

# Success Engineering

How new ground-breaking, cutting edge scientific breakthroughs can allow you to actually *engineer* success into your life with scientific certainty. *Success engineering* - the ability to create success out of thin air really exists. All you have to do is to get it right. Everything you have ever wanted: the car, the home, the vacations, the time to fish or watch your kids grow, is there for the taking.

And I can prove it . . .

Phil Gosling

## Introduction

I absolutely guarantee you're about to change your entire outlook on life, if not life itself. During the next hour I will be revealing information that is at the very cutting edge of science; a place so close to magic that it is difficult to tell the difference.

Everything you have ever wanted - the car, the home, the income, *the life* - is so close you can reach out and grasp it. This book shows you *how* to grasp it, how to really succeed. It shows you how to engineer your own success.

Some things remain the same: the fact that you are exactly where you are today because of the decisions you made yesterday; the fact that you accidentally pressed the wrong switches. Press the right switches - and everything changes. This book is all about the *right* switches.

I don't like the term "goal setting". As you will later, the term has been subtly changed over the years by well meaning people who thought they were helping when in fact they were hindering. The goal setting I am talking about is very, very different to the one most people understand today. The goal setting systems I refer to make the current, conventional understanding of the subject as obsolete as gas street lamps.

I am going to show you the true secret the *real* nature of how to get anything and everything you want in life by using a special type of goal setting that I term success engineering. This book is probably the first to show you *how* it works, why it works and how you can change your entire life around by using it in this way. To understand how and why it works will require me to take you where few people have gone before. Even the great mystics of old did not know why these things work, and indeed neither do you *have* to understand, but I firmly believe that if you can try to understand the mechanics of things then it will make things so much clearer, as well as increase your confidence in them. If you know *why* things work, you don't need confidence. Knowledge ousts confidence.

With this new knowledge you will be able to attract success towards you with the inevitability of destiny. You will attract possessions - cars, houses and money. You will attract freedom and create happiness where formerly there was only trouble. If you are lonely you will attract new people into your life - lovers and friends.

And I've just told you an untruth, because I used the word *attract* - but this was only to make a point. You and I are about to share a unique journey. You are about to go to places where you will be one of the few to understand the unbelievable power of numbers, how your brain really works and how state of the art computers are revolutionizing the way we will all live tomorrow. You will discover Sir Isaac Newton, Einstein, Quantum Mechanics, free parking spaces and even a dead cat. And by the end you will discover the strangest truth of all . . .

You *attract* nothing - you *create* your desires, your things, your world out of thin air . . . You *engineer* your future. And I'm going to prove it.

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## Chapter One

### The Journey Begins..

Hi. My name is Phil Gosling. I am a rare event - a nuclear scientist turned entrepreneur. I have been investigating, studying and researching another science, the "science of success" for over 25 years. During the past 12 years I have personally spoken to and communicated with, both individually and in groups, over 10,000 people. All of these people wanted the same dreams - financial freedom, time to enjoy things, nice cars. In many cases they also had personal problems, the most common being loneliness in the sense that they were looking for romance.

And for many years I too was exactly in that same boat: below average income, on my own, 10-15 year old cars, even a vacation in a tent was a luxury. I have *slept* in my car during vacations - and I mean a car, not a Winnebago. Parking was free. Camp sites cost money. Learning physics was not exactly a job ticket.

I have known what it's like to be lonely, poor, unemployed and desperate, so when I first discovered the principles of goal setting (starting with Joe Karbo's *The Lazy Man's Way to Riches*) I was smitten. How obvious! What simplicity!

So, over many years, I tried *this* method and *that* system, always knowing in my heart of hearts that the experts and psychologists were absolutely right. Indeed I was so convinced that I carried on believing in goal setting, reading and studying everything I could find on the subject despite a nagging doubt in my mind. The doubt was that *despite doing these things, my goals were not really happening*. Furthermore it didn't take a genius to see that most people in the country, in particular those who had also studied books on goal setting, hadn't achieved very much. Why did it seem to work for the happy few, while I and most others screwed up?

Like many I would have given up were it not for a dogged belief, a kind of inner knowledge that within everything I had read was a hidden truth I had yet to discover. And my great good fortune was that in my early years I had tried a goal setting technique that worked perfectly and I did achieve a huge goal in my life that I thought was beyond me. That single success made me keep my faith in goal setting but I still couldn't understand why in one case it worked like pure magic, yet after that it gave me more stress than success. It seemed that the more I learned, the less effective I became.

Despite the blindingly obvious fact that most people who have read self-improvement books, attended seminars or listened to endless audio and video tapes were still not much better off, I persisted. Perhaps it's the scientist in me. I could smell a solution to this problem and like a bloodhound I refused to let it go.

I rediscovered the answer about 15 years ago. The method was so powerful that with my first ever "correct" goal setting experience I went from unemployed, no car, two kids and a mortgage - to having a top of the line executive automobile in the driveway and I bought it with cash - all within about 18 months. My life now is indistinguishable from anything I had before. I have the house I want, the car, everything I need. I don't take vacations in a car anymore, now it's a private villa in Portugal. And I didn't get these things by worshipping money or working 24/7 or not seeing my kids grow up. I decided on what I wanted, set the correct goals - and they happened. I engineered them.

But that wasn't good enough. I hadn't spent all those years discovering *what* worked. I wanted to know *why* it worked. I'm a control freak. I admit it. Part of this is the debatable idea that if I know how something works, I can fix it if it goes wrong. Up until two years ago I, and I also suspect every one of the teachers, experts and gurus of self improvement around today, simply did not know *how* these things worked. Worse still, those that did try to find out, quite sensibly looked at psychology or management theory or business schools to find the answers.

And find answers they did. Their solutions were sensible, well thought out, logical and conformed to every common sense notion as to why things happen when you perform certain functions. And to this day, these theories, and many others like them are held in esteem, are taught in schools and universities not just in the USA but all over the world. And they make sense; that's what matters. They are *scientific* ideas - measurable, logical, methodical and un-weird. It doesn't matter if they don't work, as long as they're scientific, measurable, logical, methodical and above all, un-weird.

But just because a guy in a white coat with letters after his name tells me something, it doesn't mean I am obliged to believe it. Even though I believe the speaker is well educated, knowledgeable, dedicated and expert still doesn't mean that any less educated, less knowledgeable guy *has* to take on board everything he says. Just because books, libraries, universities and experts preach that night equals day doesn't mean it's true. With due deference to their dedication, education and knowledge - even the best and well-meaning can just simply get it wrong.

Sometimes you cannot see things until you move away from the thing you are looking for. Sometimes you have to change perspective. Drop a blue object on a blue carpet and you will have to get down to floor level and look sideways before you see it.

There is a problem with specialization. A specialist, the joke says, studies more and more about less and less until he eventually knows everything there is to know about nothing at all. There is great advantage in *generalization* - having a working knowledge of many unrelated things. It allows you to see things from different angles and see things others do not. It also creates the kind of guy you want to invite to dinner because he can talk to anybody. Doctors of Pathology are very poor party animals. Trust me on this.

Although in my college days I studied what was then called Theoretical Nuclear Physics I openly admit to not being of the highest caliber, and never earned much doing it, but I do understand most of Stephen Hawking's *Brief History of Time*, so I've kept hanging in there while doing my own thing in the entrepreneurial world. And in the same way that some people instantly see certain truths by bringing two different areas of knowledge together, so I, one day, was happily dawdling through a book concerning quantum computers (YE know, like you do) when suddenly it all fell into place.

What's quantum mechanics got to do with goal setting? Everything. Absolutely everything. And in this book I will be revealing ideas and information that have never been published before, conclusions and proofs that will take you with me into a world you have never seen before - a world which will turn yours upside down, back to front and will reveal secrets known only to a few select people in the world. Soon, you will be one of them.

\* \* \*

**“T ain't what a man don't know that hurts him: it's what he knows that just ain't so.” - Frank "Kin" Hubbard**

We take things for granted. It's only when something dramatic happens that we even realize we have taken something for granted. The reason we take things for granted is that they have become part of our routine, and the object of a routine is that we don't have to think about it.

Our lives are filled with routines. Indeed your whole life can be just one huge routine in which every day starts at the usual time, you go to work in the usual way, have the usual time off, do the usual things in the evening and weekends, and go on the usual vacations. You drive the usual type of car, live in the usual kind of house and earn the usual income that has been pre-ordained by your usual position in life.

Routines are essential, medically sound - and often unfortunate.

Routines are essential because without them we'd have to spend most of the day thinking about the next thing we have to do and tie knots in a thousand handkerchiefs to remind us of what to do next. Without routines we'd all go crazy.

Routines are a way of maintaining the status quo. Not the rock group but the state in which everything attempts to stay the same. Indeed medicine has a name for it: *homeostasis*. Homeostasis is what every cell in your body is trying to achieve. It is the state of equilibrium, that point where everything stays the same; where nothing changes. This is part of your natural programming. Your cells are programmed into thinking, "I am alive, therefore if things don't change, I will stay that way". Cool thinking really, for a cell.

And because you and I are the sum total of a zillion cells working in harmony then we too, as people, also suffer from corporal homeostasis. With few exceptions most of the human race avoid change, like things to stay as they are; if it ain't broke don't fix it; and when change comes along we don't like it at all: unless it's *good* change of course. That's OK.

But routines can still be unfortunate. By definition we don't notice them or think about them. So when your lady or man clears off with someone else it's possibly because you took her or him for granted and never noticed. Routines keep you where you are, in the same place. But most of all, the big problem with routines is that they stop us noticing something very important. We are blinded by them. They stop us noticing the world we are living in. We take the seasons, the sun rising, green grass, trees, the air we breathe, even life, for granted.

Above all it stops us seeing that we are living inside a miracle; that we are miracles within a miracle. We shouldn't even be here; *life* is against the laws of physics. And those very few people who see this, and study it, discover a strange truth. Not only are we miracles inside a miracle, but we can change it. We have the power. Not only are we in *The Matrix*, but like Keanu Reeves' Neo, we can control it. You ARE Neo.

### **“God does not play dice with the Universe”- Albert Einstein**

Before I can show you how "success" in all its forms can be conjured by you out of thin air, I have to kick you out of the complacency of routine.

Most people don't see the world for what it is. Indeed most don't see it at all. Until you see the world for the wonder that it is, or yourself for the miracle you are, you won't be able to change either of them.

Life shouldn't happen. It's against The Second Law of Thermodynamics. This law simply says that provided no energy comes in from outside (known as a "closed" system) then things will either stay the same or wind down, like a clock that is never touched. Because of this law the idea of perpetual motion - a machine that runs without any energy input - is impossible.

If you spread a pack of playing cards over a tray and throw them all into the air, what are the odds of them coming down and landing on the tray as a perfectly formed pack? Almost impossible, you may say. Even more so is the chance of them coming down as a pack with all the four suits in perfect order. In fact this statistical thinking is wrong. The odds say *nearly zero*, but this is more than just statistics. This type of event *is against natural law* because the pack must, according to The Second Law, deteriorate over time (unless you interfere with it). The actual odds are therefore *really zero*. Only the injection of a large chunk of energy (your time and effort) will put the pack in order. If there is no such "external" supply of energy then the Second Law tells us the pack *must* fall to the ground even more scattered, or at best as equally disordered as when it was thrown up. It can't rebuild itself; not without help.

So, an explosion in a lumber mill could *never ever* produce a folly formed house. An infinite number of chimps banging out letters on a typewriter for an infinite time will NEVER produce, even by accident, a play by Shakespeare. It is as unlikely as gravity reversing and throwing us all off into space. Statistics must always take second place to a law of nature.

Have you ever seen a volcano throw out a bike? The makeup of Earth is largely iron and carbon, which happen to be the two main ingredients involved in the making of steel. Steel is made by adding amounts of carbon to boiling iron under great heat, pressure and oxygen. Air contains 20% Oxygen and water contains nearly as much. All these are freely available in your friendly neighborhood volcano. To make a bicycle frame requires steel tubing. It is a very simple process.

Question: When did you last see a volcano throw out a fully formed bicycle frame? We have had 4,000 million years of volcanoes, and all the ingredients are to hand. In that same time (say the scientists) a microbe grew into a Tyrannosaurus Rex. So T. Rex is OK but why, in the time involved, aren't we drowning in mountain bikes? The fact is that volcanoes have not only failed to produce a single bike frame, they have yet to provide a single sliver of steel. It's a natural law. So where did T. Rex come from then?

A single protein is more complex than the wiring circuit of a mainframe computer, and a protein is one of the smallest building blocks in the human animal, or any other animal. To assume that one single example of animal life came about through a rave of microbes having a serious party in some volcanic soup is to assume that every wire, brick and pane of glass in Tokyo, Berlin or New York was created by accident. Human life starting on this incredible world by chance is statistically impossible AND denies a fundamental Law of Physics. And yet not only do we have life - but in profusion.

Walk past any park and notice the different types of leaves. Why so many, when one type would do? Why such over-abundance when simple grass would do the job admirably? The evidence around us every day says that something or someone or (according to your persuasion) the workings of pure chance, has gone completely over the top: a madness of profusion. We are overwhelmed by overabundance.

We float in heavens of incomprehensible size and beauty. There are more species of insect than we have managed to count in the last 200 years. There are sea creatures so far down in the oceans that they have never seen light, yet they breed and reproduce in harmony with the moon's cycles; a moon they have never seen. Without this harmony the earth would spin out of orbit into the endless void of space. No life, chaos everywhere; everything running down. If there was only one living thing on the whole planet - a microbe - it would still have been an impossible creation - against a natural law that has withstood every attempt to dispute it for 100 years, and at statistical odds that no hard-nosed betting man would ever take.

You're a miracle inside a miracle. You *know* this. Deep down you know it. But the routine of life has blinded us all to its beauty. Primitive cavemen concentrated on survival, yet they found time to create art. Modern life is supposed to be about leisure but we have no time to stand and stare. What you don't know, and will find hard to believe, is the amount of control over your life, this life, you really have. Let me prove it. Let me prove to you right now that even at an elementary level, you can



change your world . . .

"It's not that people push you off course, you wouldn't let that happen. What happens is that people nudge you off-center without you even realizing it. After a few miles you're completely lost."

## Chapter Two

### **“The impossible we tackle right away. Miracles take a little longer.”**

You'll need a nice day filled with big, fluffy clouds that are moving at a gentle pace. Lie down in the sun, chill out. Take some rays.

While you're contemplating the meaning of life, check out the edges of some of those clouds. You're looking for a small wisp of cloud, a tiny one that's broken away from a main cloud. Focus your eyes and your thoughts upon that wisp of vapor. Stare at it and *will* it to go away. *Demand*, with confidence, that it disappear, and it will. Just watch.

As a beginner you have to practice on tiny cloudlets. Eventually, with practice, you will be surprised at how effective this can be on bigger ones. And there you are. You're not changing yourself, you're changing the reality around you. Weird or what?

Sometimes we forget that we are not just *in* this world, we are *part* of it. We not only have a right to be here but if you believe any or all religious writings, then it was created for us. We have control. God, whoever and whatever you perceive Him to be, has given us the channel changer.

Unfortunately this experiment will not impress hard-nosed skeptics who will insist that the clouds were disappearing anyway, but we'll move on.

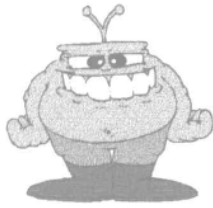
### **The Blue Feather**

This one often works well but has to be done properly. Make a note of what the date and day will be exactly one week from now. For the sake of argument let's say it will be Friday the 12th of March.

Now take a piece of paper and write; *On or before Friday 12 March a blue feather has appeared in my life.*

Blue feathers are quite rare. When was the last time you saw one? Of course it doesn't have to be blue, or even a feather. It can be a pink elephant if you want. Whatever you decide, write it down in the manner I have just described. Now first thing in the morning, immediately on rising, find a quiet place and read out this statement to yourself. If you can't read it out loud, then mouth it as a whisper but move your lips. The more sound and action you put into it the better. Immediately after reading it, close your eyes and visualize this blue feather (or whatever). *Feel* confident. Smile to yourself as you visualize yourself suddenly noticing a blue feather in the street, or seeing one on the floor. *Put emotion into it.* You will see later that it is the *emotion* you put into it that makes things happen. Do this twice a day, first thing in the morning and last thing at night, every day for the one week. I guarantee that within that week, or on the day, you will have come across some image of what you have visualized.

You may see it on a billboard, or a TV advertisement, or it may actually have come into your life in your Aunt's hat, or a photograph. But it *will* appear, quite magically, almost spookily into your life.



Skeptics will still argue that this just increased your sensitivity to something that was there all the time but your mind had filtered out. When little green men float out of a flying saucer that's just landed in Washington DC, skeptics will still argue it's a publicity stunt right up until the time the death ray hits them.

You are NOT changing yourself. You have *not* noticed something that was there anyway and hadn't noticed before. You created the feather. You are changing reality. And if you think this is spooky then you ain't seen nothin' yet!!

### **“They changed Paradise-put up a *parkin' lot...* “**

There is a third experiment that works so well I use it all the time. I find car parking spaces with it in busy towns. Just before I leave I spend a few moments visualizing where I need to park. I see the street or parking lot full of cars - until I arrive, and then a car leaves just in time for me to park my car in his space. I see this in my mind's eye before I start the car, feel good about it and then drive toward my destination in *the confident expectation that my parking place has been pre-booked*. I reckon this works over 90% of the time - far beyond the normal mathematical chance of this occurring by accident. Try it. It works.

But you're not changing yourself. You're changing something else outside of yourself. In this example it could be argued that *you* changed someone else's day just by thinking about it. Crazy? No. Not at all. This is beyond crazy. This is quantum physics.

## Why modern goal setting rarely works

In a recent Reader's Digest article, best-selling author and ex-teacher Philip Pullman put his finger on what's gone horribly wrong with the teaching of English in schools today and also points the way to why nearly everything else has been hijacked in a similar fashion.

According to modern thinking by educationalists, particularly those setting examination questions, when a child now reads a piece of set writing they are: "tested for their ability to decode, select, retrieve, deduce, infer, interpret, identify and comment." So now, for example, when a kid reads a book they are expected to:

- List the words used to create an atmosphere.
- Write a 50 word summary of the plot.
- Take a descriptive word from the text and using a thesaurus find five synonyms and five antonyms.

They have turned reading a book into a chore. *They* have squeezed and analyzed it to death in order to create systems that can be measured and tested. As Philip Pullman says: "They force every response to a piece of writing through a mesh, so it comes out black or white, yes or no, this or that." So it can be tested and measured.

Arguably they have done this for all the right reasons at the time. Here again we have teams of well-meaning experts putting scientific ideas into modern practice so that they can quantify and measure a child's progress in the very best interests of the child and his teacher. Again, it is all sensible, logical, universally accepted and most certainly well meant. But does it work?

Consider a child of the sixties (me) whose English teacher took one book from the library, gave it to me one day and said "Read this. Bring it back next week. Tell me if you like it." It was the first real book I had ever read. I was 11 years old and brought up on comic books. I liked it, so Mr. Hudd gave me another book. I liked that one too. No tests, no decoding, selecting, retrieving, deducing, inferring, interpreting, identifying or damn commenting, just, "Do you like it?"

The net result of developing an enquiring mind is that fifties-sixties kids like me were part of a generation that put men on the moon, created the Corvette Stingray and the Jaguar XKE, the Boeing 747 Jumbo and Concorde, broke sound barriers, space barriers, race barriers and generally created a world looked upon with great nostalgia. We were tested, certainly, but when we picked up a book we weren't decoded, selected, retrieved, deduced, inferred or interpreted, although we were certainly identified. As a result of one teacher just getting me to *enjoy* books, I read a great many of them - because I liked them. And through them I found out how things work, and created a life for myself. My teacher's probably dead now. I wonder if he knew how often he changed someone's life without knowing it.

My point is this. In the world of self-improvement, an area of expertise in which America leads the world, the teachers, the experts and the gurus have taken on board *exactly* the same institutionalized thinking currently taking place in schools. This thinking seeks to use the principles of science to analyze things to the  $n^{\text{th}}$  degree and break things down, logically and sensibly into a situation where things can be measured, tabulated and project-managed. And it all makes sense, every bit of it. And all these guys mean well, and they are doing *good* things. But science has two

drawbacks. Sometimes, in taking something apart, you risk killing it. \* And secondly, science cannot be used on everything (how can scientifically analyzing works of art produce another Picasso, or Matisse? Or make you enjoy a book?).

So, the goal setting techniques you read about today are only partially correct. As a result they only partially work. Indeed I could go so far as to say that goal-setting has been completely taken over by a new tool *masquerading* as goal setting. Goal setting has become Project Management. And once again it makes perfect sense. The idea of breaking down a process into manageable steps, having a well-defined deadline you can work to, making each step measurable so you can compare it with your original time estimate and make course corrections is wonderful, perfect and highly laudable project management. But it's not goal setting.

And of course, project management is a *management* tool. But managers aren't entrepreneurs. In fact it doesn't require much research to prove that most entrepreneurs are usually absolutely dreadful managers. What entrepreneurs are really good at is *vision*. They see what they want with absolute clarity and charge towards the vision with total determination. They make decisions and stick with them. That's goal setting. Project management is a tool that comes in later, much later, like accounts. The vision, the decision to do it, is first.

Entrepreneurs eventually turn into managers. They atrophy. Once they attain the vision they batten down the hatches and basically leave the running of the show to the bean counters - who manage. Big corporations continue to thrive because they are big enough to carry on under their own momentum. But they never regain the rocket-like vision and success of their early days.

\*Scientists know this. It's called Heisenberg's Theory

The world of business, education and politics has been taken over by clever, well-meaning administrators. Here's a comment taken from a recent article in *The Business* magazine:

"The problem is that business schools, instead of creating leaders, are pumping out hoards of pumped-up administrators ... They teach everyone the same orthodoxy. Worse, this orthodoxy can be devastatingly destructive, as it means everyone follows the same strategy as they did in the dot-com boom ... The truth is business schools are really just corporate marriage bureaus, matching ambitious administrators with large banks and consulting corporations."

Oops.

## **"Time wounds all heels." - Jane Ace**

So if goal setting isn't goal setting anymore; if goal setting has metamorphasized into project management administration, what should we do? What can we do?

We need to rediscover the real rules.

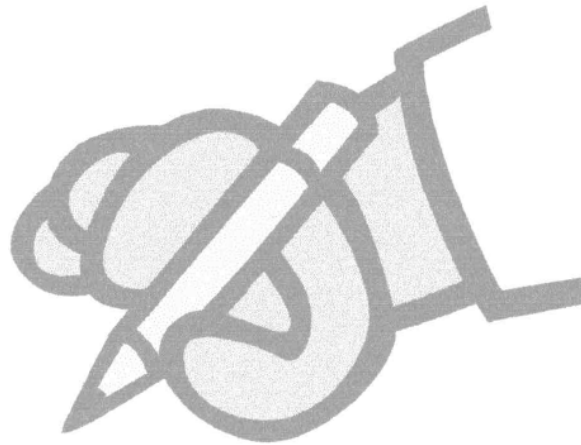
At this point can you please conduct an experiment on yourself by answering, truthfully, a simple question? I have given this question to thousands of people - none of whom got it right. Some *nearly* got it right, but not in all aspects.

It's important you do this, so please get pen and paper NOW before you go on to the next page.

Write the answer to this question *as fast as you can*:

**“Write down your number one goal”**

Do not leave this page before writing down the answer.



OK, here's the check list.

- 1.** Did you start writing right away without having to do any thinking whatsoever? No hesitation, no humming and herring. Did you put pen to paper as fast as you would have done had I asked you to write your own name? If the answer is *Yes*, you stay in the game. If *No*, you're out of it.
- 2.** Good. What was the first *word* you wrote down? If it was "To" (e.g. To be financially independent in five years) then you're out of the game. There is only one word - "I". If your statement did NOT start with "I" you're out of the game. If it DID start with "I", you stay in the game.
- 3.** Still in there huh? OK, you're in the last 3% so that's good. Now, what was the *second* word you used? It will probably be a verb but that doesn't matter. It's the *tense* that matters. The second word is either future tense (*I will*) or in the present tense (*I have, I own, I drive, I earn ...*). If your second word was in the present tense (*I earn \$1m a year. I drive a Corvette ...*) then you're still in the game. If it's something in the future "*I will... To be ...*" then strike three, you're out.

So, at this point to be in the game you must have answered the question immediately without hesitation, the first word was "I" and the whole sentence was in the present tense - as if the goal had already been achieved. If you're still here then this is very unusual.

- 4.** Did you have any kind of completion date on the goal? (*By the 31<sup>st</sup>* December I will have ..., To earn \$100K in the next 12 months...). If you did - then strike four and you're off the bench. No dates. Dates are only allowed in exceptional circumstances which you will see later.
- 5.** There is a tiny possibility that you are the first person in 10,000 to get this far - or you're kidding yourself, one of the two. Being the generous person I am, I shall assume the former and ask yet another question. Was this goal a financial goal? Was it directed at, say, financial independence? Or expected annual earnings? Did you want to be a millionaire? Oops, you're out. Money isn't a goal. It just looks like a goal. I'll explain that one later.

Well then, how did you do? If you passed all five of these tests then you did stunningly well. If you didn't get all these right - you *need* to read on. Your future depends on it.

Let me hit you now with just one rule of success engineering - *true* goal setting; a rule that seems to flout every piece of advice handed down from the gurus during the last 20 years - *no dates*. Now that's screwed things up hasn't it? Everything you ever read on goal setting tells you to put a date on things, even an arbitrary one.

(End of free preview)

Please press the back button.