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HOW TO CREATE A FOOL-PROOF MASTER PLAN IN 5 SIMPLE STEPS

YOUR GOAL-SETTING GUIDE FROM EARLY TO RISE

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INTRODUCTION

This Is the Year You Can Make Your Dreams Come True

Want to decuple your chances of getting a raise...retiring 10 years early...or traveling the world? Whatever your life goals, you'll have a 1000 percent greater likelihood of accomplishing them just by taking one simple step.

According to a University of Scranton study published in the *Journal of Clinical Psychology*, you're 10 times more likely to achieve your goals if you explicitly make a resolution to do so.

But writing down your goals is just one part of this special report from *Early to Rise*. There are specific actions you can take... techniques you can employ...and strategies you can implement that will make success much easier and much faster. And we'll be discussing five of the most important steps you can take in the following pages.

These secrets to goal-setting success come from articles we've published in *Early to Rise*. Founded by multi-millionaire businessman and bestselling author Michael Masterson, *Early to Rise* is a daily e-newsletter jam-packed with useful advice, expert experience, and valuable insights that will help you become wealthier, healthier, and wiser in five minutes each day.

We've got articles from Paul Lawrence, a business-builder and entrepreneurial success and the creator of the *Early to Rise* Quick and Easy Microbusiness Program...

...from Brian Tracy, a well-renowned author, speaker, and master of business and personal success...

...and from success expert Michael Masterson himself.

This five-point plan will help you set meaningful, achievable goals and plot out an easy-to-follow system to accomplishing every single one. We're here to help – now it's up to you to get started.

Success is at your fingertips!

STEP 1

Overcome the 5 Obstacles to Success

by Brian Tracy

Becoming an expert at goal setting and goal achieving is something that you absolutely must do if you wish to fulfill your potential as a human being. Goals enable you to do the work you want to do, to live where you want to live, to be with the people you enjoy, and to become the kind of person you want to be.

Yet, according to the best research, less than three percent of Americans have written goals, and less than one percent review and rewrite their goals on a daily basis.

Why do so few people set goals? I think there are five basic reasons.

1. They are simply not serious.

Whenever I speak with a man or woman who has achieved something remarkable, I learn that the achievement occurred after that person decided to “get serious.” In other words, until you become completely serious and determined about your goals, nothing really happens.

2. They don’t understand the importance of goals.

We find that young men and women who begin setting goals very early in life invariably come from families in which the importance of goals is emphasized.

3. They don’t know how to do it.

One of the greatest tragedies of our educational system is that you can receive 15 to 18 years of education and never once receive a single hour of instruction on how to set goals.

4. Fear of rejection.

The fear of rejection is caused by destructive criticism in early childhood and is manifested, in adulthood, in the fear of being criticized by others. Many people hold back from setting worthwhile goals because they have found that every time they do set a goal, somebody steps up and tells them that they can’t achieve it, or that they will lose their money or waste their time.

5. Fear of failure - and this may be the most important reason of all.

People don't set goals because they are afraid they might fail. In fact, the fear of failure is probably the greatest single obstacle to success in adult life. It can hold you back more than any other psychological problem.

If you can overcome all of these obstacles and set well-defined goals, it will enable you to channel your efforts and focus your energy toward something that's important to you. Goal setting gives you a target to aim at and enables you to develop the self-discipline to continue working toward your target rather than becoming distracted and going off in other directions.

Let me share with you five keys that will help you do that. Each of these keys starts with one of the letters in the word "goals." Whenever you find yourself getting off the track, simply repeat the word "goals," and think about how each letter stands for a key that just might apply to your current situation.

The first letter is G, and it stands for "Get to it."

Sometimes, the only difference between a successful person and a failure is that the successful person has the courage to get started, to do something, to begin moving toward the accomplishment of a specific goal.

The second letter, O, stands for "Opportunity."

Successful people do not wait for opportunities to turn their goals into reality. They make their opportunities, because they are perfectly clear about the kind of life they wish to create. Once you have taken the time to decide exactly what you want, you will experience an endless flow of opportunities that will help move you in that direction.

The letter A stands for "Ability."

Many people hesitate to set high, challenging goals because they lack the ability necessary to turn those goals into reality. But remember that we all lacked knowledge and experience when we started out in our careers or fields of expertise. Since you gain the ability necessary for high achievement through knowledge and experience, if you increase the speed at which you acquire both of those, you increase the speed at which you move ahead.

The letter L stands for "Leadership."

Leadership is simply the ability to get results. And you begin to get results when you accept full responsibility for yourself, for your job, and for the outputs required in your position. You demonstrate leadership when you refuse to make excuses or blame anyone or anything for the problems you are having. The acceptance of the responsibility of leadership enables you to move ahead and take action.

The final letter, S, stands for "Stay with it."

This is the resolution to persist in the face of adversity until you succeed. Between you and every goal that you wish to achieve, there is a series of obstacles. The bigger the goal, the bigger the obstacles. Your decision to be, have, and do something out of the ordinary entails facing difficulties and challenges that are out of the ordinary as well. Sometimes, your greatest asset is simply your ability to stay with it longer than anyone else.

When you look around you, you will see that all achievement is the triumph of persistence. You will see men and women everywhere who are struggling with and overcoming adversities in order to accomplish something that is important to them. And so can you.

G-O-A-L-S. That's what you have to remember. And "G" is the first thing: "Get to it!"

STEP 2

Accomplish All Your Most Important Goals With This Foolproof System

By Michael Masterson

Every January, I write down a set of goals. Some are financial. Some relate to my business. And some are personal. When I put my new list down on paper, I feel powerful and confident: Here are the things I will accomplish this year. Clean and simple. I imagine how I will feel when they are completed, and that feeling is good.

Start Today by Selecting Your Goals - the Rest Is Easy

Take out a sheet of paper. Title it “Life’s Goals” (if you have no shame) or “Stuff to Do Before I Croak” (if you are afraid someone will see it).

Now make a list of everything you want to accomplish. Everything. Making a lot of money. Writing books. Traveling to Rome. Learning to tap dance. Write till you are done.

Next, you need to convert that list into long-term Life Goals. One of them should be to build wealth - not in order to accumulate money, but because of what that money can help you accomplish in terms that are more important. After all, financial independence gives you the ability to help other people, provide for your family, pursue your intellectual and artistic interests, and become an inspiration to members of your community.

Narrow your list down to four. Think in terms of a long-term wealth-building goal, a long-term health goal, a long-term personal-relationship goal, and a long-term personal growth and development goal.

These are your top priorities, your bottom-line objectives.

Of the four, pick one that is numero uno. On a separate sheet of paper - or perhaps on an index card - write down your four Life Goals with your top choice on top. Highlight that one.

The plan you are about to learn will pretty much guarantee that you will achieve all four of these objectives. It will definitely allow you to complete the first one. How good is that? Consider this: If you haven’t done these things yet and you’re over 30, there is an 80 percent chance that you won’t accomplish them ... ever.

Unless you follow this program.

Okay. Here's what you need to do now. Convert those four goals into five-year mid-term objectives. For example, let's say that one of your Life Goals is to have a net worth of \$10 million by the time you retire. And let's say you want to retire in 10 years. You might make "having a \$5 million net worth" your five-year goal.

Now, use this five-year list to create a one-year list. To have a net worth of \$5 million in five years, you will have to have a net worth of \$1 million at the end of one year. Figure out what you have to do to - invest in real estate, start a new business, save more - to reach that one-year goal. Then move on to year two, year three, and so on.

Setting Monthly, Weekly, and Daily Objectives

After you've developed yearly goals, you need to break them down into manageable, bite-sized monthly objectives.

Let's say one of your yearly objectives is to get a business started. So you would break that down into 12 monthly goals - what you need to do each month to get your business up and running, from doing the initial research to the grand opening.

Then, break each of those 12 monthly goals into four weekly goals. For instance, if your first monthly goal in getting a new business started is to identify a good business opportunity, perhaps each of your four weekly goals will be to research at least 10 possibilities.

Finally, you work your way down to the action you will take each day to fulfill your weekly objectives. If you have made a commitment to research 10 business opportunities each week, one of the top priorities on your daily "to-do" list will be to research two possibilities.

Expect to spend a good chunk of time planning out your year. Once a month, you'll sit down for two or three hours to map out your goals for the next four weeks. Once a week, you'll spend one hour establishing your goals for the next seven days. And you'll spend about 30 minutes each morning organizing your day.

I know that sounds like a lot, but you're really spending no more than the equivalent of a few days a year to map out your strategy for achieving your long-term Life Goals.

This is how I establish my own goals, focus my objectives, and set daily tasks. It's not, by any means, an entirely original system. It's a patchwork of systems that have been developed by others and added to by me. But there is something about this particular system that seems to work.

It works so well, in fact, that I encourage everyone who works for me to use it. Those who do find that it drastically speeds up the time it takes them achieve their goals. I think you will too.

STEP 3

Make Every Hour of Your Day More Productive

By Michael Masterson

Every successful businessman I know (or have read about) gets up and gets to work early. It's such a universal trait of accomplished individuals, I'm tempted to say it is a secret for success. "Early to bed and early to rise," Ben Franklin said, "makes a man healthy, wealthy, and wise." I used to think that was propaganda from a Puritan. Now, I think it's an observation from a very wise man.

But how does getting up and getting to work early help you achieve your goals?

In my experience, there is no better time to collect your thoughts and plan your day than early in the morning when the office is quiet. Not only are you undisturbed by phone calls and interruptions, but ahead of you is the potential of an unopened day. The solitude promotes a kind of relaxed, contemplative mood. You feel free to think in an expansive way. Later on, when the place is noisy and the pressure is on, it's difficult to pay attention to what's important. You feel your attention drawn in several directions at once. You feel the pressure of deadlines. And you may be hit with bad news, which could put you in a bad, unproductive mood.

A Near-Perfect Morning Routine

Over the years, I've studied hundreds and experimented with dozens of time-saving techniques and organizational systems. The simple three-step program that follows is the best of the best.

Step One: Getting Healthy (6:30 to 7:00)

The first thing I do every day is run sprints. After a four- or five-minute warm-up, I run eight 50-yard dashes, with 30 seconds of rest in between. Then I do a serious 10-minute stretching routine (yoga moves, mostly). Finally, a cold shower and a fresh set of clothes.

The whole routine takes about 30 minutes, but it will completely renew and invigorate your health. This workout is a condensed version of everything I've learned about health and fitness for the past 45 years. (I got interested in the subject when I was 10!) And it has dramatically improved my health. For example, I no longer have the back, shoulder, and neck pain that troubled me for so many years. I am as strong as I was when I was playing football in college. And I rarely get sick.

Step Two: Planning Your Day (7:00 to 7:30)

I didn't always plan my days. I managed to get rich before I developed this habit. But since I've learned how to plan, my productivity has quadrupled. If you use this system, I'll bet you see the same improvement in your own life. I begin each day with a list of "to-dos" that I've usually created the night before. I add to that list by going through my inbox and selecting any items that are important enough to make it to my daily list. After my list is completed, I highlight all tasks that help me accomplish one of my major long-term Life Goals.

I used to scan my e-mail for things to do, but found that I couldn't resist the lure of trying to "knock off" a bunch of little things that wasted my time and drained my energy. Now, I scrupulously avoid e-mail in the morning. In fact, I don't even open it up.

I check phone messages and faxes and add any important items to my daily task list. Again, I don't respond to anything at this point. My job is simply to organize it all, to figure out what I will do today and what I can delegate or do later.

Now, comes the fun part. I get out a clean sheet of paper - or even an index card - and write the date on top. Referencing all the inputs I have just gathered, I select 15 to 20 that I intend to accomplish before the end of the day.

Be realistic when you do this. There is no way you can do more than 15 or 20 significant things in a 10-hour day. And you don't have to work more than 10 hours a day to accomplish everything you need.

Your tasks will break down into these categories: (1) "Important and Urgent," (2) "Important but Not Urgent," (3) "Unimportant but Urgent," and (4) "Unimportant and Not Urgent." Make sure your daily task list contains nothing that is "Unimportant and Not Urgent" and a diminishing number of "Unimportant but Urgent" items (since they indicate that you are not in control of your schedule).

Of the 15 or 20 items, highlight four or five of them. These should all be "important-but-not-urgent" tasks. (The urgent tasks you have to do. The important-but-not-urgent tasks are the ones that will advance your Life Goals. They are critical to your success, but you will almost certainly fail to do them unless you make them a priority. That's why you are highlighting them.)

To the right of each item, you might want to indicate how much time you think it will take. (I run a subtotal of the accumulating times to the right of that so there is some relationship between what I want to do and how much time I have to do it.)

As a general rule, it's a good idea to structure all of your tasks so that none lasts more than an hour. 15-minute and 30-minute tasks are best. If you have something that takes several hours to do, break it up into pieces and do it over a few days. It will be better for the extra time you give it ... and you won't get crushed on any one day.

This whole process takes less than 30 minutes, yet it saves me hours of wasted time every day. More importantly ... it helps me focus on what is truly important to my career. (At the beginning

of the week, when I'm creating a weekly task list in addition to a daily one, I allocate an extra half-hour. Once a month, I create a monthly list that takes another additional half-hour.)

If you adopt this simple organizing and planning system every morning, you will see how well it works. Before your colleagues, competitors, and coworkers are even sipping their first cup of coffee, you'll have figured out everything you need to do that day to make you healthier, wealthier, and wiser. You will know what to do, you will know what your priorities are, and you will already be thinking about some of them. You will not have to worry about forgetting something important. And you will have a strong sense of energy and excitement, knowing that your day is going to be a productive one.

Step Three: Giving Your Day a Boost (7:30 to 8:30)

Here's the best step. Select the single most important task of the day - the one, highlighted task that will best help you accomplish your most cherished Life Goal - and get to work on that.

Don't worry if something else is more pressing. Don't pay any attention to what everyone else wants you to do. Heck, it's not even 9:00 a.m. yet. It's your time, so spend it on yourself!

If you are having trouble figuring out what your most important task is, ask yourself this question: "If I knew I was going to die in a week, which task would be most important to me now?"

Start with that task. Chances are, it will be something that moves you toward a goal that you have been putting off for many years. There is something in your mind that has so far made it difficult for you to accomplish it.

Don't worry about the negatives. As I said, this time is for you.

If you spend the first working hour of every day on something you deeply care about, it will give you more energy and a better feeling than you can possibly imagine. How do I know this is true? Because it's how I feel every time I do it.

This little three-step program is a truly health-giving, wealth-making, life-changing routine. It has totally transformed my life. I am sure it can do the same for you.

Remember, the entire three steps will take you only two hours. If you start working at 6:30 (and you should!), you'll have done more by 8:30 than your friends, colleagues, and competitors do all day!

Try it tomorrow and tell me if it doesn't work wonders for you!

STEP 4

Reach Every Goal...In 1,000 Hours

By Michael Masterson

Accomplishing a goal has three phases: deciding to do it, determining what specific actions are necessary and in what order, and executing those actions.

By now you should have chosen your life goals and derived from them five-year, one-year, monthly and even weekly objectives. In Step 2, I gave you a very good system for getting them done. What's left is the doing.

Ah, there's the rub. Out of every 100 people who choose to do something, the majority will drop out before they begin because they don't have an effective plan. Of those that remain, 80 percent will fail simply because they stopped the doing.

Execution, as they say, is nine-tenths of the game. So today we are going to talk about how long it takes to execute your goals.

My theory (a hopeful one, admittedly) is that if you begin a task with a realistic idea of how long it will take to accomplish it then your chances of finishing it are greatly improved.

If you decide to become a lawyer, you need to know that it will take you three years of full-time effort after college. If you decide to learn Spanish you are better off recognizing that a certain sum of hours is necessary to achieve any level of proficiency.

You might want to know, for example, how long it takes to:

- Speak Spanish
- Become a good public speaker
- Dance well at weddings
- Practice a martial art
- Play a musical instrument
- Learn the secrets of direct marketing
- Become a good copywriter

Almost as soon as you ask the question, you realize that "how good" needs to be defined, for we recognize that it is possible to practice any skill at various levels of proficiency. To make matters simple, let's say that, broadly speaking, you can have the following three levels of skill:

- Competence
- Mastery
- Virtuosity

Anything worth doing takes time

Let's illustrate this principle with ballroom dancing. You probably know people who move well on the dance floor. Whether it's a cha-cha, a swing or a fox trot playing, they can go out there and make the moves. They are not professionals – they could not compete favorably in contests – but they are definitely competent. The next level – mastery – is the level of the professional dancer.... the teacher or the member of the dance troupe. It's easy to see the difference between competence and mastery, isn't it? Virtuosity? That's Fred Astaire.

If one of a hundred dancers is competent, one of a hundred masters is at the Fred Astaire level.

I've spent quite a bit of time thinking about this, talking to professionals and recalling personal experiences. My conclusion is as follows:

- It takes about 1,000 hours to become competent at any worthwhile skill.
- It takes about 5,000 hours to master any skill.
- It takes between 25,000 and 35,000 hours to become world class. (And then only if you are gifted.)

Now these are ballpark numbers, but they are surprisingly reliable. Skeptical? Let's check it out. What shall we use? How about language? How many hours would it take you to become a competent French speaker?

Based on my experience learning French, here's a good guess:

- 300 hours to learn – cold – the 20 most common irregular verbs in three tenses.
- 100 hours to master about 50 prepositions, conjunctions and articles.
- 200 hours to get a good grasp of French grammar
- 200 hours to learn about 1,000 useful nouns
- 100 hours to memorize gender
- 50 hours to acquire passable pronunciation.

What does it all add up to? 950.

As I said, that would get you speaking well, but it would hardly qualify you as a French teacher. To get to that level you'd need to do a lot more work. Say you studied two hours a day and practiced for another three hours...and you did this for three years, you'd probably be ready to teach, don't you think? You would have reached a level most would consider fluent.

Take one more example – Jiu Jitsu. I have been at it now for two years. I have spent about 600 hours and have just received my purple belt. I feel almost competent. I can easily handle white belts and most blue belts, but I struggle with good blue belts. I have the distinct feeling that I am about 100 hours away from competence.

Seven hundred hours is not 1,000, but in my case I've had the advantage of being trained by probably the best instructor around. That kind of education counts. In this case it "saved" me about 30 percent of the time I would have spent otherwise.

So I would make this adjustment to my theory. Deduct 20 percent to 30 percent for good teaching.

How you can take advantage of this observation

Think about the goals you have set for yourself. Have you allocated enough time to accomplish them?

You can achieve what you want in life. You just have to make the effort, pay attention to what you are doing, and spend the time it requires to get there.

Now start thinking about what it is that you haven't gotten around to doing. Something important. Something that will really improve your life.

GETTING YOUR 1,000 HOUR PROGRAM GOING

Here's how to make this secret work for you:

1. On a largish sheet of paper or poster board, create a grid of 1,000 boxes. (You can probably do this quite easily on your computer.)
2. On the top of your chart, write (in bold letters) the task/objective that is most important to your success.
3. Sometime today spend an hour doing something specific and useful to achieve that goal – and cross off your first box.
4. Put your chart someplace where it will be easy for you to see it every day.
5. Congratulate yourself. You are finally on your way!

A promise: Before you've scratched out that last box, you will have what you want.

A word of caution: Some times what seems like one goal is actually two. To “become a professional writer,” for example, you need to (1) become a competent writer and (2) get someone to pay you.

What do you want to do? What do you want to become good at? Make your chart and put in your first hour. You’ll be shocked at how fast the next 999 go by.

STEP 5

Put One Dream Ahead of All Others

By Paul Lawrence

In his *Early to Rise* e-zine, Michael Masterson has frequently urged readers to pursue one unthinkable goal...a secret dream you've never told anyone...an accomplishment that always seems just out of your reach. This goal isn't something that involves luck (like winning the lottery) – it's something that *is* possible, like writing a novel, completing the Ironman Triathlon, or building your dream house.

If anyone can attest to the importance of adding that one life-long goal to your list of objectives, it's me.

In fact, I'm writing this article from my hotel room in Hollywood, California. I'm here (far from my home in South Florida) for a slew of show business meetings. And this reminds me of how proud I was when I took a much earlier trip to Hollywood for just a handful of meetings. Those meetings were with my agent and an independent producer who had no credits to his name. But even that was a huge leap up from where I began - with no knowledge of how show business really works, no contacts of any sort, and no formal education in that field.

This trip is so different, it's hard for me to believe it. I now have two produced film credits with known stars. And I'm about to meet with a "name" Hollywood producer to work on a television show that I have a contract to executive-produce along with his company. (This is a company that produces major broadcast network television programs and major theatrical release films.)

Now, this, alone, is an outstanding accomplishment ... something for me to be proud of. But, amazingly, it's only the beginning.

I am also scheduled to sign a contract on another feature film that I wrote, meet with another major production company on a script that I'm developing with them, and attend three pitch meetings with three other well-established producers who are interested in developing a new idea that I've created for a television program.

I'm not sharing all this with you to try and impress you or to boost my own ego. I'm telling you this to prove to you that anyone with a dream ... even a dream that might seem impossible ... can make that dream come true.

Of course, amazing dreams don't just "happen" to come true. If you want to change the course of your life, here's how you get started:

1. Make a bold decision to make your dream a reality.

You can't just say to yourself, "Well, I'll give it a go - and if it works out, that will be awesome." A half-hearted pursuit of your dream won't work. You have got to be 100 percent committed to it - so committed that nothing will make you waver from your goal.

Listen, not that many years back, nobody thought I could become successful in show business. Even, my good friend Michael Masterson, who surely is a big thinker, had his doubts.

Still, he respected my determination, and I believe he thought it was possible. That's about the best you can expect from the folks around you. The most positive of them will think there's a chance you will succeed, although the odds are against you. And the rest of them will be sure you're going to fail.

If you want to accomplish big dreams, you have got to believe with every fiber of your being that this dream of yours is your destiny. There is no question of "if" - only "when."

2. Create a strategy.

Believing that your dream will happen isn't enough. You've got to have an intelligent, well-thought-out, realistic plan. In my case, I got started by studying screenwriting books, hooking up with mentors, and traveling to screenwriting seminars in Los Angeles as often as I could afford it. In addition, I began a program of querying a minimum number of producers each week. (I realized that if I did one query a day, five days a week, at the end of one year I'd have queried 260 producers. And with that many queries, how could I not attract a potential producer?)

Naturally, your strategy will be made up of specific tasks that are tailored to your specific goal. But establishing and implementing those tasks - especially the ones you can quantify - will help you measure your efforts.

3. Implement the strategy.

For a lot of people, this is the hardest part. It's not only the work, but the fear of failing that keeps them from taking action.

I can tell you firsthand that there's a good chance you'll suffer some disappointments along the way. I've been told "no" by so many producers that I lost track a long time ago. I endured the smirks from those who didn't have generous hearts and took pleasure in my setbacks. And even the well-meaning people who said, "Well, at least you gave it a try," hurt.

But I continued to press forward. I had to learn a lot. I had to work on my screenwriting craftsmanship because, although I had some natural talent, it turned out that my first screenplays weren't close to a professional level.

Like me, you will likely have to work very hard and repeatedly risk getting your feelings hurt. But if you want to make your dreams a reality, you have no choice.

Life is short. If you aren't yet living your dreams, I strongly urge you to stop letting time pass you by. Follow my three-part formula, and make this the year you're finally on your way to success.

AUTHOR BIOGRAPHIES

Paul Lawrence is an entrepreneur who has made his living starting and running a series of profitable businesses. He launched one of the most financially successful independent ballroom dance instruction companies in the state of Florida where he received quite a bit of media attention for his revolutionary business practices (including front page features in the Life Style section of the Sun Sentinel, features in the Miami Herald, Boca News, Center Stage Entertainment, and many others). Paul has since started several other businesses either individually or as partnerships that included a million-dollar video production company, a mortgage brokerage, a home-maintenance business, several mail-order companies, and a business-consulting service.

Most recently, Paul's beaten the odds by becoming a produced writer. He is a credited writer for the film *Cruel World* and has signed a development deal for a national television series with one of the world's largest producers of television and films. Paul is the creator of the *Quick & Easy Microbusiness Program* and *Dare to Live Your Dreams*.

Michael Masterson has developed a loyal following through his writings in *Early to Rise*, an e-newsletter published by Agora, Inc. that mentors more than 160,000 success-oriented individuals to help them achieve their financial goals.

Masterson has been making money for himself and others for almost four decades. At one time or another, he has owned and managed multi-million dollar companies that were either public/private, onshore/overseas, local/international, service-/product-oriented, retail/wholesale/direct mail, and even profit/not-for-profit.

Masterson is the author of the *Wall Street Journal* bestsellers *Seven Years to Seven Figures: The Fast Track Plan to Becoming a Millionaire*; *Automatic Wealth: The Six Steps to Financial Independence*; *Automatic Wealth for Grads... and Anyone Else Just Starting Out*; *Power and Persuasion: How to Command Success in Business and Your Personal Life* (all published by John Wiley & Sons); and *Confessions of a Self-Made Millionaire*.

Brian Tracy is the most listened to audio author on personal and business success in the world today. He is a dynamic and entertaining speaker with a wonderful ability to inform and inspire audiences toward peak performance and high levels of achievement.

Brian is an avid believer in controlling one's own destiny, daily goal-planning, hard work, and perseverance. Prior to founding Brian Tracy International, Brian was the chief operating officer of a development company with \$265 million in assets and \$75 million in annual sales. He has

had successful careers in sales and marketing, investments, real estate development and syndication, importation, distribution and management consulting. Brian has conducted high-level consulting assignments with several billion-dollar-plus corporations in strategic planning and organization development.

He is an internationally known and respected authority addressing 450,000 people each year on leadership, management, sales, personal development, strategic planning, goal-setting, time management, creativity, and many other diverse topics. Brian has worked with IBM, Arthur Andersen, McDonnell Douglas and The Million Dollar Round Table and is the author/narrator of countless best-selling audio learning programs and the author of 16 books, including *Maximum Achievement*, *Advanced Selling Strategies*, *The 100 Absolutely Unbreakable Laws of Business Success*, and *The 21 Success Secrets of Self-Made Millionaires*.

Thank you for reading our Special Report. Now we'd love to hear from you, explaining what you thought about it.

What did you like best? Did you find any errors? Was there any advice you hoped that we'd include... but didn't see?

We want to hear exactly what you think – no holds barred, the good comments and the bad.

Let us know your thoughts by emailing us at Reports@ETRFedback.Com

We can't wait to hear what you have to say...

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