

# Setting Goals

The background of the entire cover is a photograph of a person's silhouette standing on the peak of a dark mountain. The person is reaching their right arm straight up towards a bright sun that is partially obscured by clouds. The sky is a vibrant blue with scattered white clouds. The overall mood is one of achievement and aspiration.

**Quick & Easy Worksheet,  
Theory and SMART Goals**

**A Step-By-Step  
Action Plan  
Produces  
Results**

**John James Santangelo PhD**

# **Setting Goals**

## **Quick & Easy Worksheet, Theory and SMART Goals!**

**John James Santangelo PhD**

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# Introduction

## **WARNING!**

THIS BOOK ALONE WILL NOT GET YOU WHAT YOU WANT FROM LIFE!

(Ok, that out of the way, lets discover HOW YOU CAN get all you want)

Welcome and thank you for purchasing this eBook. I'm going to make a couple wild assumptions just from you purchasing this book:

- #1. You're frustrated because you haven't gotten all you want, YET!
- #2. You tried other programs that haven't worked for YOU!
- #3. You may not know HOW to properly set goals.
- #4. You're committed to finding out what DOES work for you!

So, let me say this ONE thing to you about goal setting. IT'S EASY! Though, as I assumed above, this program will not work until you do. This is not a magic pill that if you follow everything I say all your dreams will come true. You must KNOW what you want and take action every day in spite of the fact that the odds may seem like they're against you. The universe doesn't give up her riches to those who just ASK! (there is no 'Secret') It's simply a clarity of purpose and getting out of your own way. YES? If so, let's get moving!

I can say with certainty success really is these two simple concepts; ***Clarity Of Purpose and Getting Out Of Your Own Way.*** Nothing else even matters if these two things are not dealt with. Not an action plan, deadlines, specialized knowledge, or even determination can make it happen! Nothing will happen until you KNOW exactly what you want, and get yourself to take action daily.

If it seems I'm a little harsh at times, I do it to get your attention because my opportunity here is not to tell you the world is perfect and if you follow all the rules you'll live a life of luxury. IT DOESN'T WORK THAT WAY. But, if you're willing to GO FOR IT, you can have everything you're willing to work for. And... I'm going help you.

Oh, I'd love for you to [leave me an honest review](#) < When finished!

I'm assuming you're going to follow through with everything I'm about to share with you. And because you will, you'll be that much closer to achieving the things you want from your life. If you take daily action, and do all the exercises I ask, I'll be here for you every step of the way. I promise! And to prove it to you just email me and I'll get back to you as soon as I possibly can; [JohnJamesSantangelo@gmail.com](mailto:JohnJamesSantangelo@gmail.com) How's that for believing in you??? Crazy, right???

I will tell you this: I'm honest and direct, sometimes too much for some, though I'm caring and committed to your success! I do know what it takes to help people succeed. If you're a little skeptical, decide for yourself, please Google my name; John James Santangelo.

One thing's for sure, we're going to have a lot of FUN (if that's ok with you) along the way to getting all you want. I believe that if you make it fun and exciting, it makes the process a whole lot easier. Wouldn't you agree? Your state (state of mind) is as important as anything else when visualizing your goals, making decisions, following through and enjoying the rewards that *doing what it takes* can bring to you.

Just know this: it's ok to make mistakes along the way. Without them how will you know what works and what doesn't if you don't fall once in a while, get back up and learn from what you just attempted? In NLP we say, "*there is no failure, only feedback!*" It was this one statement that completely changed my life when I embraced it. Up till then, everything that didn't work I saw as failing. This new belief gave me permission to be OK with what I produced, a result! Just not the one I wanted. When you begin to look at 'LIFE' like this, it's a whole lot easier to manage your time and effort.

I KNOW you're the kind of person who wants to live a great life. You want to relish in all the pleasure and luxuries life has to offer. You want to contribute to society, whether it be money, time, giving to the community or just being an amazing role model to your kids. It's about sharing your success with others, as I am blessed to be able to share my story and information with you here.

It's been said it's the top 2% of the population that succeed and become the leaders in life. And NOW you can become a part of that 2% just because you bought this program and are willing to do whatever it takes to succeed! Ok then let's start re-constructing a foundation so we can layer upon new ideas and strategies for success!

# Chapter 1

## The Formula For Success

*"Life isn't about finding yourself.  
Life is about creating yourself."*

*- George Bernard Shaw*

This program has been a culmination of study and research for the last 25 years for me. It all began when I first read "Think and Grow Rich" by Napoleon Hill at the age of 14. After reading his seminal work I was hopelessly curious HOW those 500 leaders achieved what they wanted from their lives. I became obsessed on finding some kind of secret THEY knew that most of us have never learned.

I have personally worked with thousands of individuals that have been in the same place you might be, stuck! And if you can admit that then this will be your first step in changing it. "*You cannot change what you don't acknowledge.*" Once you understand this, you can model the success of others and do whatever it takes to make it happen and you'll find things in life will begin to show up faster and more often.

Question: *where does all success begin?* What do you think? Well, it begins with an attitude, a level of self-esteem! This is one of the most important aspects of getting what you want, BECAUSE without a sense of self-worth you won't feel like you deserve it! You won't persevere through the challenges that arise when things veer off course or when someone laughs at your dreams. With a sense of self, you become UNSTOPPABLE, a force to be reckoned with; an individual on a mission. (But more details about self-esteem in the next chapter!)

So, why set goals? Because all high achievers are obsessive goal setters! They consistently set goals daily, weekly and yearly, and are on track because of their determination and purpose. This one thing is what all high achievers have in common, whether it be Donald Trump, Oprah Winfrey, Mark Zuckerberg (Facebook) or Larry Page and Sergey Brin of Google, Elon Musk of Tesla. They consistently know where they're headed; they're on purpose and on track every moment, analyzing their situation and re-targeting their destination.

Did you know a missile is off-course 98% of the time heading precisely and accurately towards its target? It's analyzing and recalculating every moment to stay on target. And these obsessive goal setters are identical in their approach. Whether it be on the phone, a business meeting, building a vision, their health and vitality, even their personal relationships. Just remember, balance is also important!

As you work towards discovering and achieving your goals, you've heard *many times* that a goal is not the destination, it's the journey along the way. Here's another interesting idea to consider: what if you were to set goals for the person **you become** rather than the things you receive? I heard Jim Rohn, the famous speaker, assert to; BE, DO, and HAVE!

You first **BECOME** the type of person who creates the things you desire, i.e.; more money, lose weight, a wonderful relationship, in order to **DO** the behaviors you would naturally do so the result would be to **HAVE** all the money, health and relationships! (After all, it's THE PERSON who achieves the goal.) Become more, have more!

Assuming that, I'd like to suggest in addition to your TO HAVE goals, you include TO BE goals. i.e. write out goals for the type of **person you want to become**. Give your *'unconscious'* mind a direction to move into. To BE's and to HAVE goals! Get it?

So, a question I have for you is:

*"What type of person do you need to become and what behaviors do you need to generate to attract the money, health and relationship into your life? "What characteristics/behaviors/skills do you need to develop to obtain all these and more?"*

Then, work on becoming/acquiring these specific qualities, skills and behaviors. When you've incorporated these behaviors into your personality then you'll be able to get/have more 'things' this new you can create.



The Formula For Success: A very definitive formula discovered in the early 1970's at the University of Santa Cruz by a whiz-kid math genius by the name of Richard Bandler, and John Grinder; the university's linguist professor. They both began modeling three of the world's best therapists and thousands of highly successful individuals to discover what these successful individuals were doing to produce extraordinary results. They noticed that if they could replicate the same attitude, behaviors and methodologies they could produce the exact same results, they called this philosophy; NLP, neuro-linguistic programming. It's how the brain and body work together, utilizing our internal language to communicate with ourselves and others, operating from learned neurological programs and strategies that produce specific results! Wow, I know that was a mouthful!

They simply learned how to MODEL their strategies of success! After thousands of successful individuals, the formula they uncovered was.

- 1 – Outcome
- 2 – Action
- 3 – Awareness
- 4 – Flexibility

It's the NLP Success Formula. Let's look at it in a little more detail.

**Outcome:** knowing what you want. Without it we don't have a destination. I ask my clients, *"If I was your travel agent, what would be the first question I'd ask you? Where do you want to go?"*

**Action:** the ability to ACT! Without this nothing gets accomplished. It is the silent secret in achieving goals. This is where most get stuck!

**Awareness:** notice what IS working? You must become aware of what direction you're moving. NO amount of effort traveling East, will ever get you there if your goal is North. Ask yourself what IS working?

**Flexibility:** doing something different, ANYTHING! If you keep doing what you've always done, you'll keep getting what you've always gotten! If you get stuck, try doing ANYTHING differently - flexibility!

**TASK FOR TODAY:** ask yourself these questions to stay focused...

- What am I aiming for right now?
- What can I do to bring myself closer, or make it happen faster?
- Is it working?
- What can I do differently if it's not?
- WHO do I need to become?

# Chapter 2

## Self-Esteem & Self-Worth

*"How you judge your self-esteem,  
is how high you are likely to rise.  
The reputation you have with  
yourself is the single most  
important factor for a fulfilling life."*

- Nathaniel Branden

Self-esteem can be considered the positive or negative '*evaluation*' of oneself. Our self-concept is what we think about ourselves. Self-esteem reflects our overall self-evaluation or self-appraisal of our own worth. Self-esteem comprises of beliefs such as I am capable, I am deserving, I'm worthy, etc. and emotions such as joy, happiness, sadness, guilt and blame, etc.

Nathaniel Branden, the grandfather of self-esteem, defined self-esteem as "*the experience of being competent to cope with the basic challenges of life and being worthy of happiness. Self-esteem is the sum of self-confidence (a feeling of personal capacity) and self-respect (a feeling of personal worth).*"

In Branden's book, he defines The 6 Pillars of Self-Esteem as:

1. **Live Consciously** - Be fully in the present moment. Place your awareness and stay focused on the present moment.
2. **Accept Yourself** – We all have flaws. Accept everything about you! The only way to enhance who you are, is by accepting yourself.
3. **Take Responsibility** - Accept your involvement in all your decisions, experiences and every event you are included in.
4. **Assert Who You Are** - Honor what you think, feel, believe, need and want. Believe in your ideas, concepts and opinions.
5. **Live Purposefully** – Have an agreement with yourself to reach your highest potential, while you maintain balance in your life.
6. **Maintain Your Integrity** - Know exactly what your principles & morals are. Stick to them, no matter what others think or do.

The 'need' for self-esteem played an important role in psychologist Abraham Maslow; an American professor of psychology, "*Hierarchy of Needs*," describing self-esteem as one of the basic human motivations. Maslow suggested that people need both esteem from other people as well as inner self-respect. Both of these needs must be fulfilled in order for an individual to grow as a person and self-actualization.

*"Every human being, with no exception,*

*is worthy of unconditional respect of everybody else,  
and deserves to esteem himself and to be esteemed by others!"*

In psychology, the term self-esteem is used to describe a person's overall sense of self-worth or personal value. It can be perceived as a personality trait, which means that it tends to be stable and enduring. Self-esteem can involve a variety of beliefs about oneself, such as the appraisal of one's own appearance, beliefs, emotions and behaviors.

A healthy dose of self-esteem is thinking for yourself, no matter what is going on around you; while you maintain the belief that you deserve to be happy. And happiness is when you can say that you have more joy and pleasure than pain in your life.

I want you to succeed! I don't want this to be another goal setting program you bought and didn't use. As I've said and will keep saying it's about getting out of your own way. When you think about it, all goal setting programs should work if you do the work right? But it's not just about doing the work. It's about FEELING GOOD about yourself (self-esteem) doing the work! When you can do that then all your dreams and goals will just begin to materialize.

When you conquer that little devil on your right shoulder (or left? ;- ) the negative self-talk, doubt, ridicule and uncertainty will begin to fade away like the sun does every evening. Think about that for a moment. If you KNEW you had all the resources you needed to succeed, what would you accomplish for your life? The answer: EVERYTHING!

**TASK FOR TODAY:** For this chapter, FIND 10 ways in which you can build upon your self-esteem. Ask yourself daily; *"What would make me feel even better today?" "What can I do RIGHT NOW that will give me confidence and worth?" "How can I lift others up so I can feel good?" "Who do I need to become to feel good about myself every day?"*

# Chapter 3

## Values; What's Most Important To You

*There is no value in life except  
what you choose to place upon it  
and no happiness in any place  
except what you bring to it yourself.*

*- Henry David Thoreau*

According to Webster's dictionary, "*Values are principles, qualities or entities that are intrinsically valuable or desirable.*" The word 'value' originally meant "*the monetary worth of something,*" mainly considered in the economic sense of an exchange of value or worth. EX; as in market price. During the 19<sup>th</sup> century, influential philosophers broadened our interpretation and use of the word to include the meaning 'worthy' to describe the study of values.

Because values represent worth, meaning and desire, they become a primary source of motivation in our lives. We use the word value here as a measurement for what's most important to us. When our values, like needs, are being met we feel a sense of worth, significance and importance. In contrast the opposite can happen when they are not being met. We can feel a sense of frustration, insignificance even worthlessness, helplessness, or even hopelessness.

How would you answer the following questions: "*In general, what motivates you?*" *What is most important to you?*" *What gets you to take action?*" or "*What do you live for?*" Here are some possible answers you might have come up with: *Significance, Recognition, Money, Love, Success, Contribution, Health or Family.* Words or 'values' such as these influence the choices and decisions we make thus direct and shape the outcome or results of our future. So, our GOALS then are nothing more than an expression of our highest particular value, does that make sense?

For example, a goal of yours may be to buy a better car. Your highest value for that specific goal could be 'reliability' or could be the value of 'status' in the community. Or the goal of making 20% more money this year could be a value of 'security' for your family or your future. A goal of exercising 3 days a week and losing those ten pounds could be a value of 'creating optimal health and vitality.' Do you understand WHY values play a significant role in obtaining your goals?

Comparably, if you valued 'security' in your life, your goals will reflect stable, safer, less risky choices and decisions. Where-as someone who values change and uncertainty, their goals or outcomes will be completely different, like choosing a different job often, or moving, or changing furniture in your home from time to time. These things are not bad or good, it's what works to satisfy their core values. So, it can be important to KNOW what your values are setting certain goals.

Values are also filters by which you sort for particular portions or qualities of information to include or exclude from your decision-making process. They help us clarify or define information such as a strainer would do for what best suits our needs. They can also give 'meaning' to our perceptions and observations of our experiences. And HOW we perceive or interpret an event will determine our feelings about that particular event thus govern what choices and actions or IN-actions we take to resolve the issue.

In NLP, we use the words 'values' and 'criteria' synonymously. Criteria are simply conditions, standards or evidence by which we use to 'measure' our decisions. They allow us to gather very specific information, in the right order so we can make appropriate choices relative to the criteria we value. We use this in NLP as our 'evidence procedure.' This is a way to verify if we've accomplished our goals or not, meaning; produced our intended results.

An 'evidence procedure' would be me asking you; *"how will you know when you achieved your goal?"* (more details on that later)

As Roy Disney has said, *"it's not hard to make good decisions when you know what your values are!"*

Now here's the rub... *"you'll NEVER do anything against or set a goal that violates one of your values!"* Even if you set wonderful, compelling and exciting goals your unconscious mind will not allow you to follow through with them because they go against what you value most in that area of your life. EX: you couldn't cheat on someone if you valued 'Integrity.' Or you wouldn't become a workaholic if you valued family time more. It's all priority when it involves values.

So, keep in mind what you value most when setting goals in that area of your life. Just ask yourself this; *"on one hand I have (this), and on the other hand I have (this), what's more important to me right now?"* Actually, DO THIS with your outstretched hands, palms up, and sort of 'weigh out' the goal and value on both hands. Which FEELS right?

**TASK FOR TODAY:** Begin to use this exercise with each decision you have today. You'll be surprised how easy and fast you'll begin to make better and smarter choices! I dare you!

# Chapter 4

## Your Internal World; Language

*"The external world is a mirrored reflection of your internal world!"*

- John James Santangelo PhD



To a large extent, your happiness and your success in life is determined by the thoughts you hold in your unconscious mind. The unconscious, which runs 90% of who we are, dictates our body's basic physiological functions, keeps our body safe from harm, and even directs our path in life. What you had learned OR *programmed* into your unconscious as a child will consistently manifest externally in your world as you talk to yourself internally. Ralph Waldo Emerson said it best; "*We become what we think about all day long.*" The only way to RE-program your unconscious is to re-direct your thoughts on a more continual basis through emotional charged positive self-talk.

Positive affirmations alone are useless and that's why they never work UNLESS they are positive *emotionalized* affirmations. They are the most powerful way to change your thoughts. They are statements that when used consistently, can re-direct your internal dialogue. By consistently repeating positive affirmations to yourself, *WITH EMOTION*, you'll create new SUB-conscious neuro-associations.

These new, positive thoughts will begin to replay themselves routinely throughout your day, and when you repeat them to yourself DAILY they'll begin to reinforce a new positive internal *image* you have of yourself, also build your self-esteem and thus replacing the old, negative thinking you may have used in the past to talk to yourself.

Using your internal language to create a new YOU is the fastest and most powerful way to transform your life in the direction you choose. Thoughts have more power than you can possibly imagine. Stated clearly and with EMOTION, these thoughts will become a new reality for you. Because positive thinking combined with positive affirmations bathed in ACTION leads to empowering results!

I'll make you a deal. I'll GIVE YOU my successful "Affirmation MP3" for FREE if you promise to use it daily for 21 days (21 days creates a habit) and all you have to do is write me an OUTSTANDING review about this book on Amazon.com, then email me the review URL link so I can find it and the MP3 is yours, DEAL?

The most effective way to use the MP3 is let it run in the background, let your unconscious mind allow the positive thoughts to just flow in, and really *FEEL* them! Allow your mind to fully experience each one. This is the key that will make the changes happen more quickly!

Words are symbols and each word carries with it images, sounds and feelings. Because of this, our unconscious takes our language (everything we say to ourselves also) personally and literally. As we speak, we are programming, or re-affirming, our unconscious mind. We are *usually* unaware of how the words we choose permeate our health, outcomes and behaviors. The words that empower us most are those that propel us towards our outcomes (where we're held responsible for our choices) in the direction of those things we desire. Words of disempowerment will keep us stagnant and stuck in a non-productive frame of mind. The use of EMPOWERING words and language will swiftly propel you towards your outcomes.

The English language (which consists of over *750,000 words*) is a cornucopia of word choice. There are more words in the English language than any other language. Germany comes close with approximately 350,000. And yet the average English-speaking person uses approximately 2,000 words in their everyday vocabulary, 1/2% of what our language offers. *The choice to change your language will have the largest, generative effect on your thinking and behavior than any other system of personal improvement.* This dares to be repeated!

We have all heard the cliché - "words hold power." With each word we choose to represent our map of our world, it literally shapes, defines, expresses, and indicates our beliefs, motives, attitudes AND our behaviors. We can discover more about someone from their language and the use of their vocabulary because we give more away in our words than in the clothes or our wardrobe displays. Words hold the power to kill, to laugh, to love, to heal. One can also use language to influence another's behavior by directing their internal representations, thus affecting change at the conscious and unconscious levels.

Promise me that you'll become more aware of the words you choose (the power of your language of how, when and where you use it.) Always remember; it's the INTENTION of your words and how others respond to your interaction which hold the key to your communication, your success and how far you go in life. In NLP we say, *"communication is the response we receive NOT just our intention given."* Become more aware of HOW others respond to you.

**Presuppositions of language:**

- Language shapes our reality.
- Language represents thought.
- Language represents how we filter and perceive our reality.
- Our internal dialogue is literally accepted by our subconscious mind.
- Changing language changes our thinking, which changes our reality.
- Emerson said: *"You become what you think about, all day long."*

Let me say this again: *The choice to change your language will have the largest, generative effect on your thinking, behavior and results more than any other system of personal improvement.* When we change our language, we change our thinking. When we change our thinking, we change our reality. When we become awake to our language, we utilize this key tool in re-programming our unconscious mind. When you learn to focus on this daily, you become fully potentialized OUT OF your limitations and INTO the world possibilities.

YOU NEED TO GET THIS; *"We create our world of results through our thinking. Our thinking is symbolized or expressed by the words we choose to represent our internal map or world."* The words we choose provide a window into our beliefs, values and perspectives on the strategies that influence and produce the results in our lives. As we speak words, millions of neuro-synaptic responses are being fired off in our nervous systems, creating emotions. (Candace Pert Ph.D. – *"Molecules Of Emotions."*) Both our internal self-talk and our conversational speaking help create our emotional states. Through our emotional states we make decisions. Decisions shape our lives. ***Control Your Emotions, Control Your Destiny!***

**TASK FOR TODAY:** Make it a daily task to become fully aware of the language you choose to communicate, create and shape your world!

# Chapter 5

## Patterns & Strategies

*"Definition of Insanity;  
Doing the same thing  
Over and over again  
expecting different results!"*

- Albert Einstein

There are patterns, strategies & processes for everything that exists in the universe... including your amazing brain! The mind, as we know it, consists of hundreds of millions of patterns or strategies so we can function efficiently and live our lives. Strategies for everything we do: beating our heart, breathing, digesting, eating, driving, brushing our teeth, making love, procrastination, for success and even failure. We have strategies for everything we do in life. They're called 'habits.'

The psychological community has said, "Everything we do is learned!" There are only two things or instincts we come preinstalled with: the fear of falling, and loud noises. If you have children, you already know this though don't you? Everything else is LEARNED. Think about this. We learn to fear success, fear ridicule, fear over-achieving, fear failure and some even fear trying to obtain their goals because of a fear of rejection by others and even themselves!

The good news is if everything is learned then everything can be unlearned or re-programmed and new behaviors can be installed. As I've said before, your mind is a complex computer hard drive. Everything must be downloaded onto it. Programs can be deleted or forgotten, and software can be updated with new more effective patterns.

So how does this pertain to getting our goals? Well, if you have a bad strategy for accomplishing your goals you can LEARN to update your goal attaining program. These are your habits. A habit is nothing more than a program that has been run over and over again until we no longer have to think about it because it now runs UN-consciously. It becomes a deeply imprinted neuropathway. And these strong neuropathways are very hard to re-route because they're emotionally charged. The stronger emotion, the more engrained these pathways are within the nervous system. They're like grooves on a vinyl album.

The first thing to do to re-program these neuropathways is to INTERRUPT the pattern then, install something more effective, stronger, so the brain begins to run that strategy instead. I know this may be a lot to comprehend, but you understand it don't you?

Know this; *"the only reason you haven't gotten what you want from your life is because of an in-effective strategy that has prevented you from obtaining it."* This is the second question I ask my clients when helping them get what they want and helping them get out of their own way: *"What prevents you?"* Sometimes answers pop right up, and other times the answers are so unconscious they may not even know.

Next, ask your unconscious mind to provide you with the answer. I know this sounds sort of crazy, (Don't do this out loud at Starbucks!) Our unconscious minds are equivalent to a seven-year-old. So, when you speak to it, ask in the same tone and understanding you would a child. By accepting and understanding this simple fact you can accomplish amazing results by re-programming your mind to help you instead of hindering you in creating the life you truly want.

Your mind is simply a problem-solving mechanism. The challenge is we ask it really bad questions. In my first book; *Asking The Right Question*. I state: *"The quality of your life is determined by the quality of decisions you make moment to moment. So, direct your thoughts to that divine consciousness within and the quality of questions you ask yourself on a daily basis. By formulating and asking yourself more empowering questions, it allows the answers to come easily and effortlessly, with more power and insight, which will be the key to unlock the door to all possibilities."*

Asking empowering questions will add resources and redirect your thoughts *before* the patterns begins. Does this make sense? You are setting up your neurology in advance to seek another course of action. You're giving it *a choice*. This new leverage allows you to bypass old, limiting patterns, allowing fresh, successful strategies to emerge, which will produce more empowering results.

Here's the challenge though: most people ask very *negative* questions of themselves, prompting their unconscious mind to produce that very same negative behavior, not realizing the unconscious intent behind the question. Remember, your unconscious mind controls 90% of what you do, AND it really can't think of a negative thought anyway.

Interesting fact, isn't it? Very! Consider this: whatever you do, DO NOT think of a blue tree! What happened? You thought of a blue tree, right? You had to. Your unconscious can only focus upon what you place before it... positive or negative, it does not care. It simply conceptualizes ideas and generates answers to produce the results based upon what's upon its mental screen.

Whatever you place upon the screen of your unconscious mind, it goes to work upon. *"Whatever you can conceive and believe, you will achieve!"* Napoleon Hill – Think & Grow Rich.

Because our unconscious mind and nervous system are designed to protect us, we're in "fight and flight" mode more often than in "attack and conquer." Thus, we are usually defending our position, so, we tend to ask more defensive questions than empowering ones. For example: *"Why does this always happen to me?" "How come I never get a break?" "How come I can't find that perfect relationship?" "Why can't I lose these ten ugly pounds?" "Why can't I just be happy like everyone else?" "Why can't I be successful like my friend?" "Why them?" "Why me?"* Sound familiar? It should. If you listen closely, many people around you recite these same requests non-stop/over and over again to their unconscious mind, every day. Do you? Again, if so, be more mindful of your internal dialogue as I stated in the previous chapter.

**TASK FOR TODAY:** Break a habit, and learn something new!

1. Notice your habits/patterns.
2. Interrupt a negative pattern close to the beginning.
3. Do something different, crazy, anything!
4. Install and run a new positive behavior.

(again, if you have a question: JohnJamesSantangelo@gmail.com )

# Chapter 6

## **S.M.A.R.T. Goals**

*"It is in the moments of choice that  
continually shape our lives,  
so choose wisely!"*

- John James Santangelo PhD



SMART goals are simply an acronym for Specific, Measurable, Attainable, Realistic and Timed. But let's take it a level deeper and make it sensory-based info, meaning; *things you can notice the differences with*. Now your goals will happen much faster. Because you can now SEE, HEAR and FEEL the evidence when they are showing up in your environment. And when you notice small chunks of your criteria, you then can make decisions based upon better information.

When you run your goal through **NLP's Well-Formed Outcomes** notice the depth and details and HOW they feel. Stated this way they'll give you a more confident and stable frame to work from.

## **Well-Formed Goals**

### **1 - State the goal in positive terms.**

Describe your present situation and compare it with the future goal.

Where are you now?

Where do you want to be?

What do you want?

State it in the positive (what you want to achieve).

What are you going toward?

### **2 - Specify your goal in Sensory Based Terms.**

What will you see, hear, feel, etc., when you have it?

What steps or stages are involved in reaching this goal?

Engage all your senses to employ more brain and nervous system.

Break down your goal into small enough chunks so it's do-able?

Are they small behavioral chunks? Could they overwhelm you?

### **3 - Specify the goal in a way that you find compelling.**

Is the goal compelling? Does it pull you? Make it a compelling future representation that's dissociated (When you see it make sure you see yourself having obtained it.).

### **4 - Run a Quality Control check to make sure it is for YOU.**

Is the desired goal right for you in all circumstances of your life?

Is your goal appropriate in all your personal relationships?

What will having your goal give you that you do not now have?

What will having your goal cause you to lose?

Is your goal achievable?

Does it respect your health, relationships, finances, etc?

Ask yourself, "Are there any parts of me that objects to actualizing this desired goal?" If so, ask and address those unconscious processes of your mind. Pay attention to how your whole-self responds to the question in terms of images, sounds, words, and feeling within you.

### **5 - Self-initiated and maintained.**

Is the goal something that you can initiate yourself and maintain?

Test: ask if it's something that is within your ability to do. It must not be something dependent on other people. Make sure that your goal reflects things that you can directly affect.

Is it within your control?

### **6 - State the Context of the goal.**

Where, when, how, with whom, etc. will you get this goal?

Is the goal appropriately contextualized?

Test your goal by applying it to a context: when, where, with who, etc. to make sure that it is going to be fitting and appropriate. Readjust your goal to make sure that it fits.

### **7 - State the Resources needed to achieve the goal.**

What resources will you need in order to get this goal?

Who will you have to become?

Who else has achieved this goal?

Have you ever had or done this before?

Do you know anyone who has?

What prevents you from moving toward it and attaining it now?

### **8 - Evidence Procedure.**

How will you know that your goal has been realized?

What will let you know that you have attained that desired state?

**TASK FOR TODAY:** Run each of your goals through this simple format and re-write them so ANYONE could duplicate your success.

# Chapter 7

## Getting Clear About What You Want

*"People with goals succeed  
because they know  
where they're going."*

*- Earl Nightingale*

Every New Year many people attempt to set some kind of resolutions only to see themselves giving up after their passion wanes. My hope is that you take on this challenge before you and actually do this process I've been refining over the past two decades and use it to produce extraordinary results!

Why do YOU think most people never achieve what they truly want in their life? Well there are three simple/complex reasons:

- 1 - they don't know clearly WHAT they want.
- 2 - they don't ever develop the necessary skills to take action daily
- 3 - they never learn to get out of their OWN way!

The only way to achieve anything you want is to HAVE A PLAN, FOLLOW THROUGH on it, and BELIEVE in yourself that you can achieve it. That's the process I'll be taking you through in the next chapters.

If you truly want to make a difference in your life, you're going to have to learn the most important lesson of all: *in order to achieve your dreams you're going to have to do something different than you've done in the past!* (have I said that enough?)

So take a moment, really. Finish reading this then STOP what you're doing, take a breath, sit back and just make a commitment to yourself **right now** to decide to do whatever it takes to follow through on this.

*"Ask and thou shall receive, seek and you will find,  
knock and the door shall be opened to you." Matt 7:7*

Are you ready to start writing? First thing, let's figure out WHAT you really want. We'll start out small and build one success upon another. This builds CONFIDENCE! Confidence and faith are what consistently drive us forward: MOTIVATION and PERSISTENCE!

#1 - What 10 things do you really want to have / achieve this year? Write each one out in one SHORT, clear, concise sentence.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Once you finish writing out the ten things you want, prioritize each one from one to ten, one being the most important. Then re-write them more clearly & concisely in the following manner, in the 3 P's:

**Personal** - "I am, I have, I'm doing..."

**Present tense** - "NOW, as if you already have it, own it, became it."

**Positive** - "No negatives, IE: don't, can't, shouldn't." So your sentence should read something like this:

*"I am NOW a lean, fit 185lbs, exercise 3-4 days a week, and only eat healthy foods to nourish my body every day."*

*"I do something DAILY to effectively market/promote my business and have doubled my income this year!"*

*"My relationship gets better each day because we both nurture and support each other every chance we get."*

(Incidentally, these are MY top three goals I'm achieving this year!)

Remember... NEVER SETTLE FOR ANYTHING LESS THAN  
WHAT YOU'RE CAPABLE OF ACCOMPLISHING!

**TASK FOR TODAY:** FOLLOW THROUGH on writing out your goals!

# Chapter 8

## Creating An Effective Action Plan

*"If one advances confidently in the direction of his own dreams and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours."*

- Henry David Thoreau

You are solely responsible for everything that shows up in your life. You've created it all. When I work with individuals and companies, my challenge is to have them see they are manifesting all of it; the bad as well as the good. No-one actually wants to take responsibility for the bad that happens in life, but unless you do, you'll never (at some unconscious level) have an understanding for all your good.

*"If you knew how powerful your thoughts are, you would choose them more wisely."* All things, including the universe itself, were created from the ultimate power of thought. Because we are empowered with this same ability, we all have the power to create and manifest abundance and prosperity into our lives at any moment. Manifesting is simply your ability to clearly define your intentions and focus your attention undoubtingly. The clearer your intentions are, the more likely opportunities will come into your awareness. Your ability to "clearly" focus upon your outcome will be the determining factor in creating abundance in your life.

The next step is to develop the proper skill set to follow through on your goals; *chunking* and *time management*. Once you've clearly defined your goals, it's time to create the action steps to make them happen. I've found the easiest way to accomplish goals, is to break them down into manageable chunks. Let's work with your top three goals from the above section. Write each one of your top three goals structured like in this example below:

*"I do something DAILY to effectively market/promote my business and have doubled my income this year!"*



What I've written above is one of my goals exactly as I wrote it from section #1. Then on the following ten lines I would write down ten tasks (or more) I would need to accomplish it. Then re-write these ten tasks in a priority fashion so you can begin to check off one item at a time according to what's most important. When you do it this way you'll find yourself blazing through your goals more quickly than you ever have in the past. The key to this section is to immediately focus on your most important task then discipline yourself to concentrate single-mindedly until it is 100% complete! This is called 'chunking' breaking down each goal into small DO-ABLE tasks. This makes it very easy to move through your list. Then if *you're really committed* to finally get your goals... do this for all ten goals on your list.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Most people find that once they break their goals down into manageable bite-sized chunks, they happen much more quickly and EASILY. This can be attributed to the fact that you FEEL it is much easier to work on them one piece at a time. If you want to make things happen even faster, break down each one of these small chunks into even 3 - 10 smaller chunks/tasks. Remember, the smaller the task, the easier it will be to complete.

Like the joke, *"How do you eat an elephant? ONE bite at a time!"*

The next hurdle we'll leap over will be of "time-management." All successful individuals learn to manage their time most effectively through-out their day. We all have the same amount of time given to us: 24 hours! (And I'm always amazed at what driven individuals can accomplish in just 24 short hours.) The easiest way to accomplish this is to block out a specific time of your day to PLAY on your goals. Even if it's a 15 minute block of time, at the beginning of every day, 30 minutes during your lunch break, or even two hours at the end of the day. Whatever time you come up with is completely up to you, but the 'WHEN' is of utmost importance. Choose a time you know will work and stick to it. CONSISTENCY is the key to all success!

**TASK FOR TODAY:** Write out this statement on a piece of paper –

*"I will block out \_\_\_\_\_ minutes a day /OR week,  
to work diligently on my tasks and goals!"*

# Chapter 9

## Getting Out Of Your Own Way

*"Success is not just  
knowing what to do but  
getting yourself to take action  
when you need it most!"*

- John James Santangelo PhD

In all the years I've been working with individuals, groups and businesses, FEAR is the one thing that stops people more often than any other thing in human nature. Fear of failure AND fear of success. (You might be thinking fear of success, of what?) Well, the consequences of achieving that goal. Such as giving up time with family to work towards it, having to manage other people effectively, maintain a level of motivation and desire throughout the process, managing a large amount of money once you obtain it, and investing it wisely. Self-talk such as; "Who will I become." "How will others treat me, differently?" "How will I treat others?" And believe it or not... the feeling of "I am not worthy of success." I've heard many crazy reasons, and there are plenty more I'm sure that stop people from getting what they want. And you could add your own I'm sure.

*Motivation / persistence is the other obstacle in achieving our goals, and we'll be diving into that in greater detail in the next chapter.*

You've probably heard this description a thousand times if you're into any type of self-development education. The acronym for F.E.A.R. – *False Evidence Appearing Real*. It APPEARS to be real because we make a picture in our head of what it will LOOK like, SOUND like and FEEL like when we've achieved it. Those pictures, sounds and feelings that we create in our mind can be just as real as the things we SEE, HEAR and FEEL in the outside world. *"We cannot distinguish between what is real and what is imaginary!"* That is why our dreams seem to be MORE real than our so-called reality. Your body reacts as it is so!

Our unconscious mind is VERY powerful and it can sometimes appear that it's trying to inhibit us from doing and getting the things we want in our lives. But the truth is it is just protecting us. The unconscious mind's prime directive is to protect the body, so anything that is different, uncomfortable, or difficult it labels as FEAR, and acts accordingly, which usually means AVOID at all costs!

This instinct is hard-wired into our system, it's called the fight or flight mechanism. Or, as we call it in NLP, the Pain / Pleasure principle. We will do MORE to avoid pain than gain pleasure. So if there is ANY pain associated to having what you want, the unconscious (which runs 90% of what we do) will do what-ever it takes to move you away from getting that goal. Is this all beginning to make sense now?

So what I want to teach you in this chapter is how to RE-frame these so called fears that might arise. A reframe is nothing more placing a different meaning upon things. It is as simple as asking yourself one or two questions which will place a different meaning upon a statement therefore allowing you to look at it completely objectively or from a better perspective. Once it has a more empowering meaning, you'll be able to take action more often. Even turn pain into pleasure.

An 'event/experience' has no meaning on its own. We give it meaning according to our beliefs, values, preoccupations, likes and dislikes. In other words, the meaning of an experience is dependent on the context. Reframing is simply changing the way we perceive an event therefore changing the meaning. When the meaning changes, our response and behavior will change also.

Reframes are simple linguistic tools which when we apply to our interpretation of an event or experience of a currently held belief, can shift that interpretation of that particular experience. Know this, every event we experience inside or outside our mind WE place a prescribed "meaning" upon, empowering or dis-empowering. The meaning we place upon these experiences allows us to perform or behave within a particular context. A simple and elegant reframe can quickly interrupt our thought process by placing a better meaning which then will cause us to re-experience new internal representations (sights, sounds and feelings) replacing our old limiting ones. Thus, creating an entirely different 'feeling' so we can now act upon it.

All of our behavior is context dependent. Meaning, every experience we interpret in our world and every behavior IS appropriate in some given context or frame we place around it. This statement is so important because your ability to reframe any negative or limiting belief will allow you to step through any fear that once held you back.

The process of reframing is simple; listen to your internal dialogue, your verbal utterances of your experience and ask yourself one of these two questions: "*How does this, or can this serve me?*" and... "*What else could this mean?*"

If you'd like a more challenging process of how to reframe ANY objection, not just yours, but other people's verbal utterances to you, the next page will help you in becoming a master communicator. It's the high-achievers in life that can take any experience and turn it into an empowering one so they're able to take immediate action and produce a positive result for themselves and others. Go For It!

**Assume the following if you want to be artful in reframing;**

- 1- Presuppose that all our behavior (including resistance and limiting beliefs) is positively intended / has a positive intent behind it.
- 2- We want to separate the negative aspects of the behavior from the positive intention behind it. *How is this NOT serving me?*
- 3- We want to identify and respond to the positive intention of the resistance or verbal utterance. *What's good about this?*
- 4- Offer up other choices of behavior so we can achieve the same positive intention behind the experience. *What else could I do?*

Assuming this, there are two types of reframes you'll want to know:

**1. Context Reframes** - "I'm too..." "He's too..." "more..." "Less..." plus any adverbs and adjectives ending in "er." These are called comparative deletions or generalizations.

To reframe: we hold behavior constant and change context or frame. "What other context would this behavior be useful or have value?"

Example - "I'm too Impatient!"

Reframe - "I'll bet you're quick thinking in an emergency."

Example - "I'm worried. What if I train my staff and they leave?"

Reframe - "Even worse, what if you DON'T train them and they stay!"

**2. Meaning Reframes** - verbs of causation, "is" or "means"

A causes B = cause & effect

A means B = complex equivalence

To reframe: hold context constant and change the meaning of the behavior. "What other positive meaning could this behavior have?"

Example - "My husband is too lazy."

Reframe - "That means he's pretty laid-back & easy going. Imagine living with a hard-headed guy?"

Example - "My husband is ruthless and hard-headed."

Reframe - "That means he has ambition & drive, many woman would love to have a man like that!"

**TASK FOR TODAY:** Write out a couple reframes to your beliefs.

1. Create one MEANING reframe.
2. Write out one CONTEXT reframe. (email me if you need help)

# Chapter 10

## Motivation & Persistence; The Why's

*"Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts, Persistence and determination alone are omnipotent!"*

- Calvin Coolidge; 13<sup>th</sup> President

Motivation... this is the big fish in the pond. You catch him and your dreams come true. As I have said before, if motivation was never an issue we'd have all we want. When *you can* finally learn to control this emotion the world is at your finger-tips.

So what is Motivation? Motivation and/or persistence is simple '*the state or condition of being motivated, or providing with a reason to act in a certain way.*'

This is the challenging part of achieving our goals isn't it? It's what gets us stuck the most often; not following through on our own wants and desires. Think about it, IF motivation was never an issue, you'd accomplish EVERYTHING you ever set your mind to, right?

So again, what consistently generates motivation is DESIRE! (How motivated are you the night before going on vacation?) But how do you create desire when you don't have it and when you need it most? Two ways – #1 is remembering/going back to a time WHEN you had it in your past and #2 - focus clearly on the WHY you desire this in the first place. It may sound quite simple but that's how WE ALL do it each time we get ourselves moving. It's called *Revivification*, re-living the moment. Stepping into the passion of WHY you first wanted it. The more reasons/whys you have for wanting your goals the more drive you'll have moving towards it. First comes desire, and then action!

So let's take one goal you're most passionate about. Write down 25 different reasons WHY you're so committed to having this goal. Do this for each one on your list from Chapter 7. WHY are they 'musts' for you to achieve them? What are the reasons you *absolutely* have to have them... no matter what? Remember, your reasons/why's come first; motivation. The actions come second; persistence!

Looking at your list, do your reasons WHY play a big part in over-coming your mental blocks? The secret is to learn from your past of HOW you've moved beyond the self-limiting road blocks and how you got yourself to take action more consistently when you DO get stuck.

Answer the following questions to really ramp up your motivation!



Finish these 10 sentences thoughtfully and drive your motivation through the roof. Reflect on each statement completely and fully.

1. Away From; "I do NOT want... \_\_\_\_\_"
2. Toward; "What I want instead is... \_\_\_\_\_"
3. Negative Consequences; "If I don't succeed, what will happen that I don't want is?" \_\_\_\_\_
4. Positive Consequences; "When I do succeed what will happen that I do want is?" \_\_\_\_\_
5. I am regularly accountable to (whom) \_\_\_\_\_ for completing my goal!
6. I believe it's possible to be, do and have all I want because; \_\_\_\_\_
7. I have already succeeded at something like this in my life when I've; \_\_\_\_\_
8. This is VERY important to me because; \_\_\_\_\_
9. The kind of person who does this and acts this way is; \_\_\_\_\_
10. I AM this kind of person because; \_\_\_\_\_

Describe (to yourself) the IDEAL picture of this new YOU, the person you'll become once you have No limitations!

Daily visualization process: *Close your eyes and now visualize how this new you would look/behave. Imagine what your life would be like if it were perfect in every way. What activities would you partake in, whom would you talk to, what things would you say to yourself and how would you negotiate terms for your success, most importantly, how would you FEEL about this new you?*

Write down what this new YOU looks and acts like, and hang it up where you will see it every single day. Remind yourself daily... I CAN DO THIS, THEREFORE I CAN HAVE IT ALL!

Another motivation problem why people don't achieve their long term goals is they don't make them important enough, or it's not urgent enough to begin them right now. Sometimes people set goals but then never get started. And the simple reason they don't get started is they think the goal is important, but it's not urgent enough to do anything about it right now. In NLP we call this a "toward" pattern; they want to move towards the goal, but nothing makes it happen right now!

Usually if you don't get started right away it's not because it's not important to you, it's because you haven't figured out what you want to move "away from." There's nothing that makes us take action in the moment like an emergency or something that's URGENT. This we call an "Away From." Its moves you away from the negative feeling of NOT having the goal.

Let's say for example; you want to get fit (long term goal) and you've decided that every day you're going to get up and go for a walk or run. (Every day is an important 'piece' for your long term goal of getting fit.) But how do you motivate yourself to get out of bed when you're feeling really comfy? Or how do you motivate yourself to stick to the nutrition program you've created for your long term fitness?

As an example; You decide you want to weigh less and want better fitness. The trick is to make it an emergency. Make it so urgent that you HAVE TO begin in the moment to take immediate action. What you want to do is create an image in your head of what you DON'T want; something you DIS-LIKE. Let's say you get up, look in the mirror and say "OMG, Yuck!" *I don't want to look like this. GEEZ, I don't want to feel like this anymore.* Now that's an emergency, isn't it?

So if you want to maintain your motivation EVERY DAY you need to have something to move 'away from' and something to 'move towards'. You want to create an image in your mind of both what you don't want AND what you do want. Got it?

What you DON'T want will push you away from that and what you DO want will draw you towards your goal! When you have BOTH of these motivation patterns working for you; the "away from" and the "toward", your motivation will be twice as strong!

How would you like your motivation process to be easy? You don't want to feel like you're pushing a rock uphill every day. So how can we do

this? Well one simple way is to set up a process that you incorporate into your daily activities. Chances are good that you'll remember to follow through on it.

Take the example of '*wanting to take your vitamins every day.*' If you incorporate it into your morning rituals, say you have tea or coffee in the morning, you'd put the vitamin bottle next to, or near the coffee maker or tea pot. When you go to make coffee/tea you'll also see your vitamins much easier, therefore reminding you. Bamm, DONE!

This puts your new behavior, or the thing you want to do, inside one of the rituals or procedures that you already follow. Simple isn't that?

So the easiest way to gain a new behavior and maintain it once you have the motivation pattern in place is to insert the new behavior inside a process or a procedure that you're already doing, got it?

Recap: Motivation begins with the WHY we want to be, do or have something. The two ways to elicit motivation are: remember the WHY's you came up with (in the above chapter) of wanting the goal, (again, WHY's give you power); and the other is the ability to step back into your mental files and relive a time when you were totally 'motivated,'

**TASK FOR TODAY:** Write down three experiences where you had UNSTOPPABLE motivation. So now you can call upon one of these by remembering what you saw, heard and felt in that moment. It's called revivification; RE-LIVING the experience! And run through at least 3 times, the exercise on the next page: the New Behavior Generator

1. **NEW BEHAVIOR GENERATOR Preparation:** Get into a relaxed, comfortable state. In your mind's eye, see yourself sitting in an empty theatre looking up at a blank movie screen in front of you, watching 'another you' up there doing all the learning of a new behavior, as you observe it from your seat, when you're completely satisfied with the results the new skills be integrated into you. To ensure your success, place a Plexiglas wall to separate yourself from the 'other you'.
2. **Choose a task:** Think of something you desire to perform in the most excellent way. Something that, when finished, will have you feeling motivated and excited about this new behavior.
3. **Notice the benefits:** Watch the 'other you' and see what it will look like when you have completed the task, including all positive feelings and consequences of having it done correctly, and all future benefits that will result from performing it.
4. **Perform the task:** Now, see that 'other you' doing the task easily and effortlessly. As that 'other you' does the task, that 'other you' keeps in their mind the image of the task finished and feels good in response to seeing it all done. Notice that the internal voice of the 'other you' is enticing and encouraging, reminding you of the future rewards and how much you have already accomplished towards the goal. Finally, see that 'other you' enjoying task the completed.
5. **Review and adjustment:** If you are not completely satisfied with what you see then let your unconscious mind reorganize and make any minor adjustments needed to feel good about the outcome. Make sure the adjustments are pleasing to you. Are you now satisfied the 'other you' has mastered this new skill? Run it once again faster and again notice how the 'other you' feels very good in completing the task.
6. **Integration:** When you're fully satisfied, let the Plexiglas wall fall away, and step into this 'other you' on screen who has mastered all these new learning's and skills. Some people actually get up from their seat and walk over to where the image is located in their frame of reference. You may even feel a tingle or a sense of energy to indicate you're on the path.
7. **Future pace:** Now, take a moment and consider a time *in the future* when you will perform this task. See yourself performing it exquisitely and effortlessly all to your *complete* satisfaction!

# Chapter 11

## Resources You'll Need To Succeed

*"No man's education is ever finished. A man's reading program should be as carefully planned as his daily diet, for that too is food, without which he cannot mentally develop."*

- Napoleon Hill

Here I've listed here multiple books, PDF's and websites I know you're going to love to browse and/or download. Any other suggestions?

[John James Santangelo](#) – Speaker, Author, Trainer  
[www.LANLP.com](http://www.LANLP.com) – NLP Practitioner Training Courses

[Napoleon Hill Foundation](#) – Think & Grow Rich book (1937)  
<http://www.naphill.org>

[Motivational Quote of The Day](#) – (sent via email)  
<http://www.quotationspage.com>

[RoboForm](#) – Password Management Time Saver  
<http://www.roboform.com>

[John James Santangelo](#) – YouTube channel  
<https://www.youtube.com/channel/UCIzp0Y76gY74ylgt3g5HWWhw>

[Dr. Wayne Dyer](#) – Inspirational Best-Selling Author & Speaker  
<http://www.drwaynedyer.com>

[Animoto](#) – Video & Commercial Creation Website (free)  
<http://animoto.com>

[Awaken The Giant](#) – book (Tony Robbins)  
<http://amzn.to/IBlaYT>

[www.GrooveFunnelsRock.com](http://www.GrooveFunnelsRock.com) – Shopping Cart & Marketing Tools

My Personal Office Number - (818) 879-2000  
My Personal Email - [info@LANLP.com](mailto:info@LANLP.com)

Click Here to [leave me an honest review](#) about my book, thank you!

**TASK FOR TODAY:** Put together a small notebook of all your tasks. Keep a SIMPLE daily progress report to keep yourself accountable!

# Chapter 12

## All Your Tasks In One Place

*"Practice does not make perfect. Only perfect practice makes perfect."*

- Vince Lombardi

**#1 – Formula For Success:** ask yourself these questions to stay focused...  
What am I aiming for right now?  
What can I do to bring me closer, or make it happen faster?  
Is it working?  
What can I do different if it's not?  
WHO do I need to become?

**#2 – Self-Esteem/Worth:** For this chapter, FIND 10 ways in which you can build upon your self-esteem. Ask yourself daily; *"What would make me feel even better today?" "What can I do RIGHT NOW that will give me confidence and worth?" "How can I lift others up so I can feel good?" "Who do I need to become to feel good about myself every day?"*

**#3 – Values; What's Important:** Begin to use this exercise with each decision you have today. You'll be surprised how easy and fast you'll begin to make better and smarter choices! I dare you!

**#4 – Internal Language:** Make it a daily task to become fully aware of the language you choose to communicate, create and shape your world!

**#5 – Patterns & Strategies:** Break a habit, and learn something new!  
Notice your habits/patterns.  
Interrupt a negative pattern close to the beginning.  
Do something different, crazy, anything.  
Install and run a new positive behavior.

**#6 – SMART Goals:** Run each of your goals through this simple format and re-write them so ANYONE could duplicate your success.

**#7 – Getting Clear:** FOLLOW THROUGH on writing out your goals!

**#8 – Action Plan:** Write out this statement on a piece of paper –  
*"I will block out \_\_\_\_ minutes a day /OR week,  
to work diligently on my tasks and goals!"*

**#9 – Getting Out Of Your Own Way:** Write out a couple reframes to your beliefs. Create one MEANING reframe, Write out one CONTEXT reframe.

**#10 – Motivation & Persistence:** Write down three experiences where you had UNSTOPPABLE motivation. So now you can call upon one of these by remembering what you saw, heard and felt in that moment. It's called revivification; RE-LIVING the experience! And run through at least 3 times, the exercise on the next page: the New Behavior Generator

**#11 – Resources To Succeed:** Put together a notebook of all your tasks. Inside, keep a SIMPLE daily progress report to keep yourself accountable!



## **More Products From John James Santangelo PhD**

**[John James Santangelo Amazon Page – Go Here](#)**

### **NLP Practitioner (LIVE) Training (25 MP3's & Manual)**

Learn powerful NLP methods, techniques and most importantly the 'attitude' NLP has become famous for. Discover tools to eliminate negative patterns and beliefs to produce results more often!

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**Los Angeles' Premier NLP Training Website – <http://www.LANLP.com>**

## About John James Santangelo PhD



John got the entrepreneur bug at the age of 15, becoming a professional magician. Very quickly, he realized life doesn't give up her riches so easily. So after a decade of working a 'job' he decided to start creating a life. Going back to college 'seriously' this time, graduating with honors achieving his certification degree in clinical hypnotherapy, specializing in behavioral change. He then went on to spend many years studying NLP – Neuro-Linguistic Programming, becoming an NLP trainer and a leading expert in behavioral change and communication skills.

John then founded Los Angeles Premier NLP Training Center, dedicated to teaching people how to unleash their maximum potential. John's interactive and exciting seminars empower audiences to continuously reach for higher levels of performance to make the changes necessary to achieve their goals. He's gained the knowledge, background, and experience working with companies such as the Learning Annex, Mary Kay, Microsoft, Well Point, Xerox, RE/MAX Realtors, Multi-Sclerosis Society, Los Angeles Sheriff's Dept., the Teamsters Union, and post 9/11 as head trainer teaching lie-detection skills to the US Army counter-intelligence team in Fort Bragg, North Carolina.

John is also a Toastmaster award recipient, a certified health and fitness consultant, a volunteer 'Big Brother' of the Big Brother and Sisters of America Association, spokesperson for the Make-A-Wish foundation, also working with disadvantage youth foundations as well as 25 years' experience as a successful entrepreneur.

**To Your Success, John James Santangelo PhD**