



THE SNOW MILLIONAIRE MASTERY *Intensive*

SNOW MILLIONAIRE MASTERY Workbook

Primary Life Aims

“Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice, and discipline.”

Jim Collins, *Good to Great*

We put together a few questions that can help you think about what your primary aims in life are and what they are not. One of these aims will be your business aim. Remember, the difference of starting with a Primary Aim and not the Strategic Objective is that you decide how much room your business takes up in your life. And it doesn't matter if your business is the major aim of your life or just a smaller part of your life.

There are no right or wrong answers... just answers that are what you really want in life.

At the end you will summarize your answers to determine your primary aims in life and look at how that affects your business.

1. What do you want your life to look and feel like?
2. If you won the lotto and didn't need to work, how would you spend your time? And with whom?
3. What do you value most?
4. What's not important to you?
5. Many years from now, what does your tombstone say?

6. What do you want your daily life to look like?

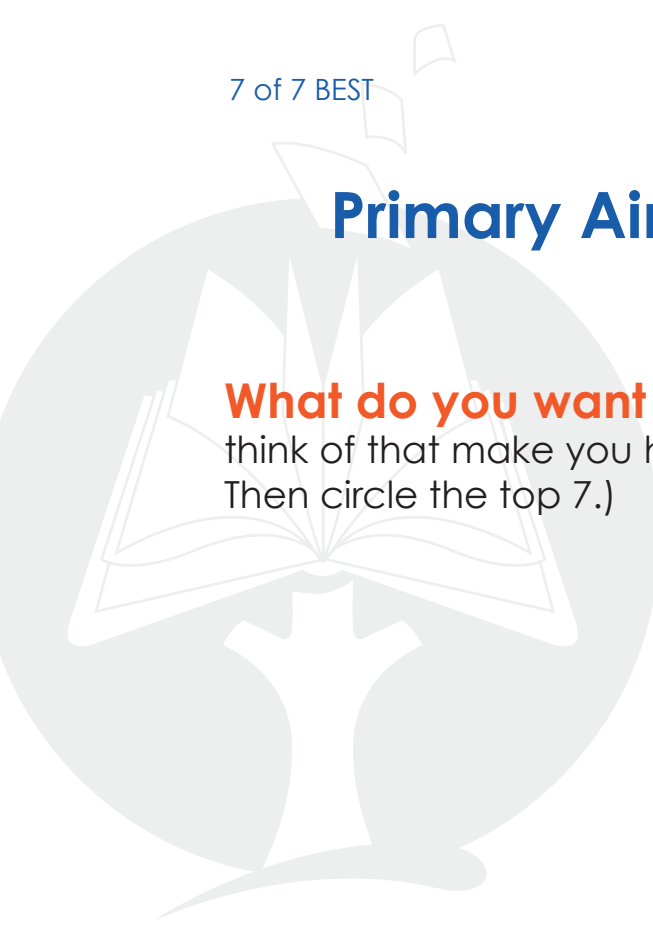
7. If you could know, what would you like to hear other people say about you?

8. What gets you up in the morning? Makes the time go quickly?

9. Of all the things you have done in your life, what has given you the most satisfaction and pleasure?

10. What do you want to achieve in life?

Primary Aims in Life Summation



What do you want in Life? (List as many things as you can think of that make you happy, motivated, energized, satisfaction. Then circle the top 7.)

What do you NOT want in Life? (List as many things as you can think of that make you sad, unmotivated, frustrated, unsatisfied. Then circle the top 7.)

With the above information take the 7 areas that you want in life and prioritize the list.

For example, put everything on your list in order of 1 to 7 based on your instincts. Then ask yourself what is more important... area one or area two? If area one is more important then leave them in that order... otherwise switch them around.

Then compare area two or area three. If area three is more important then change their places and also ask if area three is more important than area one.

In this way you are always comparing only two areas at a time. This means you will get a much more honest ranking than just putting them straight into a list.

Redo these steps until you have ranked all areas from 1 to 7 and you are happy that every area is in its correct place.

Primary Life Aims

Your Primary Aims of Life are the following 7 areas. These are what drive you to success. These are what help you with your direction and to know your values.

1.

2.

3.

4.

5.

6.

7.

You can now use your Primary Aims of Life to guide all of your decisions. For example Family is my number one value and growing a business is actually lower on the list. This means when I had a choice of dropping off the kids at school or going to work early I instantly knew which one I wanted to do.

We'll now take the ideas from your Primary Aims and use them to set your Personal Goals.

Now you can see that your goals aren't just about money... they're about designing a life that works for you. You might want to build a multi-million dollar business... or you might want to spend more time with your kids working from home.

Or you might want to do both. Your goals are completely personal to your life and what you want.

In the Personal Goals Worksheet you can fill out what you'd like your life to look like in 1, 5 and 10 years plus how it looks in retirement (and what age you retire).

This might be how much money you need for things. However it might include taking your kids to school like in my example above.

Paying for my kids to go to college was one of my top aims in my life. Also important to me was to be able to travel to Italy WITH my family. Many of the choices in life and in business help me to this aim.

The aim is to create a scorecard while creating a life you love to live.

Personal Goals Worksheet

GOALS	1 YEAR	5 YEARS	10 YEARS	RETIREMENT
Annual Personal Income				
Business Gross Sales				
Personal Development				
Family				
College Savings				
Home				
Travel				
Retirement				
Other				

Building Your Business Around Your Life

Now you have your Primary Aims in life and you know what you want your life to look like. We can now start designing your business to create that life.

And that's the next section... *creating your Strategic Objective.*