

LANDLORD **COACH**

The Personal

Vision & Goal Setting

mini-course

Workbook

Vision

Zig Ziglar once said, “If you aim at nothing, you’ll surely hit it.”

Having a solid Vision for your Future gives us something very clear to aim at. However, putting together your Vision is not something you can rush through. As you will soon see, crafting your Vision is no small feat either. It’s a lot of work, here are some reasons why it will be worth it.

- √ Having a solid Vision gives you a True North to make all decisions by
- √ Having a well-defined Vision helps avoid the “My Business is my Life” trap
- √ A clear Vision helps reduce distractions and comparisons that can slow you down and send you down the wrong path
- √ A clear Vision allows you to reverse-engineer a Lifestyle that allows you to create a business that serves you, not the other way around. Remember, we work to live, not the other way around.

To address the time-constraint of this class, this workbook is a truncated version of the full Vision Course my students go through. We will cover as much as we can, so it’s going to be doubly important you stay focused to come up with at least a basic Vision to work from. It’s from this basic Vision we will put goals in place, construct your infrastructure, and develop your processes – pretty much reverse-engineering a business for you – so your Vision is truly the foundation from which we build everything else.

There will be some basic questions to ask yourself when you have a quiet setting and a quiet mind. Write them down (I mean it, physically write them down). I know it may seem silly, and perhaps overly simplistic, but the act of writing something gives you a sense of ownership of it. Print this off and use it as a guide, use more paper if your answers go long. Your Vision is as long as it needs to be, so don’t edit.

Here are some basic rules to follow:

- Allow yourself to dream, be a little selfish here, it’s ok!
- Don’t allow yourself to say “yeah I’d love to, but...” If it’s important to you, put it down. Don’t kill your dreams before they’ve even had a chance to sprout.
- There are no wrong answers, if you want it, it’s right.
- Don’t try to rush through this, sometimes it’s best to put it down and come back to it. It could take days or weeks. Remember, your Vision is never truly “done” – it will continue to evolve.
- If a question doesn’t resonate with you, don’t force it. Just go on to the next question. Spend time on the questions that do resonate with you. Not every question will be important to you.
- Don’t confuse Goals for your Vision. Goals are the intermediate waypoints along the way to your Vision. Goals should be in alignment with your Vision, not counter to it.
- Have FUN doing this! This is ALL stuff you CAN truly have! This should be exciting, so enjoy the process!

The focus will be in three key areas, I refer to these as the 3 Pillars of Life. The pillars are specifically Mind, Body, and Soul. Think of the pillars as the legs on a stool, if one of the legs is short, the other two will be significantly impacted and the stool won't stand right. If the leg is too short or missing altogether, the stool will fall. This is also very true in Life.

Again, for the sake of time we will only be addressing a few questions in each category. In the full version there are 62 questions. The questions in this workbook should, however, get you to a good starting point.

Spouses / Partners

If you have a spouse or partner, you should create your Vision independent of your spouse or partner. The reason for this is you don't want your Vision to be flavored by that of your significant other, nor should your Vision influence theirs.

I worked with a coach to help form my own Vision (that's right, the Coach has his own coach!) His suggestion was that I work on my own Vision independent of my wife, and she should work on her Vision independent of mine. Once your Visions are complete, then you swap your Vision paragraphs, allowing your Visions to be read by the other.

I think this is the best approach. When we were able to meet and compare notes later on, I found it to be incredibly profound how close we were on some things, but also on how far apart she and I were on others!

Even though my wife and I were doing our Visions separate and independent of one another, I found I was still making decisions I thought she wanted. For example, I know my wife likes to ride motorcycles (I know, hot right?) So, unconsciously wanting to please my wife, I put in my Vision that she and I would get a pair of motorcycles that she and I can tool around on in the summer.

My Bride, on the other hand, had something else in mind. "No... I don't want motorcycles." The look on my face must have been quite transparent, so she continued. "Honestly, I'd rather have a motorhome where we can travel wherever we want, whenever we want."

I had absolutely no clue that she even had that on her radar. A motorhome?!? Not that I disliked the idea, in fact, I thought it was a really cool idea and immediately started to think of different places she and I could travel to. However, if I had done the Vision exercise with her instead of independent of her, my personality may have taken over and the motorcycles may have won out when both of us really wanted something else far more. Although I like motorcycles, I'm not really a "motorcycle guy."

If you have someone you're spending your life with, it will be important for you to do your Visions separately, then collaborate when each of you is done. The reason for this is so you can focus entirely on what you want, knowing your partner is focusing entirely on what they want. There will be some overlap as well as divergence, which is to be expected. You will get to work through your Visions as a couple, but you won't be able to do that until you've completed your Visions as individuals.

NOTE: My wife and I, at times, struggled in our marriage. Like all marriages, it's... well, it's marriage. Relationships can be tough at times, really tough. Fortunately, with the help of our friends, counselors, some books*, and most importantly our Faith in God, we were able to get to a much better place. Quite frankly, we've never been stronger.

I tell you this because I recognize that not all couples will be in a place to trust one another to allow themselves to be vulnerable with their Vision setting. I know this would have been the case with me and my wife. If you're struggling in your relationship this exercise might be too much for you as a couple. I strongly urge you to address where your issues are in your marriage so you can truly be authentic about your Vision.

*The books we read were gamechangers for us as a couple. They were *For Women Only* and its companion book *For Men Only*, written by the couple Shaunti and Jeff Feldhahn

Here are the 3 Pillars of Life, and the subcategories:

Mind

1. People / Relationships / Love / Connection
2. Growth / Learning / Fulfillment
3. Relaxation / Rest
4. Mental health

Body

1. Exercise / Activity
2. Health / Medical
3. Wellness
4. Diet
5. Sleep

Soul

1. Contribution / Fellowship / Community
2. Religion / Faith
3. Excitement / Recharging

Let's start first with your Mind:

1. People / Relationships / Love / Connection

- a. Name three people in your Life who most excite you

- b. Name three people who make you feel important

2. Growth / Learning / Fulfillment

- a. List two activities you've always wanted to try

- b. What physical things in your Life would fulfill you? Think of houses, cars, and other toys. Be open to the idea that these "toys" don't need to be things you own, but things you have access to.

3. Relaxation / Rest

- a. How much rest would you need each day to feel rested? What time would you go to bed? What time would you wake up? Would you nap during the day? How much and how long?

- b. If you had \$25 Million in the bank, what would you do with your time?

- c. What movies or books do you most identify with? Why do you think that is? What is it about the characters or the story that are attractive to you?

4. Mental health

- a. If you had a day, weekend, or week off, what two activities would leave you feeling recharged?

This isn't a complete picture*, but this is a really good start! Take your time, go through the answers that most resonate with you.

We would normally be headed over to the Body and Soul sections, to ask questions related to each of those areas but we should have enough in your answers above to move forward. If you did not take the time to think them through, take the time now.

Remember, each of these questions are not meant to be answered by every person but sometimes just to inspire intentional and deep thought about your specific Vision. If a question does not resonate with you, that is to say, if you don't have a person in your life who excites you for example, then don't answer it out of guilt. This is about developing the lifestyle and level of life-output you want to have.

* Note: If you're ready to take a deeper dive in your personal Vision, the full Vision Roadmap is available in the course ***Become a VIP in the Rental Business***. Head over to <https://LandlordCoach.com/Members> for more information on the full course and instant access.

Time Budget

When establishing your time budget, this is where you need to decide truly the most important things you want in your Life. Here is where you have to be a little brutal, because time is the one thing you can't get back. How you spend it is directly related to how satisfied you are in your level of Life-Output.

For example, notice in the weekly sample below that I did not put ANYWHERE "Argue with strangers on Facebook about politics". Do you know why it's not there? Because it's NOT that important to me! Think about it! When I stopped to think about it, I realized how much of my day was simply WASTED on NONSENSE that I didn't truly care anything about.

	A	B	C	D	E	F	G	H
1		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2 5am			Gym		Gym		Gym	Gym
3 6am								
4 7am			Bfast w/boys	Bfast w/boys	Bfast w/boys	Bfast w/boys	Bfast w/boys	
5 8am					Open time	Open time	Writing	
6 9am	Family Day							
7 10am								
8 11am				Networking				
9 Noon				Group	Lunch w/ Bride	Lunch w/ Bride		
10 1pm		Lunch w/ Bride					Lunch w/ Bride	Range time
11 2pm								
12 3pm								
13 4pm				Open time			Float time	
14 5pm		Open time					w/ Friends	
15 6pm					Date Night	Bible Study		
16 7pm		Dinner	Dinner				Dinner	
17 8pm						Dinner		Date Night
18 9pm	Bedtime	Bedtime	Bedtime				Open time	
19 10pm					Bedtime	Bedtime	Bedtime	
20 11pm								
21 Midnight								
22								

You likely noticed there's nothing on this calendar related to work, but specifically the Life Output that I sought out. I can't say I live my Life exactly by this calendar, instead I use it as a roadmap for how I want to live based on what's most important to me. I found that when I didn't budget my most precious resource, MY TIME, the things I truly wanted and enjoy were never going to happen.

For the parts of your Vision that are infrequent such as vacations or friends you'd like to go visit, you would do the same thing except on a Vision Timeline. Here's an example of a long-term timeline I use to plan my 3 and 6 month Vision. I generally don't go much further out than one year for my Visions. I feel it's easy to hide in inactivity or nonsense that's not related to purposeful actions for Visions that are too far out, and one year seems to be the outer limit for me. Just don't put them so far out where you can hide.

	A	B	C	D	E	F	G	H
1		July	August	September	October	November	December	
2	Week 1							
3	Week 2		Vacation		Retreat			
4	Week 3						Home with Family	
5	Week 4					Thanksgiving w/ Sue	Home with Family	
6								
7								
8								
9								

Remember, your Vision will evolve. This is a good place for you to start, but you have to do the work and do the exercises. I can show you the door, but you have to walk through it.

Having clarity in your Vision will surely give you direction when things get tough or distractions arise. I am excited that you've done this for yourself!

For the sake of time in this class we will have to leave it here for now. There are several other sections I had to omit simply due to time constraints, but you have many of the basics here. If you'd like to learn the next steps which include:

- Establishing a Cash Flow Budget
- Crafting a Vision Statement
- Vision Summary
- Vision Commercial
- The remaining 62 questions in the full Vision Roadmap

I invite you to head over to <https://landlordcoach.com/members> No hard sell, it's just the tool I have in my toolbox. However, if you'd like to take your journey from here I respect that, and I wish you Good Luck

Goalsetting

Think of your goals as waypoints along the way to your final destination (your Vision). There are a series of techniques I've learned, used personally, and coached others about goalsetting. These are goalsetting methods I've seen some of the most successful people using, and I know will be a huge benefit to you if you implement them. Just make sure each of your goals are in alignment with your Vision

1. Write Your Goals Down

"If you can write it, you know it." That was something Joe Sorrentino my 8th grade science teacher taught me and not only did I never forget it, it served me well whenever I had to know something by heart. Through high school, to my time in the U.S. Marines, all through Purdue University and beyond, that advice served me incredibly well.

As for writing my goals down, I'll be honest, I found it a little unnerving (like, what if someone finds it and read it!). Not to mention I found when I wrote something down, at least internally, I felt I had to stand by it. I had to take ownership of what I said and what I was trying to accomplish. That by itself is a little scary. However, when my first business coach had me do this it was a game-changer for me. Writing your goals down is the first major step to making them happen and living the Life you want.

2. Make them Known

Ok, so you might not want to post your goals on Facebook or shouted them from the top of a building for all to hear, but what if you did? All of a sudden you have to own what you put out there. Not only do you have to own your goals, but people are going to expect you to take action. Will you be known as someone that gets things done, or as someone that is just really good at coming up with excuses? Use that negative peer-pressure to help motivate you.

If you have a coach you work with, this is going to be important for them to know. Your coach should keep your activities in alignment with your goals, and call you out when they aren't.

3. Goals are Highly Specific

Vague goals are really not helpful. The more specific you can be about what you want the better. It will be much easier to hit a goal that you can practically see, taste or smell. If you're not aiming for the bullseye, you're not likely to even hit the target. Have the courage to say what you really want. It's not easy, but being defining what success looks like through the lens of your goals is critical to getting what you want.

4. Write your Goals as if They are Already True and in a Positive Voice

When you write your goals, write them in the present-tense. That is, write them as if they are already true. Words are important, especially to the subconscious brain. Here are some examples:

Instead of:

"I want an extra \$2,117 per month in income so I can quit my job in 33 months..."

Consider this:

"I have an extra \$2,117 per month in income and am self-employed, being financially independent by May 15th, 2023..."

By writing them as if they're already true, your mind will actively work to make them true. It's a subtle, but incredibly powerful difference.

5. Address the Necessary Behavior Change

This is where most goals die a sure death. Most people who announce New Year's Resolutions never make it far because they never address the underlying behavior that must change in order to reach their new goal. Quite often, the level or quality of activity that got you where you are currently might not be enough to get you to the next higher level.

Take for example those who want to quit smoking. Part of the reason this is so tough, in addition to the chemical addiction, is the behavior that surrounds their activity is not addressed in their goals.

Many people who smoke often do so when they engage in other activities like driving, hanging out with friends, or drinking alcohol. In order to quit smoking, it would make sense then to adjust their behavior and avoid those activities if they truly wanted to stop.

Obviously, some of these activities can't be avoided, but when you identify the activity that connects to their undesired behavior, it's much easier to address. If you know you're likely to smoke when you drive, for example, you can be empowered with this knowledge and substitute another (ideally healthier) activity in place of smoking when you drive, such as drinking water or eating popcorn.

Addressing a behavior change is not easy, and as stated earlier, this is why most New Year's Resolutions fail because they fail to address the underlying behavior that needs to be changed. Changing is easier too if you have an accountability partner. This should NOT be a friend or your spouse, this should be someone you have no other connection to, such as a coach or mentor.

Ideally, this would be someone you pay money to. Let's face it, for nearly everyone (me included), money equals commitment. You simply have to have some skin in the game. In my personal experience, I never really started to have big gains towards reaching my goals until I started paying money to someone that was not interested in being my friend or wanted my approval and acceptance.

6. Goals are Quantifiable, as much as Practical.

Avoid words like "more" or "better" but instead, opt for values that will show progress. Don't write that you want "more money" or a "better marriage" but instead, be highly specific and use metrics as much as practical.

Examples:

"I have an additional \$2,300 in net income each month from my wholesaling business."

"I make \$10,227 in total income each month from all income sources, which includes \$8,020 from my current job and \$2,207 from my rental business."

"I make my wife feel loved by leaving her hand-written notes 3 times a week, texting or telling her four times a day how much she means to me, and taking her on a date every Wednesday night where I am mentally present and fully engaged with her."

"I tell my husband twice each day how desirable he is and find ways to make him feel respected."

Sometimes, having a goal that is unquantifiable is unavoidable, such as in the last two examples. In my own case, my wife and I have as part of our overall Vision to "Raise two good men." This is something we want for our sons. Part of that Vision is quantifiable, that is, we are raising them to be strong Christian-centered men by sending them to a faith-based school.

But how do you put a value on something like that? Obviously, you can't. Each of our sons excels and struggles with different things, but overall it is our job to teach them to be ethical, Christ-centered, and the best versions of themselves as they can be. For goals or Visions such as this, be as specific as you can, just be careful to try to set goals for other people. You can only quantify your

level of input – your level of commitment – it’s tricky to quantify their results or level of output if they didn’t set them in the first place.

7. Identify Your Higher Purpose

It’s important for you to recognize your Goals are not the end, but merely a waypoint on the way to a higher purpose (your Vision). I refer to this as your Vision. This is probably best explained with an example.

Let’s say you and I are going on a road trip and our Vision (ultimate purpose) is to be sitting on the beach with our feet in the sand, sipping on a cold drink. To do this, we need a map.

A map is only useful if you know two things: 1 - Where you are and 2 - Where you want to go. We already know where we want to go, which is sitting on the beach with a cold drink in your hand, and if you’re honest with yourself about where you are (I’ll address this more later) then it’s MUCH easier for you to take steps to move toward your Vision.

So, if we are starting our journey in Detroit, Michigan and our Vision is to be in Key West, Florida that’s pretty easy to draw a map for us to get there. A good waypoint, or Goal along the way, would be Indianapolis, Indiana. In keeping with our example, if we found ourselves in Chicago, Illinois, that’s too far west for it to be in alignment with our Vision and we should reject going there.

To bring this into a more real-world example, if you were wanting to be completely out of debt and leave your current job within the next 2 years, taking an expensive vacation to Greece in the next 2 months might not be in alignment with your overall Vision. It might be better to take a short, less expensive vacation in order to use that extra money toward debt reduction and stay on track to becoming self-employed.

Keep in mind all your goals might not be in alignment with one Vision, and that’s to be expected. It’s for that reason you shouldn’t focus on more than two, possibly three pieces of your Vision at one time.

8. Rewrite your Goals Often – Each morning, each night

This is so easy to do, but so easy not to do. However, this is SO powerful because it reinforces your activities at both the conscious level as well at the subconscious level. To do this, write your goals and your Vision, each morning as soon as you wake up. This addresses the conscious level of your activity.

Then, just before you close your eyes for the evening, write your goals and Vision again. This will address your subconscious level of activity.

You might find that goals and pieces of your Vision that were once “super important” fall into the “meh” category. Think of how important something was to you when you were 13 years old, and by the time you were 15, that thing wasn’t even on your radar anymore. Life experience changes us, and Goals and Visions we once saw as dire, no longer become important.

Similarly, things that were not at all important may pop up and suddenly make it to the list. That's why it's important to write and rewrite your goals. Not only to chronicle your desires, but to identify when they need to evolve.

9. Give yourself a Reasonable, but Short Timeline

I don't like long timelines for my Goals or Visions. I think there are simply too many variables to try to factor in during lengthy periods of time. Plus, it's easy to hide in inactivity knowing you have such a long timeline. I know of a lot of people with "5-year plans" but the clock never started for them. As a result, 10 years later they are still working on their "5-year plan." I can't help but wonder if they made that into a "5-month plan" how their substantially different their lives would be.

Once I have a Vision identified, which for me is generally about a year, I put goals in place that will each bring me closer to that piece of my Vision. I will sometimes have longer term Visions, like I do with my sons, but for the most part I like to keep them short so I can adjust my goals and activities along the way.

10. Don't Overload Yourself

It's natural for some people to try to commit to too much all at once. If you try to commit to cut your incidental spending to \$100 a week, quit smoking, stop eating sugar, go to the gym 6 times a week, lose 75 pounds, become a priest, play for the NFL, and volunteer at your church three times a day might be too much all at once if you're doing none of that right now.

Keep your goals simple at first. It's easy to list things that would define your ideal life, but you also have to be at least somewhat realistic. I LOVE having lofty goals that scare me a little, but that is part of my nature. That might not be a good approach for you. There is a fine line (and significant difference) between goalsetting and dreaming.

Remember these can be things you can ACTUALLY HAVE, but you have to be honest with yourself about where you are. If you don't have a job or any money to invest, it might not be practical for you to say you're going to be financially independent in the next 3 months. Remember, your map is only good if you know where you're at and where you're going. You have to be honest about where you're at.

If you're on the other end of the spectrum and you're struggling to put anything down, it's best to start simple than to have really elaborate plans that will quickly fall by the wayside. Small goals that are achieved add up much faster than lofty goals that are never reached.

11. Be Like a Goose

I never really understood why Canadian Geese fly in formation or honk while they're in flight. Here's some really interesting facts:

- Canadian Geese can cover 1,500 miles in one day during migration. The reason they do this is because they fly in a flock in a V-Formation, one slightly higher than the other, to reduce wind turbulence. The geese at the back of the formation experience the greatest lift because of the others in front of them.
- The bird which leads the "V" changes because it is the most tiresome position in the formation. This is because it encounters the most wind resistance being the lead-bird. Other geese will rotate into that position as the lead goose tires. If a bird drops out of the formation altogether,

- it realizes very quickly how much more effort and energy it has to spend to fly. That goose will quickly return to the formation to take advantage of the lifting power that comes from flying together.
- Geese honk at each other to communicate, and is speculated, as encouragement to one another.
 - Geese help each other when needed. If a goose gets sick or injured, two other geese will drop out of formation and stay with the injured goose to protect it from predators until it is able to fly or it dies.

My point behind all this is don't go it alone. You can accomplish much in this world, it's not only easier, but much faster, if you have help. So, moral of the story, be like a goose.

I am not saying this to pitch to you, but I feel I would be inauthentic if I didn't at least tell you that I do coach people with their Vision and Goals. If that's something you'd like to discuss just drop me an email. I am not the right coach for everyone, there is no one-size-fits-all when it comes to coaching. While I might not be the coach for you, I definitely suggest you get someone that has experience in this area. A good coach will be a game changer for you, that certainly was the case for me.

Reality Check

We are all busy and I realize if you've made it to this point in the workbook you're thinking:

“There is no earthly way I am going to do all this!”

Yes, this is a lot of work, no question about it. Let me ask you though, how satisfied are you with your life right now? If you've read up to this point, I imagine that you're ready to make a change because you're not living the level of life output you desire. Someone in your Life is suffering because of the way you're living right now. Profound change does not happen while you sit in your comfort zone.

I mentioned earlier that I too, work with a coach. I am not saying that you need a coach to get you through this, but it's been my experience that it's a lot faster and much easier when you have someone to work with, to hold you accountable, and to keep you motivated. Remember, be like a goose.

Final Notes

I hope you have found this workbook to be helpful. I suspect you may have some questions along the way, so if coaching is something you'd like to explore, please reach out to me at mark@landlordcoach.com

If this has helped you get to your ideal Life, please live it to the fullest.

Remember,

There is no amount of money that will make time irrelevant, so take your Time-Wealth, and go create the world you want. ~Coach

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