

DISCOVER YOUR PASSION

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Please Enjoy!



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BOOK DEDICATION

There have been so many people that have influenced me along my journey so far, like teachers, friends, bosses, clients, speakers, authors, mentors, coaches and family members. However, I would like to dedicate this book to my Uncle Phil, Phil Hall. He has been a great role model for me as he has shown me to live a life filled with fun times and the value of family.

At the time of writing this book he is battling cancer and he has put up a great fight. Over the last few months that I have spent time with him and watch this terrible disease take control of his body, I have thought, why him? He is such a great guy, great father, great family member and a great friend. His positive mind set during tough times and his tenacious character is one that has inspired each of us that knows him.

I think about what the message is for me in all of this heartache and it rings out loud and true, it is about **always living your passion**. As life is too precious and you never know how much time you have to pursue your dreams and leave a positive legacy. As there is no better time than now to live my passion, pursue my dreams and live a meaningful life.

So to you Uncle Phil ... thank you for always being there for each of us, for the wonderful example, for your friendship and for your unconditional love. ***You Are The Best!***



CHAPTER

1

WELCOME TO DISCOVERING YOUR PASSION

Thank you for taking the time to read this book! It is often said that if you don't invest time, energy and money in yourself, you are a poor judge of a great investment.

One of the great tragedies in life is that as adults we stop dreaming of our possibilities, of what we could achieve or who we could become. I don't know where along our journey towards adulthood we lose the desire to dream or lose the ability to let our creative selves flourish? When did you stop dreaming? When did you give up dreaming and working towards all the wonderful and majestic milestones that you could achieve?

I believe you never lose the ability to dream great dreams, to live a life that is bigger than you, that is outside of you and that lives on after you have departed. We just stop dreaming! At what stage did we stop designing our life and just focus on earning a living?!

In our fast paced world crazy deadlines prohibit us from stopping work long enough to take the time to dream about what we really want to do, be and achieve. We don't allow ourselves the luxury to get out of the rat race, off the never-ending treadmill of the work, eat, sleep routine we call our life in order to create a life we really want to live.

It almost overwhelms us to think about changing when we must also consider everything that we have on our mind, our schedule, our diary and our full to do list. The purpose of this book is to be a catalyst that assists you to stimulate your desire to dream big dreams again and to facilitate a change that will impact your future forever.

Once again thank you for taking the time to invest in yourself. If you believe that this book would benefit a friend, family member, client or colleague, then please forward it onto them. The only recommended links that are contained in this book are to our website for additional free resources that may assist you in our journey to discovering your passion.

Live Passionately,

Keith Abraham



DISCOVER YOUR PASSION INSIGHTS

Over 25 years of sharing with people how to set goals the one question that continuously arises is, “I don’t know what I want to achieve?” When in fact the question should be “I don’t know when I stopped dreaming about the possibilities of what I could achieve?” We dream less as we get older, even though we have more capacity to be in control of our destiny the older we become.

My belief is that everyone has or had a passion; however over time it has been diluted as belief in our abilities has decreased. The ability to dream of what we could be rather than thinking of what will never be is our gift that life has given each of us. If we choose to use it or not it is our choice, but too often we relinquish that choice without us being conscious of that choice.

This book is about taking it back. It is about assisting you to dream again. It is about rekindling your passion. It is about you discovering what you are passionate about in your life again. To make this discovery you need to dream again as dreams are the raw material that gets you thinking about what you could achieve. It is the first step to living a meaningful life, creating a positive legacy and start to feel the satisfaction that comes from pursuing your passion.

Since I wrote my book *Living Your Passion* I have been giving audiences the challenge of writing down 100 goals that they would like to achieve in their lifetime. Now I did not create this challenge, as it was given to me as a 23 year old at a leadership camp I attended as an unmotivated local government worker. I have since read about John Goddard who at the age of 15 on a rainy day wrote down his Life To Do List consisting of 127 goals. Then in 2007 the movie, *The Bucket List* with Jack Nicholson and Morgan Freeman has made this practice of listing the things you want to achieve more at the forefront of people’s minds.

So over the last 25 years audience members have been sending to me their list of 100 goals they would like to achieve in their lifetime and I have decided to summarize these goals into 8 key areas, which I hope will become a thought provoker and a catalyst for you to create your list of 100 goals, your life to do list or bucket list.

These examples range from simple easy to do goals, to the goals that could take you a lifetime to achieve. The list is just a sample of what people want to achieve, their dreams and desires. Use this list as a catalyst to define your dreams.

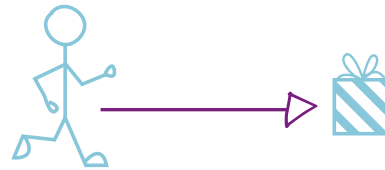


PASSIONATE PEOPLE CATEGORIES

I have been fortunate to spend my time over the years talking to thousands of people about their passion, purposes and plans.

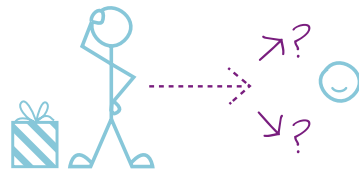
During this time I have been able to identify 6 different groups of people when it comes setting and achieving goals. Let me share with you my insights and see if you can determine where you are placed and positioned in your life.





THE CERTAIN

These people are certain. They know what they want to achieve and they have a plan with clearly defined steps. They understand the challenges and the prize for achieving their goals. They have a high degree of certainty in what they want to achieve and with this certainty comes momentum as they pursue their goals.



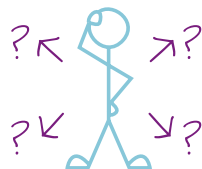
THE UNDECIDED

These people are undecided about what they should achieve and the goals they should obtain. In actual fact it is not that they don't have goals but they don't know the ones to pursue as they have so many opportunities. They have achieved some great results in the past. What should they do next? The challenge is with so many opportunities; this could lead to procrastination, perfection paralysis or waiting for all the moons to align before you pursue your next goal.



THE UNSATISFIED

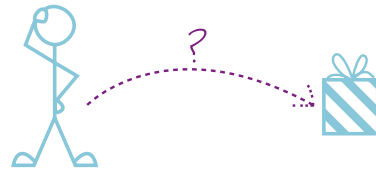
These people are unsatisfied with their life. They have great achievements but they are still unsatisfied. They have a void, however to the outside world of friends, family, associates, colleagues and society, they are successful. The challenge for this person is to find their true purpose, discover their real goals, pursue a life that is bigger than themselves, that makes a difference and gives them a sense that they are making a difference and not just accumulating money, material possessions or meaningless titles. This is a hard merry-go-round to get off of, as you don't want to give up the success that you have and you don't have too!



THE LOST

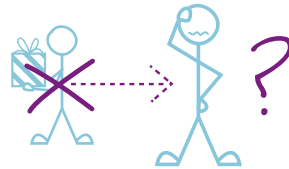
These people are lost in their life. They don't know what they want to do or have never taken the time to think about what they want to achieve. They have become busy being busy, without ever stopping to think about what could be achieved and who they could become. The people that are lost could also suffer from a low level of self-confidence so every time they start to think about what they could achieve their subconscious kicks in and reminds them of their past failures or how comfortable it is to put up with mediocrity. The key for this person is to start something small, achieve a small goal for & create momentum in order to have direction towards a bigger and better life.





THE CONFUSED

These people know the goal they want to achieve but defining the steps, strategies and processes to achieve their goal is the challenge. It is not what to achieve, but how to achieve it that is causing them confusion. These people have desire and a dream but lack the knowledge on how to turn their dream into a reality. In order to create momentum for these people it could be as simple as just starting by taking action. If you are focused on taking the first step, life has a habit of showing you the next step to take.



THE FRUSTRATED

These people are frustrated, as they know what they don't want, but don't know what they do want. They suffer from living in the past and being consumed with their present circumstances, rather than thinking about their possibilities. For this person, a mind shift is needed first before a physical result can be obtained. They need to understand their past does not predict their future. They need to break the mental cycle of believing they can only achieve what they did in the past by beginning to dream again. It is hard to live in the past when you are focused on the future.

Which category do you fit into?

Regardless of category you feel you fit into, the first step to moving forward or maintaining your momentum is to dream!



YOU NEED A BIG **WHY** TO PURSUE YOUR GOALS

I believe everyone knows HOW to achieve his or her goals or where to find that information, but until you have a big enough reason WHY, it does not matter how much you know. If your WHY is big enough you will do the uncomfortable and inconvenient. The best example I share with audiences is I ask them to give me 5 steps that I can take to lose 5 kilos and everyone can give me 5 steps. But until I have a big enough reason WHY, it does not matter that I know the 50 steps to take!

In the process of learning about the power of a big enough WHY, I have created a formula ...



These 4 stages give you a road map to follow as you turn your passion into a reality.

MAGIC

The MAGIC comes when you find your passion and the goals you want to achieve in your life. The magic happens when you know what you want to achieve. When you find your reason ... your WHY. It is mystical when you find out what you really want to do that is going to make a difference in your life and to those people around you.

METHOD

The METHOD is about defining how you are going to achieve your goals, live your passion and create a meaningful life that leaves a positive legacy on our planet. This is where you plan out our goals, you have the opportunity to strategise and plot your pathway towards what you want to achieve.

MILESTONES

You need to have MILESTONES to measure your progress against and short turn goals to focus on in your journey. One of the hardest tasks to do is to remain focused on your goals and that is why it is critical to have milestones to work towards each month, week or day.

MOMENTUM

Finally, any achievement in life is about generating MOMENTUM that propels you towards your goals, passions, desires and lifetime purpose. Momentum can come from achievement or development. If you are achieving your milestones you gain confidence in your abilities to achieve your overall goals. This becomes the fuel that fires you up. Then as you develop yourself, enhance your skills, gain greater knowledge and maintain a positive attitude you create momentum and a belief that you can achieve your goals.

Once again, everything starts from your dreams and desires.



WHY IS WRITING DOWN 100 GOALS SO POWERFUL?

One of the quotes that has had the greatest impact on my thinking over the past 25 years is ...

“Most people spend most of their lives earning a living rather than designing a life.”

How true is that for you? For me it was very true. I lived from pay packet to pay packet, never thinking about what I wanted or where I was heading. We earn a living, but rarely do we ever take the time to stop and design the life we want to live.

I was 23 years of age when I first heard of the concept of goal setting. You see I grew up on a farm and we didn't sit around the dinner table talking about goals, we talked about horses, cattle, trucks and tractors. At the time I was going through the motions in a dead end job. Knowing I was not 100% happy but not knowing how to get out of the rut of life.

The question, which goes through people's minds is ... how do you go from a pie eating, sleep all day, Noxious Weed Inspector to International Conference Speaker and Best Selling Author? My story alone should give you hope! But hope without how is an empty promise. Well let me tell you, it was a transformation and a transition all rolled into one that has taken place over the past 25 years.

The first transition came when I was a 23 year old. My boss at the Albert Shire Council came up to me one day and offered me the opportunity to attend a week long Leadership Program called RYLA – Rotary Youth Leadership Award run by Rotary International.

Now as you can appreciate and understand I am not a leader. I was in my comfort zone. I have dropped out of school, never finished year 12. My mum organised my first job at the council. Mum had a lot of push in the Council, she was the tea lady! Now my boss wants me to go on a leadership camp. Then he mentioned the magic words ... you get a week off work!



The week was great, but the defining moment for me was on the morning of the last day. The workshop presenter asked us to write 100 goals we wanted to achieve in our lifetime. I was 23 years of age and never heard about goal setting. The process seemed fairly simple at the time, you write out what you want and it comes true.

He made us sit by ourselves for the next 90 minutes so that we could focus on writing out our 100 things we wanted to do in our lives. I diligently numbered the lines of my pages 1 to 100, ready to start.

Out of the blocks quickly I wrote down 6 goals and I hit the wall. I was done. My mind was blank. Dejected I thought to myself, life is going to be very short or very boring! It took six weeks, but I finally got to write down the 101 goals I wanted to achieve in my lifetime.

I didn't write down grand goals. I wrote down things like ...

- Learn how to type
- See a cricket test match played in England
- To deliver a presentation to 1000 people
- Be happily married to a loving wife
- Score a hole-in-one at golf
- Live on a golf course
- Travel overseas and visit 100 countries
- To be my own boss
- To be a professional speaker
- Become a best selling author
- Own my dream car
- Be a great Dad to my children

This one activity was the start of a positive chain reaction of events in my life that has shaped a life I could have never dreamt was possible. Has it been easy to do? No. Has there been challenges, set backs and disappointments? Yes. But, it is true to say that with any challenge comes a greater appreciation of the achievement and the rewards that are beyond your wildest dreams.

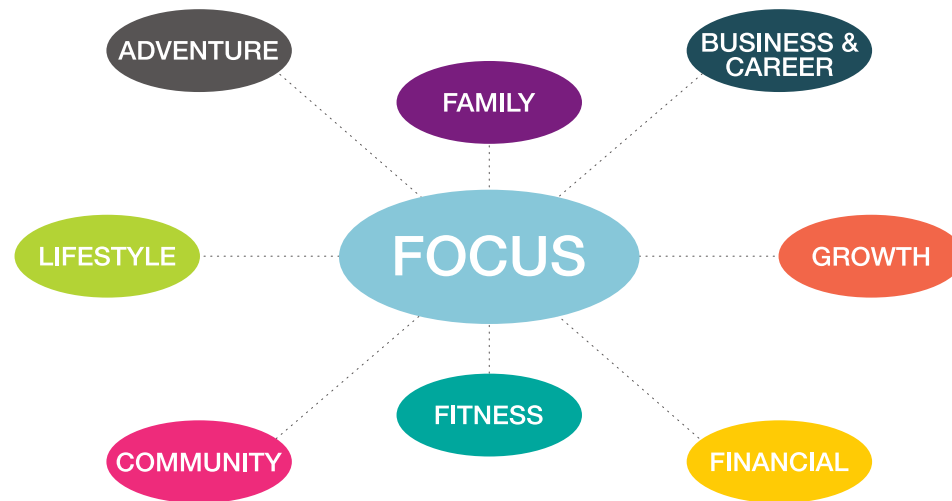
You see, dreams can come true for you when you pursue them with a passion.

Are you ready for your next adventure in your life, to start a new journey, to discover your passion and pursue your passion?



THE 8 GOAL SETTING AREAS

In order to assist you in creating your list of 100 goals you want to achieve in your lifetime, I have created a list of 8 key areas that cover most of your life.



Please ponder these areas and review some of the goals that people have listed down in their list of 100 goals to achieve before you answer these questions for yourself.

FAMILY & FRIENDS

These are the dreams and desires you want to achieve with the people who mean the most to you. What would you like to achieve for those people you value and want to add value to, as you live your life?

I believe it is important to have people around you to share your successes and assist you when you have set backs. Hence it is critical to have goals that include, involve and impact your family and friends. As always, these goals make you feel better, but also make those people around you feel better for knowing you have achieved them. These achievements are all part of your legacy and living a life that is outside of you.

Here are 50 thought provokers to assist you in creating your life to do list.

1. Dedicate time for outdoor activities with my children weekly
2. Surprise my partner with a weekend away
3. Organise coffee or dinner with an old friend
4. Have family and friends over for a dinner party monthly
5. Travel every year to visit family members overseas
6. Call family and friends on their birthdays
7. Take children on an annual family holiday
8. Renovate our house together as a family
9. Attend my school reunion
10. Learn my family's stories to pass on to my children
11. Write a card to friends and family on their birthday
12. Each year complete a personal development program with my children
13. Send an email to a distant friend each week
14. Shout my Mum and Dad a trip around the world
15. Catch up with friends at least once a week
16. Trace my family tree
17. Frame the family pictures I adore
18. Reconnect with my brother and sister
19. Read to my children every night before bedtime
20. Have family dinner at the table every night
21. Attend children's school sports and swimming carnivals
22. Record my children laughing and having fun
23. Take pictures and video of my family
24. Set a better example for my family and those around me
25. Enrich my life with making new friends at every opportunity
26. Have a strong, healthy relationship with my extended family
27. Get children involved in sport, support their choices 100%
28. Organise a group of family friends for a weekend away
29. Have a family project to work on together
30. Take my partner on a date weekly
31. Teach my children to cook
32. Start a family in the future
33. Adopt a child overseas
34. Allocate time daily to communicate and connect with my partner
35. Teach grandchildren about our family history and traditions
36. Write a book about my life for family
37. Take my family to where I grew up
38. Call an old school friend
39. Help a friend in need when ever possible
40. Organise a reunion of all my old friends
41. Help many people to succeed and maximise their wealth
42. Reconnect with distant friends
43. Take my grandchildren on holidays
44. Do something special for my partner every week
45. Do homework with my children every night
46. Travel around Australia for 2 months as a family adventure
47. Help my friends make and achieve goals
48. Take every opportunity to build up the level of self confidence of my children
49. Pay for my children's education at a great school
50. Take my family overseas on a 12 month exchange program



TRAVEL & ADVENTURE

We all have different definitions of adventure, for you it could be parachuting and for someone else it could be sitting on a white sand beach experiencing an exotic cocktail for the very first time.

The sense of adventure you enjoy as you travel our wondrous world or the energy you obtain as you explore the exciting cultures that create a collage of fascinating memories are all part of this area. That is what these goals are all about.

These are the goals that recharge and revitalise your soul so that you can continue to achieve great quests and expand your mind to new worlds of possibilities.

1. Visit every country in the world
2. Climb the highest mountain in our country
3. Visit all Seven Wonders of the world
4. Travel to every state in our country
5. Learn how to play an instrument
6. Run the New York Marathon
7. Go bungee jumping
8. Go sky diving
9. Learn to tango
10. See a comet
11. Shower under a waterfall
12. Learn to surf
13. Attend a music festival
14. Fly in a hot air balloon
15. Go whale watching
16. Go to the winter and summer Olympics
17. Learn to ski or snowboard
18. Go to a movie premiere in Hollywood
19. Go on safari in Africa
20. Visit my sponsor child
21. Go to Antarctica
22. Go trekking in Nepal
23. Travel through Vietnam on bike
24. Climb Mount Everest
25. Learn to fly a plane
26. See a Broadway show in New York
27. Learn to rollerblade
28. Visit the Taj Mahal
29. Experience a white Christmas
30. Ride an elephant
31. Restore a classic car
32. Compete in a triathlon
33. Visit the top 5 art galleries in the world
34. Buy a motorbike and ride around Australia
35. Volunteer to save the orangutans in Borneo
36. Swim in the Red Sea
37. Sail around the Greek Islands
38. Snorkel on the Great Barrier Reef
39. Go rock climbing in New Zealand
40. Visit Easter Island
41. Trek to Machu Picchu
42. Surf in Hawaii
43. Dive with the sharks in South Africa
44. La Tomatina – Tomato Fight Festival
45. White water raft through the Grand Canyon
46. Go on a western cattle muster
47. Have dinner on top of the Eiffel Tower
48. Visit a sumo wrestling match in Tokyo
49. Follow the Grand Prix races around the world for a whole year
50. Run with the bulls in Spain ... with someone slower than me!



COMMUNITY

These are goals you achieve to help others achieve.

One of the greatest gifts is when you give back, serve others and make a meaningful contribution so others can benefit from your actions and goals.

You and I can contribute to our friends and community in a number of different ways. You need to decide whether it is through the giving of your time or money.

1. Donate money to an orphanage
2. Foster a child in need
3. Become a Rotarian
4. Donate my old belongings for auction in a charity
5. Volunteer in the children's ward of a hospital
6. Volunteer to feed the homeless
7. Sponsor a family living in third world country
8. Volunteer overseas using my talents and skills
9. Volunteer overseas in an orphanage
10. Join a Landcare group
11. Give to a charity I am passionate about on a regular basis
12. Clean out old and unused things and give to the needy
13. Participate in a charity program that helps children in underprivileged situations
14. Develop a community retreat for people to visit and recharge their batteries
15. Meet my sponsor child overseas
16. Plant a tree in the community
17. Set up my own charitable foundation
18. Assist a charity I am passionate about and donate my time
19. Volunteer with an existing foundation to help injured wildlife
20. Volunteer with the Red Cross
21. Make someone smile each day
22. Go in a fun run to raise money for a worthwhile cause
23. Fundraise for a charity
24. Attend a church service at least once a year
25. Sponsor a World Vision child
26. Join a business women's networking group
27. Volunteer at my local surf club each month
28. Counsel young men about becoming a father and all it entails
29. Donate blood once a month
30. Read to the elderly in nursing homes
31. Create an annual event that raises awareness of a needy cause in my community
32. Get involved in saving our environment through investment choices and influencing others
33. Sponsor a local charity for a year
34. Be helpful to people (offer help when it's needed)
35. Get involved in a disadvantaged youth development program, sharing skills and knowledge
36. Become involved in the committee of my child's extra-curricular activities
37. Become a bone marrow donor, by joining the bone marrow registry
38. Take an active part in local politics, initially by supporting a candidate at the next elections
39. Teach others to build wealth
40. Join a local group involved in environmental issues
41. Become a registered organ donor
42. Sponsor a local kids sporting team
43. Donate money to a local cause anonymously
44. Support local businesses
45. Write a book about life skills, have it printed and give it away to different groups
46. Organise a Christmas street party to get to know all the neighbours
47. Gather donations for Christmas hampers
48. Rescue an animal from the pound
49. Join the community drama club
50. Join city council and get involved in local council events



LIFESTYLE

This is not necessarily about lifestyles of the rich and famous, but it could be for you.

This area involves 2 parts ... the first is what you give to yourself and your family in the way of gifts, rewards and quality time. The second is what you give back to yourself.

I believe that everyone has a 'battery' inside of us that we need to recharge from time to time. Lifestyle goals give you back the energy to keep on doing what you want to do with vigor and vitality. These are the goals that recharge your spirit, your purpose and soul.

1. Explore my spirituality
2. Challenge my comfort zone by getting involved in some new activities
3. Create a space in your home or garden to be creative
4. Spend some time in my hammock reading and relaxing
5. Schedule time to paint
6. Become involved in local politics
7. Buy a holiday house to escape the city
8. Teach my hobby for free to adults at my local college
9. Plant and maintain a garden
10. Design, plan and build the home of my dreams
11. Own a water wise and energy efficient garden and house
12. Buy myself fresh flowers once a week
13. Attend personal growth seminars each month
14. Keep a journal of 5 things that make me happy each day
15. Do activities that make me laugh out aloud each day
16. Move house and make a fresh start
17. Treat myself to a manicure or pedicure once a month
18. Schedule 'me' time everyday
19. Be conscious of the present moment
20. Take time out to read the newspaper each day
21. Join a book appreciation club
22. See friends on a weekly basis no matter how busy I am
23. Own a weekend café
24. Be invited to speak at a conference on the topic I am passionate about
25. Learn a musical instrument
26. Play music for friends and family
27. Have a fancy dress dinner
28. Cook or bake a different dish once a month
29. Build a piece of wooden furniture for my home
30. Grow a herb garden
31. Write a children's book
32. Travel annually to exotic destinations
33. Start a personal journal
34. Design a piece of jewellery and have it made
35. Publish a book
36. Renovate a block of units
37. Buy a brand new car
38. Have \$1million dollars in the bank
39. Design and build a cubby house
40. Conquer my phobias and fears
41. Create an outdoor living area for hosting get togethers
42. Eat out at restaurants weekly
43. Make reading a regular exercise
44. Write and compose a song
45. Meditate for 20 minutes each day
46. Walk along the beach or through some bushland
47. Find and pursue a new hobby
48. Spend time planning out my future goals
49. Go on a 2 – 3 day retreat once a year to refocus on your goals
50. Take time out to do the one thing I love to do each week



PERSONAL GROWTH

As you enhance your self confidence, self belief and self esteem, you enhance your ability to believe in what is possible for you to achieve.

I often mention in my presentations, “You need to grow there, before you can go there.” In other words, you need to become the person you need to become to achieve that goal first.

This area is about the additional skills and knowledge you need to be able to capitalise on your potential, rise above the challenges and take advantage of your opportunities.

1. Create some type of positive legacy
2. Become a better time and priority manager
3. Speak another language fluently
4. Finish my university degree
5. Do my masters degree
6. Graduate with honors
7. Learn to dance
8. Learn to sing by taking regular lessons
9. Participate in an acting course
10. Learn self-discipline through meditation
11. Improve my vocabulary, spelling and grammar
12. Find a mentor to ensure I achieve all my goals
13. Interact with people whom support my vision
14. Learn to cook
15. Study the creative arts
16. Learn to play a musical instrument
17. Do a doctorate degree
18. Learn to design a website and create one for my hobby
19. Participate in a photography course
20. Attend a wine appreciation course
21. Become a master at using computers
22. Discover my real passion for life and pursue it with all my heart
23. Learn Reiki
24. Involve myself in yoga
25. Complete a weekend short course that involves my passion
26. Research nutrition to better look after myself
27. Develop healthy eating habits
28. Attend personal growth seminar once every quarter
29. Participate in art classes
30. Learn more about astrology
31. Learn to play a new sport or join a team sport
32. Do my first aid course
33. Write in my journal daily my key learnings for the day and the things I am grateful for from that day
34. Establish my own manifesto of who I am and what I stand for and never let it waver
35. Keep on adding to my life to do list
36. Go back to study and get my MBA
37. Discover the job that I'm best suited to
38. Interaction with successful people in fields that appeal to me
39. Do a personality test to learn more about myself
40. Challenge myself with new experiences monthly
41. Schedule time to myself to reflect on achievements
42. Settle any past disputes or conflict with people
43. Write down and regularly revisit my goals
44. Read books on areas I want to work on personally
45. Every 6 months spend 2 days by myself reflecting on the past and planning out my goals for the next 6 months
46. Study, work and live overseas for 12 months
47. Complete 1 personal challenge each year
48. Write a book that enhances the self confidence of children
49. Create a personal development program and deliver it to key people
50. Organise a group of like minded people to meet once a month to share our goals, successes and challenges



BUSINESS & CAREER

These are the goals that relate to what you want to achieve during your working life whether that is for someone you work for or in your own business.

They are the positions or roles that you have obtained or the achievements you are recognised for in your business. As our working life consumes a great deal of our lifetime, it is important that you know where and how you want to spend your time, in order to live a meaningful life.

1. Use my current business skills to help others
2. Make a firm decision career wise and pursue it
3. Be the first female Prime Minister or President
4. Retire at 60
5. Build good relationships with key business referral sources
6. Help clients make goals and realise them
7. Make more work contacts
8. Improve efficiencies at work
9. Get involved in learning opportunities that work offers
10. Build a great network of contacts in and out of my industry
11. Write a manifesto for my business venture
12. Acquire board positions in organisations that interest me
13. Work in an industry I'm interested in
14. Become the managing director of a company
15. Be headhunted for a job
16. Write a policy and implement across the whole organisation
17. Coordinate and implement a marketing plan of my own design for a business
18. Cut down on my hours at work - achieve a better work / life balance
19. Assist my boss to achieve their goals and therefore achieve my own
20. Teaching my skills through one on one tuitions, small classes or seminars
21. Design a product that will grow and create wealth for me
22. Get my small business venture off the ground
23. Run my business from home
24. Own my own business that employs 100 people
25. Earn a senior job promotion at work
26. Write and publish a book on how to create wealth
27. Join business networking groups
28. Be well regarded & respected in my chosen industry
29. Make at least \$100,000 per annum every year
30. Employ and train staff whom support my business
31. Become a manager within the next 6-12 months
32. Grow new business opportunities by at least 20% per annum
33. Have a realistic business plan, implement the plan and follow it through
34. Be respected by the people I deal with by being open, honest and prompt
35. Remain No.1 business in workplace
36. Turn my hobby into my profession that generates a profit
37. Release a music album
38. Find a job that will help me reach my full potential
39. Earn a reputation as a reliable, conscientious team member
40. Grow my business to be No.1 in my market place
41. Develop programs of development for potential leaders
42. Assist 10 people to become successful in their career
43. Be open to other business opportunities
44. Change my current job
45. Set up a franchise
46. Own a multi-national company
47. Become a Professional Speaker
48. Create a business that lives on long after I have gone
49. Facilitate an innovation conference to change the shape of my industry
50. Start a part-time online business that generates a full-time income



FINANCIAL

It is not always about the money, however money is the vehicle that can assist you in achieving your goals.

The goals you list down are to do with either the income you want to earn, the money you want to save or the investments you want to acquire. Think about what financial situations you want to change or the results you want to obtain financially in your lifetime.

- | | |
|---|---|
| 1. Make a profit on the stock market | 2. Pay of my credit card debts |
| 3. Own my own investment property | 4. Help kids get started with a house deposit |
| 5. Pay off all outstanding debts | 6. Get my superannuation strategy working better for me |
| 7. Have an amazing investment portfolio | 8. Save 10% of all income for my future investments |
| 9. Review my own financial plan | 10. Learn more about how to reduce my mortgage |
| 11. Buy 10 investment properties in the next 10 years | 12. Investment overseas in a holiday villa |
| 13. Understand how my investments work | 14. Create a personal budget |
| 15. To be financially secure in my retirement | 16. Pay off my mortgage |
| 17. Be financially in control | 18. Become more financial aware and astute |
| 19. See a financial planner to organise a financial plan | 20. Become financially independent in the next 10 years |
| 21. Learn how about share trading | 22. Buy a house in 2 years |
| 23. Develop a share portfolio | 24. Have \$1 million dollars in the bank |
| 25. Never let money be more important than people | 26. Own the new car I have always dreamed of |
| 27. Be able to afford to travel the world whenever I want to | 28. Contribute more money to my superannuation |
| 29. Stop wasting money on non-appreciating assets | 30. Save for quality items not quantity of items in my life |
| 31. To use some of our money to have fun | 32. Plan ahead for major expenses |
| 33. Organise a nest egg for my family | 34. Learn about the workings of my personal finances |
| 35. Learn basic accounting skills to run a small business | 36. Create or invent a product that generates a passive income |
| 37. Become a philanthropist and give my money away | 38. Create a foundation that sponsors worthwhile causes |
| 39. Build my dream home | 40. Teach my children how to save, invest and create wealth for themselves |
| 41. Create a scholarship at a school for a child education | 42. Sponsor a local sporting team |
| 43. Read 1 investment or wealth creation book every year | 44. Buy a farm |
| 45. Invest 1% of my total income in my own personal development | 46. Look at ways to reduce my personal expenses by 10% this year |
| 47. Create my own self-managed superannuation fund | 48. Start my own business |
| 49. Change careers to increase my earning potential | 50. Enhance my own skills so that I am more valuable to my current employer |



HEALTH & FITNESS

This is one area that everything else revolves around. It's hard to achieve great things when you are sick, lack the energy or just tired.

These goals relate to you energising your body, mind and spirit, so you can feel great about yourself. To achieve all that you want to achieve you will need to have a quality life and live a long lifetime, you cannot do that unless you are fit and healthy.

1. Become 100% healthy, fit and energised
2. Reach my ideal weight and stay there
3. Be able to do 10 'real' push ups
4. Join a gym and go to it
5. Ensure I have regular health checks
6. Exercise 3 times per week to keep my heart healthy
7. Ride a bicycle at least once a week
8. Do yoga every week
9. To walk each day for 30 – 60 minutes
10. Improve my swim times
11. Learn to roller blade
12. Limit my intake of unhealthy foods
13. Work on body fat content
14. Participate in a team triathlon
15. Try a new class at my gym
16. Swim on average 3 times a week
17. Be healthy and active throughout my life
18. Learn to dance
19. Run a full marathon
20. Look into new types of fitness
21. Join a group of people who are interested in the same types of exercise
22. Eat more raw fruit and veggies and eat more fish
23. Maintain my current weight
24. Get a personal trainer
25. Get a boat crew together
26. Join a slow foods group
27. Give up smoking
28. Take daily vitamins and supplements
29. Play a team sport weekly
30. Run every morning
31. Walk instead of driving to the local shops
32. Go on long bush walks
33. Research the best type of fitness me
34. Educate myself in nutrition
35. Moderate my intake of alcohol
36. Cycle to and from work daily
37. Walk up early day and exercise before I do anything else
38. Do the stretching exercises my chiropractor and physiotherapist recommends
39. Build on my upper body strength
40. Construct a healthy eating plan
41. Have a fitness plan in place for my body and blood type
42. Get a swimming coach
43. Go in a 10 kilometre fun run
44. Learn how to cook healthy tasty meals for my family
45. Compete in a Sporting Masters competition
46. Have my body checked out for any early signs of cancer
47. Look into alternative medicine as part of my health routine
48. Remove any mental barriers or personal roadblocks I have to improving my health
49. Pick 1 fitness routine and work on it for a month
50. Live to be a happy healthy 100 year old



YOUR LIFE TO DO LIST ...

100 GOALS YOU WANT TO ACHIEVE IN YOUR LIFETIME

It is your turn to create your list of 100 lifetime goals. By now you should understand the concept, have gained some insight into why writing down your Life To Do List is the first piece of the puzzle in discovering your passion and hopefully be inspired by some of the goals that people have identified on their list of dreams to achieve. Here are some of the questions that will assist you in creating your Life To Do List.

YOUR CAREER OR BUSINESS LIFETIME GOALS ...

- What would you like to achieve in your career?
- What type of roles do you want to be doing in your career?
- What would be a great job to do?
- What would be a great business to own?
- What are you passionate about and could that be a business for you?
- What would you like to achieve in your business life?

FINANCIAL LIFETIME GOALS ...

- How much money do you want to be earning per year?
- How much do you want to save or invest?
- What personal financial circumstances do you want to change?

COMMUNITY LIFETIME GOALS ...

- What would you like to contribute to your community?
- What would like to do for your friends in the next 12 months?
- What activities would you like to be involved in for the benefit of your community?

FAMILY LIFETIME GOALS ...

- What would you like to achieve as a family in the next 12 months?
- What would you like to do for your family?
- What type of person are you going to become for your family?

HEALTH AND FITNESS LIFETIME GOALS ...

- What are some of the health milestones you would like to achieve?
- What are some of your fitness goals in your life?
- What are some of the fitness activities you would like to pursue?

PERSONAL GROWTH LIFETIME GOALS ...

- What activities are you going to do to develop your skills, knowledge and attitude?
- What courses are you going to do to improve yourself?
- What do you want to do to become a better person?

ADVENTURE LIFETIME GOALS ...

- What type of holidays would you like to take?
- What type of adventure activities would you like to do?
- What are some of the countries and activities in those countries you want to do in your lifetime?

LIFESTYLE LIFETIME GOALS ...

- What are you going to do just for you?
- What rewards are you going to give yourself or your family?
- What activities are you going to do to revitalise yourself, that will give you back the energy to recharge your batteries on a regular basis?

SOME ADDITIONAL AREAS TO CONSIDER...

These are some of the Areas you may want to think about when you start writing your Life To Do List that contains your passions and goals for your future ...

• Recreation	• Relationships	• Sport	• Education
• Spiritual Development	• Personal Growth	• Toys	• Investments
• Motor Cars or Boats	• Home	• Holidays	• Contributions to Society
• Knowledge	• Social Activities	• Hobbies	• Friends

THE LIFE TO DO LIST CHALLENGE ...

Your challenge now is to create your list. It would be so easy to keep on reading this E-Book, however what would be far more beneficial for you is to create your own list right now, maybe it's not the whole list of 100 goals right now. What about just 10 or 20 dreams, desires, destinations or deeds you would like to achieve?

My suggestion is you just write down the goals first then come back later and either list down the age or year you would like to achieve that goal by. Also if you do struggle to think of 100 goals to do, then go back to the previous pages and read over the questions and review the areas that make up your life.

I also know that for every challenge there needs to be a reward, so if you need some additional incentive then let me offer you this reward ... if you complete your Life To List with 100 goals on it and send it to me, I will send to you my quote book ... Inspirational Insights for FREE!

“Life is not just about pursuing your passion one day, it's about having a passion every day.”



“There is no end.
There is no
beginning. There is
only infinite passion
for life.”

FEDERICO FELLINI

#	GOAL DESCRIPTION	YEAR OR AGE
1.		
2.		
3.		
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“Having a passion is more about your ability to dream of what could be, rather than dwelling on what could have been.”

KEITH ABRAHAM

#	GOAL DESCRIPTION	YEAR OR AGE
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22.		
23.		
24.		
25.		
26.		
27.		
28.		
29.		
30.		
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“Discover your passion. Define your purpose. Design your life. Do your very best. But, don’t delay.”

KEITH ABRAHAM

#	GOAL DESCRIPTION	YEAR OR AGE
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42.		
43.		
44.		
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49.		
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“To pursue your passion and never achieve it, is far better than never having a passion and living with regret forever.”

KEITH ABRAHAM

#	GOAL DESCRIPTION	YEAR OR AGE
61.		
62.		
63.		
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80.		



“There are many things in life that catch your eye, but only a few things will catch your heart ... Pursue those with a passion.”

KEITH ABRAHAM

#	GOAL DESCRIPTION	YEAR OR AGE
81.		
82.		
83.		
84.		
85.		
86.		
87.		
88.		
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100.		



LET THE JOURNEY BEGIN ...

The end of this book is just the beginning of your journey towards discovering your passion and pursuing it. I hope you have not just enjoyed reading this E-Book but it has made you think about your future, got your creative mind thinking about what is possible and the potential you need to tap into moving along your pathway towards your passion.

If you know of any one else who could benefit from reading this book, please forward it onto them. If you would like any additional information to assist you in your journey then please send me an email to keith@keithabraham.com.au and I would only be too happy to assist you.

The purpose of this book was to be a catalyst that started you to discover your passion. It is often said the first step is always the hardest as it is so easy to live with the status quo or to do nothing differently. However, I also know that the task feels like it is 50% completed the moment I make that decision to take action and take the first step.

Thank you for taking the time to read to the very end and invest that time in yourself.

My wish is that you take the first step and start to enjoy all that life has to offer as you pursue your passion, live a meaningful life and leave a positive legacy.



SPECIAL THANKS

Whenever an individual achieves something, rest assured that there were other people involved in their quest for success. This book has been a team effort and I would like to make special thanks to ...

424 DREAMERS ... These are the people who accepted the challenge to write down 100 goals in 7 days and then sent their list of goals to me. Then we have used some of their goals as a catalyst to create the goals in the 8 areas listed in this book.

JEN RAMSAY ... Who has helped coordinate this project into the professional work that you have just read. Jen is a brilliant, creative and great person who is living her passion every day. I am so glad that you were a part of this project.

SARINA EGGERS ... Thank you for being so dynamic, positive, action orientated and of course passionate. You have driven our Passionate Tribe to achieve our dreams and goals beyond what we could have ever imagined.

KATE RILEY ... With so many creative people in one team we need a person that is supportive, professional, organised and has a heart that connects all of us together as a team. Thanks Kate for doing this and so much more for all of us.

BROOKE & AIMIE DORRATT ... Without the creative genius of these two wonderful graphic designers on our team, we would be lost. They bring such a unique set of skills and the great ability to make us look fantastic, funky and fabulous. They are our secret weapon and one of our greatest assets!

MY FAMILY ... I would like to say thank you to my beautiful wife Kristine, who gives me the support and encouragement to keep on dreaming, discovering and pursuing my passions. To my beautiful daughters, Mazana and Isabella, my wish is that you never stop dreaming, believing in yourself and that the journeys you take build your character, confidence and compassion.



CHAPTER 10

WHAT WE STAND FOR & HOW WE LIVE OUR PASSION

Our Manifesto ...

Everyone can be passionate about something in their life. It should be our lifelong quest to discover our passion, pursue our passion and live our **PASSION**. Each of us need to find our own reason to live a more meaningful life, that is beyond our day to day existence and that creates a positive legacy for others to benefit from our pursuits.

We work with those people who are restless dreamers that want to bring their passion into a reality. We work those people who feel unfulfilled to find meaning, those people who feel unsatisfied to discover a sense of purpose, those people who want to move from being unclear to obtain absolute clarity and those people who are frustrated where they are at in their life to find real meaning in their life.

In that quest, we are just a catalyst who asks the right questions, a guide along their pathway and a learning partner in their pursuit. Our simple manifesto is to assist people to find their **WHY**, their **REASON**, their **GOAL**, their **PURPOSE** and their **PASSION**. So they can live a life bigger than they could have ever imagined and in the process leave a positive legacy that others are grateful that they decided to pursue their passion.



Our Offerings ...

IGNITE YOUR PASSION PRESENTATION

This 2 hour presentation is about connecting you with what is meaningful to you in your journey moving forward. It gives you the specific insights into clarifying your purpose and passions.

DISCOVER YOUR PASSION SEMINAR

This 1 day program is about giving you the tools and techniques to take back control of your life by defining what you stand for in your life.

PURSUE YOUR PASSION WORKSHOP

This highly interactive 2 day program is about assisting you to define your plans so that you can turn your passion into a profitable enterprise.

LIVE YOUR PASSION RETREAT

This 3 day once a year event is about assisting you to maintain your momentum as you pursue your goals and live your passion. It is where we have inspiring speakers, like-minded people sharing their stories of triumph and taking the time to align yourself with your personal and professional **TRUE NORTH**.

PASSION CONNECT

Is where we provide an offline space where like-minded people who are out there pursuing their passion can come together in their area on a regular basis to refocus, recharge and revitalize their energy and enthusiasm.

PASSIONATE TRIBE

Is where we provide an online space for passionate people to share their successes, set backs and strategies as they pursue their passions around the planet. Tribe Members can upload the goals they have achieved, places they have visited and passions they are focused on achieving in the future.

PASSION MENTORING

From time to time those people pursuing their goals may require a sounding board or a neutral party to discuss their goals with and the challenges they may be experiencing. We can provide experienced mentors to assist those individuals navigate the journey ahead of them.

PASSION LAB

This is an environment that brings together passionate individuals who are committed to the accelerated achievement of their passions through a concentrated focus and the accountability of a peer network. Meeting once every 2 months, the small intimate group of people share their strategies, tactics and create innovative ways to obtain their goals faster.



About Keith Abraham ...

Over the past 15 years Keith has built a reputation as one of Australia's most in-demand conference speakers, business growth catalysts and innovation facilitators, working directly with some of the world's leading brands and innovative businesses in the areas of goals, change, service, business growth and customer loyalty. He has written 3 best-selling books, *Creating Loyal Profitable Customers*, *Inspirational Insights* and *Living Your Passion*.

In his presentations, Keith shares easy-to-implement, proven strategies that have a profound affect on his audience and encourage them to execute ideas that make a positive impact. Keith delivers substance that is relevant to the real world of business and the challenging personal times you and I face today. His presentations are studded with relevant facts, gems of wisdom and amusing anecdotes to ensure that every member of the audience will take away time proven strategies.

Keith is a unique, entertaining and an impactful speaker who uses every means available to make his message memorable, practical, powerful and thought provoking for every conference audience.

Our Contact Details ...

P (07) 5593 0949
F (07) 5575 7714
E keith@keithabraham.com.au
PO Box 865, Robina Qld 4226 AUSTRALIA

www.keithabraham.com

