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5 Stones Goal Slaying

I'm super excited about this content because it's what I'm doing. It's not one of those deals where somebody is just trying to put something up so that you will feel like you got something. I think we've all been part of "programs" like that.

These are the stones that I'm using in my own personal goal setting...things to keep me focused and on fire. We all wrestle. We all get overcome and get to points in our life where we feel like 'Why did I start pursuing this? Am I going to be able to reach the goal?'

We'll be looking at some reasons why we don't achieve our goals. We'll look at some ways to stay focused and on fire through the completion of our goals and even look at setting those correctly. All of that is super important.

I was sitting down with one of my buddies last week and he was going through this exact process and had so many interesting thoughts and concepts as he talked about his milestones and cornerstones and these other stones we're going to look at today. It really pumped me up even more about everything that I'm working on. I know this material is going to help you personally as well to being able to take what you're wanting to do or actually working on right now and go to the next and even a higher level.



David vs Goliath

Most of you probably know the story of David and Goliath. David at the time was probably a teenager when he went to war against Goliath with no armor. He did have his 5 smooth stones that he'd picked up. He had a sling that he was skilled with. It wasn't like he'd shown up for battle and didn't have any background whatsoever. He'd already killed a lion and a bear. So he had a set of skills.

The truth is when it comes to our own goals in our own life and our own direction we've got a skill set that we want to pull from or that we want to grow to make sure that we are going to achieve those goals.

Most of the time when we set a goal or desire a certain result in our life what we tend to do is put it down without extra thought. We think 'I want to attain this' without actually concentrating and saying 'Do I actually have the ability to attain this? Do I have the background essential to attain this? Can I get the training that I need to attain this?' That is a big aspect of our reaching the goals and destroying the giant – slaying the giants.

We are aligning ourselves in the right way to do the things that we need and should be doing and actually have the capability to do. That doesn't mean that we don't set giant goals, enormous and lofty goals. Instead, as we set those up and as we plan on those we take everything into consideration.

Most of the time we set goals very lightly in that we believe (because we've been taught) that we can achieve anything. We go in with the mindset: 'I'll set up a goal. I'll do the steps and boom! I'll make it.'

There are so many things that are at play against us, so many things that can go wrong, and so many things that do go wrong. We'll look at a lot of those during the presentation today.



Brutal Truth

We ALL Fail

Here's the brutal truth about goals and about life in general. We all fail. All of us do. We all set goals that we don't pull through with all the way.

Let me take just a quick little poll here. At the top of your screen you'll see a guy that has his hand up. Click that guy if you've ever set a goal and did not finish it. You did not accomplish it. Alright. Hands are going up like crazy. We've all done that.

We're all in the same boat with this and I think what happens when it comes to setting goals...Most of us feel like we're just going to attain it instead of thinking 'I'd better make sure that I've got everything in play and in place to make sure that I actually attain it.' We are up against a lot that can end up sidetracking us, knocking us out, and really pulling us way off course.

I'm not saying this to be negative at all but to be a realist and say we all fail. When you look at past goal setting and you feel like 'Wow, I didn't accomplish that much...I didn't get to where I wanted to go...I'm a failure.' Understand that you're in good company when it comes to failing. We all do. It's actually part of our process.

Even when we attain a goal we've failed somewhere along the way in the attainment of that goal unless it was something so simple, quick, and easy that we did it in 5 minutes. Anything that has length, anything that's a weeklong, month long, yearlong, or a lifetime long we are going to have moments of failure as we are trying to reach that goal.

It's rare if not impossible to go from Point A to the completion of Point B (whatever it is) and not have some failure along the way because everything just does not go as we plan.



#1 Distraction

#2 Discouragement

#3 Discipline

What are the real reasons for failing? We're going to look at 3 that we all hit and then we're going to hit the #1 reason why most of us fail at our goals. Even with the #1

reason I don't know that we can overcome it completely, but we can get some processes in place to help us move in the direction that is going to put us in the frame of mind and have the attitude that is necessary to reach the end of the goal, especially if they're big and lofty.

Number 1: Distraction

Most of us fail at our goals -and this isn't simply along the way - but we end up quitting our goals simply because we get distracted. We have in our minds something that we really want to do. We're excited about it to begin with, and then the excitement wanes or we see something else that we're interested in, or we simply want to get distracted because it gives us an excuse to not complete.

Let's say that I'm writing an article for my blog and I hear that notification that goes off on Facebook and like Pavlov's dog I hop over there to see if somebody's messaged me or if somebody Liked one of my posts or made a comment. That's a distraction that's completely unnecessary but can lead to momentary failure because I did not stay true to the goal of that particular time or the step at that particular time.

Life itself can be a distraction. Sometimes we just can't help that. Sometimes things go wrong. We've got unexpected and unwanted events that enter our lives that distract us from our goal. Sometimes we never get back to it.

Sometimes our distraction can be super simple seeing that we thought about making it all the way home for that good meal after the gym, but on the way back we realized that we forgot to go to the grocery store. I just so happen to be right by Dunkin' Donuts®. Sure, they've got something in there that's got an egg white on it and sounds healthy, but the truth is, if I just eat one donut or perhaps a half dozen, it won't completely kill me. That's a distraction. Right? It pulled me away from my goal.

When we hit Stone #4 we're going to be concentrating on the distractions to make sure that we know about them ahead of time. Most of the time we don't think about that at all.

Number 2: Discouragement

Secondly is just discouragement. I've had so many things in my life that in my mind I saw how it was going to go and then when I got in the middle of it I realized it was a lot harder than I thought or the result did not end up matching what was in my brain at the beginning. I ended up getting discouraged and feeling like 'Why did I even set this goal? Why did I even pursue this? Why did I even want to do this?'

In 1990 I opened a fitness center- a gym. Now 1990 sounds even weird to say, right? I was 20 years old at the time...right around 18. I was opening a gym with a buddy of mine, and I remember us staying up for 3 days straight to get this gym open, We opened on January 1st. About 4 a.m. (we were to open at 6 a.m.) I went into this darkness thinking 'This is the dumbest thing I've ever done in my life.'

Why did I feel that way? We had a major financial investment. The gym did not look the way we really wanted it to look for the opening day. We didn't know anybody would show up even though it was January 1. We'd not had any sleep for days so emotionally we were not in a positive place. That discouragement of reaching the goal of opening the gym almost capsized us 2 hours out.

We all face that. It's not new when you feel discouraged. It's not happening just to you when you feel like you can't go on. We all feel that way and we've all been there.

Number 3: Discipline

I'm going to do an opposite poll. Usually I say 'Raise your hand if you are not disciplined.' I want you to raise your hand if you are disciplined. You can say 'I'm a disciplined person. I don't really struggle with discipline.'

We have just a handful of hands. It is not many at all. Most of us do struggle with discipline...with staying true and staying focused.

Now those who are blessed with the ability just to stay focused ...it makes it so much easier to reach goals but it doesn't mean that you're immune from discouragement or immune from distraction.

Those of us who get hit by discouragement and distraction and discouragement – often it's because we don't have the discipline to keep going. We're not able to remain focused. We give ourselves out. We give ourselves permission to stop and allow ourselves to not do everything we need to do the way we need to do it. We've got to stay a lot more focused with that.

Discipline is a little bit harder because if it's not your natural inclination you've got to manipulate yourself and you've got to use some tricks to stay disciplined and focused. I'll share some of those with you today as well.



#1 Reason

LACK OF DESPERATION

The number 1 reason why most of us fail at our goals is a lack of desperation. Most of the goals that we set we don't have to have those. We don't have to accomplish that. It's not critical if I lose 20 pounds; it's really not. I'd like it. I want it, but it's not critical to me. It's not a gun-to-the-head type of scenario so there's a lack of desperation here.

When it comes to our goal setting one of the things that we've got to come to grips with is that we quit because nothing happens to us if we do quit.

Sometimes nothing really happens if we actually gain the goal all the way. We are envisioning all of that. We are planning on all of that, but because it doesn't have to happen for our life to continue, often we just give up super easy. We're not desperate.

Those of us who live in America even if we feel like we've been through some financial crisis recently we're not always desperate to do whatever it takes to reach our goal. Here's the truth: I wouldn't mind making some more money, but I'm probably not going to go out and deliver pizzas at night to do that. Why? Because I would like more money but I'm not desperate for more money. Right?

I would like to lose 20 pounds but I'm not desperate to lose 20 pounds. Now every goal that we set can't be a complete act of desperation, right? But we do need to tie into some of the thoughts and the processes and the focuses of desperation if we're really going to attain that goal. Something really needs to be on the line to keep us going; otherwise, we've made some wishes and had some dreams and come up with some neat ideas and some nice ideas.

If it is desperate we've got to make sure that we have that plan that will allow that to happen. I cannot tell you the number of times that I've had somebody say to me: You know what? I've got to make some money. I've got to make money in the next 6 months. I'll say: How much money do you want to make? They will say: I want to make at least \$100,000 in the next 6 months. I'll go: Okay, what's your plan for that? Well, I don't actually have a plan but I know it's possible.

There's got to be more than that in play. There's got to be more than that in place. There's got to be alignment between the desperation and the ability to actually achieve the goal that we set.

Today we're going to look at 5 stones that will help us achieve our goals. Two of these stones (Stone #1 and Stone #3) you're super familiar with. It's part of almost every single goal setting program on the planet. When it comes to Stone #2, #4, and #5, I think these are components you've probably seen before but may not have used completely in a goal setting system and plan.



5 Stones

- #1 Milestone
- #2 Cornerstone
- #3 Stepping Stones
- #4 Tombstones
- #5 Firestones

The 5 stones are:

Number 1 is your milestone.

Number 2 is your cornerstone.

Number 3 are your stepping stones.

Number 4 are tombstones.

Number 5 are firestones.

We'll use all 5 of these to complete our goal setting program so that we will at least raise our chances, increase our chances, of attaining whatever goal we set.



Stone #1 is the milestone and it is the destination. This is where we want to go. Here's where I am and there is where I want to be. Here's where I am weighing 100x pounds. (You thought I'd reveal it. No.) Where do I want to be? Weighing 100x pounds...maybe 100x pounds less...that would be too much, but I want to be at least 20 pounds less. So there is my destination. It's super simple. The milestone is the destination.

Some people will tell you it has to be specific and I think that's fine. It can be broad and I think that that's fine as well. I think the real key is that we're able to envision ourselves reaching the destination and we can see clearly. If it's a weight loss goal we can see clearly what we look like physically when we reach that goal.

Don't become married to that because chances are high that when you get to the end of the road your body is not going to match that identically. We're just trying to envision something.

If you're wanting to make a certain amount of money you need to be able to see that in your bank account. If you're wanting to improve the relationships in your life you need to be able to see yourselves taking steps to improve the relationship. That's one that's tough, right? You can only control yourself. You can't control the other person and whether or not they change in the process.

People will tell you all the time 'If you'll be nice to other people they'll be nice to you.' That's not necessarily true because I don't know how that other person is going to do. My milestone has to be much more dependent upon me.

I might say something like 'I want to run a half marathon.' It could be a milestone. Another could be to lose 10 pounds or (as I've been saying) 20 pounds, or pay off x-amount of debt. These are milestones.

They can be specific like lose 10 pounds or I could simply say that my milestone is that I want to create a healthy lifestyle. You've got to create your own milestone, your own goal setting phrase that helps you envision what you're wanting to accomplish. That will give you a good visual for that and it will give you a good place to go back and review every single day so that you refresh yourself what you're wanting to attain.



Is this temporary or permanent?

Is there a deadline?
(if so, make it immovable)

The question about the milestone is: Is this temporary or permanent? One of the things I've never really enjoyed about traditional goal setting is that there was always a finish line but the truth is, with every goal there is not necessarily a finish line.

I put down that I wanted to run a half marathon. What if I simply want to become a runner and this is now going to be my permanent decision? I said I want to lose 20 pounds. What if I simply want to start a healthy lifestyle and that's permanent not temporary?

It's going to be a little bit of different goal setting process but I've got to have that in my mind ahead of time so that I can plan accordingly.

My milestone could be certain components of this healthy lifestyle. It could be that in the first month for the first time in my life I eat a vegetable. That could be my actual first step here, but it will allow me to reach my goal and start moving forward.

Is there a deadline? If so, especially if it's temporary it's going to be a deadline, make it immovable. If you're going to write down a deadline for your milestone make it immovable but don't be general in your deadline. I don't mind you being general in your milestone but don't be general in your deadline.

A few years ago I actually ran in a half marathon. I think it was about a half year ago now. It was an immovable deadline. I wasn't really in the best condition when I went to run it but I couldn't call up the race promoters and say: Hey, guys. Wanted to let you know that training didn't go as well as I'd planned and going to need to move the date. Let's push that back a couple of months. There was no way. Why? Because it was their deadline and it was immovable.

As you select your milestone if there is a deadline involved make it immovable and there should be no options unless something enters your life that is so tragic that it forces the move; otherwise, if we get in the habit of moving our deadlines then (1) they're not a deadline at all and (2) it gives us a constant excuse to do what we want when we want.

With your milestone determine if it's temporary or determine if it's permanent. If there is going to be a temporary goal make sure you're going to set that immovable deadline.



What's the stone level of difficulty?



What is the stone level of difficulty? I think this is an area that we tend not to think about very much. Just as I've nonchalantly said: I want to lose 20 pounds. Let's say that I want to do that in 2 months. Now given my background and my experience and heritage in fitness I could do that but it would be tough. If I were to do it over 6 months it would be easy.

Let's say that 1 stone is easy, 5 stones is hard if not almost impossible. It's a real struggle. So 2 months would be 4 stones for me and 6 months would be 1 stone for me. There would basically be nothing to it but the truth is that for me to stay focused for 6 months is a lot harder than me staying focused for 2 months and that's probably true for most of us. Consider the length of time as well.



Here are some things to consider when you're looking at the stones. When you use the handout that I gave you (It's also on the Members page.) and select your milestone I want you to actually rate it according to the stones of difficulty that you believe it will be.

Involved in this is your knowledge, your skill, length of time it's going to take to accomplish, your experience or background, and the effort required.

I can use myself as an example for the 20 pounds. Knowledge-wise I've already got that. I'm not going to have to go out and look at that. Skill-wise I've already got the skill set. I know how to exercise. I know how to run. I know what my body reacts to. Length of time: Two months is going to be about 3-4 stones of me being able to actually

concentrate. Six months would be close to 5 stones because in my mind I would be thinking: You know what? I could do this in 2 months so I could probably play for 4 months and then really crank it up the last 2.

We've got to know these mental battles that will come up against us. Experience... Again, I can say: Alright. I've got the experience. I used to be involved in body power-lifting. I know how my body reacts. Effort required... Given my metabolism at this age of life my efforts probably going to be about a level 3; whereas, 15 years ago it was going to be 1 stone and that was it. That's with the fitness area.

If I decided to learn something brand new...let's say my goal is to learn a new language. My knowledge is nonexistent and 5 stones. My skill at learning a new language...I did take like one semester of Spanish in high school and that was it. My skill level is also almost nonexistent so there are 4 ½ stones there. The length of time that it's going to take me because I don't think that I'm a natural linguist...I know that's hard to believe given my incredible ability to master the English language and speak it with perfect diction...but I would say length of time is probably 4 stones on that even though I think that I understand concepts really well. I've got a good memory but I think it would take me awhile.

Experience....when it comes to learning a language is almost nonexistent so probably 5 stones there. Effort required...probably 5 stones as well. If I'm using a software this is going to be one of the hardest goals that I personally can set given my background.



With each one of your milestones think about where you are and then judge it 1-5 stones on knowledge, skill, length of time, experience, and effort required. Then give it an overall number. Running a half marathon for me is probably going to be close to 3

stones. A big part of that battle actually is me getting out the door everyday to actually do the training, but I'll give you some secrets behind that in just a few minutes.

Your milestone over is your destination. We usually just call this our goal but I think you can see that using a measurement system, which most of us don't...Most of us say 'Hey, I'm going to learn a language.' But we don't think about the level of difficulty. 'Hey, I'm going to run a marathon.' What's the level of difficulty? 'Hey, I want to lose weight.' What's the level of difficulty? 'Hey, I want to get a degree.' What's the level of difficulty? 'Hey, I want to make \$100,000.' What's the level of difficulty? 'I want to pay off \$10,000 worth of debt.' What's the level of difficulty?

We've got to ask those questions so that it will prepare our mind for the effort that's going to be required if we're actually going to reach this goal.



A Statement of Pain and/or Pleasure
that Anchors Your to the Essential
Reason for the Milestone. The More
Desperate the Better.

Your cornerstone is the anchored essential. Often we'll call this our 'why'. I've seen this a lot online since the beginning of the year...people saying 'You've got to know your why. You've got to know the reason behind this. Why do you want obtain this goal? Why did you set this milestone?

To me it is a statement of pain and/or pleasure that anchors you to the essential reason for the milestone... the more desperate the better. This is going to be a statement that you'll actually write out for each milestone. This is your actual reason for wanting this or having to attain this.



WHY Does this Milestone HAVE to Happen?

Let's look at a principle here. Why does this milestone have to happen? That's the real question. Why does this milestone have to happen? There are a lot of people who will tell you that everything has to be positive. Everything kind of has to be pie-in-the-sky. Everything has to be this positive energy for you to go out and attain a goal.

I don't necessarily believe that because I think that most of us have spent more of our life trying to avoid the negative than actually capture the positive. We're a lot more afraid of negative scenarios and negative things happening in our life than simply pursuing positive things and bringing happiness and positivity into our life. Almost all of us are wired that way simply by nature.

Why does this milestone have to happen? Again, every milestone can't be this way but what if we set our goals on things that we've felt like if we didn't do this then we didn't fulfill our purpose or we felt incomplete?

I mention this topic a lot when I'm doing public speaking or training. People will say: I don't know what to talk about. I'm like: Well, if you don't know what to talk about I'm not sure you really want to be a speaker. But if you're wanting to speak - what is that message that you feel like an audience must hear...for 2 reasons. (1) You will feel incomplete if the audience does not hear the message. (2) You KNOW the audience IS incomplete if they don't hear the message.

Part of it is internal and part is external, right? For us and our goals most of the time it's going to be internal and maybe a little bit of a mix of external.

If I were to talk about weight loss the truth is if I would do this: Why does this have to happen? I'm going to feel better. Obviously, I'll be healthier. I won't be as embarrassed. I won't be so sick when I look in the mirror. My scale won't yell at me every time that I get on it. I can shop in the boys' and the men's departments because of my height. Because of my weight right now I basically have to just shop in the men's department....things along those lines. Why does this milestone have to happen?



I have plenty of health issues. Can't breathe at night without a machine. I literally wake up at night afraid I am dying. My weight is embarrassing.

Here's a negative statement: (This usually isn't true about me but I thought I'd write something that I felt like would be a pretty negative or desperate situation.) I have plenty of health issues...can't breathe at night without a machine. I literally wake up at night afraid I'm dying. My weight is embarrassing.

You know, if I had that statement to look at every day that if I said I had to lose x-amount of pounds and I literally woke up at night afraid I was dying that's a solid cornerstone because I feel like it's essential. I feel like I've actually got to go and do this because my life is literally on the line. So what's on the line for us if we don't attain this goal?

This could be stoned. It could be a level 1 to a level 5. If I decide that I want to learn Spanish because I go to Mexico a couple of times a year to an orphanage and I'd really love to be able to communicate with the children there...I would love it...but if I don't do it what happens? I just use somebody there who speaks English and Spanish. It's really

not a risk to me to go down. There are plenty of people on the island I go to that speak bilingually. It's not a big challenge right? It's not really heavy enough for me.

That's just a 1 or 2 stone cornerstone; whereas, if my sponsor child spoke no English and there was no one there and the only way I could actually communicate with Jose, the only way, was for me to learn Spanish...now I'm at a level 4 or 5 cornerstone because I'm not going to be able to sleep. It's going to bother me that I'm not attaining that goal.

With our cornerstone...how essential is it?



I am a machine. For the past 5 years
I have said I wanted to run a half
and never have. This is a promise I
am making to myself and using
Facebook to keep me accountable.

This one is lighter and more positive. If I was to say: I am a machine. For the past 5 years I've said I wanted to run a half marathon and never have. This is a promise I'm making to myself and using Facebook to keep me accountable. It's a light statement but if I were to look at that every day or even if I were to say it every day on Facebook and post my accomplishment for that day or my miles for that day, I guarantee you that if I messed a day somebody would come up and say something to me about it, right?

This is more of a positive cornerstone but it's an anchored essential. It's a statement of a reason why you must attain this goal. Most of us set our milestones simply because they're something that we want to do but not something that we have to do. A have-to is a total level 5 stone and a want-to may just be 1 stone and it's not essential. That makes it pretty easy to quit as well.

Remember, the #1 reason we quit is we're not desperate so our cornerstone needs to have a little bit of desperation in it.

STEPPING STONES

The Plan



Detailed Daily

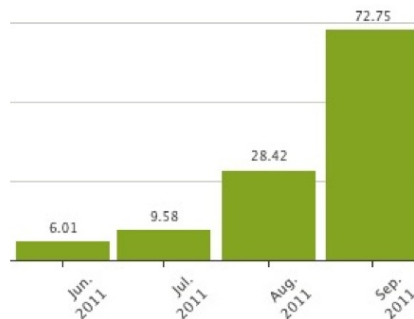
Then our stepping stones...This is something else that most of us do. We actually come up with a plan or a strategy to accomplish our goal. That is pretty much essential. It's just not going to happen. Most of us need to sit down and actually plan out our steps. It needs to be detailed and it does need to be daily.

Sometimes I go back and forth with this because we can get in the planning mode so much and detail it so much that if we don't do every single little thing that we planned that we can get discouraged and we can feel like ...Well, when I'm a total failure I didn't do everything that I wanted to do.

I think the more detailed we are the easier it's going to be for us. When I say that I'm going to eat healthy and that's it...I'll do okay that day. But the days that I really rock it are when I say that I'm going to get up and I'm going to go workout and come back and take a protein drink at 7 a.m. and at 9 a.m. I'm going to eat 3 eggs, 2 egg whites and 1 egg yolk included. At noon I'm going to have 2 chicken breasts and some broccoli, and at 3 I'm going to take another protein drink. At 6 I'm going to have 6 ounces of salmon and a half cup of rice.

If I'll write that down and be that detailed about it chances are pretty high I will accomplish that. If I think in my mind: I need protein and light carbohydrates...once I get to the kitchen and look in the pantry and see all those other available options there that are not as healthy, weakness can overcome me in a heartbeat.

Actually having that plan makes a big big difference. The more detailed the plan the better and the more daily the plan the better.



This is when I train for my half marathon. I hate to be so doggone impressive, but in June, 2011, I ran...(Yes, 2011. This is some old documentation.) I ran 6 miles for the month cumulative and that was not at one time. July went nuts...went crazy...9.5 miles. August was when the thought occurred that I was going to run a half marathon. Buddy of mine called and said: Hey, let's run this half marathon. (It was going to be in October on October 4th. I'm showing you all of my running just about for my entire life right here.)

In August I did 28 miles. In September I did 72.75 miles. These are true stepping stones there. We were 6 weeks out when we had decided to do this half marathon so I'm in a panic, right? I had just done 6 miles in June and not even 10 miles in July cumulative. I knew that I was going to need a plan or there could be death involved. You see, desperation was involved in this half marathon.



STEPPING STONES

Hal Higdon's
Half Marathon Training Program

Half Marathon Training: Intermediate							
Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	Stretch & Strengthen	3 m run	5 x 400 5-K pace	3 m run + strength	Rest	3 m run	5 m run
2	Stretch & Strengthen	3 m run	30 min tempo run	3 m run + strength	Rest	3 m pace	6 m run
3	Stretch & Strengthen	3.5 m run	6 x 400 5-K pace	3 m run + strength	Rest or easy run	Rest	5-K Race
4	Stretch & Strengthen	3.5 m run	35 min tempo run	3 m run + strength	Rest	3 m run	7 m run
5	Stretch & Strengthen	4 m run	7 x 400 5-K pace	3 m run + strength	Rest	3 m pace	8 m run
6	Stretch & Strengthen	4 m run	40 min tempo run	3 m run + strength	Rest or easy run	Rest	10-K Race
7	Stretch & Strengthen	4.5 m run	8 x 400 5-K pace	3 m run + strength	Rest	4 m pace	9 m run
8	Stretch & Strengthen	4.5 m run	40 min tempo run	3 m run + strength	Rest	5 m pace	10 m run
9	Stretch & Strengthen	5 m run	9 x 400 5-K pace	3 m run + strength	Rest or easy run	Rest	15-K Race
10	Stretch & Strengthen	5 m run	45 min tempo run	3 m run + strength	Rest	5 m pace	11 m run
11	Stretch & Strengthen	5 m run	10 x 400 5-K pace	3 m run + strength	Rest	3 m pace	12 m run
12	Stretch & Strengthen	4 m run	30 min tempo run	3 m run	Rest	Rest	Half Marathon

If I had had 6 months to train that was one thing but 6 weeks to train? Somebody could've died. So I went online and looked up half marathon training program and this program is still sticking up on my wall. I've got it taped to my wall right here by my monitor to remind me that one day I'll go back out.

I did not go into research mode because I didn't have time. I didn't go out and buy 10 books like I usually do. I typed in half marathon training and this is what came up. This is what I printed out. I never looked at another plan. I did not get distracted because my time was limited. Six weeks – a shorter time frame- limited distraction.

I did get discouraged on some days especially when we got down to Week 8 and I only had 6 weeks left. I started later. I didn't start until almost halfway through. In that 10-mile run on that Saturday...it was super discouraging. I thought I might pass out. They call them the Balloon Ladies in our area. They are the people all the way in the back that hold balloons. If you're behind them...the only thing behind the balloon ladies is the ambulance. I pictured myself getting run over by the Balloon Ladies on the 10-mile day

because I thought I was going to die. There was no way I was going to be able to do this but I followed this plan and that was it.

I didn't follow 15 different plans. I didn't get distracted by research. I didn't go out and get the next bright shiny object. I did one plan and that was it. Was it the best plan? No clue. Some of you that are runners are looking at that and say: Boy, that wasn't a wise plan at all ...but I didn't know any different or any better.

It worked for me because I followed the plan instead of just going out there and just kind of jogging around the block hoping I got in good enough good shape.



You Need a Proven Plan

1. Covers where you are **now** and goes to where you want to **be**.
2. Accountability factor

So you need A proven plan. You don't even need THE proven plan. You simply need A proven plan that covers where you are now and goes to where you want to be.

If you're following an individual make sure that they've been where you are now and are or are even beyond where you want to be.

I've got a good friend at church that is thin...perpetually thin. He can eat anything he wants anytime he wants. If he had a weight loss program I should not buy from him because he doesn't really know what works. He's never been challenged by fat. I don't need to follow him.

I need to follow somebody who's been challenged...somebody who has been in the same condition I am in now (or worse) and is in the condition that I want to get in or better. I can learn from that person.

Now if it's something that's more mechanical...say I want to put up a blog. You've got a goal that is to start blogging. You can go on Google or you can go to WordPress.TV and find every tutorial in the book on getting your blog setup and getting it installed and making your first post, etc. It's all out there.

In that case if it's all mechanical you don't have to follow a person necessarily. You just need tutorials. The key is start in tutorials where you are now and finish where you want to be.

Secondly, it's really good if you have an accountability factor. Everybody is not wired this way and not everybody needs straight accountability, but for most of us we need someone to report to or we need a checklist or a punishment if we don't make the goal. We need something that's in play that allows us to stay on track. In general it can be a person. Facebook is actually excellent if you're telling people to keep you accountable. They will. They love to come and harass you so don't be afraid at all of posting something out there thinking they won't keep you accountable. Yes, they will. In fact, the more you brag about what you're going to accomplish the harder they will be on you if you don't do it.

When I was running this half marathon I announced it on Facebook. I had a lot of people right out of the gate: Like that. Good luck. It was all positive. I knew then I had to do it.

A couple of those people were actually on the race course that day. They weren't running but they were at the very top of the worst hill of the 13 miles. I remember going up that hill and I thought: When I get to the top of this hill I'm going to throw up. I can't wait to get to the top. I was literally excited about throwing up. When I got to the top I heard Teresa yell out: You can make it! You can make it! I thought: Hmmm. Not going to be able to throw up. Had to keep going. That was a little bit of accountability right there.

Whatever we're wanting to do if we do announce that and have that accountability factor it does help. Whether or not you need that you need a proven plan that covers where you are now and goes to where you want to be.

TOMBSTONES

Death Traps - Kill or Be Killed

We Plan in Perfection!!

Next are our tombstones. These are death traps. We either need to kill or we're going to be killed. That's super important for us to remember. Think about this half marathon or this weight loss I want to accomplish. I tend to plan in perfection.

Let's go back to my little training program here. I looked at this initially and thought: Hmm. Okay, 3 miles. 5 miles. Alright, I can do that. 6 miles. I think I can make 6. Ummm, 7 miles is going to be tough but if I will do Weeks 1 and 2 I think I can jump to Week 4. If I do Week 4 pretty good I think I can jump to Week 7.

In my mind all this seemed highly possible and highly plausible. We tend to plan in perfection. We don't tend to see the roadblocks. We don't tend to imagine the things that can derail us. We don't tend to think about discouragements. We don't tend to think about distractions. We don't tend to think about a lack of discipline...maybe a little bit but in our mind we think we can just push through.

Think about the number of times you've said: I'm just going to push through...and the next thing you knew you were holding a Twinkie®. What will kill me? In my half marathon...weather, rain, cold, anything that was discomfort. My mom raised us...A few weeks ago she said something I thought was pretty funny. She said: Our whole family has always been focused on avoiding any possible suffering. If this suffering was avoidable we avoided it. We were not the type people who went: This is going to be tough so let's just go do it.



What will kill me?

Weather - rain, cold
Donuts and bacon and candy
Not running as fast as I want
Body hurting
Boredom!!!!!!!!!!!!
Nobody caring

**How do I bury
each of those?**

We're the type that says: Hey, if it's raining and it's cold I don't need to train. I could get sick.

Donuts, bacon, and candy are all assassins. Not running as fast as I want...If you've got some experience in your background and you use that as some of your markers and you don't reach that level it can be super discouraging.

If I remember when I was doing 7-minute miles and now I'm doing 13-minute miles guess what? I'm discouraged. It could kill me and make me want to give up.

My body hurting...My body does not recover as quickly as it used to. It cannot do as much as it used to. It does not like doing things. It does not like running. It doesn't always like lifting. So that could be an excuse. Oh, my knees are sore today. My hip's sore today.

Boredom...Honestly I don't like to run. I don't like it so it's boring to me. People will say: Well, why don't you listen to music or do x,y,z while you run? No matter what, it's really boring unless I'm running with another human being.

This will also kill me. Nobody really cares if I didn't make that goal of running a half marathon. There would have been a couple of people who would've teased me, but by

and large nobody's life outside of mine would've changed and they wouldn't have really care. That can really be an out for me.

Here are some tombstones that I know need to be set up. I need to know that I've got to bury each of these. I've got to bury the weather. Somehow I've got to come up against the weather and say that's never going to bother me again. Somehow I've got to say I've got to ride by Krispy Kreme® or Dunkin' Donuts® or I can get near a bacon factory or a candy and I'm going to make it. What am I going to set up that is going to allow me to stay alive?

Each one of these things we need to list. When you set your milestone, you make your cornerstone, and you get your stepping stones you've still got to write down your tombstones. These are things that can really kill you.

If you're trying to go after a goal that you've tried to pursue before then you're going to have a list of these already. All you've got to do is write down what killed you before.

If it's new it's going to be a little bit tougher so just go on Google and type in the name of your goal and why people don't reach it or why I quit. You'll come up with some reasons that maybe you're not thinking about.

We tend to plan in perfection and we tend to think that we're not going to come up against something and it's all going to be smooth from start to finish. Now deep down we know that's not true. Deep down we know that that's crazy talk but we don't tend to plan or think that way ahead of time. It's essential that we have the tombstones so that ahead of time we can know what we're going to face and we can move forward through it.



A Quote, Image, Song or Symbol that Refocuses and Reenergizes

Then our firestones - this is the 5th stone. This is just passion or purpose. To me it's a quote and image or song or symbol that refocuses and re-energizes...anything that we can put in front of inside of us that is a quick trigger of re-alignment...something we can look at or hear or maybe even smell or taste so that we quickly get back on track. We're going to need these for each and every milestone. They can be totally different.

Some of these may overlap but could be different. For me I might have this...Dead last

**DEAD LAST FINISH
IS GREATER THAN
DID NOT FINISH,
WHICH TRUMPS
DID NOT START.**

finish is greater than did not finish which trumps did not start. When I'm thinking about that in my half marathon I know I'm not competing with anybody in the half marathon. I was not worried a bit about where I finished. I was only worried that I finished.

I would use a different firestone if I was actually in the competition but I guarantee the day that I showed up to run nobody was concerned. Nobody looked over at this little boy and went: Hmm. We've got to run a little bit faster today. They probably looked over and

went: Hope he makes it. So dead last finish is greater than did not finish which trumps did not start.



No matter how slow you go you're still lapping everybody on the couch. That kind of makes me happy to think about that. Just even reading that made me feel like...You know when I'm out running and I know that other folks are sitting on the couch eating their chips I feel pretty good. That can get me moving. So just reading that...if I don't want to run, if I'm sitting inside and thinking about doing nothing I can read that and it gives me realignment, right?



I don't just diet. I just eat according to my goals. I remember Zig Ziglar in one of his recordings said when he was trying to lose weight that he would ask the question: Would a lean boy eat that? That's a great quote. It's a great firestone. Before every morsel goes in my mouth if I was to say: Would a

lean boy eat that? ...it's a great question. It's a great realignment statement that helps me accomplish it.

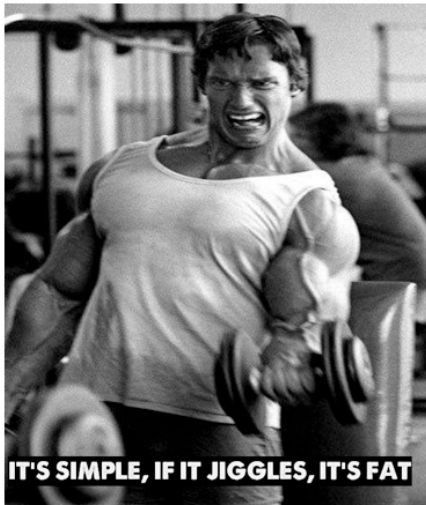


The more closely you can anchor the firestone in the senses the more effective it will be. So often it's not enough just to have a nice quote, but we need to link that quote with something. If I am using 'Would a lean boy eat this?' then I can associate that with my grilled chicken and my broccoli. If I'm excited about eating that in that moment it's a

great time to link it. It's not a good time to anchor it if I'm not excited about plain grilled chicken and broccoli. I may have to say the statement but it may not be the best time to anchor that statement.

Any of us who listen to a lot of music can hear a song and we're immediately transported somewhere. I still remember songs from my teen years when I was working in a fitness center here in Montgomery. Every time I hear those songs I remember where I was in the fitness center and who I was hanging out with. It's the way we're wired, right? We need to use that as a catalyst to continue achievement with our goals...that we have that song or that statement or that quote or symbol that realigns us.

Notice I used a symbol for every stone so that when you see that on the worksheet it will help you align with the concepts of what you heard today.



Here's Arnold Schwarzenegger. Regardless of what you think about Arnie nowadays, I grew up with Arnold. He's older than I am. He was in his heyday in the mid-70's. I started working out in the late 70's...1970's...that's right.

I remember the first time I ever saw anything to do with bodybuilding. I was in a Pak-A-Sak as we call them here in Alabama, in Central Alabama which if you don't know where that is...it's located right outside of Santuck

where I lived at the time. I remember going in the Pak-A-Sak just to get me an RC Cola® and a moon pie. I looked up on the magazine shelf and I saw this giant bicep. I was like: What in the world is that? I pulled the magazine out and it was Arnold Schwarzenegger's bicep.

Think about what I just said. You want to talk about a firestone. I can tell you the exact moment when I saw a physically transformed individual for the very first time. Went home and told Mom I wanted a weight set for Christmas. So Arnold is a firestone for me. When I'm working out and in the gym a lot then it's easy for me to use any of his

sayings or any sort of motivational statement from him because it links me to the time when I was the most healthy.

Here it says: It's simple. If it jiggles it's fat. I tell you right now I've got lots of jiggling. When I think about that and getting in shape it's easy for Arnold to be that firestone. We all need that. We all need firestones to keep us focused and on fire. It's not a weakness. It's the way that our mind works and it's the things that keep us motivated.

These can be things that we memorize or it can be things that we simply trigger.

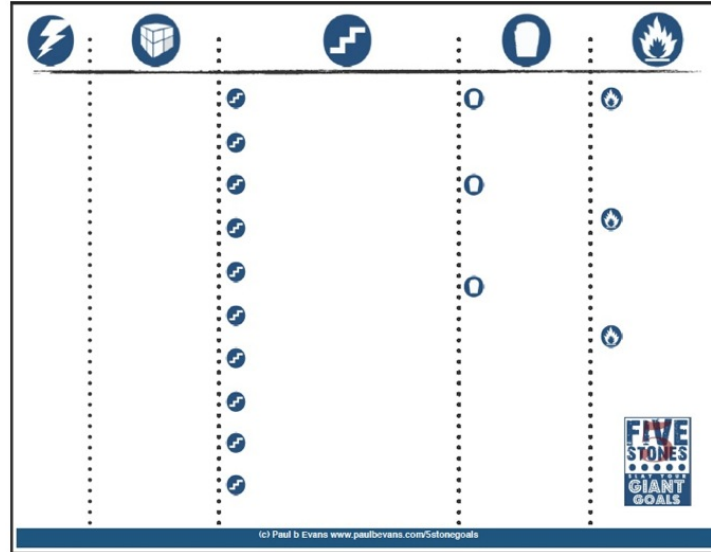
I keep motivational statements on my phone and when I feel like I'm not motivated I'll scroll through those and read those and they reactivate me because the time in which I saved those images was not when I was down. I saved those images when I was hyper and up and productive. I anchored those images in the moment in which I was the most on fire.

So when you're running your best anchor that song. When you're working out your hardest anchor that quote. When you're the most productive on your blog anchor that favorite author's saying that you love so much.

One of the one's I love so much from Brian Tracy is that 'Successful people are concerned with pleasing results. Unsuccessful people are concerned with pleasing methods. I remember that on days when it's hard and on days when I really don't want to do too much and I'm unmotivated and think: I think I'm just going to float today. There's the unsuccessful person that wants all this to be easy. They don't just want the result. They want getting to the result to be easy; whereas, successful people don't care how hard it is to get that positive result. They're willing to do it.

So you've got to have a list of your firestones. Fortunately, living in the age of Pinterest they are easier to find than ever before. Look through the playlist that you have on your phone. Pick out a couple of songs that you want to listen to when you're at that peak moment in chasing and pursuing that goal. Anchor it. Anchor the song. Anchor the quote or the symbol so that when you're not on fire or you're not focused you can hit it and go after it.

5 Stones : Slay Your Giant Goals!







This is the download that you guys will have inside the Members area. The left side is the Milestone..then your Cornerstone...then your Stepping Stones...your Tombstones, and then your Firestones.

Obviously, everything will not fit on that sheet but I think you do need to use it to write things out. I believe that there's a great correlation between physical and mental when we actually write things out.

You may keep all of your images on your phone or all your songs on your phone, but still write those down in the firestone areas.

Every day you want to review your milestones. You want to remind yourself of your cornerstones. You want more resolve in your stepping stones. You want to revile and revise your tombstones. Even when you hit that moment of failure there may be something that you didn't know you were going to come up against, you didn't plan for it, you didn't even know it was going to be there. You didn't know it existed. Suddenly you're up against it. Add it to your tombstone list. Don't simply say: Wooo, that was hard. I'm going to quit. Say: Hmmm. Got to bury this. Got to kill this. Write it down.

DAILY

-  Review Milestones
-  Remind Cornerstones
-  Resolve Stepping Stones
-  Revile & Revise Tombstones
-  Reinforce Firestones

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Then reinforce firestones every single day. Flip through your firestones, listen to your music, even if you don't need it in that moment. It's good to continue anchoring it. It's good to keep reminding yourself of it. Every day review milestones. Remind your cornerstones. Resolve your stepping stones. Revile and revise your tombstones. Reinforce your firestones.



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