

LIVING YOUR
BEST YEAR EVER

ALSO BY DARREN HARDY
The Compound Effect:
Multiplying Your Success. One Simple Step at a Time.

LIVING YOUR BEST YEAR EVER

A Proven System for Achieving
BIG GOALS

by Darren Hardy

Bestselling Author of *The Compound Effect*,
Design Your Best Year Ever and Publisher of *SUCCESS* magazine

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*“Dream no small dreams for they have no power
to move the hearts of men.”*

—Johann Wolfgang von Goethe

ACKNOWLEDGMENTS

First, I have to give thanks to my personal-development mentor, the late Jim Rohn. You will see his influence throughout this program. Many of the big goals I have accomplished in my life are attributed to the inspiration and great instruction in my apprenticeship with this incredible man.

Next, I must give thanks to the entire team at *SUCCESS* magazine and *SUCCESS* Media. While the words and ideas found in this program are the result of a process and system I have followed to accomplish my personal goals for two decades, they helped me formalize it into the beautifully designed book you have in your hands.

Special thanks to the editing talent of K. Shelby Skrhak, *SUCCESS.com* editor, and the design wizardry of Carl Waters, *SUCCESS* creative director, and Tim Kuck, graphic designer, who did all the brilliant layout work.

Lastly, and most important, my goal-planning partner and beautiful wife, Georgia. It is her inspiration and support that propels me to continually pursue the best within me.

“Goal setting is the most important aspect of all improvement and personal development plans. Confidence is important, determination is vital, certain personality traits contribute to success, but they all come into focus in goal setting.”

—Paul J. Meyer

PREFACE

Hello friend. I know you. I may not know you personally, but I know about you. I know you want to do something great with your life. I know you want to have more, achieve more and become more than what most everyone settles for in life. I know you have unrealized dreams, greater aspirations and a desire to do something significant with your life.

I know this because you bought this program. You see, you and I are alike. We are achievers. Some people are afraid of the concepts in this book. They don't want to do more. They are afraid of having big goals. They are afraid of stepping away from the herd of average and out of the comfort of mediocrity. But that's not you. YOU are the one I designed this program for.

THE TOP 3 PERCENT

By choosing to participate in this program, you have separated yourself from almost everyone else—or at least the remaining 97 percent of the population that don't give thoughtful contemplation to their life's desires nor chart a proper course to take their life in that direction.

Most people are more diligent about making their grocery lists than they are about designing their lives. That is why it is so easy to get ahead in life, stand out and move ahead. Most people—97 percent of them—couldn't be bothered.

Sad but true... but not you. Here you are. Congratulations!

Is it that easy to step away from the herd and step ahead of everyone you work with, compete against, live around, associate with and meet on the street? The answer is yes!

IF IT'S SO EASY, WHY DOESN'T EVERYONE DO IT?

In this program, I will show you how to achieve in a few months what it takes others an entire lifetime to achieve. If you've got the ambition and passion to radically redesign your future, then this is the program for you.

Whenever I am asked the No. 1 skill that has been responsible for my success, I am quick to answer: my ability to set, stick to and achieve big goals.

I learned the principles of goal setting when I was only 18 years old. I set an outrageous goal to earn a six-figure income (while still attending college) before my 19th birthday. I hit that goal. Then I set a goal to be earning a million dollars a year in just five years. I hit that goal. Then I set a goal to be worth several millions and have my company doing more than \$50 million in revenue only three years later (age 27). I hit that goal! Needless to say, I am a big believer in the study and practice of setting goals.

There is a reason why goal setting doesn't really work for most people. Goal achieving is not simply the act of writing down a list of wishes, as if it were a Christmas list, with the hope you will wake up one morning with your goals realized. That is not how it works. There is a very specific process for not only discerning what you really want and what is most important to you, but also the development of a specific plan of action that will keep you motivated and accountable long enough to see those goals and dreams come to fruition.

Over the last 20 years of my life, I have voraciously studied, practiced, tweaked and refined the process of designing each year with the goal to make it even better than the last one, making it the best year ever. I know it works and now I share it with you. You now hold in your hands that formula—the very best I have learned and proven to work for achieving big, audacious and wildly ambitious goals.

Follow this program and you too will have the formula to achieve your own great dreams, desires and outrageously exciting goals.

Welcome. Life will never be the same again as soon as you turn the next page and get to work with me.

Cheers to your best year ever!

A handwritten signature in black ink, appearing to read 'D Hardy', with a stylized flourish at the end.

INTRODUCTION

Back during World War II, enemies torpedoed a Navy cruiser carrying more than 1,100 crewmembers. As the ship sank into the frigid water, the crew floundered in the sea for five days. They were starving, drowning, and being attacked by sharks. The ocean current pulled nine of the guys away, splintering off from the rest of the ranks. Seeing these men were beginning to lose their will, a young officer started asking them about their families and lives back home. He asked them to describe what they were going to do when they got back. He asked them what they wanted to accomplish and what difference they wanted to make. He had them envision how scared their spouses and children were; how their parents must feel not knowing if they were alive. He asked them to fight to stay alive, not just for themselves but for their loved ones back home. Finally a passing plane spotted the men in the water. Two-thirds of the 1,100 crew members perished. However, all nine inspired by that young officer lived.

This story helps illustrate the importance of vision. The Bible explains, where there is no vision, the people perish. What is the vision for your life? It needs to be bigger than yourself. What are you willing to fight for; who are you willing to fight for; or rather... live for?

My name is Darren Hardy, publisher of *SUCCESS* magazine. In this book, I will help you answer some life-changing questions: What's your grander purpose in life? What really motivates and ignites your passion? What will keep that passion burning long enough for you to achieve your wildest, most outrageous goals?

Do you remember all the big dreams you had when you were younger—dreams so exciting that you could barely wait to grow up so you could pursue those grand dreams? You had those dreams for a reason—your inner potential was casting a vision of what is possible for you. Somewhere along the travels, trials and tribulations of life you may have forgotten your dreams, got distracted, or believed other people who'd lost their dream that yours wasn't possible either.

I want to help you rekindle those dreams and show you they're not only possible, but attainable. We'll build the path that will lead you directly and expeditiously to them.

Reminds me of the story about a large, majestic mountainside where a fragile eagle's nest rested. The eagle's nest contained four large eagle eggs. One day an earthquake rocked the mountain causing one of the eggs to tumble down the mountain to a chicken farm, located in the valley below. By instinct the chickens knew they must protect and care for the egg, so an old hen volunteered to nurture the large egg.

One day, the egg hatched and a beautiful eagle was born. But the eagle was raised to be a chicken. Soon, the eagle believed he was nothing more than a chicken. The eagle loved his home and family, but his spirit cried out for more. While playing a game on the farm with some of his chicken friends one day, the eagle looked to the skies above and noticed a group of mighty eagles soaring in the skies. "Oh," the eagle cried, "I wish I could soar like those birds." The chickens roared with laughter, "You cannot soar with those birds. You are a chicken and chickens do not soar."

The eagle continued staring, at his real family up above, dreaming that he could be with them. Each time the eagle would let his dreams be known, he was told it couldn't be done. The eagle, after time, stopped dreaming and continued to live his life like a chicken. Finally, after a long life as a chicken, the eagle died—a chicken.

What's the moral of the story? If you listen to the chickens around you, you'll live and die like them—a chicken. Inside you is that eagle. How do I know? You wouldn't have picked up this book if something inside you didn't connect to it. This is your call to soar. You are an eagle. It is time to follow YOUR dreams and not the words of chickens.

NOW is your time. Now is YOUR time to soar. I'm a believer that things happen for a reason and there aren't any "accidents." This is your opportunity; this is your time; this is your chance... but it is up to YOU to get the hint and answer the call.

Are you living the life you envisioned for yourself? Are you where you thought you would be by now? Did you think you would be richer and healthier, have a better intimate relationship and more friends, experience more joy and have more peace of mind than you do now?

I want to help you rekindle those dreams and show you they're not only possible, but attainable. We'll build the path that will lead you directly and expeditiously to them.

It's time for a turning point.

You've probably heard the definition of insanity—doing the same things over and over and expecting different results. If you want this year to be different than last year, then now is the time to do something different.

A VERY INSPIRING REALIZATION

No matter what your past has been, you have a spotless future.

Humans are unique. We are the only species who can completely change the course of our lives. Ants can't do it; alligators can't and lions can't either. If a goose wanted to fly west instead of south for the winter, it couldn't. Animals are directed entirely by impulse written into their genetic code. But we are different. As a human, if you don't like the story of your life thus far, you can rip up the script and write a completely new one.

Ask anyone who has achieved great success in life; they all had a defining turning point, a time when they made a clear and resolute decision that from that moment forward, their life would never be the same. They drew a figurative line in the sand and separated the patterns of their past from their new vision of themselves and the life they were committed to leading. Some make that turning point at age 15, some not until they're 50; some do it several times throughout their lives and some never at all.

My challenge to you is this—make NOW your turning point.

This year, this month, this day, this moment—what you have accomplished so far is only a fraction of what's truly possible for you. You are far more powerful, capable and gifted than you allow yourself to be. The only thing separating you from your grandest vision of your life is courage. Muster the courage to declare that right now, this year is your turning point.

Make a decision. When the clock strikes midnight next year, you'll be able to look back at this moment and this year as your pivotal turning point for the dream life you will be enjoying.

HOW TO USE THIS PROGRAM

Each step of this program will be a new layer to the cake. It's important you complete each step of the process before moving to the next. If you add frosting before the cake is done, it will get messy. So will your plan.

Now let me warn you. You might be excited and committed to designing your best year ever, but life will soon get in the way. You'll need to consciously force yourself to carve out time to do this, then stay committed to the weekly Achievement Management System (AMS).

This IS the master skill for success, so if you don't do the work, you won't get the results. I can't tell it to you any simpler than that. Don't miss this process then complain how your life isn't working out how you thought it would. This is it, but you have to do the work. Stick with me. It's simple and relatively easy to do—it is certainly easier than making excuses why you are not living up to the potential you were given and still living in the pain of discontent.

LET THE JOURNEY BEGIN!

It's time to design and live your best year ever!

RESOURCES

THE MENTOR PACK

This very special package includes Darren Hardy's top-selling *Design Your Best Year Ever* success planning system in workbook format, as well as Jim Rohn's extraordinary audio programs, *Challenge to Succeed*, *The Art of Exceptional Living*, and *Take Charge of Your Life*.



THE COMPOUND EFFECT

**Multiplying Your Success.
One Simple Step at a Time.**

This bestselling book and audio book contain the essence of what every superachiever needs to know, practice and master to obtain extraordinary success.

SUCCESS

What Achievers Read™

Your monthly supply of new ideas, inspiration, and resources that will continue to give you the competitive advantage in life. Each magazine comes with a *SUCCESS* CD, featuring interviews with Darren Hardy and today's greatest achievers and leading success experts.



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BOOK SUMMARY

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ABOUT THE AUTHOR



The chair once occupied by Orison Swett Marden, W. Clement Stone, Napoleon Hill, and Og Mandino is where *SUCCESS* Publisher Darren Hardy now sits. Darren has been a leader in the personal-development industry for 17 years, having led two personal-development-based television networks—The People’s Network (TPN), and The Success Training Network (TSTN)—producing and launching more than a thousand TV shows, live events, and products and programs with many of the world’s top experts.

Darren is a product and embodiment of the principles he reveals in *Living Your Best Year Ever*. As an entrepreneur, Darren was earning a six-figure income by age eighteen, more than a million dollars a year by age twenty-four, and he owned a company producing \$50 million a year in revenue by age twenty-seven. He has mentored thousands of entrepreneurs, advised many large corporations, and sits on the board of several companies and nonprofit organizations.

Each month in the pages of *SUCCESS* magazine, on his blog (<http://DarrenHardy.SUCCESS.com>), on Twitter (@DarrenHardy), Facebook (DarrenJHardy), and before live audiences of entrepreneurs across the country, Darren distills the best of the best information and strategies available, mixing in his own street-tested principles of success. Darren’s passion for personal development is at the core of his business and life philosophy. He is committed to helping others achieve their potential in order to live richer, more fulfilling lives.

Darren regularly appears on national radio and TV shows for CNBC, MSNBC, CBS, ABC, and FOX.

More on Darren Hardy

To have Darren speak to your organization about the principles and strategies found in *Living Your Best Year Ever* or on other success insights, email speaker@SUCCESS.com

For more information about Darren, visit www.DarrenHardy.com. Connect with Darren and a community of like-minded, ambitious achievers online:



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