

“The Ultimate Fast Action Success And Prosperity System That Never Fails”

By Dave Dee



A PRACTICAL system for planning and achieving your goals faster than greased-lightning.

Includes a powerful Goal Achievement/Action Plan form. This form is the missing link that will help you turn your dreams into reality at blinding-speeds.

Please feel free to pass this book on to a friend as a gift.

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Feel free to make copies of these forms for your personal use. These forms are referred to quite often in the CDs. It would be helpful for you have them handy when you are listening to the tapes.

The Ultimate Fast Action Success & Prosperity System That Never Fails

Welcome to the Ultimate Fast Action Success & Prosperity System That Never Fails. My name is Dave Dee.

You are about to learn a system, a real life, practical, where-the-rubber-meets-the-road system for setting and achieving your goals. This is NOT meant to be a motivational rah, rah type of program but you will be motivated because of the results you are going to achieve by using it.

As marketing guru Dan Kennedy says, “Real confidence does not come from affirmations, visualizations, mantras, a 30-second walk on hot goals, or an Armani suit and a slick brochure. Mustard on your sword of confidence comes from knowing exactly what to do and then going ahead and doing it.”

Results are what give you real motivation. And that is what this system is about...Quickly producing dramatic and measurable results.

Let me tell you what happened to me after I created and implemented this system. I increased my income over 1,000%. I paid off \$14,000 in credit card debt. I bought a new car, a new home and started making more money in one month than I used to all year. And here’s the kicker...all this happened in less than six months!

I’m not saying these things to impress you. I’m saying these things to impress upon you that you can do it too. If I can reach my goals and live the life of my dreams, so can you...if you follow this system.

This system is simple and is based on fundamental principles of success. The thing to remember is that fundamentals are old, they’re unchangeable, and they’re proven. As motivation speaker Jim Rohn says, “Beware of anyone who says they’ve invented a new fundamental. That’s like someone saying that they manufacture antiques!”

There are five steps to my success system. It’s important that you carefully follow each one of the steps. Don’t skip any of them! It’s also vital that you follow the steps in the order that I give them to you. The order of the steps, or what is called the “syntax”, is just as important as the steps themselves.

For example, let’s say that you were going on a cross country trip. You get the directions to your destination, hop in the car, and off you go. But instead of following the directions in the order that they are given to you, you decide to mix them up a little bit. How successful would you be reaching your destination?

It's the same thing when it comes to achieving goals. Follow each step of the system in the order that it is given and you will get results...guaranteed.

Okay, let's begin with step #1...

Step number one is knowing your outcome.

You see, you can't get where you want to go if you don't know where you want to go.

The sad fact is that most people spend more time planning their vacation than they do designing their lives. You can't hit a target if you don't know what target you're aiming at.

In the back of this book is a form that helped me reach my goals faster than I could have ever imagined. This is the exact form I used to pay off my \$14,000 in debt, buy my new car, new house and reach all my goals.

And keep in mind, I was setting goals long before I created this form, but I wasn't achieving any of them. It was not until I actually developed this form that I really started reaching my goals. So let's go over it in detail.

You'll notice that at the top of the form I have listed areas of your life where you might want to set goals.

So the first thing you need to do is choose a specific area of your life where you want to set a goal. It could be your career. Your family life. Your finances. Your health. Select on specific area.

There are two types of goals. You've got reward goals, which are things like a new car, a new house, a trip. And then you have your achievement goals. These are things like doubling your income next year, losing 25 pounds, learning a new language, things like that.

What you want to do is make your reward goals what you give to yourself for reaching your achievement goals.

For example, let's say that you want to increase your income by 50% next year. That's an achievement goal. You then look at your list of reward goals and see that one of these goals is to take a take trip to Europe. So you combine the two goals... "If I increase my income by 50% this year, I will reward myself with a trip to Europe!"

By combing the two, you reach both of them. And your reward goal keeps you motivated to reach your achievement goal and vice versa.

On the first line you're going to write down a specific achievement goal for the important areas of your life that you chose.

And under that, write down the reward that goal you're going to give yourself once you reach your achievement goal.

You've got to be specific to be terrific. You've got to write down specifically what you want.

So a goal is not "I want more money." If you want more money, I'll send you a quarter. That's not a goal. A goal is "I earn \$75,000 this year." That's a goal.

Notice, also, that you always state the goal in the present tense. You don't want to say, "I will earn \$75,000." You want to act as if you've already achieved that and you're saying to yourself, "I earn \$75,000." It's not "I want to lose 25 pounds," it's "I've lost 25 pounds and weigh blank amount."

The next thing you want to do is write down today's date and then the target date when you want to achieve this goal.

You need to give your goal a deadline. Without a deadline you don't have a goal. You have a wish. So if you say to yourself, "Well, I think that my goal is to earn \$10,000 sometime," that's not a goal. Okay? That's not a goal. A goal is "I'm earning \$10,000 a month by November 1st." That's a goal.

Now, some people say, "What if I don't reach the goal by the target date?" It does not matter. You change your target date. But you need to have a date. You need to have something that you're shooting for. So write down a target date when you want to accomplish this goal.

The next step you want to take is to write down all the reasons *why* you must achieve this ideal vision.

You see people don't lack motivation; they lack powerful reasons to keep them motivated. Let me repeat that. People don't lack motivation, they lack powerful reasons to keep them motivated, to keep them going when the going gets tough. The "why" is just as important as the "how".

There are two factors which motivate people in life... pain and pleasure. Moving towards motivation and moving away from motivation. And you want to include both of these motivating factors when you create your list of all the reasons why you must achieve your goals.

You want to write down all the positive things that will happen to you if you achieve your goal and all the horrible things that will happen to you if you don't achieve your goal. You don't want to do this on an intellectual level. You want to really feel all the pain you will experience if you don't achieve your goal.

There are a lot of motivational speakers that will tell you, "Just be positive. Just think positive and everything will be okay! Ignore the negative." Well, you cannot ignore the negative. Negativity is a part of life, and we have to deal with reality. And the success system that you're learning is all about reality and getting real results, not living in la-la land.

The key is that you want to use negative motivation – not so you get depressed and get down, but rather so it spurs you forward to reaching your goals and reaching your ideal vision.

Here's a key phrase I want you to write down.

Negative motivation can be a positive factor in creating the results you desire.

The next step is to determine what your goal will look like when it's achieved? How will you know that you've reached your goal? You need to be very specific.

You want to create a detailed and vivid mental movie of yourself as having already achieved your goal. What is it going to look like? What are you going to be saying to yourself? What will you look like once you have already achieved this goal? What will other people say? You need to make a very, very detailed mental movie of yourself already in possession of your goal.

Next, you want to create a firestorm of emotional intensity. How are you going to feel when you've achieved this goal?

Don't do this on an intellectual level. You really, really have to *feel* it. Because when you feel it, it becomes tangible, it becomes real. Your mind says, "Hey, I can achieve this. I want this! I'm going to get this!" And then when you add emotion to it, you get excited and you get motivated, and it seems close to you, and it seems like you can actually reach it. It doesn't seem abstract.

In fact, let's do something right now that is a lot of fun and will make you feel great.

I want you to pick out a goal, something that you want to achieve, and something that you ardently desire. I don't want you to pick out something wimpy; I want you to pick out something that excites you, which motivates you, something that you've always wanted in your life. Picture that in your mind right now.

Next, I want you to work up a firestorm of emotional intensity inside your body. I want you to feel the exact same feelings that you'd be feeling if you had already achieved that goal. I want you to breathe the exact way that you would be breathing if you had achieved that goal. Sit the way you'd be sitting if you had achieved the goal. What would you be saying to yourself? How would you move? Feel it right now.

Make those feelings more and more and more intense.

Now, if you actually did that, you should be feeling pretty fantastic right now.

The final step under knowing your outcome is to make sure that your goal is congruent with all of the other goals in your life? This is extremely important.

For example, let's say that you are in sales. You set a professional goal of doubling your sales this year. But on a personal level you set a goal of spending a lot more time with your wife and kids. Well, those goals are incongruent with each other. You're probably not going to be able to double your sales *and* spend more time with the kids.

When you have two goals that are incongruent and butt up against each other, it leads to frustration and stress. And you end up not reaching either of the goals.

What you want to do is create a well-oiled machine. You want all your goals to be working synergistically.

Okay, so step number one in our Success System is to... know your outcome.

Step number two in our Success System is knowledge. You see, motivation is not enough. There are a lot of speakers out there who will tell you, "Just get motivated. Just get fired up. Just think positive and your life will change." That is not true. That is not reality. As my favorite motivational speaker Jim Rohn says, "If you take an idiot and you motivate him, you end up with a motivated idiot!"

So motivation is not enough. You need to know what to do. You see, there are four types of people. The first is the unconscious incompetent. This is the person that doesn't even know that they don't know. This is the lowest rung in the ladder.

The second type of person is the conscious incompetent. This is the person that knows that they don't know, but they still don't know what to do.

The next type of person is the conscious competent. This is the person that knows what to do, and then if they think about it, they can go ahead and do it.

The highest level of person, though, is the unconscious competent. This is the person that has what they need to do so ingrained in them that they don't even have to think about it. They just automatically do it.

You want to write down exactly what is preventing you from already having achieved your goal. There have to be some obstacles that are holding you back. If there weren't, you would already have what you desire. So you're going to write down everything that's preventing you from already having what you want.

You need to write down what you don't know and what you need to find out. What information do you need that you don't know right now, but you're going to need? Write that down.

In the past what I used to do is say, "Well, I don't know how to do it, forget it." I want to explain something to you, and it's something that finally sunk into my thick head, that changed my life. It was this: **people are willing to help you and the information is out there to help you, but it's up to you to go out and get it.**

No one is going to come and hand you anything. You have to go out and get it. Anything that you want to achieve, someone has achieved before you, and you can get the same results that they got. But you have to go out and get the information. You can't say to yourself, "I don't know how to do that, therefore it's impossible for me to do."

I used to get excited about reaching a goal, but then I would come to something I didn't know and I wouldn't go out and get the information to help me hurdle over that obstacle and reach my goal.

Don't give up! Don't quit! Go out and get that knowledge, model someone who's already successful. No matter what the cost, go out and do it. Take the time, spend the money, and get it done!

This single bit of advice will help you achieve your goals faster than you can imagine, because you won't be making the careless mistakes that someone else has already made. If someone else already has a plan and the plan works, model that plan.

The Bible says, "Ask and ye shall receive." It doesn't say, "Wish and ye shall receive." It doesn't say, "Want and ye shall receive." It says, "Ask and ye shall receive."

If you know what's preventing you from already having achieved your goals, and you know what you need to learn to reach your goals, you're light years ahead of everyone else, who's just out there wandering aimlessly, hoping and dreaming.

Keep in mind that one of the major factors that prevents people from reaching their goals and achieving their dreams, is a lack of belief in themselves

It's been said that whether you believe you can do something or you cannot do something, you're right. And that's true.

You can have the best vision on the planet, you can know your outcome in advance, you can know what's preventing you and what you need to learn, but if you don't have the utter conviction and utter belief that you can really and truly achieve your goals, it's not going to happen. Belief is of paramount importance.

Okay, let's just quickly review. **Step number one is to know your outcome. Step number two is acquiring the knowledge that you need.** Determine what is holding you back and then what you need to learn to overcome these obstacles.

And that brings us to step number three of the success system which is taking action.

You can get all fired up, you can write down your plan, you can be visualize your goal, you can get all emotionally fired-up, you can figure out what you need to learn, you say affirmations until you're blue in the face but unless you add this piece to the puzzle, it doesn't mean squat.

There is only one possible way to reach your goal, and that is to take action.

A lot of the new age motivational speakers try to make achieving your goals seem like some mystical thing. They try to convince you that all you have to do is visualize it, affirm it, meditate on it, and really desire it and it will magically happen for you.

They want to make it seem like it doesn't take any work to achieve the things you desire. Hey, this approach sells a lot of books.

But I like to deal with the theory of reality. The theory of reality states that you have to deal with the way things are, not the way you wish things were or the way you might want them to be. And reality is, if you don't take action and actually *do* something, you're not going to reach your goal. You have to put a little work at it.

As copywriter Gary Halbert says, "You accomplish a lot more from movement than from meditation."

So let's talk about **developing your action plan**.

You want to develop your plan by acting as if you've already achieved your goal and work backwards to see what steps you took to achieve it.

Imagine if you will that there is a long road. The beginning of the road is where you are now and at the end of the road is you already in possession of your goal. Picture yourself at the end of this road already having achieved your goals.

Next, imagine that you are walking back up that road toward its beginning and see the steps you had to take to achieve your goal. Ask yourself, "What did I do immediately before I achieved my goal? What did I do immediately before that step?" "And before that step what did I do? And then before that step, what did I do? Then before that step, what did I do? And before that step?" You are working backwards.

Write all these steps down and you have a list of things that you need to do in order to reach your goal.

Working backwards is much stronger than thinking, "Okay, here I am now. What am I going to have to do to reach this goal?"

You want to act as if you've already achieved your goal, and then look back and see what you did to achieve it.

By using this technique, you will also discover additional obstacles that you need to overcome in order to reach your goal. You want to write those down as well. Of course, there are going to be obstacles that you don't know about. There are going to be steps that you aren't even aware of yet. It does not matter.

See, if you wait until you have all the information you need before you start taking action, you'll never get started.

To the best of your ability, figure out what steps you need to take and what obstacles you are going to have to overcome to reach your goal. Write them down and then start taking action immediately.

Now, on the form I only have 20 spaces. And depending on the complexity of your goal, you may need more than that. That's fine. Just use a separate sheet of paper. But the idea is to write down all the things that you can think of right now that you need to do to reach your goal. Remember that you should be working backwards, acting as if you've already achieved your goal.

In this section on the form, you want to write down everything that you need to learn, questions that you need to get answered, specific people you need to contact and talk to, and all the different steps that you need to take.

Next to the steps that you need to take, write down the target date by when you want to have this goal accomplished. Then next to that, you are going to write down the actual date that you accomplished the action step.

Whenever you accomplish an action step, get a big ol' magic marker and draw a big, red line right through it. And that is so cool to see all those lines getting filled up. It is also motivating because you can see yourself actually making progress toward the achievement of your goal! It's an awesome feeling!

And then when you achieve your goal, with that same big red marker scrawl the word "Achieved" across the form and hang it up somewhere where you can see it.

And don't forget to reward yourself! You have to reward yourself. If you don't reward yourself, you're not going to really be motivated to set more goals. Rewards are very important. **You might want to consider having intermediate rewards.**

For example, after you accomplish the first six things on your action item list, you give yourself a reward. The after you accomplish six more steps, you get another reward.

These smaller rewards keep you motivated to reach your big goals.

Okay, let's go let's talk about how you can reach your goals quickly, because obviously we want to reach our goals as fast as we possibly can, so we can set new goals and more goals and more goals and more goals, and just make our life real, real exciting and successful.

First, you want to do one item everyday on your action plan. Do not let a day go by where you don't take at least one action toward the fulfillment of your goals.

The more action you take, the faster you will either reach your goal or find out that you're not on the right track. It's a heck of a lot better to take massive action and quickly find out that your plan isn't working.

You want to "fail forward fast".

Let me ask you a question. Would you prefer to discover that what you're doing isn't working in three months or work for an entire year and then discover that your plan didn't work? Obviously, you want to find out if your plan isn't working as quickly as possible, so you can change your plan.

The more actions you take, the faster you will discover whether you are on the right track.

The key though is to be consistent. It is better to do one thing a day every day than it is to start off like a ball of fire by doing a ton of stuff only to burn out before you reach the finish line.

The secret to success is to take massive action consistently.

One of the questions people often ask is "What if I take all this action and then end up failing?" The only failures in life are those people who never do anything, try anything, or strive for anything. If your plan doesn't work right away, that's not failure, that's a learning experience. So when something doesn't work out for you, analyze why and learn from it. And take that knowledge and refine your plan.

We're going to discuss this in greater detail later on.

Of course, you have to be realistic when you're setting your goals. And only you can determine what's realistic and what isn't.

The best advice I can give you is this: deep down in your heart, you know what is realistic and what is not. There's a part of you that will tell you whether or not what you're trying to accomplish is really possible or not. And you have to listen to that small, still voice inside you.

Some people set goals so huge and so impossible to reach, that when they don't reach it they have a built-in excuse. They can say, "Look at the size of the goal I set for myself! I gave it my best shot. I tried, but it was just big for me to accomplish." So they set themselves up for failure in advance.

Don't do that. It's much better to set smaller goals and reach them, than to set enormous goals, make yourself feel good and look good for a while but then fail to achieve them.

A goal should be just beyond your reach, but not so far that you have to strain and strain and strain to get it.

When you're just starting out, set small goals that you can achieve. This will increase your confidence level. As you get more confident and better at setting goals, you can set bigger goals that will really stretch you. But be realistic. Listen to that voice inside of you.

Many people ask, "Should I tell other people about my goals?"

I think motivational speaker Zig Ziglar has it right when he says, "You want to tell people your give-up goals, but not your go-for goals."

A give-up goal is "I'm going to quit smoking." That's a great goal to tell other people, because they're going to be watching you and seeing if you're really following through with it.

In fact, there's a famous story about a casino owner by the name of Bob Stupak who wanted to quit smoking. He actually put up some big billboards with his picture on it and said, "I will pay you" – I think it was \$100,000 or a \$1-million, whatever – "if you catch me smoking within this next year."

So believe me, everyone was trying to catch Bob Stupak smoking. He had a great amount of pressure on him not to smoke. And guess what? He quit smoking. So give-up goals are great to tell people.

Now, your "go-for goals" are achievement goals. You want to be really, really careful about who you tell these kinds of goals to. Because people who don't have goals will put you down and give you all the reasons why you can't do it.

For example, say, "Hey Bob, I'm going to open up my own business next year. That's my goal." Bob says, "Who do you think you are? You can't do that. That's not going to work. Do you think you're special? What business knowledge do you have?" And so on and so on and so on. These people try to kill your dream, simply because they don't have a dream for themselves.

Here's something that I really want you to consider: Don't be disappointed when you reach your goals.

That may sound really, really strange to you. Aren't you supposed to be excited and elated when you reach your goals? Yes, but when you reach your goal, you just reach your goal. **The excitement is in the journey, not actually in the destination.**

I remember when I finally sent the last bit of money to pay off my credit card debt. My wife and I looked at each other and we wrote a big "Achieved" on our goal planning form in red, we put it up on the refrigerator, and we thought we would just be jumping around, excited beyond belief. We were pleased. We were relieved. We were happy. But it wasn't this big victory celebration, with horns going off and fireworks.. Because we knew that this was going to happen because we were taking steps every day to make it happen and it just happened.

So don't be disappointed when you reach your goal. Don't think that that's the end. You need to *immediately set another goal.*

After the first Astronauts came back from landing on the moon, many of them became very, very depressed, frustrated and angry. The reason was that they had accomplished such a monumental goal and didn't have any other goal to work toward when they got back.

The real power in reaching your goals is not in reaching the goal, it's in the person you become by reaching the goal, it's the self-discipline and the confidence that you develop by taking the steps, by following-through. That's where the real reward is in reaching your goal.

If you notice on the bottom of your goal planning achievement form, there's a quote. This is an adaptation of a quote from sales trainer Tom Hopkins. Tom was the first speaker I ever saw and the first person that convinced me that I could make my life the way I wanted it to be through education and through action.

Tom's original quote is, "I will win. Why? I'll tell you why. Because I have faith, courage and enthusiasm."

Well, with respect to Tom, that's not exactly how you win. You win because you have faith, courage and enthusiasm and a plan of action that you act on.

So what I say is, "I will win. Why? I'll tell you why. Because I have faith, courage, enthusiasm, discipline, and one hell of a plan."

Okay, so step number one in our success system is.... know your outcome.

Step number two is getting the knowledge you need.

Step number three is action planning.

And now we're on to step number four.

Step number four is time management, or as I like to call it, outcome management. You're not really managing your time, you're managing your outcomes.

The first thing that you're going to do at the beginning of the week, and you are going to schedule on a weekly basis, is you're going to write down the areas of balance. You have to set time aside for these three areas. The first is your health.

So you're going to schedule time during the week to work on your health. Are you going to exercise? Are you going to go to the gym? Are you going to play softball? Are you going to play golf? Whatever it is, you want to write that down. What are you going to do to keep yourself healthy?

Because all of this stuff that we've been talking about, all these powerful tools that we have are going to be absolutely worthless if you're sick and you can't use them. So you must set aside time for health.

Also keep in mind that these areas of balance, what you're doing right now is you're making an appointment with yourself and you have to hold yourself to this appointment, just as if it was the most important client you were ever dealing with.

One of my mentors says, "I used to think and I used to say that you take care of me and I'll take care of you. Then I found out how short-sighted that is. The proper thing to say is, "I'll take care of me for you, if you'll take care of you for me."

So the first area is in the area of health. The second area that you have to write down is personal development. What are you going to learn? What are you going to do to improve yourself? How are you going to enhance your life, enhance your personality, enhance what you do?

You see, you need to work harder on yourself than you do on your job. Because by doing that, by working harder on your personal development than you do on your job, these improvements will directly result in greater accomplishments on the job.

The final area is in the area of spiritual development. I'm not going to get into detail about this here, because everyone has different beliefs. But if you are a believer, my advice to you is practice what you believe and study what you believe.

So the first area of time management, the first things you're going to plan out on a weekly basis are to make appointments with yourself for things you're going to do to take care of your health, your personal development and your spiritual growth.

The next thing you're going to do is write down all your mastery areas. These are the areas of your life that are most important to you. These are the roles that you play, the areas you definitely want to master. If you're married, one of your mastery areas would be that of a spouse. If you have kids, you're going to write down one of the mastery areas is that you're a father. If you're a salesperson, of course, one of the areas you're going to write down is salesperson, and so on and so forth.

Then, under each of these mastery areas, you're going to write down one outcome that you want to achieve.

Now, this is a very important distinction. **Outcomes are different than tasks.** Tasks are the things that you do to achieve an outcome. Outcomes are the overall things that are made up of the little tasks that you do. See, most people tell you to make a to-do list. I'm not telling you to do that. I'm telling you to write down what your overall outcome is for the week.

Let's use the sales example. Let's say that you want to get five new accounts this week. That is your outcome. The tasks are going to be what you have to do to achieve that goal of getting five new accounts.

So again, you're going to write down your major outcome in each of the mastery areas.

And then you're going to schedule your week. You're going to look at your calendar. You can use whatever calendar you want. It doesn't matter if you use a Daytimer, paper planner, Palm Pilot, it doesn't make any difference.

You're going to schedule time to work on each one of those mastery areas. Remember, you've already scheduled the time for your health, your personal development and your spiritual growth. And now you're going to set aside time where you are going to work on the mastery areas and the outcomes that you want to achieve in those mastery areas.

Now, after you've scheduled the week, you're then going to plan on a daily basis. I'm going to give you a very simple strategy here, which is going to make your life so much easier and is going to help you remove a lot of stress and help you get a lot more done.

Do you make to-do lists? How many items do you list? A lot, I bet. And you look at the list and you say, "Oh my God!" and you get overwhelmed. Here's what I want you to do: Simply write down the *six most important things* that you need to accomplish and in the order of their importance.

These are the six things that if you accomplished all these six things, the day would be absolutely incredible. By having just six things, it seems very manageable. It seems like you can achieve it. It doesn't seem overwhelming.

Now, let's say you get those six things done. Then you can put down another six things. But by only having six things, you will be focused on what you have to do to make that day valuable and to make that day results-oriented.

Here's another little bit of advice. When you're scheduling your top six things in the order of importance that they need to get done, you want to do the worst things first, if at all possible.

For example, if you're a sales manager and you've got to talk to Bob because Bob's sales are really low and maybe you have to let Bob go, you want to do that first thing in the morning. Why? Because if you don't, throughout the whole day you're going to see that on your list and you're going to be thinking about it. "I've got to talk to Bob. I've got to fire Bob. I've got to let Bob go." It's going to bug you for the whole day. It's better to get the worst things done first, and then you can focus on the other areas without stress.

I know this system of time management seems utterly easy and tremendously simplistic. But remember this: Time management shouldn't take a lot of time! I challenge you, though, to try this for 21 days. For the next 21 days, try my time management system and measure your results. And see whether or not you're getting more done, you're getting more important things done, and your life is more fulfilled.

You see, this time management system focuses on results and leverage, and not just on getting things done, not just on checking things off. What you're doing is you're doing the highest-priority, highest-payoff activities that are going to give you the best results and help you to reach your outcomes – the outcomes that you set for yourself – more quickly, with a lot less stress.

Okay, to review, step number one is knowing your outcome.

Step number two is getting the proper knowledge.

Step number three is action planning. Remember, knowledge is not power, knowledge is only potential power. Action is power.

Step number four is to manage your time, but more importantly manage your outcome.

The final step to our success system is test, monitor and adjust.

I come from a direct marketing background. In direct marketing, one of the things that we learn is there's no such thing as failure, there are only results. You got good results or you got bad results.

You want to think of everything you're doing to reach your goal as a test. Does the test work or does the test not work? If the test does not work, you try something else. But in order to do testing properly, you need to monitor your results. This is a key element that's missing from a lot of goal-setting programs.

Now, when should you monitor? The first thing you want to do is you want to monitor on a weekly basis. A week is a pretty good chunk of time. So at the end of the week, you want to sit down for about 15 minutes, look at your activity, look at what you did, and see what results you got, see if you're heading in the right direction.

Then, you want to monitor on a monthly basis. At the end of the month, take about half an hour. Look at the entire month. Remember, there are only 12 months in the entire year, so it's very, very important that you look at the months and see if you're on-track, see if you're accomplishing what you should be accomplishing, see if you're on schedule, see if you're on-track to reach your goals and to reach your outcome by the deadline that you set for yourself.

Next, you want to look at how you're doing at the end of six months. If you set a goal for a year, you should be halfway to achieving it. Are you?

And then finally, at the end of the take a day or a weekend even and look at your entire year. Go back through your notes. Go back through your goals, your goal forms. See what you achieved. See what you didn't achieve. Write down and look at all that you've learned. What you want to do is take what you've learned and what you did from this past year and invest it in the next year. Every year, you want to invest your knowledge from the previous year into the next year.

You're going to keep adjusting and changing your approach until you reach your goal, until you reach your destination. It is the ultimate success formula. Adjust and change your approach until you get what you want. If you follow this formula, you will be successful.

Monitoring is so important because you don't want to confuse activity with results. Activity is not the same as results. A person says, "Well, I'm doing all these different things, so something must work out. I must be doing something right." That is not necessarily true. If you're running east and looking for a sunset, you're going to be in trouble.

So we are results-focused and not activity-focused. You need to keep changing that approach and try to figure out the right way and the things you need to do to reach your goal.

That's my success system in a nutshell. Step one is know your outcome, step two is get the knowledge you need, step three is action planning, step four is outcome management, and step five is test, monitor, and adjust.

This system will change your life. I urge you to use it. And please, please, let me know of your successes.

Thanks so much and have a fantastic life.

Best,

A handwritten signature in black ink, appearing to read "Dave Dee". The signature is stylized and cursive.

Dave Dee

www.davedee.com

PS. If you own a business and want to double your sales in six months or less, please subscribe to my FREE newsletter at www.davedee.com.

Goal Planning Form

TYPE (circle): PHYSICAL SPIRITUAL PERSONAL FINANCIAL MENTAL SOCIAL BUSINESS

ACHIEVEMENT GOAL: _____

REWARD GOAL: _____

TODAY'S DATE: _____ **TARGET DATE:** _____

THE REASONS WHY I *MUST* ACHIEVE THIS GOAL

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

INSPIRATIONAL QUOTES THAT REALLY MEAN SOMETHING

“You will accomplish a lot more with movement than you will with motivation.”
-Gary Halbert

“Success is neither magical nor mysterious. Success is the natural consequence of applying basic fundamentals.” -Jim Rohn

“Happiness comes when you believe in what you’re doing, know what your doing, and love what you’re doing.” -Brian Tracy

“I claim to be no more than an average man with below-average capabilities. I have not the shadow of a doubt that any man or woman can achieve what I have if he or she would put forth the same effort and cultivate the same hope and faith.” -Mahatma Ghandi

“There is no free lunch. Don’t feel entitled to anything you don’t sweat and struggle for. If you see a need, don’t ask, ‘Why doesn’t somebody do something?’ Ask instead, ‘Why don’t I do something?’ The world needs more shepherds and fewer sheep. Don’t be afraid of taking risks or being criticized. If you don’t want to be criticized, don’t say anything at all, don’t do anything, and don’t be anything. Don’t be afraid to fail.”

-Marian Wright Edelman, *The Measure Of Our Success*

“The rung on a ladder was never meant to rest upon, but only to support you long enough to enable you to reach for something higher.”

-Thomas Henry Huxley (1825-1895)

“Money does not buy happiness but poverty doesn’t buy happiness either.

-Ted Nicholas

“Whether it is the best of times or the worst of times, it’s the only time you’ve got!” -Art Buchwald