

The “*Not so Secret*” Secrets of Goal Achievement

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Who doesn't dream about having something they don't have today – a new car, a trip to a foreign country or tropical island, a job with more freedom, a big pay raise, more time off. I find it interesting that most people have big dreams, but so few are taking action on their dreams. Is it that we are all anchored firmly in the comfort zone of current existence? Your current existence may be comfortable (that is, you have enough money to buy necessities and reasonable wants), but are you living your dreams? For many people to change from where we are (no matter how awful things may be) is an uncomfortable process. This is natural, but do we really need to stay right where we are if we dream about something more?

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www.WinEnterprisesLLC.com.

~ Pete Winiarski

There is a way out, a secret I'll share with you now. In fact, I hope that you'll share it with someone you know who is looking to meet their dreams. There is a rather straightforward process to setting and achieving any goal you have. You can dream as large as you'd like, and I will show you how to live your dreams.

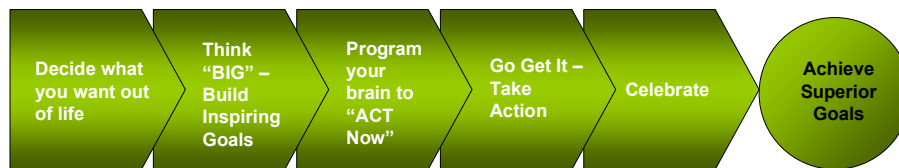
Before we start, though, it's important to know that you need to decide this is for you. If you want to set goals and learn to reach them, read on – otherwise, we'll meet another day. What I'm about to show you is my version of the secret. You see, it's not really that much of a secret, because this very process has been well known and documented for years. I first learned it from Jack Canfield in an audio program I purchased back around 1990. He learned it from his mentor, W. Clement Stone. Mr. Stone collaborated on a book about this “not so secret” process with Napoleon Hill, the author of “Think and Grow Rich”, which was the result of studying “highly successful” people. In this book, he shared the common elements of what made these people successful. One core principle is a statement I've written as $C + B = A$, or “what the mind can conceive and believe, the mind can achieve”.

All the elements of the following process have been around for decades, with many people using this secret process and finding wonderful success, but many either don't know about it or would rather stay in their comfort zone. I have learned this process from multiple audio tapes and books and have summarized the process in my own words for you in these basic steps.

Step 1 – Decide what you want out of life. This is your opportunity to decide (or to reconfirm) why you’re on the planet, and what you really want to accomplish. If you can figure out your higher-level purpose, then it becomes easy to set and achieve any goal that lines up with that purpose.

Step 2 – Think BIG – Build Inspiring Goals. If your goals are congruent with your guiding decision about what you want out of life, then they will naturally be inspiring. The bigger the better, as it takes the same amount of energy to achieve a big goal as a small one. Besides, you wouldn’t chase a goal that didn’t excite and inspire you, would you?

Goal Achievement process used by “Highly Successful Individuals”



Step 3 – Program your brain to “ACT Now”. ACT stands for “Always Commit Tenaciously”. (Tenacious = persistent, determined, steadfast, firm.) If you’re committed, then you’ll achieve. If you don’t ACT, then your fate on achieving your goal will be the result of a random process (luck), and luck simply isn’t a good strategy. To mitigate luck and make achievement a certainty, program your brain by visualizing your goals as already achieved, and repeat affirmation statements (sometimes called autosuggestions or self-motivators). You can program yourself to believe you are worthy of the visions you paint for yourself, as well as the reinforcing the goal you are striving for. Remember: $C + B = A$.

Step 4 – Go Get It – Take Action. You must actually do something different if you want to make strides toward your goals. The path toward your goal may not be clear when you start, but your commitment to the goals and the visualization and affirmation exercises you do daily create the condition where the answer becomes clear. Your job is to recognize it and do it. Don’t let your old limiting beliefs get in the way – have faith and take the steps toward the goals you’ve decided are worth pursuing.

Step 5 – Celebrate. Success is fun, so reward yourself when you achieve the goals you set. This is like building “muscle memory” when you learn a new sport – if you use proper technique while practicing your golf swing, basketball shot, or

S-turns down the ski slopes, they will soon become habits. Celebrating will ensure the process of achieving your goals a habit, too.

Ten years ago, I first used this process to achieve some fitness goals, including **“to run 5 miles in 45 minutes before Thanksgiving”** (so I could eat as much as I want as a reward!). Every day, I would visualize my route and me crossing the “finish line” in front of my house with 45:00 on my stopwatch. I had affirmations on 3 x 5 cards, including “I am energetically crossing the finish line of my 5-mile route in 45 minutes, ready to do it again”, and “my muscles are strong, I am powerful, I have endurance, I have speed”. I read the cards daily, including repeating these statements while I was doing my training runs. I first had to build my distance from not running at all to 5 miles, then had to build speed by interval running on a near-by track. Needless to say, I met the goal on my first timed attempt, weeks before Thanksgiving!

About eight years ago, I began to use the same process for my income goals. I now periodically re-set goals based on what I want to earn, and follow the process I described above. During that time, **I have more than tripled my income and my time off**. Because I had programmed my brain, I was able to see opportunities as they came up. I had courage to make changes in my jobs, have started businesses, and have found ways to work from home. My family enjoys a nice house in a nice neighborhood and I enjoy freedom that would not be possible had I not taken these first steps with these processes years ago.

I now have goals that balance across all areas of my life – fitness, money, family, career, hobbies, etc. I encourage you to start with one area **right now**, gain momentum with your successes as you achieve your goals, and then have goals across multiple areas of your life. If they are all congruent with your higher-level purpose, you will certainly enjoy a satisfying life.

Think about the possibilities for yourself. What are your dreams? What are you doing right now toward living your dreams? Have you set your goals, written them down, and do you visualize and affirm them daily? I encourage you to follow the process I describe in this white paper. Start now. If you need help, look at the resources on my website (www.WinEnterprisesLLC.com) and find someone who has achieved these levels of success to make your journey go more smoothly and accelerate your progress. Most importantly, make the commitment now, and start. So, are you ready to apply the secret I've shared with you?

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Interesting side note – I wrote this article before seeing a movie that also describes this process. The name of the movie? “The Secret”! I strongly recommend you watch this movie to have these principles reinforced through different mediums – this white paper, video, books, seminars, coaching programs, etc. I also recommend you seek out the

books written by the people I mentioned above, namely, Jack Canfield's *The Success Principles*, Napoleon Hill's *Think and Grow Rich*, and Hill and W. Clement Stone's *Success Through a Positive Mental Attitude*. There are many more great books, but these will give you a great start.

A dream without a plan is a wish. A dream with plans that are reinforced with goals, commitment, and action will certainly come true.

Pete Winiarski is the President of Win Enterprises, LLC, a consulting, coaching, and speaking company based in Connecticut which helps companies and individuals achieve their goals. Pete also has a relationship with The George Group consulting company and is part of the leadership team for their Strategy to Execution Practice.

Pete has great experiences in line management and consulting roles at The Wiremold Company, Danaher, and McKinsey and Company. During his career, he has studied and experienced many Goal Achievement processes that companies use to achieve strategic results.

Additionally, Pete is an expert in personal goal achievement, and helps individuals reach their potential. For information about his coaching programs, please go to [/www.winenterprisesllc.com/contact-us.php](http://www.winenterprisesllc.com/contact-us.php) and type the words "coaching program" in the text box.

Pete believes there is useful overlap between the individual and company goal achievement processes, and is working on a book that integrates these processes to help accelerate improvement in organizations. He has made a short eBook available for you on this topic at www.WinEnterprisesLLC.com/ebook.

There is the potential to do the same for improving individual goal achievement processes based on insights from the business world.

You can learn more about Pete Winiarski and Win Enterprises, LLC at www.WinEnterprisesLLC.com. Please click on "Contact Us" to e-mail comments or questions, including feedback or testimonials about this white paper.