

Success Plan

By Debra Pestrak

Many times we do not want to spend the time to really think and plan for what we want. Even if we do not want to, we need to. I know, I know, we don't like doing the "need to-do's" in our lives. Without a plan, our life just goes willy-nilly. We tend not to stay focused on the most important things, and our priorities get out-of-whack. We have to have a plan of action if we want to accomplish what we want in life, and use our full potential.

I want you to get two legal pads and a pen. They are important to this process. I suggest a legal pad because when I interviewed John Beutler, #1 real estate agent for Century 21 worldwide, he uses a legal pad to keep track of his daily activities, reviews what he's done and not done, so it seems appropriate for us to use, and gives you a lot more room. However, don't let not having the legal pads keep you from doing the exercise.

Once you have these pads in front of you, I want you to do something. It's basically Step #1 of your "Fast Building Wealth" plan.

Here's what I want you to do...

I want you to take those pads and go sit somewhere quiet where you will not be disturbed or distracted. Get comfortable. Take a few deep breaths and relax for a moment.

Now here's what I want you to do: write down everything you want. That's right, write down everything you wish you had in your life. It doesn't make any difference how big or how small. It can be a Mercedes, a trip to Europe, new furniture, hot tub, new clothes, college tuition for your kids, a mansion, Rolex watch, a promotion, whatever.

Write it down. Trust me on this and just do it.

Spend as much time as you need to get them all down on paper. Write down everything you desire and want to have in both your personal and business life. Make sure to include those things that don't cost money like happiness, love, or to be in great physical shape. Write it all down. Everything. Don't think about how many pages it takes, just do a core dump, and get it all down on paper.

Do not use your computer for this. There is a tie between what happens when you write and the correlation with your brain, so handwrite it down the old-fashioned way.

The next thing I want you to do, on the same pad (new sheet), is to write down everything you feel you need "to do". Now, I know this can be scary because sometimes we don't want to think about all we need to do versus what we think we "can" do. Write down what you need to do and accomplish. It does not make any difference how big or how

small. This can range from calling your dentist for an appointment, scheduling your physical you haven't had in 7 years, or designing that website you've been putting off.

Write it all down. Everything that comes to your mind that you feel you need to do. Make sure to include both the things for your business, and for your personal and family life. Just put it all down on paper. EVERYTHING.

At this point, we are not interested in the exact steps it will take to get there, just what you believe you need to do. Don't get caught up in what it will take to accomplish what you want or need to do. However, if you are in the "flow" and feel you need to list the steps, go ahead, otherwise plan on doing it later.

Spend the time to get it down on paper, doing just what I asked you to do. You are basically doing a "core" dump of what's on your mind, what's been occupying your thoughts, and putting it on paper.

Be sure to include all of the business ideas you have. It can be ideas about a new business, new product, or things you can create to grow your business. Maybe it is an idea that you've wanted to present to your boss that you think will make a difference. Write it all down.

You will quickly discover that this process feels AMAZING!

The next thing you need to do is to PRIORITIZE this "to-do" list. Put them in order by what you feel you should accomplish first, then second, and so on until your last item is the last thing you need or should be doing, after you've accomplished everything else on your list. You may have seen this before and prioritizing what needs to be done by creating an A, B, and C list. Many of us spend our time on the C things in our life instead of concentrating on the A things.

One idea in prioritizing is to think about the things that are most important and urgent in your life as an A. Those would be things that impact: your relationships with your family, friends, and clients - like taking your kids to a soccer game, baking a birthday cake, spending time with your significant other; staying in touch with your clients; your physical well being - like exercise; and those things that generate income.

"B's" would be things that are important, but not the most urgent in your life. It would be items you want to get accomplished, but can wait for now. "C's" are items that you'd "like" to do (and are probably easy) but are not the best use of your time.

Now that you have them categorized by A, B, and C, go back and take all of the A's and decide which is number one, two, three, and so forth until you have made the determination as to what should be done first and so on. Then do the same with the "B" list.

Now that your “brain dump” is complete, and you know which are the most important things in your life that need to be done, the next thing you’ll want to do is to transfer all of the A’s and B’s to the other legal pad in the order you have prioritized them. You are going to create a master “to-do” list of actions steps necessary to accomplish those things you want in your life.

You will use that second legal page to manage and build a plan to accomplish whatever it is you want or need to do. You can take some of your business ideas and formulate those into several steps of this plan so you will see what you need to do in order to accomplish them.

After you transfer A1, you would put down the steps necessary to accomplish A1, then A2 until all of your A’s and B’s have been transferred and the related tasks listed to complete them.

For instance, on your “to-do” list you have listed to get out a newsletter. So you put down on the new pad: gather information for newsletter, write newsletter, edit newsletter, print newsletter, fold newsletter (unless your printer is doing that), mail newsletter, and include whatever steps are necessary to accomplish this one “to-do.”

You can transfer the “C’s” to your “to-do” list but the likelihood is that you’ll never get to them. Personally, I would not spend my time putting down the action items, but feel free to do so if you would like.

An important question to ask yourself as you look at this list is, “Who else could do this “to-do”?” Many times we think we must do everything and you will be surprised when you ask yourself this question consistently, and are willing to delegate, how freeing it can be.

Now start with the #A1 “to-do” and do it!!!!

Of course, you may be working on more than one “to-do” at a time. The best use of your time is to complete the first and then move onto the next one, but sometimes that’s not possible or effective. Just be sure to stay focused on the highest priority and take action everyday on that highest priority.

Then when you are through, strike through that one on your initial list and move on to the next one. You will feel terrific each time you strike through one of those items.

Obviously, many of your “wants” will have to wait to be accomplished until you achieve certain financial milestones with your business. But you will, and then you will buy those things along the way and strike them off the list as you go and can afford each item.

After you have completed your “Success Plan”, and created your “to-do” list, what I want you to do is take a blank sheet from the legal pad and write down all of the money you currently owe. Write down every single debt you have and the amount that it is. Then I

want you to total up all of the debt and put a big circle around it. For some of you, this will be a very scary exercise since you don't want to face the reality of the situation.

Then put this piece of paper by your computer so you see it ALL THE TIME! The only way you are ever going to slice through your debts and get them completely paid off is to know exactly how much you owe and how much is left to be paid. Each time you pay some of it off, update the total.

Take it from someone that has been in debt over \$100,000+. The best way to get out of debt is to consistently face it and know what the mission is to take care of it, the actions necessary to change the situation. It doesn't change by itself. You WILL get out of debt; you must work towards it and chip away at it. Sure it may take longer than you want, or maybe expect, but it will happen. Once you start chipping away at it the process will accelerate and you'll get out of debt much faster than if you're trying to "avoid" it.

After you do this "brain dump" exercise, I promise you that you will feel incredible. This exercise does a few things...

1. It allows you to free your mind so you are no longer focusing on much of what you have written down. Once you write things down, you no longer need to dwell on them, worry about them, or try to remember them. It's written down and they're not going anywhere. This will allow you to think much more clearly and allow you to get a lot more done.
2. It allows you to create a "to-do" list of action steps that you can immediately go out and start accomplishing. You will be surprised how fast you can get things done that you want or need to do once you have them on that list.
3. By using this process, you will learn to get things done extremely fast. The faster you can get things done, the faster you get them off your list, and the faster you grow your business or live your life. Your income can truly soar once you learn to get things done quickly.

You can update your "to-do" and "ideas" list every few of weeks. It is very, very powerful!

Focus on one project (task) with solid potential and squeeze every ounce of profit out of it before moving on to the next.

Why? Because it's much easier to grow your income by taking an existing idea that makes some money and ramping things up to make even more money rather than starting a second or third project in parallel.

And, if you spend the majority of your focus on that one promising project, and constantly ask yourself, "How can I make this bigger?" you will make TEN TIMES more money with that one project than many projects combined.

Take action everyday to get what you want and you will eventually get there. Remember, it is the journey, not the destination.

Reach for your dreams!

Debra

P.S. Call me with any questions at 760.434.3343

About the author

*Debra Pestrak is a peak performance expert, an award-winning motivational speaker, and author of **Playing with the Big Boys: Success Secrets of the Most Powerful Women in Business** and **Playing with the Big Boys & Girls in Real Estate**. Debra is dedicated to developing powerful programs that impact the way people think and work. Pestrak was a player in corporate America for 26 years, working her way up the ranks from a telephone operator to managing a \$20 million budget. She also has instituted and led sales organizations, and is the past president of the National Speakers Association – San Diego. To discover more top performance advice, contact the author at 888 SUN-3777 or visit her Websites at*

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