

A Powerful Start to Shine in 2009!

The person with a fixed goal, a clear picture of his desire, or an ideal always before him, causes it, through repetition, to be buried deeply in his subconscious mind. As a result, thanks to its sustaining power, realises the attainment of the goal in a minimum amount of time and with a minimum of physical effort. Just pursue the thought unceasingly. Step by step you will achieve realisation as your physical and mental strength become directed to that end.

Set Highly Rewarding Goals... Goals that **INSPIRE** You to Take Bold Action...

- **Are You Ready To Take Bold Action and Shine in 2009?**

Or dare I ask....

- **Are you doomed to repeating the same old self-defeating actions... and getting the same old self-limiting results?**

Do you make a few New Year's resolutions... and actually have the resolution, resolve and determination to see them through to completion?

Make 2009 Your Best Year Ever...

Let's get straight to the heart of the matter. Your goals are the road maps that guide you and show you what is possible for your life.

You can achieve your most important, heart-felt goals this year **IF** you turn up your power a notch or two. **Don't and you won't.**

Make Just ONE Resolution...

Most people set a few resolutions for change this time of year.

They resolve to lose weight... to find a more rewarding career... quit something (smoking, booze, drugs, a bad relationship)... reduce credit card debt... start their own business... make more money... retire early... you name it.

Unfortunately, studies show that over 95% fail to even make it through January before losing their resolution for their New Year's Resolutions! They just **GIVE UP**, and get on with life—never realising that with a better approach, they could succeed beyond their wildest expectations.

This, of course, is what leads to a life of **REGRETS**... not **RESULTS**.

This year, I want you to make only **ONE RESOLUTION**... a resolution that encompasses all others:

7 time World Champion creating Champion Mindsets® with Taylor-Made Solutions!

PO BOX 254 HARBORD NSW 2096 AUSTRALIA T: +612 9939 0048 F: +612 9939 0078 E: champion@championmindset.com.au

www.championmindset.com.au • DANGEROUS WHEN WET PTY LTD TRADING AS CHAMPION MINDSET® CONSULTING ABN 50 084 623 941



Resolve To: Make SMARTER Choices and... Take SMARTER Actions...Each and every day.

Do this and you will not only have a list of New Year's Resolutions, you will create a Resolution Revolution in your life!

Keep this resolution, and your 2009 will be wildly successful.

- ✓ You will be trim and fit if you CHOOSE to only put X amount of kilojoules/ calories in your mouth... and do an hour of cardio or aerobic activity 4 times each week.
- ✓ You will achieve bigger, more rewarding goals when you CHOOSE to focus your time and talent on the important... taking swift action to eliminate the three thieves robbing you of your future: Fear, Uncertainty and Self Doubt.
- ✓ You will make more money and attain financial freedom when you CHOOSE to stop confusing EFFORT with RESULTS... and start taking POSITIVE ACTION.

Why? Simply because Smarter Choices and Smarter Actions yields far greater POWER... both personally and professionally.

If you want to take your mission in life to the next level, if you're stuck and you don't know how to rise, **don't look outside yourself. Look inside**. Don't let your fears hold you back and be just one of the crowd. Abolish your fears and raise your commitment level to the point of no return, and I guarantee you that the Champion Within will burst forth to propel you toward victory.

You must stop looking OUTSIDE yourself, and start looking INSIDE for your personal keys to success. Otherwise, you are doomed to repeat the same old self-defeating actions... and getting the same old self-limiting results.

There are three simple equations that govern whether you will achieve your goals... or not:

$$\text{Achievability} = \frac{\text{Desirability}}{\text{Believability}}$$

Goals that are BOTH highly Desirable, and highly Believable have a high probability of achievement. Goals with low Desirability and/or limited Believability don't stand a chance as the months and years go by. **Hence why 95% of people who set New Year's Resolutions quit!**

For those of you who look at this formula and wonder why it is a ratio, the answer is that we are solving for the correlation or correspondence between the two. A 1: 1 relationship means that the goal is desirable and believable -- a 10:1 relationship means it is highly desirable but

7 time World Champion creating Champion Mindsets® with Taylor-Made Solutions!

PO BOX 254 HARBORD NSW 2096 AUSTRALIA T: +612 9939 0048 F: +612 9939 0078 E: champion@championmindset.com.au

www.championmindset.com.au • DANGEROUS WHEN WET PTY LTD TRADING AS CHAMPION MINDSET® CONSULTING ABN 50 084 623 941



barely believable in your mind. Success comes from creating Achievable Goals where they are BOTH highly Desirable and highly Believable -- say in the 8/8 plus range.

If, in the past you have set goals that, to you, are highly desirable, but you failed to achieve them, the answer can be found in your BELIEF system. While Desirable to you -- you simply didn't generate the ongoing -- day-to-day -- BELIEF that they would come true. So, you hit the self-fulfilling prophecy of failure. You didn't truly BELIEVE in them strong enough each day to achieve them, so you didn't.

The converse is true. Where you have high Belief, but little inherent Desire, your goals have virtually NO CHANCE of being realised. Why? Because you are smart enough to realise that they aren't really worth the effort -- so why bother anyway!

Indeed, it takes a high correspondence between your Goals Desirability to Believability to make them happen -- to make them real in your life.

Desirability = Benefits - Costs

To determine how Desirable your goals are, simply look at the relationship between the Benefits and the Costs of achieving the goal. Goals with huge Benefits -- even with huge Costs -- have a strong chance of being realised. Goals with lots of Costs and few Benefits (values) need to be avoided like the plague!

Now take a few minutes to really understand the Desirability of your Top 5 Goals. Add up all the Features and Benefits -- in as much detail as you can -- then list the real and hidden Costs in time, money and your other valuable resources.

Mentally subtract the Costs from the perceived Benefits and rate your willingness -- on a scale of 1-10 -- to PAY THE COSTS TO GET THE BENEFITS. Any goal less than 7-8 really needs to have additional Benefits or will fall by the wayside pretty quickly.

Achievable Goals have HUGE Benefits relative to the COSTS.

Put simply, if you can't find additional Benefits, ask you self why you would want to spend the only life you have to live on Goals that are less than a 9-10. **It is pursuing goals that you are truly passionate about that gives meaning and significance to your life.** Small, make it through the day or week goals will keep you down, hold you back and in the end, all you have to show for the one life you have are regrets.

My advice: Find passion in your Goals or create new goals. Period!

7 time World Champion creating Champion Mindsets® with Taylor-Made Solutions!

PO BOX 254 HARBORD NSW 2096 AUSTRALIA T: +612 9939 0048 F: +612 9939 0078 E: champion@championmindset.com.au

www.championmindset.com.au • DANGEROUS WHEN WET PTY LTD TRADING AS CHAMPION MINDSET® CONSULTING ABN 50 084 623 941



Your Top Five 2009 Goals...

1. Personal _____
2. Family _____
3. Financial _____
4. Career _____
5. Community _____

Your Power to Achieve Them...

No question, these goals will remain on this page all year long... next year... and years thereafter—unless you commit the power to achieving them.

If you are not **BOTH** successful **AND** happy with the results you produced in 2008, what are you going to **DO** differently in 2009? This is a profound question. Think about it!

Achieving the **RESULTS** you want (your list of goals,) in the **TIME** you have (next year,) requires just 2 essentials: Remaining **COMMITTED** to your **GOALS**... and staying **CONNECTED** to your performance.

A Pledge to DO...Remember, you can have the greatest intentions, dreams, wishes and goals in the world, but without sustained **COMMITMENT**, you don't have a snowball's chance of achieving them.

To set the stage for our continuing discussion of putting Resolution into your Resolutions, take a few minutes to review some of the definitions of the most powerful words in the English language...

COMMITMENT Noun: An act or course of action that is demanded of one, as by position, custom, law, or religion. See also: Charge, responsibility, duty, obligation, imperative.

- A pledge to do; Something pledged, especially an engagement by contract involving financial obligations.
- The state of being bound emotionally or intellectually to a course of action or to another person or persons: a deep commitment to conservative policies; a profound commitment to the family.

RESOLVE: The **POWER** to make choices and **SET GOALS** and to **ACT** upon them firmly in spite of opposition or difficulty. See also: Will, resolution, determination.

DETERMINATION: 1) Firmness of **MISSION** and purpose; resolve: approached the task with determination and **ENERGY**; A fixed intention or resolution: returned to school with a determination to finish. 1) The act of making or arriving at a decision.

7 time World Champion creating Champion Mindsets® with Taylor-Made Solutions!

PO BOX 254 HARBORD NSW 2096 AUSTRALIA T: +612 9939 0048 F: +612 9939 0078 E: champion@championmindset.com.au

www.championmindset.com.au • DANGEROUS WHEN WET PTY LTD TRADING AS CHAMPION MINDSET® CONSULTING ABN 50 084 623 941



WILL: 1) The mental faculty by which one deliberately chooses or decides upon a course or PLAN of action; Volition; The act of exercising the will. 2) Diligent purposefulness; determination: a candidate with the will to win; 3) A desire, purpose, or determination, especially of one in authority; 4) Deliberate intention or wish.

Success: It's a matter of WILL... and POWER.

The big idea behind each of these words is that you freely CHOOSE, then ACT, and with confidence and POWER, you achieve your GOAL in spite of opposition or difficulty. Or, you don't. Assuming you have the WILL to live the life of your choice, then all you need is a boost in POWER.

YOUR CHAMPION ACTION POWER PLAN:

- (1) Write a list of what you want to achieve in 2009:
(Identify your goals in the 5 key areas of career, finance, health & fitness, family/relationships and personal growth)
- (2) Define SMARTY goals – Specific, Measurable, As if NOW, Responsible, Timed toward what you want (the date for completion) & Your inspiration.
- (3) What benefits will result for you achieving this goal?
- (4) What are the major obstacles to overcome to reach your goal?
(Remember the 3 thieves Fear, Uncertainty and Doubt)
- (5) What skills or knowledge is required to achieve your goal?
- (6) What are the individuals, groups or companies and organisations to work with to achieve your goal?
- (7) Celebrate Success – how are you going to celebrate achieving your goal!

Go for gold in 2009!

Cheers Shelley Taylor-Smith

Shelley Taylor-Smith, the “Mental Toughness Coach” is Australia’s Top Top Goal Strategist. Passionate, Patriotic and 100% West Australian; Shelley’s enthusiasm is contagious and her energy mind blowing! A Best Selling Author, Coach and Motivational Speaker, she is an expert on the subjects of Goal Setting, and Creating Your very own Champion Mindset. Her passion in life is helping you Achieve your Goals and Unleash your untapped potential and Champion within. Learn Cutting Edge Goal Strategies at:

<http://www.ChampionMindset.com.au>

Media Requests: Shelley Taylor-Smith is a dynamic high energy tv and radio guest available for interviews and corporate speaking engagements.

Copyright Champion Mindset® Consulting 2008

7 time World Champion creating Champion Mindsets® with Taylor-Made Solutions!

PO BOX 254 HARBORD NSW 2096 AUSTRALIA T: +612 9939 0048 F: +612 9939 0078 E: champion@championmindset.com.au

www.championmindset.com.au • DANGEROUS WHEN WET PTY LTD TRADING AS CHAMPION MINDSET® CONSULTING ABN 50 084 623 941