Explore All the Ways to Get There – Expand What's Possible

Toolbox Teleclass Transcription

By Debra Russell

S.P.E.C.I.A.L Road Map to Success- 7 Steps Taught in Details

Track 1 See Your Future: Create Your Business Vision, Career Goals & Plans

TABLE OF CONTENTS

Introduction

Welcome to the Expand What's Possible class. This is Debra Russell, and today I'm going to be talking about Step 3 in the S.P.E.C.I.A.L Road Map to Success. Now if you have not listened to Step 1 and the Create Your Vision Master Class, I recommend, highly recommend, listening to those two classes first and definitely listening to the overview, the S.P.E.C.I.A.L Road Map to Success class, that gives you the overview of the entire system.

PUT IT INTO CONTEXT OF SPECIAL ROADMAP – STEP 3

So today we are going be focusing on Step 3. So, let's give you the full context. The S.P.E.C.I.A.L Road Map to Success. S.P.E.C.I.A.L is your acronym. S is the Starting Point Assessment, Step 1. P is Picture the End Result. That's a Create Your Vision, Step 2. Three, which we are covering today, is Explore All the Ways to Get There. Four is Create the Plan. Five is Implement the Plan. Six is Assess and Adjust, and seven is Love the Results.

So, I am assuming when you're sitting down to do Step 3 that you've done a full Starting Point Assessment of where you're at, and you've created a really juicy, useful, detailed vision of what your life will be like when this goal is complete.

So, once you've done those first 2 steps, then you're going to Expand What's Possible. You're going to explore all the ways to get to your goal.

WHY DO YOU NEED THIS STEP?

WHY SHOULDN'T YOU JUST SET A GOAL AND GET INTO ACTION?

Why do you need this step? Why shouldn't you just set a goal and jump into action? Now, I talk about this a bit in the overview, S.P.E.C.I.A.L Road Map to Success, and also in the Step 1: Starting Point Assessment call, but if you set a goal and then just jump into action, you're only going to do what's obvious to you.

YOU DO ONLY WHAT'S OBVIOUS FOR YOU TO DO

THESE ACTIONS MAY NOT BE THE RIGHT ACTIONS

THESE ACTIONS MAY NOT BE THE RIGHT ORDER OR PRIORITY OF ACTIONS

Unfortunately, at this point, you don't know what you don't know. The actions that are obvious to you may actually not be the right actions. They might not be the right order or priority of actions.

THESE ACTIONS MAY ACTUALLY LIMIT YOUR LEVEL OF SUCCESS

And in the long run, these actions may end up limiting your level of success, okay? It feels really good to set a goal and jump into action. It feels really satisfying, but in the big picture, over the long run, it may not be the best use of your time, energy, money and resources, okay?

JUMPING RIGHT INTO ACTION MAY COST YOU TIME AND MONEY IN THE LONG RUN

YOU MAY END UP RECREATING A WHEEL THAT YOU COULD BUY OR BORROW FOR LESS TIME AND MONEY THAN IT TOOK TO CREATE IT

(Coughing) Excuse me...Jumping right into action may cost you time and money in the long run, because you may end up recreating a wheel that you could buy or borrow for less time and money than it took to create it.

There may be already existing tools, services that do what you're trying to do. Other people may have created systems that you can copy, that you can adapt to what you're trying to do. You may also end up having to re-do your work as you clarify and sharpen your focus.

YOU MAY END UP HAVING TO RE-DO YOUR WORK AS YOU CLARIFY AND SHARPEN YOUR FOCUS

So if you just jump into action and you haven't created a vision and you haven't done the research and you haven't kind of paid your dues a bit, you may end up doing things that have to be re-done.

For example, as you get clearer on your niche market, you may discover that you need to change the look and language of your website to appeal to them

For example, as you get clearer on your niche market, you may discover that you need to completely change the look and language of your website in order to appeal to your niche market.

And so if you spent time, money, resources to create your website in the first place and you haven't done your due diligence, you may end up starting all over again and spending that money all over again.

So (coughing) excuse me, I'm still fighting this cough... SO I'm going to assume at this point that you're on board with this process and you're following it along and you've decided, "Yes, I'm going to go in the order of the S.P.E.C.I.A.L Road Map to Success. I've

done my Starting Point Assessment. I've created my vision , and now I'm ready to explore all the ways to get there."

WHAT DOES THIS STEP ENTAIL?

So what does this step entail? The primary thing that it entails. Well, there's 4 primary things that it entails: 1. Brainstorming, 2. Research, 3. Training and learning new skills and/or possibly polishing and updating existing skills, and 4. Accessing your existing resources and researching new resources.

Basically the outcome of this goal should be several unbelievably long lists that you will then put together into a plan in Step 4, but let me go into a bit more detail on each of these.

BRAINSTORMING – THE BIG LIST!

So the first thing I mentioned was brainstorming. You want to create a big list and possibly multiple big lists, and in a few minutes I'm actually going to talk about the brainstorming process, what it is, and how to do it and all that stuff.

WHAT DO YOU ALREADY KNOW YOU NEED TO DO

But let's talk about what you might be brainstorming about. So the first thing you want to do is start your list with the stuff that you already know you need to do. If you've been working in a goal area for a while or if you just been thinking about it, "Man, I really want to X," and whatever the goal is. You probably already got a list in your head of all the things. "Man, I should do this. Oh I was thinking I could do that. There's this person I need to call and blah...blah..."

So jot down all the things that you already know you need to do. That might not be that long of a list or it might already be a thoroughly long list. Just…but you want to get it out of your head and onto the paper. This is critically important. Get it out of your head and on to the paper.

WHAT ARE ALL THE POSSIBLE IDEAS FOR HOW TO GET THERE – REMEMBER, BRAINSTORMING IS ABOUT BEING OUTRAGEOUS

The next thing you might want to brainstorm are what are all the possible ideas for how to get there. Remember brainstorming is about being outrageous. So what are all the possible ideas? What are all the things you could possibly in the craziest of worlds do in order to achieve your goal?

ALL THE PIECES/STEPS THAT COULD BE INVOLVED IN ACCOMPLISHING YOUR GOAL

The third thing you might brainstorm about are all the pieces or steps that could be involved in accomplishing your goal. So you may already have bits of these on the what you already know you need to do list, but these you want to really go broad, wide, and you know, outrageous in these list. So all the pieces, all the steps that could possibly be involved in accomplishing your goal.

ALL THE SKILLS YOU WILL NEED TO LEARN TO ACCOMPLISH YOUR GOAL

Fourth thing is all the skills you're going to need to learn to accomplish your goal, and this really is about breaking it out. What are the different pieces? So for example, if you're looking to tour the U.S., then in addition to the obvious skills of being a good performer, right?

Vocal skills, playing your instrument skills, stage presence, developing the pattern for in between songs, whatever right? Those skills…but you're also going to need marketing skills. You probably need to learn a lot about social media. You're going to need to learn how to book, how to plan a road trip. What are all the pieces that go into that? So there's a whole bunch of skills that you want to learn to accomplish your goal.

Okay? So that's the list. This is the list of all the skills and beware of saying, "Well, here's the first item on my list. Let me go research that. Let me go learn that." No, this is the time when you just create the list. So don't get distracted by the urge to jump into action.

Stay in the brainstorming process. So we've got lists of all the things you already know you need to do, all of the possible ideas of how you could possibly in the craziest of worlds get there, all the pieces or steps that might be involved in accomplishing your goal, all the skills you're going to need to learn to accomplish your goal.

ALL THE PEOPLE/RESOURCES YOU WILL NEED TO CONNECT WITH TO ACCOMPLISH YOUR GOAL

All the people or resources you'll need to connect with to accomplish your goal. So this is the place, if you remember in the Starting Point Assessment, one of the things I suggested you do was to list the people and resources you already know. Those are the ones you already have access to.

Now is maybe the time to list all of the ideas of people or resources that you can explore and expand on. Okay? You may not already know them. You may not already be in touch with them, but this is the list.

Even if this is a list of things to Google, I want to Google this and I want to Google that and maybe these keywords will help me find what I'm looking for.

ALL THE SYSTEMS YOU WILL NEED TO PUT IN PLACE TO MAINTAIN AND EXPAND IN YOUR GOAL AREA TO CONTINUE YOUR GROWTH BEYOND THIS GOAL.

And finally, you want to brainstorm the big list of all the systems you will need to put in place to maintain and expand your goal area to continue your growth beyond this goal.

So for example, in the example I used before of, "Hey, my goal is to tour the United States," well, you're going to want to create systems. You're going to want to create your gig bag, one of the systems for what goes into your gig bag. You are going to want to create your equipment list.

You are going to create your marketing system for while you are on the road, because if as soon as you get on the road for a 6 weeks long tour you stop marketing, you may have a lot of butts in the seat in the first 5 shows, but the last half of the tour could be completely empty because you didn't have the time to market it. So you want to create systems to cover you when you're…for marketing when you're out on the road.

How are you going to manage that? Okay? So these are all the kinds of systems that you might need to put in place to maintain and expand your goal area, because if this goal is your first tour, well, you're going to be on tour again and again and again and why recreate the wheel?

Why not create systems that you can just run each time? You'll polish and hone them as you use them, but the more you can systematize while you're building, the more you'll be able to grow once you get busy. Okay?

Because a big problem people have is that they're able to do all this stuff when they're not busy, but all the stuff they do gets them busy, and then they don't have the way to maintain and expand that growth, because they're too busy.

And then so things slow down again, so you end up not growing over the long term. You end up kind of being in a seesaw pattern, and you know, roller coaster pattern and so there's no continuity of growth over time.

So you want to make sure as early as possible to set up the systems. They're going to expand and grow with you, so that you can maintain your growth while you're busy, okay?

RESEARCHING

So those are all of the lists that you might want to brainstorm. You're also going to do some researching. Now, you want to use Google and other people to expand your brainstormed list, and I'm going to go into this a bit more, I believe later.

USING GOOGLE AND OTHER PEOPLE TO EXPAND YOUR BRAINSTORMED LISTS

What I would recommend is when you get…when you feel like you've brainstormed each list as far as you can, get on Google, and try punching in keywords and see, read blog posts and see what things other people do or recommend you do.

See what resources other people are using to do what you want to do. Talk to your support system, the people that you really trust with your goals, and ask them to help you brainstorm. But I recommend not asking other people to help you brainstorm until you've really done the brainstorming process yourself.

TRAINING AND LEARNING NEW SKILLS AND/OR POLISHING AND UPDATING EXISTING SKILLS

Because you may…it may shut you down a little bit if you go to them first. So do your own brainstorming, and then look for people to expand your list. You're also going to be looking as I said at training and learning new skills and/or polishing and updating existing skills.

YOU MAY FIND THAT YOU WILL BE ADDING TO THIS LIST AND THE OTHER LISTS AS YOU PURSUE YOUR TRAINING – BECAUSE YOU WILL BECOME AWARE OF ALL THE STUFF YOU DIDN'T KNOW YOU DIDN'T KNOW!

So now the fourth suggestion for the big list were what are the skills you're going to need, but once you got that list, you may also find that you're going to be adding and expanding to that list and really all the other lists as you pursue your training, because as I started this class out saying, you don't know what you don't know.

Part of what happens as you start getting trained and learning new skills is you begin to discover all the things you don't know and discover the things you didn't know you didn't know.

YOU MAY DECIDE THAT YOU'D PREFER TO HIRE SOMEONE WHO HAS THESE SKILLS RATHER THAN LEARNING THEM

And so that you always want to be adding to these lists. You also may decide that you'd prefer to hire someone who has some of these skills rather than learning them.

Story about photoshop and Fivver.com for example

Let me give you an example for that. So when I bought my computer, I actually bought it very, very slightly used, and the guy who owned it first had already put on the Photoshop and Illustrator and all of those kinds of Adobe design programs.

And boy, I've always meant to learn how to use them, because you know, on a very not infrequent basis, I need images. I need ads. I need banners. I need headers for what I'm doing, and I know that if I knew how to do Photoshop that I'd be able…or Illustrator…I'd be able to pop that stuff together really quick.

I just haven't had enough time to learn the skill. I've looked to a course that's going to be like $500 to take the course., You know 7 weeks, 7 Monday nights. "Oh gosh! I don't really have that availability," and I just kept postponing it.

The other day I got really frustrated, because I tried to just open the program and just slap something together that I thought should be really easy, and I spent about half an hour and could not figure out how to get the program to do what I wanted it to do. Instead, I got on to Fivver.com. That's spelled FIVVER.com, and for $5, I got a designer to put together the image I needed. It looked awesome. I am not a designer, but I know what I like, and it looked beautiful for $5.

So the truth is for me to spend $500 and 7 Monday nights or 6 Monday nights, 3 hours a shot, plus doing all the work in between classes to learn how to do this, when I could get someone to do it for me in 2 hours for $5, it ends up that that's not really a skill I'm going to learn. I may decide at some point when I have a time for a hobby, which I don't have time for now, I might want to learn it, and at that time I'll decide if I do, but in the meantime, it's not the best use of my time and energy.

I can get someone else to do it for me for not a lot of money and not a lot of time, and that's a much better way to handle than need of that skill. So, again part of this process is identifying, you know, is this stuff you need to learn or is this something you're going to be better off hiring out? You may need to learn a skill well enough to be able to assess if someone else is going to be able to deliver for you.

I've certainly spent many hours learning web design, not because I want to spend my time tweaking CSS code. I have not learned CSS code. I've learned a very minimal amount of HTML code, but one of the things I've learned is where to go on Google to find HTML code when I'm looking for it.

But I really wanted to learn was enough to be able to tell when a web designer was, you know, really able to deliver on what they were saying. "Oh yeah, I can do that no problem," because I've had so many bad experiences.

So not only training and learning new skills and/or polishing and updating existing skills, but also kind of identifying which of these skills are the ones you really need to learn in order to create success with this goal or/and which of these skills do you need to just have enough to be able to discuss intelligently with someone who really has these skills that you want and need, so you can find the right people to fulfill your needs.

ACCESSING EXISTING RESOURCES AND RESEARCHING NEW RESOURCES

The next area that you're going want to focus on in this step. So by the way, just notice that actually learning and training really is part of this step. Now you may, when you're creating the plan and implementing the plan, it may include ongoing training, but very often there are going to be some foundational skills that you really need to have under your belt before you can actually implement the plan, because you need to know enough to be able to implement the plan.

And so very often during this step when you at least begin to the process of training and learning, okay? The final area that I wanted to talk about as far as this step is accessing existing resources and researching new resources.

So when you're doing that initial brainstorming, you're going to write…you're going to list all of the possible people and resources you will need to connect with to accomplish your goal. You're going to then do research to expand that list right, using Google and the people within your support structure.

But I also recommend once you've got that list that you plan on doing some work, accessing your existing resources in order to expand your list. So for example, I recommend interviewing people who are already at the level you want to get to. So let's say you're a band and you're playing small clubs and venues that seat 100 people, and you want to get to the level where you're playing big clubs and theaters that seat 500 people.

That's kind of the next level for you to get to. Well, I would recommend talking to bands or musicians, performers, who are already performing at those venues. Very often you will find people who have had a level of success are really honored and happy to act as your mentor.

Now you may ask half a dozen people if you can pick their brains, and two or three of them may say, "Forget it. I don't have time for you," but you will find some people who love doing that and are happy to do that.

INTERVIEWING PEOPLE WHO ARE AT THE LEVEL YOU WANT TO GET TO.

When you go to interview these people and the people I'm going to talk about in a minute, you want to do a couple of things: 1. Write your list of questions in advance. 2.

Ask them for a specific set period of time and respect it. So if you say, "Can I take 30 minutes of your time to pick your brain?" Get in there. Use your 30 minutes. Get your questions answered, and be complete within the 30 minutes.

If you feel like they're open to it, you can always schedule another additional time if you feel like there's more there, but don't take advantage of people. I've done this for other coaches, up and coming coaches, and I can't tell you how infuriating it is for them to say, "Well, I just need 15 minutes," and I have to like hang up on them after 45 minutes.

"Oh, just 1 more question., Just 1 more question." No. Don't abuse my generosity in that way. It's just rude, and I will never talk to that person again. They'll never get more information from me, because it was disrespectful.

So you want to really respect their time. If they're local to you, take them out for lunch. Buy them a cup of coffee, but in advance say, "I just need 30 minutes of your time," and respect it. Don't overdo that.

INTERVIEWING COMPETITION FROM OTHER AREAS (SO THEY ARE NOT IN DIRECT COMPETITION WITH YOU)

The other thing, the people you can interview are your competitors that are not in direct competition. For example, let's say your goal is to open up a recording studio, and you're going to do it in your garage, and you've got the equipment and you really, you know, you're thinking…you're ready to start marketing or whatever.

You don't necessarily want to go and interview owners of recording studios in your immediate area, because they are in direct competition with you, and they're probably not going to give you a hell a lot of information.

But if you're, for example, in the New York area, and you can find someone with a recording studio in Chicago, you could interview them because they're not really in direct competition with you or like in Austin.

Just knowing that, of course, obviously, you're going to have your own territorial issues that will be different for them, but I think a lot of stuff is applicable across the board and you will learn so much. And again, in general, people who've found a certain level of success are happy to act as mentors.

FINDING AND JOINING GROUPS AND ORGANIZATIONS THAT WILL HELP YOU IN PURSUIT OF YOUR GOAL

But just be respectful. I also recommend finding and joining groups and organizations that will help you in pursuit of your goal. Now, here's my caveat. There's 2 reasons why

to join a group or an organization, and by groups I'm talking about things like live groups, but also you know, like MeetUp groups or whatever, but you could also be joining groups on Facebook or Google groups or Yahoo groups or whatever.

Organizations are like trade organizations and associations that serve people like you. In these organizations, you're going to find your colleagues and compatriots. And the people who market within these organizations are the services you're going to want and need.

This, however, is not where you market your services, because groups and organizations that are made up of people like you doing what you do is not your target market. So for example, I'm a business coach. I may join coaching organizations to learn more about how to be a good coach, how to market as a coach, what services are out there, the tools that are out there that I can use to become a better coach, blah...blah...blah.

But I'm not going to a coaching association and market myself as a coach because that's just incestuous. They're not my target market. My target markets are artists and entertainment professionals.

So when I'm looking to market my coaching services, I join groups and organizations that service my target market. So that's why I belong to the NSAI Nashville Songwriters Association International, because that's where my target market is hanging out, okay?

And I just want to differentiate because I see artists making this mistake all the time. They go to groups, like on Facebook, for other artists, and then they market their services. That's not where you want to market. That's where you want to create community.

That's where you want to brainstorm and support, and you know, connect with people like yourself, so that you can learn and get ideas and resources and those kinds of things. That's not where you're marketing, okay?

ASK PEOPLE IN YOUR SUPPORT SYSTEM TO HELP YOU BRAINSTORM (BUT ONLY AFTER YOU'VE BRAINSTORMED YOURSELF OUT!)

Again as I mentioned earlier you can ask people in your support system to help you brainstorm, but again, only after you've brainstormed yourself. So that's another way to access existing resources and research new resources.

In finding and joining those groups and associations that I mentioned before, you might want to hold your goals a little bit close to your vest, because in addition to these people being your colleagues, they're also your competition.

Now there may be people in there that you decide, you want as part of your support system, but you want to be discriminating, discerning, and choosy about who you're doing that with. And it's not really about protecting yourself so much as about being smart and recognizing that these people are also your competition, okay?

And it's not like you have to get competitive with them and get in their face, nor do you have to get, you know, acquisitive, and you know, "Mine, mine, mine, down, down, go, go, mine, mine."

But you have to just be aware that they are your competition. So you know, when I'm in a group with a lot of other coaches, I'm not going to talk about, "Oh wow! You know I booked this gig or that gig or I have this resource or that resource," unless I already know that these are people I can trust, because A. They are not my target market, so I'm not necessarily wanting to brag about the resources I've got, because I say that to my target market, but also I just, you know, and I'm aware that these people are my competition, okay? See you just have to have an awareness of that.

But there are going to be people that you meet in those environments that you do want to bring in to a closer circle as part of your support system, and that's great, okay? I just want you to be intentional about that.

REMEMBER TO ADD EVERYONE'S IDEAS, SUGGESTIONS AND RESOURCES RECOMMENDED TO YOUR BRAINSTORMED LISTS

And remember after you've done all of this research, accessing existing resources, interviewing people, talking to competition, joining the groups, and participating in their events and reading the posts that other people are making and so forth, you want to be adding all of those ideas, suggestions, and resources to your brainstormed list, even if you think, "Boy, I'd never do that! That's just crazy! That's way over my head" or "That's just not who I am." That's okay. Add it to your list anyway, because again, basically the outcome of this step should be several unbelievably long lists that you will then put together into a plan in Step 4 - Create the Plan, okay?

Even if you think, I'd never do THAT!

BASICALLY – THE OUTCOME OF THIS GOAL SHOULD BE SEVERAL UNBELIEVABLY LONG LISTS THAT YOU WILL THEN PUT TOGETHER INTO A PLAN IN STEP 4 – CREATE THE PLAN.

HOW TO BRAINSTORM

So I want to explain to you how to brainstorm. This is the process of brainstorming. I know I've talked about this in other classes, but since that's really what this step involves I want to remind you of how you brainstorm, so give me just one second to take a sip of water...

GO FOR A NUMBER THAT FEELS RIDICULOUS

Okay. So first of all you want to go for a number that feels completely ridiculous. So if you start your list and you write down everything that you've already thought of and you get to about 10, I would recommend multiplying that by a factor of 10 as the length of list you're going for.

YOU ARE NOT COMMITTING TO ANYTHING – SO DON'T FILTER YOUR ANSWERS

So if you can come up with 10 ideas, go for a 100. If you can come up with 50 ideas go for 500. Go for a number that feels completely ridiculous. Remember you're not committing to anything. So don't filter your answers. Any idea that pops into your crazy little brain goes down on the page, any idea, every idea no matter how ridiculous, absurd, and silly.

GET RIDICULOUS, ABSURD AND SILLY WITH YOUR IDEAS

In fact, I want you to purposely get ridiculous, absurd, and silly. Whatever you got to do to come up with 100 ideas or 500 ideas or however many ideas you decide you're going to go for.

Get ridiculous. Get absurd. Get silly, and don't worry about repetition, okay? It may be...what you want to be doing is you want to sit yourself down and say, "Okay. I'm going to brainstorm for the next 20 minutes," and as fast as you can, write down every idea that comes into your head.

If you feel like writing it down slows you down, use a dictaphone and use something like Dragon Naturally Speaking to transcribe all your ideas. By the way, Dragon Naturally Speaking is a great, great software.

I'm just making a note to add that to this class as a resource...and Fivver as well... Dragon Naturally Speaking is basically a transcription software where you…it will take a recording of your voice, and it will turn it into print.

And it'll turn it into print in a Microsoft Word document, an Excel document, whatever you want it to be. Okay. So if you think that you talk…brainstorm better through talking, then do that rather than typing.

You may type for a while and then get up and talk. However it works for you, okay? But do it as fast as you want, because you don't want to edit. You don't want to filter your answers. You want to just keep thinking of more ideas and more ideas and more ideas and more ideas.

DON'T WORRY ABOUT REPETITION

So don't worry about repetition. Don't worry about things that are ridiculous, absurd, and silly. Just keep writing. Just keep going. Just keep brainstorming, okay? You want to also stick with this process for what feels like a ridiculous amount of time, and then do it for 10 minutes longer.

STICK WITH THE PROCESS FOR WHAT FEELS LIKE A RIDICULOUS AMOUNT OF TIME AND THEN DO IT FOR AT LEAST 10 MINUTES LONGER.

So let's say you get to the end of that 20 minutes. Go another 10 minutes. Just let yourself be stuck or frustrated or feel like this is stupid. It's okay. Just keep writing ideas. You want to push through that feeling. You know the feeling when, "Okay, I can't think of anything else. I've written everything I could possibly think of. There's no way I could think of anything else."

Push through that feeling at least twice. I promise you if you start to feel like, "Ah, god, I can't think of anything else. What's another idea? What's another idea? What's another idea?" Your brain is going to say, "Oh you mean really? Anything goes? So I can get really creative. I can get really crazy."

PUSH THROUGH FEELING LIKE YOU CAN'T THINK OF ANYTHING ELSE AT LEAST TWICE

If you give your brain permission, it will come up with ideas that you would never have thought of otherwise, and here's the thing, it's very often the 91st idea after you felt like you couldn't come up with another idea like 3 times already, it's the 91st idea that blows everything open.

That is the real stroke of genius for you. You may brainstorm, and then set it aside for 2 days and come back and brainstorm some more, because during those 2 days if you decide yourself, "Okay. I've done as much brainstorming as I can right now, but I'm going to come back to this on Tuesday."

Your brain is going to keep, in your unconscious, in your sleep even, going to keep coming up with ideas. You may find that you may come up ideas while you're in the shower or in the morning when you wake up. Keep pads of paper or dictaphones handy, so that you can catch those ideas as they come up for you. Okay?

Because once you tell your brain it's allowed to come up with any idea possible, it will, and that's the whole point, okay?

DON'T GET FREAKED OUT!

YOU ARE GOING TO COME OUT OF THIS STEP WITH AN ENORMOUS LIST AND POSSIBLY SEVERAL.

Finally, here you are. You've done this work. You've spent hours brainstorming these long lists, and when you sit down, you may say, "Oh my god! What do I do with all these?" Don't get freaked out.

THAT'S WHAT YOU WANT.

REMEMBER, THIS IS JUST STEP 3 OF 7 – IN STEP 4, YOU'LL

Here's the thing. You are going to come out of this step with an enormous list and possibly several, and that's what you want. Don't get freaked out by it. In fact, celebrate it. "Look at this huge list of ideas. This is awesome!" Remember this is just Step 3 of 7 in the S.P.E.C.I.A.L Road Map to Success.

ORGANIZE – WHEN YOU SEE ALL THE STUFF YOU NEED TO DO, YOU'LL ALSO GET CLEAR ON THE RIGHT ORDER

Because in Step 4, you're going to take that huge list or lists, and first of all, you're going to organize it. You're going to see all the stuff you need to do. You're also going to get much clearer on the right order of things.

REDUCE – REMEMBER, BRAINSTORMING IS GOING WIDE, YOU ARE NOT COMMITTING TO ALL THESE ACTIONS, YOU'RE MAKING A LIST OF ALL POSSIBLE ACTIONS – YOU WILL NOT BE DOING ALL OF THIS

You're going to organize it into projects and sections and segments, okay? That's part of Step 4. You're also going to reduce this list. Remember brainstorming is about going wide. You are not committing to all of these actions. You're only making a list of all the possible actions.

You will not be doing all of these actions, but in order to go…in order to come up with the best actions, you need to allow yourself to go as wide as possible, and then reduce and hone in what are the right actions.

CLARIFY –

you may end up breaking this brainstorm into several stages,
You're going to be clarifying this list. You may end up breaking this brainstorm into several stages of going after this goal, several projects, several different pieces. You may end up breaking out entire sections of this brainstorm into future goals.

you may end up breaking out entire sections of this brainstorm into future goals,
you may end up deciding that some of the ideas you thought you had to do were really distractions pulling you away from your vision
You may end up deciding that some of these ideas you thought you had to do. Remember that first list of what you know to do. You may find out that some of those ideas were really distractions, pulling you away from your vision.

You may take this list and take entire chunks of it, and say, "I'm probably never going to do these actions." You won't be deleting that because in 6 months, in a year, in 3 years, it may be time to do those actions.

But when you're organizing this big list into your plan, you're really looking at the right now goal, the 3 month goal or the 4 month goal, that you set at the beginning of this process in, you know, Goals that Get Results. I talk about how to set that goal.

So there may be whole chunks that are later goals or whole chunks that you're just not going to do, but you don't know in 6 months, you may come back to that list and say, "Ah! That was a great idea. Now I'm ready to do it."

See, you never want to delete anything. You never want to edit anything, because you don't know what you don't know, and when you get further down the road, the territory is going to look different, and you're going to be different because you will have learned skills.

PUT THIS LIST INTO A LOGICAL AND DOABLE PLAN.
You will have developed in ways that you didn't know were possible for you. That's kind of the point. And finally after you organize, reduce, and clarify, you're going to take what's left and put the list into a logical and doable plan, and I cover that in the class on Step 4 - Create the Plan.

THE MORE YOU ALLOW YOURSELF TO EXPAND IN THIS STEP, THE MORE LIKELY YOU WILL DISCOVER THE BEST WAYS TO GET TO YOUR GOAL.
The more you allow yourself to expand in this stage, the more likely you're going to discover the best ways for you to get to your goal, because what's right and best for

you may not look like what's right and best for other people. It's what's right and best for you, and what was right and best for you 2 years ago or 2 years from now, may not be what's right and best for you where you're at now, which is one of the reasons why you do the Starting Point Assessment.

So that when you get to the Create Your Plan step, you know what's the right plan for you right now, okay? So I want to encourage you to allow yourself to be crazy, to be outrageous, to be creative, to be inspired, to be provocative, to be completely ridiculous as you're going through this process.

Think broad. Think wide. Think just anything and everything goes into this list, okay? And just trust this process. It really works. Alright, I look forward to creating the rest of the classes on this process, and I look forward to hearing your feedback when once you've started working through these steps, and remember if you have any questions, submit them to the Ask Coach Debra call. I recommend submitting them right away, no matter when the next call is scheduled for, submit them right away, so you don't forget.

And I'll be happy to answer them in the next call or if you are a Professional Member, Professional Program Member, you can send them to me in an email, and of course if you're in the Professional Mentorship Program, you can ask me them directly in your next laser coaching session. Have a great day!

Resources:

Dragon naturally speaking

Fivver.com

Goals that get results

Step one, CYV and Step 4