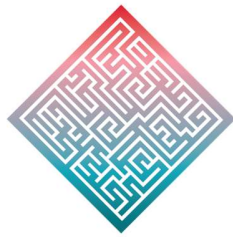


GOAL SETTING BOOTCAMP



BEYOND
THE
MAZE



Lesson 3: Live Your Best Life

Learning Objective: Walking the walk between business and dream goals

You didn't start your business so you could spend all your time trapped in your office and locked away from your family and friends. While you are growing your business and increasing your income, take steps toward living the life of your dreams, too. Luxury vacations, spa days, summers in Europe... anything is possible when you have a plan.

STEP ONE: THE MINDSET STUFF

What needs to change so that you actually believe significant lifestyle changes are possible? You may have tackled the more obvious mindset blocks, but now it's time to take a step back in quiet reflection and look for attitudes and beliefs you never even question: Ones you have always taken for granted.

This is the area which keeps people stuck. Most times it's an area you're not even aware is out of kilter, but sometimes people stubbornly cling to ideas, habits, and beliefs that are harmful anyway. If you become aware that you're doing the latter, figuring out the "why" behind your decision can help you move forward, or at least come up with a plan for tackling the harmful behavior or belief.

Common reasons people cling to self-destructive attitudes and beliefs all boil down to one main cause: Fear! It is easier to cling to old beliefs and habits than it is to change them.

Applying the 5 Whys to your self-questioning should help you break down stubborn issues until you arrive at the core truths, so don't be afraid to use them.

STATE YOUR SELF-LIMITING PREMISE OR BELIEF:

Ask: _____

Why? _____

Why? _____

Why? _____

Why? _____

Why? _____



Are these beliefs, habits or assumptions still serving you? Are these assumptions and beliefs actually correct? What leftover family narratives are you still buying unnecessarily into? Which ones are keeping you from not only moving towards big goals but from believing you can achieve them?

Important questions to ponder:

1. Why are you buying into the self-limiting belief, assumption, or family narrative?
2. What is the pay-off for you if you continue to believe and operate from it?

One thing to be aware of: There is always a pay-off when it comes to clinging to people, actions, habits, even products that are bad for you or that you know don't really help.

For example, if you constantly blame your parents for an impulse-shopping behavior, the payoff is that you don't have to take responsibility for keeping the habit. But is it really serving you or are you hurting yourself?

Or say you constantly procrastinate on implementing new ventures and you blame it on being "too busy". The payoff might be that you don't have to face your fear of failure – or even your fear of success.

That is why it's so essential for you to take the time to dig down and figure out your own blocks, motivations, and assumptions because only you will know which possible answers, reasons, and payoffs resonate at gut level with truth. (And you can do this with or without a counselor or coach – again, only you know if you need extra help.)

When you get to these truths, that's when dangerous illusions blow apart, and you are no longer stuck. You can start rebuilding – or even just start building.

So, start by asking yourself the following questions:

1. Which leftover assumption or belief is your biggest roadblock?
2. What would you like to do about it?
3. What ARE you going to do about it?
4. What date are you going to start?

Whatever it is, you need to set a specific date to implement change. That means phoning a counsellor and setting up an appointment, or signing up for a financial

accountability system and making your first investment, or going on that diet. Whatever first step you've decided to take.

Taking big dreams into reality means you need to plan that first step, take it, and do the work before you can bring your goal out of dreamland and into your daily life.

"Someday" is no longer an option!

MY FIRST STEP: _____

By [DATE] ___/___/_____, I will have done the following:

That is my first step towards manifesting _____,

_____, and _____

in my life.

STEP TWO: YOU DON'T HAVE TO DO IT ALL

Thinking you have to do it all by yourself is another of those non-helpful, self-limiting beliefs – and, boy, does it self-limit you! Two of the most common reasons people cling to doing things themselves include:

- The need to micro-manage every detail of a project
- Thinking their budget is too small for outsourcing

The need to micro-manage comes from perfectionism. That's a mindset issue, and can be dealt with through counselling, coaching, or even just when you become aware that it IS an issue.

Thinking your budget is too small – well, that may be true if you've just started up on a shoe-string, but it's important to be aware that both reasons for refusing to outsource come from faulty viewpoints. If you've ever watched the Big Bang theory, you'll most likely remember the episode where Penny started making "Penny Blossom" hair clips;

how it got out of control when Sheldon took in more orders than Penny and he could possibly make, even if they worked, non-stop, 24/7. Well, that's where doing it yourself and micro-managing gets you! Quantity may not be your issue, but if you are involved in coaching, and if you're an entrepreneur, time is your high-value commodity. So, make sure you expend your valuable but limited time on activities that bring you the highest returns.

As for your budget being too small, consider this: Hiring the right specialist to do the task saves money in the long run – and certainly saves time. It frees you up to invest your time in those high-return activities. And you can start small. Find a VA who specialises in the areas you need help with (or even in the software you are struggling to master) and offer her a small, one-off project – for example, setting up your autoresponder list and populating it with a follow-up series.

If the two of you work well together, consider booking a small block of time monthly – a limited, regular expense you can handle. You'll quickly become adept at finding urgent tasks a VA can take off your shoulders that fit into that time frame.

So, there's no reason and no excuse for clinging to the "I like to do it myself" or "my budget's too small" mentalities!

First, determine why you're not outsourcing yet:

- My budget's too small
- I need to control everything myself
- Other _____

Realise that when it comes to control, that's where branding comes in. Once you create a procedure:

- Document it and brand it with your colors, fonts, buttons, CTAs and other repeatable elements.
- Create a style guide or template or even just simple instructions for each repeatable procedure or process.
- Create a Systems and Procedures manual (SOP) for team members to use

When you document processes, procedures, and standards, any qualified team member can take over a task and make sure that they maintain the high standards and consistency you have worked so hard to build-in. That's what 'set and forget' truly means! Then make a plan for outsourcing, and be sure to fit it into your schedule.

I will begin outsourcing on ___/___/_____. I will start by hiring a _____
 _____ to _____.

This will free up _____ hours of time for me per month/week, which I will put to use on _____.

In 12 months, I would like to add _____ more contractors to _____
 _____ and _____.

STEP THREE: FREEING UP YOUR DREAMS

So why did we just spend time talking about contractors when this lesson is all about creating more personal time to live the lifestyle you dream about? Outsourcing is the way to ensure you create that precious personal time – the personal time that is eluding you now.

We also talked in Lesson 2 about monetising your programs with passive incomes, as well as creating recurring income through courses or memberships. All this is part of the grand plan to set your business on – well, there is no real autopilot – not if you want to be hands-on and interact with your community. But the more systems you set up, automating the repeatable parts with either apps, software, or having team members to perform them, the more time you can create for the restorative side of your business: The ‘me’ time.

Here’s what freeing up personal time can do:

FOR YOUR BUSINESS	FOR YOUR HEALTH
<ul style="list-style-type: none"> <input type="checkbox"/> Allows you to schedule blocks of time for creativity and processing <input type="checkbox"/> Allows you to schedule time for your own personal and professional growth (coaching, taking courses, updating credentials, exploring new trends, 	<ul style="list-style-type: none"> <input type="checkbox"/> Helps you to de-stress <input type="checkbox"/> Improves sleep patterns <input type="checkbox"/> Allows time to exercise <input type="checkbox"/> Provides time for relaxation and social interaction

<p>etc.)</p> <ul style="list-style-type: none"> □ Allows you to explore new business ideas and options thoroughly enough to implement them 	<ul style="list-style-type: none"> □ Gives you time for eating properly □ Creates time for self-care, hobbies, family life, and socialisation
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If you are grinding along on the treadmill, enthusiasm can quickly die. You're too tired to dream and too busy to implement anything new.

Taking action on the steps we've discussed will help you create a routine that will help you transform your life to the life of your dreams.

STEP FOUR: TURNING BIG DREAMS INTO REALITY – WHAT DOES THIS REALLY TAKE?

It all boils down to identifying blocks, taking action to overcome them, determining what steps you need to take in your life and business, and implementing these steps. Do that, and take one step more: Set milestones that will prove to you that you are actually moving forward at last.

We've talked about taking steps in your business. Now let's turn our attention to what you need to do in your personal life.

You can take some of the steps you used in your business de-cluttering: Identifying assumptions, family narratives, et cetera, that keep you stuck. But congratulate yourself for giving up unnecessary business tasks, hiring help and identifying one big business goal for the year and putting all this on a schedule, because by taking care of business, you've already taken steps for turning personal lifestyle dreams into reality. You've made more time for improving your health, continuing your education, growing your credentials, investing in family and friends, de-stressing with hobbies and so forth.

It's essential, however, to see some progress towards your ultimate lifestyle goal immediately, so invest in at least three ways to invite luxury into your life without feeling guilty – even when you're on a budget:

1. Do something for yourself that you wouldn't usually do
2. De-clutter your house
3. Buy one expensive item you've always wanted

Doing something for yourself that you wouldn't usually do.

That you REALLY wouldn't usually do. It should be something you secretly want, but never 'allow' yourself to have. For example, take makeup: Maybe you can't afford to completely replace all your skin-care products with that high-end, organic line you've always wished you could afford – but start that process now by buying at least one item from that list. And plan when you will add the next item.

Then set a date for when you will have completed replacing these products to gain your complete dream skin-care system.

Or perhaps you can afford something, but you now realize a poverty mindset has stopped you from investing in it. That's when you need to do the work to banish the poverty mindset and celebrate by spending money on what you always told yourself you couldn't afford.

It's vital to create tangible tokens of intent, and that's what these luxuries are. They are not frivolous or self-indulgent: They are important manifestations of your new lifestyle.

De-cluttering your house.

When you get rid of the old, it's true that you make way for the new – but first decide what you want the 'new' to be. Try purchasing even one higher-end object for your home: Something that will make you realize you have just started to actually live your dream lifestyle.

For example, you could get rid of the clutter in the spare bedroom, donate or relocate some of the furniture, and turn that room into your Yoga-meditation room. A coat of paint in a light, calming color; a few gorgeous, inspirational posters, a yoga mat, and a couple of really lovely plants can do wonders for creating an oasis where you can retreat to visualize and dream.

That's a true example of how decluttering literally creates a new space to immediately bring in what you dream of.

Buy one expensive item you've always wanted.

Even if you don't have the budget to purchase it this instant, make a commitment to saving X dollars per week and give yourself a deadline for buying it. There is one big advantage to taking this approach rather than sticking it on a credit card: By working towards it and taking time, you're also giving yourself time to fully accept the idea that you deserve it and that you're going to acquire it; plus, you will also experience the satisfaction of knowing that you earned it.

So, ask yourself:

1. What can I do for myself that I wouldn't usually let myself do?
2. What will that make me feel like?
3. Why is it important to me?
4. Which room should I start with, if I'm going to de-clutter?
5. What will that free that particular space up for?
6. How can I use it in a way that moves me forward emotionally, spiritually, or in other ways?
7. What one luxury purchase could I buy that would also move me forward emotionally, spiritually, or in other ways?
8. Why would it have that effect?
9. Why is it so important to me? What does it represent?
10. Why have I denied myself for so long?

This is a time for self-reflection and reassessment, so do add journaling to your preparations, and create a vision board. It doesn't matter whether the latter is a cork board on your wall or a Secret Pinterest Board, create one! Fill it with photos of things, activities, and places you want in your life. Add physical, tangible tokens, if it's a physical vision board (for example, a pressed flower from your honeymoon in Bali, which is where you've recently realized you want to return to live.)

Decide now what you want in your life for:

Your Dream House	Type of house, location, climate
Working life	Hours you work, when you retire, where you invest your energy
Hobbies	Things you've always wanted to do that you will have time for
People	Who do you want to spend more time with?

Be as specific and detailed as possible. Set deadlines. That's how dreams come true.