

TriplePLife

The GPS To SUCCESS

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DEDICATION

This book is dedicated to all the people who are committed to constant and never-ending personal improvement. One of the hardest things to do is to admit we are flawed beings and pursue personal excellence in a world that rewards mediocrity. We honor everyone who wants the best life has to offer. Those individuals willing to put in the time and do the work necessary to become the best version of themselves should be recognized.

Welcome to TriplePNation!

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CHAPTER ONE

“TRIPLEPLIFE, WHAT YOU NEED TO KNOW”

MISSION - “To inspire, lead, and awaken people to the importance and power of conscious awareness so they can live more intentionally as they learn to connect with their highest-self. As they do, they will create abundant health, happiness and prosperity.”

~ Dr. Jay LaGuardia

How Did the TriplePLife Start?

(Dr. Jay)

Many great ideas have been conceived when climbing mountains like Machu Picchu. Still others have been given a vision while lounging on the remote beaches of a tropical island. Some ideas we first created in the presence of some of the world's most famous destinations, like crawling around the Egyptian Pyramids, walking the Great Wall of China, or dancing under the Eiffel Tower. There are numerous inspiring destinations, wonders of the world, or exotic life-changing locales. I would like to tell you that the TriplePLife brand was inspired by one of these amazing life-altering events, but that just wasn't the case. Truth be told, the idea was conceived on a frigidly cold, blizzard-like day in Wisconsin. I was working at home, and with the piles of snow I probably couldn't have worked anywhere else that day even if I had wanted to. I had just finished meditating and was reflecting and journaling about my core beliefs. Specifically, I was thinking on the three most important factors that have contributed to my success in business and life, the three things that I am passionate about and would want to share with the world.

The reality is, I have been living the TriplePLife for a really long time, I just hadn't defined it as such. Like many of you, I had a time in my life when I was lost and wondering what life, my life, was all about. Was it about getting up each day and doing the same thing over and over for 40 or 50 years? Retiring with the proverbial gold watch and maybe

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a pat on the back while wondering if I had lived a life that truly had purpose? I imagine most of you know exactly what I'm talking about. In fact, most of us, if we're honest, have asked this question of ourselves. Unfortunately, many of us never find the answer. Many times, because the grind of daily life makes us forget, we stop believing a better life might be possible. I consider myself lucky that one of the many things I have been blessed with is tenacity and persistence: there was no way I would ever stop trying to figure out the answer to this question, even if it took me my entire lifetime.

Fortunately, the answer came rather quickly because I began to read some amazing books. I learned the quality of our lives is directly related to the quality of our thoughts. Also, what we think about, we bring about; and if we want something new or different in our lives, we need to think and act differently. Pretty simple concepts, right? And they're incredibly powerful and life-changing when applied correctly.

I also learned that we must commit ourselves to constant and never-ending improvement, because mediocrity is a choice, too. For the most part, so is pain, disappointment, poverty, failed relationships, poor health, an unfulfilling career, and so on. I used to think these events were out of our control and just random, or bad luck. Nothing could be further from the truth. When we begin to understand how the universe works, we quickly realize that nothing happens by chance. We're continually putting thoughts and

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energy out into the universe. To be more scientific about it, it's called the Quantum Field of Energy, or Quantum Physics. Strange as it may sound, it's real and one of the fastest growing areas in science today.

This invisible energy field (the quantum field) was the first super highway and existed long before the internet. The cool thing is, it doesn't require a subscription or 4G service; it's readily available to all who understand how it works. To simplify: this energy field is available to all. It is all around us, and we're tapping into it all the time, whether we know it or not. When we're consciously aware of our thoughts, we're intentionally putting emotion and energy out into the field. There is what's known as a "reciprocating factor," or the law of reciprocation, meaning what we put out, we get back. That's why it's so critical to live consciously. The more good we put out, the more we receive back. When we're being positive, loving, kind, humble, grateful, wise, passionate, disciplined, etc., we will always receive that back. Have you ever heard "you get what you give"?

Conversely, if we're angry, hateful, undermining, envious, jealous, fearful, uncertain, guilty, resentful, vengeful, etc., then that's what we will receive back. Have you ever known someone, perhaps even yourself, where it seems they're always attracting bad relationships, bad luck, and bad fortune? That is not random. It might be difficult for many of us to accept, but it's true. Which leads us to a very important fact: we will never share any concepts we haven't experienced personally. That is our commitment to you, and

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that is our commitment to everyone. We want everyone to know and trust that we always have their best interest in mind. We believe it is more important to get it right than to be right. This is part of the TriplePLife way.

The principles and concepts in this book are all about how we can consistently tap into this field of energy in a positive and productive manner so we can create our dream life, so we can help everyone understand the secrets, principles, and concepts that we have been studying, teaching, and applying in our own lives.

Back to that cold, snowy day: what occurred to me was that I was living a less-than maximum potential existence. Yes, I have had a lot of success personally, in business and in life, but all the knowledge and passion I used to achieve that success was basically being kept to myself. Sure, I've been doing consulting work for the better part of 15 years, but the impact of that work was a mere drop in the bucket of what is possible with this type of information, experience, and knowledge. Certainly, I was not tapping into what was possible.

That day, the voice within me said it was time to step up and start sharing this life-changing message on a much larger scale. The voice told me it's time to get uncomfortable and start working toward changing the world. People are suffering, and the world needs more voices sharing this message if we're to turn things around. It became obvious to me that getting this message out to as many people as possible before I die is perhaps my true purpose in life.

Please understand though, the TriplePLife is not about

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me, my team, or any one person specifically. It is all about the TripleP “we,” and the community we’re building. It is about those we get to serve. That is exactly what we plan to do: give, serve, and share to our fullest abilities. We want to help guide anyone willing to learn, and work, on whatever their own path in life might be and to provide anyone who is a part of our growing TriplePLife Community with all the knowledge, support, and encouragement needed to make all their dreams come true.

The voice within is a powerful thing if we quiet our minds enough to actually hear it. It is always speaking to us; the question is, are we paying attention? If we are, it will never steer us wrong.

So, I asked the voice to “show me the way,” and sure enough, the words that came to me were Power, Passion, and Prosperity. Those words sang to me like a beautiful melody. In that moment, more than just a “brand” was born; it was something so much greater. Shortly thereafter, we launched the PowerPassionProsperity Podcast to provide a vehicle in which a community of like-minded people can come together to learn and grow as a community.

As I finished with my meditation and journaling that day, the words I wrote were clearly inspired by something bigger than myself, even bigger than all of us involved in founding this incredible community. My life changed for the better that day. We all hope that by the end of this book, yours will, too. Here are the words I wrote in my journal that launched this journey:

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Success is not inherent, success is a learned skill. Success occurs when we regularly consume empowering knowledge that helps us transcend our limiting beliefs from our past negative programming.

Identifying our life's purpose will occur when we adopt daily success habits and rituals. These habits provide us with the tools to overcome any past negative programming so we can live intentionally and passionately. When passion and talent meet desire and strong associations, we have the formula to reach our full human potential, mentally, physically, financially, and spiritually.

Prosperity is achieved when we're pursuing our highest self and living congruently with our core values. The pursuit of personal excellence is how we achieve self-mastery (TriplePLife).

The tag line I wrote was to emPower Dreams, Ignite Passion, and Accelerate Prosperity. These three simple but powerful principles identify my core beliefs as a person. I have been learning, studying, and applying these principles for the better part of 30 years, and I have witnessed radical transformations in my life and the lives of countless people I have shared these with. I have seen people heal relationships, save marriages, and overcome addictions. I have watched people reverse disease processes and transform themselves physically. I have seen people who have suffered from low self-worth attract great abundance and prosperity in their lives. I witnessed people who were paralyzed by fear become completely fearless. I have also watched

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people build incredibly successful businesses and careers.

The point is: the principles and concepts you're about to learn in this book have changed millions of lives for the better, and they can change yours as well. Anyone that takes the information provided in this book and applies it in their daily lives can have life-altering breakthroughs. This book will help anyone identify their own purpose, mission, and life vision.

Some of the highlights include understanding the 8 Habits of Success; identifying the daily rituals of the super successful; how to optimize mental and physical well-being by making the right lifestyle choices; and attracting wealth and prosperity while building strong, loving, and impactful relationships. These will all become a part of your life.

Perhaps you're well on your path and is already experiencing tremendous success; if so, then congratulations! However, we believe there are things in this book that even the most successful person can learn. In fact, the more successful you already are, the more this information can help to accelerate that success. In this book, we teach how the mind works and how to harness its amazing power to fuel anyone to greater success than can even be imagined.

Anyone who has never heard any of these principles before, we want to welcome you. You are about to begin a remarkable journey of discovery. We will teach the secrets to help you accomplish every dream or desire you have ever had. If you're is willing to have an open mind and heart,

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these principles and concepts will guide you to create your very best life. Or, what we like to call, a TriplePLife!

The First P Comes from the Word EmPower

It is our mission to emPower people with knowledge that will convince them they can achieve anything they want, to help them see the world as unlimited with abundant opportunities, if only they are willing to dream big enough and to start believing in themselves. On numerous occasions over the last 30 years, I have witnessed this over and over again. People I worked with would become inspired by a thought or an idea, and that inspiration would empower them to make changes in their lives that would often monumentally alter the course of their destiny. At no point in my lifetime and experience have I ever seen anyone achieve massive success without that moment of empowerment.

The Second P is about Passion

No one has ever lived a passionless meaningful life. Passion is the fuel which ignites our dreams. Passion helps us prevail during times of adversity and when chaos occurs all around us. It sustains us through the darkest of times so we may see our dreams fulfilled. I have found it to be a remarkable and stark contrast with the organizations and people that I have been a part of or worked with. Those who have pursued their passion(s) stand above the rest in terms of their results and their pure joy in what they do.

The Third P is Prosperity

Prosperity is not about having the most stuff; rather, it is a mindset. It seems to be generally accepted around the world, the idea that all of us wish to be prosperous in every area of our lives. Specifically, this means to be prosperous in our relationships, careers, fitness, and overall health in addition to our finances. When we are prosperous, we can help and give more to those who need a hand. To give from our abundance is a part of building a prosperous mindset. When we have this, our dreams become so big, they inspire the possibility of limitless opportunities. This prosperity will permeate every aspect of our lives, and when we add this prosperity to our love, we can attract great relationships. We will experience more peace and joy. When it comes down to it, if our life is overflowing with joy, peace, and love, we are wealthy beyond measure.

Who Can Benefit from a TriplePLife?

Everyone. Want some examples? How about: the college student who is trying to find their way; the single parent who is trying to provide a good life for their children while still chasing their dreams; the middle-aged couple whose kids have left home, who are ready to take life to a whole new level; it is even for kids. We should be teaching the TriplePLife mindset and behaviors that will create a success mindset as early in life as possible.

It is never too early to teach our children what achieving a better life looks like. We need to provide children with

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many examples of people who have committed themselves to the pursuit of excellence and a TriplePLife. There are no victories in mediocrity or awards for playing small. That mindset has never helped anyone accomplish anything. In fact, playing small is what will trap them in a life of disappointment, frustration, and impoverishment. Kids need to understand the power of dreaming big and why they should always play big, too. As soon as kids realize where they are is a direct result of who they are, they become empowered with the knowledge to make better choices. It is my opinion, and that of others as well, that poverty is more of a mindset problem than one of genetics, geography, or culture. If it wasn't, there wouldn't be countless stories of kids who have achieved great success despite their condition in life.

The important lesson in all of this is that most people can have their own TriplePLife, if they choose. The question becomes, do the choices we make empower us or disempower us?

It is our responsibility – as parents, grandparents, aunts, uncles, or even just as people with influence – to be the embodiment of a TriplePLife every day: mentally, physically, spiritually, and financially. Instead of telling our kids how, let's SHOW them how! Let's be a walking, breathing example for our kids and young people everywhere. This is so powerful for young, developing minds. Imagine what your kids could do if they were empowered with these habits, rituals, and skill sets. Let me tell you, they will become unstoppable, because you will have provided for them the

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blueprint for their success.

Let me be clear as possible on this next point, which perhaps may be the single most important fact in this book: success is predictable. That's right, it's predictable. What we are not taught anywhere—not in the schools, at church, in popular culture, or in most homes—is that success is a very simple formula. When applied, it always works. It's like the laws of physics or thermodynamics: it is repeatable and predictable based on universal laws.

$$(P+T) \times A \times A + F + T = \text{Success (TriplePLife)}$$

I wish I could take credit for this formula, but I cannot. This formula can be found in Napoleon Hill's book, *Out-Witting the Devil*, which he wrote the manuscript for in the 1930's and was released by the Napoleon Hill Foundation roughly 80-something years after his death. That is an interesting story in of itself, which is why I highly recommend you put it on your list of books to read. As with many things over the last almost 100 years, we have found better, faster, and more efficient ways to get things done. As a result, we did take some liberty in modifying this formula slightly to account for one element that we believe was missing.

Here is what the letters stand for:

P - Passion	T - Talent	A - Associations
A- Actions	F - Faith	T - Time

So when put together here is what it means...

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$$\begin{aligned} & \text{(Passion + Talent)} \\ & \text{(x) Associations} \\ & \text{(x) (Actions + Faith + Time)} \\ & \hline & = \text{SUCCESS} \end{aligned}$$

No matter what we pursue, if we apply this formula over time (T), we will eventually get whatever it is we desire. The Time element is what we added to reflect that success is not always immediate; in fact, usually the universe will test us in ways we cannot imagine. This is the universe checking to see how serious we are, and how hard we're willing to work for it.

That's why we're 100% certain of the principles in this book. Throughout history, if we were to interview people who have achieved success—which is defined differently for everyone—it is very likely they would share with us that each element of this formula was absolutely essential.

Let me address each element in the success equation, because when we're pursuing our TriplePLife, we must understand what role each of these essential skills plays in our journey.

People who are in the pursuit of their TriplePLife are

- **PASSIONATE** in everything they do. They are willing to pursue their dreams, even in the face of great odds and ridicule.
- They are good at identifying their **TALENTS**, and they pursue their talents knowing that they are gifts to be shared with humanity.

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- They understand the power of **ASSOCIATIONS**. Our associations become one of the greatest predictors of future success. One of TriplePNation's core beliefs is that we are the sum of the five people we surround ourselves with. If our associations don't inspire us, empower us, challenge us, encourage us, and make us uncomfortable at times, then we must find new associations.
- They realize that every dream requires a little **FAITH**. Not necessarily religious faith, although that is fine, too, but faith and trust in the outcome, even though we may have no tangible evidence that our dreams will ever come true.
- They understand that we are a work in progress and that it takes **TIME** to change who we are and to get what we want. They are willing to put in the work and invest in the currency of time.

Defining Success

In our experience, the true definition of a person's success lies within their own heart. While there are many commonly accepted ideas of what constitutes success, because each of us has our own unique set of hopes and desires, a TriplePLife defines success as being healthy in mind, body, and spirit. It's having a life full of abundant, healthy relationships that nourish the soul; being filled with passion and energy so we may pursue our dreams while also generating

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incredible prosperity for ourselves and our families; and it's giving back to the communities we live in.

Getting back to the subject of our children: when we teach them this formula for success, we help them unlock the secret to their future success. As parents, it is our responsibility to teach and lead our kids. We must provide them with the knowledge and skill sets that will allow them to pursue their dreams while living the most fulfilling life imaginable.

We believe no parent wants their kids to be paralyzed by fear or to be defined by their fears. We don't want our kids to live in doubt, to neither be indecisive nor lack focus. So many kids are perpetually distracted by a culture that wants to control kids' minds and influence their every decision and behavior, and that control often leads to habitual procrastination, a lack confidence, and diminished self-worth.

It is important to know that it is never too late to start living a TriplePLife. The exciting and liberating news is, it doesn't matter what a person's gender classification is; whether they are young or old; rich or poor; black, white, Asian, Hispanic, Indian, or any other ethnic origin or background. Everyone benefits when they are pursuing a TriplePLife, which means the sooner a person begins to apply TriplePLife principles in their lives, the faster they will begin to experience greater empowerment, passion, and prosperity.

When Should We Start?

As early in life as possible. Personal growth is defined through the habits and rituals we commit to that help us

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transcend the subconscious mind. We need to teach these positive concepts and skills to our young people. Embarking on this journey will provide all the tools we need to achieve and become whatever we dream about. If you are already pursuing our own TriplePLife, CONGRATS! If you are just starting, then WELCOME! It can be a challenging ride but the payoff is indescribable. One thing we know for sure is that if we choose to do nothing, we guarantee nothing will change. We are all at different points on our journey. Some people have these habits down and have been rocking their TriplePLife for years, some of us are just starting to apply these principles and concepts we are sharing, and still yet, others may be hearing about this TriplePLife for the very first time. The point is: there is never a bad time to start. One key is to not compare ourselves to others. We need to gauge our growth and success based on who we are, where we're at, and who we are choosing to become. So, let's get started on this journey together.

Before we begin, I'd like to make a very important point. There is no final destination in the pursuit of your TriplePLife. There is no point where you can say, "I'm good, I made it." This is a process of becoming, of growing, and committing to be a better version of yourself every day.

You will find it challenging at times, and incredibly rewarding and even magical at other times. Following the recommendations in this book to improve yourself and your life will require a little bit of faith. Sometimes you'll find yourself all-in, and sometimes you'll find yourself question-

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ing the process. That is very normal. Start your pursuit of your TriplePLife with the things that are the easiest. Don't try to add everything in this book at one time, because you'll likely drive yourself crazy if you do.

Add one thing at a time in each area: mindset, fitness, lifestyle, finance, etc. Once implemented, and when you are feeling comfortable with that addition, then add something else.

I have been working on my TriplePLife for more than 30 years. Every single day, I am learning and making distinctions. Some days, I feel I am making great progress; other days, not so much. That is NORMAL. Embrace this, because it is part of your growth curve. I'm still having to overcome obstacles and challenges in my life, but I am far more capable of handling each of them effectively so as not to alter the path I am on.

Here is what you will find if you decide to take this journey with us. You will begin to see shifts in your thinking. More importantly, you will see shifts in how you perceive yourself, your values, and your talents and capabilities. You will begin to experience breakthroughs in every area of your life. Opportunities will begin to come to you that you would have never previously imagined. Your relationships will deepen, your influence will grow, and don't be surprised when people take notice how much you have grown.

You will even start to see your debt reducing while simultaneously attracting more wealth. This is a direct result of developing a wealth mindset.

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I know what you're thinking: "Jay, this is too good to be true." But here's a funny thought, what kind of a person wouldn't do something because it was too good? Everything I just told you is true, and it works for anyone. I have seen it work in my life and countless others' over and over again. That is one of the main reasons why I am so passionate about this message.

Why Is OPE Worth Investing In?

If you are interested in learning how to fly a plane, wouldn't you want the most experienced pilot and instructor available? If one of your children needed surgery, would you choose the doctor who has performed the recommended surgery just a handful of times, or would you want the doctor who has done it hundreds of times and teaches the procedure to other doctors?

The answer to these questions tend to appear obvious to anyone who understands that knowledge, experience, and results matter greatly. One of the benefits of being a part of TriplePNation is you get to utilize the combined years of experience of my entire team. You get to draw from the vast experiences we've accumulated in life and business. This includes all the seminars and programs we have attended, all the books on mindset, health, fitness, business, and finance. Everything! You also get the knowledge we have accumulated from the incredible coaches and mentors we've had for our own endeavors. Perhaps most importantly, you get to learn from our success and our mistakes, so

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we can help you avoid your own mistakes.

OPE means Other People’s Experiences. The benefit of OPE is for our readers: you have the advantage of leveraging the hundreds of thousands of dollars we have invested through the years in learning these concepts and principles. You can relax knowing that we have tried and tested each lesson and principle in this book. We know what works, just as well as we know what doesn’t work. This can save you time, money, and energy in the long run. We want to help you find success and happiness in a fraction of the time it took us to figure it all out, and using the principle of OPE will allow you to do just that.

What Are Some Common Traits People in Pursuit of Their TriplePLife Share?

A P3er is someone who is open-minded and takes responsibility for everything that has happened in their lives. They’re committed to constant and never-ending personal improvement, and while not perfect, they strive for excellence in everything they do. Self-discovery, personal growth, and personal mastery are the goals. As we mentioned before, “Life is not about what we do but rather who we are becoming. As we grow, so do our lives.”

What Needs to Happen to Create Your Best Life, Your TriplePLife?

There’s a process to creating your TriplePLife, and we’ve broken it down into the following checklist:

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- Start by clarifying your vision for your life (long-term).
- Identify what you're passionate about.
- Align your passion with your purpose. When you do, you will never work another day in your life.
- Pursue excellence in everything you do, because perfection is an illusion.
- Embrace adversity. Adversity is your friend. You will learn more from your failures than you will from your victories. Never forget that defeat is a choice.
- Accept your imperfections. We all have parts of ourselves we don't like. Stop allowing those things to define you.
- Accept responsibility for everything you have in your life. They are there, for the most part, due to your decisions. We can't change a thing in our life until we ask ourselves, how did we contribute to our situation?
- Do not accept victimization. Being a victim enslaves us and disempowers us from ever overcoming life's obstacles.
- Create great associations. Surround yourself with people who build you up with strong and noble thoughts. We are the sum of the five people we surround ourselves with.

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- Choose only positive and empowering thoughts and actions that are consistent with how you would like to be treated.
- Seek Harmony, both in your internal environment and your external environment.
- Control outside influences. Eliminate all the distractions that vie for your attention but do not have your best interests in mind: “UnSocial Media,” popular culture, media, friends, coworkers.
- Work harder on yourself than you do at your job. Our psychological fitness is no different than our physical fitness; it requires work every day.
- Remember that personal growth is a lifelong pursuit because of our imperfections, and our outer world is a reflection of our inner world.
- Create a strategic plan for every aspect of your life (professional, health, fitness, relationships, hobbies, spiritual, family).
- Commit to practicing your daily success habits and rituals.
- Be a giver. When we learn how to give, only then are we worthy to receive.

PTP (Path to Productivity)

When I am working closely with a new coaching client, it never fails that one of the most common struggles so many face is the ability to stay focused and on task. If this is you, don't feel bad, I've come to accept that for most, this is not uncommon. A very small percent of the population is organized, disciplined, and focused enough to maximize their productivity and stay task-focused. No worries, though, we have designed a process that has helped many overcome this common success obstacle. It is called the Path to Productivity (PTP) and it will help you identify your weekly goals and the appropriate action steps, as well as help you plan your week out to the minute, including scheduling in free time and fun. I know what many of you are thinking, "Wait, Jay, another schedule?" Yes, but this isn't just any other schedule; rather, it's a weekly game plan that, if used consistently and correctly, can multiply anyone's productivity and results ten-fold. Sounds too good to be true? Just like with everything else I've told you, it certainly is good, and it's absolutely true. I have personally seen it work over and over again, for both myself and our clients.

For example, a new client named Sara reached out to me for help, and she was just incredible. She was smart, energetic, passionate, and resourceful. Even having these great qualities, she was finding herself on an endless hamster wheel of great ideas, but poor execution. Know anyone like this? Perhaps yourself? Sara didn't hire me for new ideas, because she had that covered. She needed my help organiz-

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ing, prioritizing, and executing. I spent quite a bit of time analyzing and identifying her weaknesses, and it became apparent that she simply needed help getting stuff done. What she wasn't good at was staying on task, and therefore, she experienced endless frustration and stress.

After we discussed her vision for her life and business, I suggested she provide me a list of her goals for the last year. We measured that she was experiencing success at achieving her goals less than 20% of the time. It wasn't due to a lack of talent or ability, but her lack of organization. So, we did a time audit. I asked her to honestly and accurately write everything she spent time doing for an entire week. I meant everything! What we found wasn't surprising to me: she was spending roughly 80% of her day on tasks and behaviors that were not moving her toward her goals. Any wonder why she was struggling? This is common for many people.

There are two categories most tasks can be categorized under. One is Important, and the other is Urgent.

- **Important Activities** are outcome-driven and lead us toward completing a specific goal.
- **Urgent Activities** demand immediate attention and are usually associated with achieving someone else's goals. We tend to concentrate on these because the consequences of not dealing with them are immediate.

Most people do not fail because they lack passion or dreams, but because they struggle with the two catego-

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ries noted above. When these categories are not properly assessed, the result is what we call Unintentional Dream Sabotage (UDS). This is when good intentions are undermined by poor execution.

I have never seen a better explanation of UDS than how it's described and categorized in the following example. Former President Dwight D. Eisenhower once said, "I have two kinds of problems: the urgent and the important. The urgent are not important and the important are never urgent." From this, he designed the Eisenhower Principle. He categorized these into four parts:

1. **Important and Urgent**, which are classified as either things we could not have seen and others that we've left until the last minute. The latter is often experienced by the procrastinators. How we handle the former is to leave free time in our schedule to handle these unplanned events.
2. **Important, but NOT Urgent** are the type of activities that move us toward achieving our goals. In business, these are known as revenue creators. To be a goal slayer, we need to block-schedule time out daily for these activities, while still leaving some free time each day to handle the unforeseen important and urgent events.
3. **Not Important, but Urgent** is perhaps the worst category for high achievers. These are tasks that prevent us from achieving our goals. The people who

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find themselves constantly stuck in this category are the control freaks. They believe that no one can do it better than themselves, and therefore they do everything themselves. This leaves no time for the Important and Not Urgent. This also reflects poor personal leadership, especially if we are in business. It is the job of leadership to develop and grow its people. One of the ways of doing this is through delegation. Even if our employee can only perform to 80% of our ability, so what? Think of all the free time it creates to work on our high-revenue activities. The second solution to people trapped here is to outsource. Why do some activity we can pay someone else to do? This frees up more time for ourselves.

4. **Not Important and Not Urgent** are activities that are just distractions that need to be eliminated. Many things we choose to do are simply not important enough to spend our time, and often when people realize this and cut out these activities, they don't even miss what they gave up.

Back to Sara. Once we completed her audit, we realized she was experiencing UDS due to the fact that she spent very little time on the Important but Not Urgent category and far too much time in the Important and Urgent Category. This was partly due to her procrastination habit, but Sara quickly recognized her procrastination was because she had not yet identified her Important and Not Urgent

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Tasks. Once we did, her life and business changed dramatically and rapidly. We developed a plan using the PTP, and she blocked time out each day to only focus on her Important but Not Urgent tasks while scheduling free time for the Important and Urgent stuff that would inevitably occur. Lastly, we clarified the Not Important, but Urgent tasks that she needed to delegate or outsource while she reluctantly eliminated a few activities from the Not Important and Not Urgent category. I know that's a mouthful, but her results are below.

After a few months, her productivity levels soared. Sara was accomplishing more than 80% of her weekly goals. Her new-found success levels provided her more energy, and she experienced amazing growth in her business: the largest growth by percentage in any previous quarter by a factor of 10. Sara's frustration levels were nearly gone and she was having more fun than she ever believed possible.

To top off this remarkable story, she had more free time to do the things she enjoyed doing inside and outside her business. More fun, more joy, more happiness, more free time while increasing her income ten-fold. What's not to like?

What Sara resisted for the longest time was exactly what she needed the most, and isn't that true of most things in life? Sara wanted nothing to do with a schedule because she felt it would restrict her creativity and spontaneity, when in fact the opposite was the case. Her disorganization and lack of appropriate intentional activities was resulting in her expe-

“TRIPLEPLIFE,WHAT YOU NEED TO KNOW”

riencing exactly what she feared the most. One of life’s great paradoxes.

I told Sara early in the process that structure never impairs, it liberates. She didn’t believe it at first, but she trusted in the process and now she tells everyone she knows.

Sara’s experience exemplifies everything a person who is pursuing their TriplePLife should be experiencing when they are living consciously and with intention. It is important to note, routine is never routine when done intentionally. No longer did Sara victimize herself with UDS, but she was on purpose and loving life. So can you.

I am providing you a link to my PTP for free so you can also get started lasering your energy on your most productive behaviors and activities and start eliminating all the unnecessary and wasteful activities. You will also find a link to a video where I describe how to use the PTP to get the most out of this tool. Don’t procrastinate: download your copy and move one step closer to getting your TriplePLife.