

A Life-Changing Revolution

the  
**dream**  
book

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*Proven Technology  
for Personal Achievement*

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*billy cox*

Learn it...Live it...Share it

the  
**dream**  
book

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for Personal Achievement*

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# the dream book

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for Personal Achievement*

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## How to use this book and make the most of it

There are three parts to success. **Learn it...Live it and Share it.** I've found the most rewarding part is sharing it. When you share what you learn you put the law of reciprocity into work in your life.

You have my permission to post this book, e-mail it and pass it on for free to anyone you like.

The best way to use *The Dream Book* is to print it out, put it in a binder and follow the simple instructions. You can print out as many copies as you like as long as you make no changes or edits to it

### Share this idea!

Here's what you can do to spread the word about *The Dream Book*:

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*“You can have everything in life you want,  
if you will just help enough other people  
get what they want.”*

– Zig Ziglar

## Acknowledgements

This book is a true testament to the power of a dream.

Thank you to all the team members who helped make this book possible. I'd also like to thank the family members, friends, individuals, teams and organizations that have used *The Dream Book* and shared it with the world. This book would not be what it is today if it weren't for you spreading the positive word.

One of my dreams is to help others live their dreams, and I know of no better way to do that than with this personal achievement process. If you feel *The Dream Book* helps you, I encourage you to share this life-changing method with everyone you know, including family, friends and co-workers. One of the best gifts you can give someone is the gift of a dream.

# Introduction

## *What is your dream?*

There are as many answers to that question as there are people. Our dreams often revolve around who we aspire to be, what we can accomplish or what we want to experience. Or they might be about owning something specific or achieving a particular goal. For some, the dream might be to make a million dollars. For others it may be to raise an extraordinary family with love. Many people dream of successful careers or of making a significant and lasting impact on the lives of others.

Whatever it is you dream of, you deserve to have it and live it.

A dream is a picture that is burned into your heart.

I believe everyone has a dream. Some people are constantly dreaming. They wake up early, eager to get to work on their dreams, and go to bed late, dreaming about the future. Yet, many people tell me, “I don’t have a dream.” But I guarantee you they once did. Somewhere along the way, they lost their dream. Maybe it was lost or imprisoned to circumstances. Or perhaps they’ve become frustrated because, despite their hard work, their dream still seems elusive.

## *Do you still have a dream that burns inside of you?*

If so, there’s good news: With *The Dream Book*, you can achieve your dreams with more speed and precision than you ever thought possible. But if you’ve lost your dreams, there’s still good news! *The Dream Book* will awaken your dreams and help you start living an inspired life. The ultimate dreamer Walt Disney said, “If you can dream it you can achieve it.” He was right!

Before you get started with *The Dream Book*, I want to briefly share my story and the inspiration behind this life-changing process.

Early in life I had some powerful experiences that convinced me that thoughts can become things and dreams are real. Because of these experiences, I became incredibly curious about how and why dream building and goal setting work. I began to diligently study the mechanics of personal achievement. I read every book I could find on the subject and attended many seminars and workshops.

Through my quest for knowledge, I discovered there are many different ideas and theories out there about how to utilize the power of dreams and goals as a driving force in our lives. I learned some valuable techniques for producing accelerated change. But I also found that most life-achievement programs are complex and cumbersome. As a result, I believe that many people become overwhelmed by the process and never take the first step to living their dream life. And even if they do get started, they frequently don't follow through.

So I decided to pick out the best of what I'd learned about dream building and goal setting and apply it in a way that made sense to me. I asked myself three simple questions:

1. Which of the most common patterns and practices are clearly proven to work?
2. How can these patterns and practices be pulled together in a cohesive process that will achieve maximum results for the time invested?
3. How can the process be made fun and simple to use so people will not only get started, but also be sure to follow through?

From the answers to these questions, I developed the first *Dream Book*. It brought the most important principles, tools and techniques of personal achievement into one simple method. As I used *The Dream Book* with my own dreams and goals, I experienced incredible results with more speed and precision than I'd ever dreamed possible. So I started sharing it with family, friends and business associates. They too achieved dramatic results.

If you've used *The Dream Book* before, then you've already experienced the power of this process firsthand. If you are new to *The Dream Book*, then I want to congratulate you on your decision to make your goals and dreams real. This personal achievement method will help you turn your dreams into specific goals, stay focused on them, and create an action plan that will give you both the purpose and the passion to follow through until you achieve your dreams. It will also help you conquer fears, break phobias and overcome mental hang-ups that may have held you back for years.

Today, *The Dream Book* is in its sixth printing. Over the years, this personal achievement process has become a fun and exciting life-changing revolution. People around the world are increasing their performance, achieving their dreams and goals, and transforming their lives. So join me and the thousands of others who have discovered the power of dreams. Use the system found in this book to rediscover your dreams, re-ignite your passion for achievement and refocus your life. I sincerely believe you can have everything you desire in life by applying the concepts and principles in *The Dream Book*. But you have to get started. Decide today to take action toward your dreams!

A handwritten signature in black ink that reads "Billy Cox". The signature is written in a cursive, flowing style.

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*“If you can dream it, you can achieve it.  
Never forget this whole thing  
started with a mouse.”*

– Walt Disney



## The Power of a Dream

*“The Dream Book has literally changed my life forever. Six years ago when I was introduced to it, I never thought one instrument could play such a big role in helping me achieve my goals and live my dreams. I have now completely filled out 10 Dream Books and am working on my eleventh! I’m embarrassed to admit that before The Dream Book I had no idea what my wife’s dreams were for her future. The Dream Book has brought us closer together and given us the strength to face challenges together. I’m grateful every day for the power of a dream and for the profound impact The Dream Book has had in my life and in my family’s life.”*

– Zane from Utah

The idea of fulfilling our dreams is deeply rooted in the American culture. But the truth is that people all over the world love the notion of living a dream life. We should never underestimate the power or significance of a single dream.

When you have a dream, your imagination opens wide and your creativity gets stirred up. This gives you hope and a passion and vision for the future. Think about The Make-A-Wish Foundation which makes dreams come true for children with life-threatening medical conditions. Or Oprah Winfrey, who often does special shows where she focuses on making people’s dreams come true. Yes, dreams inspire us.

Throughout my adult life, I’ve diligently studied the power of dreams. I have literally read hundreds of books, spent countless hours in seminars and interacted with thousands of individuals from every walk of life. From my research and personal experiences, I believe that at least 90 percent of success comes from having a dream and knowing what you want.

Dreams and goals are so important, if I only had five minutes to speak to you about personal achievement, I would tell you to make a list of your dreams and goals, get a plan of action to achieve them, and work on your plan every day. I believe this advice would be more helpful than anything else you could ever learn. This idea has changed my life and the lives of millions of others. It can change yours as well.

### **Personal Proof**

When I started my sales career, I was young, inexperienced and unfocused. I had no dreams or goals. As a result, I found myself constantly struggling to make ends meet. I constantly felt sorry for myself and disgusted at the situation I was stuck in. Then one day, my sales manager pulled me aside and encouraged me to define and write down my dreams and goals. I did, and when I finished, I gave him a copy. He put the list of my dreams and goals in an envelope, sealed it, put it away, and we both forgot about it.

Here is where the story gets interesting: about five years later, that same sales manager found that envelope while he was moving offices. He opened it and then shared it with me. To our mutual surprise, I had accomplished every dream and goal I’d written down!

Those original dreams and goals were so big and audacious, they were almost ridiculous. Yet, in five years' time, I had achieved them all. The amazing thing about this story is that at the time I wrote them, I was living in a two-bedroom apartment, I was behind on my rent payments and I was flat broke. Five years later, I had a new home, a new car and was financially free – and these were the exact things I'd written down.

Later in life, I learned that when you have a dream, believe in it strongly enough and take action toward accomplishing that dream, you set in motion events that will change the course of your life. Today I understand that the act of writing down those first dreams and goals made them possible in my mind and changed my entire mental state. I became highly motivated because I actually believed I could achieve them. I started reading good books and listening to coaches and mentors to gain more knowledge. I set goals in my personal life and other areas of my business, which eventually launched my career. I created and followed a plan that affected my actions and my reactions, ultimately changing my life.

I submit to you that dreams are the power and energy behind every highly successful person. Think about Christopher Columbus, America's Founding Fathers and Martin Luther King, Jr. – their dreams literally changed the course of mankind.

Before Jim Carrey became famous, he had a dream to earn \$10 million. So, he made out a check to himself for "acting services rendered" for \$10 million and carried it in his pocket for four years. "It wasn't about the money," Jim has said. "It was about where I'd be if I was making that kind of money." He recently signed a contract for \$10 million to star in a movie.

I could go on for days with stories about the power of dreams and goals. If you're still not convinced of the power of a dream, I have some homework for you: Watch some movies like *Rudy*, *Sea Biscuit*, *Miracle*, *Friday Night Lights* or *The Rookie*. Or, read some books about business success stories like Sam Walton and Wal-Mart, Bill Gates and Microsoft, Colonel Sanders and KFC, or Fred Smith and FedEx.

These are all *true* stories of dreams that became reality...stories where, against all odds, a long shot became a favorite, the underdog became a champion, an ordinary individual became extraordinary. These aren't tales of people who were born with advantages or who had success handed to them. They were real people, living in the real world, who were knocked down time and again, but who decided to get back up and keep following their dreams.

Dreams and goals put the law of the universe in motion. You're probably wondering, "What is the law of the universe?" The one thing all religions agree on is this: **We become what we think about most of the time.** This idea that we attract into our lives the things we focus on the most has been expanded in books such as *The Power of Positive Thinking* by Dr. Norman Vincent Peale, *The Magic of Thinking Big* by David J. Schwartz and *The Secret* by Rhonda Byrne.

*The Dream Book* also uses this universal law by shifting your focus to the things you want instead of the things you don't want. By simply reading this book, you're already putting this law of attraction into action in your life. Your mind is opening up to the possibility that you can achieve any dream or goal you set!

## **Positive Proof**

Setting dreams and goals requires active and creative thinking. It also requires discipline and an investment of your time, talent and ability. But, the results and rewards will be well worth your efforts. Goals have an incredible track record of ensuring success.

According to Zig Ziglar, UCLA conducted a study on goal setting that focused on people who attended the Peter Lowe Success Seminars. Everyone from psychiatrists and college professors to truck drivers and high school students attended. Those with a written goals program earned an average of \$7,401 a month. Those without a goals program earned an average of \$3,397 a month. The study also found that those with goals were happier, healthier and got along better with family members.

Another famous study, conducted at Harvard, examined the impact of goal setting. Researchers surveyed the members of one of Harvard's graduating classes and asked the graduates if they had clear goals for their future and a plan to accomplish them. Only 3 percent of the graduates had written goals with specific plans to achieve them. Ten years later, researchers interviewed the same class members and found that the 3 percent who'd had clear written goals were worth ten times as much as the other 97 percent of the graduates combined.

Imagine the impact a proven dream-building and goal-setting program like the one outlined in this book could have on your life, your family, your business and your finances!

## **What Are Your Dreams?**

Today, I want to ask you...*what are your dreams?*

What is the fire, the passion that burns – or once burned – deep in your heart? What do you want to accomplish? What would your life look like if you could be, do or have anything...if you knew you could not fail?

If you can't answer these questions right now, that's okay. Most people can't. I believe that's because most people have given up on their dreams. They no longer believe they can achieve their goals and live the life they desire.

Far too often, our lives don't turn out quite the way we envisioned they would. When we start out in life, we're excited about the future. We envision getting married, maybe having a family, enjoying a great career, making a lot of money and living our dreams.

And then...life happens. We get knocked down...often more than once.

Perhaps the business you started wasn't a success. Or maybe you've had some emotional or physical or financial setbacks. On the other hand, maybe your life is going okay, but you just can't seem to take your business or some aspect of your personal life to the next level.

The challenges of life can cause you to lose your confidence, lose your dreams and lose your hope. It's all too easy to become stuck in a rut and stay there for weeks, months, even years. So how can you get back to

the brilliant, vibrant life God intended you to have? How can you achieve the success, happiness, health, wealth and personal fulfillment that you desire?

You must regain your passion for your dreams and goals, become a possibility thinker, and unlock the potential that lies hidden within you. And, you must be willing to change. **If you want your life to change, you have to change. If you keep doing the same things, in the same way, you will get the same results, and you'll have the same life that you have now.** If that's okay with you, no problem. If it's not okay – if you want more for your life than what you have and where you are right now – then **make a decision to change.**

*The Dream Book* will help you rediscover your dreams and goals and break the chains of doubt. It will give you clarity, confidence, hope and a new passion for living.

## **Unlocking Your Potential**

You have the unlimited, God-given potential to be, do or have anything you want in life. This means that whatever you've accomplished in the past is only a small fraction of what is truly possible for you in the future.

Dreams and goals unlock your untapped potential. They pull you forward into the future you desire. As I said earlier, goals are dreams with deadlines; they are the blueprint for turning your dreams into reality. Without goals, you drift on the currents of life – current thoughts, current demands and current challenges. With goals, you can fly like an eagle and perform like a champion.

Most of the success I've experienced both professionally and personally can be attributed to the methods found in this book. I've spent my entire career selling, recruiting, training, managing and motivating others to perform at a higher level. For 12 years, I ran a sales office, and for ten of those years, our office was either number one or two in the nation. Our team never had fewer than five of the top 20 salespeople. The secret to our success was that most of our top performers used the concepts found in *The Dream Book* to achieve their goals. Just recently, I used this personal achievement process to lose 30 pounds and get in better physical shape.

I consistently hear from people all over the world who are experiencing extraordinary lives because of the power of a dream and this personal achievement process. Business people, parents, students, teachers, preachers, bankers, sales people, multimillionaires, athletes and individuals from every walk of life use *The Dream Book* for one reason – it works!

*The Dream Book* works so well, in fact, that many organizations use it to keep their teams focused and on target. When you get a team of people to set goals, their energy, efforts, creativity and ability to work together are magnified, and the team's achievement is much greater than the sum of any individual accomplishments.

Will *The Dream Book* work for you? Absolutely! The methods I teach in this book will show you step by step how to master your *self*. Implementing this process is like getting a master's degree in how to manage your life, but in a fraction of the time. It will show you how to generate maximum results at an accelerated

pace. This personal achievement technology will work for any dream or goal in any area of your life – business, lifestyle, health, wealth, sports, relationships...you name it. You don't even have to completely understand how it works. You just need to know that it will work...***IF you work it!***

I can assure you of one thing: If you will complete this workbook and take some action, your dreams will become reality. You will become one of the few who make things happen, and one of the few who get to experience the joy of living their dreams.

### **Making *The Dream Book* Work for You**

If dream building and goal setting really work, why do most of us settle for less than our very best? Why do 95 percent of people who set New Years resolutions never follow through? The reason is that most people don't know how to produce lasting results, so they never take the first step. Many people also make the mistake of over complicating goal setting. The more complicated the process, the less likely it will be used.

The best thing about this system is that it's simple to use. All you have to do is follow the pattern, fill in the blanks and complete the forms, and you will unconsciously program your built-in success mechanism. The human success mechanism is similar to a navigation system in an automobile. The more input you give it, the faster you will reach your destination. Do whatever it takes, invest whatever time is necessary to learn the concepts in this book and apply them in your life. The extra time spent up front will save you years in the accomplishment of your dreams and goals.

The Dream Book offers a proven method for personal achievement in seven simple steps:

- Step 1: Take control of your life
- Step 2: Design your future
- Step 3: Clarify your goals for accelerated results
- Step 4: Create momentum with a plan
- Step 5: Picture your dream life
- Step 6: Build your belief
- Step 7: Claim victory

Each step will move you closer to the results you desire. *The Dream Book* will guide you through the process of establishing clear, concise goals and putting them in writing. You'll discover why you're working for your dreams and goals. You'll set target dates and develop a plan for achieving each goal. The process will build your belief and your dreams and make them real in your mind.

Remember, *The Dream Book* is a workbook – write in it, use it! If you like, you can read through all seven steps first so that you'll see the big picture and understand how the process works. Then, go back to Step 1 and work through each step. Just as a rocket requires tremendous energy to get off the ground, Steps 1 through 3 will require the most energy, thought and effort. After that, each step becomes easier to complete.

The key to making *The Dream Book* work is to take consistent action and to resist the need to do it perfectly. Using this personal achievement method is similar to riding a bike. You don't have to ride perfectly – you just have to ride well enough to generate enough momentum to keep you moving forward. The more often you ride, the better you get and the easier it becomes. The same is true with this process. It's not about perfection. It's about gaining momentum and moving forward. The longer and more consistently you follow the pattern, the easier it will become and the more success you will achieve.

Many people ask me how to use *The Dream Book* as a couple or family. I recommend that each person complete his or her own *Dream Book* to ensure focus on individual goals. Then, do a *Dream Book* together to direct your energies and focus your attention on common dreams and goals. It's okay if some items appear in both your personal and combined books, like the dream to move into a bigger house or the goal to take a great vacation together. If you have a family, get your children involved in the dream building process by asking them to draw or look for pictures of their dreams and goals. And finally, be sure to review your *Dream Book* together as a couple or family as often as possible.

When you have clear written goals, along with a stated plan for their attainment, backed up with consistent action, you will certainly succeed. You will see results at a speed and with a precision you never dreamed possible...until now!

Use *The Dream Book*, follow the steps and make it fun. Remember...anything you can dream, conceive, believe and act upon, you can bring into reality.

So, what are you waiting for? Let's start dreaming and achieving!

*“To achieve all that is possible, we must attempt the impossible.  
To be all we can be, we must dream of being more.  
To reach our dream, we must reach out to others.”*

– John C. Maxwell

## Share this idea!

Here's what you can do to spread the word about *The Dream Book*:

1. Send this file to a friend and print as many copies as you like.
2. Send them a link to [www.dknfeqz0eqo](http://www.dknfeqz0eqo) so they can download it themselves.
3. Visit [www.dknfeqz0eqo](http://www.dknfeqz0eqo) to find other complimentary products.
4. Buy the new paperback version of *The Dream Book* at:  
<http://www.amazon.com/Dream-Book-Billy-Cox/dp/0974640379>.
5. Download your free copy of Billy's audio *Your Best Year Ever* at [www.dknfeqz0eqo](http://www.dknfeqz0eqo)

## Step 1: Take Control of Your Life

*“The Dream Book has helped me achieve some amazing things – I’ve started a church, finished my first book, and bought a new home and a new car. This concept has opened the doors to my dreams and goals, and destroyed the attitude of mediocrity I’d had for a long time. The real story is not about what I’m accomplishing through The Dream Book, but rather what The Dream Book is accomplishing inside of me.”*

– Brian from Wisconsin

Psychological research shows that we tend to be happiest when we feel we have control over our lives. When we feel in control, we’re generally upbeat, optimistic and positive. On the other hand, when we feel like we’re being controlled by outside circumstances – work, marriage, childhood problems, etc. – we feel weak, angry, stressed out and negative.

Most people want to have more control over their lives, but they simply don’t know how to make it happen. They feel pushed down the whitewater rapids of life without any paddle to steer them or a map to guide them. The solution is fairly straightforward...

### Accept Responsibility

The first step to taking control of your life is to accept complete responsibility for where you’re at right now, how you got here, and where you’re going in the future. I can tell you with absolute certainty that you will never achieve lasting success if you don’t take responsibility for yourself and your life.

When I set those initial dreams and goals, I realized that no one was going to help me achieve them unless I helped myself first. If I was going to live my dreams, it had to start with me – my attitude, my thoughts, my actions. I finally understood at a gut level the old saying, “If it’s to be, it’s up to me.” I discovered this is the same type of realization that all successful people come to eventually. They reach a turning point in their lives when they recognize that they are the only ones who can take control of their future. Sadly, there are countless people who spend their lives feeling sorry for themselves, blaming others for where they’re at in life and what they don’t have. These people allow past events and circumstances to dictate today’s actions.

You must realize that **you** are the greatest determining factor in your future and that **today’s actions equal tomorrow’s results**. Where you’re going in life is a product of your attitude, beliefs, thoughts, actions and reactions to the challenges you face. The good news is that the more you accept responsibility for your life, the more powerful and confident you feel. Why? Because you’re in control! When you decide to stop blaming others and stop accepting your own excuses, you will see that you can create the future you desire.

Clarifying your dreams, setting goals and developing a plan to achieve them puts you in control. This process becomes the navigation system for your future. When you put your dreams and goals in writing, you immediately begin to steer your life in the direction you want to go. As you move toward your goals, you become more

energized and more confident in yourself and your abilities. Every step you take increases your belief that you can achieve your goals and live your dreams.

**Make A Commitment**

If you're serious about achieving all that you want to accomplish in life, you're going to have to make a commitment – a commitment to yourself – to take the steps necessary to get there. Achieving your dreams and goals is simple, but it's certainly not easy. It will take a lot of hard work, focus, dedication, discipline and persistence. It will require that you keep a positive attitude and that you grow personally and professionally.

And, it will involve some time...it takes time to properly define your dreams and set your goals. Your greatest responsibility to yourself, your family and your career is to invest whatever time is required to become totally clear about your dreams and goals and how you're going to achieve them. But remember that a relatively small investment of time now will produce big payoffs as your dreams become reality.

Perhaps you're hesitant to commit to your dreams and goals because deep down you don't truly believe you can accomplish them. I will prove to you that you can.

Stop for a moment and think about some of your most significant life accomplishments, things that were once just dreams or thoughts in your mind. These could be such things as getting married, graduating from college, buying a home or getting a job in a certain profession. Perhaps your accomplishments include having children, buying a sports car, achieving a promotion or award, earning or saving a certain amount of money or taking a "dream" vacation.

Now, list five of your biggest accomplishments in the spaces below:

<b>Dreams and Goals I've Already Accomplished in My Life</b>	
1.	_____
2.	_____
3.	_____
4.	_____
5.	_____



What do you think? Are you surprised at what you've accomplished? Most people tend to forget about or discount all the things they've achieved. I'd be willing to bet there was a point in time when you didn't believe you could accomplish some of these things...but you did! You achieved them because you committed to them and focused on them until they became real. Listing these previous dreams and goals that you've accomplished opens your mind to the belief that you can accomplish the dreams and goals you set for your future.

But, if you're still not convinced you can achieve your dreams and goals, I'm going to ask you to trust me and the literally thousands of people who've realized their dreams and goals by following the process shared in this book. These are people just like me and you – people who decided to take control of their lives, make a commitment, follow the steps, and are now living their dreams.

An ancient Chinese proverb says, "A journey of a thousand miles must begin with a single step." Make that step today. Accept responsibility for your future and take control of your life. Make a commitment to utilize this personal achievement technology. Read the Personal Commitment statement on the following page, then sign it, date it, and start achieving your dreams!

### **Take Control of Your Life:**

1. Accept responsibility for where you are and where you're going;
2. List your five biggest accomplishments;
3. Make a commitment to follow the plan for personal achievement in *The Dream Book*.

## **Share this idea!**

Here's what you can do to spread the word about *The Dream Book*:

1. Send this file to a friend and print as many copies as you like.
2. Send them a link to [www.dkmlife.com](http://www.dkmlife.com) so they can download it themselves.
3. Visit [www.dkmlife.com](http://www.dkmlife.com) to find other complimentary products.
4. Buy the new paperback version of *The Dream Book* at:  
<http://www.amazon.com/Dream-Book-Billy-Cox/dp/0974640379>.
5. Download your free copy of Billy's audio *Your Best Year Ever* at [www.dkmlife.com](http://www.dkmlife.com)

## *My Personal Commitment*

I make a commitment this day to take control of my life by setting my dreams and goals and working to accomplish them. I know that in order to achieve them, I must:

- ◆ Accept personal responsibility for my successes and failures;
- ◆ Discipline myself and follow the goal-setting pattern in this book;
- ◆ Know where I'm going by clearly stating my dreams and goals and writing them down;
- ◆ Develop an action plan for achieving my dreams and goals;
- ◆ Visualize my dreams and goals daily;
- ◆ Maintain focus and be persistent;
- ◆ Grow personally and maintain the right mental attitude;
- ◆ Strive for excellence in all my efforts;
- ◆ Set new dreams and goals as I achieve those I'm working toward.

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(Signature)

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(Date)

## Step 2: Design Your Future

*Chris loved to play golf, but he'd never shot even par or made a hole in one. He decided to write these two goals in his Dream Book. Within a year, he'd achieved (and beaten) the even-par goal with a four under par. Six months later, he shot a hole in one. Back in the pro shop, he told everyone he was just lucky. But an old man told him that luck had nothing to do with it. He said, "You were aiming at the flag, weren't you, son?"*

*The moral of this story? You've got to know what you're aiming at.*

Studies of successful people around the world point to one quality that almost all high performers share: they know what they want. Successful people have a clear vision of where they want to go and grow in their personal and professional lives. High achievers constantly think about the future – about what they want and what they need to do to achieve it.

Setting dreams and goals, and staying focused on them, is the best way I know to stay on course. As you move toward your dreams, life will take on exciting and meaningful new dimensions.

### **Know Where You're Going**

People with dreams and goals succeed because of one primary reason: They know where they're going. Would you take off on an airplane if the pilot spoke over the PA system and said, "Hello, this is your Captain. Welcome aboard. Today we're going to take off, fly in a random direction for a few hours, and eventually land...somewhere"? Of course you wouldn't!

Pilots must know their destination and have a flight plan to get there. They understand that in order to arrive at a particular airport in a specified city at a designated time, they must fly at a certain speed, at a certain altitude and on a certain heading. They also know that as they fly the aircraft, they will have to make many small adjustments in order to stay on course and arrive at the correct destination.

The same idea is true for you – you must know where it is you want to go and have a plan or strategy for how you're going to get there. Dreams and goals give you purpose and direction, and keep you focused and on target. With your vision of the future firmly in mind, it's easy to see the adjustments you need to make along the way in order to get there. Without written dreams and goals, you could end up almost anywhere.

The rest of your life is too important to leave to chance. You have to decide now what you want and why you want it. If you don't, ten years will go by, and you'll wake up one day and ask, "Where did the time go and how did I end up here?" I want to make sure that when you look back over those ten years, you will be filled with the joy of knowing you accomplished great things instead of filled with the pain of regret over missed opportunities.

The best thing about this personal achievement process is that it doesn't matter where you've been or what you've experienced in the past...or even where you are in your life right now. All that matters is where you're going. You can make a decision right now to design any future you desire!

## **Define Success**

What is success? Each of us has our own distinct definition because each of us has our own dreams, values and aspirations. In today's society, the popular meaning of success is based on three elements: power, money and fame. These are certainly nice, but these accomplishments alone rarely give us the feelings of happiness, satisfaction and fulfillment that we truly desire.

The other problem with this definition of success is that it's narrow and excludes a multitude of people who are successful, yet who define success by an entirely different set of standards. Consider the teacher who teaches values to a child, or the hospice worker who cares for the sick and dying. Are these people any less successful than the CEO of a major corporation or the quarterback who makes the game-winning play in the championship? I don't think so. They just have different definitions of success. They are successful because they have realized dreams and goals based on their unique personal or spiritual standards.

As you embark on this journey of discovering your dreams, take time to think about what success means to you. I believe that regardless of how you define it, a successful life is lived with purpose, passion and joy. Use your imagination and picture your dream life 5, 10 or even 20 years from now. Think about the type of achievements that would make you feel that your life had been purposeful and meaningful. Consider the following questions:

- ◆ What do you love doing?
- ◆ What are your dreams concerning your career, family, finances, relationships and health?
- ◆ What quality of life do you dream of enjoying?
- ◆ What type of contributions would you like to make to others and to the world?

The rest of *The Dream Book* will help you get clear about what success means to you. At the end of this book on page 76, I've included a place for you to write down your definition of success. For now, simply give some thought and consideration to what success means to you.

## List Your Dreams and Goals

Now you're ready to chart the course to your future...it's time to make a written list of all your dreams and goals.

I've found that the biggest mistake people make when setting dreams and goals is not writing them down. **You may have thought a lot about your dreams and goals in the past, but if they're not on paper, I'd be willing to bet you're not getting results.** When you write down your dreams and goals, they become much more than just ideas. They start to materialize. The words that were in your head are now a real thing on paper, and they begin to take on a life of their own.

If you truly want to achieve your dreams and goals, you must write them down. Here's how: Pretend that you have a magic slate and that you will be granted any hope, dream or aspiration you write on that slate. What would you put down? Wouldn't you list anything and everything you desire for your future?

That is exactly what you're going to do next. Using the Dream List pages that follow this step, write down anything and everything you want for your future. There are six areas of your life for which you want to have dreams and goals – we'll call them categories. The six categories are:

1. Career
2. Finances
3. Health and fitness
4. Lifestyle
5. Relationships
6. Mental and spiritual

The Dream List pages are designed for you to list your dreams and goals in each of these six categories. As you make your lists, imagine that there are no limits and that anything is possible. It might help to ask yourself the following questions:

- ◆ *If I could accomplish anything in this area what would it be?*
- ◆ *If there were no obstacles to prevent me from attaining my dreams and goals, what would I be, do or have?*
- ◆ *If I knew nothing was impossible, what would I attempt?*

Dream big in these areas, but also write down the small things you want to accomplish. List your goals and dreams no matter what size they are. If you have short-term goals such as mowing the lawn or fixing the screen door, write them down. If you have medium-size goals such as taking a vacation or paying off the car, write them down. And, of course, write down your big goals such as the type of income you want in retirement, saving a million dollars and living a healthy, peak-performance life.

When you list your dreams and goals, be brief but specific. For example, instead of writing, “I’d like to make a lot of money;” jot down: “Earn \$10,000 per month.” The idea is to get everything you dream of accomplishing out of your head and onto paper. The key is to relax and have fun. This is a simple exercise so turn the page and start right now. Remember...the sky is the limit.

*“If you knew you could not fail, what would you attempt?”*

– Kobi Yamada

## Share this idea!

Here’s what you can do to spread the word about *The Dream Book*:

1. Send this file to a friend and print as many copies as you like.
2. Send them a link to [www.dreambook.com](http://www.dreambook.com) so they can download it themselves.
3. Visit [www.dreambook.com](http://www.dreambook.com) to find other complimentary products.
4. Buy the new paperback version of *The Dream Book* at:  
<http://www.amazon.com/Dream-Book-Billy-Cox/dp/0974640379>.
5. Download your free copy of Billy’s audio *Your Best Year Ever* at [www.dreambook.com](http://www.dreambook.com)

# CAREER DREAM LIST

Everything I Want To *Be, Do, or Have*

*What would you like to achieve in your company, business or career? Do you want to be employee of the month or teacher of the year? Would you like to be promoted to manager in six months or become the top salesperson in your field? Perhaps there is a specific bonus, award, honor or promotion you want to achieve.*

My Dream or Goal
1.
2.
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10.
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# FINANCIAL DREAM LIST

Everything I Want To *Be, Do, or Have*

*How much money do you want to earn each year? How much money do you want to save? What type of investments would you like to have – stocks, CDs, real estate, etc.? When would you like to retire? What would you like your net worth to be two, five or ten years from now?*

My Dream or Goal
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# HEALTH AND FITNESS DREAM LIST

Everything I Want To *Be, Do, or Have*

*How do you want to look and feel? Think about how much you want to weigh and what type of exercise program you want to pursue. Your health and fitness goals might include losing 30 pounds, or lowering your cholesterol or blood pressure to a certain level.*

My Dream or Goal
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# LIFESTYLE DREAM LIST

Everything I Want To *Be, Do, or Have*

*What lifestyle do you want for you and your family? What type of home do you want to live in? What kind of cars do you want to drive? Where do you want to go on vacation? Consider the extras or “toys” you’d like to have: a second home, a boat, wave runners, jewelry, four wheelers, a media room, a remodeled classic car, or even an airplane.*

My Dream or Goal
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# RELATIONSHIP DREAM LIST

Everything I Want To *Be, Do, or Have*

*What kind of relationships do you want to develop with family, friends and co-workers? What type of people do you want to attract and be associated with? What can you do to build better relationships? Examples of goals in this category could include: have a “date night” once a week with your spouse, spend at least three hours playing with your children each week, visit an elderly relative on a regular basis, or get some help with a specific relationship problem.*

My Dream or Goal
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# MENTAL & SPIRITUAL DREAM LIST

Everything I Want To *Be, Do, or Have*

*In what areas do you want to grow mentally? What will make you a better, happier, more confident and secure person? Perhaps you want to go back to school and earn another degree (or even your first degree). Are there specific books you want to read, seminars you want to attend, or training you want to receive? How do you want to grow spiritually? Would you like to be more involved in your church? How can you give back to others? Are there particular organizations, causes or social issues you'd like to help with your time and/or money?*

My Dream or Goal
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## Create Balance

One of the keys to lasting success is having balanced dreams and goals. If you don't have balance, the quality of your life will suffer. For example, if you don't make an effort to continually improve your physical body, will your health get better or worse? Too often, we sacrifice our health to gain wealth; but in the end, we would give our entire wealth to have health. Maybe you're doing well physically, but your finances or personal relationships are in trouble. Or perhaps you've accumulated tremendous wealth and material goods, but you feel unfulfilled and spiritually empty.

Long term, an unbalanced life leads to stress and unhappiness. I realize there's no such thing as being completely balanced. But, the closer you can get to relative balance between the critical areas of your life, the happier and less stressed you'll be. **Take a few minutes right now to review your six lists and make sure you have at least a few dreams and goals in each category.**

It's also essential that your dreams and goals be balanced with respect to timeframe. If most of them are long-term focused, it will be easy to become fixated on the future and forget to live for today. On the other hand, if you're too focused on the short term and day-to-day tasks, you'll likely never accomplish much of significance.

Go back and check your lists for balance with respect to timeframe. Be sure your lists include some big, long-term (more than three years) dreams and some medium-term (one to three years) dreams and goals. You'll even want some smaller, short-term (less than one year) goals. If all the items on your lists were long-term, extraordinary dreams and goals, it would be easy to become discouraged. Having some short-term items will give you immediate success and motivate you to keep working toward your bigger dreams.

An intentionally balanced goal plan leads to a balanced life. When you achieve dreams and goals in all areas of your personal and professional life, you'll feel more successful and fulfilled than you ever imagined.

### Design Your Future:

1. Start to think about what success means to you;
2. Make a list of all your dreams and goals in the six areas of life;
3. Review your lists and create balance between categories and timeframes.

*"A #2 pencil and a dream  
can take you anywhere."*

– Joyce A. Myers

## Step 3: Clarify Your Goals for Accelerated Results

*Eddie had been single for many years...he just couldn't find the right companion. After learning about the concepts in The Dream Book, he wrote down a goal to find a spouse with all the characteristics he'd dreamed about. Within three months, he fell in love. He is now married to the woman of his dreams. They recently had a baby, which was one of the goals they had together as a couple.*

If you've gotten this far, you are well on your way to achieving your dreams and goals. You've made a commitment, put your dreams and goals on paper, and made certain your future life will be well balanced. These steps alone virtually guarantee that your life will take on a new and exciting dimension.

Clarifying and refining the items on your Dream Lists will accelerate the process and give you a significant advantage in achieving your dreams and goals. The next several steps will help you get clear about what exactly it is you want, why you want it, and how you intend to accomplish it. Why is this important? Because clarity is power.

Your subconscious mind is a guiding force in your life. It's a lot like a navigation system in a car. You program where you want to go into the system, and it guides you to take the shortest route to your destination. Likewise, if you program your mind with your dreams and goals, it will guide you to take the actions that will lead to results. But most of us fail to fully use our internal navigation systems. It's essential that you learn how to tap into the power that will drive you toward the achievement of your dreams and goals.

Both the automobile and human navigation systems are only as good as the information they are given. You won't get very far programming only a particular state into your car's navigation system. But give it a specific city and street address, and you're sure to reach your destination. Similarly, your subconscious mind – your internal navigation system – performs best when your dreams and goals are clear and specific. Program your mind with a vague dream, and you're less likely to achieve it quickly. The more clarity you have about your future – the more precise and detailed you are about what you want – the more rapidly you will take the right steps and attract the right resources to make your dreams a reality.

*“If you have a dream you have everything.  
If you have everything and no dream,  
then everything means nothing.”*

– Unknown

## Transfer Your Big Dreams and Goals

Now you're going to transfer your big dreams to their own Goals pages, where you will have room to clarify, expand and build them in the following steps. This is an important part of the process because it hones your focus on those dreams that will have the biggest impact on your life.

What's the difference between dreams and goals? Goals are dreams with deadlines; they represent the blueprint for turning your dreams into reality. Rewriting your dreams as specific goals clarifies them and helps you see the steps you'll have to take to achieve them. The purpose of this step is to identify the dreams that are your top priorities and then create a laser-like focus by clarifying and building them.

Go back and review your Dream Lists and find your big dreams. Your big dreams are typically the ones that you want the most and that can't be quickly accomplished.

- ◆ Which dreams and goals do you truly have a burning desire to achieve? Of course, you want to accomplish all the dreams and goals on your lists, but there will be some that will stand out above all the others. These are the dreams that will keep you up at night, that will motivate you and inspire you more than any of the others. These are the ones you want to direct your energy toward and focus on relentlessly.
- ◆ Which dreams and goals will require more than one or two steps to accomplish? Some things on your lists will be more "to do's" than dreams or goals – things like fixing the fence or taking the family to a local amusement park or ballgame. These things may be important to you, but you can accomplish them relatively quickly in just a few short steps. Typically, your big dreams and goals will require multiple steps or action items to achieve. They also usually take more time to accomplish, possibly months or years.

For balance, you'll probably want to have at least one big dream in each of the six key areas of your life. Most people will have a total of 10 to 20 big dreams. If you don't have that many, don't worry. As time goes by and you work on your *Dream Book*, you will add to your list. Remember – this is easy. The purpose is to get clear about the things you want the most. You can't build a dream around fixing the fence, but you can build a dream around purchasing a new home or becoming a leader in your field.

Once you've identified your big dreams, transfer each one to the top of its own Goals page (following this section). As you do this, you may need to rewrite it so that it is:

- ◆ **Action Oriented** – How you phrase your goals is critical. Avoid phrases such as "I will..." or "I want..." or "I'm going to..." Goals should be action oriented and begin with action verbs, such as *purchase, earn, achieve, own, develop, payoff, weigh*, etc. For example, instead of phrasing a goal as, "I will be the top salesperson in my company," state it in an action-oriented form: "Achieve top salesperson in my company" or "Earn top salesperson award."
- ◆ **Specific** – The more details you can write down about your goals, the clearer they will become in your mind. For example, you may have a dream on your list to "Purchase a new home." But that description is too broad. A goal such as "Purchase a four-bedroom, 3,000-square-foot home on one acre with a

home theater and a pool” is more specific and measurable. Your goals should state exactly what you want to achieve.

- ◆ **Believable** – Your goals should be big enough to stretch you, but not so big that you can’t ever imagine yourself achieving them. Many people don’t set goals because they don’t believe they can actually attain them. Their excuse is, “I could never own a 6,000-square-foot home or a yacht.” That’s okay! What about a 3,000-square-foot home or a new pontoon boat? You may not believe you can be a multi-millionaire, but do you believe you can pay off your credit cards or save \$1,000? Set yourself up for success by setting plausible stretch goals that will cause you to develop and grow. Some of your goals will seem like giant steps, so break them down into more easily attainable smaller goals. After you achieve those first goals, you can set new, more challenging goals that will continue to move you in the direction of your ultimate dream.

So why did I have you list *all* your dreams and goals if you’re only going to focus on the big ones? Because I’ve found that even the ones we don’t focus on have a way of materializing. The subconscious mind doesn’t forget about them even if you do. It continues to subtly guide you toward the achievement of all your goals. A year from now, you’ll look back at your Dream Lists and be amazed at how many of the smaller dreams and goals came true!

### **Set A Target Date**

Each of your goals should have a target date that states when you will accomplish it. Many people talk about what they want to do or have...someday. But the road called “Someday” leads to a town called “Nowhere.”

Deadlines create a sense of urgency and a strong commitment. A goal without a deadline has no energy. It’s like a rocket without fuel. Unless you establish target dates to which you are committed, you will end up firing duds. Without dates attached to your goals, it will be easy for you to procrastinate and put off important tasks. Having a target date also gives you a clear-cut way to track your progress.

Sometimes people ask, “What if I set a target date, and I don’t achieve the goal by the deadline?” Simple. Set another one...and another...and another...until you reach the goal. If you were building a skyscraper and didn’t finish on time, would you stop building? Of course not! You’d simply set a new deadline and get back to work.

Go now to each of your Goals pages and write down your best-guess estimate of when you can reasonably expect to achieve that goal.

### **Know the “Whys”**

Perhaps the most important aspect of clarifying your dreams and goals is understanding why you must achieve them. What are the specific reasons you want to accomplish them? Knowing the “whys” behind your dreams will get you up early and keep you up late. The “whys” will give you the perseverance and the passion that will see you through the tough times to your ultimate victory. In his popular self-improvement program *How*



to *Build a Better You*, Bryan Dodge says, “Those who only know the ‘hows’ always end up working for those who know the ‘whys.’”

If you want to spend more quality time with your wife and children, your “whys” may be:

- ◆ To build and maintain meaningful relationships that will last for the rest of your life;
- ◆ Because your family deserves more than the “leftovers” of your time.

If your goal is to be a top achiever in your profession, your “whys” might be:

- ◆ To earn additional income or achieve financial freedom;
- ◆ To gain the respect of your peers;
- ◆ To send your children to a private school or a good college.

If you want a new car, your “whys” could be:

- ◆ To have a safer ride for you and your family;
- ◆ Because your old car isn’t dependable anymore.

If you want to lose weight and get in shape, your “whys” might be:

- ◆ To lower your cholesterol and blood pressure so you’ll be around to see your grandchildren grow up;
- ◆ To enjoy the health and vitality that you deserve.

Now, for each goal on a Goals page, use the space provided to write down the reasons why you must achieve that goal. Gaining a crystal clear understanding of why your goals are worthy of your time, energy and commitment will accelerate your success.

### **Clarify Your Goals for Accelerated Results:**

1. Identify your most important dreams;
2. Turn your dreams into specific, concrete goals and transfer them to the Goals pages;
3. Set a target date to achieve each goal;
4. Write down why you must achieve each goal.

*“Most things worth doing never go quite the way they were planned. The challenge is to ignore the distractions, overcome the obstacles and stay focused on the goal.”*

– Billy Cox

# Goals I Am Achieving

**Goal:** \_\_\_\_\_

**Category (circle one):** Career Finances Health Lifestyle Relationships Mental/Spiritual

**Target Date (Step 3):** \_\_\_\_\_

**Why I must achieve this goal (Step 3):**

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**What action steps do I need to take to achieve this goal? (Step 4)**

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Place Pictures Here  
(Step 5)

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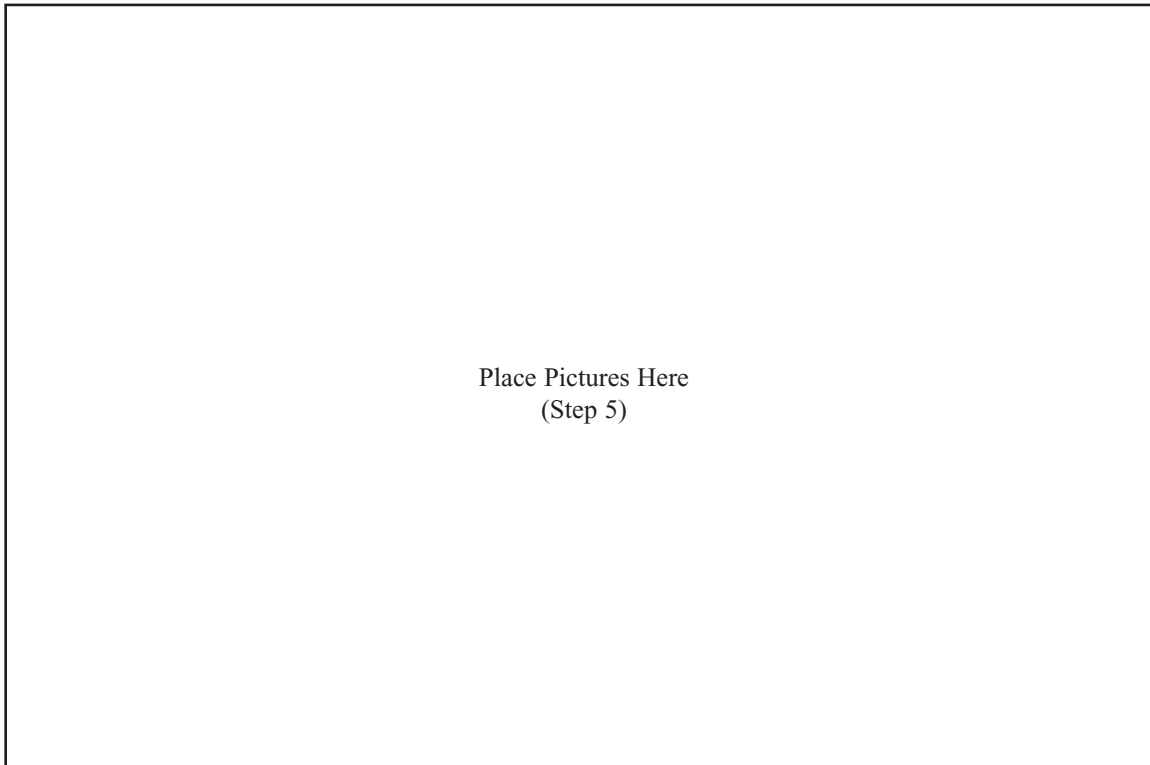
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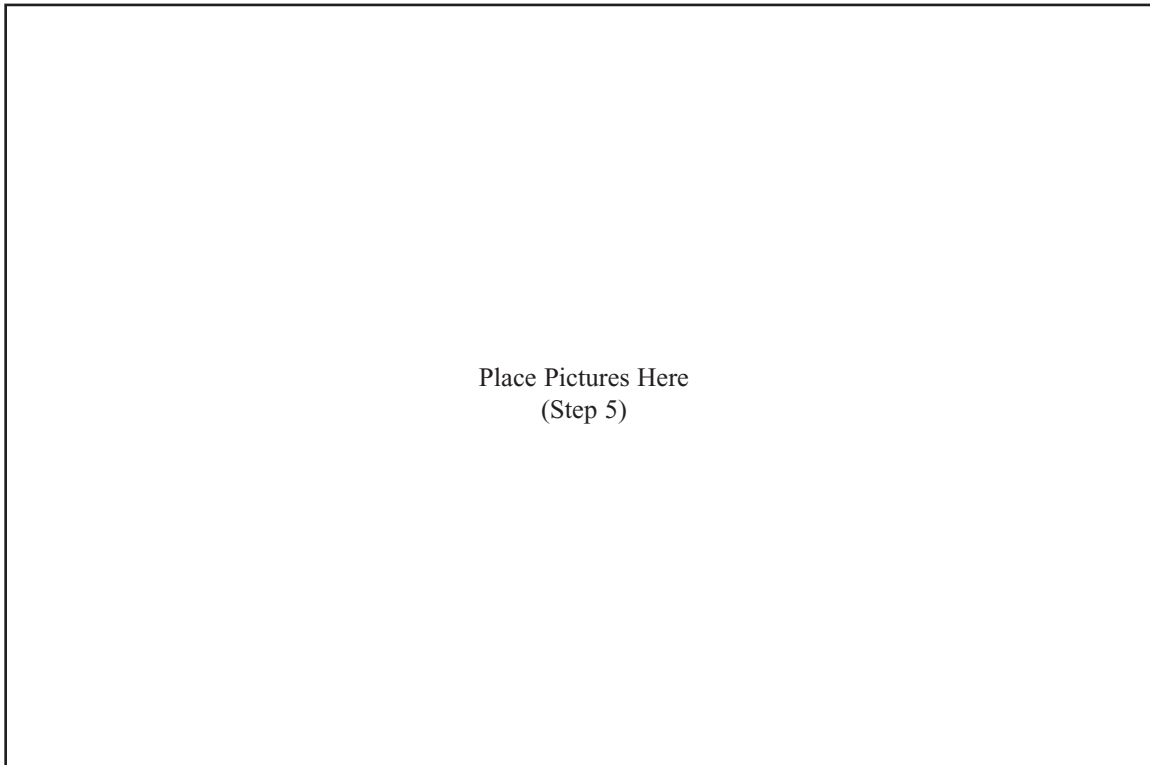
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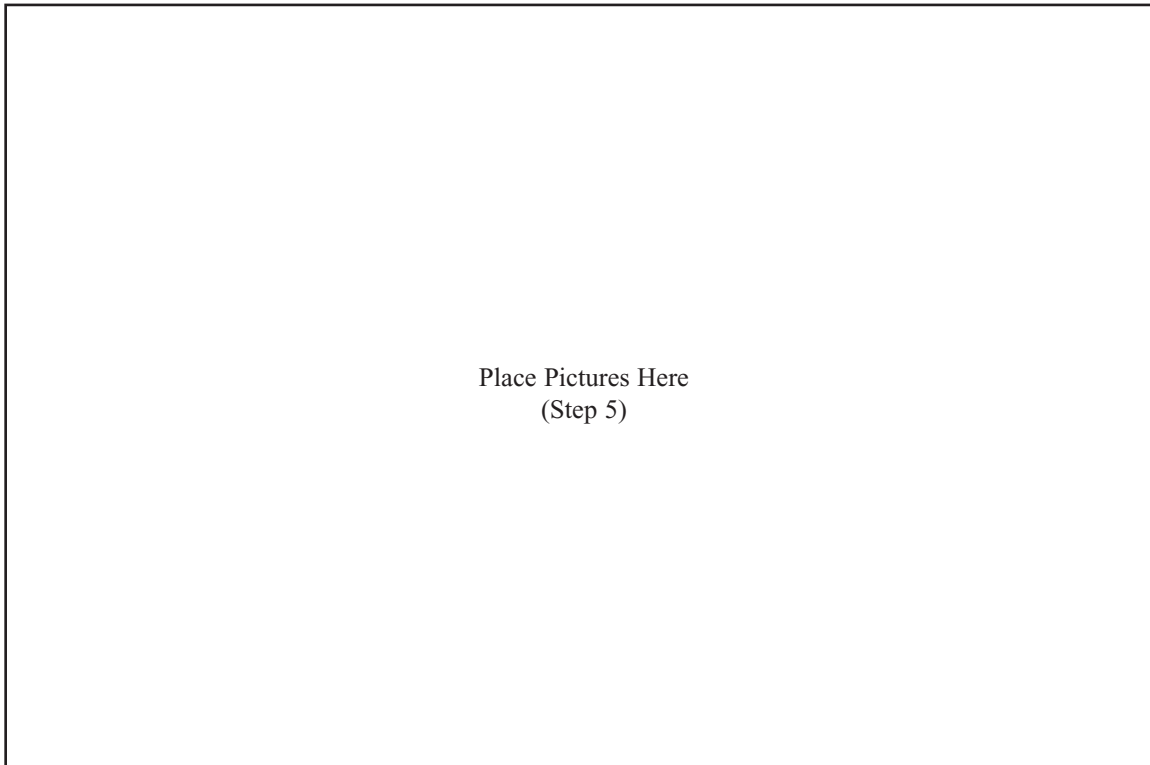
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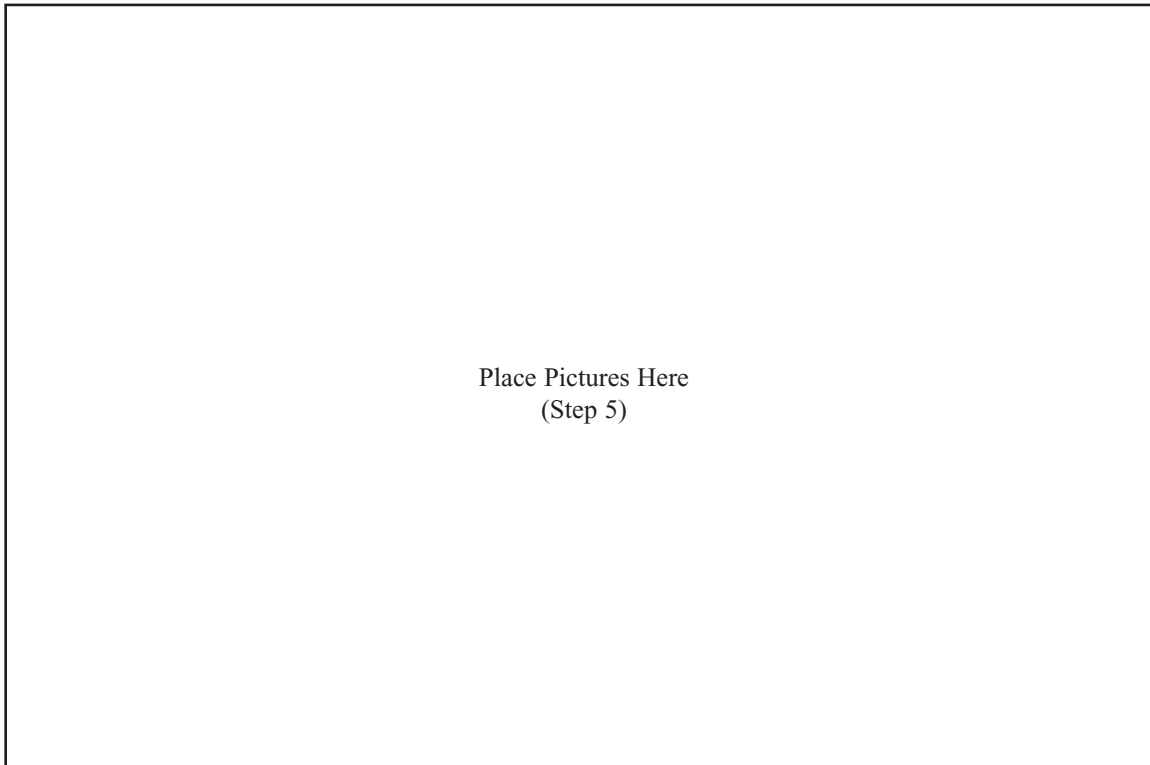
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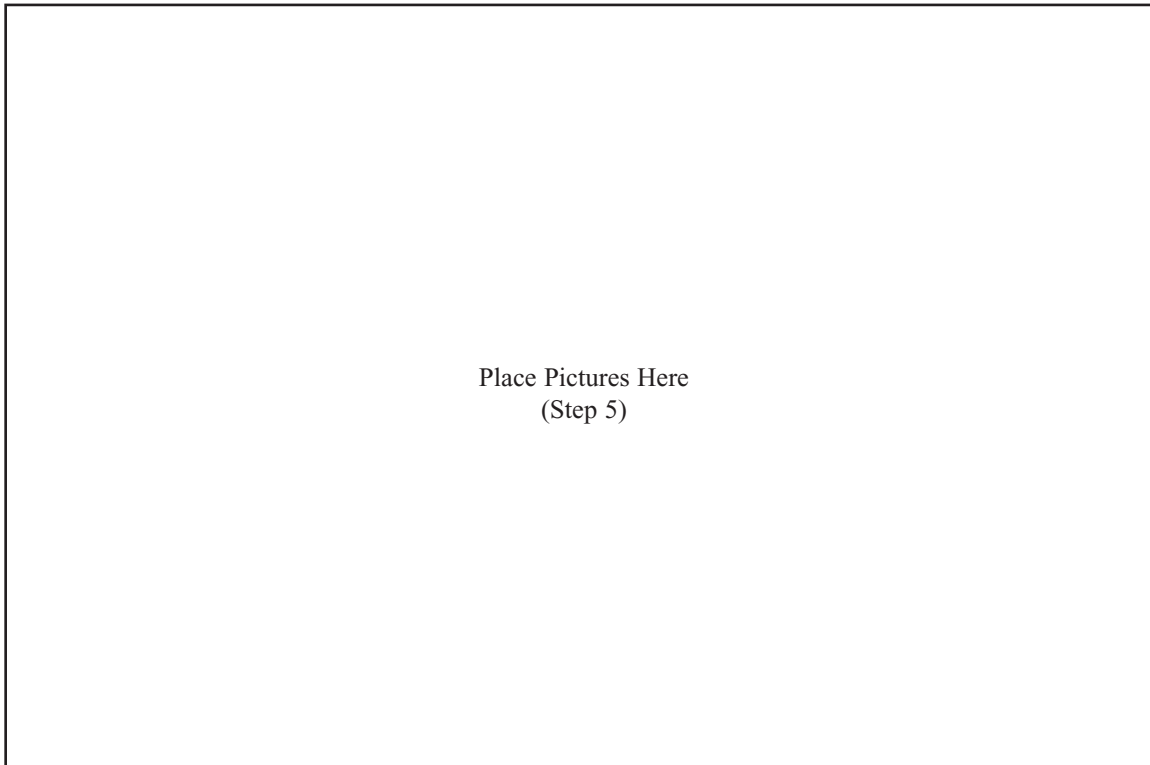
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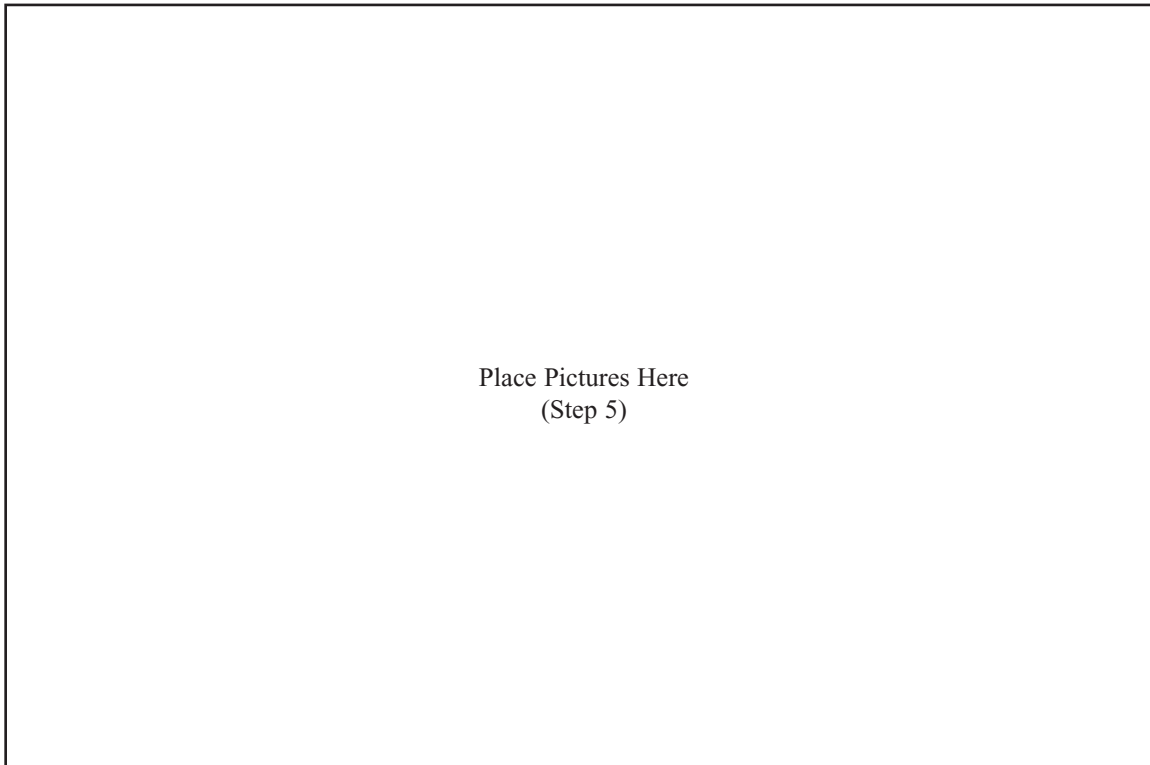
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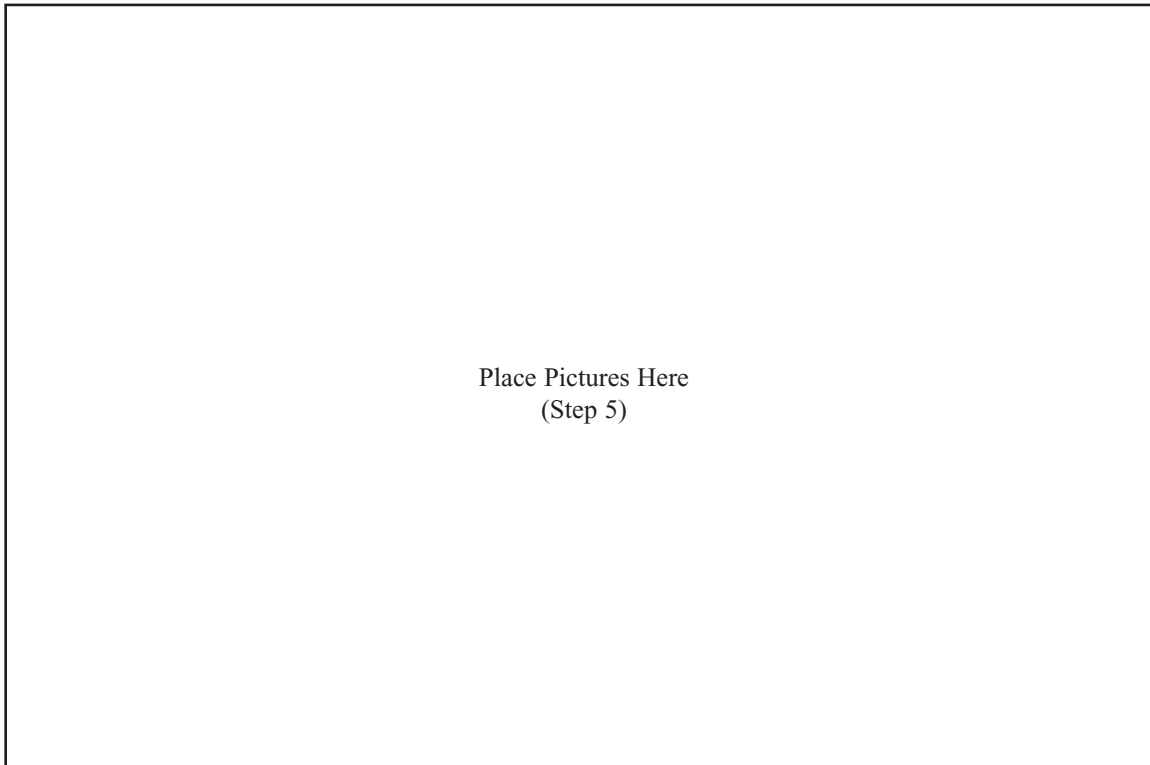
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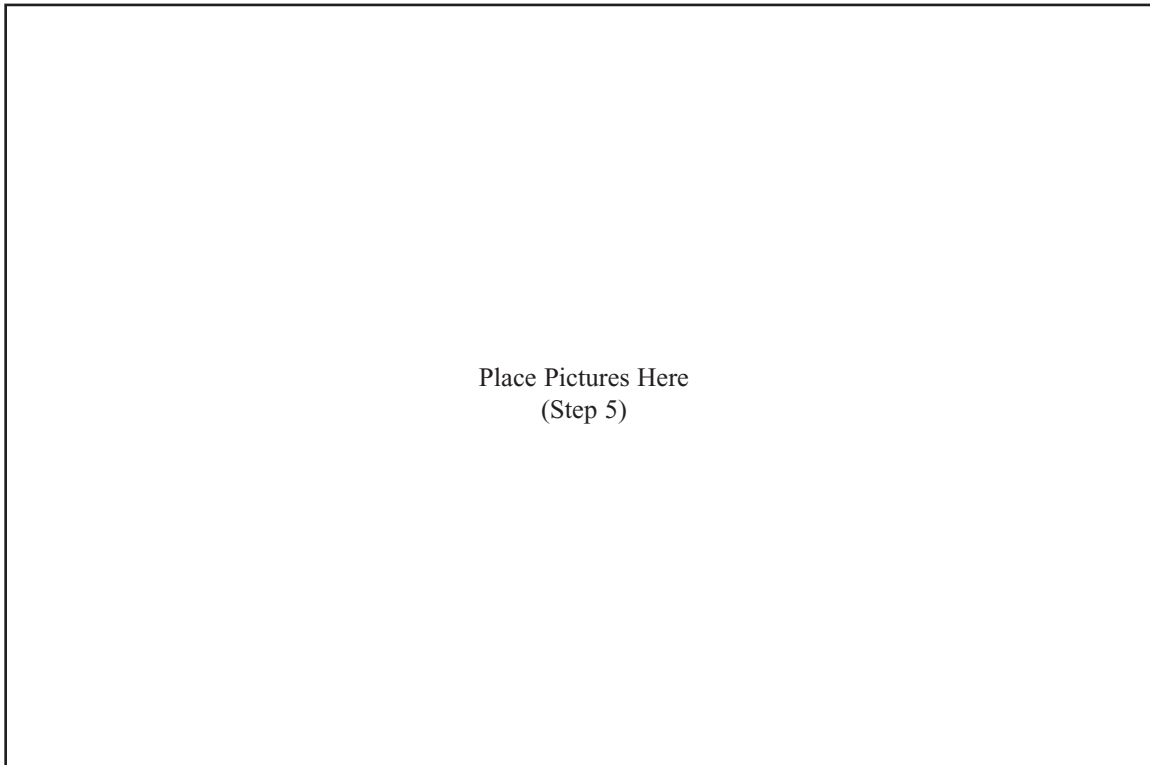
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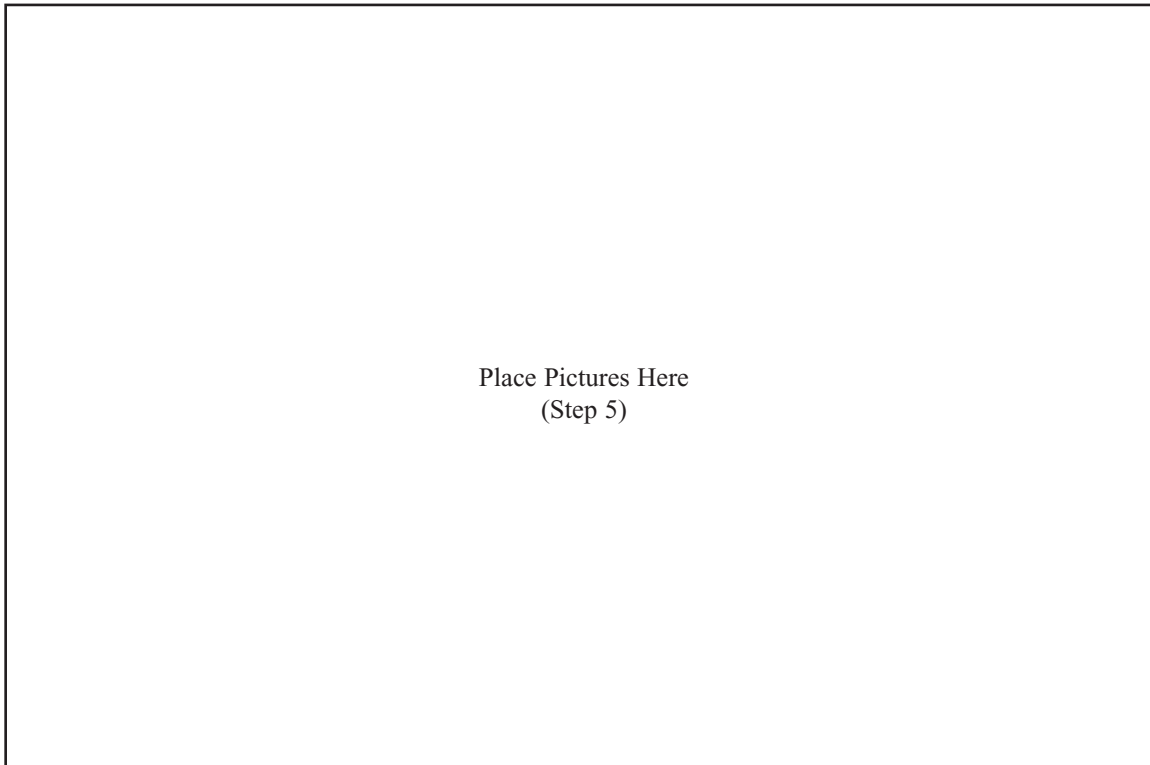
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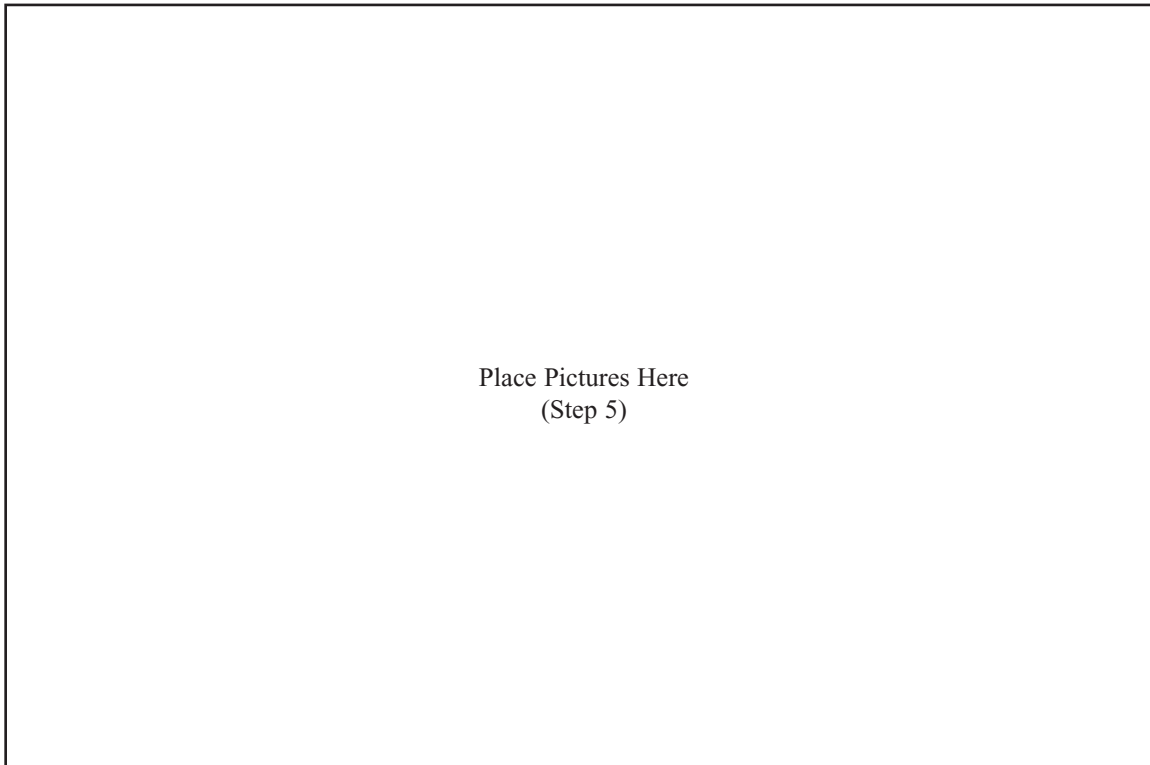
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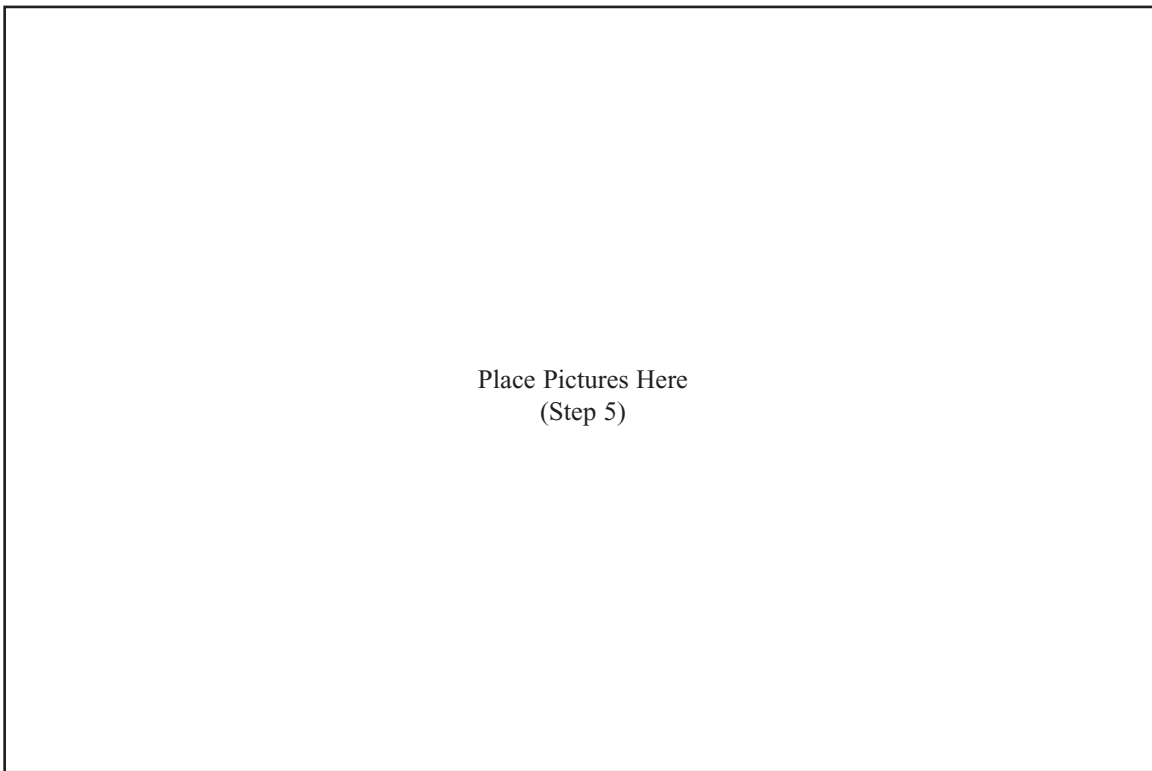
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## Step 4: Create Momentum with a Plan

*Bill and Laura were frustrated because they couldn't move their business and lives to the next level. Once they started following this goal-setting pattern, things immediately started to change. One of their dreams was to expand their business to create a net worth of over one million dollars. Within one week of the target date written in their Dream Book, their financial statement showed a net worth at just over one million dollars. Their other dream was to have two children, and they recently had their second child.*

You've probably heard the saying, "What gets measured gets done." It's absolutely true. So, it's essential that you establish a set of benchmarks against which you can measure your progress in achieving your goals. Your ability to set these measures for your goals, and to track your performance against them, will ensure that you achieve your goals as quickly as possible. The more specific your measures, the more you will accomplish in a shorter period of time.

### Develop Some Simple Action Steps

Now you're ready to list a few simple actions you can take immediately to move you in the direction of your goals. Taking action early increases your confidence and belief. Obviously, you won't be able to write down every action it will take to reach every goal. The idea is to put down some steps you can take right away to generate momentum. Once you've completed these, you'll be farther along the path to your goal, and you'll be able to see where you need to go next. Think of the old adage, "Inch by inch it's a cinch." Each set of action steps moves you closer and closer to your dreams.

For example, if you want to lose weight and get in shape, some possible initial steps would be to buy appropriate shoes, join a health club, and schedule one month of workout sessions. If your goal is to earn a sales award, your action steps might include making ten extra sales calls per week, contacting one customer each day, generating additional leads by asking everyone you know for referrals, and reviewing training materials to improve your closing ratio.

If your desire is to purchase a new car, you might: decide which model you want; pick the options you'd like to have; search the Internet and/or dealerships to find the exact car; calculate how much the car will cost; decide if/how you will finance the purchase; and determine how to work this purchase into your budget (perhaps you need to pay off some other debts first or find another source of income to cover the payment).

For each of your high priority goals, write down some simple action steps you can take in the next few days and weeks that will move you closer to achieving those goals. (Use the spaces provided on the Goals pages.) Once again, keep the process simple. Just get some initial thoughts on paper.

### Take Consistent Action to Create Momentum

The remaining steps in this personal achievement technology are about expanding your dreams and goals,



making them real in your mind, building your belief, claiming victory and setting new goals. They are the ongoing aspects of the process...they won't be completed in a day, a week or even a month. Dream building and goal setting are life-long initiatives. So if you wait until you've completed all the steps before you "get started" on accomplishing your dreams and goals, you'll never get started.

The key is to start taking action toward your dreams and goals now...*today!* Do something – make a phone call, send an email, find the answer to a question – that will get you moving in the right direction. Don't wait until tomorrow or next week or next month to get started. The first step is the hardest. But once you take that first step, and then another, and another, the momentum will start to build, and you'll begin to feel like a winner.

Did you know that every time you complete a task (of any kind), your brain releases a small amount of endorphins. Endorphins give you a sense of well-being, make you feel happy and stimulate your creativity. It's like being rewarded for a job well done.

The reverse is also true. Unfinished business and uncompleted projects can leave you feeling unhappy and dissatisfied. They can steal your energy – both physically and emotionally – and even be a cause of depression and a source of failure in business. Not following through to complete important tasks or responsibilities is a major source of stress. If you've ever procrastinated with a major project or assignment, you know what I'm talking about. The longer you wait to get started, the worse you feel.

On the other hand, when you take action to tackle a project or task and push it to completion, you feel a great sense of accomplishment. When you do this consistently, it becomes a habit. And when you develop the habit of finishing what you start, you'll grow in ways you've never even considered. Over time, you can actually develop a positive addiction to this feeling you get from completing tasks and achieving goals.

You will also develop a reputation as a doer – someone who makes things happen. There's nothing that will get you paid more and promoted faster than being known as someone who does your job, does it well and does it on time.

So make it your mission to start now and take consistent action until you achieve your goals. The best way I've found to take *consistent* action is to *schedule* your dreams and goals. Studies have shown that you should give 80 percent of your time and attention to the top 20 percent of your priorities. That means you should be spending 80 percent of your time on the action steps that will move you in the direction of your dreams and goals.

Oftentimes, people don't accomplish their goals because they spend too much time doing "second things" first. In other words, they spend 80 percent of their time on the bottom 80 percent of their priorities. They let the urgent, but not important, tasks distract them from taking action toward their goals. And when they do finally get around to working on their goals, they don't have enough energy or creativity left for the things that can affect their lives the most.

If your dreams and goals are getting the “leftovers” of your life, you’ll never achieve them. Continually ask yourself, “Does this activity support my goals, or am I just spinning my wheels, being busy but not really making any progress?”

To stay focused and generate momentum, schedule your goals first. When you sit down to plan your day or week, put goal-oriented action steps on your calendar, day planner or PDA first, and then fill in with other tasks, activities and responsibilities. You only have a finite amount of time each day. Every hour that passes is one less hour you have left to live your dream life.

If you will take some kind of action every day, you will see results. Those results will motivate you to take more action, which will produce more results. The cycle will continue in an upward spiral, and you will gain more and more momentum. Eventually, at the right place and the right time, you and your dreams will meet!

### **Create Momentum with a Plan:**

1. For each goal on a Goals page, write down some simple steps you can take immediately to create momentum;
2. Schedule your goals first to ensure consistent action.

*“Your goals are the road maps  
that guide you and show you what  
is possible for your life.”*

– Les Brown

## **Share this idea!**

Here’s what you can do to spread the word about *The Dream Book*:

1. Send this file to a friend and print as many copies as you like.
2. Send them a link to [www.dkn{eqz@eqo](http://www.dkn{eqz@eqo) so they can download it themselves.
3. Visit [www.dkn{eqz@eqo](http://www.dkn{eqz@eqo) to find other complimentary products.
4. Buy the new paperback version of *The Dream Book* at:  
<http://www.amazon.com/Dream-Book-Billy-Cox/dp/0974640379>.
5. Download your free copy of Billy’s audio *Your Best Year Ever* at [www.dkn{eqz@eqo](http://www.dkn{eqz@eqo) 0

## Step 5: Picture Your Dream Life

*Michael had been selling real estate for over ten years, but he'd never made "the big sale" that he'd always dreamed about. Michael also had a dream to buy a new motorcycle. He wrote down his goals to earn \$100,000 on one sale and to buy a motorcycle in his Dream Book. Then, he took pictures of the motorcycle he wanted and put one in his Dream Book and one on his desk. Michael recently closed a sale that he'd been working on for over a year. His commission check from that sale was over \$100,000. The day he received the check, he bought himself the motorcycle!*

If you want to take personal achievement to the highest level, your big, long-term dreams and goals must be absolutely real and believable to you. They have to be more than just a foggy notion in your mind. You must continually expand and build them until they become a part of who you are. Making your dreams and goals tangible in your mind is a critical step in making them a tangible reality.

### **Make Your Dreams and Goals Real in Your Mind**

The best way to build your dreams and goals is to actually go out and physically see, touch and experience as many of them as you can. Engaging your senses in the dream-building process gives your subconscious mind more information, making the achievement of your goals that much easier.

If one of your goals is a new, bigger house, find a house like the one you want. Walk through it, talk about where you'd put your furniture, and imagine what it would be like if your family lived there. If your dream is a second home at the lake or the beach, rent one for the weekend and take the family. If your goal is to give a significant amount of money to a charity, go spend time with that organization and experience firsthand the difference your money would make.

Experiencing your dreams and goals makes them real in a way that nothing else can. It gives you a glimpse of what your life will be like when you achieve them. Once you experience your dreams physically, mentally and emotionally, your comfort zone will expand, and you'll begin to believe that you can truly realize your goals. You will become convinced that you are the type of person who is worthy of living the life you desire.

Make the dream-building process fun. Go for a Sunday afternoon drive with your family and experience your dream home, that new car, your ideal lifestyle, your desired level of fitness and health. Take your kids to the colleges of their dreams. Spend special time with the special people in your life and feel what it's like to have a quality, loving relationship with them. Remember, it's the experiences we have in life that make it exciting and fulfilling.

### **Picture Your Dreams and Goals**

As you go out to experience your dreams and goals, take a camera with you. Snap pictures of your family experiencing the dream, and make certain they take pictures of you doing the same. Get shots of your entire

family in front of your dream home, your kids at their dream colleges, you in your dream car. Then glue or tape the pictures for each goal on the applicable Goals page.

Seeing pictures of you experiencing your dreams is very powerful. Once you've physically experienced a goal, every time you see a picture of it, you will remember what it was like to "live" that dream, and your desire to accomplish it will grow exponentially.

There will be many dreams and goals you won't be able to physically experience. For these, look for pictures in magazines, catalogs, brochures, even on the Internet. Cut out any pictures that represent your goal and attach them to the applicable Goals page. For instance, if your goal is to be the number one salesperson in your company and that person wins a trip to Hawaii, find images of Hawaii. Do you want to be more romantic or build a better relationship with your significant other? Look for pictures of individuals enjoying positive, romantic experiences. If you want to get in shape, get a picture of someone with a great physique and put a picture of your head on his/her body. If your family's dream vacation is two weeks in Europe, collect travel brochures for all the places you want to go and all the things you want to do while you're there.

Some of your goals will be intangible things for which you can't easily get pictures, but you still need to make these intangibles tangible in your mind. For these items, use something visual that represents the goal (you may have to get creative). Perhaps you want to pay off all your credit cards. You could use copies of your credit card statements, mark out the balances, and replace them with zero balances. Maybe you dream of being a millionaire...get a fake million-dollar bill and put it on that Goals page.

Start by finding a few pictures of some of the things you want to accomplish. Then, add to your *Dream Book* over time until every goal has at least one picture. Don't worry about what the pictures look like. It's not an art contest. It's a mental exercise that will engage your mind and create a powerful drive from within.

Put anything in your *Dream Book* that triggers your emotions and motivates you to achieve your goals. Jazz it up. Have fun with it. For example, you can include quotes typed on the computer that describe who and how you want to be, such as "Master Salesperson," "Tremendous Leader" or "Healthy, Wealthy and Wise." Use any visuals you can think of to create powerful and compelling visions of your future dream life.

### **Picture Your Dream Life:**

1. Go out and "live" as many of your dreams and goals as possible to make them real in your mind;
2. Fill your *Dream Book* with pictures or visual representations of your goals.

*"The thing always happens that you believe in,  
and the belief in the thing makes it happen."*

– Frank Lloyd Wright

## Step 6: Build Your Belief

*Remember Michael's \$100,000 commission check and new motorcycle? Well, accomplishing those goals inspired him to make a list of over 50 dreams and goals he wanted to achieve. One of his new goals was to own a beach house. Here's what happened: "After two years of searching, I found a great beach house. But when I made an offer, the realtor told me the house had just been sold. I couldn't believe I'd missed my dream! So, I started looking again and found a vacant lot two doors down from the house I'd just missed. I made an offer, and it was accepted.*

*"Then I began to think about the beach house I wanted to build. I'd sit on the beach visualizing my dream house. I could see it in my mind, exactly as I wanted it. Now, six months later, my house is complete. It's amazing to stand on the beach and see my dream in real life, just as I had visualized it in my mind."*

What obstacles will prevent you from achieving your dreams and goals? You may think the answer has to do with "external" issues – your boss, your spouse, a lack of money, not enough education, not enough time, etc. Instead, the biggest obstacles are usually "internal" issues.

One internal issue that can prevent you from becoming a high performer and accomplishing your dreams is self-limiting beliefs. Perhaps you think you're inadequate or inferior, and so you sell yourself short and underestimate your ability to accomplish all that you want in life. Self-limiting beliefs are often the result of the word "No." Throughout our lives, too many people tell us "No!" too often...*No, you can't...No, it's not possible...No, we're not buying...No, you're not getting the promotion.*

Self-limiting beliefs lead to another obstacle to achieving our dreams – a nasty little four-letter word called "fear." Many people are hesitant to think and talk about their dreams because of fear...fear of the unknown, fear of quitting, fear of what others might think, even fear of success. In my experience, the number one reason most people don't set goals is the fear of failure. They're afraid they will spend a lot of physical and emotional effort on their dreams and goals, but not get any results. Or, they fear something even worse – that reaching for their dreams could cause them to lose things they've already attained.

These people believe that dreaming equals risk. They see dream building as painful and avoid setting any goals at all. As a result, they lead mediocre lives full of a different kind of pain – the pain of regret, dissatisfaction and lack of fulfillment. The truth is, *not dreaming* is the biggest risk of all.

The rest of *The Dream Book* will help you overcome your fears and self-limiting beliefs by teaching you how to master your thoughts and visualize your dreams and goals. You will discover the mental edge that will maximize your results.

## Master Your Thoughts

How can you squash your self-limiting beliefs and rise above your fears? You must change your focus from fear to faith.

High achievers share many common characteristics, including a fundamental ability to turn fear into faith. They understand that fear is nothing more than **F**alse **E**vidence **A**ppearing **R**eal. As a result, they can harness their fears and limiting beliefs, and transform them into a drive for positive action. They have learned how to stay positive even in times of doubt. When everything and everyone around them seem to say, “It’s not possible” or “It can’t be done,” these dreamers create an inner certainty that says, “It is possible, and it will be done!”

In addition to their ability to turn fear into faith, winners constantly think and talk about their dreams and goals and how to achieve them. The fact is, people really do become what they think about most of the time. Thoughts shape your world, and they can change your world.

Your thoughts have the power to create...and destroy. Whatever you think about and focus on continuously – good or bad – will eventually emerge into your reality. If you’re driving a car, and you continually focus on the ditch, where will you end up? In the ditch! The same thing is true with success and failure. If you focus on avoiding failure, then failure is certain. Most people get more of what they don’t want because that’s what they think about most of the time.

The old saying is so true: “Whatever the mind of man can conceive and believe, it can achieve.” You will eventually achieve what you first experience mentally. This means you can change your situation simply by changing the way you think. The more you think and talk about your dreams and goals, the more positive and enthusiastic you’ll become. You will change the way you act and react. Who and what you attract into your life will change, and you’ll be on your way to success.

I guarantee that if you will master your thoughts, you can change your life!

## Visualize Your Dream Life

In Step 5, we talked about the importance of making your dreams real in your mind. If you could experience your goals in the physical world every day, the results would be simply astounding. If you’re like most people, you don’t have the time or the means to do that, and you probably have some intangible dreams and goals that you can’t physically experience at all. But, you can experience every one of your dreams and goals every day *in your mind* through the power of visualization.

The dictionary defines *visualization* as “the formation of mental visual images.” I define it as “using your imagination to create your dreams and goals in the real world.” Having clear, vivid pictures in your mind of what you want brings your conscious and subconscious minds into harmony.

In his *Entelechy Newsletter*, Jim Madrid writes about Charles Garfield, a peak-performance researcher and author, whose hobby is weight lifting. When a group of Russian sports psychologists asked him to participate

in a study about visualization, he quickly accepted. At the gym, the researchers asked him to lift as much weight as he could. Garfield was willing to try 300 pounds, even though at the time, he was hoisting a maximum of 280 (he hadn't lifted 300 in years). With a tremendous effort, he managed the lift, and thought that was the end of it. Then the Russian researchers guided him through a series of vivid, detailed visualizations. In his mind, he saw himself approaching the bench and lying down. He heard the clink of metal and the sounds of his own breathing. He felt himself pushing up the 365-pound bar with total confidence. Then, with images of success flooding his brain, Garfield actually lifted 365 pounds!

The *Entelechy Newsletter* also tells the amazing story of Chinese pianist Liu Chi Kung. When Kung placed second to Van Cliburn in an international competition in 1958, his career as a virtuoso seemed assured...that is, until the Chinese government threw him in prison for seven years. Although he never touched a piano while he was in jail, he began a concert tour within months of his release. Critics said he played better than ever. When asked how he could play so brilliantly after not practicing for seven years, Kung said he did practice. "Every day in prison," he explained, "I rehearsed every piece I had ever played, note by note, in my mind." That's the power of visualization!

A large body of research confirms that vivid mental pictures are as real to your subconscious mind as actual experiences. **Your mind can't tell the difference between something that actually happens to you and something you vividly imagine is happening to you.** So, once a skill has been learned, mental practice has the same effect as real practice.

The same principle applies when you visualize your dreams and goals. Here's how it works: The part of your brain called the Reticular Activating System (RAS) plays a role in processing information from the outside world, as well as your internal thoughts and feelings. According to Jim Madrid of Entelechy, when you write down your dreams and goals and visualize them daily, you stimulate the RAS and put it to work.

The more you visualize your goals, the more real they become to your mind. The RAS causes you to say, do, act and react in ways that move you in the direction of your goals. You will go to bed with them on your mind and wake up remembering them from your dreams. If you will consistently visualize and internalize your goals, you'll start to think differently. Your work ethic will improve, and you'll become more positive. You'll begin to make the right moves with the right emotions, and you'll start getting results. Many times, you won't even realize these changes are happening to you. But soon, your goals will become so real in your mind that they take control and become your guidance system for achieving those goals in the physical world.

If you will make visualization part of your daily routine, you will be astounded at how quickly and accurately you realize your goals. The best time to visualize is at night before you go to bed and in the morning when you wake up, because these are the times your subconscious mind is most receptive. Use the power of visualization to create your dream life in your mind – a vision of what your life would look like five years from now if it were perfect in every respect. You can easily do this by **consistently reviewing your *Dream Book* every day.**

Now, I'm not a fanatic, and I know there will be many days when you simply can't review your dreams and goals. I keep my *Dream Book* by my bed when I'm home, and I always carry it with me when I travel. Just knowing it's there is a great reminder – a psychological boost that keeps me committed and on course.

So, review all of your Goals pages daily if possible. As you read each goal, close your eyes and mentally picture the things you want to happen as if they were real and happening to you in the present. The key to visualization is to not merely think about the goal, but to see, hear and touch it in your mind's eye. Feel the achievement of your goal with strong emotions. Imagine that you have all the talents and abilities you need to realize your dreams. Visualize yourself making all the contacts and receiving all the resources you need to make your goals a reality.

If it's a dream or goal that you've physically experienced, relive the experience in your mind with all the details and using as many senses as you can. See yourself walking through your dream house and picture every room. Remember the smell of the leather as you sat in your dream car. Think about how it felt to spend the weekend at the beach or lake house with your family.

If the goal is one you haven't physically experienced, you're going to have to use your imagination. Want to win the top award in your profession? Visualize yourself walking across the stage to receive it while your family and friends cheer you on. Hear the sounds and feel the vibration of the room. Is your goal to save a certain amount of money? Experience the joy and pride of accomplishment as you open the investment statement and see the balance. The stronger you can make the emotions as you imagine your success, the more effective the mental picture will be.

When you consistently visualize your dream life, you become one of the most powerful and magnetic forces in the universe. You begin to recognize opportunity when it presents itself, and you attract the people and resources you need. Just as important, over time, visualization overcomes fear and self-limiting beliefs...it unleashes the incredible power of faith to show you that achieving your dreams is possible.

### **Build Your Belief:**

1. Commit to change the way you think and to focus on success;
2. Review your *Dream Book* daily;
3. Visualize your dream life as if you're already living it.

*“See things as you would have them be  
instead of as they are.”*

– Robert Collier



## Step 7: Claim Victory

*“One of the goals in my Dream Book was to be among the Top 10 Salespeople in my organization. When I achieved that goal, I set a new goal to be among the Top 5. When I reached that, I set another one to be the number one salesperson...and I achieved number one! The Dream Book has changed my life.”*

– Doug from Texas

If you’ve carefully followed the first six steps of this personal achievement process, you should already be taking action toward your dreams and goals (Step 4). If for some reason you aren’t taking action yet, **get going!** Nothing happens without action.

As you move forward, take note of what does and doesn’t work. If a particular strategy doesn’t produce results, try something different. Just like the pilot, you must continually adjust your direction in order to reach your ultimate destination.

Know that as you travel the exciting road to achieving your dreams and goals, some challenges will inevitably happen along the way. Anytime you make a decision to take your life to the next level, you’re going to encounter distractions and obstacles.

I’ve discovered most things that are worth doing never go the way they were planned. However, if you stay focused on your goals by constantly reviewing your *Dream Book* and taking consistent action, you’ll get back on course and continue the journey toward your ultimate destination.

### **Persevere Through Tough Times**

To claim victory in any endeavor takes hard work and determination. Most of us don’t realize that many successful people faced challenges and setbacks long before they succeeded. There’s not a superstar athlete on the playing field who hasn’t overcome injuries and time on the bench. Many millionaires have been bankrupt at least once. We all have problems and setbacks.

We’ve all heard the saying, “Winners never quit and quitters never win.” If you’re going to achieve your dreams and goals, you have to be willing to stick it out through the ups and the downs, the good and the bad. When things get tough and your dreams and goals seem far away, keep these things in mind:

**Be willing to pay the price.** Realize that if you want to live your dream life, you have to put forth the effort to make it happen. But if you will pay the price of success today, you will reap the rewards in the future.

Part of paying the price is a willingness to make sacrifices. Anything worthwhile requires sacrifice, whether it’s time, money or both. We all make sacrifices every day. Sometimes they’re the wrong kind, like sacrificing your standards to make a quick buck. The right kind of sacrifices will push you toward the achievement of your dreams and goals. You may have to work an extra day each week if you want to retire early. However,

this early retirement will allow you to spend more time with your children and grandchildren in the future and play more golf later in life. Or perhaps you'll have to cut back on personal expenses, downsize your home and put off buying that new car in order to save enough money to purchase the business you've always dreamed about. These are the types of sacrifices you can be proud of.

**Practice persistence.** Persistence means continuing in spite of opposition or discouragement. It means you will keep trying no matter what obstacles or challenges you face; you will do whatever it takes to achieve your dreams and goals.

Treat failures as opportunities to learn what didn't work. This will actually move you closer to your goals. Persistence is one of the key elements that separates those who live their dream lives and those who don't. It's all about staying power. So stay committed – take consistent action, and you will eventually achieve the results you desire.

**Avoid “dream stealers.”** Dream stealers are people who, knowingly or unknowingly, say or do things to discourage you from trying to live your dreams. Some of them could be close to you, such as family or friends, so be careful whom you share your dreams with. Don't let anyone tell you that you can't do it, because you can!

*“Far better is it to dare mighty things,  
to win glorious triumphs, even though  
checkered by failure, than to rank with  
those poor spirits who neither enjoy much  
nor suffer much, because they live in a gray  
twilight that knows not victory nor defeat.”*

– Theodore Roosevelt

### **Victory Is Just the Beginning**

As you achieve each goal, use a red pen to write the word “Victory!” over the goal on the applicable Goals page. Then, from time to time, flip through your *Dream Book*. As you see all the “victory” pages, you will relive the special, magical moments when you realized your dreams and goals. It will be an incredible motivator and give you tremendous confidence because you'll know you're successful and living a life that was once only a dream.

If you've followed the personal achievement process in this book, you now know how to set and achieve any dream or goal you will ever have. So don't stop just because you attain the original goals you wrote down in your *Dream Book*. One of the biggest mistakes I've seen over the years is that once people accomplish their initial dreams and goals, they don't set new, bigger ones.

As you achieve each dream or goal, replace it with a new one and start the same dream-building and goal-setting process all over again. Setting new, bigger goals is the key to consistent personal and professional growth.

This *Dream Book* will take you as far as you can see. When you get there, you'll be able to see farther. As you fill this *Dream Book*, get another one and use it to keep moving forward with bigger, more exciting dreams and goals. I know people who have stacks of completed *Dream Books* (I have at least 20). It's amazing to see all the hopes, wishes and aspirations they've been able to realize with this personal achievement process.

Eventually, dream building and goal setting will become a part of your daily, weekly, monthly and yearly routines, instead of something you do once a year on New Year's. Dream building is an ongoing, life-changing process...a never-ending journey in which you can experience a total transformation in every area of your life.

### **Claim Victory:**

1. Know that you must persevere through challenging times if you want to live your dream life;
2. Write "Victory!" over your goals as you achieve them;
3. Set new dreams and goals.

*"Everything you want is out there waiting for you to ask. Everything you want also wants you. But you have to take action to get it."*

– Jack Canfield

## Live Your Dreams

*“I set goals to be the number one salesperson in the world and to break our company’s 30-year sales record. I wrote these goals in my Dream Book and followed the steps. The next year I accomplished both goals!”*

– York from Utah

Thank you for allowing me to coach you. I hope I’ve inspired you to apply what you’ve learned so you can go out and make things happen. And, I congratulate you...you’ve invested more time in planning your future than most people ever will. Most people have good intentions, but never follow through. By listing your dreams, setting your goals and filling out your *Dream Book*, you’ve already removed most of the doubt and indecision in your life. The act of defining, setting and committing your dreams and goals to paper has virtually guaranteed your success.

Today is the first day of the rest of your life. This is a new beginning. It doesn’t matter what happened yesterday or the day before or five minutes ago. If you’ve given less than your best in the past, that’s okay. Your past doesn’t dictate your future. You can’t change the past – no matter how hard you try – but you can change this moment, tomorrow, and the next day, the next month and the rest of your life. The key is to keep your faith, keep your eye on your target and stay focused on what really matters.

As you move forward, you will discover you have the ability to achieve any dream or goal you set, for setting a goal will equal attainment. Your confidence will increase and you’ll become a doer. Negativity and self-limiting beliefs and thoughts will no longer be a part of your life. You’ll grow daily in belief, wisdom and power, and you’ll begin to accept all that life has to offer. You’ll learn from others and from life, and develop a keen sense of intuition that will guide you through difficult situations.

Your transformation is in progress – even now as you read this – and you are radiating this change to everyone. As you launch into your future, those around you will notice the “new you.” You’ll act, walk and talk this new you, an incredible person who is an example of...***the power of a dream.***

*“We are happier, much happier, when we realize that life is an opportunity rather than an obligation.”*

– Nathan Olson

## Success Statement

*“The Dream Book is a fantastic tool that has helped us confidently mentor the people around us to create their own path to success.”*

– Tom from Michigan

In the beginning of *The Dream Book* I asked a simple question: “What does success mean to you?” I also stated that for each of us the definition of success is different. If you’ve followed the steps in this book, no doubt you’ve gained clarity about what you want and what success means to you.

In the space below, write out your current definition of success. Here is a sample definition:

*Success means doing what I love and loving what I do. It’s about constantly increasing the quality of my life. Success is building meaningful relationships with family and friends. It means making a difference in the world and in the lives of others. Success is knowing I give my best in everything I do.*

Your definition will likely change over time. As you accomplish certain goals, grow as a person, and continue your journey, your definition will be refined.

What Success Means to Me
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## Dream-Building Resources and Support

As you make the journey to your dream life, keep your *Dream Book* with you at all times. Over time, it will become one of the most valuable resources you have – it will be the one place where you can find everything you need to help you accomplish and live your dreams.

Use the pages in this section to record your experiences and to capture information that can help you achieve success. The Dream Team pages will become your “little black book” of people and organizations that can help you achieve your dreams. Record insights, wisdom and memorable moments in the Journal and Notes section, and use the Goal Cards to keep your dream vision in front of you.

*“There are those who work all day, those who dream all day, and those who spend an hour dreaming before setting to work to fulfill those dreams. Go into the third category, because there’s virtually no competition.”*

– Steve J. Ross

### Share this idea!

Here’s what you can do to spread the word about *The Dream Book*:

1. Send this file to a friend and print as many copies as you like.
2. Send them a link to [www.dreambook.com](http://www.dreambook.com) so they can download it themselves.
3. Visit [www.dreambook.com](http://www.dreambook.com) to find other complimentary products.
4. Buy the new paperback version of *The Dream Book* at:  
<http://www.amazon.com/Dream-Book-Billy-Cox/dp/0974640379>.
5. Download your free copy of Billy’s audio *Your Best Year Ever* at [www.dreambook.com](http://www.dreambook.com)

# My Dream Team

List all the mentors, speakers, authors, friends, business associates, family members and other individuals and organizations that can help you achieve your dreams and goals. Record pertinent information for each resource, such as email and physical addresses, phone numbers, websites, etc. For example, if you hear a great speaker with ideas and information that can help you in the attainment of your dreams and goals, capture his or her name, organization and website so you can refer to it later.

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# My Dream Team

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# Journal & Notes

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# Goal Cards

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The Goal Cards are designed to keep you focused on your target. Cut them out and write down your dreams and goals. You can even laminate them if you like. Then put the cards in places where you will see them every day, such as on the dash of your car, the bathroom mirror, the refrigerator door, in your wallet, etc.

<b>My Dreams and Goals</b>	
Dream or Goal	Target Date
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

<b>My Dreams and Goals</b>	
Dream or Goal	Target Date
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____



*I believe that inside of you is a champion.  
You have the unlimited potential to be, do, or have  
anything you want in your life.  
You simply have to know what it is you really want  
and be willing to work long enough  
and hard enough to make it happen.*  
Billy Cox

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<b>My Dreams and Goals</b>	
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<b>My Dreams and Goals</b>	
Dream or Goal	Target Date
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Billy Cox

## About the Author

For nearly two decades, Billy Cox has dedicated his life to helping others achieve their dreams. He is a leading authority on sales excellence and an expert in helping individuals and organizations achieve peak performance. Billy started in sales and marketing when he was just seventeen years old. Over a period of fifteen years, he worked his way to the top of his organization. By age thirty Billy was a self-made millionaire. At age thirty-two he became president of an international sales and marketing company. When he took over as president, sales were down 50 percent from their all-time highs. Working as a team, Billy and the other company leaders used the powerful concepts and techniques presented in this book to achieve record sales in only two and a half years.



Billy is a “no limits” person who knows how to win. His hands-on experience and proven track record make him one of the best success coaches in America today. He is a master salesman, a compelling motivator, and an energetic leader who believes that if you’re going to win, you gotta get in the game!

Billy considers his personal accomplishments to be just as important as his professional achievements. He regularly donates his time and talents to youth sports, community service work, and various charities. Billy lives in the suburbs of Dallas, Texas, with his wife, Susan, and their four children.

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– **Jim Rohn**, motivational speaker

“It has been said there are two kinds of people: ‘Those who watch things happen, and those who make things happen.’ Billy Cox has written a Masterpiece on how to get into the game of life and make things happen! It is a must read for those of us that are not designed to be spectators.”

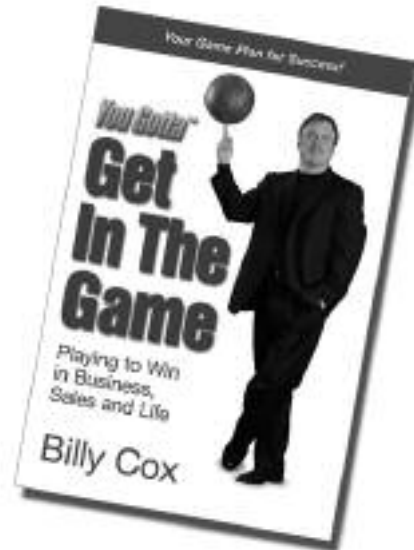
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# the dream book

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If you've ever dreamed of a better life, *The Dream Book* will show you how to achieve the extraordinary life you deserve. *The Dream Book* is a revolutionary technology for goal setting and personal achievement. It will show you how to perform at your highest level and gain the winning edge.

The personal achievement technology found in *The Dream Book* has been credited with helping thousands of people change their lives for the better. Professional men and women, students, millionaires, athletes and individuals from every walk of life have used *The Dream Book* to achieve the results they desire.

*The Dream Book* will teach you step-by-step exactly how to:

- ◆ Find out what you really want;
- ◆ Program your mind to eliminate fear;
- ◆ Create wealth and happiness;
- ◆ Get and stay focused;
- ◆ Gain emotional and financial freedom.

No matter what your dreams, you can achieve them if you will study the principles in *The Dream Book*. Follow the simple steps outlined in this book, and you will put yourself on the fast track to living your dreams!

A **You Gotta**<sup>TM</sup>  
BOOK

