



*To Achieve Your Goals Faster  
and Get More Done In Less Time*

1

## Fill Your Mind With Great Stuff Every. Single. Day.

To improve physical health (you know fit into those “skinny” jeans, have great energy, and vitality for life) do you stuff your face with dead foods chemically processed in a lab and chain yourself to the couch... OR... Do you intentionally nourish your body with fruits, vegetables, live foods and get your fanny outside and moving?

Well... duh. Of course, you give your body the very best nutrition and exercise for the highest chance at optimum health.

### But what about your mindset?

Does it receive the occasional burst of inspiration only to then be fed a steady diet of negative self-talk, excuses, self-doubt, and criticism?

To achieve your goals faster and stay working “in the zone” a healthy mindset is crucial. Just like our bodies (garbage in – garbage out) our minds are no different. They must be fed a steady diet of positive affirmations, healthy self-talk, and daily inspiration.

A powerful tool we use to shift a negative mindset is a Focus Wheel.

An intention statement is placed in the center and then it's surrounded by positive supporting affirmations. These wheels are incorporated into our daily planning tool (Best Planner Ever) so anytime our mindset needs a quick “healthy snack” it's right there at our fingertips. We even provide a free training on exactly how to do this.

You cannot fill your mindset with too much good stuff. However, it can be tough in a hectic day to remember this. That's why Secret #1 is having a daily planning tool feed your mind the RIGHT stuff each day.



## 2

## Stop Settling for Mediocrity

You are powerful, brilliant, talented, and deserve everything you want from life. So why are you settling for mediocrity?

Only 7% of people actually accomplish their goals. That's pretty sad. If you fall into the 93% who are not living the life of their dreams, that's even more sad (queue the trombone wah-wah).

The #1 difference maker in people who succeed is they have intentionally built accountability into their daily plan.

Yes... you might be thinking accountability is a giant snooze fest but a study by the American Society of Training and Development [ASTD] found that with a dedicated accountability partner your probability of completing a goal

rises to 95%. Plus... the world's most successful people ALL use this technique.

Why? Because when you have a coach, mentor, or peer group holding your feet to the fire – expecting you to show up 100% – it's a whole lot harder to drop the ball and let yourself off the hook.

People who are serious about meeting their goals and living their best life KNOW – having a strong group around them is key to success – and they plan for this daily.

This is exactly why we created [JDC Academy](#) – where we take you by the hand and help you better understand yourself, so you can access the motivation to get the results you truly want.



## 3

## Never (Ever) Get Busy Going Nowhere

I taught a workshop at the Own It Women's Conference in New York recently and when I asked the room "Who in here works from a clearly defined written statement that outlines where you want to go, how you want to feel, and what you want to be in this life?"

Not even one hand raised.

Not one person had taken the time to get clear on their dreams, before getting busy each day. Yet, most of the room (including myself) had ALL set the GPS on the car that morning for directions to the conference.

Let's face it. Writing down exactly what you want your life to look like can be a bit scary if you've never done it before. Or you might not even know what you really want...

However, when you take a trip across the country (or even town) don't you set your destination in the GPS before you start driving?

Don't you know exactly where you want to go? And why you want to go there?

Why should your LIFE be any different?

When you don't take time to get crystal clear about your destination it's like being really busy going nowhere. It might feel like you're spinning your wheels each day, working really hard, but not satisfied with the results or making any true forward progress.

This is what members of our community reported before they attended [Productivity Boot Camp](#). In this program, we walk with you step-by-step to create a Vision Statement of your life – so you begin working each day with clarity, passion, and purpose.

To get more done in less time requires focus and direction. A Vision Statement provides this guidance and is why we even include it first on the opening pages of our Best Planner Ever. Front and center – where it belongs!



## 4

## Plan Like You Bathe – Frequently

The best kept secret of daily planning to help you meet goals faster and achieve more in less time is this:

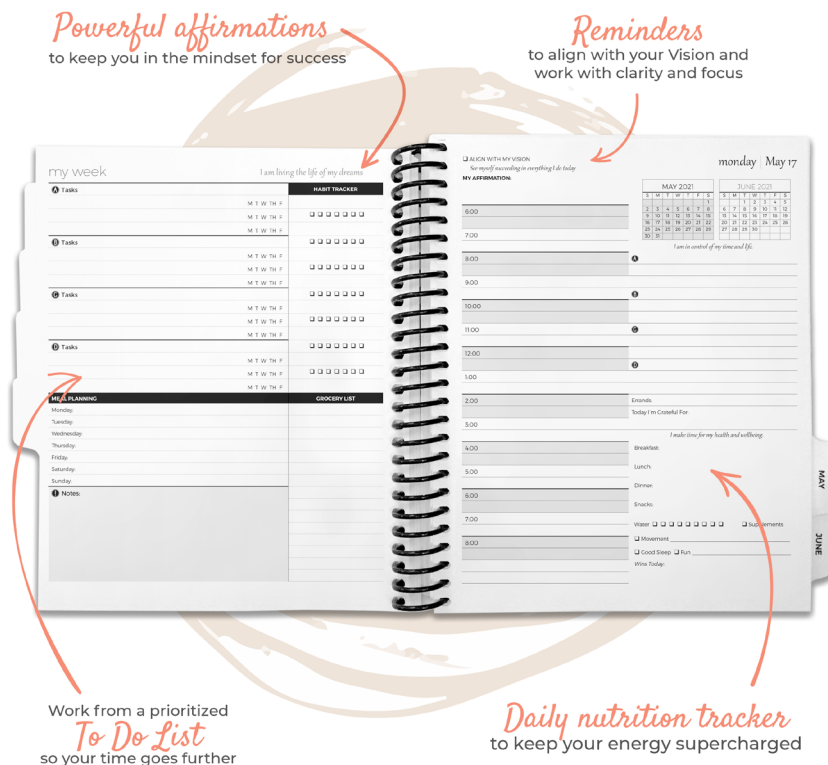
- You actually have to DO your planning – daily – AND in a way that is highly effective.
- Having a planner (or many of them) gathering dust in the corner of the office - doesn't work.
- Using a planner for a few days then going back to being scattered and overwhelmed – doesn't work.
- Using multiple planners – so you never really know where anything is – doesn't work.
- Just working from a big to do list each day – doesn't work. Sure, you'll get stuff done but it may not be the RIGHT stuff getting you closer to your goals.

We learn how to drive a car, cook, dress, ride a bike and more. But how much time have you truly invested in learning how to PLAN?

Anyone can make a list – but do you know how to prioritize that list? Say NO to certain things on it? Strategize that list in a way where you'll accomplish more with less work?

Good daily planning is having a solid strategy. Without knowing how to do this first, you'll forever be working from an endless list of “stuff”.

Even the Best Planner Ever won't do you much good without learning the best way to use it. That's why we provide numerous free training resources AND Boot Camp to help you kick your own butt to the finish line.



When you sit down to plan, you know exactly what you are doing and HOW to make your efforts go further, faster.

...and when you pair this with a community of other high-achievers holding your feet to the fire... oooooohh-la-la... now things are getting exciting!

## 5

## Use a Daily Planner That Sets You Up For Success (not failure)

Right now there's a good chance the daily planner you are using is setting you up for FAILURE on your goals. Why? Because planners are often designed with the idea in mind of "how much can I get done today" instead of "what are the RIGHT things for me to be doing today". When I created the Best Planner Ever I could

not find a planner that helped me move forward on my goals at the pace I wanted to go. That was the catalyst for creating a system that worked for me, then my clients, and now thousands of other high achievers out there.

Here are 5 pitfalls to avoid when choosing a daily planner:

- 1 THE GIANT LIST:** Making a giant list and crossing things off each day is NOT planning. It's crossing stuff off a list. Nothing wrong with making lists – in fact I am a huge fan of the list. However, to be truly effective we must always work from a prioritized list. Clearly identify your top A task (then B and C) for the day before getting busy. You won't get it all done, but when you go to bed at night at least you'll know you got the RIGHT things done that day.
- 2 TOO PRETTY:** If you are using a planner with a lot of "pretty" paper and design, so much so that you don't want to write on it and "mess it up" – this is a big red flag. Make sure the paper in your planner isn't stopping you from writing on it because it's too pretty. Nothing should stop you from getting in there and getting messy!
- 3 NO VISION:** Does your planner have space to create a clear Vision Statement and Vision Board? Remember Vision is our DIRECTION. When you sit down to plan your day without first aligning with the Vision of your life, it's like working every day without clear direction. If your planner completely leaves out space for a Vision it's setting you up for a lot of wasted time – just getting "busy" work done and not moving the needle on your true life goals.
- 4 UNDATED PAGES:** Are you using undated pages? Be careful. If the date isn't printed on the page you are less likely to actually use it that day. Think about it – how often in an undated planner have wanted to "save" the page for later? This makes it super easy to procrastinate your daily planning and you don't want that. Use a DATED planner because it gives you incentive to actually use it because today is the ONLY day it's good for!
- 5 NO SELF CARE:** Is your planner reminding you about self-care? Taking care of ourselves FIRST is critical so we can show up for every other person in our life fully. Otherwise we are just stretching ourselves thin and feeling worn out and beat down every day. Not good. Make sure your daily planner includes reminders for self-care every day, front and center. It's that important. Keeping your own batteries charged is the difference between having the energy to go out there and make your dreams come true or just surviving each day.

To learn more about any of our comprehensive planning tools to help you live a more joyful daily life, you just gotta click the links below.



## Best Planner Ever

Daily planning tool that also feeds your mindset.



## Productivity Bootcamp

Create a killer vision statement and learn how to plan for victory.



## JDC Academy

Expert coaching to develop your business and life.

Talk again soon,



Jennifer

*Jennifer Dawn*

Whole-Life Business Coach

Founder of Best Planner Ever & Best Journal Ever

Author of The Joy Guide: Finding Your Joy In a World of Crap



*Success Doesn't Just Happen, It's Planned.*