

Vision
Values
Achieving Your Goals
Action Workbook



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Index

Getting Started

Visioning Your Future Life	6
Your Vision Board	12
Language – Shifting our Paradigms.....	13
Setting Your Goals.....	22
Optimizing Your Time.....	25
List of Attached Worksheets.....	35

Getting Started

Much has been said over the years about goal setting. Some people like to set goals and can follow through. Others, set goals and quickly abandon them feeling disappointed or frustrated and vowing to avoid the process as much as possible.

There is nothing terribly much worse than the sense of being completely defeated by something. However, much of what is said and what is thought about goal setting comes from strong social conditioning that if we set our goals and don't succeed somehow we are a failure or have fallen along the path.

Social conditioning is dependent on a mutually accepted universal viewpoint of how things work in the world. This necessitates that we must all have the same frame of reference as everyone else. This excludes all ideas and viewpoints that don't conform to the group consciousness or viewpoint.

Many people today assume that if first they try & don't succeed they have automatically failed. They then conclude this means that they don't have the necessary ability to succeed so they give up trying.

So the important thing becomes to define what constitutes so called failure or success.



I would like to offer you the suggestion that it is not the failure or the success that counts but the willingness to simply go into battle that counts. It is not how many battles we have won or lost but how well we fought... did you run from the battle (task at hand) or did you give it your all.

Also the greater your degree of awareness becomes and the more you practice something the less time will be needed to understand the concept or complete the task.

Quote here from Return of the Warriors by Theun Mares

“The value of a path lies in how you walk it. If you feel that the path you are walking is not for you, then you should abandon it immediately. However your decision to walk a path or not should be based on that clarity which springs from the disciplined life of the warrior, and not of fear or ambition. Decisions taken in the sober light of clarity cannot possibly often anyone, least of all yourself.”

So one of the questions we can ask is “were we on the right path?”

Goal setting is not the Be all and end all however a great way to get over the fear of failure is to take a little different perspective or to simply apply what I call a different filter to the process.



Many of the “masters” have pointed out the importance of finding a path with a “heart”. Most people today are walking paths that don’t have a heart; they are walking the path of social conditioning. These lead to lives of boredom and feelings of emptiness.

Their goals and visions are I want, I want and more I want big houses, big cars and more of them Bigger and more is always better in North America. But if you spend all your time pursuing more you may reach the end of your days and the only thing you really want is more time. More time to do the things you wanted to do after you finished adding up all the “I wants”.

So it is important to examine what really counts what are our true values and core values before setting down a path that is going to shape and potentially totally change our lives.

If we want to drive from Vancouver to Colorado we need a road map or we may get lost along the way. On that map we may find many other interesting stops that will enhance our life experience and bring us joy adding to our life journey.



This guide is designed to help you to create that road map to wherever you decide you want to go. I hope along the way you will find pathways leading off the road map that may inspire you to try new things. You will start to create that map by looking at what really counts to you, your core values.

We will use words to do that recognizing that what is important is not the words themselves but the meanings behind the words. Those meanings will be different for each person.

If along the way you discover that the path is no longer empowering you I hope you will not get caught in your path or defend it or justify it but shift quickly to new goals and new ideas that will empower you. Use the worksheets in this book to help you along the way. They are designed for the Rainmaker and Entrepreneur but you will find them on the website in Word format so that you can adjust them to your own life and needs.

And always remember.

'Any path is much the same as any other path. Some paths wind this way and that- some paths go straight, but in the end no path goes anywhere at all. The only difference between one path and another is that some have a heart and some do not. The path that has a heart will uplift you, ease your burden and bring you joy. The path with no heart will make you stumble; it will break your spirit, and finally cause you to look upon your life with anger and bitterness. "Theun Mares, Return of the Warriors.

Visioning Your Future Life

It's been said many times that you need to have a Big Why. This is true. Some people don't have a clear picture of their big why or they sorta know but don't have it down on paper. That's okay. If you don't have it clear you're going to get it clear now.



If your big why is not clear to you, then today you're going to make it up. You're going to Fake it till you make it. That's right. Because that will get you filling in some details and moving down a path. Once you get rolling new things will cross your path and your Big Why will become more defined. If it leads you in a new direction that's absolutely fine.

Why is this important? When I used to work with people one on one I used to do timeline work with them as part of the process.

Timeline work is where you can find the future in space. Some people find the future in front and the past beside them, others find the future on the right and the past on the left and others find it up and down. It really doesn't matter where you see your past or future only that you can.

I would find that people who did not build futures had major challenges in their life. Often they would develop health issues such as cancers etc. This has also been born out scientifically. So it is very important to build futures and start doing it now.

If you are 21 years of age doing this course you may want to build a 25 year vision. I did that in my mid 20's and I am just heading towards its fulfillment now. The ideal if you are in your late 30's to mid 40's is to build a 10 year, then 5 year and a 1 year timeline on the next pages. You can also go 5, 3, and 1 depending on your current age and time frame.

So expect to spend at least 30 minutes and preferably up to an hour on this exercise. Block the time out to do this in your busy day. (More about time blocking later).

We are not going to worry about every little detail just the blue sky big picture of 10 years out, more importantly we are going to connect with the feelings, the sounds and how it looks.

Now let me just clarify “fake it till you make it”. Some people get their necks out of joint with this statement. What I mean by this is that we are going to write a “stream of consciousness” vision for your life. We are not going to sit and rationalize it as in here I am in the mountains how did I get there, I live in the prairies this can’t be so. We aren’t going to detail exact time or how we made the money or bought the house. Just let it flow.. We want a vision that will just pull you forward every day of your life... We can get rational when we get to goal setting.



I will put a sample stream of consciousness vision on the next page as an example of what I mean.

Are you ready to get started?

10 Year, 5 Year, 3 Year, 1 Year Vision

(If when doing this exercise you find 10 years is very difficult for you to see, and then start at 5 years instead, there is no wrong place to start, it’s what works for you). I am going to use five years here today. This also partly depends on your age. If you are 95 a 3 year vision may be fine.

Have your journal ready. In fact get a fresh journal for your Vision, Values and Goal Setting.

I want you to find a place in space where you see the future to do this think about something you would like to do next week and see where you look (where your eyes move to)when you think of that.

I highly recommend you go over and step into this space physically. This is your future timeline. Then look for a place on your timeline where you can see your life five years in the future. Step into that location physically if it helps you. Consider this a “power” location for you.

Then describe your future life from a point of actually standing or sitting in it. Describe it like it was a scene in a movie. Be very specific. Where are you, who is with you, what are you all doing. What’s the interior of your location like, unless of course your standing on a beach then write down about the weather, your home, your family, your friends. Do you have a husband, a wife, and children? How many are there?

Tell what you hear, talk about the sounds, what do you see, the feelings that are coming up inside of you. What’s the furniture look like. What can you smell in the air, in your garden or your kitchen? Are there friends with you as well or business associates? What are you doing together?

Express your vision with clarity, compassion and choice. This allows you to use the universal Law of Attraction and is the fastest way to attract your vision into your life.

Experience the fullness of your vision. Stay with the full brave intention of your phrases.

Start to think speak and act as if it’s already come true in your life.

Take 20-30 minutes to write your vision of your future life. Let it pour out from your soul; don’t stop to think to rationalize to justify or to be realistic. Just let it flow from you as best as you can right now in this moment. Be fully in the moment. When you are done just be at peace with that & maybe stop for tea if you must.

Coming back to this exercise re-read your 5 year vision and see, feel and hear yourself in it. Stand in the place that you have seen your vision 5 years out. From your position of being 5 years out find the place in time that is back 2 years from your 5 year vision.

In other words 3 years from today.

From your 5 year position looking back what is present in your life at that 3 year point. What does that look like, feel like sound like, smell like? Write it down in full. Do just what you did for your 5 years vision.

Now repeat this for 1 year from now. So stand in your 3 year vision and look back towards the present, find what must be present a year in the future for your 3 and 5 year visions to work.



Visioning is to release yourself to your heart's desire without any consideration of how you will get there. Put yourself on the horse and ride it wherever it takes you. I also call this the “Blue Sky” process hence the pic.

Now being very practical and coming down to earth.

What are we doing here? We are starting with the end in mind.

It is important to know what the end result will look like. Most goals are just written future forward. They don't correlate with your end vision.

What does it matter that you make 5 million \$ and own 3 Ferraris if what you really want is to live on the beach in Hawaii or some other surfside location in a small town far away from civilization where there is no Ferrari dealership to change the oil in your car.

Have you ever heard the story and I will shorten it here, of the North American that visits a small Portuguese town and sees the fisherman in his boat hauling in his catch for the day, cleaning it and then sitting on the beach enjoying the sunset, a good bottle of wine and some bread and

cheese. The North American approaches him and suggests that he is such a good fisherman he should buy more boats, hire more men and start a fish plant to export his catches. Then when he is rich he can retire and sit on the beach and enjoy a good bottle of wine and watch the sun set. Quite the paradox.



Sometimes we already have most of what we want. It's good to be clear about why we are doing something and what having it will do for us. We need to clarify our Values and we can do that in the next section.

Sample Stream of Consciousness Vision

May 23rd 2007

My Five Year Vision

My partner and I rise on our rocky mountain ranch. It is very early and the sun is just starting to rise over the mountain tops in the distance. I can hear the kettle perking & we share morning tea together snuggled in bed our dog and kitties snuggled in with us for some morning cuddles. Couscous my little lover snuggles between us always. We gaze at each other and revel in the joy of each others company and the fruits of our shared vision in the cool morning air... The fireplace in our master bedroom crackles & I can smell the wonderful scents of the logs burning.

Our home is wonderful it is made with rare hand hewn woods and large bright picture windows it is filled with many authentic treasures that we have gathered in our journeys.

We eventually rise to stretch, meditate & write in our journals. This is our life. In a few hours we will hear the sounds of our families arriving. We go out to meet them together. The kids look great and the grandchildren are full of chatter. We sit under a huge oak tree at our big table and have a wonderful lunch together with lots of laughter and fun. We go horseback riding in the afternoon as our ranch hand has prepped our beautiful horses for us. Our children and grandchildren all ride with us. We are all slim, strong, healthy and whole, there is an underlying joy in our lives and it shows in our faces.

Later this afternoon our friends start arriving... we are having a party for my latest book launch before I go on a speaking tour next week. We are gathering with family, friends and business associates to celebrate. Our real estate team will be here and we will revel in all of our mutual success.

I am our Shaman, coach and rainmaker. I have mastered the skills of bringing 100's of leads monthly and coaching our team to their highest level of skill. My team is like a second family to me. I have mastered the art of hiring people who are responsible, joyous and motivated to reach for the best in themselves. This has allowed us to be wildly profitable and allowed me to step back from day to day operations and move to the next level in my life, helping and inspiring others to grow themselves. Helping an inspiring others to come to their highest level in their lives.

We have all grown extremely wealthy, mentally, emotionally, physically, and spiritually. We are living our ideal life. We laugh together and enjoy ourselves with our friends. There are smiles all around.

My handsome partner and I are filled with joy.

Together we step out into the chill of the morning air look over our land, our home, the hazy mountains in the distance and we hold hands as we head out to meet our families. Our wonderful helpers have organized every detail of this wonderful day we have planned together. We are at peace in our lives. It is perfect.

Your Vision Board

But Before Getting to looking at Values I want you to take this Scene and play it out daily, keep investing your emotions and your heart daily projecting the feeling out there. Don't hold back or restrain yourself.

Then create something to be a witness to this. A vision board is a fantastic tool. I have seen these done on a bulletin board. I personally bought a frame for this purpose but that is not necessary.

You can make separate areas on your vision board for different aspects of your life. So there can be an area for your perfect work, your home & sanctuary, your relationship, your play & adventures and your spiritual practice.

Put pictures, words, whatever works for you on your vision board

Some people do these as mind maps if you have ever seen one of these there is a centre core or focus and lines leading off from the centre telling the story of your vision.



You can use a journal and paste pictures and write words in it. There will be images of where you want to live and where you want to go.

Hang it on a wall in your office, or your reflection/ meditation room. The important point is for you to see it every day. Over time it burns into your subconscious mind and helps in the reprogramming process.

Language – Shifting our Paradigms

There is a saying:

“What you think about you talk about,
What you talk about you bring about.”



This can be otherwise said that what is in your mind comes out of your mouth and ultimately manifests in your physical life.

I once began to date a man who used to constantly say “I hate money”. I told him to turn the language around to something more productive or he would never have any money. As I quickly learned he never did, at least not for long. Needless to say I didn’t stay there long as he was not open to change. We were not a match.

If you constantly tell something or someone you hate them why on earth would they stay with you.

Everything starts in our minds. There are hundreds of books on this subject so I will not repeat the content of them all here.

Language is our key component of how we function in the world and how we see the world. Either our interior world or our exterior world. Just try and stop your mind chatter for a few minutes and you will get my drift.

Each human has a filtering system that sets their view of the world. This was encouraged by their parents & relatives in the first few years of life.

Each child sets their world view for themselves as a result of their family’s encouragement in the first 5 years of life.

Once set that world view generally lasts a lifetime. We generally demonstrate our world view through our use of words and each time we say a word it holds a specific meaning to us. It may hold a positive charge, negative charge or neutral. You can check this in your body to feel the result for yourself.

If I listen to you talk for 5 minutes I can usually tell you what your existence looks like.

If we assume the above thinking is correct then the words we use to set our visions of the future and our goals will be extremely important to our outcomes.

Words will empower or disempower us depending on the charge we attach to them.

Some phrases attract and some push away.

So in visioning our future we will start to look at using words and phrases that will pull our futures to us rather than push them away.

This means to begin to think speak and act as if our vision is already coming true. We are using conscious language.

You want to use I AM language. The words that follow I AM speak volumes. In the Bible God says “I am that I Am “.

Some examples are:

I am choosing good health compare this to
I want good health.

“I want” distances you from your desires

“I choose” claims your choice for you

I love the thought of being thin.

In the past I was _____ and now I feel _____.

Claim your place using words of strong intent.

I am _____

I have _____

I choose _____

I love _____

I enjoy _____

I can _____

I will _____

Speaking is a self fulfilling prophecy – when you say words either internally or out loud your mind and your body will follow them.

When you make a statement of intent say it out loud. Then check in your body inside how that makes you feel. Does it make you contract does it make you feel expansive. If it makes you contract then change the statement until you feel expansive and fulfilled.

Practice using “I have” and “I choose”

I choose to be happy.

I choose to be loved

I choose to have a great relationship or I choose to have a great marriage.

I choose to be a multi-millionaire.

Also use the language of the first person (visual language)

My vision is _____

My love for _____

My Team has _____

I feel _____

I AM _____

Here are some more examples of affirmations that are categorized for you. You may want to use some of these.



Wealth & Prosperity:

- I am rich and prosperous in every way.
- There is a generous flow of wealth and happiness constantly blossoming in my life.
- Wealth and prosperity manifest easily and joyfully into my life, now and always.
- I am blessed with a constancy and abundant flow in my life.

Fame & Reputation:

- I am honored and respected in every way by the people I work with and for the work that I do.
- I enjoy an abundance of support and enthusiasm of my accomplishments from people in my community,
- I am well known and well respected for my skill talents, and accomplishments.
- My reputation for honesty, trustworthiness and compassion grows with each passing day.

Love & Marriage:

- I attract joy and intimacy into my life.
- I Love, respect, and honor myself.
- I Love to love and to be loved.
- Love constantly surrounds me.
- I am a beautiful, loving, joyful person.
- The love in my life experiences an abundance of joy and passion.
- My perfect love and I are connected in our minds, hearts, and spirits, now and always.

Healthy & Family:

- I am a vibrantly healthy person.
- My health is excellent in every way.
- I enjoy wonderful relationships with my family,
- I enjoy harmonious relationships with my friends.
- I am blessed with vibrant health and loving relationships.

Creativity & Children:

- I easily and joyfully express my creativity.
- My creativity flows freely as I express who I am.
- I am an artistic, talented, one-of-a-kind creative person.
- My child/inner child is safe and happy.
- I joyfully support my child/inner child in developing and expressing his/hers creativity.
- I joyfully trust my creative urges and allow myself the time and space to express them.

Knowledge & Self Cultivation:

- I easily and joyfully assimilate new knowledge and information.
- I trust my learning process.
- Knowing that I am constantly learning and growing, I relax into each moment of my life.
- I am peaceful and calm as I share my knowledge with others.
- I am a wise and knowledgeable person.
- In all situations I always know what to do and say.



Career:

- My career is fulfilling, inspiring and lucrative
- I grow and prosper through performing my life's work.
- I express my life's purpose through my career.
- I express my creativity, my joy, and my enthusiasm in my work.
- I attract many positive opportunities and circumstances.
- I am open to knowing and living my true calling,

Helpful People & Travel:

- I constantly attract helpful, generous, loving people into my life.
- I am supported and loved by all the people in my life.
- I am blessed with many helpful people in my life, & I am a helpful person in other people's life.
- Auspicious opportunities and circumstances are constantly manifesting in my life.
- I travel as often as I like, to the places I want to visit.
- I am in the right place at the right time.

Understanding & Defining Your Core Values

We each have core values. How often have you written goals and never reached them? That may be because the goals you wrote were not written based on your core values.



In this section we are going to uncover some of your core values and then work on building goals using what is truly important to you.

As stated in the outset of this workbook we want to set goals that come from inspiration rather than motivation. That way we will naturally move forward rather than having to constantly find energy to push ourselves forward.

We want to tap into that place inside which is a never ending flow coming from deep within our souls.

What is a Value?

Well here are some examples:

Freedom,	Peace of Mind	Power
Happiness	Helping Family	Being the Best
Making a Difference	Fun	Growing
Adventure	Realizing My True Potential	
More Spirituality	Helping Others	Security
Personal Fulfillment	Self confidence	Independence

These are different from goals, so they are not such things as, buying a house, paying for college, purchasing a new car. Note the difference



So here's the next exercise, you will need your journal again.

1. You can set this up like a ladder if you like so that there is a hierarchy, or any other structure that suits you. A line on a page works well.
2. Your going to answer some core questions. It is important to be relaxed and give answers that reflect how you feel. Your feelings are the only ones that count. Whatever your values are that is fine and they are the right ones for you. There is no judgement to be made here.
3. Start with the single most important question.

Ask Yourself: What's important about _____?

(Place the goal you are working on in the line above)

So let's take the matter of money or income. Your first question is: What's important about Money?

Write down the answer to this question at the bottom of your page.

Let's say that your answer is "Freedom"

Your next question is: What's important about Freedom?

Write your answer to this above your initial answer of Freedom Doing this on a line or a ladder type structure works well.

So your first value is Freedom and then your next value goes right above that.

Keep on doing this process up the line on your sheet of paper. Don't stop after two or three answers you will be cheating yourself. The biggest mistake you can make is not taking this process deep enough. I recommend going seven layers deep on this exercise. It is rare that the values you truly hold most dear will show up in the first few that you list.

Keep on asking yourself What's important about (the last value that you gave) until you absolutely run out of values and can't think of anything else.

You can repeat this exercise for all areas of your life.

What's important about relationship?

What's important about being loved?

Another question I often ask is ... What will have that do for you?

What's important about money? Answer = Freedom

What will having freedom do for you? Answer=

It will allow me to have time to help others.

What's important about helping others?

The way it makes me feel

How does it make you feel and what's important about that.

At least 7 layers deep.

If the's important? Gets a little challenging then switch to the “What will having that do for you _____?”

What you want to uncover is the core values that give your life meaning. This will help you to drive your goals from a place of inspiration with a lot less perspiration. You may find that what you thought was important is not as big as you thought and it may help to reshape your goals. You may find that in some areas, you already have what you truly want.

Values Based Goal Setting

Family, vacations, education
Personal, - Health, Physical, time or autonomy
Income – salary, investments, passive, semi-passive
Spiritual & Inspiration -





Setting Your Goals

Has defining your core values around money, family, relationship, your team, made you think any differently about the future and how you envision it? I hope you are feeling more inspired at this point.

Let's look at setting your goals

Aside from your long term goals and your vision board you are going to need your goals for this next year, and you will need to break them down into categories, then months, weeks and daily goals.

You can start to gather this information by looking at your one year vision. Set an income goal and then any family, personal, spiritual or investment goals you may have.

I work with Keller Williams and the tool I actually use is called the 411. We will use it here because it is what I use. There are other versions of it available at for you to grab a copy of at www.productivitywarriors.com. The 411 stands for 1 year, 1 month, 4 weeks. Download the sheet that you prefer.

If you have another goal sheet that works for you or is a part of your corporate structure feel free to use it. The 411 is very simple and as far as I can see will work for pretty much any field of endeavour.

If you want you can make your own sheet or use the 411 I have provided in the Forms area at the back of this Workbook

You want to set up your big picture goal at the top of the sheet, then your monthly goal below that, and your weekly goals in four sections below that as well.

The 411 is primarily about money goals and your day to day business, generating the income to have all those other things in your life. However there is a personal section where you can put your personal goals. So if you want to lose 20 lbs. you can put it there or if you want to work out daily or find a date, or a once a week family dinner ,whatever fits you can work with it in that section.

A goal must have a time frame, you must know how it is accomplished, and in other words what is the form of measurement for knowing it is complete. What is the consequence for not completing the goal? This must be real and tangible; you must be willing to accept a real consequence.



You want to control demands on your time. The only demands that should ultimately get through to you are those that resonate with your goals. You want to make sure the 20% that matters the most gets done. Do one thing at a time.

Scheduling your time comes in the next section but you want to schedule your rest time first.

Then schedule your remodel time the time in which you will prep for your organization or you're consulting and create the necessary systems to move yourself forward.

Last you want to book in your pay time or your Results time.

Weekly Tracking Sheets or “You Do, We Do, They do Worksheets”

I have also supplied you with my weekly tracking system. The weekly tracking is for making your whole life work not just your business life. So the “You Do” section is for making a list of all the things you need to do each day which only you can do.

The “we do” is for listing those items that you and your closest partners whether mate or personal assistant, or business partner must do on a daily basis.



The “they do” section is what you will outsource to your other team members or to outsourcers. The goal is to gradually move more and more of your tasks to outsourcers so that you ultimately focus on only the 20% that you need to be doing to make money or the 20% that you do best in your business.

Optimizing Your Time

Carving out time for work, family, personal & inspiration so you can grow

You are going to need 3 items for the next part of this exercise. Except for the year at a glance they are found at the back of this workbook.

- 1. A one page year at a glance (google for this)*
- 2. A 2 week time tracker page to block your time*
- 3. A Weekly Tracking Sheet or You Do, We Do, and They Do*
- 4. Coloured markers*

The Concept of Time in a Nutshell

You may think you have many things but in truth in this world time is actually the only thing you have and it get's shorter every day.

So it makes sense that you want to get a handle on it and get the most from the least financially speaking so you can spend a great deal more of your dwindling time with those you love.



If your 21 years old this may be a hard concept to grasp but once you hit 45 it really starts to sink in.

This concept is as simple as taking a big jar and filling it full of water, the water representing the less significant aspects of your life. There will rapidly be room for nothing else. We want to start filling the jar with the big rocks of your life first those are your spiritual needs, your family needs, and your monetary needs and within those are several subsets.

For the purposes of this course I am not going to get into spiritual and family only because everyone defines those differently and that could be a month's discussion. However, we will discuss how we slot them and move on to your financial needs.



There are 3 key areas of your life that you need to divide your time into. They are Recovery Time, Results Time and Remodel Time.

Recovery time is where you sharpen the saw. It's where you turn off the cell phone, the computer, blackberry whatever your preferred methods of interference are in your life and take time just for self first and then for family second.

If you are not functional you don't serve your mate or your children or partner well. This includes time for the spiritual and your human homework. This could be time with your partner, pursuing a hobby, meditating or other rituals, watching the kids dance recital etc. The time you spend on your personal morning routine before you start work or what you do at the end of the day after you have left work behind.

Take out a year at a glance and decide how much recovery time you need and how often. This is the most important thing in your life. So take lots of it. Without health you cannot create wealth

Use a one page year at a glance for this, you can Google "year calendar" and download one. Put it in the new binder you are going to use for this process

What is the Big Rock in your Recovery aspect of your life? Slot your vacations in first then your big rock with yourself or your family. So for some people this may be to go golfing every Saturday morning in the good weather. Attending a yoga class is recovery, but so could going out to have a long lazy lunch with a couple of glasses of wine.

The next major area is your Remodel time. Remodelling is the time (usually twice a week in a 3 hour chunk) that you work on your business rather than in your business.

So lets say you are an internet marketer and you currently do everything yourself. You want to run a Google ad words campaign. You are new to ad words so you need to take time to learn about it and then set up a system. You need to decide whether you will take the time to learn all about ad words or whether you will hire someone else to do it for you.

Since your income is not huge you decide to learn about it yourself first, set up a system, and then eventually get an assistant to manage it for you and report back to you.

You need some **Remodel Time**; you also need time for reading and study, plus implementation.

I am realtor by profession at least that is how the majority of my income is derived. So every Friday morning I take 3 hours 9-noon to set up new systems, learn what I need to do to set up the new system or tweak an old system.

As an Internet Marketer I will call them IM's from here on In order to learn to set up ad words there will be some steps to your new system.

1. You would want to research at Google to find a good eBook or (*) two on ad words, or an excellent course on the subject such as PPC Classroom (*). This will also help you determine your budget for this project.
2. Then you will need to schedule time to read and digest this material.
3. You will begin learning to do your keyword research. Once you have your keywords and your long tail phrases
4. Set up an ad words account.
5. Write your ads

6. Set up individual campaigns for your products
7. Set up analytics on your website.
8. Split test

And so on and so on.

Point Your Life in the Direction of Your Priorities

You get the idea. There are many steps. You will need to research your subject, know the steps be able to list them and decide what you will take on or will you just outsource the whole thing.

This may take you at least two 3 hr time chunks just to research, find a product to learn the process, do your reading, chunk out the steps and then make a decision as to what is feasible for you to do and what you should pass on.

You also need to determine if it is feasible for you to do this now, do you have the time, do you have the budget can you afford the manpower, or if it should be put aside as a future project. Addressing ad words is a major project in itself and some people run it as a whole business on its own. (<http://www.managmemypayperclicks.com>* , www.seooffice.com need to put a site here)

This is where having a journal and journaling your ideas can come in handy.

If you are working a nine to five job you may have to do projects in 1 hour or 90 minute time blocks you will figure out what works for you.

Personally my real estate business is long established so if I have one Friday morning time block for Remodelling or working on my business, plus a 3 hour Monday morning time block for preparing all my marketing for the week. I am fine with that.



It's with my internet marketing business that I get caught because it is so ground floor I need many time blocks to get my systems set up and that is what challenges me at the moment. In three years I will have a whole different viewpoint on this.

So you have to take a long term view to any business you are running and schedule the 2 or 3 times blocks per week that you will need to implement new systems into your business. These systems need to be set up in such a way that eventually you can hand them off. So that means writing a manual or making a camtasia video of how you want something done.

How will you find the time? Then let's look at defining the big rocks of our business.

The third area is what we call your Results Days. I block out three Results Days. They are Tuesday, Thursday & Saturday. What this means is that I do all of my appointments on those three days back to back.

If you call me I will ask you which day you would like to meet. I even post these days on the back of my business cards as my appointment days. If you can't meet me at one of these times I may meet you on another day if it fits my schedule, but I may also hand you off to another team member who has their Results Day on a Wednesday or a Friday.

This allows me to totally control my time on the other 4 days of the week. On the Results Days I have a route I can follow which controls the distance I drive and home much time I spend in the car.

For me Results Days mean showing a buyer a home, visiting a seller for a listing appointment, presenting an offer. Results Days put money in your coffers, they are action oriented and they are days you directly work in your business. They are the days that generate your profits.

I also need to block out time to make my phone calls daily so this goes onto my schedule as well. I make my calls in the morning between 10 – noons. You won't be able to reach me then just to have a chat. I return calls daily between 12-1 p.m. and 5-6 p.m. If you call my business voice mail it will tell you my call back times. This doesn't mean I won't call you back at 3 p.m. but if I do you will feel pleased because wow now your special.

By telling my clients on my voice mail when they can expect to hear from me they know that I have a predictable process in place that they can rely on.

They also learn to respect my time and that I have other matters to attend to. You can even publish your hours on your website and if you are doing customer service tell people what your call back hours will be.

Of course it is important to do what you say you will do. Can't just talk the talk, you need to walk the walk.

I call this my Two Week Time System, and there is a sample of my time blocking in the work book along with a graph for you to block out your time. Use coloured markers to do your blocking.

I suggest you make several copies. Try different time blocking for a few months until you find what works for you. Then stick with it, honour it, make it one of your rituals and tell everyone who asks for your time what your schedule is Put it on the back of your business cards or on your website, whatever works is fine but stick with it.

This is a Foundation Tool for Getting Control of Your time.

I would like to acknowledge here that we constantly hear about Balance and Gaining Balance in our lives. If you are an entrepreneur then by nature you usually are not balanced. If we stay in our Entrepreneurial style we will always have more great ideas than we can implement, be

extremely free flowing with no real plan for implementation and no tracking.... We will Plateau

To be successful we have to be willing to move from the E to the P. The P is a Purposeful style with clearly defined goals, effective systems and accountability. This means having accountability partners for each area of our business or each business we are in.

- E= Entrepreneurial Style – that’s us guys, never at a loss for great ideas, notebooks full, free flowing , no plan for implementation and =no system for tracking results



- YOU HAVE NOW PLATEAUED and must move to

- P= Purposeful Style, clearly defined goals, effective systems, outsourcing, Weekly accountability. This will help you to get profitable... That’s what we want isn’t it.



Controlling your time is going to require awareness, diligence and determination, you will need to be proactive. But doing this will allow you to carry out all the activities you need to get done in order to have a successful business plus a happy family and personal life.

You will need an accountability partner. To get one go to the forum associated with this site. An accountability partner is defined as a partner who will spend 20 minutes on the phone with you one day each week to review your goals for the coming week and celebrate your successes from the past week. They must be willing to commit to this with you weekly.

Make sure the person you choose will commit to a firm time to meet with you not just a casual call me. That is not accountability. If they won’t then keep on looking.

You want someone who is truly committed to their success. Only about 10% of people truly are. So don't be surprised if it takes a few efforts to get a suitable mate for this task. When you've got a good one, don't let go.

Once you have carved out your time then grab the 411 form. At the top decided on your income goal for the year and write it down. Presumably this is based on a business plan of some description that you have already put together. At the beginning of each month when you start your new 411 your will put your yearly goal at the top and the money you earned last month underneath it, then subtract so you have your new goal for the year... this pulls you toward your new goal and is very powerful in motivating you.

In the monthly section put your \$\$ goal for the current month and your big items that you need to get done for that month. Perhaps this months none \$ goal is to hire an assistant. Next to the yearly and monthly goals is a personal area for your personal or family goals. So if you want to lose 20 lbs this year put that in yearly goal and then decide how many you will lose this month. Be realistic.

Then we move to the monthly section. In order to achieve your monthly goals there will need to be some actions. What are the specific actions you must take each week in order to make your monthly goal? Detail them out. The personal section is at the bottom. Perhaps you need to exercise four times this week.

I am not going into detail on the business goals here because everyone will have a different type of business. You can ask questions on the forum with regards to your field of business.

Print up 12 goal sheets for the year and put them in a binder with your 2 week time tracking sheet and your one year calendar.

Next set up the Weekly goal tracking Don't print a lot of these. It will change monthly. Take a look at my sample sheet and set yours up in word according to your needs.

At the beginning of each week decide what projects you want to delegate out that week. Set them up in the "They Do" section then decide how you will delegate or what sources you will utilize. Write up a system for doing that and look for an outsourcer. I am finding good ones at www.odesk.com these days. You can hire on an hourly basis and track the hours on line with their system. They bill your visa once a week so it is totally controllable.

In your "We Do" section make sure that you put in your time with your accountability partner once a week. Spend 20 minutes with them each week and another 10-15 setting up your week, then 5 minutes tracking daily, five or six days a week depending on how you work and the amount of time you want to yourself.

If you use this system faithfully you will spend about one hour per week on it once you have gotten through the initial learning process and got it to a point that it works for you.

Within 90 days you will find your business and your life turning around. You will see much more of what you want in your life and much less of what you don't want. You will be more productive and have much more free time.

That's what it's all about.

More Profit More Time... don't forget to Rise and shine.

A Word of Warning

If after 90 days you are not quickly moving towards your goals you need to look at your values are you being congruent...? In other words did

you set up a goal to cut way back on your work time so you could spend more time with your family this year but at the same time you made a goal to double your income. These don't necessarily go together.

Always be checking for congruency between your goals and your values, if something is not working there is probably a mismatch. Discuss this with your accountability partner and make the adjustment.

Once your goals and your values are in alignment you usually will move forward smoothly.



Wishing you all the best in the use of this workbook. I hope it helps you to transform your time, and achieve all your personal and financial goals. Don't hesitate to ask questions on the forum and to listen to the recorded classes.

Joyce Rebecca Nichols

c/o Aeriol Nicols
Gray Pines Investments Inc.
Address : 156 Duncan Mill Rd. #24, Toronto,
On. Canada L7B 1G1
Email: mytorontohome@gmail.com

List of Attached Worksheets

1. My Big Picture – journal this & create a visual picture of what you want.
2. Two Week Time Tracker
3. 411 Goal Setting Sheet
4. You Do, We do, They Do Weekly Daily Sheets
5. The Next 90 Days Income Projection Sheet
6. Plotting Your Projects - Business Producing Strategy Sheet
7. Journaling Article

Two-Week Time Template

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5AM														
6AM														
7AM														
8AM														
9AM														
10AM														
11AM														
12PM														
1PM														
2PM														
3PM														
4PM														
5PM														
6PM														
7PM														
8PM														

4-1-1 ACTION GOAL WORKSHEET – AGENT

MY ANNUAL GOALS (January 2005 – December 2006)

MEGA AGENT

Job

- Have A Fully Systemized Data Base Program
- Precise Lead Generation Systems
- Fully Documented Marketing Plan
- 5 Stage Client Program Created
- Client Appreciation Party At ...
- 4 Buyer Seminars Taught
- 4 Investment Seminars Taught

Business

- Net Income - \$90,000
- Gross Closed Income - \$184,000
- Contracts Closed – 30
- Contracts Taken – 40
- Total Appointments – 57
- Contact Calls Needed – 2850
- MET Database # Needed – 177

Personal

- 10 Weeks Vacation (Mexico)
- Never Miss A Kids Event
- Date Night With Spouse 2/mth
- Read 12 Books
- Maintain 180lbs Body Weight
- Bring My Spiritual Self To A Higher Level
- Contribute 2% Of GCI To Sick Kids Hospital & Breast Cancer Societv

MY MONTHLY GOALS (January 1 – January 28)

Job

- Get Top Producer 7i (Jan 3)
- Create 33 Touch Program
- Create 8x8 Program
- Create Pre-listing Package

Business

- Net Income - \$8000
- Gross Closed Income - \$16,000
- Contracts Closed – 3
- Contracts Taken – 4
- Total Appointments – 6
- Contact Calls Needed – 300
- MET Database # Needed –

Personal

- Dinner At Chados (Jan 6)
- Dinner At Queen Mother (Jan 19)
- Read The Millionaire Real Estate Agent By Gary Keller
- Set New Meal Plan At X Calories/day

MY WEEKLY GOALS

Week 1 – Jan 1

- 100 Contact Calls
- 3 Appointments
- 2 Contracts Taken
- Order TP7i
- Create 33 Touch Program and order news letters
- Create short term 8x8s
- Start pre-listing package
- Dinner at Chados Jan 6
- Read MREA

Week 2 – Jan 8

Week 3 – Jan 15

Week 4 – Jan 22



NAME:

MY ANNUAL GOALS:
business

Year of:
personal

MY MONTHLY GOALS:
business

Month of:
personal

MY WEEKLY GOALS:
business

Week 1

Week 2

Week 3

Week 4

personal



Aeriol's Weekly Goal Tracking You Do, We Do, They Do Week Of _____ Do These 4 Days out of the 6

You Do's Activities YOU do this week

We Do's - Family Close Team Members

You Do's	Mon.	Tues.	Wed.	Thurs.	Friday	Sat.	Result	We Do's -	Date	Date	Date	Date
Action	Result	Result	Result	Result	Result	Result	#	Action	Result	Result	Result	Result
Breakfast / Exercise								Gus Monday Accountability				
3 Keller Rec. Calls								Bruce Friday 8:30 accountability				
2 Past Client Calls								Yola on Friday's training/accountability				
Fsbo Calls								Have family dinner				
15 DB Contacts												
Eat Lunch												
30 Min Meditation												
Write												
90 Minutes on Web Business												
1 App't per bus. day												
Alternative Actions												

The goal is to move from a me business to a we business to a they business.

They Do's	Action / Project Due Date	Action / Project Due Date	Action / Project Due Date	Action / Project Due Date
Your assistants, outsourcers, extended team If you are doing the task but should be hiring someone				
else to do this task , put it in this section. It will remind you to look for an outsourcer.				

Aeriol's Weekly Goal Tracking You Do, We Do, They Do Week Of _____ Do These 4 Days out of the 6

You Do's Activities YOU do this week

We Do's - Family Close Team Members

You Do's	Mon.	Tues.	Wed.	Thurs.	Friday	Sat.	Result	We Do's -	Date	Date	Date	Date
Action	Result	Result	Result	Result	Result	Result	#	Action	Result	Result	Result	Result

The goal is to move from a me business to a we business to a they business.

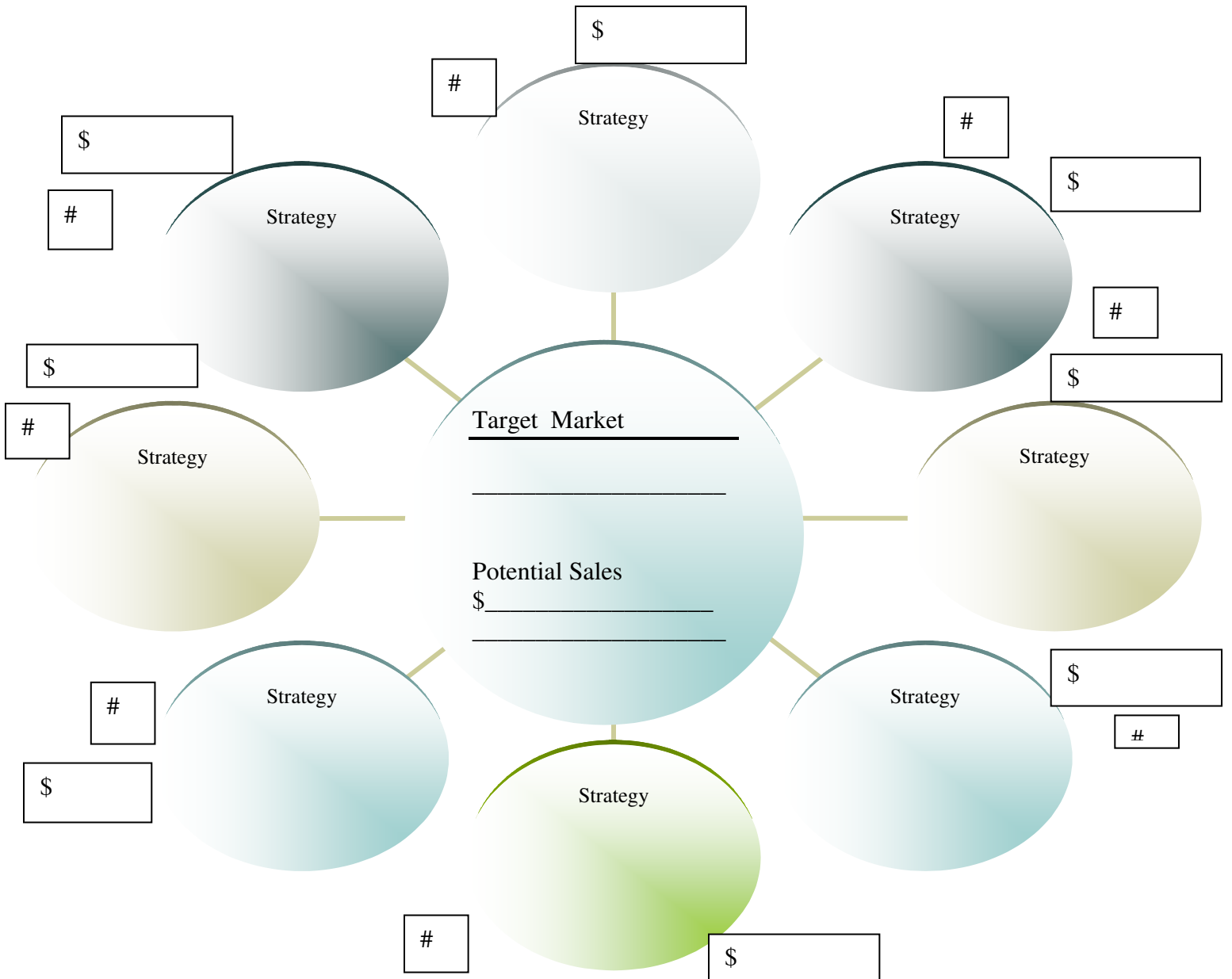
They Do's	Action / Project Due Date	Action /Project Due Date	Action /Project Due Date	Action/ Project Due Date
Your assistants, outsourcers, extended team If you are doing the task but should be hiring someone				
else to do this task , put it in this section. It will remind you to look for an outsourcer.				

Income Potential Form

For The Period of _____ Goal Amount _____

Name	Phone	Address	Source	Expected Sale Price	Expected Closing	Expected Commission	Actual	Looking For

Create Business Producing Strategies For Your Target Market



Total Proposed Income Generated From This Market _____

Total Budget for This Market _____
Add this to your Total marketing budget

Total Projected Net From This Profit Centre _____

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Name _____ Day/Date _____

Work Hours: Time In _____ Lunch _____ Time
 Out _____ Total Work _____

Record how you spent your daily work hours. How many hours did you spend in each category?

Prospecting	Marketing	Negotiating	Practice	Education	Preparation	Appts.	Follow-up	Misc.	Total

CALL/DOOR LOG FORM

Directions:

Place a (/) though the number as you dial the phone number. Place a circle around the number if you speak to someone. Place an A over the number and circle if you obtain an appointment.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

Time calls Made _____ Total # of contacts _____ Total # of
 Appt _____

CATEGORY	GOAL	ACTUAL	LEADS	APPOINTMENTS	DATA BASE	8x8	12 Touch	33 Touch
Expired Calls								
Expired Mail								
FSBO Calls								
FSBO Mail								
Just Listed/Sold Calls								
Just Listed/Sold Mail								
Sphere Calls								
Sphere/ Mail								
Doors Knocked								
Personal Notes Mail								
Adv/Marketing/Sign Calls								
Other								

What did you do well today? _____
 What do you need to improve on? _____

To-Dos

Name _____

Date _____

A	B	C
Activities I <i>must</i> complete by the end of today.	Activities I <i>must</i> complete by the end of the week.	Working on my business/life; activities I will complete by...



Journaling For Fun and Profit!

I have been journaling for several years... In my office we have a leads journal where all brand new prospective business is immediately written down so we don't lose it.... Particularly when I get distracted and go off on one of my creative tangents. I have a daily journal where I write notes on every conversation that I have with a client or supplier as I am having the chat... so I will remember any and all main points, plus my commitments... I have a journal that I write notes in when I am listening to classes or courses so that I can quickly review the information and think about how I want to think about the information. However, recently I discovered a new twist on the art of journaling.

I was in a class on a Sat. with one of my favourite coaches Joe Stumpf from www.byreferralonly.com. He had flown in from San Diego to spend the day with our group. He had a rather novel approach to journaling which I have been utilizing for the past month with rather surprising and interesting results.

Here's the gist of it.

Joe uses two journals...An input journal and an output journal..

The input journal is used when listening to tapes, reading a book, generally for learning's and thoughts on learning's..

The output journal :

Step 1/ Make a list of everything on your mind, literally, dump it out.....put air in the Mercedes tire, buy a new electric toothbrush, pick up fresh veggie's.... And on and boring on...no matter how seemingly small or petty.

The idea behind this is that you dump your load. Today our minds are in overwhelm, we have so much coming at us... there is no room for more. I have been practicing this for about 6 weeks now. Just a couple times a week. It is interesting how it empties the mind. Ergo the well known Zen koan that suggests the tea cup that is overflowing cannot retain any new content, therefore we have to learn to dump the cup before anything more can come in. What has been interesting about this process is the quality of what comes out on paper after I have dumped the load... I used to have days of

challenge with what was happening when I journaled because I would hold a lot of content in my head while trying to write about a particular area or subject. So first you dump the load.

Once you've dumped your load and all the great ideas and projects start to pour out you have some decisions to make; you won't be able to tackle them all. Sit with them for a time until you figure it out.. here's the next step.

Step2: Note all the one step processes and highlight them in yellow.

Pick up fresh veggies is a one step process. Get them done or delegate them. Get the one step projects out of your life because they take up mental energy and space, blocking your better projects

All processes with 2 or more steps highlight in green, **it's a project**. This is where you have to be picky. It is highly unlikely you will ever accomplish all of your multi step projects. So you need to develop a system for choosing depending on your values. Which ones are closest to your heart, or which ones monetarily allow you to leverage your time to create the greatest financial benefit. You Pick. This reduces the number of tangents particularly for creative types.

Step#3 When it goes beyond project status it's a letter to God. Joe writes a letter to his inner CEO of what the completed project would look like, puts it into his God box and then leaves it alone. I haven't tried this last one yet but I will test it in the near future. I understand it is a system in itself and available in a book called The Eleventh Element which I am sure you can buy at Amazon. This is not on my current time line, but if you are really interested checks it out. However, I have moved ahead much more naturally on a couple of major projects in the last 30 days. My brain has simply been clearer.

The concept behind this system is that the brain is a tool for processing and not for storage... It is true many of us get stuck with a lot of stuff in our heads and can't move on. So give it a try and let me know your results in a month or two. Have a great week.

Aeriol Nicols aka Joyce Rebecca Nichols

