



**8 HACKS TO
LIVING A
PURPOSEFUL
LIFE**

1. Make your goals measurable and with a timeline.

Once you've identified your personal feelings, and you have your general goals set, we're going to tighten everything up and make it all super-specific.

There are two ways you can do this, depending on what the goal is.

A) Super-specific outcome goals.

These goals tend to be more popular with people. They're goals where you have very tightly defined aims and deadlines, such as:

- Be earning \$5k in passive income every month by next year
- Sign up ten clients in 60 days
- Make \$1000 with my new Kindle book
- Lose 10 pounds in 45 days
- These goals add a little more pressure on you.



You might use them in a back-against-the-wall situation, where you need to earn a degree of money in a particular time or fit into a dress by your high school reunion.

The disadvantage to this type of goal is that it often puts people in a “take every possible action and see what sticks” mindset, versus making long-term, lasting change.

Also, the goals are often arbitrary numbers. And if they’re not reached, people feel like failures - no matter how hard they worked or if external circumstances got in their way.

For example, you might have a goal to earn \$5k in a month, but then a death in the family details you for a week. Or maybe you have a goal to lose 10 pounds, but no matter how hard you work, your body just won't release the weight.

The best way to use this type of goal is if you have plenty of time to create great habits AND course correct if things aren't working. For example, if you want to be making \$5k a month by a year from now, you can spend a majority of the time building up the right habits for yourself. But if you find yourself in month 6 and you aren't where you planned you'd be (which we'll cover more in-depth later on in this book), you can course correct and try something else.

B) “Take-the-right-action” goals.

These are goals where you're taking steps to get to where you ultimately desire to be. For example:

- Eat greens with at least 50 meals this month
- Drink 80 oz of water each day
- Post on Twitter 2 times a day all month
- Write two books in a year
- Go for a walk three times a week

- Write a love letter to my partner once a month

When to make these kinds of goals: These are the goals to concentrate on when you want to build up healthy habits. For example, let's say you want to feel healthier. We all know that when you make sure you get in enough greens and water, you start becoming healthier. And so creating goals around getting more of both on a constant basis helps ensure you feel better.

These are goals that are a bit more spacious. You're trusting that the right habits will accrue results over time, and so you're making lifestyle goals instead of short-term crash diet plans such as "lose 10 pounds in a month."

It is also for goals that you can't make specific guidelines around. For example, you can't say "I want to improve my marriage by 500%". You can say, though, that you want your marriage to get better - and then create specific things you can do with them, such as write love letters, plan out romantic dates, or do the laundry three times a month because your partner appreciates it.

I prefer these types of goals most of the time. Building up the right kinds of habits gives you a long-term edge and creates a more solid foundation for who you want to become.

Before you move on from this section, choose a goal or two from your list if you haven't already, and set clear timelines as appropriate. Ensure you've worded your goals, so they are distinct and MEASURABLE. I want you to know exactly what you're working towards and the timeline in which you're going to be doing it.

Remember this isn't about setting your deadlines in stone, but rather about being specific. You'll be able to course correct if you find you are not making the progress you'd like.



Choose a timeline that feels like a stretch, but you know it can happen. Creating \$500k or losing 100 pounds in a month is tough. Sure, there might be exceptions like winning the lottery or getting some surgery, but for most people, it's not going to happen. With those goals, you'd be best off choosing a year timeline.

When in doubt and creating a super-specific goal, give yourself a little more time - especially if you're embarking on something new for you. You can always make the goals happen faster. For now, pick your targets and deadlines and have them ready to work with as we continue with this process.

Don't worry about the HOW you're going to make anything happen just yet. That's coming next. In fact, we're going to go over an example using all the steps right now.

Example

Step #1: Earn \$5000 a Month By a Year From Now.

Let's kick this off with a money goal.

Let's say that after you had gone through

You knew that you wanted to be earning \$5k a month by this time next year. That's great! Now we can move onto the next step:

Step #2: Brainstorm how you can get there.

Here's where we're going to ask ourselves, "How can I make this happen?"

Your mind is a brilliant thing. And when you ask it the right questions, you'll be amazed at the answers you can come up with.

So here's where you're going to be very creative. List out all the ways that you can make your \$5k/month goal happen (or

whatever your goal is). Don't censor yourself. Just let it all out, no matter how crazy or wild your ideas seem. If you're too busy judging your thoughts, you'll block your creativity.

Write out for a solid 5-20 minutes and come up with at least 15 different ideas. For the \$5k example, some ideas of things you might find:

- Have a membership website where 250 people pay me \$20 a month
- Have five people pay me \$1,000 a month for coaching
- Create a \$50 product and sell 100 copies a day
- Sell 500 t-shirts a month (I've seen this happen!)
- Flip cars
- Offer a writing service
- Create a piece of software and sell it
- Look for a sales job where I get paid on commissions
- Fill out 5000 surveys a month (they're only worth a dollar?)
- Find a generous person to take pity on me
- Sell everything I own and reinvest the profits into lottery tickets
- Recycle scrap metal
- Buy a few homes and rent them out

As you can see, the ideas are varied. That's the point. It is all about letting your brain expand, think out of the box, and come up with potential ideas before we get to the next step.

I also want to point out that I know some of these numbers might sound huge to you. \$5k/month can sound crazy-unattainable. But all of these things are possible – and more. I've seen these things happen time and time again when people stretch their minds.

Step #3: Break it down, so it all happens on your terms.

Now we're going to use that big list and use the process of elimination to cross off what you don't want to do.

Our stated intention was for you to feel pumped, happy, alive, enriched during the process, so as you're going through your list, keep in mind the feelings you'd like to be feeling when you'll be working towards, and achieving, your goals. Cross out anything that contradicts those feelings.

For example, if your favorite feeling is "pride," you probably won't want to find a rich person to take pity on you. If your

favorite feeling is “secure,” you might not want a commission-based job.

You'll also want to cross out anything that seems completely unrealistic but be careful, as what you've been thinking of as 'realistic' hasn't got you where you wanted to go...so think twice before crossing something out. Doesn't fit at all in your personality or skill set (keeping in mind that you can learn new skills – but don't choose, say, coaching, if you hate having a schedule), that you're totally turned off by, or that just doesn't seem anywhere as significant as other options.

We're going to narrow this down to the best business model for you. So go through your list again and look for what fits in most with your desired feelings, what works best for your skill set, what excites you the most, what you have the most to offer with, and what you feel the most comfortable with.

If you're not sure how much a particular action step fits in with your personal feelings, consider how you'll feel as you do certain activities. Will you feel excited? Joyful? Happy?

After you whittle down, you may end up having a few options to choose from. And that's ok! The reality is, it's possible that you

could take one of MANY routes and still end up achieving your desired result.

So if you have a list of a few things that fit in with the feelings you want to feel and your skill set, just make a decision. Use your gut as the tie breaker.

For example, here, let's say that we decide we want to have a membership site where we have 250 people pay us \$20 a month. Now we can move on to the next step.

I know this planning stuff might not be a barrel of fun at this moment, but keep at it. You're going to thank yourself so much later on as you gain clarity and get your feet firmly planted on the right path for yourself.

Step #4: Start mapping it out.

So in my example, we know we want to create a membership site where 250 people are paying us \$20. Because I'm used to working on the internet, this feels good to me. Don't worry if this is unfamiliar to you – it's just an example and will help illustrate the detail you need to create and ACHIEVE incredible goals that

are perfect for you! Now we need to figure out HOW to make this happen.

So we're just going to break it down. What needs to happen to have a membership site?

Don't get overwhelmed here. Getting everything listed out is extremely helpful in understanding what we need to plan out for the future. So your initial list might look like this (we'll get into the 'how' of these steps further below):

1. Pick a market that you want to serve. (Or maybe you already know.)
2. Talk to people in the market. See what their frustrations are and figure out a way you can genuinely help them and create something they'd love to pay for.
3. Create what people said they wanted to pay for.
4. Get a website.
5. Create sales material for the site.
6. Add in a way where people can pay you.
7. Get the select pieces taken care of.
8. Get members to pay you.

Now, as you do this, you might be thinking “OMG! It sounds outrageously stressful! It looks like I'll never have fun for the rest of my life!”

GOOD!

Honor that thought. Don't block it out because you should be “thinking positive,” don't tell yourself that you're sabotaging yourself or that you're lazy, or do anything where you don't honor the real doubts you have.

We're going to listen to the voices in your head and find solutions for what they're legitimately concerned about.

See, our minds are very powerful. And when you ask yourself the right questions, you'll be amazed at the answers that you come up with. You can use your objections to finding impressive solutions.

Let me show you.

If you're worried that you're not going to have any fun while creating a membership site – especially if you're new at this, ask yourself: “How can I get all of this done in a way that still feels fun?”

Your mind might come up with all kinds of answers, like:

Make sure that I take an hour to do a fun activity every single day.

Make it a game to get things done quickly.

Find other people who are doing this too so I can have a support team. Come up with fun rewards for myself as I hit certain milestones.

And on and on and on.

You may also be worried that all of this is going to be too overwhelming for you. So trust your brain and ask yourself, “How can I do this in a way that doesn't make me feel overwhelmed?”

Some answers you might come up with:

Break it down so that I only need to do 1-3 tasks per day.

Hire a coach to help walk me through what I need to do.

Outsource tasks I don't understand.

Take deep breaths frequently.

Start a yoga practice.

And on and on and on.

2. Seeing Opportunities

Keys To Actually Making All Of This Happen.

Now you have a pretty simple structure on how to map out your goals and get them into tangible action plans.

And while that alone might work for some people, I think there are a few elements to consider to make sure you get the most from this book.

The next few sections are all about how you can maximize your goal setting and start to drive home results you can be proud of.

So let's get going.

3. Creating the Perfect Daily To-Do Lists

When you start to create your daily action plans, it can be very easy to over-tax yourself or stress yourself out.

That's why I'm giving you 3 of my best-of-the-best tips to create your perfect to-do list:

1. Your to-do lists should have no more than 1-5 items. If you have a list with more than that, it's highly likely that while you may have momentum, in the beginning, you'll end up burning yourself out over the long-term.



Maybe in the outset, when you're super-excited, you can ride the momentum. But as soon as you start to feel yourself get tired, STOP.

With productivity, less can be a lot more - especially when you plan correctly from the beginning. Don't burn yourself out.

Also, if you have zillion things on your list as many people do, the odds are that you can't get them done. I think that starts to chip away at your personal integrity after a while. You start to see yourself as a person who can't get everything done. It doesn't feel right.

Besides that, a lot of times, big to-do lists are just creating busy work for yourself. And as author Tim Ferriss says, busy-ness can be a form of laziness. It's lazy not to take the time to map out what will get you the results you want, and instead, start to deal with anything else that gets in your way.

2. Start with your hardest items first. Do your most challenging work first because it's when you're the freshest and most alert. Also, it's very easy to put off the more difficult things if they're last on your to-do list. Things all of a sudden start to "come up" and get in the way. If you can knock out the hardest thing first, doing the other things on your to-do list will be a lot easier.

You'll also feel better about what you got done by the time you go to sleep every night.

3. Remember to take small actions consistently. We live in a very “instant gratification” culture, but the reality is, you can take minuscule actions every day and have them build up over time. You don't have to push hard.

When you take that consistent action, day after day, things start to pile up, and real results start to get created.

4. Have Measurable Checkpoints

As you reverse engineer your goals, make sure that you have specific markers along the way that help you make sure you're heading in the right direction.

For example, if your plan was to lose 20 pounds in 3 months, then you should know how much you want to lose after month 1, month 2, and month 3. Weighing in at the end of each month will help you see if you're hitting your targets.

If you said you were going to have 20 members by July, make sure your work focus is 100% on getting to that goal. And if, for

some reason at the end of the month you haven't been able to get there, then check in to see why not. Start course correcting.

The point of having measurable marker posts throughout your goal timeline is to make sure that you don't end up very far from where you want to be and that you have a dynamic system of checking in throughout your goal period.

5. Keeping a Positive Attitude

As you're going through your lists, there will invariably be setbacks that test you.

You might have tech problems, people might not get back to you when they say they will, and things might take much longer than you anticipated that they would.

That's all totally OK.

The only thing that matters, in any of these setbacks, is how you choose to respond to them.

One empowering outlook is to view obstacles as a test to see how badly you want something. And if you've gone through the goal

process, hopefully, you've set yourself up with a strong "why" - and you're not going to let any obstacle deter you.

When things happen, I recommend being a "yes" to them. And by that, I mean, instead of fighting them, just acknowledge what's going on. Accept it, and then look for solutions.

Fighting things or falling into victim mode is a waste of time. :) Just keep active, feel a certainty that you're going to reach your goals, and don't derail your focus.

6. Get Help

As you're working on your goals, it might benefit you to get some help.

Some good times to look into getting help are:

Is this the first time you're learning something? Would it benefit you to get instruction from someone who knows the ropes?

Are you not sure how to reach your goal? For example - are you struggling with losing weight, even though you think you're doing the right things?

Are you having a tough time writing your book? Is it tough for you to learn to play the piano?

Are you dreading getting things done because you have no idea what to do next?

In any of these cases, it might be treasured to seek assistance, so you can keep your momentum instead of getting bogged down or overwhelmed by trying to learn everything on your own.

7. Make Choices Based On Your Goals

One of the benefits of figuring out what you want and working backward is that it helps you keep focused.

So as you're working on your plans, and you see bright shiny objects, make sure to reference those objects against your goals. For example, if you're working on a particular diet plan, and then you hear about a new diet plan come up that looks amazing, remember that you're already working on something. You don't need to be derailed.

Or if you're at a restaurant, and you're offered chocolate cake, think about what your plans are. Every once in a while, a piece of chocolate cake might be okay. But remember to turn down temptation too, or else you'll never reach the outcome you're looking for. And remember your desired feelings: e.g. happiness about meeting your ideals, being the healthy person you want to be, etc.

If you're working on a particular business model and then you see a new business model come your way, remember that you have a thoughtfully considered plan already created and that you don't need to follow whatever looks good.

Keep your eyes on the long-term prize. And remember: the people who succeed are those who take focused action.

8. Accountability

One of the best things you can do is have a means of keeping yourself held accountable for your goals. When you have someone (or multiple people) watching you, it can give you that extra push to get things done on days when you'd rather crawl into bed.

There are lots of reasons why people can benefit from accountability, and they vary from person to person. Here are a few of the major reasons to make sure you hold yourself accountable:

When you set a goal, you don't want to look bad by not reaching it (or at least making major progress towards it).

It feels great to know someone is cheering you on.

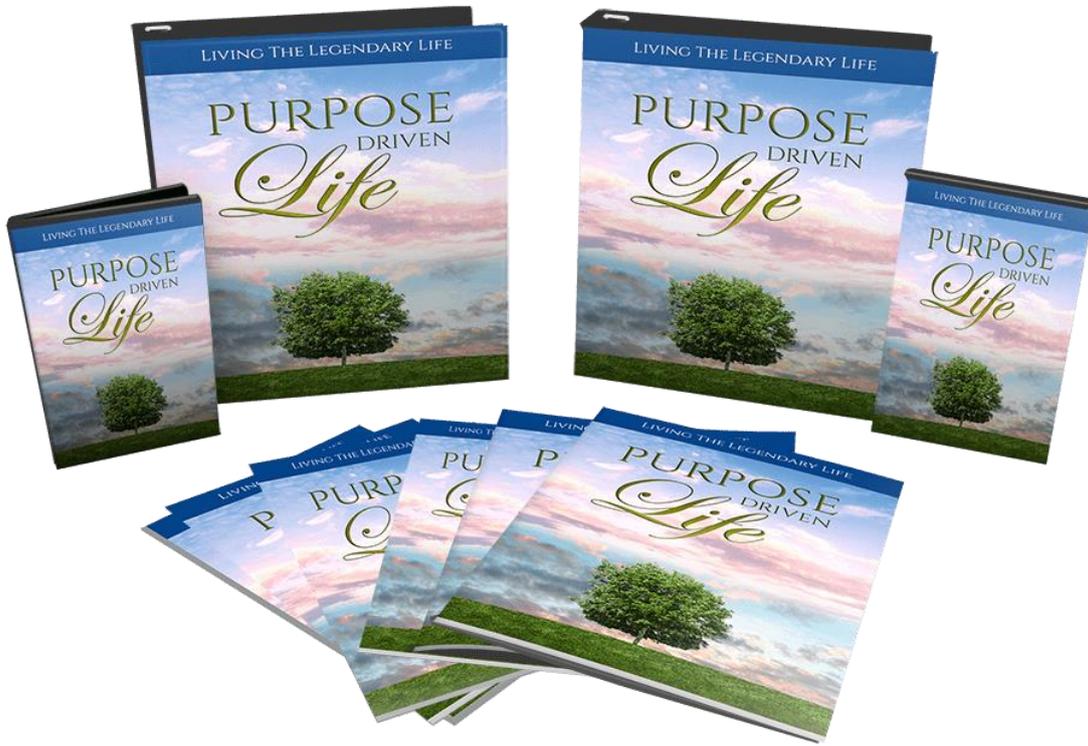
Subconsciously, it's very powerful just to speak your goals to someone outside of yourself.

There are many ways you can help keep yourself accountable. You can do one or multiple of these at the same time.

Work with a friend: You may want to consider getting an accountability partner or even creating a mastermind group full of like-minded people who want to reach the same goals you.

Tell the people your goals for each week (or month). And then check in and let people know if you've done what you committed to.

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