

6 – Step Desire-Based Focus Formula for Success

Step 1:

Fix in your mind the exact accomplishment or goal that you Desire. It is not sufficient to merely say that I want plenty of this or plenty of that. Be definite in the description of what you Desire (there is a psychological reason for definiteness which will be described in subsequent lessons).

[Example: If money like “\$10,000” or “\$100,000” or “\$1,000,000” but not all three....Define it – Be Specific.]

Step 2:

Determine exactly what you intend “to give” in return for what you Desire (there is no such thing as something for nothing).

[Example: Service you will provide or product you will provide...Notice it does not say what you will “give up” but what you will give – You do not have to “give up” anything, but you must be willing to “GIVE” in exchange for your DESIRE]

Step 3:

Establish a definite date when you intend to possess that which you Desire

[Example: By When: Month, Day, Year...”Someday” is not a day, and never really ever gets here – Again, Be Specific]

Step 4:

Create a definite plan for carrying out your Desire and begin at once whether or not you are ready to put this plan into action. It is suggested that a 120-day plan be written, in advance, that you can stick to.

If your “timeline” in step # 3 is beyond 120-days, make a plan for the first 120-days, and then, as you approach the 115th day, write a subsequent 120-day plan. Continue this 120-day planning process until you reach your predetermined deadline. **Do not use this planning process as an excuse to extend your deadline.**

[Example: A 120-day plan with detailed description of what you will accomplish each day

Step 5:

Write out a clear concise statement of that which you Desire, name the time limit for its acquisition, state what you intend “to give in return” for what you Desire and describe clearly the plan through which you intend to accumulate it.

[Example: Summarize in your own words – an example would be...”*I am so grateful now knowing that I shall have \$ 100,000 by January 18th, 200x, in my bank account. I will provide my clients with excellent analysis and superior contract negotiations for their real estate transactions in return for their continued business and referrals. I plan on doing this by evaluating at least one (1) new purchase opportunity per day and writing one (1) new purchase contract per week on behalf of my clients. Furthermore, I will ask each client for one referral source at least once per month.*”]

Step 6:

Read your written statement aloud twice daily once before retiring at night and once after rising in the morning. As you read this, see and feel and believe yourself already in possession of that which you Desire.

Directions: *It is important that you follow the instructions described in these 6 actions precisely. It is especially important that you observe and follow the instructions in the sixth step.*

You may complain that is impossible for you to see yourself in possession of that which you Desire before you actually have it. Here is where a Burning Desire will come to your aid. If you truly Desire this accomplishment so keenly that your Desire becomes an obsession, you will have no difficulty in convincing yourself, through the use of the Law of Auto-Suggestion, that you will acquire it.

*The object is To Want or Desire the accomplishment, and to become so determined to have it that **YOU CONVINC**
YOURSELF THAT YOU WILL HAVE IT!*

These steps call for no "hard labor".

They call for no "sacrifice".

They do not require one to become ridiculous or unthinking.

To apply these steps calls for no great amount of education.

*However, the successful completion of these six actions or steps does call for sufficient **Imagination** to enable one to see and to understand, that accumulation of that which you Desire cannot be left to chance, good fortune, or luck.*

In the words of the great Walt Disney....."You must Believe".....