

**The journey
of a thousand
miles begins
with a **single**
step.**

-Lao Tzu



PHASE 1 - FIRST 90

The Journey

Welcome!

You are embarking on a 90 day journey.

A journey driven by the commitment to making a radical change in your business.

A journey to becoming in charge of your growth and expansion.

Just because of the fact that you are reading this, you have already won.

One battle.

But NOT the war.

Over the next 90 days we are going to work on this commitment, **DAILY**.

Yes, DAILY.

We are going to start with setting CLEAR, MEASURABLE and INTENTIONAL **targets** that you are going to work towards.

Exercise #1 is about describing where you are at, today.

Then we move on to describing where you want to go and create a CREDO that we are going to read every morning before getting into the trenches.

In Exercise #2 we set CLEAR, MEASURABLE and INTENTIONAL targets for Month 1 and then for the next week.

You get the drift.

Once this is all set and clear in our mind, we will start our Daily Protocol.
MIND - MEASURE - MARK - MECHANICS

8 tasks that take about 30 minutes of your day, but will keep you on point for the next 24 hours, setting you up for successfully hitting your targets at the end of the week, the month, the 90 days.

Are you ready?

What does your business look like **today**?

REALITY - WHAT ARE THE CURRENT **FACTS**?

SENTIMENT - HOW DOES THAT MAKE YOU **FEEL**?

URGENCY - WHAT WILL HAPPEN IF YOU DON'T **CHANGE** THIS?

ALIGNMENT - WHAT **BEHAVIORS** GOT YOU HERE?

What do you want it to look like in **90** days?

REALITY - WHAT DO YOU WANT THE **FACTS** TO BE?

SENTIMENT - HOW WILL THAT MAKE YOU **FEEL**?

URGENCY - HOW WILL THIS **RADICALLY CHANGE** YOUR LIFE?

ALIGNMENT - WHAT NEEDS TO BE **TRUE** TO PULL THIS OFF?

Write your **CREDO** for the next 90 days:

A CREDO is a guiding belief or principle.

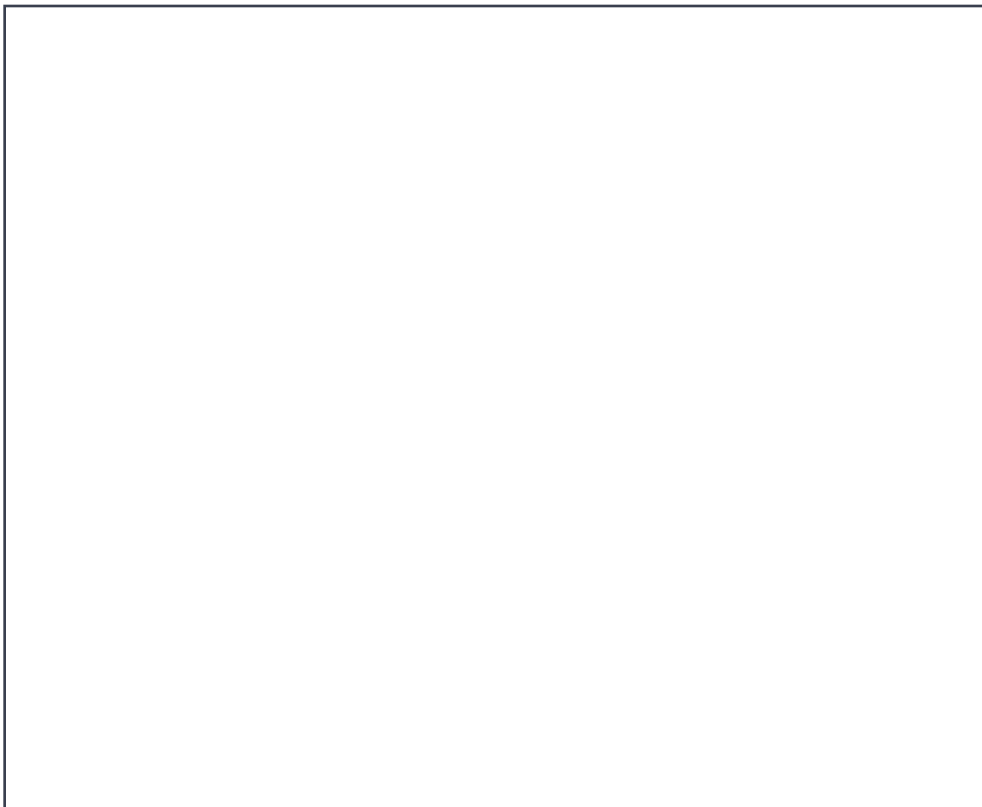
From what you have learned in the previous exercise, write what really drives you.

Sometimes we refer to this as simply our WHY.

I want you to go deeper.

There is a driving force, much larger than yourself, behind the reason you are here.

We're going to read this every morning to get our day started and remind ourselves why we are going to put in the work and overcome all potential obstacles.



Write your **IGNITION STATEMENT**

Your IGNITION statement is going to help you ingnite your fire when the shit hits the fan.

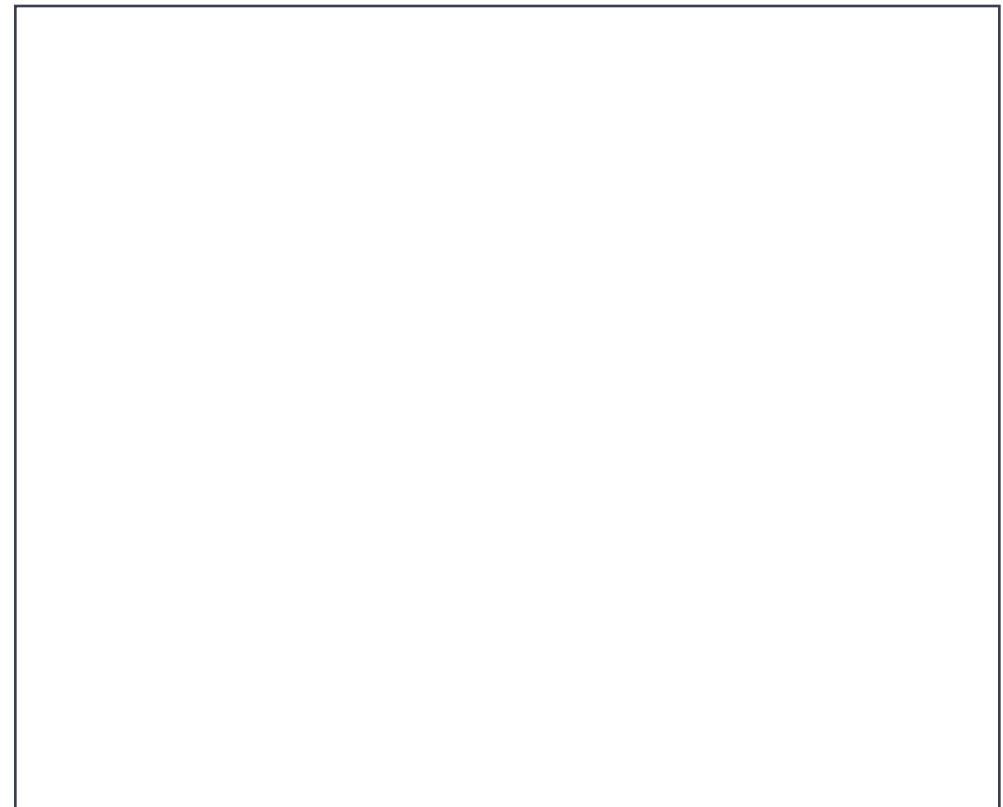
On the days that things will be hard.

On the days you will want to quit.

On the days that you asks yourself "WHY the hell am I doing all this?", make sure you have an answer ready.

You know those days are coming.

Write a one sentence message from yourself to yourself for those days now.



Break down your **TARGETS**
for EACH month

MONTH 1

MONTH 2

MONTH 3



Weekly Report and Return




FIRED UP AND MESSED UP



COURSE CORRECTION

NEXT WEEK'S TARGETS

DAILY PROTOCOL - Monday



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 CREDO <input type="radio"/>	 MEDITATION <input type="radio"/>




MEASURE	
 ON track <input type="radio"/>	 CORRECTION
 OFF track <input type="radio"/>	



MARK	
 WIN	 WISH

MECHANICS	
 WHAT	 WHO

DAILY PROTOCOL - Thursday



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MECHANICS	
 WHAT	 WHO

Weekly Report and Return



FIRED UP AND MESSED UP




COURSE CORRECTION



NEXT WEEK'S TARGETS

Weekly Call Notes

DAILY PROTOCOL - Monday



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COURSE CORRECTION

NEXT WEEK'S TARGETS

Weekly Call Notes

Congratulations!

You've finished this 90
day cycle!

Let's Celebrate, Reflect
and take what you've
learned into **the next 90**

