

The Brendon Show

with

———— BRENDON BURCHARD ————

**Evaluate Your Opportunities and
Accelerate Your Momentum**

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Evaluate Your Opportunities and Accelerate Your Momentum Training Guide

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SUMMARY

This episode is about using a simple framework to evaluate your opportunities so that you regularly make choices that support your long-term goals. This framework will help you pick opportunities that support your lifestyle, help you achieve your goals and gain optimal momentum, all while maintaining your sanity. The purpose is to use a guideline that helps you get as much or MORE out of your investment (time, energy, money and resources) as you put into it.

Follow along in the training with the notes below, then finish the sentence completion exercise to start using this framework to help you pick the options that will bring you the greatest long-term success.

1) TERMS < ROI + FV + L + PD

Your time, energy, resources, money and sanity (TERMS) need to be less than what you get out of your return on investment, future value, lifestyle and personal development. When faced with a decision, run your options through this equation to determine which opportunity to choose. If one option gives you a greater return on investment (ROI), a higher future value, a better lifestyle and greater personal development, then that is the best option for you.

2) Evaluate Your Return On Investment (ROI)

This has to be a straight one-to-one. Whatever resources or energy you put INTO your work, you have to get out of your investment or more. It has to save you time and build your energy, resources and money.

3) Understand Your Future Value

Never just do anything for ROI. This is where most people fail to have a strategy. It is crucial to consider your future when making a decision now. Think long-term. You've got to look past the short-term and go for the long-term plays. The long-term value will change your life. Pick the options that allow you to have the healthiest lifestyle for you.

4) Lifestyle

Productivity can get wrecked if you say "yes" or jump into something that wasn't your thing. If it isn't aligned with your character or who you are, acknowledge that when evaluating opportunities.

5) Personal Development

Look at opportunities and ask yourself: "Does this grow me? Does this make me be who I want to be?"

Practice using this framework to evaluate your opportunities, especially when you have to choose between two good options! This equation will set you up for future success by helping you choose the option that is best for your long-term well-being. When you use this equation, you will eliminate confusion, overwhelm and indecision, while accelerating your momentum towards your goals!

Sentence Completion Activities

On this page, Brendon begins sentences that you are to complete.

There are no right answers. Take this as an opportunity to think and write. Sentence completion activities can be powerful, if you actually write about the answers. Simply reading the phrases has little effect. Profound insights and ideas arise when you put pen to paper!

1. The two options that I will run through the equation to determine the best opportunity for me are...

2. The amount of TERMS (time, energy, resources, money and sanity) I am willing to give to this project is (include exact numbers)...

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3. When working on a project, the one area I struggle maintaining balance in is (TERMS)...

4. A time I took on a project and did not think about my long-term well-being resulted in...

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5. One way I can develop a more future-focused mindset is...

6. The project I am considering will grow me in this way... and help me be who I want to be by...
