

2017 WAR PLAN FOR COMFORT KILLERS

HEALTH

WEALTH

RELATIONSHIP

EDUCATION / SKILL

SPIRITUAL / LEGACY



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Magic happens when we are clear. The definition of clarity is: The quality of being expressed, remembered, understood in a very exact way.

If anyone asks you what your goals are, you should be able to answer them promptly and with firmness. You should also be able to express to them the plan on obtaining that very thing.

Clarity is everything. The reason why people do not achieve their goals or objectives is not because they don't have any (that's a great reason too), but it's because they didn't define a purpose and action plan on obtaining them.

When I first started The Comfort Killers – I was gunning for everyone in my path, I cared not about having a plan – nor did I care about the destination. It was only about the journey. As I find more clarity and focus in my game, I realize that there is more to it than just wildly running through the wilderness.

What path am I going to take? What are the risks? What is the end game? Why do I want to achieve these things? These questions came later on in my journey and now that I KNOW how to shoot – I no longer need to reload my weapon. The target is my only aim. Not the tree, not the bushes, and not in the air.

This is what your 2017 plan will do for you.

1. Provide a set of values around your plan
2. Provide clear and concise battle plans (daily plans)
3. Enable better decision making
4. Enable root cause analysis of non-achievement
5. Create methods and strategies for a certain goal
6. Risk vs Reward
7. Provide a long-term end game route



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The only questions successful people ask themselves. **The No-How's**

1. What one thing do you desire to achieve?
2. Why do you desire that one thing?
3. What are you willing to sacrifice or give to obtain that one thing?
4. When do you want that one thing?
5. When are, you willing to start?

The only thing missing from this is the question, “How”. That is because How does not matter when your intention is set and you are clear. I didn’t know how to start this company. I had no idea how I ended up on Grant Cardone TV, with my own show. I had no idea how I was going to get a seat in front of Grant Cardone himself. I didn’t know how or where the finances to develop products would come from. I didn’t know how I would build my entrepreneurial spirits. I didn’t know how! But now... its clear how. It is because my intention was crystal clear – freaking transparent and luminous. I illuminated the Why and the What and the When and POW the road was clear, the path was without struggle and BOOM, I was supported.

Friends, killers, leaders – We’ve had it all wrong.

What’s so important about 2017? For me, it’s my freedom date, a date I set in my journal on Feb 14th 2016. It’s about progress and process regardless of where I enter in from – I am here now, and I start from today. We have a new President. We can spend the first quarter of the year celebrating or bitching. I for one know what I am going to do ... it’s neither.

We can either play a game in a system and complain about the system or we can play the game in the system to win or we can just create another system.

When we work a 9 to 5 no matter what we are in the system – we cannot create another system. We must learn the game of that system and play to win!



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Focus on 5 categories in 2017 and you will not fail.

1. **Health** – the most important category and you know why. When your rich in health, your rich regardless. There are many right now as I type this, dying in hospice, comas, on their couch, in debt, and out of focus.
2. **Wealth** – Let's be honest, you need to bring this to the top of the list in 2017. Whether you are well on your way to financial freedom or you are just getting started. We are playing a money game in a money economy. You either are growing your wealth tree or you're not.
3. **Relationships** – Another focus point. I personally want to strengthen my relationships now and in 2017. Your network should be nurtured. You should support others and give, give, give.
4. **Education / Skill** – We always must be willing to consume more skill in today's climate. Many people will be left on the bench of the game if they are not willing to make sacrifices and investments that adds fuel for attainment. I will show you what skills to focus on!
5. **Spiritual / Legacy** – I love this category with all of my heart and soul. I am 100% focused on gaining more insight, and awareness in order to pull from my intuitive self. That said, I believe it is our spiritual duty to leave a mark and touch others.

I know this seems like a lot to navigate through for the entire year! That is why I broke them down into quarterly focus.

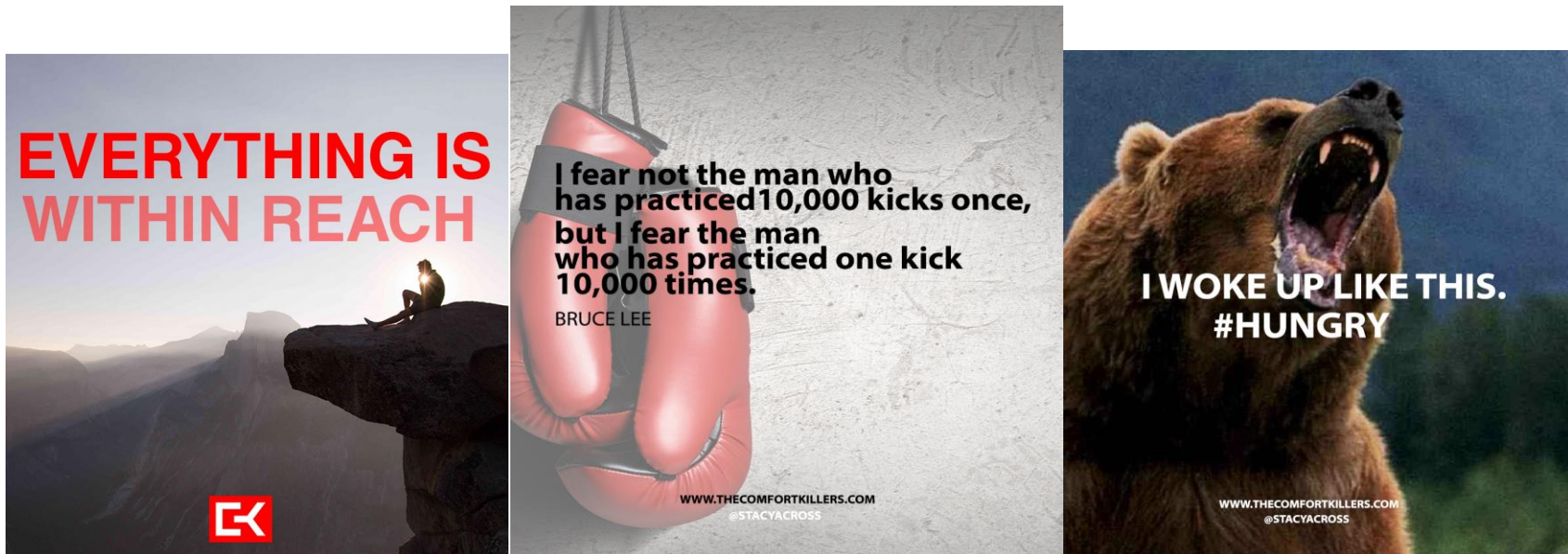
War Plan – The entire scope of life - a mission, dreams, goals, purpose, intent.

Battle Plan – Daily, monthly or quarterly action plan containing *targets*.

Targets – Tasks to complete to move closer to your goal.



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Motivation only means to be in a constant state of movement. You want to continue being motivated then it's simple, get your ass up and go take a walk, hit the gym, start writing an article about a topic that interests you. Go to a meetup, go help someone else achieve. Do something.

I walked out of a seminar on Valentine's Day 2016 because I wanted to fill my day with action. I didn't want to sit there and listen, I wanted to show up in the marketplace - so I left. I drove home high on life and fully motivated. I haven't stopped since. Does that mean that there are some days where I am not feeling it? Absolutely. But guess what I do to combat it? I move. It's a stimulus, a force or a drive. My muscles also have motivation, so I use my muscles to ignite the rest of me to act!



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What matters to you most?

1. What are your top 3 health goals (lose 50lbs, lower cholesterol, run a marathon, stop eating meat, join an athletic club)?
2. How will this goal be measured? (scale, blood work, timer, sleep pattern,)?
3. If you only had to choose one health goal that encompasses all 3, which one would it be?
4. Focus on that damn goal.
5. That is now your desired thing.
6. Answer the questions from The No-How's
7. You now have your reasoning and your why – this is your motivation.
8. What are your top 3 wealth goals (Increase income by 20%, get another job, save more money, invest more, start a business)?
9. How will this goal be measured? (bank account statements, ROI,)
- 10.If you had to choose one wealth goal that encompasses all 3, which one would it be?
- 11.Focus on that damn goal.
- 12.That is now your desired thing.
- 13.Answer the questions from The No-How's
- 14.What are your relationship goals (spend more time with your kids, go to a meetup group once a week, spend more time with mom/dad, create a date night)?
- 15.How will this be measured? (time log, calendar event, a graph)?
- 16.If you had to choose one relationship goal that encompasses all 3, which one would it be?
- 17.Focus on that damn goal.
- 18.That is now your desired thing.
- 19.Answer the questions from The No-How's
- 20.Repeat steps for Education / Skill and Spiritual Legacy.



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Here are my top goals.

Health – lose 50 lbs. Measured by scale.

Wealth – Increase income by 1781% (yeah, big ass monster goals). Measured by financial statement (monthly)

Relationships – Master emotional intelligence and become a leader in my network. Measured by how many I help and support. Tracked by graph.

Education / Skill – Master Sales. Measured by confidence in area and ability to produce sales.

Spiritual / Legacy – Write a book. Measured by time.

So here is a great WAR PLAN surrounding health goals.

Health [Q1] –

War Plan: *Lose 12 pounds.* Weight check every week on Monday. Gym / Track – 5 times a week for 1 hour.

Battle Plan – Read one motivational article, success story or watch a YouTube video on losing weight (anatomically). Learn about good and bad carbs. Watch a disgusting video on meat. Read marathon book. Write 4 articles on subject. Talk to others about their successes. Learn about supplements. Record values in log. Record gym sessions on graph.

Daily targets: eat green leafy salad, drink 1 juice and smoothie, do not eat meat. Weight check if its Monday. Hit the Gym If its Monday – Thursday or Friday. Stretch.

Side Goals: Knock out an audiobook a week while at the gym.



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This is how you formulate your Plan – and guess what? You will actually be able to see progress and alter results based on inflow and outflow.

Inflow is the result of what you are bringing inside the self. This can be knowledge, investments, time, efforts, attitude, awareness... anything that you bring within is your inflow. If you notice that you are becoming less motivated, then all you have to do is reevaluate your inflow. Are you prepared to sit down and evaluate? Look over your targets and proceed with ultimate action.

Here is a quick story. A friend of mine sat with me for a quick coaching lesson. She wants change. Real change. I ask her how many hours are you willing to give yourself to achieve this goal? Her goal was inflow action. Learning, reading, and investing time building her foundational spirits.

She replied that she is willing to give 15 hours per day. I asked her how many hours in a day. She states 24. I asked her how many hours does she want to sleep? She replied 4. I asked her if her goal is also to fail? She looked dumbfounded.

She works 8 hours and wants to put in a goal of 15 hours for personal development and then she sleeps 4 hours. Any 5-year-old can see that it won't add up.

$$8+15+4 = 27$$

She would fail on the first day.

I hate the word realistic. I truly do. It is unrealistic of me to even write this program for you ...unrealistic to have reached this level of success within this short amount of time. Ask any normal person.

But many people make their plans realistic to fail.



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Not you and not now!

Once you complete the exercise, which takes about 2-3 weeks. Then you will have a solid plan that looks something like this.

Health, Wealth, Relationship, Education, Spiritual – Q1 (War, Battle, Targets)

Health, Wealth, Relationship, Education, Spiritual – Q2 (War, Battle, Targets)

Health, Wealth, Relationship, Education, Spiritual – Q3 (War, Battle, Targets)

Health, Wealth, Relationship, Education, Spiritual – Q4 (War, Battle, Targets)

It is important that you spend time with your plan during the last week of every month to reevaluate and plot all your advancements. Create your graph of life. You are only able to change things if you measure them. You will get so good at this by Q2.

At this point you should be willing to sacrifice 1 year for all your goals. Are you ready to do whatever it takes to achieve greatness? Focus on getting uncomfortable, stretching yourself and YOU will be rewarded with your desired result!

I dedicate this program to Shivhon Adkins, the love of my life and Debbie Williams, my mentee and friend.



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The 5 Whys for Solving Problems, Making Sound Decisions and Creating a Better Life.

Over the course of months, I needed help making better decisions in life and business. My first rash decision was trying to obtain an office space in Philly for this company and brand. It didn't turn out too good. The owner was stuck in his ways, wanted me to keep a sign at the window for nostalgic reasons, and had some "guy" living in the back room with zero security and assurance for my products and equipment. Here is the problem, I wanted a space so bad, I overlooked the cons.

In the past, I chose to gamble over paying bills and this ended up being my life's biggest turning point. I would actually dig myself deeper in a hole rather than climbing out of it. Pretty scary.

What if there were a guideline to follow that will allow you to make better decisions, solve problems and create a better life? What if I told you, that it's free, available and simple to use? Would you use it? Would you like us to test it out right now? Okay, let's do this.

Suppose you have a husband, employee, friend, co-worker that calls you to tell you he/she ran out of gas on the side of the road on the way to work. This co-worker then asks you for a ride.

If you are the friend: "Hey, dag bro! Give me 15 minutes"

If you are the husband/wife: "Honey, what is going on this isn't the first time? I will be there soon"



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If you are the employer: “Dammit! We had a meeting with a huge client and we need your presentation files – How long before you get here?”

If you are the co-worker: “We are all waiting on you, call an Uber”

If you are the person: “This car sucks, the fuel gauge doesn’t work, I need a new car, this always happens to me, I knew it, FML, I am in deep sh*t at work”

Now, the conversation could have happened any which way you see fit but I guarantee that the only question someone won’t ask 7 times is WHY.

Root-Cause Analysis requires you to deep dive sequential failures to identify the trigger event of any problem. The only way to arrive at the root cause is to ask why for every answer given to the question before.

It goes like this:

Why did your car stop? Because it ran out of gas.

Why did the gas run out? Because I didn’t put any gas into the car on my way to work.

Why didn’t you buy gas this morning? Because I didn’t have any money on me.

Why didn’t you have any money? Because last night I lost it in a poker game I played with friends at buddy’s house.

Why did you lose your money in last night’s poker game? Because I am not good at bluffing



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+2 more why's.

It's like peeling an onion. Each layer is solvable if you think about it. Why did your car stop – it ran out of gas can easily be solved by “getting more gas”

But, that is not the root cause.

Why didn't you buy gas this morning – Because I didn't have any money on me. This 3rd layer can also easily be solved by keeping an emergency card in the car or a credit card in the wallet? But again, that is not the root cause.

What we have been doing is fixing topical problems by only dealing with topical solutions. We have yet to identify the real reason for failure and the one no one wants to confront. *The gambling problem*. It isn't even mentioned until the 4th WHY and will not be identified until later peels have been lifted.

1st Write down a problem you have

Not enough money, being overweight, lack of energy and so on.

Ask yourself (and be honest) at least 7 why's

There is a logical connectivity between where you are now and the causes for it. You will be able to spot issues that played a part in the end result (failure).

We will discuss more about this topic and the 5 Why's in our webinar which is available now: www.thecomfortkillers.com/webinar The 3 C's of CCCHANGE

