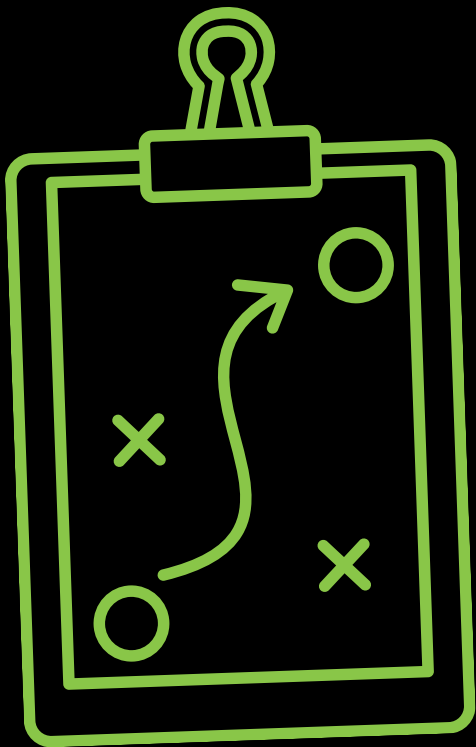


STAY ON TRACK WITH:



*THE*  
*PLAYBOOK*  
TO CRUSHING  
YOUR GOALS

MICHAEL BLANK

STAY ON TRACK WITH  
**PLAYBOOK TO  
CRUSHING YOUR GOALS**

We already talked about the secret to achieving your goals, which is to commit to the activity, because if you do that, the outcome becomes inevitable. This is an important mindset to embrace, but I also wanted to share with you my system for consistently achieving your goals every day, week, month, and quarter.

I call this system the “Playbook for Crushing Your Goals” and it consists of **focusing on your “Rocks”** first and **taking tiny action**.

### **Focus on Your “Rocks”**

Imagine a glass bowl and some rocks, pebbles, and sand before you on a table. You’re told that your task is to get everything into the glass bowl. As you start putting everything into the bowl, it quickly becomes clear that there’s no way it all fits.



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But it actually does all fit ... if you use the right technique, which is to start with the rocks, then fill in the cracks with the pebbles and then the sand.

In his book “Traction: Get a Grip on Your Business”, Gino Wickman applies the same principle to goal-setting and time management: most of us spend all of our time fire-fighting (the sand). By the time we’re done at the end of the day, none of the important things (the “Rocks”) got done because there’s no more room in the bowl.

Gino argues that we need to focus on our Rocks first because those Rocks are things that get us closer to our goals; the sand in many ways is more of a distraction.

Rocks are desired outcomes that you can control for the most part because they involve activities you can perform with confidence over the next 90 days.

**Here are 4 tips for using Rocks:**

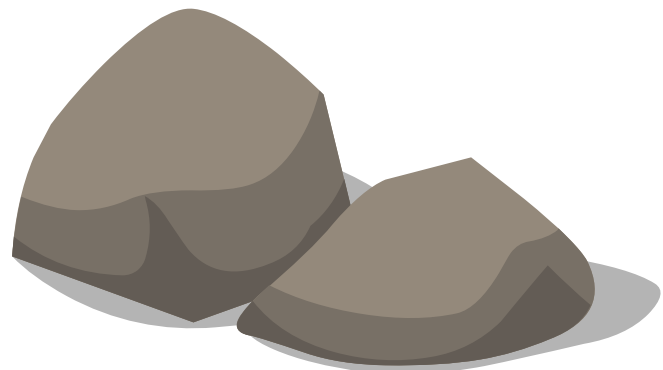
# TIP # 1: FOCUS ON THE BIGGEST ROCKS

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In his book “The ONE Thing” Gary Keller boils down the process of determining the ONE thing – your BIG Rock – by asking this question: “What’s the ONE thing that, if you could achieve it, would make everything else easier or even unnecessary?”

For example, what’s the ONE Thing that would make calling brokers easier or unnecessary? Well, it could be finding one good broker who sends you two deals per week. That would make the future activity of calling more brokers unnecessary. Therefore, focusing on finding one good broker could be an important Rock for the month.

Asking the “ONE Thing” question can help you focus on the biggest, most strategic Rocks that will make the biggest difference to achieving your long-term goals.



# TIP # 2: SET ROCKS FOR TODAY, THIS WEEK, MONTH AND QUARTER

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“Doing your first deal” is not a great Rock because it exceeds the 90-day time frame, and you don’t really control the timing of that outcome.

On the other hand, if you knew you had to analyze 100 deals and you wanted to do your first deal in the next 12 months, you could construct Rocks that are based on the number of deals you need to analyze.

For example, a better Rock for the quarter would be to “analyze 24 deals” which would get you close to the 100 deals you need to analyze to do your first deal in 12 months. While you don’t necessarily control the timing of your first deal, you can control the number of deals you analyze.

You can now break that quarterly rock into the monthly rock of “analyzing 8 deals” and the weekly rock of “analyzing 2 deals” – a much more manageable number, no?

# TIP # 2: SET ROCKS FOR TODAY, THIS WEEK, MONTH AND QUARTER

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## Then you might have these daily Rocks:

- **Monday:** Create free account on Loopnet.com
- **Tuesday:** Reach out to 5 brokers
- **Wednesday:** Get 2 deals to analyze
- **Thursday:** Analyze the first deal
- **Friday:** Analyze the second deal

You see how that works?

Setting Rocks over multiple time frames is a very systematic way to reduce important goals into daily tasks that matter.

# TIP # 3: FOCUS ONLY ON 3 ROCKS AT A TIME

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There are about 154 steps involved in doing your first deal (I actually don't know, I'm just making this up 😊 but there are many).

The mere thought of what it takes will overwhelm the average human.

You hear me talking a lot about doing the next 3 things. That's because most people know the next 3 things they should do (and it's easy to remember those 3 things!).

Therefore, I also recommend that you focus only on the next 3 Rocks for each time frame for which you set Rocks (daily, weekly, monthly, and quarterly).

That means for today, you should have no more than 3 Rocks.

Focus like a laser on getting those 3 Rocks done, and if you do then you'll be on track for the week.

# TIP # 3: FOCUS ONLY ON 3 ROCKS AT A TIME

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Focus on your 3 Rocks for the week and if you knock those out, you'll be on track for the month, and so on.

That's the secret to achieving your quarterly and annual goals.

But with everything going on each day, how can you focus on your Rocks without getting bogged down with fighting fires?

**The solution is to schedule your Rocks.**





# TIP # 4: SCHEDULE YOUR ROCKS

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In his book “The ONE Thing”, Gary Keller also addresses the issue of finding time to focus on your Rocks.

He proposes that the way to find time to work on your Rocks is to schedule them in your calendar like you would schedule meetings.

For example, I schedule my Rocks Tuesday and Thursday mornings. During my “Strategic Time” I don’t check emails, I don’t have calls or meetings, and I don’t put out fires. I only work on my Rocks.

That gives me 6 full hours per week to work on my Rocks, so when I plan my Rocks, I try to scope them so that I can complete them in 6 hours.

Mapping Out Your Vision Is the Key to Your Success  
It’s great to have a vision, but a vision without a plan is just a dream.

# **TIP # 4: SCHEDULE YOUR ROCKS**

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“Mapping Your Vision” involves creating a clear vision of where you’re headed, mapping out that vision, and having a system to keep you on track.

Now that you’ve clarified your vision of where you’re headed and have a system of keeping you on track, it’s time to re-focus on our map to get there, the “Deal Maker Blueprint”.

The next step on the Blueprint is to get connected with others who can support you on your journey to financial freedom.