

## Vision Introduction

Is there anything crappier than the New Year's resolutions? I don't know about you, but I used to try those and they never seem to work out. Why was that? Well, being the inquisitive guy that I am, I really had to ask myself that question and dig deep into why I wasn't getting where I wanted to be in life. Really what it comes down to is vision, having a vision, okay, and knowing what that vision is and knowing what that vision means to your life and what it means to other people's lives and why it's important for you.

What we're going to talk about, what we're going to dive into right here is why vision is so important. How do you go about creating a compelling vision? How do you go about making sure that you fulfill that? We're going to find out some shocking things in this, okay?

First thing we're going to find about is that you need to forget goals. Oh, Ben, how can you say that? Well, I'm going to give you another system that's going to be much better than creating goals. We're also going to talk about the power of the to do not do list and not the to-do list. Okay, so I know that I'm going to step on a lot of toes here, I love doing that because that means it's challenging your thinking, it's challenging the status quo. But my job here is to help you to get results, and if that means telling you something that goes contrarian, then so be it because we are very contrarian. We're actually going to talk about that in Sturgeon's Law, which says that 90% of the stuff out there is pure crap that was written in 1958, and I guarantee you that today he would probably say 99.9% of the stuff out there is pure crap.

Okay? We're really going to change our thinking. The reason that we're doing this is that you can achieve your goals, all right? You can achieve those non-goals that you're going to have, and that you can really get to that point in your life where your vision is fulfilled. Then it's a repeatable process, it's something that you can go back and do over and over again. Like everything else here, it's very tactical, right, and when we get done, we want to have one sheet of paper, we want to have something that's easy for you to look at, to grasp, to look at constantly so that it keeps getting you forward, that it keeps giving you toward that vision that you have for your life and what it's going to mean to everybody else.

Let's roll up the proverbial sleeves and let's get busy creating your vision.