

## 25 Epic Fails Per Quarter and Really Mean It

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Remember that  
you are willing to  
fail because you  
want to do  
whatever it takes  
to work toward  
your goal.

Now it's time to plan to fail.

Aren't you excited?

You are going to fail more than you have in your  
whole life over the next year.

It's going to be amazing.

Remember that you are willing to fail because you  
want to do whatever it takes to work toward your  
goal.

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I will use the example of selling art.

Maybe you are a scholar who has art you want to sell.

You love the idea of being able to make a living painting.

Your impossible goal is to go from selling zero paintings to selling thirty paintings for  
over \$1,000 each next year.

This means you need to sell about eight paintings a quarter.

Now it's time to plan your 25 fails.

Maybe you will go to ten galleries with a presentation and ask for a sale.

Maybe you will create videos about your paintings and send them to 100 people  
and ask them all to buy a painting.

Maybe you will take your paintings and sell them at an art show.

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Be very careful  
not to give in to  
confusion,  
overwhelm, or  
“I don’t know”  
energy.

Maybe you will run Facebook ads selling your paintings.

Maybe you will find a third party to sell your paintings.

Maybe you will have a party and sell art.

Maybe you will go to local hotels, restaurants, and waiting rooms and ask to display your art for sale.

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You have to brainstorm all of the things you could possibly do. You can pull from the strategies you created before and have a very long list, but for each quarter, you need to generate at least 25 RESULTS you will attempt.

This is not an activity list—this is a results list. What is the result you will attempt to get specifically, and how will you attempt to get it?

Be very careful not to give in to confusion, overwhelm, or “I don’t know” energy.

These are things you are going to do and fail at doing, so don’t let your brain use fear of failing as an excuse not to take action.

Take the next page to write all of your ideas for your fails. Then pick 25 you will attempt for quarter #1.

You will repeat this exercise for the next three quarters of the year on the following pages. By the end of this work, you will have a plan for 100 fails for the year.

Don’t worry if you are freaking out at the end of this exercise. We will spend the month getting over it.

## QUARTER 1

Brainstorm on the rest of this page actions you can take for the next three months that you will most likely fail at doing as you attempt to achieve your impossible goal.

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Now, from your brainstorm, make a list of the 25 actions you are committed to taking for the next quarter, even though these attempts could end in “failure.”

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**QUARTER 1**

Action Taken

Result

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