

YOUR BEST YEAR EVER

**5 Simple Steps to
Propel Your Life &
Business Forward
in the Year Ahead**

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A sunset over a landscape with mountains in the distance. The sun is low on the horizon, casting a warm glow over the scene. The sky is a mix of blue and orange, with scattered clouds. The foreground is dark, suggesting a field or a body of water.

The end of each year can be a great time to reflect.

- To look back on what we did well.
- To look back on the areas in which we came up short.
- To think about what we want, and what COMMITMENTS we are willing to make for the year ahead.

Following are a few success tips you can consider that could help you have your BEST YEAR EVER, along with some simple exercises you can do to get this process started.

1) Understand that YOU are responsible for your own success.

The greatest benefit of the way of life we have here in America is the sense of self-determination that we all have. Many years ago, William Jennings Bryan wrote: **“Destiny is not a matter of chance. It is a matter of choice. It is not a thing to be waited for. It is a thing to be achieved.”**

In order to have our best year ever, we must all embrace the idea that we are in control. Getting what we want is not about luck, chance, or timing. Those things play a role, but we can control our ultimate destiny through our preparation and our effort.

Do you buy into that?

A major key to taking responsibility for your own success is personal growth.

“Where you are is a result of who you were, but where you go is a result of who you choose to become.”

—Hal Elrod

The change process starts with education, not inspiration.

What can you learn that will make a difference in this next year?

Make a list here of the skills you can develop or master in order to take control of your own success in your work. Identify what you want to learn and how you intend to learn it. Then go to it! PREPARE yourself to succeed in the coming year. Remember, YOU are responsible!

3 Skills To Develop:

1. _____

2. _____

3. _____

2) Learn the lessons of the past.

“All lessons will be repeated until learned.”

—Denis Waitley.

This is one of my all-time most memorable quotes. It’s so simple, yet so profound. Take some time to think about these questions:

- What were your greatest successes in the past year?
- What actions are you taking that you want to continue to take consistently?
- What habits have you developed that you want to continue?

Journal a few thoughts here:

— What are your regrets from the past year?

— What mistakes have you noticed yourself repeating?

— What commitments will you make based on the lessons of the past year?

Identify right now 3 changes you will make in the coming year that will help make it your best year ever.

1. _____

2. _____

3. _____

3) Know what you want.

Identifying specifically what you want is one of the most important keys to having your best year ever.

How will you define success in the coming year?

Write down at least 5 specific outcomes that you want for the next one year.

- What do you want to achieve at work?
- What do you want to accomplish in your personal life?
- What relationships do you want to cultivate or grow?
- Do you have goals for your physical self?
- How about things you want to have or do?

Take a few minutes to just write the things that are most compelling to you.

Imagine this for a moment: If you can have it here, you can have it within one year. So, what would you want?!?

The human mind is like a heat-seeking, smart missile. It moves toward its target, and it makes adjustments along the way. It just has to have that target identified.

Look at the above list and mark the 3-5 most important one-year objectives that you are COMMITTED to achieving in the coming year!

4) Identify “Point B.” Then GO THERE!

If you were to break down your 52-week goals into 26 two-week increments, each increment could be represented by a letter of the alphabet, from Point A (where you are now) to Point Z (where you want to be in one year).

What prevents most people from achieving their goals is a lack of a sense of urgency to get started.

For each of your 3-5 most important one-year objectives — you know, those ones you are COMMITTED to achieving in the coming year — write down one action you can take in the next 1-2 weeks that will set you on the right trajectory to achieve the goal.

ONE-YEAR GOAL

SHORT-TERM ACTION STEP

1. _____ - _____

2. _____ - _____

3. _____ - _____

4. _____ - _____

5. _____ - _____

Some examples might be:

- Hitting a specific sales goal in the next 2 weeks that is consistent with your yearly objective.
- Bringing massive energy to building momentum with an important project.
- Committing to alter one key diet habit that will improve your health.
- Committing to start one exercise habit that will improve your fitness.
- Having one critical conversation to move an important relationship in a positive direction.

I can remember Zig Ziglar sharing how he had a breakthrough year both personally and professionally. Two things he focused on were losing about 1 pound per week (anyone can do that!) and writing a specific number of pages of his new book (See You At The Top) every week.

Just **START THE PROCESS** with whatever it is that you want. What you may find is that the early returns are so motivating to you that you just keep making progress in the right direction. 12 months later, you might just be amazed at what you have accomplished!

5) Overcome your fears and limiting beliefs.

Fear is actually just a limiting belief, but it's one of the most limiting beliefs that people have.

- Some people fear failure. Do you? If so, why?
- Some people fear rejection. Do you? What is it about rejection that makes you feel uncomfortable?
- Some people fear change. Do you? If so, you may be focusing on the negative possible outcomes of the change instead of all the positive outcomes that could unfold.
- Some people actually fear success because it's beyond the image they have of themselves and so it's outside their comfort zone. Crazy?

Ponder this quote, another one of my all-time favorites:

“Nothing in life has any meaning except the meaning we give it.”

—Tony Robbins

After every experience in life, we have to choose what meaning we give to it. Start choosing more empowering meanings for the things that happen to you. The superior mind trains itself to quickly redirect negative emotions into questions like:

- What can I learn from this situation?
- What's the silver lining here?
- What should be my next steps to get back on track?

If you start learning from your failures and welcoming all experiences, you will begin to have less and less fear in your life. You will find yourself more at ease with tackling any of the inevitable challenges that come up for all of us. Eventually, you realize that the fear you have had in the past really wasn't necessary at all. **So, why not break free from that NOW?!**

What is a fear you have that you'd like to overcome?

Now a more important question: How will you choose a more empowering meaning the next time you are confronted with this fear in your life?

Write down some ways you can CHOOSE to respond and confront this fear in the year ahead:

What about other limiting beliefs?

All of us have developed beliefs about ourselves in all areas of life. These beliefs may have started like flimsy cobwebs, but they have developed into chains that either strengthen us or shackle us. It's important to first recognize the beliefs that are limiting you. One limiting belief that held me back for years is the belief that I can just do things on my own, that I don't need any help. While there is certainly some benefit to a sense of self-reliance, I have undoubtedly held myself back by having too much pride at times to ask for help. Perhaps I developed a belief that it was somehow weak to ask for help. What I've learned is that help, or coaching, is not just for people who are messed up. It's a tool to ACCELERATE the progress for people who are already moving in a positive direction.

Other limiting beliefs I notice in others frequently:

- “I don't have the talent/ability to do that.”
—> The reality is that all skills are learned, and you just have to make steps in the right direction.
- “It's too hard.”
—> Nothing worthwhile is easy. You just have to clearly identify the longer-term benefits, and any action or new habit can become easier to start.

What are some limiting beliefs that have held you back?

What's the "positive opposite" of each of those limiting beliefs?

Take time to consider this, and DECIDE to choose a new direction!

MY FINAL CHALLENGE TO YOU:

Here's an interesting philosophy for you to consider:

For you to not reach your goals is the most selfish thing you can do.

If you fail to achieve the goals you have for the coming year, you are not setting the right example for the people around you. Our colleagues, our kids, our circle of influence ... they are all watching us. Inevitably, many others in our circle will model our actions. What example are you setting for your world? Failing to achieve your goals also means you are not adding the maximum value to the world that you could be adding. Maybe you're even taking more than you are giving. This might not seem significant to you at first, but the accumulated effect of this can be devastating.

When you perform at your highest and best, you bring everyone else up around you. When the tide comes in, ALL the boats in the harbor rise up. Let's all strive to make the opportunities and possibilities of the world bigger and better for everyone by doing our part individually!

Jon Berghoff was one of my greatest colleagues, and he's still one of my greatest influences to this day. As he was learning and developing as a college-student in my sales office, he would ask himself this question frequently:

"How would the person I want to become act in this situation?"

BY TAKING THE ACTION, YOU BECOME THE PERSON.

REMEMBER THESE IMPORTANT CONCEPTS:

- 1) Take responsibility for your own success.
- 2) Learn the lessons of the past.
- 3) Identify what you want
- 4) Take the first big step right away.
- 5) Break through your fears and limiting beliefs and take consistent action in the direction of your dreams.

DO THESE THINGS AND YOU'LL HAVE YOUR BEST YEAR EVER!

To your success,

Dan Casetta

ABOUT THE AUTHOR

Dan Casetta is a dynasty builder. Throughout his career with the Vector Marketing / Cutco sales organization, Dan has been a one-in-a-million achiever and transformational leader. He became the most successful and



influential field manager in the nearly 70-year history of Cutco, and his programs for leading and developing teams were integral in sparking the company's rapid growth and expansion. Throughout various roles with the company, Dan has coached and mentored top sales reps, managers, and executives, teaching skills like selling, leadership, financial well-being, and personal development to the company's top talent. Dan's sales teams won 7 National Championships with the company, and he has developed at least 12 other people who have been National Champion in their sales category for one year.

Dan helps create champions both in and out of his Cutco business. His influence has extended nationwide through speaking, writing, and hosting gatherings of like-minded, success-oriented people. He's the co-author of an upcoming book with Jack Canfield titled "Success Starts Today." As a respected and trusted business leader, Dan has had a profound impact on thousands of entrepreneurs, leaders, and salespeople over the past 25 years. His passion is in adding value to the world and leaving positive ripples everywhere he goes.

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