

THE CHARLES LEWIS INNER-CIRCLE PRESENTS:

THE SUCCESS FORMULA
Your Guide to Every Goal

By: Todd Michael Lewis

Table of Contents



What This Guide Will Do For You.....	1
What This Guide Did For Me.....	1
The Most Important Ingredient.....	2
The Six Steps to Success.....	3
Step 1: Define Your Main Goal.....	3
Step 2: Specific Research.....	5
Step 3: Set Deadline.....	6
Step 4: A Detailed Plan.....	8
Step 5: Be Passionate and Excited.....	10
Step 6: Evaluation & Adjustment.....	11
Other Motivational Techniques.....	12
Personal or Professional Goals.....	15
The "30 Days to a Habit" Principle.....	15
A Quick Review.....	16
The Success Blueprint.....	17

"The Success Formula"

Your Guide to Every Goal

written & researched by: Todd Michael Lewis

Congratulations!



You have just made an investment that will enrich your life and help you accomplish things you never thought possible! You have so much potential locked inside you, and this guide will help you unlock it forever. Are you ready to reach all your goals? Of course you are!

What This Guide Will Do For You



My goal with this guide is to make the simplest, easy to understand guide to achieving your goals. Everything I have read and studied has been very long and complex, and many people do not have the time to study hundreds and hundreds of pages and listen to dozens of audio files. Now you can take this guide and apply it to your life easily and immediately for great results!

Regardless of what your goal may be, whether it is great financial security, a strong loving relationship with your child or loved one, starting your own business, getting physically fit, becoming more creative, going back to school, or any other of the endless pursuits available to all of us, there are certain steps that must be taken to insure the best possibility for success. In this book you will learn what all of those steps are, and more importantly how to take action immediately toward achieving your goal. Honestly, within an hour or so, you will be well on your way to reaching your dreams!

At first glance, this guide looks very simple. That is exactly the way I wanted it to look. I did not want a guide that looked overwhelming or scary, I wanted it to look friendly and simple to use. You did not invest your money in this guide because of how it would look, or how fancy the pages looked, did you? No you didn't. You invested in it because of how the information in it will change your life. It was probably the best investment you have ever made!

Also included at the end of this book, you will find what I call the "Success Blueprint," a series of workbook style forms that guide you to the completion of your goal. Throughout the book, I will show you exactly how to utilize the "Success Blueprint" to make reaching your goals easier than you ever thought possible! You may copy or print any page of the "Success Blueprint" to use over and over again within your own business.

What This Information Did For Me



First of all, let me tell you how this information has guided me to achieving a number of my goals through out my life.

For many years, I had been a songwriter, playwright, and a graphic designer. I found myself creating a lot of good artistic work, but not going anywhere - I wasn't making much money or having any great success with it. So I made a decision that changed my life. It was the same decision you no doubt made when you decided to get this guide. I wanted more out of my life!

I started to study and research the success methods of the greatest motivators and physiologists of all time. Among them are Napoleon Hill, Anthony Robbins, Tom Hopkins, Earl Nightingale, Art Buckwald, and many others. You may or may not recognize any of these names, and it is not important that you do. What I have done is taken the things I have learned from these people over the years, along with my own beliefs and techniques, and compiled them into this guide to immediate results and success. The theories and techniques you will learn in this book really work, and will continue to work for any who implement them into their lives. They worked for me. After implementing these techniques I have successfully sold over 25 original songs to producers all over the country, created a VERY profitable and successful murder mystery production company called "Ransom Note Entertainment," have produced, directed, and written numerous hit stage productions over the past 10 years, wrote and directed an award-winning film, and greatly improved the relationships with the people closest to me. All of this in addition to working side-by-side with my father in marketing and helping to run his ultra-successful photography business. Please note: I am not telling you this to "BRAG." I simply want you to realize that these techniques have really worked for me, and allowed me to accomplish things that were important to me. These secrets will do the same for you.

Now it is time for you to have the success you have always dreamed of. However, a word of caution. This book is designed to merely be a guide - a "road map," if you will, to help you navigate the often dark and twisting highway to excellence. It is up to you to get in your car, start the engine, and begin the journey down the road. Take this information, implement it into your daily life, and begin the committed pursuit of your dreams. If you do that, there is no end to the riches, both financial and personal, you can discover. Now, begin your journey down the road to endless success...

The Most Important Ingredient



A BURNING DESIRE!

I felt it was important to start with the most vital part of the success equation: a burning desire. This is not merely a wish that you can have something - it takes much more than wishes to reach greatness in anything. You must want it so bad that you will do anything (without causing anyone else to get hurt in the process) to achieve it. All of the books I have read, all of the materials I have studied, all of the seminars I have attended, have all had this one thing in common. They all agree, as do I, that you will not reach a goal you do not have a burning desire to reach.

A good example would be one of the most influential people in my life: Walt Disney. You have no doubt heard of this man. Perhaps you are familiar with his popular family theme parks (Disney World and Disneyland and others) or any of the various movies for which Walt Disney Pictures is best known (The Lion King, Tangled, Snow

White and the Seven Dwarfs). Or perhaps you are familiar with a little mouse that was drawn for the very first time while Walt Disney was traveling home by train immediately after he had filed bankruptcy for the eighth time. Yes, I am talking about the legendary Mickey Mouse. When Walt was at the lowest point of his entire life, when he had lost everything he owned, when other people would have completely lost faith in success and given up, his determination and burning desire to succeed helped to create one of the most popular cartoon characters in history. The success of Mickey Mouse allowed Walt to create the Disney empire that changed the world's views on entertainment.

Another excellent example of a burning desire leading to incredible success is the true story of a young man who, at the age of 21, wanted nothing more than to become a successful film maker. He had grown up watching movies by the great Alfred Hitchcock and others, and his burning desire became clear to him. He wanted, more than anything, to make great movies himself. So one day, he decided it was time to go after his goal full force. He bought himself a briefcase, filled it with nothing but a sandwich and a few candy bars, strolled confidently onto the Universal Studios movie lot in Hollywood California, and began studying the great film makers at work. Because of his determination, and the fact that he looked and acted like he belonged there, no one ever asked him who he was, or what he was doing there. Later, he found a vacant office, put his name on the door with stick on letters, and despite the fact he had never even interviewed with anyone for a job, to this day his office is still on the Universal Studios lot. Since then, he has gone on to create many of the most successful and enduring films in history, including "E.T.," "Jaws," "Raiders of the Lost Ark," and "Jurassic Park." Yes, I am talking about none other than Steven Spielberg.

What did Mr. Disney and Mr. Spielberg have that 99 percent of the world does not? A burning desire. No matter what happened, they were absolutely determined to succeed. Without exception, anyone that has achieved greatness in any specific area had a burning desire to achieve it.

Above all else, you must have a burning desire! Regardless of what your goal is, you must have an unmistakable drive to achieve it. I believe you have that desire, and now I will show you what to do with it! So let's move on to the six steps to success!

The Six Steps to Success:



What follows are the six things that are essential to achieving your goals. If you master these six steps, there is literally nothing you cannot accomplish if you have a strong desire. There is an exercise at the end of each step, but I recommend that you read this entire section once without stopping, then go back and read it again, stopping where it says to, and completing each exercise.

Step 1:

Define Your Main Goal

(Specifically & in writing)

The first, and most important step in achieving greatness, is having a definite goal. This sounds so obvious, but you would be amazed at how many people do not know exactly what they want. Just as you would not pick up a bow and arrow and just blindly shoot it without aiming at a specific target, you can not expect to achieve success without a clearly defined “target to hit,” or goal to be reached. A specific goal, in writing, is one of the most important aspects of achieving success. I know that this sounds awfully simple, and you may think you do not have to do this, but it is very important.



EXERCISE #1

THIS IS VITAL TO YOUR SUCCESS!

Sit down at a desk, or in a comfortable chair, or even go somewhere like a library where it is quiet and you will not be disturbed. Write down in detail exactly what you want to accomplish. Be as specific and detailed as possible. For example, it is not good enough to say “I will be financially independent,” you must define what “financially independent” is. Give it an exact dollar amount. Say something like “I will earn \$100,000.” In the photography business, think in terms of what type of sessions you want to do - how many you want to do - and how much you're going to make from each one. For instance, using photography as an example, "between Jan. 1st and Dec. 31st of this year, I will photograph 100 graduating seniors, and achieve an average sale of \$500." Or, perhaps your goal is to decrease the number of hours you work, without decreasing your income. Then, your goal should read something like this: "By Dec. 31st of this year, I will be working no more than 40 hours a week in the studio, so I can spend more time with my family. I will do this while maintaining my current yearly income of \$55,000." Be as specific as possible, and write down as much as you like. This will help you to get motivated and excited about your goal. You should spend at least an hour or more writing this information down.

This is your first chance to use the "Success Blueprint" portion of this guide. The first form is called the Goal Sheet, and I recommend that you use it to write down your goal. Be sure to fill in the date at the top of the form, but don't worry about the date at the bottom until step 3.

From now on, I want you to keep everything you write down in a special folder called your "Goal Folder." It can just be a simple notebook folder you can buy from any drug or grocery store, but it is important that you keep all this information together in one place, and it's important you always know where it is. If you do not have one, go out and buy one NOW! Trust me, it's important. If you'd rather do this on a computer, feel free - just do it EXACTLY the same way, and make sure you keep the computer files in a place you will never lose them, and can get to them quickly.

Also, as you are writing out your goal, and whenever you refer to it from now on, always speak with confidence that you know you will achieve it. Notice I said “I WILL earn \$100,000,” not “I would like to earn \$100,000.” You can achieve anything your heart desires! So, from now on, always talk that way about your goals.

Now that you have written down your goal and you have put it in your folder, let's move on to step 2.

Step 2:

Specific Research

(learn from others who are where you want to be)

The next step, now that you know what your ultimate goal is, is to research what others have done to achieve the success you desire. This will help you to determine the most logical directions to take, as well as help you to come up with a deadline by which to achieve your goal. We will talk more about your goal deadline in the next step.

A wise man once said, “the wheel has already been invented, just use it.” There is no need for you to start from scratch trying to make a wheel, starting first with a square, then a triangle, then an octagon, then finally ending up with the circular shape man has already been using for centuries. General Motors and Schwinn didn’t have to invent the wheel before they were able to make use of it with their cars or bicycles. They merely took what someone hundreds of years ago discovered, and put it to use. What this means to you is that there is no doubt someone out there that has already achieved greatness in the area you wish to be successful. There are probably books in the library or local bookstore that will answer many questions for you and save you countless years of trial and error.

I would NOT recommend only using the internet for this step. It is a great resource, and you may start there, but I would encourage you to supplement that information with additional sources. What you do is go to the local library and check out a few books (no less than one, no more than five - depending upon how long they are and how fast you read) dealing with some aspect of your goal. If your goal was to open your own restaurant, for example, you would check out some books dealing with starting your own company, how to run a successful restaurant business, how to advertise your business, etc. Give yourself a week to do nothing but study these books and take detailed notes. If the library does not have any books, try ordering them through a local bookstore, or check on AMAZON for ebooks.

Another powerful way to learn what others have accomplished in relation to your goal is to find someone in your area who may have already achieved some aspect of your goal. For example, if your goal is to open a lawn care service of your own, you might do a quick ONLINE search (or even use that ol'-fashioned yellow pages) and find someone who has already accomplished this. Don’t be afraid to contact this person and ask him or her questions about how they got started. People who have been successful at something are almost always happy to give advice to others who want to succeed themselves. The only thing to be cautious of is this person may be a little hesitant to give you advice on starting your own lawn care company in the same town as he or she is already successful in. Some people do not welcome competition. Therefore, I recommend that you contact someone in a town any where from thirty to fifty miles away from you and let them know you will not be competing with them. They should have no problem giving you advice.

In the photography industry, there are plenty of chances to get advice from people who are where you want to be. PP of A and WPPI offer great opportunities to learn from different professionals from all areas of the business. There are countless videos and books available. Seminars and workshops are being held all over the country and online. I cannot recommend enough that you invest as much time and money as you have available into this important step. It will be just that - an investment. If you absolutely cannot afford to purchase educational materials or go to seminars, at least go to the library and read every book you can get your hands on that talks about the area you wish to improve upon.

The point is, you must start to learn the things that other people have already discovered, and begin to plan how to implement them into your success strategy.

A note about writing down lots of notes: The human brain is a very powerful thing. Scientists believe that our brains store every single thing we see, hear, smell, and touch throughout our entire lives. However, we cannot seem to access much of that information when we need it. That is why it is so very important that you write everything down. The actual physical act of writing something down on paper helps the mind be able to retrieve that information at a later date. And obviously, when you read something you've written down, you immediately remember it. You can always transfer it into your computer later, but if you want to truly retain the most information, WRITE it down first.

When you are researching your goal, write down everything you learn on a note pad, or use the Specific Research form in your "Success Blueprint," and keep it in your "Goal Folder" where you will always have access to it. I always take mine with me wherever I go, so that when I think of something I can write it down immediately before I forget it. You should write down everything you think is important, whether it is during your research, or any other time.



EXERCISE #2

Now, do some research online. Then, go to the library or bookstore. Get some books and take lots of notes. Contact someone

who has achieved some aspect of the success you are looking for. Ask for advice. Take lots of notes. Research is important, don't rush it. Use the second form called Specific Research in your "Success Blueprint" to document everything you learn. If you need more space, simply copy the second page of the Specific Research form as much as you need. Remember to keep all the information you write down in your folder.

Now, let's move on to step 3.

Step 3:
Set Deadline
(specific and in writing)

Now, you have researched your goal and you have an idea of what will need to be done. This next step is extremely important. Just as important as setting the goal itself, you **MUST**, and I mean MUST, assign a deadline stating when you will have reached the goal. The major problem many people have in regards to goal setting, is that they determine specifically what they want to achieve, but they do not give themselves a concrete deadline to achieve it. Without specific deadlines it becomes nearly impossible to stay motivated and to judge your success.

With the photography business example, we know that photography studios can be very seasonal, so setting deadlines is important for another reason. If your goal is to increase the number of graduating seniors you photograph in the year, you must set deadlines for your marketing that will coincide with the time that parents are looking for a photographer for their child's senior portrait. This may sound like common sense, but you would be amazed how many people do not set deadlines properly.

Photographic conventions and seminars also tend to be very seasonal. So, when setting the goal to learn from others who have achieved success, it is wise to set deadlines to attend these lectures. Don't just set a deadline to attend the class, but set a deadline stating when you will actually sign up for the class. If you skip this step, you will most likely forget all about the class, and forget to register to attend it at all.

We will discuss more specific deadlines in the next sections, but right now, what you need to do is give yourself a deadline for achieving the goal you set in step 1.



EXERCISE #3

Since you have already outlined exactly what your goal is, now is the time to assign a specific date by which it will be achieved. Notice earlier in step 1 I said “I will earn \$100,000.” That was good, but what I really need now is an exact date to complete it by. For example: “I will earn \$100,000 by April 18th of this year.” When you are choosing your deadline, you should keep a few things in mind. Do not choose a date that is totally unrealistic. It would probably be unrealistic, for example, to plan on opening your own fast-food franchise within one month, or to lose 30 pounds in a week. Put some thought into how long it will take realistically to reach your goal. Since you just completed the step on specific research, you should have a good idea of how long it will take for you to reach your goal. Don't give yourself more time than you will need, but be careful not to set a date that is unreachable.

Before you read any further, do this step. Take it very seriously, as this will determine the focus of your energy in the weeks or months to come. Remember that date at the bottom of your Goal form that you have not filled in yet? That is where you will write your deadline date.

Now, let's move on to Step 4, where you will learn the strategies for putting together a successful plan to achieve the goals you've set, by the deadlines you've chosen!

Step 4:
A Detailed Plan
(daily things to do)

By getting this far, you are already closer to reaching your goal than 99% of the people in the world! Congratulations! Now keep on going!

Once you have defined your goal, researched what other people have done to achieve success in your desired area, and set a deadline, you are ready to set up an attack plan. For any task to be completed, for any goal to be reached, we must have a plan of attack. An army would never go into battle without a well planned strategy for success, and we cannot reach a goal without giving a lot of thought to the best way to attack it. During this section, you will work the information you learned from the previous section on research, along with your own ideas, into your daily schedule.



EXERCISE #4

Here is exactly how to set up your detailed plan: You must start by breaking your ultimate goal down into individual tasks or steps. Sit down in a quiet place with a pad of paper (or the Individual Tasks form in your “Success Blueprint”) and simply list all of the steps it will take to accomplish your ultimate goal. Do not concern yourself yet with how long it will take to complete each step, just write all the steps down - every step you can think of based on your own knowledge, and the information you collected in the previous section on research. It could take you as little as half an hour or as much as a couple of days to write down all of the steps involved in reaching your goal. Regardless of how long it takes, this is time very well spent, and it should not be rushed. Be very detailed and specific with each step.

Once you have your list of steps completed, you will begin to assign deadlines to each step and plan them into your daily schedule. What is so wonderful about planning a specific schedule to complete your tasks is that once you have it planned out, you will not have to concern yourself with what you should be working on at any given time. You will have already determined what the best use of your time is, and therefore, you will be able to focus on each step of getting you closer to your goal.

The first step to planning your schedule is to determine how long you think it will realistically take to accomplish each step you wrote down. When doing this, you must take into account how much time per day you can actually devote to your goal. This will vary from person to person, but many people do have a “job” to go to, or a household to maintain, at least five days a week. Most people have a relationship or family that require time as well. These and other variables will determine how much time you can really spend each day on completing the tasks to get you to your ultimate goal.

For example, let's say that you have a job that takes up 8 hours of your time per day, Monday through Saturday. And let's say that you are in a serious relationship with someone, and one of your highest priorities is to spend at least an hour of quality time a day with this person. And let's say you get an average of 7 hours of sleep per night. Between your relationship, job, and sleep, you still have anywhere from 7 to 8 hours of time per day you could be devoting to the pursuit of your goals. That is probably a lot more time than you actually thought you had. Most people, because they have not determined exactly what their goals are, and have not come up with a plan to achieve them, end up spending these valuable hours watching television, reading the paper, eating, or just "relaxing." Then, before they know it, it is time for bed, and in 7 hours, they will be off to work again.

I propose that you can use your time much wiser, and much more productively. All it takes is proper planning.

So here's exactly how to do it: First of all, determine how much time per day you can devote to reaching your goal. I recommend leaving one day a week free of all plans, for this day is your day to relax. Everyone needs some time to relax, so give yourself one day a week.

Once you have determined the amount of time per day you can work on achieving your goal, take the list you compiled of steps to take, and next to each step, write how much time it would take to complete it. For example, if your goal was to "lose 10 pounds by June 1st," and the first step was to "buy cookbooks teaching how to cook tasty low-fat meals," you might determine that it would take you about 4 hours to go to all the bookstores in your area and find the best books. I generally recommend giving yourself a little more time than you think you will need for each step, to account for unplanned scheduling problems that tend to come up. So give yourself 7 hours to accomplish this step, just to be safe. Based on having 7 hours per day to devote to reaching your goal, that means you would allow one day to research the cookbooks. You can write the amount of time in hours or days, whichever you prefer.

Now go through all of your steps, and assign an amount of time in hours or days to accomplish each of the tasks.

Once that is done, you will then schedule the specific time you will work on each step. One way to do this is to get yourself a planner or calendar that will allow you to make many notes for every day. It is even better if the planner has a different line for every half hour in the day, so that you can be very specific in scheduling your time. It is not required that you purchase one of these, however. In your "Success Blueprint" you will find a form titled "Daily Things-To-Do List." It has a separate line for every half hour from 6:00 am to 11:00 pm. This page can be photocopied and used for any day of the year. It is very important to use either the "Success Blueprint" or a planner of some sort every day to schedule your time very specifically. It usually is not enough to just decide what you will do each day. You should assign a specific time to each task, and strictly follow it.

Now take your list of steps and the amount of time for each, and schedule the first week in your planner or on

copies of the “Success Blueprint Daily Schedule.” Just do the first week. You will probably only get through a few items on your list, in fact you may only get through two or three, dependent upon how complex they are. But for now, we are only going to work one week at a time.

Specifically, if your photographic goal is to photograph 25 weddings next year, you need to break that goal down into individual steps. These steps may include getting an exhibit at a local bridal store, getting new business cards created, booking yourself at a bridal show, designing and printing a direct-mail piece, and re-merchandising your packages. It is crucial that you take your time on this step. Detail all the steps, and assign a specific time and duration to each one.

As you get the hang of scheduling your time most effectively, you may decide that you would like to schedule more than one week at a time. There is no problem in that. It is up to you to schedule time the way that works best for you. Some people schedule their whole month at once, others a few months at a time. The importance is that, once you set your schedule, you stick to it religiously.

Once you are done with scheduling your first week, you are ready to go to step 5.

Step 5:

Be Passionate and Excited

Congratulations! You now have a detailed plan for achieving your goal! All you have to do now is be passionate and excited about completing the steps you have already outlined. This should not be difficult at all, because you would not have chosen a goal that does not excite you and push you to accomplish it. However, there is a proven system to help you stay motivated and dedicated every day to getting closer to completing your goals.

First of all, and probably the most important, is to read your ultimate goal **ALOUD EVERY MORNING** at least one time! I can not stress the importance of this enough. Everything I have studied agrees that this one exercise will keep you focused and motivated. So try it right now. If you did as you were supposed to in step one, you wrote down your ultimate goal clearly on a piece of paper. Take out that piece of paper and read your goal aloud three times. Read it aloud in a strong, confident voice - a voice that motivates you and communicates to you that failure is not an option. Trust me, this is important.



EXERCISE #5

Do it now. Read your goal aloud in a strong voice. Read it aloud again! Read it aloud again!
Now, don't you feel motivated already? Doesn't it feel like you can not fail?

Do this every single morning, once you are good and awake, before you do anything else. This will immediately

put your mind and body into a state of total focus on your goal. In fact, any time you are feeling unfocused or unmotivated, just pull out your piece of paper with your ultimate goal on it, and read it aloud with conviction three times.

Another way to keep focused and motivated is to read your individual steps for the day aloud every morning. This will keep you focused on the tasks for the day.

These two things are very important, and should be done every day. If you are interested in other ways to keep motivated, see the section later in the book titled “Other Motivational Techniques.”

If you follow the schedule you outlined in step 4, and you stay excited and motivated, you will reach your goals every time!

Now, lets move on to the final step.

Step 6: **Evaluation & adjustment**

On a regular basis, as you are completing the steps toward reaching your goal, you need to evaluate your progress. It is during this evaluation that you will determine if the steps you are taking are actually sending you in the right direction, and whether or not you are completing them on time. I recommend evaluating your progress at least once every week, if not more often. Since we are starting by scheduling our steps a week at a time, it would be obvious to evaluate your progress at the end of each week, and then plan your steps for the next week based on your progress.

Do not get discouraged as you evaluate your progress. Sometimes things will not work out exactly as you had planned. Things will come up that will inevitably keep you from accomplishing your steps as you had planned. But as you continue to plan and evaluate, you will get a good feel for how much time you actually can devote to your goal each day, and how long it takes to accomplish each step.



EXERCISE #6

To evaluate your progress, first take the schedule you had planned at the beginning of the week, and compare what you planned on accomplishing with what you actually accomplished. Any steps you did not get done should be put at the top of the list to schedule in the next week.

Next, evaluate whether the steps you have accomplished actually have succeeded in getting you closer to reaching your goal. Sometimes a step you took did not give you the result you had hoped for, and therefore, you will have to readjust your plans accordingly.

Your "Success Blueprint" contains a form called Evaluation & Adjustment. Use this check list to evaluate your progress and to document any new information you may have learned over the week.

Steps 4 through 6 should be repeated every week until you reach your ultimate goal.

Those are the six steps to success. Use them consistently to achieve any goal you desire!

Other Motivational Techniques:



One of the most difficult things to overcome during the pursuit of your goals is the occasional and almost inevitable lack of motivation. Do not get too discouraged when you wake up one morning, and don't feel like doing the steps you have outlined for yourself. This happens to everyone, without exception, but it certainly does not mean you should stop your goal pursuit. There are many techniques you can use to motivate you to keep going. Here are a few ideas I have used to help motivate me when I have felt tired, depressed, or just plain unmotivated:

1. Rewards - Throughout the pursuit of your goal, as you accomplish various steps by the deadlines you have set, it is important to reward yourself. Rewards can consist of anything that you desire, however allow me to set some ground rules that you should try to follow in regards to rewards:

You should not choose to reward yourself with anything that is damaging to the mind or body, such as alcohol or drugs, and to a lesser degree, certain foods. Obviously, if your goal was to loose weight or stop smoking, rewarding yourself with food or cigarettes would certainly defeat the purpose.

Good examples of rewarding yourself can be: treating yourself to a movie, buying an outfit you've had your eyes on (as long as you can afford it), scheduling a day to take a short trip to a nearby city, or simply taking some time to relax.

It is up to you to decide how to reward yourself, but you should be sure to reward yourself when and only when you complete major steps by the deadlines you have set. This will reinforce in you that you are doing well and accomplishing your goals. If you reward yourself before completing a step, you are then telling yourself that it is okay to not complete a task.

2. Motivating Music - Make a playlist or CD of music that will get you excited and put you in a good

mood. Only include songs that always seem to pump you up, regardless of what style music you like. Play this playlist any morning when you get up and don't feel motivated. For that matter, you can play this every morning to wake you up and get you ready to work hard toward your goal.

3. Picture of Your Goal - If your goal is something material (i.e.. - a new house, car, boat, healthy looking body, etc.), find a picture of exactly what you want to have in a magazine or book. Cut out the photograph and keep it with you wherever you go, or hang it in your room or anywhere else you will see it on a regular basis.

4. Do Something! - Occasionally, no matter how hard you work, you will just not be in the right mood to work on a certain step you have scheduled of yourself. This happens to all of us at one time or another, and the best thing you can do is to accomplish something in reference to achieving your goal!

What I mean by this is that everyone feels good about themselves when they accomplish something. The worst thing you can do when you are not feeling focused on the step you should be working on, is to stop and do something totally unrelated to your ultimate goal. I used to make that mistake a lot. When I didn't feel focused, or I just couldn't get the step done, I would get discouraged and sit down and watch television. This certainly did not help me to become motivated to continue on toward my goal! What it actually ended up doing was rewarding me for not working.

Now what I do instead, and what you will do, is to work on some other step in your plan to accomplish your goal. There is always something you can be working on that will still be moving you toward your ultimate goal. You just need to work on a step that is different from the one you are not feeling motivated to do. For example, let's say your goal was "to redecorate the house by August 15th," and the step you were supposed to be working on was "paint the basement." But you just cannot seem to get yourself in the right attitude to complete it. What you should do is take a look at your schedule for the week, and pick something that you scheduled to do later in the week that sounds more interesting or motivating than "painting the basement." For example, perhaps "find a new sofa for the living room" motivates you at this moment. Then simply switch those two steps around, and do the step that you feel motivated to do now, and "paint the basement" later in the week.

Try not to make a habit of switching steps around, but it certainly is better than not working on your goal at all!

5. Motivating Phrases & Stories - Bookstores all over the country carry daily calendars and books full of motivational sayings and stories. These can be a wonderful source of drive and energy on days when you are not especially motivated. Make it a habit to read at least one motivational phrase or story every morning to start your day.

6. List of Accomplishments - Everyone at some point in their life has accomplished something they are proud of. Whether it was getting good grades in high school, accomplishing a task someone told them was impossible, or helping a friend through a difficult time in his or her life, we have all done something we are proud of at sometime. Make a list of the things you have done throughout your life that you feel good about - write them

down. Photographically, you might even keep a file containing letters and notes from satisfied clients. These will serve to remind you that what you are doing does make a difference, and is affecting lives for the better. Now, whenever you are feeling like you never seem to accomplish anything, read your list of accomplishments and your letters. Instant motivation and confidence.

7. Morning Rituals - I have found that one of the best ways to immediately feel energized and motivated every day is to wake up at least an hour and a half before I have to be to work. Then I take a nice shower, to wake me up. Then, I read my goals aloud. Next, I make myself a nice breakfast, and watch some television, listen to some music, or read a book. It is important that whatever you watch on television or read or listen to motivates you and puts you in a good mood.

As far as television, I do not recommend watching the news in the morning. That is just my opinion, as the news tends to be very depressing, and that will not motivate you to act. I am a strong advocate of video taping. If you have a VCR or DVR, record programs throughout the week that you may not always have time to watch when they air. Then, when you get up in the morning, watch a program that puts you in a good mood, such as a good sitcom or informational program.

The same goes for music and reading. As mentioned before, you can compile a list of songs that have always seemed to excite you and put you in a great mood. This has always worked very well for me. If you like to read, pick a book that is entertaining or educational, or even a motivational or goal setting book. I will give more examples of great motivational reading in the next section.

The point is; get up in the morning, read your goal aloud, take a shower, make breakfast, read or listen or watch, and get motivated! Enjoy life, and get pumped about reaching your goals!

8. Read a Great Book Anytime - The incredible growth of the “self-help” movement over the last 30 years has put many great books on motivation, goal setting, and time management on the bookshelves in libraries and bookstores. Literally hundreds of wonderfully informative books are available to anyone who wishes to vastly improve their lives.

I cannot recommend enough the value of reading some of these books. They will give you proven ways of increasing productivity, motivating yourself toward taking action, and examples of how these simple techniques have benefited thousands of successful people.

If you do not like to read, many great motivational books are available on CD. They are usually read by either the author, or a professional actor, on to CD, so they can be listened to in your car, at home, or through headphones any time you like.

Here is a list of some books I highly recommend: “Unlimited Power” by Anthony Robbins, “Think and Grow Rich” by Napoleon Hill, and “Awaken the Giant Within” by Anthony Robbins. These are just a few of the hundreds of books that can help you in your quest for greatness, and they are books that have dramatically improved the quality of my life. Start reading today!

As photographers, it is easy to miss the fact that we must not ONLY learn from other photographers. There are many people in many different walks of life that have knowledge that will help you toward your goals, whatever they may be. The basic principles of success cross over all boundaries. This book, for example - I am not a photographer myself, and yet the ideas and principles culminated in this guide will help you in your photography business as well as it has helped me in my endeavors.

9. Work in Different Surroundings - Working consistently in the same location day after day can sometimes cause you to get bored or unmotivated. If this happens, and if some of your steps can be completed somewhere else, work in a different location for a while. Sometimes simply working in a different room in your house, or going to the local library, can give you a new outlook on your work, and keep you motivated to finish the steps.

Personal or Professional Goals



Keep in mind that all of the techniques in this guide to success can help you with personal as well as professional goals. Whether your goal is to become president of the United States, or to merely become a more organized person, the techniques for reaching your goal do not change. This book will work regardless of what your goal is, or how challenging you may feel it is to achieve.

The “30 Days to a Habit” Principle



It has been scientifically proven that if you consistently do something for at least 30 days, it becomes a habit and a part of your daily life. You are beginning now to develop the great habit of going after your goals with a detailed, proven plan everyday of your life!

Make a commitment right now to use the approach outlined in this book for one full month. Just 30 days. If at the end of that month you don’t feel like this information has totally changed your ability to reach your goals, you don’t need to use it anymore. In fact, I believe so strongly that these principles will work for you, that I offer you the opportunity to send it back to me for a full refund if you stop using the information after 30 days. No questions asked.

Commit to these techniques for at least one month. Do it. It will work for you!

Also, make the commitment to read this guide over again at least once a month, if not more. It has been proven

that the average person only retains around 2% of what he or she reads the first time. Therefore, the more you read this book, the more these theories will become a part of you, and the more you will be able to integrate them into your life.

A Quick Review



-The Most Important Ingredient For Success - A BURNING DESIRE!-

-The Six Steps to Success-

- 1. Define Your Ultimate Goal** - Define it in writing, and be specific. Start a "Goal Folder" and put everything you write down in reference to your goal in that folder.
- 2. Specific Research** - Read books. Contact someone in your general area who has already achieved success. Take lots of notes!
- 3. Set Deadline** - Be very specific. Write it down. Be realistic, but push yourself to set a date that will force you to act now and work hard.
- 4. A Detailed Plan** - Write down all the steps you need to take. Determine how much time you can devote each day to your goal. Write down the amount of time each step will probably take to achieve. Schedule your first week.
- 5. Be Passionate & Excited** - Follow your schedule religiously! Don't allow yourself to become distracted or unfocused. Read your goal aloud daily. Use other motivational techniques.
- 6. Evaluation & Adjustment** - Determine if you accomplished all the steps you scheduled for the week. Are you getting closer to your goal? If so, keep going! If not, you may need to try some new things. Repeat steps 4 - 6 until you reach your goal!

Remember to always stay motivated and active. Remember to read this book at least once a month. You CAN reach all your dreams! You have a burning desire, and you have the keys to unlocking your potential. Now take this information, use your "Success Blueprint" consistently, and GO FOR YOUR GOALS!

THE SuCcess blUeprint

The following pages contain a series of forms specifically designed to assist you in documenting your goal and your progress toward reaching it. The forms work, and if you use them in conjunction with the exercises in this book, your goals will be in reach, possibly for the first time in your life.

Form #1: Goal Sheet - Use this form to write down exactly what your goal is, and what your completion deadline is.

Form #2: Specific Research - Write down all of the information you learn during your research.

Form #3: Individual Tasks - Use this form to list all of the individual tasks you need to complete to reach your goal. Then write down how long it will probably take to accomplish each goal. When each task is completed, check the box in the "completed" column.

Form #4: Weekly Things-to-do-List - This form is optional, and may be used to first list each task on the day you wish to schedule it. Then use the next form to set the specific time to do each task.

Form #5: Daily Things-to-do-List - Specifically schedule the exact time you will complete each task. Use a separate copy for each day.

Form #6: Evaluation & Adjustment - Answer the questions by checking the appropriate box. This will help you to determine if you are sticking to your schedule, and if you are getting closer to your goal. Also write down any new information you may have learned over the course of the week.

Form #7: Check List - Use this check list to make sure you are doing every step as outlined in this guide. Although it is set up for a standard 30 day goal, you may also use it for longer goals. Simply repeat the last three steps as often as needed.

DAILY THINGS-TO-DO LIST

DAY

DATE

6:00		4:00	
:30		:30	
7:00		5:00	
:30		:30	
8:00		6:00	
:30		:30	
9:00		7:00	
:30		:30	
10:00		8:00	
:30		:30	
11:00		9:00	
:30		:30	
12:00		10:00	
:30		:30	
1:00		11:00	
:30		:30	
2:00		NOTES	
:30			
3:00			
:30			

WEEKLY THINGS-TO-DO LIST

FOR THE WEEK OF:

/ / thru / /

Monday

Friday

Tuesday

Saturday

Wednesday

Sunday

Thursday

NOTES

EVALUATION & ADJUSTMENT

FOR THE WEEK OF:

/ / thru / /

QUESTION	YES	NO
Did I read my goal aloud every morning?	<input type="checkbox"/>	<input type="checkbox"/>
Did I complete all of the tasks I had scheduled to complete this week?	<input type="checkbox"/>	<input type="checkbox"/>
Did I complete each task by the specified time?	<input type="checkbox"/>	<input type="checkbox"/>
Am I getting closer to reaching my goal?	<input type="checkbox"/>	<input type="checkbox"/>
Did I reward myself periodically when I met a deadline?	<input type="checkbox"/>	<input type="checkbox"/>
In reference to my goal, what new information have I learned this week?		

CHECK LIST FOR 30 DAY GOAL

TODAY'S DATE:

1	<input type="checkbox"/> Goal written specifically on paper	Step 1: "Define Your Ultimate Goal"
2	<input type="checkbox"/> Specific research complete	Step 2: "Specific Research"
3	<input type="checkbox"/> Specific deadline set	Step 3: "Set Deadline"
4	<input type="checkbox"/> Determined how much time per day to devote to goal	Step 4: "A Detailed Plan"
5	<input type="checkbox"/> Steps needed to be taken to reach goal written down	
6	<input type="checkbox"/> Time needed to complete each step calculated	
7	<input type="checkbox"/> First week scheduled	
8	<input type="checkbox"/> Goal read aloud daily	Step 5: "Be Passionate & Excited"
9	<input type="checkbox"/> First week completed and evaluated	Step 6: "Evaluation & Adjustment"
10	<input type="checkbox"/> Second week scheduled	Step 4: "A Detailed Plan"
11	<input type="checkbox"/> Goal read aloud daily	Step 5: "Be Passionate & Excited"
12	<input type="checkbox"/> Second week completed and evaluated	Step 6: "Evaluation & Adjustment"
13	<input type="checkbox"/> Third week scheduled	Step 4: "A Detailed Plan"
14	<input type="checkbox"/> Goal read aloud daily	Step 5: "Be Passionate & Excited"
15	<input type="checkbox"/> Third week completed and evaluated	Step 6: "Evaluation & Adjustment"
16	<input type="checkbox"/> Fourth week scheduled	Step 4: "A Detailed Plan"
17	<input type="checkbox"/> Goal read aloud daily	Step 5: "Be Passionate & Excited"
18	<input type="checkbox"/> Fourth week completed and evaluated	Step 6: "Evaluation & Adjustment"
	<input type="checkbox"/> GOAL REACHED!	REWARD YOURSELF!

This check list will work for any goal, regardless of how long it will take to complete.
Simply repeat steps 16-18 for as many weeks as it will take.