



## **Create Your Flight Plan to Achieve**

### **All Your Goals this coming year!**

Hello, this is Brian Tracy and welcome. Every year around December or January, I make a decision that the next year is going to be the very best year of my life. You should make the same decision every year as well. Even if you are listening to this program some time during the year, you can still make the same decision.

According to interviews of 350,000 people, the most important single quality for success is optimism. Optimism comes from having something to look forward to, to believe in, and to hope for. Nietzsche, the German philosopher, said, "A person can bear any what if they have a big enough why."

#### **Double Your Income**

Let us say that you want to double your income in the year ahead. If the only reasons you want to do this is so that you can pay down your credit cards and take a trip, you will have a small amount of motivation and will easily quit when the going gets rough.

But psychologists have found that if you write out a list of 10 or 20 or even 50 things that you would do differently in your life if you were earning twice as much, your motivation will soar. You'll become optimistic, positive and determined. We say that, "reasons are the fuel in the furnace of achievement." The more reasons you have, the more inspired you will be to do whatever you need to do to achieve any goal you can set for yourself.

When I started off as a poor boy with no high school degree, working as a laborer, and finally getting into straight commission door-to-door sales, I began asking a question that changed my life.

The question was, "Why are some people more successful than others?" From my job as a straight commission salesperson, I also asked myself,

“Why are some salespeople more successful than others?”

### Successful People Think Differently

Those questions changed my life. Over the years I have read thousands of books and articles on the subject of success. The answer can be broken down into one simple principle. Successful people think and act differently than unsuccessful people. That’s it.

You have heard it said that, “You become what you think about most of the time.” This is considered greatest secret of success. What it means is that, “If you change your thinking, you can change your life.”

The good news is that there is only one thing in the universe over which you have complete control, and that is the content of your conscious mind. But this is enough. If you take full control of your thinking, and keep your mind focused, like a laser beam, on what you want and how to get it, you will accomplish more in the next year than you have in the last five or ten years. If you have clear goals that you work on each day, you will accomplish ten times as much as people who just wander and drift. This is the real secret of success.

Over the years, I have taught these principles to more than five million people in 55 countries. One question that came up early is why it is that so few people had goals. According to statistics, only 3% of adults have written goals and plans that they work on every day. Why is this?

### Why Don’t People Have Goals?

There are many reasons why people don’t have goals. The first of course is that they don’t know how important goals are to a successful life. The second is that they don’t know how to set goals. You can get a graduate degree at a leading university and never receive one hour of instruction on how to set goals and make plans for their accomplishment.

Perhaps the main reason that people don't set goals is the "fear of failure." Most people are so afraid of failing that they never set any goals at all so that they can never fail. This is why the fear of failure is the primary reason for failure in adult life.

All successful people have to come to terms with the fact of failure. What we have discovered is that failure is indispensable to success. All great successes have been great failures. Successful people fail far more often than unsuccessful people. They fail over and over again, continually picking themselves up and pushing themselves forward in the face of all disappointment, difficulty and frustration. They never quit.

### Your Flight Plan

Let us jump right into how to create a flight plan and achieve all your goals in the years ahead. Some years ago I learned an interesting fact. When you embark on a flight to any destination, the plane will be off course 99% of the time. This is because of updrafts, downdrafts, headwinds, tailwinds, storms, lightening, turbulence, and a series of other factors. But when the flight takes off, the pilot comes on and says something like, "Thank you for flying with our airline. We will be arriving in our destination city at 16 minutes after five this afternoon. We wish you a good flight."

Even if this is a cross-country flight, or a trans-Atlantic flight, and the plane is off course 99% of the time, surprisingly enough it arrives exactly on schedule at its destination.

This is very important. What it means is that you will be off course 99% of the time as well. You may try 100 or 1000 different things before you become successful. Every single thing that you try that doesn't work out is a building block in your knowledge and skill that is leading you inevitably to the great success that is possible for you.

## Success Is a Journey

A couple of years ago, I sat down and wrote a book called “Flight Plan- the Real Secret of Success.” This book could have been entitled “Success is a Journey.” What I explained is that success is quite predictable, just as flying from one place to another and arriving safely is quite predictable as well. You just have to do certain things in a certain way over and over again.

Here are the big three principles of success. First, decide upon your destination. You cannot hit a target that you cannot see. You must take the time to be absolutely clear about who you are and what you want.

Second, take off. In aeronautics, they call this, “wheels up!” A flight only officially begins when the wheels leave the runway and the

plane is actually in the air. One of the main reasons that people underachieve and fail in life is that they don’t take action. They may have hopes and dreams and wishes and fantasies, but they never write them down, make a plan and then take off in the direction of their dreams and goals.

The third key to success is to be prepared to make continual course corrections on the way to your goal. In a thirteen year study at Babson College, they found that virtually all of the entrepreneurial millionaires that had graduated from the MBA program over the years had achieved their success doing something completely different, and in a completely different field, than they had originally started in. But once they took off, they made continual course corrections, sometimes for many years, before they arrived at their destination of personal and business success, prosperity and affluence. And you can do the same.

## Choose Your Destination

Let us start with choosing your destination. This is perhaps 80% of your success, deciding exactly what you want to be, have and do in the first place.

According to the psychologist Abraham Maslow, self-actualizing people, the

happiest and most effective people in our society, are very clear and honest about themselves, about their talents and abilities, about their strengths and weaknesses. They have high levels of self-awareness, as opposed to many people who are fuzzy and unclear about who they are and where they are going.

The starting point of choosing your destination is for you to identify your special talents and abilities. What are you good at? What could you be good at? What would you very much like to be good at sometime in the future? What talents and abilities have been most responsible for your successes in life to date? What sort of activities give you your peak experiences, your happiest moments when you are engaging in them?

In addition to this, you have to ask how you like to work. What sort of work environment is the most productive for you? Do you like to work alone, or surrounded by a group of people? Do you like to work on specific projects, or work with teams to complete larger jobs? By becoming perfectly clear about the person you are inside, and the way you work best on the outside, you are in a much better position to set goals for your life, especially for your work, career and business life.

### Clarity Is Essential

The second part of determining your destination has to do with what you want to accomplish in the months and years ahead. In this case, the most important word is, “clarity.” The greater clarity you have about who you are and what you want, the faster you move toward your goals and the faster your goals move toward you.

Your mind is very powerful. You have not only a conscious mind, which you use to think, analyze, make decisions and solve problems, but you have a subconscious mind as well. Your subconscious mind, which works much faster than your conscious mind and is much more powerful, carries out whatever instructions you give to it. Your conscious mind is your objective or thinking mind and your subconscious mind is your subjective or responding mind.



The greater clarity you have with regard to what you want, the faster your subconscious mind goes to work, 24 hours a day, to make your outer world consistent with the picture you have in your inner world.

The third mind you have is your, “superconscious mind”. This is perhaps the most powerful force in your universe. Once you have programmed a clear goal into your super-conscious mind, it moves unerringly, like a guided missile, to take you toward your goal. It gives you ideas and insights to achieve your goal. It gives you energy and inspiration to move you forward. It solves every problem on the way to your goal, as long as your goal is clear. It attracts into your life the people, ideas and resources you require to achieve your goal.

When you combine the powers of your conscious, subconscious and super-conscious minds together, you can accomplish extraordinary things, beyond anything that you have accomplished up to now, and more than most other people around you.

### The 12 Step Method

There are 12 steps to completely programming your mental computer so that it functions at the highest level possible to help you achieve all your goals.

#### 1. Desire Is the Starting Point

The first principle of goal attainment is desire, burning desire, a deep-down drive to accomplish something important in your life. This is why no one can set goals for you, and you can’t set goals for anyone else. Desire is completely personal. It is an emotion that rises inside of you and gives you the energy and enthusiasm that drives you forward over all obstacles to ultimately achieve something that you really want.

With regard to desire, one method that you can use is called the “magic wand technique.” Imagine on the one hand that you have no limitations at all on what you can be, have or do in life. Imagine on the other hand that you have a magic wand and that you could wave it and achieve any goal that you



set for yourself. If this were the case, what goals would you set for yourself for the weeks and months ahead?

Create a “five-year fantasy” for yourself. Project forward five years into the future and imagine that your life was perfect in every respect. What would it look like? What would you be doing? Who would you be with? Who would you no longer be with?

### Your Income, Business and Career

In waving your magic wand and creating a five-year fantasy, there are four areas that are most important to you. First, your income, business and career. If these were perfect five years from now, what would you be doing? How much would you be earning? Who would you be working with? What level of position or status would you have in your field? Remember, the greater level of accuracy you have when answering these questions, the more likely it is you will achieve them.

### Your Family and Relationships

Second, think about your family life and your personal relationships. If they were perfect in every respect five years from now, how would they be different from today? What would you be doing? Who would you be doing it with? What kind of lifestyle would you have? And most of all, what steps would you have to take, starting today, to create your ideal future?

### Your Health and Energy

Third, your levels of physical health and energy. If you had ideal levels of health and energy, and were perfectly fit in every way, how would you look, think and feel differently from today? If you could wave a magic wand and enjoy perfect health, what would it be like? Remember, anything that anyone else has achieved, you can achieve as well, within reason.



## Your Financial Estate

The fourth area of concern has to do with your financial estate. How much do you want to earn, save and accumulate in the years ahead? How much do you want to be worth when you retire, and at certain stages in your life? How much do you want to be earning as passive income in the years ahead?

One of characteristics of self-made millionaires, according to thousands of interviews with them, is that they think continually about financial independence and financial freedom. They practice frugality at all times. They are intensely focused on reaching the point where they never have to worry about money again. And they eventually get there. You can do the same.

## Make a List

Take a sheet of paper and make a list of everything that you would like to do, be and have in every area of your life if you had no limitations at all. Imagine that you have all the time and talent, all the knowledge and ability, all the friends and contacts, and all the money and resources that you would need to achieve anything that you could write down.

Here is an interesting discovery: something amazing happens between the head and the hand. When you take the time to write down exactly what you want on paper, you create a cosmic connection that activates the powers of your mind and begins attracting your goals into your life. This is one of the great secrets of success, and one of the reasons why people with seemingly few advantages go from rags to riches in a single generation. It has nothing to do with what has happened on the outside. It is what has happened on the inside that counts.

## 2. Belief Is Essential

Step two in goal achieving is belief. You must absolutely believe that it is possible for you. The more unshakeable your belief or faith in your ability to achieve your goal, the more determined you will be to overcome whatever

obstacle gets in your way. Of course, for you to have absolute confidence that you can achieve your goal, your goal must be realistic and believable.

Many people get excited about goal setting and decide they are going to be worth millions of dollars within the next year, starting from little or nothing. But big, unrealistic goals do not motivate you. Instead, because they are usually impossible to achieve, they de-motivate you. They cause you to lose heart and enthusiasm. You soon quit and go back to what you were doing before.

To make your goals believable, set goals that make you stretch, but are achievable within a reasonable period of time. If you want to double your income within the next two or three years, make a decision to increase your income by 10% in the next 60 to 90 days. This small increase is something you can get your mind around and work on everyday.

Once you achieve a small increase, set your goals higher. As you achieve each higher goal, set your goal a little further ahead and keep striving. Soon, because of your little successes, you will start to believe that you can achieve even larger goals. This soon turns into an unshakeable faith that you can achieve any goal you can set for yourself.

### 3. Write It Down

The third key to achieving goals is for you to write it down. A goal that is not in writing is merely a wish or a fantasy. A goal that is not in writing has no energy behind it. It drifts away, like cigarette smoke in the air. But once you write your goal down, in the present tense, as though it were already accomplished, it takes on a life force of its own. You can read it, touch it, think about it, imagine it, hold it up and review it everyday.

One of the most powerful success techniques of all is for you to write down your goals on a three by five index card in the present tense, and then re-read your goals two or three times a day, whenever you get a chance. As you re-read the goal, imagine that you have already achieved it. Create a clear mental picture of the goal as if it were already realized. This programs the

goal deeper and deeper into your subconscious mind until your super-conscious mind takes over and goes to work on it 24 hours a day.

#### 4. Decide Exactly Why You Want to Achieve It

Step number four is for you to decide exactly why you want to achieve the goal. The more reasons you have for achieving your goal, the more motivated you will be and the more you will believe that it is possible.

Play a game with yourself. Set a goal to double your income within the next one or two years. Then, make a list of at least 20 things that you would do differently in your life if you were already earning twice as much. You will be amazed at how powerful and determined you feel as a result of this exercise. You will bounce back from difficulties and disappointments. When you have lots of reasons, you become almost unstoppable.

#### 5. Analyze Your Starting Point

Step number five is to analyze your starting point. Where are you now relative to your goal? If your goal is to achieve a certain level of financial independence, sit down and analyze your current financial situation. Be honest with yourself. Determine exactly how much you are worth in dollar terms. Whatever it is, use that as your starting point so that you know how far you have to go.

If you want to lose weight, the first that you do is to weigh yourself. Experts say that you should weigh yourself everyday, and even twice a day. This action continually reminds you of your current situation, and motivates you to do something to change it.

If your goal is to achieve financial independence, decide exactly how much money you want to have when you stop working. You compare this number to your current net worth. You then make a plan for the next five, ten or twenty years for how much you are going to earn, save and invest each year to ultimately achieve your goal.

This may sound a little difficult, but if you don't do it, your chances of achieving financial independence are almost zero. Remember, you can't hit a target that you can't see.

## 6. Set a Deadline

Step number six is for you to set a deadline. Your subconscious mind uses a deadline as a "forcing system." Once you have commanded your subconscious and super-conscious minds to bring you a goal by a specific time, they work night and day to change your outer world, to make it conform to your inner world, and bring your goal on schedule.

Because of the fear of failure, many people set goals but don't set deadlines. This is an unconscious way of avoiding failure. If you don't have a deadline, you can never fail if you never achieve your goal.

If you have a long-term financial goal, break it down into years and even six month and three month periods. The smaller time periods you break your goals down into, the easier it is for you to focus on the specific actions you need to take to achieve that specific increment of that goal.

A friend of mine who was overweight for many years finally decided that he would lose two ounces a day. He set it as a goal, wrote it down and developed a fitness and diet plan to achieve that goal. He weighed himself continually. He began to walk, and then to jog. He ate more fruits and vegetables and stopped eating desserts and bread products. After a slow start, which is common, he began to drop two ounces a day. This worked out to two pounds per month. He kept this up for almost two years. By that time, he had dropped almost 50 pounds of weight, changed his entire lifestyle, and dramatically increased his levels of energy. And he remained fit for many years thereafter.

If one of your goals is to get out of debt, the experts will tell you to make a list of every debt that you have today. Then, pick the smallest single debt, and pay it off as fast as you can. What this will do is to motivate you to pay off the next smallest debt. After you have had the success experiences in

paying off the smaller debts, you start to develop a powerful momentum that rolls you forward into paying off your debts one by one until they are all gone. This method works for everyone who tries it.

## 7. Identify the Obstacles

Step number seven is to identify the obstacles or difficulties that stand between you and the achievement of your most important goal. What is the key constraint? What sets the speed at which you achieve your most important goal, for example, doubling your income? Put another way, “Why aren’t you already earning twice as much as you are earning today?”

The 80/20 Rule applies to constraints or obstacles. It says that 80% of the reason that you are not achieving your goal is contained within yourself, within your own character, personality and abilities. Only 20% of the reasons why you are not achieving your goals are on the outside. When you are brutally honest with yourself, you will say, “What is it in me that is holding me back?” almost inevitably the answer will jump out at you.

If you are not sure, go and ask people around you, people who know you well, if there is anything in your personality or behavior that is holding you back from achieving your most important goal. Very often, the people around you can see you with much greater clarity than you can see yourself. Once you make a list of all of the obstacles or difficulties that stand between you and your goal, organize them by priority, select the single biggest obstacle, and go to work to remove that obstacle immediately. Sometimes, this simple act of attacking one major difficulty can dramatically change your life.

## 8. Additional Knowledge and Skill

Step number eight is to identify the additional knowledge and skills that you will need to achieve your most important goal. What we have found is that your weakest key skill sets the height of your success. In business, your weakest key skill sets the height of your income. You could be good at a variety of things, but the one area where you are the weakest, is holding you

back more than anything else.

Here is one of the greatest questions of all that you can ask and answer throughout your entire career: “Imagine that you could wave a magic wand and be absolutely excellent in any one skill, what one skill would it be? Here is the question, “If I was absolutely excellent in any one skill, what one skill would help me the most to double my income or achieve my most important goal?”

There is always an answer to this question, at every stage of your career. Your ability to ask and answer this question can change your entire life. Whatever your answer, write it down on a separate piece of paper and make a list of all of the things that you could do to develop that skill, and go to work on that skill every single day. A month or a year from now you will look back and you will find that you are absolutely excellent at performing in a skill area that can often change your whole life.

A basic rule is this. If you are not getting better, you are getting worse. If you are not absolutely committed to becoming excellent at the most important things you do, you are actually defaulting to mediocre performance.

The reason why the great majority of people are in the bottom 80% is because they are not particularly good at anything. According to the experts, the great majority of people learn their jobs in the first year and then they never get any better. They rest on their laurels. They coast at their jobs. But the problem with coasting is that you can only do it in one direction. Downhill.

Don't let this happen to you. Make a decision today to become absolutely excellent at doing the most important things you need to do to get the most important results that determine your success in life. Work on getting better every single day. Never stop. As Jim Rohn said, “Formal education will make you a living; but personal development will make you a fortune.”

9. Identify the People, Groups and Organization

Step number nine is for you to identify the people, groups and organizations whose help, cooperation and support you will require to achieve your goals. To achieve goals of any importance, you will need the help of lots of people. Your ability to reach out to these people, and to earn their support and cooperation, is a critical determinant of your success in life. Without it, you have no future. But with the help and support of others, your future can be unlimited.

Make a list of all the people within your business and outside of your business whose help you need. Write down the names of your boss, your coworkers, your associates, and especially your customers. Make a list of the members of your family. Make a list of how they could benefit from your success if you were to achieve your goals. Think in terms of what you could do for them to earn their support and cooperation. Sometimes, the help or influence of a single person at the right time can transform your life. Who might that person be for you at this moment?

## 10. Make a Plan

Step number ten, once you have done everything that we have talked about up to now, make a plan to achieve your goal. A plan is a list of activities. You take a clean sheet of paper and you write down every single step that you think that you could take from where you are today to achieving your goal sometime in the future. As you think of new items, add them to the list until your list is complete.

Once you have a list, you organize your list in two ways- by sequence and by priority. You organize your list by sequence by deciding what you need to do before you do something else. You organize your list by priority by deciding what is more important and what is less important. A list of activities organized by sequence and priority becomes a plan.

Now, you have a goal and a plan. Now you have moved into the top 3% of adults in our world today. Now you are in field position to accomplish

extraordinary things in the months and years ahead.

## 11. Visualize Your Goal

Step number eleven is for you to visualize your goal as if you had already achieved it. Create a clear mental picture, vivid in every detail, of your goal as if it was already realized. Your subconscious and super-conscious minds can not tell the difference between a goal that you have achieved and a goal that you have vividly imagined. When you replay this picture of your desired goal in your mind, over and over again, all of your mental powers go to work to make your outer world consistent with this inner picture.

### Frequency of Visualization

There are four keys to making visualization even more powerful for you in goal attainment. The first key is the frequency of visualization. The more often you imagine this picture of your completed goal, the greater impact it has on your subconscious mind.

### Intensity of Visualization

The second key is intensity. The more emotion that you can combine with this mental picture, the more impact it has on your motivation and desire, driving you forward to achieve the goal.

### Length of Visualization

The third key is length. The longer you can hold this mental picture, especially right before you go to sleep at night, and immediately when you wake up in the morning, the greater impact this has on your super-conscious powers.

### Vividness of Visualization

The fourth key to visualization is vividness. This is very powerful. The greater clarity you have with regard to your desired goal, the faster it comes into your reality. In fact, there seems to be a one-to-one relationship



between the clarity of your goal on the inside and how fast you see it coming into your life on the outside.

### Feed Your Mind with Pictures

If you want a new car, go and get a brochure describing the car and look at the picture over and over again throughout the day. Imagine yourself driving that car. Imagine how you would feel as you drove that car. Repeat this exercise over and over again and you will be astonished at how fast that car comes into your life. You can do this the same with your levels of personal fitness and appearance, the home you want to live in, the income you want to earn, and any other goal you can set for yourself.

### 12. Persistence and Determination

The twelfth step in goal setting and achieving is persistence. As I said earlier, your level of persistence and determination is the most important determinant of your level of success in life. Whenever you set big goals for yourself, you must expect big difficulties, big obstacles, big setbacks, incredible turbulence, and even temporary failure, sometimes over and over before you achieve the goal. This goes with the territory. This is part of the price you have to pay. Temporary failure is inevitable and unavoidable.

Dorothea Brande, an author in the 30s, wrote a statement to motivate herself that has become a timeless classic. She said, “Decide exactly what you want, and then act as if it were impossible to fail.”

Whatever you want to be, have or do in the future, act as if it were impossible to fail. Imagine that it is absolutely guaranteed to you as long as you don't give up.

Resolve in advance that no matter what happens, you will persist and persevere until you achieve the goal. Keep reminding yourself that, “Failure is not an option!”



## Your Future Is Unlimited

Here is the best news of all. The very best months and years of your life lie ahead. The happiest experiences that you will ever have are still to come. The highest levels of income that you will ever earn are still to come. The highest standard of living that you will ever enjoy is still to be achieved sometime in the future. No matter what has happened up to now, it has been merely a preparation, a prelude to what is going to happen in the future. And your future is limited only by your own imagination.

Since there is no limit to your imagination, there are no limits to what you can be, have or do in the weeks, months and years ahead. Set a goal, make a plan and work on it everyday. Choose your destination, take off toward it, and be prepared to make continual course corrections until you succeed. There is nothing that can stop you except yourself.

Thank you very much for being with me today.

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