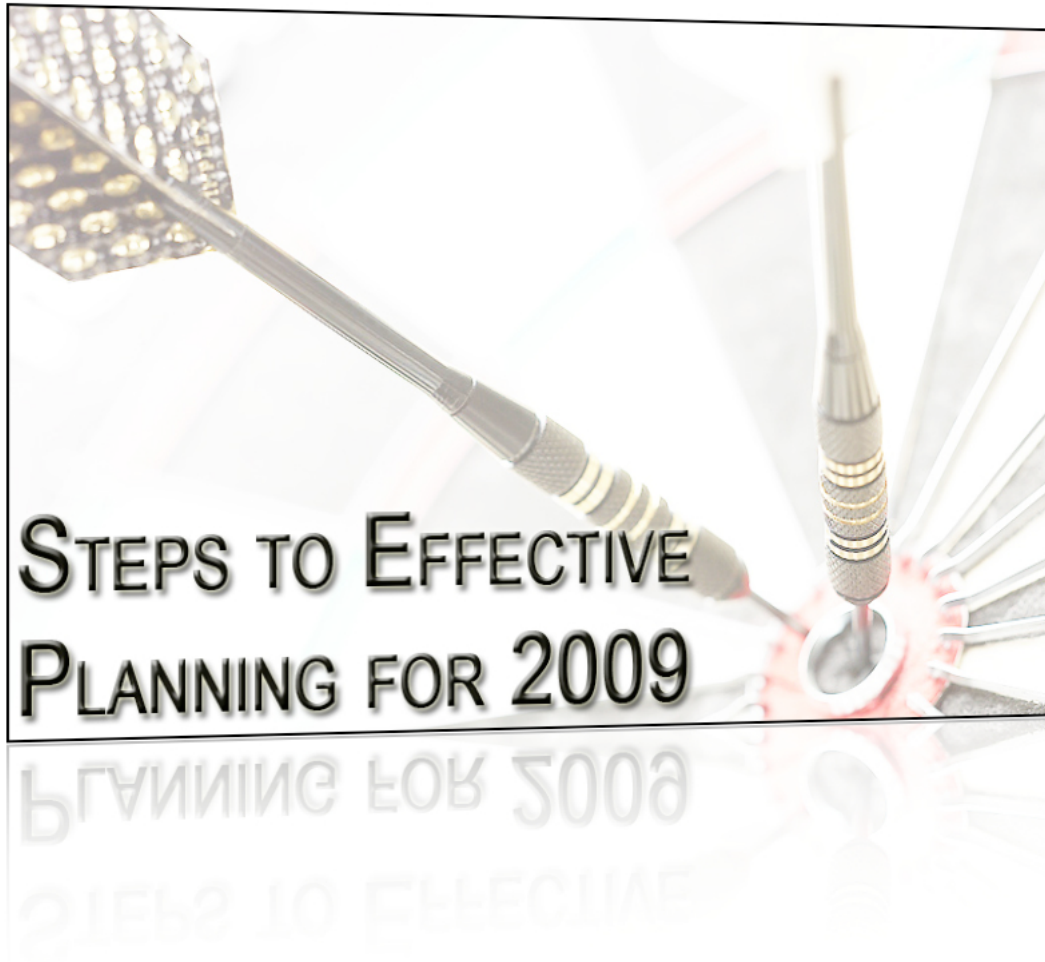


Steps to Effective Planning for 2009

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Jason Katzenback: Hi everyone this is Jason Katzenback and I have a special guest on the line that I know you are going to love to hear from especially because of the time of year it is with 2009 literally just around the corner. Right now is the perfect time to start planning for next year, now, in all honesty it was better if you started this a little while ago but for those of you and like myself who has not done my 2009 planning this is still a great opportunity to do it. By setting up your next year to come and understanding what your goals are and how to plan and how to achieve those goals for your business you can dramatically boost your results from now until the end of next year at this time. The guest I have is Mr. Mark Joyner and he is the owner of, well I'm sure the most of you have already heard of his name. I laugh at this because I can never say this right, I believe it's Simpleology. Is that correct?

Mark Joyner: That's right.

Jason Katzenback: Yeah, simpleology.com it's a very popular site. I know it's been featured I believe I know in US News Today or different sites like that. Go check it out. It's a fantastic resource that focuses on Mark showing you his ways to do time management and I want to give Mark a minute first of all to introduce himself and probably do a much better explanation as to what this service is and then we will get into some more questions. First of all Mark, thanks for being here.

Mark Joyner: Thanks for having me.

Jason Katzenback: Well you're more than welcome. Could you give us a bit of background about who you are, what you do, and what you have to offer?

Mark Joyner: Sure. Simpleology is just one of the companies we run, we run a lot of different companies. And the reason we're doing that, is when I say, "we," I talk about me and the people I work with and the team that I'm blessed to have in our organization. We're putting together a philanthropic enterprise that is funded by these different businesses. I won't get too deep into all of that because we're primarily here to talk about Simpleology today and people's goals but that's the larger picture of what we do at my company.

Jason Katzenback: That's cool. Well let's get right into this. I know the question that I want to here the answer for because I'm sure there are ways I could improve this. What in your opinion if you could give the short and sweet version as much as possible because I'm sure you could go on for hours. What are the best steps that you recommend people for setting up a plan for the new coming year for their business? Let's focus this more on Internet marketers type people, online businesses, and people who are just starting out trying to get a business up and running online in 2009.

Mark Joyner: Off the top of my head, if I were to give people some steps, the first thing I would tell people is to get in touch with why it is you are doing this. There's obviously some underlying motivation behind starting a business. It's usually because someone is unhappy with their current lot in life. Maybe they have a job they aren't satisfied with, maybe it's even toxic for their life, or maybe they just want to improve their quality of living. And what I would do is get in touch with that and understand that on a deep level because along the path of building that business what's going to happen at some point is you're going to forget those underlying motivations. It may be you want to be a musician or an artist but you realize you are going to need some money to make that happen so you're not at the whim of someone else.

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So you start a business so that you can start buying music equipment for example, that's a pretty common situation that a lot of people go through and along the way they forget what that original goal was and they become, "business," people. Maybe that's a good thing maybe that's a bad thing. It depends. You've really got to get in touch with that underlying motivation and attempt to remember that. Because what's going to happen also is your going to reach some stumbling blocks and every business goes through periods of difficulty and every life goes through periods of difficulty. It's just the way things are structured. I would be very challenged by anyone or any business that doesn't go through that.

So what happens is whenever those difficulties arise most people simply give up. They go, "Ok, well that's it, maybe the fates are against me, maybe this business isn't for me." Well first of all, as far as we know, there is no such thing as fate. Right? You can change your lot in life. You have a tremendous amount of control in that and it's your ability to exercise your own will that will determine how successfully you are. It makes it easier to exercise that will when you remember at a core level, "Hey, I'm doing this because I want X." And whatever that X is, you fill in that blank. So that's the first bit of advice I would give folks.

Jason Katzenback: Excellent, what that makes me think of is, and I'm sure you're going to hit on this, just how important it is to have your main goal in front of you somewhere. I don't know if you're going to hit on that but it's so true. I know I did some posts on this on johncow.com about this actually and I call it getting a slap on the face and I got off target on what I was doing this for. And when I realized this, things were falling apart around me and I realized that I went from doing this originally from my original goal to now doing it because it's a business and getting overwhelmed by things.

Mark Joyner: That's right.

Jason Katzenback: Excellent. So once they have why they are doing this what would you say would be the next step?

Mark Joyner: Well the next thing is I would do, and you know you touched on this, just get extremely clear about what it is you want to do. In Simpleology one of the things we talk about is we call it the first law of Simpleology. The shortest path between any two points is a straight line. And what happens is we do anything but walk a straight path in our lives. Let's say that one of the first things you want to do is lose weight. If you go out and eat food that's making you fatter then you're not walking that straight line towards having a slim figure. You're walking a curvy line or a straight line in the opposite direction. You've got to figure out where you're going before that could happen. A lot of people say you know, "I want to have a business." They flip around to this business to that business and they could spend years and years going round and around and around like that. Well, sometimes that can result in good things but usually more often than not you're usually scatter shot in your approach and you may have a few successes but really you don't end up doing anything significant.

You have got to figure out what it is you want to do. You many not know what that looks like just yet. It could be that your goal right now is you know that well, "I don't exactly know how I want to make the business to look yet but I know the particular result." So this is why we talk about the underlying reason why. If your underlying reason why for doing this is that you want to have a certain life style, well define that. What is that life style? How much money is that doing to take? Get really clear and specific about that. You may not know again, what business is going to get you there.

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Once you are clear on those underlying things that you want to accomplish with the business and what you want to pull off, then get specific about how you want to do that with your business. That may morph and change over time but what I tell people is that more often than not, it's important to stick to your guns. Because you're going to doubt your plan you're going to say, "Well, I was assuming I was going to do it this way," and then you're going to tell yourself, "Maybe that's a bad idea." Well guess what? Every business, even one's considered, "great ideas," suffer moments of doubt. I'm sure there was some point in the mind of almost every business, take for example Federal Express or the men who started it, that were saying, "Maybe this isn't going to work. Maybe this one's just too big." At the same time, remember there are ideas out there that are less likely to work but there's something about the power of sticking to your plan. And if you can do that as a matter of discipline it will also strengthen your individual will as well. It's going to matter to a very large degree throughout your entire life. Get clear on that specific plan that you have for your business and what is the business you are trying to build, then once you know exactly what business you're exactly in figure out how to grow your business. And we talk about that as well.

Jason Katzenback: Give me a quick sec here. I'm just writing some notes.

Mark Joyner: That's a good sign.

Jason Katzenback: Well it is. And for those of you listening, by the time you hear this I am going to get this transcribed as well. You know I'm going to be at fault here for taking longer than I wanted to because you're making me think of things. Because you know one of the reasons I originally did my online business was to spend more quality time with my family. That was an important aspect for me. Over the past year and a half I moved to an office with employees and it actually got to where I was spending less time with my family than when I had a 9 to 5 job. My life just started to go to shambles. It was when you're talking about the slap in the face; it's what you're talking about here. I got my eye off the ball I guess you could say. I was basically back at a 9 to 5 job. What I originally had as a goal was not something I was able to do anymore. My specific reason wasn't guiding me anymore. So great, that's great advice. Ok so you've got it, you're clear, you know what you want to do, you've got some specifics as to what you want to do. Now, what's next?

Mark Joyner: The next thing is you've got to figure out how to grow that business. In Simpleology 102, that's the second course in the core Simpleology courses we have Simpleology 101 being the simple science of getting what you want. That's available for free for people to get. 102 is the simple science of money and it talks about a systematic way of growing your business. And the way I look at it is, oh and by the way this isn't only about your business, but any way of growing money at all.

There are really only three ways of doing it. I break it down into what I call intensity, efficiency and regeneration. Let's talk about how this relates to business. In relation to business, intensity is the number of people that are looking at your message to the market place, your offer. I wrote a whole book on that called, *The Irresistible Offer* that really breaks down business into what I call the core essence or the core imperative of business, which is to make an offer. That's all business is. It's a quid pro quo. You're telling people, "Hey, give this to me and I'll give this to you." Business is nothing more than that. It is just exchange. We've just gone a little bit past the barter system because now we have a symbolic representation of goods and services and that symbolic

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representation is money. The intensity of your business system is the rate at which people are looking at your offer. Your offer could be, "Hey, give me some money and I'll give you...." Let's come up with a hypothetical product, a hairbrush. "You give me money, I'll give you a hairbrush." One way to make more money is to get more money and to get people to look at what you're offering. So that's intensity. So let's imagine you've got a website since we're talking about web businesses here. You've got a website selling this hairbrush. If you get more people to that website, you're increasing intensity. We can talk about that all day but let's talk and move on to efficiency because we're trying to speed this up and give everyone a quick and easy plan.

Efficiency is your effectiveness of turning those eyeballs into a lot of money. That translates into a lot of different things. It's the conversion rate of your marketing message. How efficiently can you convert those eyeballs into a sale? Further, in addition to that initial sale, can you make more money, can you give them an immediate up sale? Which is a classic direct marketing tool. Once you sell someone something you can sell him more. Efficiency also talks about the efficiency of your organization. Maybe you can convert those people into a lot of initial sales but how much does it cost for you to run that organization? That's also part of the efficiency piece. Again, it's the efficiency of you converting your interaction with people into profit. And that, just to break that down again, that goes to the effectiveness of your marketing and the effectiveness of you running your organization. It's the efficiency of your marketing and the efficiency of you running your organization in terms of profitability.

Jason Katzenback: Now let me ask you a question. Something that happened to me when I first moved my office out of my home was, it wasn't a detriment by any stretch of the imagination, but it also was kind of an eye opener. All of a sudden you have, you know, you can get a phone in your home so cheap you can get unlimited long distance. As soon as you get an official business line, that's out the window. All of a sudden you have to pay per minute. There are all of these different aspects that I never took into account that affect the bottom line right away. Is that what your going to look at, all those kinds of things and figure out? Am I in the right area?

Mark Joyner: You're totally in the right area. One of the things that we teach people to do in the Simpleology 102 is to do what I call a Source of the Nile Subsystem Analysis. That sounds confusing but basically it's like this: The term ROI the return on investment, is usually looked upon as the return on any investment that you put into a company in terms of money. But really ROI needs to be analyzed in a slightly more complex way. And that is the comparison of time, energy and money put into the business in comparison to the money it spits out from the other end. What you're talking about there is a totally right on thing. You as a business owner, you set up this office line and then you look at this and say, "Ok, the time and energy and money involved in setting up this business line, what is that giving me in terms of money?" It just so happens that you and I right now in this moment in time, you and I are having this conversation right now over a skype line. That means you thought, pretty deep about that, you said, "Well, I could spend every possible dollar I can on a pay per minute line or I could find some clever way of doing it." You've gone out and increased the overall efficiency of your organization by cutting the costs. That is an extremely important activity in the operation of any business.

Jason Katzenback: You know it's amazing because you know I used to be a manager for a company called Weyerhaeuser, and when I worked for them you know, sometimes you would as a manager, it wasn't affecting your bottom line at the same degree as it is to your own business. And it's funny now how you look

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at things. And it's not that there's any amount of , "Oh my goodness, this box of pens is going to kill me." You know you start looking at it. Before, you always grabbed what you needed but now you think. But now you look at it, "Let's get something that makes a difference for the company as a whole."

Mark Joyner: That's right.

Jason Katzenback: It's very interesting.

Mark Joyner: At the same time, let me sort of counterpoint that with an interesting observation. There are some expenses that actually give you more in return. Now when people start looking at this and start going crazy with it and say, "All right, let's cut this!" Sometimes that's a good thing. One thing that I spend money on that some people may see as frivolous is that I've got a housekeeper coming into my house. Now the amount of money I spend on the housekeeper in comparison to the benefit that gives me, I know that actually gives me a return on that investment because I've got more time that I can spend on running my business, or lowering my stress. You want to be really careful about all of these things and you want to think about them but don't, you know, you could go crazy trying to analyze and making the right decision at the end of the day. I would say, you want to look at these things, in relation to the conversation that you and I are having right now, you want to make a quick decision and move forward as quickly as you can.

Jason Katzenback: One thing that I find too is that I have an office manager, and she's on the opposite end of the spectrum as me. It's a good balance because you also need to make sure especially if you have employees or even if you outsource people you need to make people feel that they aren't being taken for granted. You know, often times, buying the good chairs for them like that, yeah, you could cut the bottom line a little bit by buying a cheaper chair. The end result is that it's probably better to spend a little more money up front. You could also get caught in the trap, "analysis paralysis," where you're spending all of your time picking apart things that really aren't that big of a deal.

Mark Joyner: That's right. Absolutely you can. And that's why you've got to make fast decisions in your business. One of the things that determines the success of your business and one of the most important things is the speed of your operation. If you're going to make mistakes you might as well make them fast.

Jason Katzenback: That's true.

Mark Joyner: You know, I mean sure, you're going to make more mistakes as a result of that. But it also means you're going to end up as a statistical probability you're going to be making all of the right moves. You're also going to be learning a lot more as well assuming you're paying attention to what you're doing. And you're open to learning and improving the ways you do things. And I hope you are. And when I say you Jason I know you are but I'm hoping that everyone listening does. Everyone that gets into entrepreneurialism tends to have a strong ego it's one of those things, it's a common trait. That means we are often unlikely to learn from mistakes. Now that's sometimes a good thing because that means we have a strong self image but we got to balance that out because that will also make us prone to making the same mistake over and over again. You've got to find a balance where you can analyze yourself and allow yourself to improve while keeping your self-esteem and confidence high at the same time. That's a difficult thing. It has to be consciously managed.

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Jason Katzenback: And always move forward. That's something I found too. You know, don't stop and try to overanalyze thing just keep moving forward and try to learn from your mistakes. Excellent.

Mark Joyner: That's great advice.

Jason Katzenback: One thing I wanted to ask you about. It's something that I hear different conversations on and it's something that's been a real eye opener for me and it's the idea of multi-tasking, especially when it comes to setting your goals. Personally, what I find in multi-tasking, I can't stand it to a certain degree. I think every one has to do it but one of the things that a lot of people do, and this is just my opinion, I think they try to do too many things at once. They've got their email open and their instant messenger open and they're trying to do some other work. And I think they don't realize that how much every time a little IM pops up or an email sounds goes off, it distracts them from achieving their goal. Do you have anything to add on to that?

Mark Joyner: Well, I think you're making a great point and it's becoming popular now to talk about this. And one of the things you know we've been asking people to do in Simpleology in the software. We have a software that's free for people to use, to log in and use our methodology and we tell them, as they use this process to shut down their instant messenger, shut down their email, turn off their cell phones because what your saying is 100% correct. Each of those little interruptions can really slow our minds down, and one of the little comparisons I like to make is the human brain is a lot like a personal computer. If you've got too many windows open on your machine, it starts to bog down it stops functioning as well. So what you've got to do is shut a lot of those windows down. Right? Figuratively and literally. Now, at the same time, it's interesting. And I want to make a side counter point here, as we're talking right now in this moment I've got a computer that's broken and I popped in a Windows disc and I'm running a repair operation. Now this is something that's simple enough for me to manage while we're having this conversation. It doesn't take a lot of brainpower from me. Now if I were getting a lot of instant messenger messages popping up and distracting me right now in this moment and I was reading those and analyzing those, I wouldn't have enough attention to be able to even attempt to give you an intelligent answer to the questions you're asking.

Jason Katzenback: Absolutely.

Mark Joyner: So you know, I think that it's popular these days to say that multi-tasking doesn't even exist and I would say that's 90% correct. And at the same time there are some things that we can do. If you can find low brainpower things, like, here I am repairing this computer as we talk. If I had waited until we ended our conversation I would have slowed down the rate at which we could get that done. Or maybe there's something you could do while you commute. That is a relevant and possible form of multi-tasking. You know if there's some sort of mindless thing that you're doing, if you can combine that with an activity that can move you forward in life then that's a good thing. But when we don't want to do it is when we're actually trying to use our brains intensely and then use other activities at the same time that are requiring our intense focused attention as well. So this is why when we use the Simpleology methodologies to start out your day we shut all of those things down and you focus all of your attention on the creative work that's actually meaningful in your life. A side note on this but it's essential for us to realize over time is that it turns out there's actually a lot less for a us to do than we think and when we eliminate the unimportant things in our lives we find there are only a couple of things for us to do. And again when you use Simpleology to start your day out you'll start out

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with a list of maybe 20 things but then you realize, once you cut out all the nonessential things that either you're not really going to do, or that you can delegate to someone else, or they are unrealistic or unimportant and you might find you only have two or three things that you're really going to do. This creates a tremendous amount of relief in our lives because we're not running around stressed out about things all the time.

Jason Katzenback: Well it's amazing too when you leave tasks. I don't think people realize this but I know for myself that you've got a task that you have to do and it's big and you keep putting it off and putting it off and what a burden that puts on you and you don't realize it until all of a sudden you do it, and nine times out of ten it's not nearly the task you thought it was going to be. You know, my wife had this conversation with me before too, and it was an eye opener for me. But basically what one of the things she said was that you know, I'm having a conversation in my head and it's already happened or I'm acting as if it already happened. And I think we do that in our head, and so often we already perform the action and we already feel the actions and make all of the assumptions and act as if it happened and we already feel the burden of this huge job and all these different things and we just compound the pressure in ourselves.

Mark Joyner: Well, there's an interesting phenomenon in clinical psychology that they call awfulizing and it's very au per pro to what you are saying and it's a great observation that you guys are making. And awfulizing is when we take something and turn it into something more awful than it already is. And when we go through that little fantasy in our head that you're talking about so accurately is that we actually imagine it far worse than it already is. And you know, we compound it, we talk about it in a way that is far more horrific, we go, "Oh, man, I really don't want to do this," or we talk back and go, "Man, that was hard, it was so hard." Right? And then we start to brainwash ourselves and we start to associate it with a tremendous amount of pain with these things when it's actually unnecessary to do so, it's actually not such a bad thing at all.

Jason Katzenback: Excellent. I can definitely relate to it so much. Now, with the multi-tasking, what you had me thinking, and someone may be doing it as they are listening to this now, I'm thinking I should go for a run and listen to an audio where you do two things at once. But I know for myself in the office, I spend three days at home in the home office and two days a week in the other office and that has started to work out really well. But what I found is in my office, everyone likes to have the radio on and I always found that very distracting. For me, you know, I give myself four hours and I know my manager, it drives her nuts. I turn my phone off and there is no way to get a hold of me unless you come to my front door and knock on the door. I shut everything off and I find it's the only way I can do it. Because it's that I found so often that we think things like email, it's almost as if we think we're going to get that magic email that gives success, or that pay day, click bank, or ad sense, you know, there are these things in our mind that we're looking for that we seem to get distracted. We actually, you know I can't even explain it, but I know I went through that my first year when I started online. I was constantly checking stats, constantly looking for something that heaven for bid I missed, you know, because it was going to mean that I was actually being successful. Does that make sense?

Mark Joyner: It makes absolute sense. And this is something that takes a tremendous amount of discipline for us to do. We have to trust our decisions, and if we don't this is what keeps us connected. For example, I've been playing with Twitter here recently and when my computer broke down I was a little

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worried there and I thought, “Oh man, I’m going to be off Twitter. Are people going to say something about me, are they going to miss me? Are they going to think about me until I come back?” These are little fantasies we run in our head and it’s ridiculous right? They don’t care about me. They care about themselves. As we all do, they’re all thinking the same thing. They see the world through their lenses, not mine. So that little story right there kind of shines a lot on that experience you’re taking about. We’re afraid to disconnect from the world for a few hours to get things done because we’re worried about what might happen.

Jason Katzenback: It’s like the teenager on a Friday night. Heaven for bid you didn’t go out with your friends on a Friday night and the best party every happened. You know what I mean?

Mark Joyner: That’s right, that’s right. And you know what? Here’s the thing, we’ve got six and a half billion people on the planet right now as you and I are speaking, and that’s going to turn into I believe, 10 billion people within the next 50 years. 10 billion people, there is stuff going on that you’re going to miss! It’s going to happen, and you know what, it’s probably a heck of a lot better than what you’re doing in your life and you may have to accept that. But here’s the thing, if you are living in this fantasy world of what might be going on somewhere else in the world, you are for sure not experiencing to a full extent some of the amazing things that are probably going on around you right now. So that’s the thing we’ve got to accept. And there’s this thing we’ve got in our mind called the reticular activation system, and it’s a really amazing device that filters through all these things, even in the small amount that we are experiencing, there is a huge stream of data that the brain is bringing in, but we have to filter through all of that because we can’t process all of it in the same way. So the reticular activation system tells us what from the field of data is important to us. And we can see this for ourselves with a very common phenomenon. When we buy a car, we start to see that car all over the place, and that car was always there. And you probably experience this?

Jason Katzenback: I have. We were just talking about this a couple of weeks ago, with my buddy actually. It’s funny you mention that.

Mark Joyner: Yep. And everyone experiences it. And that’s the reticular activation system, so the theory goes at work. So if you start to train yourself to see the wonderful things that are going on around you in your life, you can start to let go of that wonderful stuff that might be going on elsewhere and seeing wonderful stuff around you. I guarantee you there’s wonderful stuff right under your nose you’re just not seeing it.

Jason Katzenback: It reminds me of a small book I read, Acres of Diamonds.

Mark Joyner: I haven’t read that one I’ll have to check that out.

Jason Katzenback: It’s a great book, and basically the synopsis of it is about a guy looking for riches so he sells his farm to go diamond mining, and the guy who bought the farm discovered diamonds already on the farm. It’s basically that idea, that you don’t look in your own backyard, but you’re always looking somewhere else.

Mark Joyner: You know, it’s funny you say that, it kind of makes me examine my own life. You know here I am saying it intellectually, but what diamonds am I missing in my life? You know, I can say that and not be living it. So that was an interesting moment.

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Jason Katzenback: Hey, something I wanted to add for all of you, because I love Twitter too, but a great service I just found is called Twollow, t-w-o-l-l-o-w, twollow.com. And what it does is, it's just something that I think you would enjoy because you talked about how if you're away from it there might be something that goes on. This tracks conversations about you while you're gone. Just to add to that addiction of Twitter.

Mark Joyner: There you go.

Jason Katzenback: So basically, where we're at now, we've got our goal and we've got our plan. How do you recommend people break it up? So if this is my plan, do you recommend breaking it up into short and long-term goals? Or what do you recommend people do?

Mark Joyner: Well, everyone's got a different methodology of managing this kind of thing. But one that I'm fond of is something I learned in the US military and it's called the backward planning process. Now when I was an army officer they trained us to do backward plans where you project yourself forward in time to the moment you achieved whatever objective it is you are setting out to do. And you ask yourself, "What is the thing I did the moment before I achieved that?" And then you write down what that is. And then you say, "What was the thing I did right before that?" And then you write that down. And then you go all the way back until you are right here where you are here writing down this plan. And it's a beautiful tool because it shines a light on the areas where you go, "Ok I know what needs to happen but I don't know how to do this." That's great, because now you know what you've got to learn.

Jason Katzenback: Excellent. It's funny. I've never heard it explained exactly in that way. And a few lights when on for me too how you can use that with all different goals be it financial, or anything and you figure out, ok, let's say someone is just starting out and they say, "I want to earn 1,000 dollars online." You project yourself there, and say, "What did I do that made it? I built a website that made so many sales." Well then back up. "What type of website?" That's excellent.

Mark Joyner: That's exactly it. And once you start answering those specific questions you can start making things more real. It's an effective way of doing things. Another completely different way of doing it is something I learned from my friend Joe Vitali. And he's a really good friend of mine from years back. I've been able to see him grow and evolve over the years. You know, one of my early companies turned him on to Internet publishing. You know, I have the pleasure of running the first electronic publishing company on the Internet and many years ago we were the first company to publish ebooks and we published ebooks for him. Now, he's turned into this international phenomenon after this film, The Secret came out. And he's all into this law of attraction stuff. And whether or not people agree with it or believe in it, I think there are interesting things about it in one way or the other. And he thinks about it in a unique way. He simply sees the things that he wants and then says, "I don't know how I'm going to get there, but I allow the inspiration to come to me and then I take action immediately when that inspiration hits." And that's how he goes through his day. He knows there are certain things he wants to accomplish in a day, and when that inspired action comes he acts on that. He doesn't know what his day looks like but he acts on the inspiration as it hits him. And that's a completely different way of doing things. It's antithetical to the way I like to do things. But you know what, here's the beauty of it, you know, there is no one right way in the world.

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Jason Katzenback: Absolutely. I remember, I had a boss that go so mad at me because of the way I kept my desk and I would spend more time cleaning it than being effective because that's not how I worked. But he wanted me to work how he did and you know you hit the nail on the head. For all of you listening, it might be the backward planning method for you, or it might be the Joe Vitali method because both of them work phenomenally well but you've got to find out what works for you. And be honest with yourself. That's excellent. Well, you know what, we're getting pretty close. We don't want to keep this much more. It's probably going to be close to an hour. This is excellent. Great information. What do you think are some of the biggest mistakes people make when creating a plan?

Mark Joyner: That's a great question. And the first and biggest mistake people make is selling themselves on failure and again, we don't know whether or not our plans are going to work. But if we don't have faith in our plans it's not going to work, no question about it. If you tell yourself, "Well, it's not going to work." Well guess what, you 100% succeeded in failing. And so what you've got to do is commit to that plan. And it doesn't mean you can't change your mind. I'm fond of telling people to practice the phrase, "I changed my mind." Because sometimes people say, "Weren't you the one that said this?" And I say, "Yep, I was wrong and now I'm doing something else." Because sometimes people will, you know, well, there's a mechanism in the mind that carries us on to do something stupid. But we've got to balance that out with commitment to seeing something through. And sometimes that has got to border on the obsessive or the irrational. It's got to be strong enough so that when you hear voices on the inside saying, "No, no, no, that's a stupid idea." And you've got to learn to say, "Yes, yes, yes, shut the hell up."

Jason Katzenback: Absolutely. Yep.

Mark Joyner: So that's the first thing. You've got to accept that no matter what, whether right or wrong, not having faith in your plan, not having faith in yourself is a for sure way to fail. So you've got to accept that you've got to have faith in yourself that you have to have in your plan. And that you might screw up and if you screw up it's going to be ok. And here's something you can do to kind of get outside of that. You can accept you're going to have failure, and the way to deal with it is to reframe it in your mind. The concept of reframing is a psychological tool that will reprogram your brain. So rather than looking at something as a failure, you need to look at it as an educational experience as a step moving forward. What I want everyone to do now is instead of looking at things in terms of success or failure, winning and losing, look at everything as a process and never ending improvement. The only way to improve things is to screw up well enough that you can learn from that experience. It's very difficult, if not impossible to improve something without making a mistake first.

Jason Katzenback: And it's funny how you mentioned something too. It needs to be a mistake that hurts in some way. I think of a little kid. I've got two daughters, and they'll get into something silly, and they'll almost get hurt and see it's a mistake. But sure enough they'll get right back to it because they didn't learn. As soon as they fall and hurt themselves, then they stop and think, "Whoa, what did I do wrong there?" And I think even with our business it's those mistakes, but try. You know, and that's even one of those things as a parent, I need to let my children do things and learn lessons. I don't want to protect them and prevent them from all of these things happening because they'll never learn. But at the same time, you sure as heck hope that when they do fall and hurt themselves they're smart enough to look at it and say, "Ok, I'm smart enough to not do that again." You know, I've got to change my mind here.

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Mark Joyner: That's absolutely right you know. And when you can change the way you perceive those events like that, you change the very character of your own experience of life, which is a pretty profound thing when you think about it. Because if you can just change the way you frame your experience of things and instead of going through a lifetime of despair and pain and suffering, go through a life of wonder and joy and exhilaration. That's a pretty profound thing. It's like taking someone and seeing them in invariable hell, they are in this concept of hell that is common through out so many religions and histories. And I don't mean to offend anyone's religious sensibilities; I'm just looking at this from a completely literary and symbolic standpoint. They see hell as an allegorical expression of something we experience here on this very earth. And that heaven is also an allegorical expression, a symbolic expression, a metaphorical expression of something we can also experience right here on earth. And the way to experience heaven or hell is the framing of our own personal experience. Now again, I don't mean this to be contrary to anyone's religious beliefs, if they have any. But what I'm saying it to use that as a tool and you can experience a heavenly experience right here in this very life right now at this moment.

Jason Katzenback: Interesting. I think something else that is big for me and I can't stand hearing is when people say, "I'll try." I look at it as, "Why don't you just do it?" Because I find trying as saying, "Nah, I don't think it's going to work." And you've already got that negative aspect in your head. And if you're going to do it... I went to this seminar a few years ago, and basically he put a, oh I can't remember, but he put a penny in my hand, and he said, "Here, try to take the penny." And I grabbed it and he said, "You see, you didn't try, you did it." And it was just that mindset where you use positive words too. Don't limit things, be proactive and forward. Don't set yourself up for failure right away. That was just something that came to me while you were saying that.

Mark Joyner: You're absolutely right, and it's funny that you bring up this example because it's one of the wonderful things that came from the whole Star Wars mythology. I believe in the second film, there are just some really beautiful scenes there that are almost like you're seeing a Japanese martial arts film. But you know the Yoda character is talking to Luke, and that's one of the things he says, "Do or do not, there is no try." It's a pretty profound thing you know. If you can pull yourself away from judging that and say, "Oh I can't learn anything from a science fiction film." It's actually a pretty freaking profound lesson about life, and I think the story there about the penny is spot on.

Jason Katzenback: Yeah actually I totally forgot about that part of Star Wars too, yeah, that's excellent. So let me try to recap this here for our listeners so basically you want to understand the why, what's your motivation. You want to get clear, what it is exactly you want to do. You want to get specific as to what you want to do and how you're going to do it. You want to figure out how basically you're going to grow your business, and one of these things we talked about too was looking at it. We talked about the backward strategy where you say, I'm going to use the example of 2009 where you say, "By December 2009 I want to have achieved this." Whether it be weight loss, or monetary, whether it be anything and then start planning backwards on how you will achieve that. Or, like the Joe Vitali method you mentioned you can kind of go from the inspirational value of it and when things come to you, you know what your goal is and when things come to you, act on it. Personally, I'm a bit more of the fan of the backwards planning.

Mark Joyner: As am I.

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Jason Katzenback: Something we didn't really specifically say but I think is important because I know, or I believe you said, is to definitely set aside time all the time to do this. Basically, how I look at it, when I started my business I set aside two hours every day that is just dedicated to shutting things off and getting focused on achieving my goals. So, I know there are different expressions to say that. I know one guy said, "Operation Money Suck," before where that's all your focused on is your goals and what makes you money and all your distractions are off. And basically, I don't know, maybe that sums it up. Be positive with yourself, don't set yourself up for disaster right away and be successful.

Mark Joyner: That's right you know. Well the last thing you know I would add to this is that entrepreneurs are doing something that is not normal. It's not an average thing to do. To be exceptional in that sense, you've got to go against the grain of what other people believe or against what they want you to believe. And I would say that you've just got to accept that. You have to accept that when you go out to some of these holiday meals. Right? And you're having a Christmas dinner you're going to be surrounded by some people who think that you're an absolute nut case for wanting to start a business. And, people who will even call you names as a result of that. And that's something you're going to experience through out your entire life as an entrepreneur. Because you're doing something that in their mind they've accepted as impossible. Right? You've got to simply be stronger than those voices. Now that you hear me say that and you know that it's a normal experience, hopefully that will give you a little bit of extra strength and hopefully you can have more power to overcome that pressure to push you off the desire to accomplish something that is professional.

Jason Katzenback: You know, that is very fitting to end this, because that is something that I experienced very much from every avenue of my life and I remember the satisfaction I had the day I could show people. I remember the day I invited my in-laws over and I told them I quit my job and we were moving back to our hometown and they were devastated until I showed them my bank account and then they were awestruck.

Mark Joyner: Yeah.

Jason Katzenback: Because it was that very thing where they were looking at me like, "You're leaving this job?" and I told them that I made in one month what my job paid in a year and they couldn't believe it. But it took a lot, you know? And I'll still have people who say, "Can you mentor me? Can you teach me?" And they don't realize how much ground work I put into this. It's not like something just falls into your lap. Be prepared to, you know, plain and simple, be prepared to work your ass off. It's dedication, and you've got to be focused and know what it is you want. And just go for it.

Mark Joyner: Absolutely.

Jason Katzenback: Well Mark, I want to just let people know. You said to go to simpleology.com and you said it's free to sign up. Correct?

Mark Joyner: Yep, that's right.

Jason Katzenback: And in Simpleology you teach a lot of what we basically kind of covered here but you go into a lot more detail I assume. Do you give different tools?

Mark Joyner: Absolutely, yes. And there's a software system there that is free for folks to use that will allow them to apply these ideas in an actual and practical

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way. So you know, if you're saying, "Can I actually do all of this stuff?" Well, the software walks you through the process so that you can actually apply this to your life.

Jason Katzenback: Excellent. So I recommend to all of you listeners that are setting up your 2009 plan if you aren't already a member head over to simpleology.com and sign up. On behalf of all the listeners, Mark, I just want to give you an absolute tremendous thank you. This has been an excellent call, a lot of information. And I know the readers are going to enjoy it. So Mark, on behalf of me and the readers and the listeners thank you very much.

Mark Joyner: Well, thanks for having me. And I just want to say a thank you to you by the way, Jason. Just as an unexpected thing, you a couple of days ago did me a favor, and we won't tell everyone what that favor was, we'll kind of let them wonder. But without knowing me personally, a friend of mine connected us and showed you something that I wanted to do and you just went out and you did it without any expectation or any request of anything in return. And I just wanted to let the world know that you did that and to let them know about your character, and thank you for that.

Jason Katzenback: Well you're more than welcome, and thank you for thanking me. I hope you have an absolute wonderful 2009 I hope you have a great, I don't know if you celebrate Christmas, but enjoy the holidays. To all of our listeners here's to a very prosperous and wealthy 2009.

Mark Joyner: Absolutely.

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