

Soul (<https://blog.mindvalley.com/category/soul/>) · December 17, 2024

Matthew McConaughey's advice for creating your best 2025

Written by

Vishen (<https://blog.mindvalley.com/author/vishen/>)

Hi there,

This is more than just a newsletter. I'm going to share the exact approach that transforms lives—including *Matt's*, and my own—and give you a personal **AI tool** I created to guide you in crafting and refining your **2025 goals**. (Stick with me, keep reading, and I promise this will be worth it.)

[Cookie Settings](#)

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information. For more info, visit our [Privacy Policy](https://www.mindvalley.com/privacy-policy) (<https://www.mindvalley.com/privacy-policy>)

We're about to enter 2025. And if there's one thing I've learned after years of experimenting with goal-setting, it's this: the year ahead doesn't happen to you—it happens through you.

Mindvalley Blog

Subscribe



That's why it's so important to go into this year intentionally. I don't mean scribbling down New Year's resolutions that vanish by February. I've never been a fan of those.

I'm talking about stepping into 2025 with clear desires, intentions, and a **vision** for who you want to become.

This isn't just about what you'll do, achieve, or acquire. It's about setting an energetic tone for the entire year—clarifying the habits, beliefs, and sense of self you're committed to.

Let me share something wild to inspire you. It's a story from a conversation I had with **Matthew McConaughey** when he came on the **Mindvalley Podcast**.

The dorm room dream that changed everything

Picture this: It's 1992. *Matthew McConaughey* isn't the Oscar-winning star we know today. He's a college kid, sleeping on the top bunk of a dorm bed, probably trying to figure out life like the rest of us at that age.

But one night, he does something that changes his life forever.

He grabs a piece of paper and writes down 10 goals he wants to accomplish.

That's it. No special system, no apps, no SMART goals. Just a list of things he deeply wanted in his soul. Most of the goals are simple.

- Become a father.
- Take more risks.
- Just keep living.

But one goal stands out.

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. **Win an Academy Award For Best Actor** For more info, visit our **Privacy Policy** (<https://www.mindvalley.com/privacy-policy>)

Now, if you look at that list (yes, he shared it in his book *Greenlights*), it's... unconventional.
(/)

Mindvalley Blog

Subscribe



It doesn't follow the rules of goal-setting you might've heard before.

- It's not "**realistic**." After all, only one person gets an Academy Award for best actor every year.
- It's not **measurable**.
- It's **not time-bound**. No deadline.

By every traditional standard, that list would've been written off as wishful thinking.

But 20 years later, *Matthew* was on stage at the Academy Awards, holding that golden statue.

What the heck happened?

How did something so bold, so "unrealistic," become reality?

And here's the kicker: Not only did *Matthew* win that Oscar, but every single goal on that list eventually came true.

PS – you can watch the 5-minute snippet from my interview with *Matthew McConaughey*, where he talks about these ideas here on my **@vishen Instagram** (<https://www.instagram.com/vishen/>).

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information, For more info, visit our **Privacy Policy** (<https://www.mindvalley.com/privacy-policy/>)

_t=7990193d60ff4babbc6b3c28c9e3bcaa&_m
 =704fd3ebcf3f41bfab3a81d42e8f6340&_e=7Rf
 QeXI_-hhs0xzmr-
 8HFy_rWLnPUhzapgZYbcWb_wvk_Y9pQ443RpO
 qMoSDXWnQxpR3gPoaz7MuFWyWsAJiE-
 sZ2AHuwvoXiTIfB81G1rWAKfcQ-
 teBJ0jzFBWx3sEeqL8syWp8CdvCHwcfwxWQba
 RNIJZXDmNjBN3ju_N-GrFzy9oxm76cjYQcuGYfq
 wiwPlqUGjGrILp5IYZBB_zrUfs6P4DJLrn6ymU6
 ZIALxw%3D)

Manifesting is real—Here's why it works

What *Matthew* did here wasn't just a fluke or luck.

When he shared his story, I realized he had tapped into something deeper—something I believe in with every fiber of my being: **Manifestation is real.**

Your reality is created by the dominant thoughts in your mind.

It's not a coincidence that the Cambridge Dictionary chose **"manifest"** as the word of the year for 2024. More and more people are realizing that when you focus powerfully on a vision—especially one that's tied to an emotional, heartfelt desire—you shift the odds of it becoming real.

Matthew summed it up with a phrase I'll never forget:



The target attracts the arrow

Take a moment to reflect on that.

Your vision—the "target"—isn't passive. It pulls the arrow of your life toward it. It guides you. It whispers in your ear, nudges you toward the right people, the right ideas, the right opportunities.

The target attracts the arrow.

What Larry Page and Google taught me about bold goals

But there's another layer to what *Matthew* did—and it has to do with the nature of the goals he set.

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information. For more info, visit our [Privacy Policy](#).

Let me take you back to my time at the University of Michigan. *Larry Page*, the co-founder of Google, and I both attended a leadership program called "Leader Shape" while we were there.

Years later, *Larry* spoke about something called the 50-50 Rule.

It's simple:

50% of your goals should have a 50% chance of failure.

Why? Because when you stretch yourself to aim for audacious, **“impossible”** goals, even if you don't hit them, you end up achieving more than you would have with smaller, safer goals.

This wasn't just a theory for Larry—it became a core practice at Google.

How the 50-50 rule transformed Google

Take Google's early days with YouTube as an example.

When Google acquired YouTube, it wasn't yet the global video giant we know today. Larry Page set an audacious goal:

“Let's hit 1 billion views in a single day.”

At the time, this seemed absurd. YouTube was still a niche platform, and 1 billion daily views was a staggering number.

They didn't hit the goal right away. But aiming for it forced their teams to think bigger. They had to innovate at a pace that no one else in the industry could match.

And guess what? Today, YouTube gets over **5 billion HOURS** of video per day.

Another example? Google's moonshot projects, like **self-driving cars** or **internet balloons** to bring connectivity to rural areas.

These aren't **“safe”** goals. They're bold, they're risky, and they come with a high chance of failure.

But here's the magic: When failure is acceptable, thinking small isn't.

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. This philosophy didn't just push Google to achieve extraordinary things—it also created a culture where employees were free to dream big without fear.

[Policy \(https://www.mindvalley.com/privacy-policy\)](https://www.mindvalley.com/privacy-policy)

If you're hitting every single goal you set, you're not thinking big enough.

This same principle can be applied to your **PERSONAL goals**.

Mindvalley Blog

Now, look at *Matthew's* list.

Subscribe



He had a mix of “easier” goals and incredibly bold ones. Winning an Academy Award? That’s a 50-50 goal if I’ve ever seen one.

Here’s the thing: Even if *Matthew* hadn’t won that Oscar, his life wouldn’t have been a failure. Because the process of striving for that level of excellence elevated every other area of his life.

What are your 50-50 goals for 2025?

This brings me to YOU.

As you think about your goals for 2025, I want you to challenge yourself.

- Add a couple of goals that feel impossible.
- Be okay with failure. It’s not the opposite of success—it’s often the path to it.

And here’s the final piece:

Alongside your bold, 50-50 goals, include what I call **“self-fulfilling goals.”** I describe this idea in my book **“*The Code of the Extraordinary Mind.*”**

These are simple, meaningful goals that you can achieve no matter what.

For example:

- I will truly love myself.
- I will learn and grow every day.
- I will experience the beauty of the world daily.

Think about it: Even if you lost everything tomorrow, you could still accomplish these goals. Imagine someone homeless in New York. Even in those dire circumstances, this person could walk through a park and admire the trees. They could pick up a book from the New York public library for free and learn something new. If truly in touch with themselves, they could experience self-love through compassion practices.

These goals are designed to be easy.

These goals remind you that you’re winning, even when life feels hard. And this is a good feeling to have to fuel you to pursue bigger goals. For *Matthew*, these were things like “Chase my best self” and “Look back and enjoy the view”.

Your 2025 blueprint

We use cookies to enhance your browsing experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information. For more info, visit our [Privacy Policy](https://www.mindvalley.com/privacy-policy/) (<https://www.mindvalley.com/privacy-policy/>)

1. Write down 10 goals

- Make 2-3 of them bold (50% chance of failure).

- Add a few self-fulfilling goals that keep you grounded.
- Include the usual goals that feel achievable but still meaningful.

Mindvalley Blog

Subscribe



2. Write this phrase at the bottom of your list:

– “The target attracts the arrow.”

3. Place your list somewhere you'll see it daily

Let 2025 be the year you dream big, fail boldly, and win anyway.

Now the surprise. To help you really craft your 2025 Goals I've created a **simple AI tool** for you to use powered by OpenAI. Simply type in your goals in this AI and it will analyze your 2025 goals and help you improve and refine them.

Here's the AI link

(https://links2.mindvalley.com/u/click?_t=7990193d60ff4babbc6b3c28c9e3bcaa&_m=704fd3ebcf3f41bfab3a81d42e8f6340&_e=7RfQeXI_-hhs0xzm-8HF08yu4Nj5K7Dc5smZFFDvx3wisSWjdZxnCcDkHqIQtnvy2ZUfxZNWXkYEKpnEzQY2Fy-s-kxLB0xyGM6Lyam_RsdPMgAbPluQDAs9j_4sJbFHs0e0wboZj_B9b60J9bx4DoOJTAKET01mevZ5nvTnsCkTEDnmXRR0TNbkzgeqmAoLGkGbUTY6MU5HNhkWWMUHxC5f3hx-bYJP9-rVTEH5rzUw_3U5kt3n00syNDayqWfBu10FvSUavIDUwTau00g7qJOx0bm5i-ASc1MD5rQu8%3D)

If you want a glimpse of how this works paste this set of random goals as input and you can **see the AI magic at work:**

1. Find my soulmate
2. Read a book a week
3. Get to 13% bodyfat
4. Bond better with my brother
5. Go on two family vacations
6. Save 10% of my income and place it in index funds
7. Write the first 50 pages of my new book
8. 7 Day road trip across Indonesia.

The final word

Matthew McConaughey's story isn't just inspiring—it's proof that when you align your vision with your actions, the universe moves with you.

So, grab a piece of paper. Give yourself the space to dream.

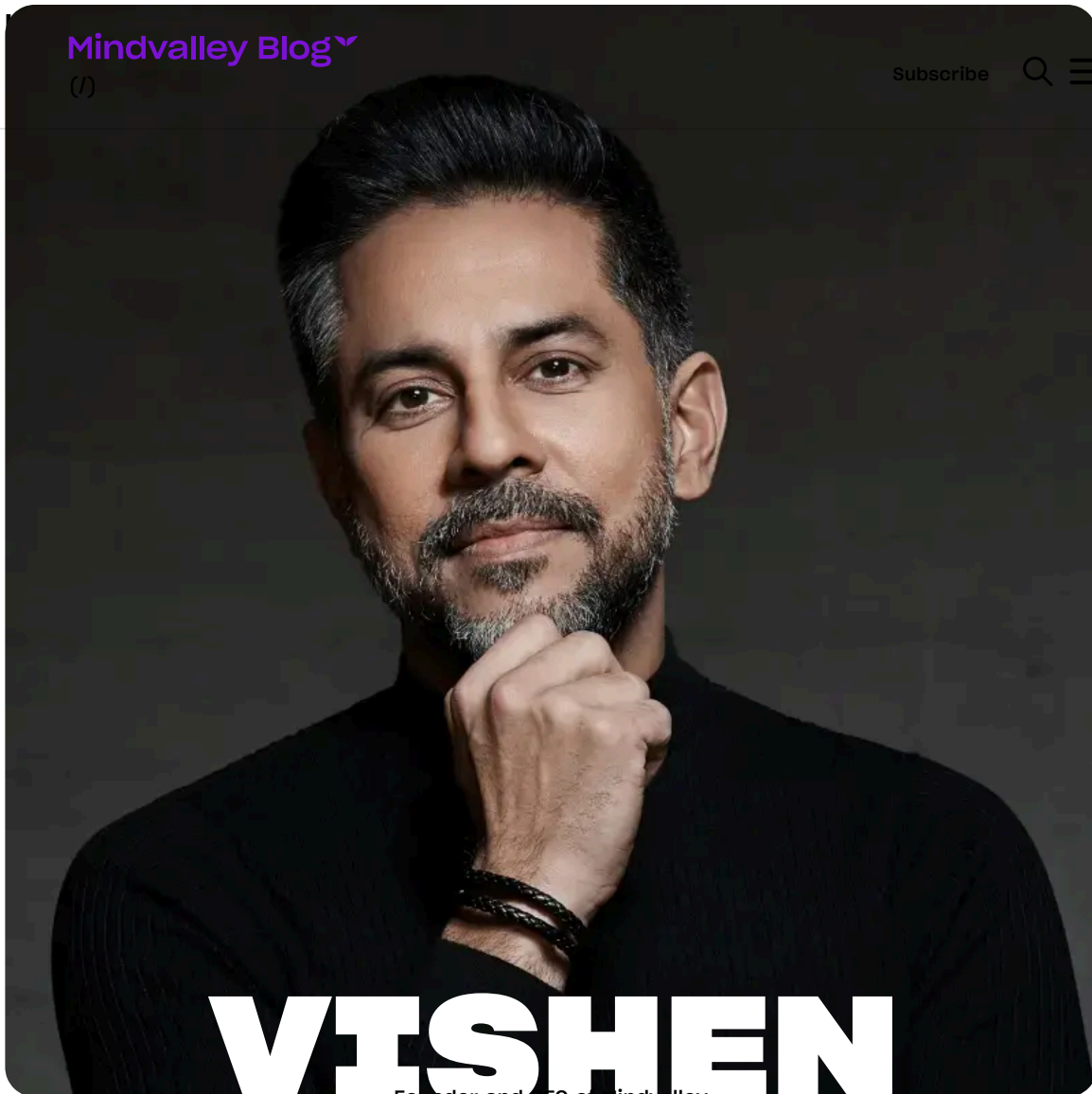
We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information. For more info, visit our [Privacy Policy](#) (<https://www.mindvalley.com/privacy-policy>)

And remember, the target attracts the arrow.

Mindvalley Blog

(1)

Subscribe

**VISHEN**

Founder and CEO of Mindvalley

[\(https://blog.mindvalley.com/people/vishen/\)](https://blog.mindvalley.com/people/vishen/)

Weekly By Vishen

Join the newsletter that helps 1+ million people become better at living up to their full potential.

Subscribe

Your data is safe with us. Unsubscribe anytime.



We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information. For more info, visit our [Privacy Policy](https://www.mindvalley.com/privacy-policy/) (<https://www.mindvalley.com/privacy-policy/>) or <https://blog.mindvalley.com/author/vishen/>

Vishen is an award-winning entrepreneur, speaker, New York Times best-selling author, and founder and CEO of Mindvalley: a global education movement with millions of students worldwide.

He is the creator of Mindvalley Quests, A-Fest, Mindvalley University, and various other platforms to help shape the field of personal transformation. He has led Mindvalley to enter and train Fortune 500 companies, governments, the UN, and millions of people around the world. Vishen's work in personal growth also extends to the public sector, as a speaker and activist working to evolve the core systems that influence our lives—including education, work culture, politics, and well-being.

[\(https://www.vishen.com/\)](https://www.vishen.com/)
[f \(https://www.facebook.com/vishenlakhiani/\)](https://www.facebook.com/vishenlakhiani/)
[@ \(https://www.instagram.com/vishen/\)](https://www.instagram.com/vishen/)
[t \(https://twitter.com/vishen/\)](https://twitter.com/vishen/)
[in \(https://www.linkedin.com/in/vishen/\)](https://www.linkedin.com/in/vishen/)

Topics

[\(https://blog.mindvalley.com/outcome/goal-setting/\)](https://blog.mindvalley.com/outcome/goal-setting/)Goal-Setting,
[\(https://blog.mindvalley.com/area-of-growth/manifestation/\)](https://blog.mindvalley.com/area-of-growth/manifestation/)Manifestation,
[\(https://blog.mindvalley.com/series/weekly-by-vishen/\)](https://blog.mindvalley.com/series/weekly-by-vishen/)Weekly by Vishen

Share your thoughts

Leave your comment here. It may take 2–3 hours to appear on the page, as all comments are reviewed to keep the conversation respectful and on-topic.

Your Name

☐

Save my name and website in this browser for the next time I comment.

Submit my comment

[◀ \(https://blog.mindvalley.com/newsletter-str](https://blog.mindvalley.com/newsletter-str)
[\(https://blog.mindvalley.com/newsletter-gifts/\)](https://blog.mindvalley.com/newsletter-gifts/)

Read more of Vishen's newsletters

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information, For more info, visit our [Privacy Policy \(https://www.mindvalley.com/privacy-policy\)](https://www.mindvalley.com/privacy-policy)

3
questions
you
need
to
answer
to
grow
your
business
(<https://blog.mindvalley.com/questions-grow-your-business/>)

Career
Article
(<https://blog.mindvalley.com/category/career/>)

(<https://blog.mindvalley.com/newsletter-unity/>)

Anne
Frank,
ICE,
and
Gaza:
Why
her
diary
is
more
urgent
than
ever

(<https://blog.mindvalley.com/newsletter-unity/>)

Soul
Article
(<https://blog.mindvalley.com/category/soul/>)

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information, For more info, visit our [Privacy Policy](https://www.mindvalley.com/privacy-policy/) (<https://www.mindvalley.com/privacy-policy/>)

How
to
rewire
your
brain
to
be

stress-
proof

(https://blog.mindvalley.com/newsletter-subconscious/)

Mind
Article

(https://blog.mindvalley.com/category/mind/)

(https://blog.mindvalley.com/newsletter-movement/)

My
honest
response
to
“How
do
I
really
go
big?”

(https://blog.mindvalley.com/newsletter-movement/)

Career
Article

(https://blog.mindvalley.com/category/career/)

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information, For more info, visit our **Privacy Policy** (<https://www.mindvalley.com/privacy-policy>)

The
7
biggest
hurdles
entrepreneurs
face
—
and
how
to
break
through
them
(https://blog.mindvalley.com/biggest-hurdles-of-entrepreneurs/)

Career
Article
(https://blog.mindvalley.com/category/career/)

(https://blog.mindvalley.com/the-wealth-thermostat/)

My
dinner
with
Paul
McKenna:
The
hidden
thermostat
of
wealth
(https://blog.mindvalley.com/the-wealth-thermostat/)

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information, For more info, visit our [Privacy Policy \(https://www.mindvalley.com/privacy-policy\)](#)

3
questions
you
need
to
answer
to
grow
your
business
(<https://blog.mindvalley.com/questions-grow-your-business/>)

Career
Article
(<https://blog.mindvalley.com/category/career/>)

(<https://blog.mindvalley.com/newsletter-unity/>)

Anne
Frank,
ICE,
and
Gaza:
Why
her
diary
is
more
urgent
than
ever
(<https://blog.mindvalley.com/newsletter-unity/>)

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information, For more info, visit our [Privacy Policy](#)

[Policy \(https://www.mindvalley.com/privacy-policy/\)](https://www.mindvalley.com/privacy-policy/)

How
to
rewire
your
brain
to
be
stress-
proof
(<https://blog.mindvalley.com/newsletter-subconscious/>)

Mind
Article
(<https://blog.mindvalley.com/category/mind/>)

(<https://blog.mindvalley.com/newsletter-movement/>)

My
honest
response
to
“How
do
I
really
go
big?”
(<https://blog.mindvalley.com/newsletter-movement/>)

Career
Article
(<https://blog.mindvalley.com/category/career/>)

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information, For more info, visit our [Privacy Policy \(https://www.mindvalley.com/privacy-policy/\)](https://www.mindvalley.com/privacy-policy/)

The
7
biggest
hurdles
entrepreneurs
face
—
and
how
to
break
through
them
(https://blog.mindvalley.com/biggest-hurdles-of-entrepreneurs/)

Career
Article
(https://blog.mindvalley.com/category/career/)

(https://blog.mindvalley.com/the-wealth-thermostat/)

My
dinner
with
Paul
McKenna:
The
hidden
thermostat
of
wealth
(https://blog.mindvalley.com/the-wealth-thermostat/)

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information, For more info, visit our [Privacy Policy \(https://www.mindvalley.com/privacy-policy\)](#)

3
questions
you
need
to
answer
to
grow
your
business
(<https://blog.mindvalley.com/questions-grow-your-business/>)

Career
Article
(<https://blog.mindvalley.com/category/career/>)

(<https://blog.mindvalley.com/newsletter-unity/>)

Anne
Frank,
ICE,
and
Gaza:
Why
her
diary
is
more
urgent
than
ever
(<https://blog.mindvalley.com/newsletter-unity/>)

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information, For more info, visit our [Privacy Policy](#)

[Policy \(https://www.mindvalley.com/privacy-policy\)](https://www.mindvalley.com/privacy-policy)

How to rewire your brain to be stress-proof (https://blog.mindvalley.com/newsletter-subconscious/)

Mind Article (https://blog.mindvalley.com/category/mind/) (https://blog.mindvalley.com/newsletter-movement/)

Get Started

Try Mindvalley for Free (https://www.mindvalley.com/signup?utm_source=blog_footer&utm_campaign=evergreen_freemium&utm_medium=blog_topnav&otag=mv_blog) Free Resources (https://blog.mindvalley.com/free-resources/) Free Webinars (https://www.mindvalley.com/free-webinars/courses/?itm_source=blog_footer) Membership (https://www.mindvalley.com/membership/?itm_source=blog_footer)

Coaching (https://www.mindvalley.com/coaching/certifications/?itm_source=blog_footer) App (https://www.mindvalley.com/apps/?itm_source=blog_footer)

About Us

Who We Are (https://www.mindvalley.com/about) Press (https://www.mindvalley.com/press) Careers (https://careers.mindvalley.com/) Vishen Lakhiani (https://www.vishen.com/) Lifebook (https://www.mindvalley.com/lifebook/?itm_source=blog_footer)

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We do not sell your personal information. For more info, visit our [Privacy Policy](https://www.mindvalley.com/privacy-policy) (https://www.mindvalley.com/privacy-policy/)

Channels

Mindvalley Blog

Contact Us

- Vishen Newsletters

(https://www.mindvalley.com/vishen/newsletter)
- Podcast

(https://podcast.mindvalley.com/?itm_source=blog_footer)
- Youtube

(https://www.youtube.com/channel/UCg3F5jxUrSvJQICen48cX4w/?itm_source=blog_footer)
- Instagram

(https://www.instagram.com/mindvalley/?itm_source=blog_footer)
- Facebook

(https://www.facebook.com/mindvalley/?itm_source=blog_footer)
- LinkedIn

(https://www.linkedin.com/company/mindvalley/?itm_source=blog_footer)

- Support

(https://support.mindvalley.com/)
- Partnerships

(https://www.mindvalley.com/partnerships)

Subscribe



Our Blog

- In English

(https://blog.mindvalley.com/?itm_source=blog_footer)
- En Español

(https://blog.mindvalley.com/es/?itm_source=blog_footer)
- En français

(https://blog.mindvalley.com/fr/?itm_source=blog_footer)
- На русском языке

(https://blog.mindvalley.com/ru/?itm_source=blog_footer)
- Editorial Standards

(https://blog.mindvalley.com/editorial-standards/)
- Directory

(https://blog.mindvalley.com/directory/)

(https://blog.mindvalley.com)

- Terms(https://www.mindvalley.com/terms-of-use)
- Privacy(https://www.mindvalley.com/privacy-policy)

We use cookies to enhance your experience. By continuing to browse, you agree to our use of cookies. We DO NOT sell your personal information, For more info, visit our **Privacy Policy (https://www.mindvalley.com/privacy-policy)**