# 25 EPIC FAILS EACH QUARTER & REALLY MEAN IT!

NOW IT'S TIME TO PLAN TO FAIL.

**AREN'T YOU EXCITED?** 

YOU ARE GOING TO FAIL MORE THAN YOU HAVE IN WHOLE LIFE OVER THE NEXT YEAR.

IT IS GOING TO BE AMAZING.

REMEMBER THAT YOU ARE WILLING TO FAIL BECAUSE YOU WANT TO DO WHATEVER IT TAKES TO WORK TOWARDS YOUR GOAL.

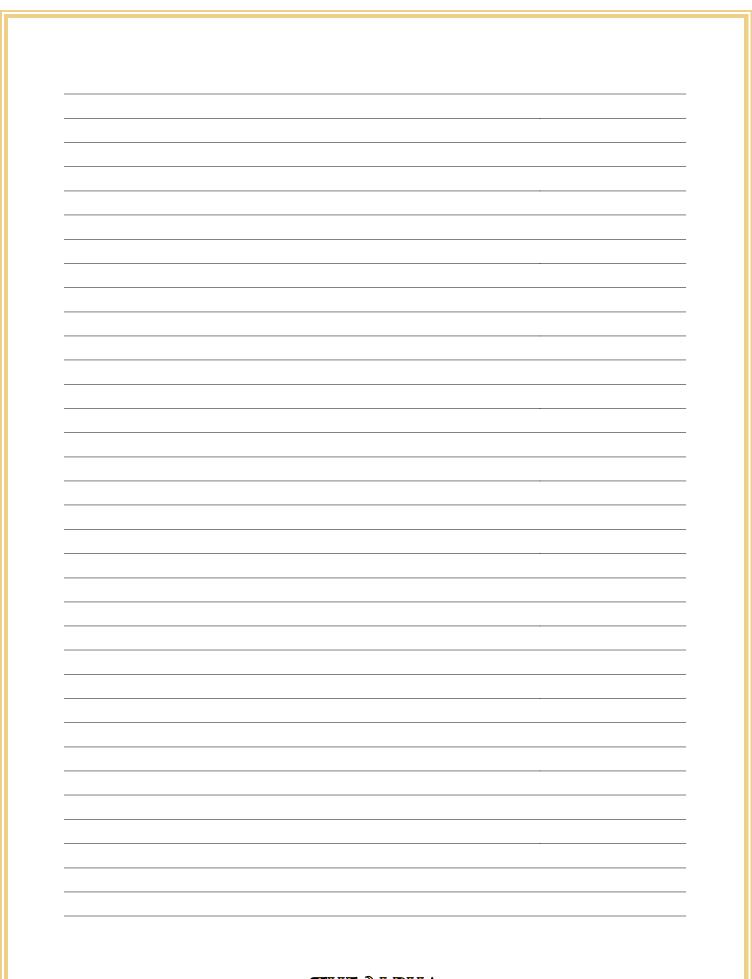
YOU HAVE TO BRAINSTORM ALL OF THE THINGS YOU COULD POSSIBLY DO. YOU CAN PULL FROM THE STRATEGIES YOU CREATED BEFORE AND HAVE A VERY LONG LIST. FOR EACH QUARTER, YOU NEED TO GENERATE AT LEAST 25 RESULTS YOU WILL ATTEMPT.

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 COUPLE OF PAGES TO WRITE ALL YOUR IDEAS FOR YOUR FAILS. THEN PICK 25 YOU WILL ATTEMPT FOR QUARTER #1. YOU WILL REPEAT THIS EXERCISE FOR THE NEXT THREE (3) QUARTERS OF THE YEAR ON THE FOLLOWING PAGES. BY THE END OF THIS WORK, YOU WILL HAVE A PLAN FOR ONE HUNDRED (100) FAILS FOR THE YEAR. DON'T WORRY IF YOU ARE FREAKING OUT AT THE END OF THIS EXERCISE. WE WILL SPEND THE NEXT FEW MONTHS GETTING OVER THE BRAIN DRAMA. BRAINSTORM ON THE REST OF THIS PAGE AND THE NEXT THE ACTIONS YOU CAN TAKE THAT YOU WILL MOST LIKELY FAIL AT DOING AS YOU ATTEMPT TO ACHIEVE YOUR IMPOSSIBLE GOAL.



MAKE A LIST OF 25 ACTIONS YOU ARE COMMITTED TO TAKING FOR THE NEXT QUARTER, EVEN THOUGH THESE ATTEMPTS COULD END IN "FAILURE".

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ACTION TAKEN	RESULT

make a list of 25 actions you are committed to taking for the next quarter, even though these attempts could end in "failure".

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ACTION TAKEN	Result