

How to Succeed in 2017



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Introduction

2016 – how was it for you? Good I hope. It's now the new year. It's a time when people decide to make "resolutions", some of which get broken very quickly.

Others decide to set out goals, but don't follow through. I decided to make this year the best year of my life – I want to show you my techniques that I have used for myself and my clients.

What motivated me to become a life and business coach was the fact that I saw so many people going to work day after day who were unhappy and believed that work was a necessary evil until the "joys" of the weekend. At the weekend it was time to unwind and let go, perhaps drink too much, take drugs, or overeat, or whatever other vice they had.

The Dream

What all these people had in common was a belief that this was a good as it got. When we're young we're sold a "dream". That is go to school, perhaps onto college, get a job, with the prospect of promotion and a wage increase now and again!, get married, buy a house, have kids, retire in 40 years and then enjoy your life on whatever savings you have.



Are you living this dream? Not enough cash at the end of the month, simply surviving and not living life? I was too, but now I have taken control of my life and you will too.

The fact is we control our present and future, our future is ours to make.



Before you say no that's not true I know people online that have every reason to still be poor, but they took control and changed their lives – you can too.

You may ask, “How can I be successful?” For the answer, please read on.....

Mindset

One of the most important things about success is you have to think like a winner. I say to my clients – “you have to believe to succeed”. If you don’t believe in yourself who will? You have to say to yourself – yes I can do this. The great Henry Ford said “whether you think you can or think you cannot, you’re right” – how would Henry Ford know, or is he the guy that built up a huge car manufacturing empire!

What Do You Believe?

Ford wrote these words many years ago but they are very true. What you believe you manifest and attract. The thoughts you put into your head are very important – if you put negative beliefs into your head you can become negative, if you fill yourself with positive thoughts it will help you remain positive. We’ll talk more about language later.

Did you know that we take in so much negative information every single day? I used to be sucked in by this. Every morning I would wake up and turn on the cable news (Sky News – a good British news channel), and guess what? Every day the first pieces of information I received were all bad. A war here, a killing here, people full of hate. There were very few really inspiring stories. So picture the scenario, I’ve only been up 10 minutes but have already been exposed to negativity. So I cut out watching the news – to be honest if something happens that is very important I’m going to hear about it, but I’m not going to seek bad news.



Here’s an exercise to try – get a newspaper and a red marker and X out all the negative stories. Count up how many positive stories are left – interesting?

Now I’m not saying you have to hide away and bury your head in the sand, however I don’t think you should go out of your way looking for negative influences. Take for example at the moment in Ireland, we’ve

had a number of Fishermen lose their life out at sea. The papers are printing harrowing pictures of wife's waiting by the pier side waiting in hope for any news. It's heart breaking, and saddening – I feel for these people but I want to remain positive that life is good. Don't see this as heartless, I had a very tragic loss a few years ago, I know what pain is like and suffering, I also know how the papers reported it – they preyed on the emotions of people and really did not care for the feelings of those who had been effected by the event. Papers, unfortunately publish bad news – perhaps it's because people can think – “my life is not that bad”

Take Notice

What I do is I like to look out for wonderful things, like just noticing a beautiful flower, or listening to some really good music – this gets me into the “right state”. In fact I have been known to dance in the car – do I care what people think, NO! Why? Because they might get a laugh out of this “weird guy” dancing in his car – cool I've made someone smile on their way to work

Here's something you can do right now: From tomorrow or today, decide not to listen or watch the news on TV, at least remove this one negative influence from your life – if something is important you will hear about it.



What Stops People from Succeeding?

The First Reason

Limiting Beliefs. The belief that they can't do it, they can't make a change, they will fail, only other people succeed. We have so many limiting beliefs. Many people I have worked with have an inner critic that tells them they can't do things, or if they do it might not work out, of what if they do and it does not work out.

I know I used to have that voice (many people say to me “no I don't have that voice”, as they are afraid I will think they are mad!). The problem is that this “inner critic” can destroy any hopes you have.

Here're more examples of what you might think or say to yourself: I might as well stay in my job, as it's not so bad --

- If I change job it might not work out
- I can't succeed online – it's all a scam
- What if I try something and don't succeed – people'll laugh at me
- I could never ask that person out on a date
- I don't have time to do X

In regard to that last one, you have 24 hours in a day. Believe it or not, even the most successful people in the world only have the same amount of time. It's how you use those hours that's important.

So, what often happens -- you listen to this critic and never take action. Many people feel if they don't try something then they can't fail – yup warped logic but people actually think like this.

Here's something you can do right now. Stop and listen to yourself and see if you can recognize your "inner critic" hear what it is saying to you. Many of us have one and it can really stop us succeeding! Take a few minutes and complete the exercise below



What's My Excuse?

Write down all the "excuses" you make for not doing something, look at the examples above.

Now go back to your list and write out fully why what you wrote above is actually a limiting believe – try to really prove why it is true. Be honest.

Part of my list looked like this: (I am being really honest with you)

I can't really make an income online – it's not really possible, I don't have the knowledge, I don't know the right people
Alcohol is needed in order to socialize – everyone else is having a few drinks, they are new people I am meeting, what's the harm.

These were all excuses, I was afraid to take a chance online, I actually did believe that it was difficult to have a good time when out with friends unless I had a few drinks – I now still enjoy a few drinks but know that I can have as good a time without alcohol.

When I really examined these thoughts that I had I realized they were excuses I was making.

The Second Reason

Focus – many people find it hard to focus on a project or something they are doing. This is a common problem. People know they should be something productive to help themselves or their business but they don't do it. They get distracted too easily. My personal belief is that we live in such a fast paced society that we believe that everything should happen now! So for example people don't want to wait and build a business online – they want to succeed within the next 36 hours – in reality this does not happen.

How can we focus more? By setting out good goals, or well formed outcomes. Once we know why we are doing something, we will find it easier to stick to. For example I know that every minute I spend at the computer has to be productive. Why? Because the more productive I am the closer I will be to getting to my goal of making \$500,000 this year. I know what I need to do. If I do get distracted I know I have the choice of continuing with the item that is distracting me or going back to being productive and working towards my goal.

Don't worry – we'll be looking at goal-setting later.

Third Reason

Determination – you must be determined to succeed. Many people begin very determined and then start to make excuses. Remember success can take time. Overnight success is a rarity. Research shows that you need to do something for 28 days in a row before it becomes a habit. So being to work at being successful and keep doing it.

Keep the long term goal in mind for everything that you do. It's very easy to get distracted in the short term but this distraction – watching TV, going for a drink, can affect reaching the long term goal.

What Is a Goal?

There are many definitions of goals. Some are complex some are simple. This is my definition:

A goal is something an individual moves towards. It usually is a habit they wish to change or something new they wish to acquire, for example a new job, house, or skill. Achieving a goal will result in an emotional state creation in the goal setter. Therefore, the purpose of a goal is to achieve a new, improved emotional state.

Let's take this definition apart. When setting a goal you are moving towards something. More money? A better life? Perhaps, fame? When you achieve the goal you create a new emotional state, i.e., you become happier. It appears from much research that people strive to be happy. Behind this is the goal.

It is important to understand that when setting a goal you need to make sure that it is ecological. For example if I set the goal to make €5,000 a month, what am I going to sacrifice doing this? Not seeing my family, not sleeping, not eating.

Everything we do in life is interconnected. When we make a change in one area of our life, it will affect other areas. An interesting concept comes into play here. There is a theory called The Butterfly Effect (you may have seen the movie). In a nutshell this says that one small change, however insignificant can create major change in your life or the life of others.

So Why Should We Have Goals?

Goals keep us motivated. They give us something to aim for. They also act as feedback as to how near or far away we are from achieving success. Sometimes, people find it too hard to achieve their goals. This could be because they have set long-term goals before setting short-

Term ones, or they did not plan their goals carefully. Different people will find that different goal setting techniques. For example for some setting the long term goal last is better, for others setting it first works better.

I divide goal setting up into three basic methods:

Basic Goal Setting

When setting a goal using basic goal setting a person will loosely define what they wish to do. For example I want to give up smoking, I would like to lose weight, I want to change jobs.

The issue that arises with this basic goal setting is that it is not very specific in nature. It is too general, and will rarely be achieved or sustained. In essence basic goal setting is flawed as it does not fulfill the criteria set out in level two goal setting.

SMART Goal Setting

SMART goal setting is very popular in the business arena, and helps a person focus more on what it is they wish to achieve because they define the goal in more detail. SMART stands for, **S**pecific, **M**easurable,

Achievable, Realistic, and Timely.

Smart goals help you become more focused on what you wish to achieve, thus I want to lose weight becomes:

I want to lose 2 stone, in 4 months time and fit into a size 34 waist pair of trousers. I will exercise two evenings a week in the gym from 7 – 9. I can achieve this as I have lost weight in this way before.

This goal is now more realistic, as the person has set out a specific amount of weight to lose, it is measurable and realistic and a time frame has been set.

More often than not when people start to set goals, even SMART goals, they have not really thought about why they wish to set these goals and what they will actually achieve.

Even though you may have previously used SMART goals you may feel that the act of setting goals is actually setting yourself up for failure as it may have happened that you have failed in the past. What is important here is that what has not worked in the past can be used as feedback. This feedback should be examined, and the positive aspects taken from it.

For example. You might say to me,

“I have tried to change my career, but nothing seems to work.”
However examine the methods you have used. Is it the job agencies? Is it an untargeted CV? Do you believe within yourself that you will not find a new job? If you continue to use the same method you will get the same results, every time.

Setting the Right Goal

Sometimes the goal you set is not really the goal you want. People sometimes set a goal they think others may think is important, or something they should try to achieve. It is important to ensure that the goal you set is not going to be detrimental to your life and make other parts of your life suffer (home life, social life etc).

I want you to understand that goal setting must be completely holistic as every part of your life, both work and private, is interrelated.

Therefore it is essential that you have time to examine in detail why you want to achieve your goal. Perhaps the initial goal you set may be what you think is right.

Examining NLP

Neuro Linguistic Programming was created by Richard Bandler and John Grinder. NLP looks at how people communicate and use language, and how they are “programmed”. By listening and understanding how people communicate it is possible to talk to people on “their level”. How often does it happen that you just “click” with a person? The reason this happens is because you are in rapport with them and you talk the same language.

We all make sense of the world in different ways. Some people talk in very visual language – they use words and phrases like, “look at it this way”, “picture this”, “we’re starting with a blank canvas”. Others speak in auditory language “singing from the same songbook”, “I don’t like the sound of that”, “that rings a bell”. Others speak in kinesthetic or physical language – “let’s hit the ground running”, “that felt bad”, “let’s cross that bridge when we come to it”.

The language we use tells a lot about us and others. If a person speaks in visual language and is hearing something being explained by someone who talks in auditory language, they may find it difficult to communicate as they are not “talking the same language”.

Here’s something you can do now: stop and listen to the next person you speak to. Do they use visual words, auditory or do they use kinesthetic words, listen to the words? Talk back to them in the same language they are talking to you in



NLP is useful in this context for setting goals, or well formed outcomes.

Well-Formed Outcomes

Where SMART goals can fail is that they do not take into account a well used technique and strategy of NLP where a user is asked to experience the desired outcome of reaching their stated goal. This desired outcome is experienced by using the full array of sensory functions, i.e. smell, taste, kinesthetic, visual and aural.

NLP, or Neuro Linguistic Programming, looks at how we process information, how we can become improved communicators and how we can model the success of others. (That's a very basic overview, however we'll be examining this in more detail later)

NLP prefers to be more definite about goals and prefers to call them **Well-Formed Outcomes**. The use of wording in NLP is of extreme importance, therefore your goal is going to be Well Formed,. The word "outcomes" is more definite in that a result will be produced. The process is also very specific and precise.

Instead of setting a goal I want you to create Well Formed Outcomes. There is a process to this described below:

1. State the outcome in positive statements
2. Ensure the outcome is within your control not others
3. Be very specific
4. Use sensory based procedure
5. Consider the context
6. Ensure access to resources
7. Outcomes must preserve existing benefits
8. Outcome must be ecologically sound
9. Define the first step

Let's go thru each point in detail:

State the Outcome in Positive Statements :

State what you want to achieve in a positive statement. Don't say I no longer want to be poor, instead say I want to be well off. We fill out

minds with too many negative thoughts, therefore directing our mind in a positive nature will be more beneficial. Also when you focus your mind on something you become more open to opportunities. You will begin to see opportunities rather than problems or barriers.

When listening to people about finding a new partner, they often say what they don't want in a person, however sometimes they end up attracting that exact person. So instead of saying what you don't want always say what you do want.

Ensure the Outcome Is Within Your Control Not Others:

This is very, very important. Firstly you should understand that you are in control of your life. You can allow others to control it if you wish; however once you take control you can become more successful. If you rely on others then you have no control on what they will or won't do. This is essential to grasp, if you are waiting for others to do things for you then you will not succeed. You must at all times make sure that you are in control of your life. Never lose control!

How many people "go with the flow?" suddenly they end up somewhere they don't want to be, in a bad job, in with the wrong crowd, drinking/eating too much. They wonder how they got there...they let others control their life, more times than not unconsciously by not making decisions. If you know where you are going you'll get there faster. Life is like a river, you can go with the flow or paddle in the right direction

Be Very Specific:

It's important to know what you really want. I meet so many people who are just "going with the flow", they have no specific plan in mind. The problem is that you then end up in a place you don't want to be in and wonder how you got there. So be specific in your goal. Decide in detail what you want to achieve. For example for me I use the following:

By the time I am 40, I will be retired from my "real job" and be a full time success coach. I will be able to work 2 3 hours a day, give seminars and earn at least 10,000 per month. This will allow me to spend more time with my family and provide for their every need. I

will also ensure that I give at least 10% of my earnings, either financially or thru my own time, to others who need help. I will have a house in Ireland in a good area plus a summer house in Spain. I will be able to work when and where I want and not worry about “Monday Morning Blues”

Use Sensory-based Procedure :

Research has shown that the human mind cannot distinguish between a real memory and one that is vividly imagined. Therefore it is important to spend time visualizing how you will feel, what you will see and what you will hear when you have achieved the goal. Being able to visualize yourself succeeding is very important.

Consider the Context:

Who will be part of the outcome? Will it be just you, other partners, family etc. Where will you be/want to be? Look at the goal I wrote above, it encompasses this point.

Ensure Access to Resources :

Do you have all the resources you need? This includes physical resources, and soft resources; for example, what skill-sets do you need? What additional training will provides these skill-sets to you?

What do you need to do to get the additional training? Part of you being in control of the outcome includes you outsourcing to gain skills.

Outcomes Must Preserve Existing Benefits:

There are certain reasons why we do certain things, they bring us benefits. I am still in my current “real job” as the benefit is that I can pay the mortgage and put food on the table. Therefore I will not make a move to full time success coaching until that benefit is preserved. Consider other benefits you have at the moment, and how you can maintain them. For everything we do there is a “positive” benefit, for example people may smoke as they see that this will keep their weight down.

Therefore the existing benefit of smoking is not putting on weight. The positive benefit of drinking alcohol is that it helps in social situations. When setting a goal, and making changes, these positive benefits must be considered.

Outcome Must be Ecologically Sound :

Remember The Butterfly Effect? Everything thing will affect other areas of our life, therefore if you decide to focus on making \$5,000 a month how will this affect other parts of your life? Will it mean less or more time with your family or partner? Will it mean more stress? Think of all the positive and possible negative effects the goal you set may have.

Define the First Step:

This is one of the most important aspects of well formed outcomes. Define and then take the first step. What can you do today, right now that will begin getting you closer to your goal? Is there a person you can call, an email you can send, a note you can make to yourself that will begin the process?

Once the first step is defined and taken it will be easier to continue. Once you have created your long term goal, as I illustrated above, we will begin to work backwards. In his great book, 7 Habit Of Highly Successful People, Stephan Covey talks about “beginning with the end in mind”.

So you know what your end goal is. Now, work backwards and see what you need to do each year, each month, each week, each day to achieve your goal.

Personally I have set my each day goal as the following:
Ensure I post in a forum
Ensure I write an article or begin one
Read e-books and listen to audio-books that will help me

This ensures that I am always doing something to further my business
(this is a only the basics I do)

One great tip is to ensure you write out your goals and place them
somewhere where you can see them every day. Another great tip is to
share your goal with someone close – and make them hold you to it!

In order to set really targeted goals try the following exercise – be
honest as no one else will see this except you. Allow space under each
bulleted point to enter in information. Once you are finished this
exercise re read it and make any necessary changes

My 2017 Goal-Setting Workbook

- How will attaining this goal affect the other people in your life?
- How long have you had this goal?
- How long will it take you to achieve this goal?
- Who else is involved in the achievement of this goal?
- Is this goal the best you can do or are you settling for second best?

- How far away are you from achieving your goal?

- Have you always tried your best to achieve the goal so far?

- What have you learnt about yourself from having tried to achieve this or any other goal?

- What skills, experience and contacts do you have that can make the achievement of this goal?

Define Your Values

Values are the way we live. They are the defining principles of how we live our life. It is important to now examine your values and then ensure that they are congruent with your life purpose statement.

The following values are important to me and how I live and make decisions:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Having listed your values above please mark 10 of them in terms importance to you as a person. Prioritize these values, 1 being most important 10 being least important.

Having categorized your values, return to the life statement and write it down below. Examine it in detail based on your values listed above. Write a more detailed life purpose statement below:

What is DAC?

DAC is a strategy used to help clients. It stands for Decisions, Actions and Choices.

Decide – this is the first step you must undertake. You must decide that you wish to make a change in your life. No matter what it is, a firm decision needs to be made, for example, you might use the following affirmation –

I have decided to make money online! (the tense, “have decided” is more definite and specific than “am deciding” would be.)

Or, you might use the following statement – it would be an expression of you being even-more committed to you success:

I am successful at making money online!

Action - However, making a decision – and affirming your success – is not good enough. You must then take Action! “Taking Action” can include writing down an idea, making an important call, and/or talking to people about your idea. Until you take action, nothing happens. It is best to take action sooner rather than later. The truth is that those who procrastinate will wait and ... wait and ... wait.

Consequences - Every time you do something there are consequences. Always consider the consequences to see how they can affect your business and personal life, both in the positive and negative sense. Is going out with the guys for a few beers a good idea or will it cloud your judgment the next day? Will not making that call today really be a good idea?

Every choice we make causes change. By the way, I encourage you to remove the word “failure” from your vocabulary and word-choice. From now on, adapt the resolution, “There's only feedback!”

Too many people fear what we call “failure”. However, if you reframe the word and think of it as feedback and a way of learning from what has gone before, you will begin to learn and grow.

Everything you do can help you grow. This is especially true when you choose to see it in the context of “feedback” rather than *failure*.

Conclusion

You **can** change your life in 2017. In order to do so, you must take action. Ensure you do the exercises in this e-book and stick to your goals. Remember to think about everything you do within the context of your goals – Will this action help my goals? Or, will this action hinder my goals? To help you find out, act ... and, then, observe the results.

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