

Achievement Accelerator's

**10 Steps to Achieving Anything
10X Faster**

by Brendon Burchard



MEET YOUR ACHIEVEMENT TRAINER

Brendon Burchard is the world's leading high performance coach and one of the most watched, quoted and followed personal development trainers in history. A Top 100 Most Followed Public Figure on Facebook, his posts are seen by more than 30,000,000 people every week. Over 50,000,000 people watched his videos in the last 12 months and 1,000,000-plus students have completed his online courses and video series, making him "one of the most successful online instructors in history" (Oprah.com).

A #1 *New York Times*, #1 *Wall Street Journal*, #1 Amazon, and #1 *USA Today* bestselling author, his books include *The Motivation Manifesto*, *The Charge*, *The Millionaire Messenger*, and *Life's Golden Ticket*. Brendon is also the star and executive producer of the #1 self-help series on YouTube. His podcast *The Charged Life* debuted at #1 on iTunes across all categories in multiple countries and has remained Top 10 in his category for over 80 weeks.

After suffering depression and surviving a car accident at the age of 19, Brendon began asking himself important life questions: "Did I truly live today? Did I love? Did I matter?" His intention to be happy with the answers led to his own breakthrough and his life's purpose of helping others live a "fully charged life." By 32, he became a #1 bestselling author and a multimillionaire as an early pioneer in the online education space. Since then, he has dedicated his life to helping others find their charge, deepen their motivation and strength, and share their true voice with the world.

Larry King named Brendon "one of the top motivation and marketing trainers in the world." *SUCCESS Magazine* named him "the world's highest-paid marketing trainer" and one of the Top 25 Most Influential Leaders in Personal Growth and Achievement, along with Oprah, Deepak Chopra, Joel Osteen, Arianna Huffington, Dr. Oz, Tony Robbins, Wayne Dyer, and Facebook's Sheryl Sandberg. *Entrepreneur* rated his Experts Academy as one of the Top 5 Must Attends for every entrepreneur.

To learn more about his seminars, book, and online courses, visit him at **Brendon.com**.

10 Steps to Achieving Anything Faster

Brendon Burchard

STEP ONE: Never Start with “S.M.A.R.T” Goals

S.M.A.R.T is an acronym for specific, measurable, attainable, realistic, and time-bound goals. Why? Because SMART goals are almost always small goals, created by small-minded people who have small dreams and attempt to complete small tasks that keep them busy but not extraordinary. Achieving significant things—real dreams and aspirations that demand real power and guts—requires bigger thinking.

SMART goals aren’t bad, they’re just often deployed with bad timing. Without first finding a passionate mission or audacious ambition, SMART goals can quickly cage us in boring certainty or routine. Beware of working with people who want to set SMART goals before envisioning a bigger future. You should know when you supposed to be work planning or innovating, thinking, dreaming, risking.

We need to broaden up our perspective if we want to feel energized enough to achieve something meaningful. Instead, try “D.U.M.B” goals. This stands for dream-focused, uplifting, method-based, behavior-triggered goals. (For a full description, see my YouTube video entitled “Why SMART Goals Suck.”).

Takeaway

Decide on a vision and mission that deeply inspires you before project planning.

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STEP TWO: Share Your Crazy

A lot of people never achieve anything quickly or significant because they strive in silence. They don't ask for help. They don't share their true thoughts, feelings, dreams, and aspirations with the world. They're trying to be "appropriate," "realistic," "level-headed." They're scared to talk about anything they haven't planned meticulously for—surely a hangover effect of society's 'smart goal' conditioning.

If you're not talking about your ambitions, no mentors will show up in your life.

If no one has called you crazy or stupid or too ambitious lately, dream bigger and share your ambitions with others. It will reveal who your real friends are, repel boring people, and attract change makers and a more energized community into your life. Yes, it will invite ridicule, too, but that's a better price to pay than a life of silence and small thinking.

As a *Certified High Performance Coach*[™], I recently worked with a gold-medal Olympian. I asked, "When did your biggest breakthrough and gains come in your career?" She said, "When I finally started voicing my dreams to do this. Suddenly, people started pointing me in the right direction. They told me what to do, what skills I would need, who I should talk to, what equipment the pros used. Open your mouth and shout from the rooftops what you want to do with your life and all the village leaders come over and want to help. Life's great that way."

Takeaway

No one can help you if you don't start talking about your dreams.

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STEP THREE: Chart Skill Development

I once worked for Accenture, then the world's largest consulting company. I remember being so impressed by their "competency planning" approach to climbing the ladder. Basically, no matter what level you were hired at, they had a set of skills, courses, or experiences outlined that were meant to develop you as a person and a professional so that you could move up. They said, "If you learn these skills or hit these targets, then you'll be in position to get a promotion." It was strategic human development.

Sadly, few people think this way. Let's test YOU: Do you know the 5 skills you'll have to develop in order to make your dreams a reality? If you can't name five skills you are currently developing, then you're not even in the achievement game. You're just going with the flow or allowing mediocrity to take hold. You're just crushing it each day but not growing in life.

Real achievers have a written game plan for their personal development. They have a calendar of courses or experiences they're taking or creating so that they can get better. They know exactly what they need to be working on in order to grow and achieve more.

Takeaway

Create your own curriculum. Start developing the skills needed to reach the next level.

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STEP FOUR: Know Your Five Moves

You've heard Pareto's Principle - the 80-20 Rule, right? It assumes that 20 percent of the things you do get 80% of your results. It's a helpful rule to apply to do anything - just ask yourself, "What are the things that really matter?"

To take this concept further, I think of the ambitions and goals I have, then I conduct research to discern what will really matter on my journey to achieving them. *What moves the needle most?* Where does the greatest long-term impact come from? What are the time wasters? What is a lot of activity but gets no real progress? Where to focus?

I ask myself those questions over and over again. After enough research, I break every major achievement I'm going after down in to just five moves. Everything else is either just distraction or should be delegated.

For example, when I wanted to become a best-selling author, I didn't try to do a million things. No book tour. No major media. No book clubs. No interviews. I had learned from my interviews with best-sellers that those things didn't move the needle anymore. I discovered all that really mattered, the only things that led to lots of sales, were: (a) awesome book, (b) email subscribers, (c) killer bonuses to offer with the book, (d) promotional partners who have big email lists who will promote because you have something to sell to people after they buy the book (your promo partners get a cut of those sales). So, all my effort went into those five moves and bang, #1 New York Times bestseller, #1 USA Today bestseller, and #1 Wall Street Journal bestseller...all in 60 days.

Takeaway

What 5 moves will make the *most* difference in achieving your dream?

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STEP FIVE: Focus on How You Show Up (More than Speed)

Too many people are just trying to knock off tasks. Their head is down. They're working hard. But they're completely oblivious to how they are showing up in the world. They're not really alive, not really demonstrating real character or kindness as they march forward. This always - yes, always - leads to a disaster that derails long-term progress and achievement.

Each day, your job is to show up as your best self. Period. That's the *real achievement*.

If you show up open, engaged and enthusiastic, then no matter what you're working on it will turn out better. Enjoying the process makes your mind want to do it again tomorrow. More motivation means more achievement, right? Then you have to love the process of learning and growing. That's why it's important to bring full awareness and a positive attitude to your day.

Takeaway

Nothing helps you achieve faster than a positive presence and attitude.

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STEP SIX: Use the Calendar as Your Secret Weapon

If it's not on the calendar, it's a dead dream. Your calendar reveals who you really are and what you really want in life.

All these things should be on your calendar: a daily habit list; a weekly learning list; a monthly 30-day goal list; a daily priority list; and a 10 Questions You'll Ask Yourself Every Quarter List to assess progress.

You need completion deadlines, learning dates, practice times, feedback meetings. You need daily action items. Your calendar better be clear, full, stunningly motivating.

My favorite thing is to look at other people's calendars. If it doesn't clearly reveal where you're headed, and what must be done when, then you're just faking it.

Start using your calendar like a weapon of achievement. What goes in there is world-class strategic thinking. Approach your calendar like it's the most important thing in your life, because what goes on there becomes your life.

Takeaway

What you focus on, you are. What you're scheduling consistently you become.

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STEP SEVEN: Reclaim Your Morning!

In the first 90 minutes of their day, most people ruin their entire opportunity for daily progress and momentum. Their morning routine is destroying them. Instead of framing the day for intention, power and success, they become reactive slaves.

Here's what most people do in the morning:

1. Roll over and check phone, placed by their bedside in order to ruin sleep.
2. Check email, framing the day reacting to other's false emergencies and needs.
3. Suck down as much coffee as possible without burning throat.
4. Hurry to get themselves together in order to hurriedly get somewhere.
5. Start working based on what feels easy or what's in the inbox.

This is a travesty. The inbox is nothing but a convenient system for organizing other people's agendas. Yet, more than 80 percent of smart phone users jump in to their email upon waking and thus lose all hope of having a proactive day versus a reactive one.

You must get your morning back if you ever want to be an elite-level achiever. Your first hour is a sacred time for you to set up success.

Personally, I like to wake up, get out of bed, drink a 20 ounce glass of water, and immediately open up my body by stretching or doing yoga, calisthenics, or Qigong. Then I set my intentions for the day and fill out my 1-Page Productivity Sheet. (Google it and watch me teach it). I don't "check in" to my inbox or anyone else's agenda until I've become absolutely razor clear about what my day is about and what must be accomplished to move my life forward.

Takeaway

If you're starting your day by checking in, then you've already checked out of success.

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STEP EIGHT: Get a Coach and Three Comrades

You can only achieve so much by yourself. If you believe that, then at the very start of any real attempt at a new effort, you need a coach. Hire someone to coach you. Always. Right at the beginning of any big effort. Yes, right at the beginning.

Almost all acceleration is lost in the beginning of any new activity. A coach or shortens your start time and learning curve. The sooner you get an outside expert to tell you what to focus on, how to begin, what to avoid, how to approach your growth, who to follow, and how to correct course along the way.... the sooner you start to scale your wins. No coach, no clarity, no change, no breakthroughs. You absolutely, without questions, need someone who knows the way; who doesn't accept excuses; who challenges you to be your best; who asks great questions; who cares if you win and enjoy life. If you have a coach who can give you weekly direction or feedback then you'll be way more motivated and accountable.

Once you have a coach, you need a community. If you don't have at least three friends, peers, coworkers, or fellow strivers along for the ride, you'll settle too quickly for small gains. The number one most critical factor to succeeding outside of our own efforts is the immediate social environment of our lives. Who you are striving with matters. But most people go at it alone, and that's why they fail. You need three people to count on and climb with. Yes, three. Trust me. Get three people climbing with you. It makes all the difference in the world.

Takeaway

Get a coach and recruit three friends to climb with you—get them asap!

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STEP NINE: Quickly Quit What's Wrong (But Not Difficult)

If you're doing things that are distracting and adding no value, joy, or meaning in your life, quit them. Immediately. No more avoiding difficult conversations. No more hanging on to what's safe. No more allowing what's not right into your life. Those things prevent good things from flowing in. They prevent you from finding what's right for you.

Never say YES to a project just because it's a passing interest. If you're not truly passionate, say no. Always force yourself to build a case for *why* you should do something. Taking on too many random projects is kryptonite for high achievers.

My client Arianna Huffington says, "Sometimes the best way to complete a project is by dropping it." I love that. If you want to move ahead at something, drop the other things that are just competing interests. Focus. Minimize. Scale back. Sooner than later, just quit everything that isn't moving you forward.

You might also need to leave friendships that are poisonous and clearly wrong for your next level of joy and achievement. Get out of toxic environments.

Takeaway

Until you clear debris and distractions from life, the universe cannot recognize the white space available in your life for something better.

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STEP TEN: Obsess About 4 Things

High levels of achievement require a bit of obsession. So, what should you obsess about?

1. Energy
2. Focus
3. Habits
4. Learning

First, I tell all my clients that managing your energy - physically, mentally, and spiritually - is the only real game in achievement. If you have extraordinary energy everything is possible. Emerson said "the world belongs to the energetic." Be obsessive about your 7-8 hours of sleep; your healthy eating and nutrition routines; your mediation and recovery; your exercise program; the energy coming from your social circle. These things shape your energy.

Second, be compulsive about removing distraction from your life. Spring clean your entire life. Get rid of those magazine subscriptions; those accounts you no longer follow online; unsubscribe from all that retail crap; those dumb shows you watch just because they're recorded. Strip distraction from all corners of your life and you'll rediscover your creativity, ambition and fire.

Third, be disciplined about your daily and weekly habits. The entire arc of your life is based on how well you set up positive habits that make you feel alive, engaged, creative, and contributing. What habits are making you a better person? What are ruining your health, focus, or growth? Be aware of your rituals of thinking, behaving and interacting.

Fourth, learn all the time. Read a book a week. Interview smart people. Ask a lot of questions. Take online courses. Go to seminars and conferences. Listen to podcasts or audio programs that make you a better person and contributor. Strategically set out to acquire the knowledge, skills, and capabilities of an extraordinary person.

Takeaway

Energy. Focus. Habits. Learning. Master these things and the world is yours.

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