

WHAT IS THE END GOAL?

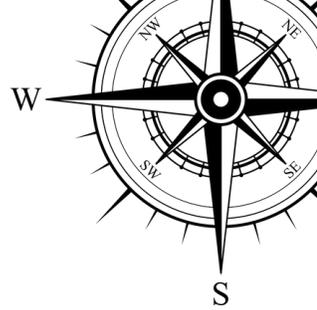
**WHAT DOES YOUR AVERAGE WORK WEEK LOOK LIKE WHEN YOU REACH THIS DREAM LIFE?
(DESCRIBE)**

**WHAT MAJOR PHYSICAL THINGS DOES THIS FUTURE YOU WANT TO HAVE?
(SECOND HOME, DREAM CAR, BOAT?)**

WHAT ADVENTURES, TRAVEL OR AMBITIONS, DOES FUTURE YOU DO EACH YEAR?

WHAT DOES FUTURE YOU PRIORITIZE? (CIRCLE TOP 3)

Time freedom | Work on what you love | Employ a small town | Make millions |
Build an empire | Not have a boss | Build something impactful | Add Other:



COST BREAKDOWN

WHAT DOES YOUR DREAM LIFE COST?

MAJOR PURCHASES	MONTHLY EXPENSES	ADVENTURE/PLAY MONEY
• _____	• _____	• _____
• _____	• _____	• _____
• _____	• _____	• _____
• _____	• _____	• _____
• _____	• _____	• _____
• _____	• _____	• _____
• _____	• _____	• _____
• _____	• _____	• _____
• _____	• _____	• _____
• _____	• _____	• _____
TOTAL:	TOTAL:	TOTAL:

THOUGHT EXPERIMENT

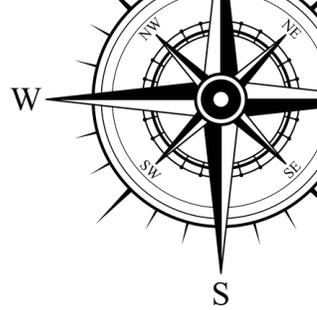
WHAT TYPE OF PROJECT WILL YOU NEED TO ACCOMPLISH THIS?

Job - Side Hustle - Lifestyle - Built to Sell - Asset - Impact - Generational - \$100MM Brand

This can be a sliding scale. If you have very little in the way of major expenses, you could easily have a lifestyle business that covers your cost of living and allows you to have plenty of freedom.

On the other hand, if you hope to buy a sports team and a mansion in the Yellowstone Club, you will probably need to build something closer to a \$100MM brand.

This isn't designed to make you choose a path, but rather for you to see that what your end goal looks like will have an effect on what you should choose to build. Most people either think too small and only try and solve the problem of replacing their job or they try to build the biggest thing they can, thinking that more money equals more freedom.



THE PLAN

WHAT ARE YOUR MOST VALUABLE SKILLS?

1 _____
2 _____

WHAT SKILL(S) DOES YOUR FUTURE SELF HAVE?

1 _____
2 _____

WHAT SPECIFIC KNOWLEDGE DO YOU HAVE?

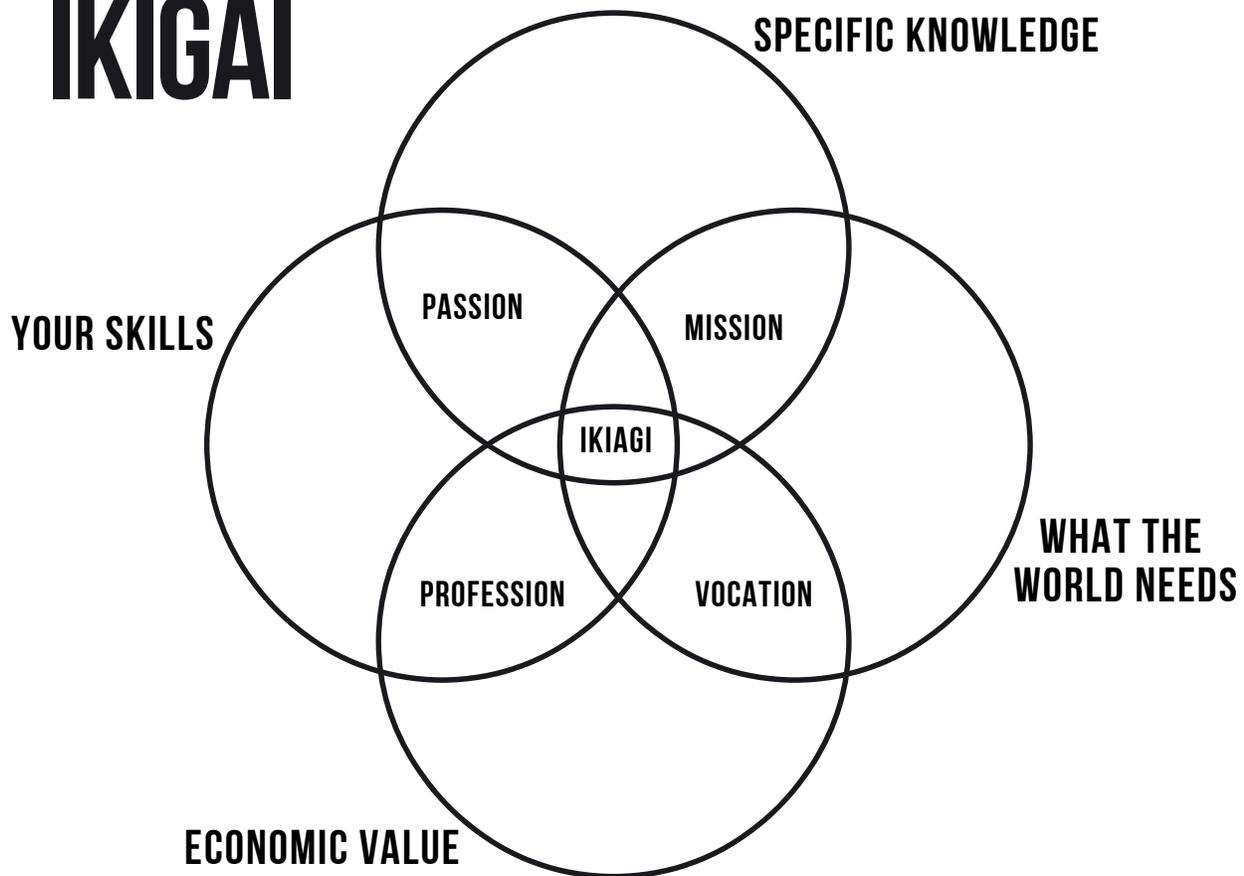
1 _____
2 _____

WHAT SPECIFIC KNOWLEDGE DOES YOUR FUTURE SELF HAVE?

1 _____
2 _____

CHOOSE 1-3 FOR EACH SECTION

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LEVERAGE:

LABOR | CAPITAL | MEDIA | CODE



THE PATH

Re-evaluate monthly

10 YEAR TARGET

WHERE WILL YOU BE IN 10 YEARS? (SUMMARY OF END GOAL)

5 YEAR CHECKPOINT

WHERE DO YOU NEED TO BE IN 5 YEARS FOR YOUR 10 YEAR TARGET TO BE TRUE?

1 YEAR CHECK POINT

WHERE DO YOU NEED TO BE IN 1 YEAR FOR YOUR 5 YEAR TARGET TO BE TRUE?

90 DAY PROJECTS

WHERE DO YOU NEED TO BE IN 90 DAYS FOR YOUR 1 YEAR TARGET TO BE TRUE?

2 WEEK TASKS

GIVE YOUR SELF TWO WEEK BLOCKS TO CHIP AWAY YOUR 90 DAY PROJECTS LISTS
