

FOCUS

On Your

DREAM

How to Turn
Your Dreams
and Goals
Into *Reality*

Jeffrey D. Smith

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Jeffrey D. Smith
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Dedication

To My Mother, Alyce, I Love You!

Acknowledgment

I never could have written *Focus On Your Dream* without the help, inspiration, and guidance of my many teachers and mentors, as well as the love and support of my friends and family. I acknowledge those that made this book possible.

My mother, Alyce; father, David and his wife Dorothy; my brother, Tod, and his wife, Jeni; my grandparents, Catherine Rupp and Roy and Georgia Smith; Norma Butler; John Assaraf; the members of my Indianapolis Mastermind Group; Dr. Fred Grosse; Mike Fry; Shelley Stuteville; and the staff at Possibility Press.

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Preface

“The only ones among you who will be really happy (and successful) are those who will have sought and found how to serve.”

Albert Schweitzer

True meaning in life comes after you realize your own potential through personal growth and serving other people. Rushing after the “magic solutions” most people believe are “out there” is like running in quicksand. The more you struggle, the quicker you sink.

You were born with all the potential you need to accomplish your goals and live the life you want. What you need to do is *focus on your dream*, become aware of how to work with the talents you already have, and serve others to the best of your ability. Follow these three steps and you’ll be on your way to realizing your dream...no matter how big it may be!

By the time you finish reading this book, you will have developed a refreshing new way of looking at the world and yourself.

- You will see more of the beauty of the world around you.
- You will enjoy the self-confidence that comes from knowing who you are and why you are here.
- You won’t feel the need to continually compare yourself to other people.
- And, you will know how to turn your dream into reality, including the material wealth you may desire.

My hope is that this book will serve as a stepping stone to greater things in your life. That alone will have made my efforts here worthwhile.

If there is one thing I've learned over the years, it's that the fine line between those who win and those who don't is what they *focus on*. Winners *stay focused* on what they *want* and *continually take action* to move themselves closer to their dream. Everyone else doesn't.

Focus makes the difference between the World Champion and the also-ran. In this book, you'll learn how to develop the focus of a World Champion. Hopefully, it will inspire, motivate and most importantly, *activate* you into taking action—as you sharpen your focus on your dream. *So, let's get started...*

Introduction

Staying Focused on Success— The Basics

“The first law of success...is concentration: to blend all the energies to one point, and to go directly to that point, looking neither to the right nor the left.”

William Matthews

Focus—*What Does It Really Mean?*

Undoubtedly you’ve heard the word “focus” time and time again. Yet, you may have never given it much thought or realized how essential this little five-letter word is to your success. Webster’s New World Dictionary defines focus as, “...*to fix or settle on one thing; concentrate.*”

Have you ever noticed that *you get what you focus on*? For example, when you drive your car to the grocery store, you need to steer it in the right direction, or you’re just not going to get there, are you? Life’s much the same. You’re in the driver’s seat of your life. You need to consistently focus your thinking and take action in a specific direction to make continuous progress toward your dream.

People who win in business or anything else, for that matter, focus and make things happen. They may look lucky, as if they just glided into a higher level of accomplishment without much

effort. Instead though, they're usually like the serene-looking duck, smoothly crossing the lake. Underwater, their little webbed feet are paddling consistently and vigorously toward their goal. They're focused on reaching the shore so they can eat the bread you're tossing into the water!

What Questions Are You Asking Yourself?

In the process of staying *focused* and achieving your goals, the questions you ask yourself are at least as important, if not more so, than the answers you give!

You need to ask yourself powerful, focused questions to get the results you want. For example, "*What am I doing today to live my dream?*" Find the question that works the best for whatever you want to achieve, write it down, and put it up in several places where you'll see it every day. The quality of your life is affected by the questions you consistently ask yourself every day.

What Is Success?

Let's start our journey with a question: "What does success mean to you?"

If you're like most folks, that question may have challenged you. You may have pictured a beautiful new house, a shiny sports car or luxury car, or being on a sun-drenched beach. You may have thought of your family, gathered around the dinner table smiling and laughing, enjoying each other's company and sharing a beautiful love that seems rare today.

You may even have pictured a large check coming to you in the mail on a regular basis—the kind of income that would give you the freedom you so desire.

All of those may be some of the *results* of your success, but they don't really define it. You need to have a clear definition of what success means to *you*. It's the only way for you to know what you're working toward and how to determine when you've achieved it. That makes sense, doesn't it?

Now, ask yourself the same question again: “What does success really mean to me?” Is your answer still the same? If not, what is it?

How Do Some Other Achievers Define Success?

Robert Louis Stevenson, author of *Treasure Island*, said “*That man is a success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of children; who has filled his niche and accomplished his task; who leaves the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who never lacked appreciation of earth’s beauty or failed to express it; who looked for the best in others and gave the best he had.*”

Albert Einstein, one of the greatest scientists who ever lived said, “*A successful man is he who receives a great deal from his fellow man, usually incomparably more than corresponds to his service to them. The value of a man, however, should be seen in what he gives, and not in what he is able to receive.*”

And, Earl Nightingale, author of *The Strangest Secret* and one of the most well-known motivational speakers of all-time, offered one of the most useful definitions of success: “*Success is the progressive realization of a worthy ideal.*”

When you study each of those definitions, you’ll begin to get a much clearer picture of what success really is. As you can see, none of these people defined success as lots of money or luxury cars or new homes. Those things are simply the *rewards* of success but, in and of themselves, they are not success.

Real Success Is Deeper

True success goes much deeper than material objects. As William H. Danforth said, “*Our most valuable possessions are those which can be shared without lessening; those which, when shared, multiply. Our least valuable possessions are those which, when divided, are diminished.*” Now that’s cer-

tainly worth rereading. When you do, look for the powerful definition of the concept of success that's in it.

What Danforth means is that money and most of the things it buys are some of the *least* valuable possessions we have. Ironically, most people spend the majority of their lives working for money at jobs they can't stand. Then they go into debt to buy material objects, which are actually some of the least valuable things in their lives. They seek instant gratification to ease the pain of working their jobs.

That doesn't make too much sense, yet almost everyone does it. Why? Many people simply believe they have to. Others may feel it's the right thing to do because "everyone else" is doing it. Still others do it because they think there is no other way.

Many people though, do it because they're trying to fill the gap they have between making a living and making a life. They are bored and unfulfilled—living in gray mediocrity. So they constantly seek "stuff," entertainment, and other things in an attempt to make up for what they're missing.

You don't have to be stuck in any of those traps. You can be different. You don't have to be average. It isn't the right thing to do just because everyone else is doing it. Fortunately, there is another way. That's what you'll learn in this book. You'll discover the path that allows you to achieve true success—*your success!*

You can drive your dream car, live in your dream home, and go on luxurious vacations. After all, you do need to be drawn by your dream to become successful. Things, in and of themselves however, aren't that important. *What's important is what you become along the way.* The wisdom, understanding and love for people you develop in order to achieve your dream is really what it's all about.

When you help enough people succeed, you'll be wealthy in many ways—not just money-wise. The wisdom, understanding, and love are the possessions that "*when shared, multiply.*" They are the essence of true success and fulfillment.

The question you probably have now is, "Okay, Jeff, I've got a pretty good understanding of what success really means

to me. But doesn't it take tons of hard work, blood, sweat, and tears to ever achieve the level of success where I can make all my dreams come true? How can I ever do it with all that's going on in my life?

That's where *focus* comes in—and that's what we'll focus on in the rest of this book. *Now let's start sharpening our focus.*

Chapter 1

What's Your Starting Point?

“Do what you can, with what you have, where you are.”

Teddy Roosevelt

Where Are You Now?

The first thing you need to know before you focus on your dream is where you're starting from. Fill in the list below to help you determine that.

Give yourself a score of 1 to 10 in the following areas: your health, family life, relationships, spirituality, social life, business, personal development, education, income, and financial situation (assets, liabilities, retirement plan, and such.) Thinking about each of these areas of your life will give you a basic starting point for our next discussion.

Key Life Areas	Where Am I?	Where Would I Like To Be?
Health		
Family Life		
Relationships		
Spirituality		
Social Life		
Career		

Key Life Areas	Where Am I?	Where Would I Like To Be?
Business		
Personal Development		
Education		
Income		
Financial Situation		

Imagine yourself waking up one morning in an unfamiliar place and saying, “I’d like to get out of here.” The problem is, without knowing where you are starting from and what your destination is, you obviously would have no clue which direction to go. Even if you are totally determined to get somewhere, you’ll spend the rest of your life just wandering around going nowhere!

Most people lead their lives out of focus. They wander around, trying to get somewhere, without really knowing where they’re starting from, where they want to go, or how to get there.

Starting now, promise yourself you won’t be part of the “that’s how most of us do it” *wandering* majority. You’ll be different. You’ll know where you’re coming from and where you’re going to. You’ll be *focused*. Affirm to yourself, “*I am focused.*”

Focus alone will make your journey more exciting and fun than anything you’ve ever experienced. There’s exhilaration in focusing, pursuing and achieving your dream.

Now, let’s begin by finding out exactly where you are today. Let’s do a quick assessment of your situation.

Set up a worksheet like those on the previous two pages to help you think through this. Look back at what you’ve just written and ask yourself these questions:

- ◆ What areas of my life do I feel the most successful in?
- ◆ What areas do I feel need the most work?

- ◆ What areas are the furthest from where I'd like to be a year from today?
- ◆ What areas are the furthest from where I'd like to be 10 years from today?

Your answers to these questions are your starting points for becoming truly focused and successful in your life.

You now know, in general terms, where you're starting from. Your next steps are to decide where you want to go, determine how to get there, and to stay focused while you're doing whatever it takes.