do. What were the steps they took? What were the things that worked and the things that didn't? How long did it take them? What did they have to sacrifice to accomplish the goal? Are you willing to make the same types of sacrifices?

Once again, these questions are all answered for you with Live the Life. All that remains is your willingness to follow it. When you spend the time to study this out, you will be able to clearly see what it is going to take to accomplish your goal.

Question 3 – What are the Obstacles?

Now that you have seen how this was done before, you need to identify the obstacles. More particularly here, you want to identify what the obstacles will be for you. Be honest with yourself and recognize what will be the stumbling blocks that you will need to overcome. Examples of possible obstacles for you to Live the Life may be that you love sweets, or maybe it's chocolate or ice cream. You may have a hard time saying "no" when someone offers you food or a desert at an event that doesn't match up with your goals. You could have some physical conditions that may seem to be in your way. You might be allergic to certain foods, have a heart condition, diabetes, or injury that seems to hold you back. Everyone's obstacles are different, whatever you see your obstacles to be, identify them and write them down.

Only spend enough time on this question to identify the obstacles then once you have them written down, move on to question 4. In other words spend 10% of your time on the obstacles and 90% on the solutions.

Question 4 – What are the solutions?

With a list of obstacles in hand, one by one decide on a solution for each. Be creative but realistic to develop a step-by-step plan that will allow you to overcome the setbacks and achieve your goal. Your plan may differ from your mentor's path because some of your obstacles may be different than he/she faced, but his path will give you a template to follow.

These four steps are simple but if you spend the time to answer each you will have a clear strategy to achieve your goal. Try it. The process has worked for me time and time again. Now that your goal has vision, mission, and strategy, it is a true goal. Not a New Years Resolution that will be forgotten in a week, but a dream that will be reality in the near future. No more just setting goals to somehow lose weight, stop eating the wrong foods, or to somehow fit in those pants again – now you can achieve any dream.

Follow Through

There is an old quote that says “integrity is following through on a decision long after the emotion felt when making the decision is gone.” I would call that discipline, and achieving your goals takes discipline and follow through. Making a decision is the easy

part. It is managing the decision that is challenging. That is why your goal needs a sense of mission. You need to have a strong why, and remind yourself of that why every day. By creating a vision board and repeating your goal as an affirmation daily you will keep that goal at the forefront of your conscious mind and in the recesses of your subconscious mind. The system is crucial otherwise the goal is quickly forgotten and becomes another unfulfilled wish of an empty life. A key to the follow through system is to have someone to be accountable to. Scott and I had each other, and we would talk daily about our business and the things we were doing to reach our goal. Find someone who will support you in your goal and help you to stay on track. This may be a coach, a friend, a spouse, or a mentor. Regardless of who it is, the importance is on keeping you in check. To make your goal a reality, you need to follow through.

What is your goal? What is your vision? Your Mission? And Your Strategy?

I know that you can accomplish not only the goals you have for your body, but anything you desire in your life. And although this process seems simple, there is magic in its simplicity. Using the worksheet in your Live the Life book, let's start working towards your dreams.

It's time to Live the Life that you desire.

Ty Bennett

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