

# Monthly NEWSLETTER

♦ February 2025

## Dream Big, Set Goals, and Fuel Your Future

In this issue, we'll focus on goals and dreams, two essential concepts that form the foundation of personal growth and achievement.

It's critical that you clearly understand what these words mean, as they'll guide much of our journey together. This month's lesson defines these terms in absolute terms, laying the groundwork for future issues. In those, I'll show you how to set meaningful goals, use them to make steady progress toward your dream, and clarify your dream so it can inspire and propel you forward.

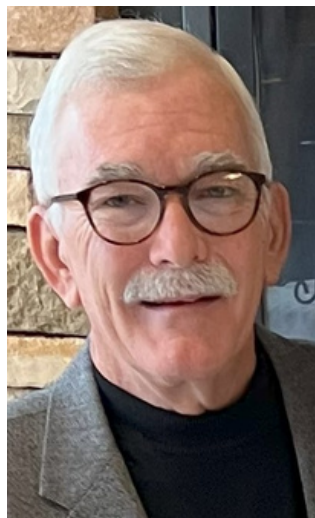
These newsletters are designed to challenge your thinking, expand your perspective, and introduce ideas that may be entirely new or familiar but framed in a fresh way. As you read, your brain will naturally react - agreeing, questioning, or even doubting some of the information. This is your brain's way of filtering new ideas, deciding what to accept as "truth." The older we get, the more filters we develop, which is why people often say, "You can't teach an old dog new tricks."

But here's the good news: You can change. When you notice

these mental filters activating, try saying to yourself, "That's OK. If I want to change, I'll need to adjust some of my thinking."

Then, I encourage you to revisit the Lesson of the Month or the Universal Principles article. Read them again—perhaps on a different day or at a different time. Give your brain the chance to re-examine the information and reconsider its possibilities. Growth takes time, and every step forward matters.

Thank you for taking the time to invest in yourself by reading this newsletter. Together, we'll build the foundation for your personal journey, one principle at a time.



Coach G

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# The Power of TIME

When we think about “time,” it often stirs up feelings of stress or frustration. We feel like there’s never enough of it. We’re racing against it to finish tasks, meet deadlines, or make it to appointments. At the end of the day, we find ourselves asking, Where did all the time go? This question echoes at the close of each week, month, and year.

## **A powerful force**

Time is one of the most powerful forces in the universe. Its power lies in its unwavering consistency. It doesn’t pause, slow down, or stop for anything. Financial institutions thrive because of time. The more it passes, the more interest they collect. Credit card companies love time, too—it’s the backbone of their profit. Their business models rely on the steady march of time.

What if you could make time work for you instead of against you? You can. By building your goals and dreams on the foundation of time, you can harness its power to your advantage.

## **Put it to work**

Start by examining how you’re spending the 168 hours you have each week. That’s a lot of hours, and every single person has the same number to work with. No one has an edge over you when it comes to time.

Ask yourself: How can I carve out just a few minutes each day to take a small step toward my goals?

Those small steps will eventually lead you closer to your dream.

## **Obstacle**

Right about now, your brain might be raising objections: “I don’t have any extra time!” or “How much effort will this take?” Stop. Take a deep breath. This resistance is normal. It’s your brain’s way of guarding against change. If you’ve felt this, congratulations - you have a perfectly normal brain.

But, consider two things. First, you found the time to read this article. That shows me your desire to grow is already stronger than your brain’s resistance. Second, up until now, you’ve been on your own. But from here forward, you have an experienced coach on your team. It’s my job to guide you past those obstacles.

## **Imperceptible Progress**

This is great progress. You may not see it yet, but that’s okay. I call it “imperceptible progress.” It’s the kind of growth you can’t see right away - like how a tree grows slowly over time. Trees have time on their side, and so do you.

The effort you’ve made to read this article is the same effort you’ll need to achieve your goals and, eventually, your dreams. There’s more to learn about how to create, nurture, and accomplish your goals, but you’ve already taken the first step. So, relax. You’ve got this. Let’s take it slowly - just like the trees.

# Affirmations



Affirmations need to be fed into your brain on a regular and frequent basis. Like taking a vitamin, you won't notice any immediate effect but they will gradually make a significant difference in how your brain reacts.

To start a regular diet of affirmations, write them down on piece of paper or a Post-It and put them where you will see them everyday. This might be on your bathroom mirror, on your bedroom wall or somewhere on your desk.

Then read them, over and over.

## **Affirmation #1**

*"I am grateful for the journey toward my dream, knowing it shapes who I am."*

## **Affirmation #2**

*"I am fully capable of achieving any goal I set my mind to."*

## **Affirmation #3**

*"Each step I take brings me closer to achieving my goals."*

[Click here for more](#)



Three quotes related to goals and dreams. [Click here for more](#)

*"Champions are made from something deep inside them. A dream, a desire, a vision."*

Muhammed Ali

## Great Quotes From Great People

*"You are never too old to set another goal or dream another dream."*

C.S. Lewis

*"The future belongs to those who believe in the beauty of their dreams."*

Eleanor Roosevelt



# Goals & Dreams

In this lesson, my goal is to help you start to develop the “skills” necessary to achieve your desired outcome, your “dream”.

A “skill” is something that you do without conscious thought. Walking is a great example. You decide when to walk, where to walk to, what path to take, but you do not think about lifting your feet, bending your knees or shifting your weight as you do so. You walk without conscious thought because it is a skill. You can use that skill anytime you want, for any purpose. When you do, you are not distracted from your purpose while you are executing the skill. Tying your shoelace is another great example of a skill.

## **How does your brain develop a skill?**

New ideas that we hear or read start out as just information. Your brain immediately classifies the information according to the importance that it assigns to it. Imagine someone telling you their phone number. You hear it. You know you won’t remember it, so you type it into your phone, so you don’t

lose it. Then it’s gone. Your brain does not retain it. But if someone gives you directions to their house, you treat that information a little differently.

Your brain repeats it, visualizes it. You may even repeat it out loud for verification. You think about it until you’re satisfied that you can recall it. You have pushed the “information” to “knowledge”. You are beginning to know it.

When you get in your car and drive it, you are pushing the knowledge to “experience”. The first time you experience it requires a lot of mental energy. You are repeating the “knowledge” over and over in your brain not thinking much about anything else. You are certainly not thinking about your feet, that are controlling the brakes or accelerator pedals, or your hands controlling the steering wheel because driving is a skill as well.

Every time you drive this route the “experience” changes, it deepens. It takes less and less effort to think about it. Eventually, if you drive it enough, it becomes a “skill” that you do without having to give it any



# Goals & Dreams

## continued.....

conscious thought. I call this entire process “IKES”. Information, Knowledge, Experience, Skill.

Pretty simple process, now that you understand it. Let’s apply it to a couple of other words - “Goals” and “Dreams”.

### **Dreams**

Your “dream” is a vision of your desired outcome. It’s what you want to achieve. It is your ultimate destination. You may already know what yours is. The more you think about it, the clearer it becomes. You may not even have great confidence that you can achieve it. But you know you want it. Don’t think because we call it a dream, that it is not real. It is quite real.

### **Goals**

“Goals” on the other hand, are quite different. They are steppingstones that you put in place to get to your dream.

So, dreams and goals are very different things, and you will do different things with each of them. I will teach you what to do with them later, right now I want to teach you how to distinguish between them.

The simplest way to differentiate your dreams from goals is to create a single sentence that describes them.

I call it the “Goal/Dream Sentence”. It looks like this:

“I will gradually (fill in the blank with a goal) in order to ultimately (fill in the blank with your dream).”

Here is an example: “I will gradually lose 40 pounds in order to ultimately weigh 170.”

Losing 40 pounds is the goal. Weighing 170 pounds is the dream. Notice that weighing 170 pounds sounds wonderful, while losing 40 pounds sounds like work.

Here’s another: “I will gradually acquire the skills necessary to make the Olympic team.” Again, making the Olympic team would definitely be a dream come true, while acquiring the skills to do so sounds like an uphill battle.

### **SMART Goals**

Goals are a paper product. They must be written down. Prior to writing them down, they are ideas. Writing them down makes them goals. Goals are steps that you will take to complete your journey. In creating these steps, you must make them **S**pecific, **M**easurable, **A**ttainable, **R**elevant to your dream, and **T**ime-bound. Hence, “SMART” goals.

In future lessons I will teach you how to create goals and how to use them. I will also teach you how to clarify, refine, and focus on your dream. For now, re-read this lesson to push it from information to knowledge.



# Real Life Stories

## Elon Musk Dreaming Big and Breaking Barriers

Elon Musk's journey to revolutionize multiple industries is a remarkable example of how dreams, paired with ambitious goals, can lead to extraordinary achievements.

### **Changing the World**

From a young age, Elon Musk dreamed of tackling humanity's biggest challenges. Whether it was advancing sustainable energy, exploring space, or improving transportation, his vision was always focused on creating a better future for humanity.

### **Turning Dreams into Reality**

His first dream was to make life multi-planetary. The goal he set was to reduce the cost of space travel and develop reusable rockets.

The result was he founded SpaceX in 2002, a company that faced early failures but eventually succeeded with the first privately funded spacecraft to reach orbit. Today, SpaceX continues to push boundaries, including the

development of the Mars-bound Starship.

His second dream was to transition the world to renewable energy. He set the goal of building affordable, high-performance electric vehicles.

The result was Tesla, once on the brink of bankruptcy, became the world's leading electric car company under Musk's leadership. He also expanded Tesla's goals to include energy storage and solar solutions.

### **Overcoming Challenges**

Musk faced financial and emotional struggles, including near bankruptcy with Tesla and repeated failures with SpaceX's early launches.

Elon Musk's story demonstrates that no dream is too big if it is supported by clear, actionable goals and unrelenting determination. [More on Musk](#)



## Exercise of the Month

Write the three affirmations found in this month's issue on index cards, Post-It! notes, or plain paper.

Put them on your bathroom mirror. As you go about your morning bathroom routine, read them, think about them. Look yourself in the mirror and recite them out loud while watching your face. Notice how strange this feels. When you experience this strange feeling because of something the coach has asked you to do, celebrate the fact that you are breaking new ground, learning new things, doing new things that you've never done before.

If you don't feel this "strange" or "weird" feeling on a regular basis, then we are not making progress. In other words, I'm not doing my job. Let me know by contacting me at: [Hey Coach!](#) and I will attempt to correct it. I can improve right along with you.

Now write down the 3 affirmations.



## Movie of the Month

### **Dreamer** (2005)

An inspiring family drama that tells the true story of Ben Crane (played by Kurt Russell), a horse trainer, and his young daughter Cale (played by Dakota Fanning). The pair rescue an injured racehorse named Soñador (Spanish for "Dreamer") on the verge of being euthanized. The movie champions hope, demonstrating that believing in a dream is often the first and most crucial step to achieving it.

Available at [Amazon.com](#).



## Q & A

Q: What does it cost to follow the "WinAmerica" program?

A: It's free. No hidden 'gotchas'. While there are no monetary requirements, you do have to spend some of your time.



# Technology

## USE YOUR PHONE TO FEED YOUR AFFIRMATIONS TO YOUR BRAIN

*For iPhone (Reminders App)*

[Click here for Android phones](#)

### 1. **Open the Reminders App:**

Locate the pre-installed Reminders app on your iPhone and open it.

### 2. **Create a New List:**

Tap "Add List" at the bottom of the screen. Name it something inspiring like "Affirmations" and select a color to personalize it.

### 3. **Add an Affirmation:**

Tap the Affirmations list. Then tap "New Reminder" or the "+" button to create an affirmation. Type your affirmation, e.g., "I am confident and capable of achieving my goals."

### 4. **Set a Schedule:**

Tap the "i" icon or the details button next to your reminder. Toggle "Remind me on a day" and set the date and time. Toggle "Repeat" and choose how often you want to see the affirmation (e.g., hourly, daily, or custom intervals).

### 5. **Enable Notifications:**

Go to Settings > Notifications > Reminders and ensure notifications are allowed for reminders to appear.

Enjoy the Positivity:

Add more affirmations to pop up at the scheduled times to keep you motivated throughout the day.



## Trusted Sources

### **Stephen Duneier**

Stephen Duneier is a very successful guy. In this TED talk, he explains, in the clearest and most interesting way, a method of approaching goals that anyone can do.

[Go to Ted Talk by S. Duneier](#)

## What's Next



Next month you will learn some very important secrets about success and failure.

Understanding these terms and the power of their true meanings will allow you leap over obstacles and make your success immensely easier.