



Big Dream Formula

Tap into your creative energy... if you can dream it, you can be it.

Step One: Your Big Dream ~ Lifetime Goal

Imagine you are at the end of your life (in your golden years), looking back on your life. What do you see? Did you pursue your dream of music? What was the one thing, more important than anything else, that you wanted to accomplish for yourself? What mattered most?

Write it all out here.
Include all the details.

Write a 10-line (or less) summary of Your Big Dream Lifetime Goal:

How to get your Big Dream creativity flowing:

- Brainstorm + brain-dump. Give yourself an hour or two to brainstorm and dump all the thoughts in your brain onto paper. Put on some music – get inspired – what do you envision for yourself? (be honest)!
- Consult yourself. I teach my students to ask yourself questions you want answers to. Ask and the answer will be given, but don't expect it to come right away (these are big questions). Be on the lookout for the answer. It may come in a dream or in a "light-bulb" moment. It may also come from something someone says that strikes you.
- Ask what your "big dream" is before bed (your sub-conscious will go to work while you are sleeping and sometimes remarkably provide you with an answer or idea).
- Create a Vision board. Tear out photos from magazines that represent what your Big Dream looks like.

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Step Two: 3-Year Goal

Now that you have your lifetime goal, write down where you want to be 3 years from now.

Write it down your 3-Year Goal here.
Include all of the details.

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Step Two: 3-Year Goal

Write a 10-line (or less) summary of Your Big Dream 3-Year Goal:

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Step Three: 1-Year Goal

Now that you have your 3-Year Goal, write down where you want to be 1 year from now.

Write it down your 1-Year Goal here.
Include all of the details.

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Step Three: 1-Year Goal

Write a 10-line (or less) summary of Your Big Dream 1--Year Goal:

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Step Four: Reverse Engineer

Reverse-engineer your 1-Year Goal backwards into each month starting with month 12 . In order for your 1-Year Goal to manifest, what needs to happen in month 12, month 11, month 10 etc.

Tip: Concrete, real action is required to actualize goals. Spend time on this step. This is where the rubber meets the road.

Month 12 _____ (name of month here)

Month 11 _____

Month 10 _____

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Step Four: Reverse Engineer

Month 9 _____

Month 8 _____

Month 7 _____

Month 6 _____

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Step Four: Reverse Engineer

Month 5 _____

Month 4 _____

Month 3 _____

Month 2 _____

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Step Four: Reverse Engineer

Month 1 _____

Tips on reverse engineering:

- Keep tweaking these steps (write in pencil). This is the important stuff. This is how the Big Dream manifests in your life: monthly, weekly, daily.
- Get detailed. They say “god” (source, whatever you call it) is in the details. Break it down, and then break it down further. Write out all the tasks involved including your research and networking time.
- Ongoing process. This is a continual process of any business, endeavor.. I am constantly doing this and use this process for everything I do (or should!).
- Reverse engineering actually makes the bigger dream/list easier, more manageable. Your goal is to keep breaking it down until it is in bite-size chunks.

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Step Five: Imperfect Action

Break the assignments from Step 4 down into weeks and plug them into your calendar – stay open to change and tweak in progress.

Action is what makes your goals actualize in the world. Taking action strengthens your Big Dream and makes it real in your everyday world.

Successful people don't wait to take action – they take action even if it's imperfect. The idea is to learn and tweak as you go, but you can't do that if you are not in action.

Your Imperfect Action To Do List:

1. Keep a Daily To Do List
2. Keep a Weekly To Do List
3. Set and Tweak Your Lifetime, 3-Year and 1-Year Goals until they are just right (you'll know 'cause it feels really good – and real).
4. Every Sunday sit down for the “Sunday Summit”. The Sunday Summit is a time every Sunday (4 pm Sunday afternoon is recommended) to prioritize the week ahead. Look at your calendar and put your priorities in order.
5. Check off each accomplishment on your list as it happens. Do a “happy dance” ;)

Big Dream Formula Tips:

- Ongoing process ~ keep tweaking.
- Get feedback
- Acknowledge your accomplishments
- Have gratitude for what you have (fear and envy push things away)
- Look forward to the future. Stop saying you “can't wait” – this literally pushes things away from you. Instead say you “look forward” ;).