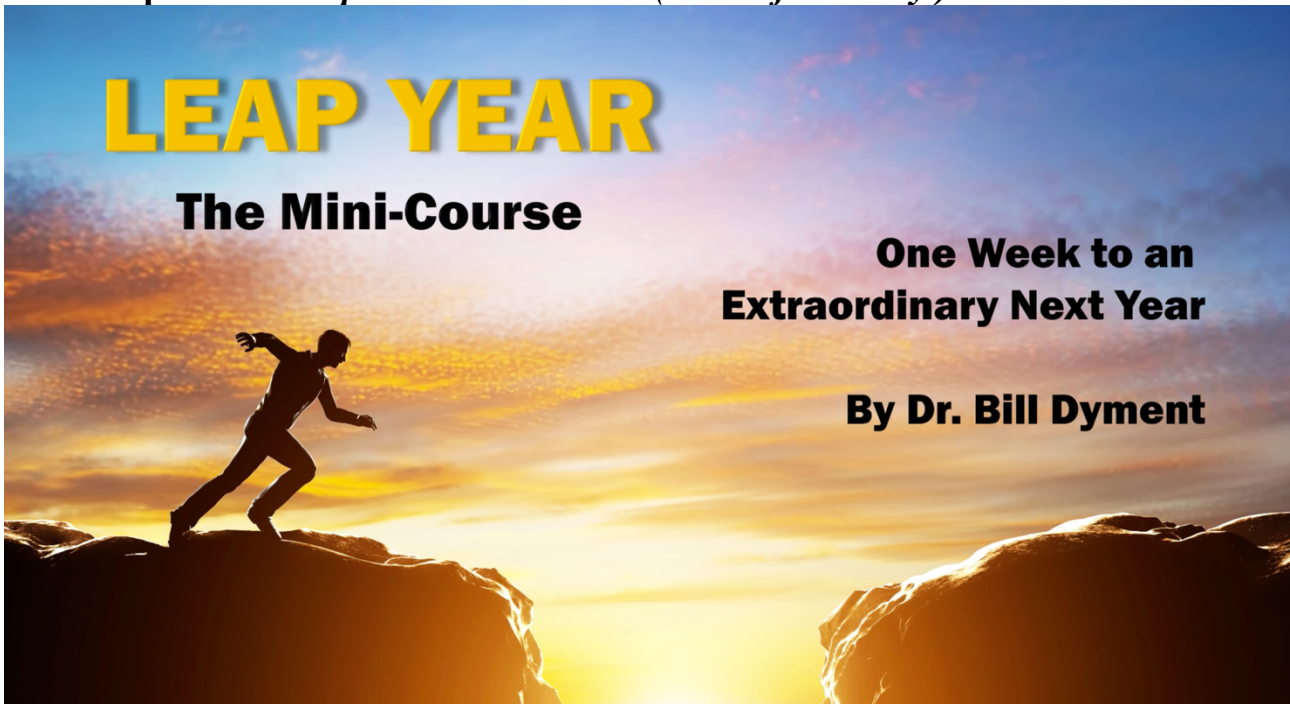


Transcript of the *Leap Year Video Series (Edited for clarity.)*



Introduction

Hello, this is Dr. Bill Dymont and I want to congratulate you for purchasing this copy of *Leap Year* the Course-One Week to an Extraordinary Next Year. A lot of people ask me, “Do I have to wait until January 1st?” Of course not. Your new year can begin whenever you finish these seven days of preparation and we have designed them to be seven days. If you find that you need more time for one of the days, that's okay. But, we want to keep it moving along so that you can start your extraordinary next year. For some of you, it will be January 1st, for others, you may be picking up this course in mid-year or in the spring or in the fall. Your new year, your extraordinary next year, will be whenever you decide to start. Let's jump in!

Let me just set some of the things that you want to keep in mind as you work through this course. We would like you to work through each course day in sequence. Don't skip a day. This course is designed to prepare you for an extraordinary 12 months. For some of you, you may have felt like you know you have been at the precipice, at the beginning of this jumping off place, for some time, and you just haven't been able to have the year that you want. This course is designed, based on what I have learned over the past 20 years, to teach you the seven preparatory activities to get you ready to have a year that will be superlative and amazing. We will decide what you are going to do as your main focus for this coming year in a moment.

We want you to take each day's action step seriously. Again, we ask that you do not skip any days. The action steps are not difficult, but they are sequential and focused. Let's move on to Day One.



Day 1: Choose Your Destination

Welcome to Day 1: Choosing Your Destination

I know that those of you who have purchased the course are coming from many different lifestyles and backgrounds. I know we have some “solopreneurs,” individuals building their dream. I know we have some entrepreneurs--people that have a team that are working in their own business as well. We have some people that are working for an organization and want to be an “intrapreneur.” They want to build things from within. We have some people that have a full-time job and they also want to build something on the side that would be their project, their *destination* for this year. We may have some heads of households, some single moms, single dads, and people that are retired. We have a lot of people from different backgrounds and we are going to use this day to help you decide what your customized *destination* for the year will be. Yours will be different from mine. It will be different from someone else's, but we're going to help you choose this all-important *destination*, that area of your life that you are going to focus on during your *Leap Year*.

Are you ready? Here are some of the things we want to consider when we think of the big question: What should I choose as my main *Leap Year destination* or focus. Many times, it is helpful to think about *what you love*, *what the world needs*, and *where others see your talent*.

I have a friend, David Coen, (www.collegeplanningamerica.com/dave-coen) college and financial planner. I have done a lot of work with him in Africa and he says, “Whoever has the vision has the job!” And, you know, a lot of times we are the only one that sees that something is wrong. Something bugs us. We say to ourselves, “This is ridiculously easy to fix! Why doesn't anybody do that?” Well, God or the universe may just be tapping you on the shoulder to say, “This is *your* assignment.” So, I want you to be thinking about how you will spend your new year. Maybe you are somebody who likes working with kids and you would like to take that to another whole level. You would like to be more organized. You would like to create some programs. You would like to reach out to kids that are underprivileged. You want to be more purposeful and intentional this year. That is where *your* target is going to be.

Now you can have a lot of other things going on but your *Leap Year* needs to be focused on one aspect of what you are about or wish to be. It may not even be very big right now in your life, but something that eventually *will* be big. That is how you are going to use your *Leap Year*. Perhaps, you are somebody that says, “I am really handy when it comes to things technological, digital. I'm

great with anything with a chip in it. I can program any app, any computer.” It may be that is *this* is the area where you have always had an idea. Maybe that is where you're going to spend your *Leap Year*, working toward becoming excellent in that.

Maybe you are somebody that has a regular job. But, you have always dreamed that you would become somebody who is more involved in artistic pursuits. Maybe you are an amateur photographer and would like to take that to the next level. Maybe you have had some background in painting and drawing, sculpture and crafting, or Etsy, and you say. “This is the year that I'm going to take *that* to the next level. I'm going to learn how to sell and create product. I'm going to get serious about taking a painting or a cooking class or a design class. I'm going to focus in on *that*.”

Perhaps you are like a lot of us. You have a book in you. A few years back, my co-author, Dr. Marcus Dayhoff, and I had that same feeling. I can tell you it was an amazing journey. It took four years for us to write, *Fire Your Excuses*, but it changed our business life. It was an amazing personal development experience as well, and a financial boost to our careers. Maybe you too have known for some time that you have a book to write. You just feel a bit overwhelmed with the process. Maybe starting with an e-book, or a 30-page workbook, or a course like this, might be a stepping stone to a full-length book. You might even want to ask the big question, “Should I write a 200-300-page book or should I write a 10, 20, or 30 page e-book?” In many cases, writing several shorter e-books would be better for your career and your niche.

Maybe you have always wanted to do something on your own. You have a stable job, but something is calling you to create something, to sell something, to produce something. And, it just won't go away. Maybe this is the year where you begin to do that, because as you look toward your future, you say, “I want this to be part of my ‘next life,’ my retirement, my lifestyle business.” This is where you are headed. Maybe this is something you are thinking for yourself, or your family, or maybe your goal is to create some opportunities for others. I heard of a guy recently who had a business degree, and instead of spending that just to enrich himself, he went into a tough neighborhood and was able to hire and mentor and create a small business ‘incubator’ so that his students/mentees would, in turn, be able to spawn other small businesses themselves. It was a major outreach, a ministry, if you will, a charitable endeavor, and that is how he has used his entrepreneurial skills. I love it!

Maybe deep down you are a teacher at heart. Or, you currently teach in a classroom. Perhaps you have done public speaking from time to time. You feel like you would make a good teacher, but you are not sure *where* you would teach. Well I hope you know that what we are doing today is a form of teaching. There are lots of ways to teach without being in a formal classroom of third graders, junior highers, or even college students. There are lots of ways to teach, if you have that gift. This field is now being called the “information industry,” and there are many ways to deliver content, like we are doing in this course. If this is you, I want you to seriously consider if this should be the focus of your *Leap Year*.

Some people find co-workers naturally come to them for business advice and mentorship. Maybe you are somebody that has new leaders, fresh out of graduate school, seek you out or this in your organization. And, you tend to enjoy taking them under your wing. You help them with emotional intelligence, office politics, career planning, going back to school, and even work-life balance. Maybe that is how you are going to spend your *Leap Year*. You are going to put together something like we did, a mastermind group, to gather people together weekly, biweekly, once-a-month, and invest in those folks--have a reading list, work on goals, leadership together. Maybe that is what you are going to do.

Some of you are happiest under a car, in your workshop, in the metal shop, in a garden, and you would like to take that to the next level. You would like to do something in the workshop, in the garage, in the garden, in the backyard. And that's where you're happiest, but you just haven't got around to it. That is where you are going to spend your *Leap Year*.

Well, this is the challenge. Today is probably the toughest day of our seven days, as you will be deciding the target of your *Leap Year*. You can have multiple things going on during your designated *Leap Year*, but you are just going to choose one to focus on, to water, to fertilize, and see where it goes. It is your *Leap Year destination*.

Let me give you a couple of examples. Let's talk about that person who is a workplace mentor. He is someone that young managers seek out for guidance. Or, maybe she is someone who considers it an honor to serve some of the younger leaders and help them plot out their next career steps. They might say, "This is the year I'm going to take my mentoring to the next level."

Maybe you are a designer type. You know how to decorate a home. You have fun decorating apartments, and for special events. You would love to spend other people's money to create beautiful spaces. You would like to start a small business. Maybe you are a florist by heart. These are just examples of things you could do during your *Leap Year* to focus in on the gifts that you already have.

Well, here is the formula. This is the **action step**. This is what we would like to have you to do for Day One. We would like you to write down your *Leap Year destination*. We went through a list of those things and, if you'd like to, go back, you can go back in this video.

Is there a problem you want to solve? Is there a service you want to deliver? Is there somebody you'd like to help? Do you have a sense at all how you would do it? Begin thinking about it. And, if you have not zeroed in on your target and you are just stuck, you are going to need to reach out to three people and say, "Here are some possibilities. What do you think the best use of my *Leap Year* should be?" Don't skip this step. This is critically important.

This exercise is actually about getting you to become the kind of person that would have a *Leap Year* because a *Leap Year* person says, "If I don't have the answer, certainly I'm not the only one in the universe that has struggled with work-life balance or wanted to do something and not had the funds, or has children to care for too, or has an illness. I'm not the only one that's been in this spot. I need to go **find some people in a similar situation**, get their advice, get their help, and go from there."

Don't skip this step. When you have done it, you are ready for Day Two. We'll see you there.

Day 2. Focus!



Welcome to Day Two!

Now we are going to get a little bit more detailed. Day Two is “the day of focus.” You know there is an old saying I love, “There are riches in the niches.” You may want to do a lot of things for a lot of people, but for *Leap Year*, I want you to focus in on one area that you can take to the next level. And that's the power of focus. Laser focus is going to get you there.

Many people have the mentality that I used to have and that is, “I'm not sure which idea is going to pay off. So, I'm going to put a lot of buckets out so any rain drops will be captured in some bucket and eventually I'll make enough money to survive.” And, you know what, I began to find that if I took the risk, and began to test some things out, and see what happened if I put all my focus in a couple areas, or just one, for a year, a half year, or even three months, I did a whole lot better. Don't be afraid to “trim the tree” of your ideas to find that one place that you need to go to. And, again, if you don't do well with focus, you are going to need to get two, three or four other people that you can meet with for coffee to help you understand where your focus should be.

What is Day Two about? We are going to have you choose five goals. That would be a great number. If you can't stop at five, no more than seven. And most of those goals, three or four of those goals, need to be centered about your *destination target* that you selected in Day One. Now if you did not complete Day One, you need to go back and find your main *Leap Year destination*. You want to have two, three or four goals of your seven targeted on your *destination*. That will help you sequentially get there. You also want to round out your five goals with some other life goals too.

Now I love this quote, you may have heard it, “A goal without a date is just a wish.” This slide says, “A goal without a plan...” If we want to be generous, we can say, “A goal that doesn't have a date is a pre-goal.” It is not a real goal, it's a dream. It's a thought, and we call that a “bucket list item.” Maybe you saw the movie. I have a lot of bucket list items: I want to go to Tahiti. I'd love to go to Jerusalem. I'd love to write several more books. But until those ideas have due dates, i.e., “I want to write a book by the end of next year. I want to go to Tahiti by this date. I'm going to do this this year,” they are really just bucket list items or wishes. Don't confuse those with real goals. Real goals are easily measurable. You probably heard the term, “SMART goals.” That stands for specific, measurable, attainable, realistic, and time-limited. They're relevant, realistic and they are time-sensitive, meaning, they have an expiration or a due date.

We are going to have you come up with some goals that can be measured **and** have a due date. That is the whole gist of Day Two-to make that list. And this is the most important thing you can do during your first week. But, there are lots of other skills we are going to teach you each day that will ensure these things happen rather than just making a list.

Let's look at how we can make these goals a reality. First, we want to look at where these goals may come from. I told you that several of the goals may have to do with Day One's *destination*. Maybe you are going to be a designer. Maybe you are going to try photography. Maybe you are going to start a small business. Maybe you are going to found a mentoring group at work. You may have several goals related to getting there, but you may also have that health goal. Losing 20 pounds is not a great goal unless there is a due date. Is that due date going to be the end of December (not recommended)? Is it going to be the halfway point in the year?

I hope you realize that when we talk about *Leap Year*, your *Leap Year* begins when **you** want it to begin. It doesn't have to start January 1st but that is an excellent time. At the time of this recording, it is October. And so, that would make sense for a lot of people that shoot for next year. But for many people we want to say, "Hey, don't wait. Start the clock!" Start it from October to October from February to February wherever, whenever you buy this product. Get serious! Make that your *Leap Year*. Waiting until the new year may be just be "kicking the can down the road." For some of you, that's exactly what you need to do. For others, it's just "delay of game" and you know it! You need to "fire your excuses" and start your *Leap Year* as soon as you finish your seven days of preparation which we are doing now. It could be serving. It could be, "I want to start this outreach. I want to have a fundraiser." It could be going back to school. But make sure your goal is very defined: "When I go back I am going to learn this," or, "I'm going to take this certification online or "I'm going to go through this free series on YouTube." But, it has got to be definable. It has got to be purposeful. Maybe it is social: "I'm going to have this gathering three times a year at my home because it is so meaningful to my friends, my family, and where I'm going."

I come from a Christian background. You may be from a different background. Maybe you are not formally religious. Maybe you are agnostic or atheist, but there is probably some part of you that says, whatever your background, "This is something that I want to do spiritually for my soul." Can you set some definable goals there? Maybe emotionally you feel like you know are too "spun up," too busy, too anxious, and one of your goal will be, "I am going to lower my anxiety, **as measured by** sleeping better through the night, at least three nights a week, over this length of time." If you set some health or emotional goals, be thinking about what is on that list. But, give them a due date. Make them easily measurable and make them relevant to you.

Day Two, again, is the actual step of writing out all your *Leap Year* goals. What that means, for our example man and woman who mentor younger teammates is that they are going to seek the okay, if their company is willing, to launch a formal mentoring program at work. (Many companies are open to this, by the way. I had a man that I helped start a mastermind group at his company and we check in every so often. The company was delighted to have this guy do this and, as a side benefit, he has risen in the ranks of his organization because he has shown incredible leadership to initiate this on his own. They responded by giving him the time and the room to do it.)

But, what if your company says, "Hey, that's a good idea but I don't think we can do it right now"? Well, what would stop you from hosting a gathering at your house or at a coffee shop apart from work? You can always do something like that. And, then the would-be designer might say, as we said earlier, "I'm going to find four people that will let me design their home. If they pay for the materials that I choose, the shopping that I do, I will give them my design advice for free. I will help them. But what I want in return is a recommendation letter or a video, or a blurb for Linked-In,

etc.” Wait and see what happens. I guarantee you if you do that eventually somebody will say, “How much do you charge? I've heard good things about you.” But then, that is another whole chapter. Maybe one day we will offer another course or how you market yourself. But, you begin by beginning, by doing what you love for free, until it turns into a paid venture.

Those are your action steps. I want you to pause and not go on to Day Three until you have written out your five to seven goals. Several of them will center on your *destination* goal, your “metagoal” that you determined on Day One. The rest of your goals could be from the list of health, social, spiritual and financial areas and whatever else you want to make them. Day Two is the day we write our goals.



Welcome to Day Three!

This is one of my favorite days because in it we will reveal one of the secrets that will make your *Leap Year* extraordinary and it is simply the idea of holding a **weekly personal business meeting (WPBM)**. What is that? Well, a lot of us have task lists. We use great programs like Evernote and Wunderlist and note apps on our phone, and calendars on our computers, but we do not have a sit-down meeting once a week either at the end of one week or at the very beginning of another. We don't sit down and get a bird's eye view of, not only our work week/tasks, but what we need to do socially, spiritually, mentally, etc.-what we need to do to be balanced.

How do we make sure we achieve some of those longer goals, *Leap Year* goals? That is where the *weekly personal business meeting* comes in. You know it is interesting? I have had the opportunity to speak to 2500 audiences and, you will be surprised. Over the last couple of years, I begin to speak more about the *weekly personal business meeting* and how it is the best kept secret and it makes a huge impact in my life. It is amazing, in 50 polls of 50 audiences, the average number of people that do anything like holding their own *weekly personal business meeting* is less than 5 percent. But I do have a lot of millionaire friends that I know from my charitable work and many of them are deca-millionaires. In other words, they have at least 10 million dollars of net worth, and, I can tell you, to the person, every one of them has a *weekly personal business meeting*. They do not just jump into their work week. Sometimes their *weekly personal business meeting* is facilitated by low tech. They have got a small little notebook in their back pocket. Others are sophisticated with laptops and programs. But, whatever their method or tech, they all do it. You know the old saying:

Rock, paper, scissors. Rock always beats scissors. Paper always beats rock. Well, you know, a week in which you have a *weekly personal business meeting* (in whatever format you choose,) will always *beat* a week where you don't. Hands down! We are going to talk a little bit about the common obstacles-why people say they are having their own meeting. I will explain what a *weekly personal business meeting* is and I am going to get you to craft your own *weekly personal business meeting* during this important Day Three, because it is something you are going to use throughout your *Leap Year*. And, you are going to differentiate yourself from your peers because you do this they do not.

Why have a *weekly personal business meeting*? Because it gives you amazing perspective. It helps you plan. As you look at this beautiful photo that I picked out for us today, you can see that it is most likely a photo of the East Coast, probably New England. I'm guessing either Upstate New York, New Hampshire Vermont or Maine. And I know that because of the rolling type of hills that are indigenous to this area. You can also see the granite rock cropping and I've been hiking in many places just like this. I grew up in this area. You can see the incredible perspective you get by just getting a little bit higher than the tree line in this area and being able to see the sunrise or the sunset, the beautiful fall foliage. This is what a *weekly personal business meeting* will do for you. It gives you the perspective that you normally would not have. And, you know what is interesting? It is that it is very common just to get up on a Monday or even earlier-- sometimes Sunday night, and start answering emails from the East Coast, or the West Coast, or overseas, and to try to get a jump on the week, and not do any *weekly personal business meeting* activities. And so, here you are answering e-mails and seeing what needs to happen but you're not getting the perspective you need, the pushback to plan out your week your way. And you know what happens.

A great friend and colleague of mine, Scott McGuirk recently shared a key observation from a book he was reading. It was this: Many people have a good one day, one week, one month perspective...but they don't have a year, five year, or life perspective. They simply do not have the perspective that a *weekly personal business meeting* is going to give you. And that is where the magic is.

What are the challenges that we are going to have to deal with when we have a *weekly personal business meeting*? We are going to have to deal with all the interruptions. And you can see the little chart to the left may look somewhat familiar. It was popularized by Stephen Covey in, *Seven Habits of Highly Effective People*. Before that, Eisenhower used this same *urgency/importance* grid to make decisions. You can see that some things are *very urgent* but they are not *very important*. Those are distractions-things that are pinging and notify you- text messages, e-mails, websites, and phone calls, even from friends. These are things that can derail you when you have blocked out some time for major planning and moving toward your goals. You can see that the most important things, however, are in this green box. They are *important* but *not urgent*. For example, if I did not work on this course today, the world would not stop. I would still get paid for my normal work. But by stopping and recording a course, Day Three today, I can have the opportunity to create good things for you and for me. Some things are just things you must do. There are *urgent*. They may not be *important* but you must do them. And then, some things are *very important* AND *very urgent*. They will also need to be done.

Our story is when we decided to write *Fire Your Excuses* we knew that we were never going to have the opportunity that we fantasized about--that would be to get away on our own individually and then come back together having spent a week or two in the mountains and coming down with our manuscript, comparing notes, and getting it to the publisher. That was never going to happen. We were going to have to write the book, little by little, in small, but very disciplined, bursts of energy, bursts of focus over several years. I remember the first year we had very little time and we would write individually and compare notes. I would only write from 10 to 10:30 p.m. one or two

nights a week.

I would sneak off sometimes even to a library, just for the quiet and distraction of it, on a Saturday morning for a couple of hours. Marcus, my co-author, would do the same thing. And we begin to build up steam. But there was lots of research. It took longer than we thought. Nevertheless, it was something that we planned, and we scheduled, and there were interruptions. And, what I always say is, even when there are interruptions, you are going to do much better with a plan, a *weekly personal business meeting*, than if you have no plan. Maybe you will not get to everything on your list, and I can guarantee you will rarely have a week where you get to everything on your *weekly personal business meeting*, but I will tell you, it will absolutely change your life.

An example would be a person that has variable income- somebody who is entrepreneurial where every month their income is a little different. Do you think that person is less in need of a budget or more in need of a budget than a person who has direct deposit from the organization every two weeks? Well, I can tell you, that person, who I've been, that entrepreneur, needs to have a budget even more because even though there are ups and downs. There is a baseline that you must plan from, and without it, that it is disastrous. And so, with a *weekly personal business meeting*, you will do much better, even if you're always interrupted.

The other metaphor I like to use is the metaphor of the well-packed suitcase. You know, it takes some time to get ready for an overseas trip. It used to take me several hours. Now I have a list and my wife has a list. And, when it's time to go to Africa or Europe or somewhere abroad, we can be ready to go in an hour. For domestic trips, we can be ready to go in 20 minutes or a half hour, because we have toiletries in our "go bag." We have got the essentials all there. We have plugs, chargers and toiletries ready to go. We just figure out what we are going to pack for clothing based on a list, and a few extras, just for that trip. By having that well-packed suitcase list, it makes it much easier when we travel. That's what the *weekly personal business meeting* is all about.

What does your action plan look like for today? I'm going to have you create your own *weekly personal business meeting*. Notice I have not told you exactly *how* to do it. I have said you can create your *weekly personal business meeting* on whatever platform you prefer and use whatever weekly "touchstones" you like. As mentioned, your *weekly personal business meeting* can be high tech or low tech. I just use Excel as a spreadsheet right now with goal and to-do categories that I edit every week. (It syncs to my phone and all my computers.) I look at where I've been and then refill the categories for the new week. Some people have created apps that they use. Other people will just write in journal. Some people will use a small notepad. There's high tech and low tech but I love what Coach John Wooden says, "Don't let what you can't do keep you from doing what you can!"

You are going to struggle. You are going to have weeks that you don't get to finish everything. If you will develop this *weekly personal business meeting* habit. I guarantee you it will change your *Leap Year*. And, it will help you get to your *destination* goal. In fact, it will help you in every way because this is the kind of discipline and focus is very rare indeed. Let me just give you an example: As I record this, the last few weeks of my own *weekly personal business meetings* has resulted in the creation a list of 15 to 18 key organizations that I am going to continue reaching out to over the remainder of the year. If I did not reach out to them, I would still have income. I would still have my normal work. But by doing so, I have already been able to land some consulting that will change our family's life. I knew it would take only one or two of these potential projects out of 15 to 18 carefully chosen opportunities to close and I would have the best year of my career and that essentially is what has happened. But the day-to-day, getting the work done-these are the things that would normally take over my week unless I had the *weekly personal business meeting* and having that *weekly personal business meeting* gets me to prioritize each week, to go after two or three of

these places each week to see what happens. It has had a tremendous impact. I have had another *Leap Year*! I want you to create your own template that you can use. I want you to put your five to seven goals there somewhere once you think about your categories. What will be your goal categories? Are they physical, spiritual, mental, social, Think about some medium goals. Think about some of the short-term goals, not only *Leap Year* ones, and review them every week.

Now some of you are going to have your meeting on Monday morning, at “O-Dark 30,” at five a.m., 6 a.m. Some of you are going to choose a Sunday night or Friday afternoon. But I challenge you to not just jump into the e-mails, and into the busyness of your day, until you have had your *weekly personal business meeting* or it is just not going to happen. If you must get up early, I challenge you to do that. Block out everything that you are going to do. I like to block out my workouts. Do I get every single workout in that I blocked out in that time or on that day? No, but I work out a whole lot more because I have a *weekly personal business meeting*.

I have been focused on this meeting, dramatic, because I believe this activity **alone** can change your year and I want to congratulate you when you finish **your** *weekly personal business meeting*. I don't want you to move forward unless, of course, you have your *destination*, you have your goals, and now you have your first *weekly personal business meeting*. And, I want you going forward into your *Leap Year* to have your meeting every week. Pick a time and keep it under an hour, or half-hour. See if that doesn't make your *Leap Year* something amazing.

Have you done your *weekly personal business meeting*? If so, you're ready to join me in Day #4.

Day 4. Build Your “Dream Team”



Welcome to Day #4!

I hope you took some time to create your *weekly personal business meeting*. If you have not done that or you have skipped any of the steps for the days leading up to this time, please go back and do them. They build on each other. Don't be discouraged. Take the time you need.

This is the day I love. We are going to build out your *dream team*. And it is interesting, to have a *Leap Year* you need to have a *dream team*. Now what do we mean by that? Well, years ago, you could be a genius. You could be super sharp, know your stuff, and do quite well on your own. But, these days, sustained success takes more complexity. You need a team. As one person said. Michael

Hyatt says, “If your dreams do not require a team, they are too small!” Achievements that have the greatest impact in your life and in the lives of others require you to have people helping you. Let's look at how you will build your *dream team*. I don't want you just soldiering on on your own. I want you to get some people to help you. And, for many of you, that has been the thing that has kept you from having your *Leap Year*. You have worked extremely hard on your own, but you been isolated. And so, let us look at we can do differently here.

Where can you find people to be part of your *dream team*?

The web offers an unlimited number of connections in communities and groups that you can join. You can participate and eventually build side friendships that can lead to FaceTime conversations, Skype time conversations, travel, “Meet Ups” and coffee shops gatherings. I've met a lot of friends online that way and I've met famous authors just by connecting and liking what they do, sharing their work, and letting them know I have been using it.

As you see here with this illustration, this is an example of email I could send Dr. Tom Baden, a real friend of mine, say, about West Nile virus here in Orange County. And you know what, he appreciates these occasional emails. And when I do that for business owners, and people I meet, eventually they say, “I know who you are. You are the guy that helped me out with that great book for our team.” Eventually you begin to build a friendship. It begins to become more two way and you are off to the races. There are conferences you can go to, both virtually and in person. I go to a lot of webinars and I connect virtually all the time, like we are doing today, but there is nothing like a live conference. And my fear is, that as we become more virtual, we will miss that face-to-face connection that I think is so helpful. Every once in a while, you need to be able to put a face with a voice and email, a product.

Another key strategy for building your *dream team* is taking advantage of the fact that great people know great people. I want you to think through your list of friends you think are amazing. Call them up. Take them out to lunch, and say, “I enjoy our friendship immensely. Who else should I be meeting? There has got to be somebody that is a lot like you, that you think I might have some business/personal synergy with.”

I was just introduced to a person who puts on Ted Talks and he and I have a lot in common. And it was just a referral from a friend who said, “Hey, you got to meet this guy. He's a lot like you. I think you would be able to do some things together and then create your own mastermind group.”

Have you heard of a mastermind group? Let's talk about them! I have had one for three years. Now it is a group of great friends getting together. We meet every Wednesday from seven to eight thirty a.m. It has been amazing. We talk about business. We talk about our lives, our challenges. They are all guys- it does not have to be that way—it just works for us. Our wives get together with us for the holidays. We are looking forward to our big Christmas party coming up. But you know what, we have been through so much. We have triumphed. We have had business acquisitions. We have had losses. We have had illnesses. We have had weddings. We have had all sorts of things take place. I cannot imagine not having this group because it has enabled me to have some *Leap Years* in recent years.

I also want to get you thinking about volunteering for great causes. During the week I recorded this course, I attended a charitable event and met a lot of my friends. There were 300 people and a lot of great people. People that do well in life financially, and some of very modest means that have a great heart, all of us getting together. You see, great people tend to serve others. I am close enough to Hollywood and I have a lot of connections there. I meet a lot of creative, interesting people. But, I most enjoy meeting people that have time for me and have a heart for others. I like to meet people

that are involved in helping others in a charitable setting. Maybe you say, "I'd like to do that but I might not be able to afford the price tag of going to an event like that." Don't let that stop you. Organizations are always looking for people to help at their big-ticket fundraisers. One buddy was there writing down the auction bids. Two other friend were taking admission tickets. Another dear friend was there filming the event. There are so many ways to connect and you'll meet great people as an event volunteer. As a bonus, you will enjoy a great meal in a stellar environment as well.

Be thinking also about occasionally paying for a great coach or a great consultant. Years ago, when I knew that I needed to go to the next level. I read a book on consulting. The author happened to live back in Boston where I was from and he lived near Gillette Stadium where the Patriots play. I said to myself, I am going to fly back to see my family. While I am in the area, I am going to see if I can have a consultation with this coach, this author. When I asked him, he said, "Sure, I'd be happy to meet you in my office." And I said, "What's your fee?" And he said, \$450 for 90 minutes." I almost lost my lunch.

I said to myself, "I have never paid \$450 for any consultation with anybody- that's out of this out of this world. But, maybe this guy has something to teach me. This is not something I want to do all the time, but I'm going to just see what will happen." I went there and I said, "I am not leaving this guy's office until he gives me a \$450 idea." And you know what, he did!

Because it cost me so much, I want to share it with you, for free! He said, "If you want to create more income, stop doing what you're doing-one dose at a time. Create packages, and you will greatly increase your income." Let me tell you how this works for me with my career coaching and assessment programs. I offer tests, I do coaching, and all sorts of one-on-one consulting. I used to do that strictly session-by-session. People would come in or call and I'd give them the best help I could and then we would debate whether they would come back and when they would return. It was just a lot of work. And now I say, "No, I only work with people one time, individually, and then they have to decide if they would like a package of five tests and five hours of coaching, etc." At first I thought, well, maybe they won't come back. But several people said, "Yes, here's my credit card. I'll see you for five sessions," and we never had to worry about whether they were going to come in or with scheduling. It was a done deal.

Then I began to create different program tiers. If I wanted people to buy the middle tier, I would create a high level, "Cadillac" program for the "primo" price, a low tier for those who "just want to kick the tires" and the middle price product, the one most people typically buy. If you want to have a program for one, two, or three dollars, and if you want people to buy the \$2 one, you need to have a \$3 one, I got this idea from my friend, Scott Sorrell (www.salesadrenaline.com) a sales pro who speaks corporately that about how to create tiers, products, and services. If you are a designer, create a package, if you are a photographer, create a package, if you are somebody who sells gardening videos, create a package of videos that makes sense, and then be a resource. We talked about that, getting to know people by sharing resources-- with famous people, with people you want to get to know, and they will become your friend over time.

Here is a picture of my mastermind group and I love this quote by Jim Rohn, "You are the average of the five people you spend the most time with." I am on the left side. Dave, who said, "Whoever has the vision, has the job," is right next to me in the blue vertical striped shirt. He does financial planning. Trent helped to start the group with me is also a financial planner. He's right in the middle. Great guy. And then, Henning is a dental prosthetic genius. He creates prosthetic or false teeth. He is unbelievable in what he does. And then, we get to Jeff. He runs a huge lighting organization. He is a great guy from the south. And, finally, Michael, my old roommate, who has a ticket company (we meet in his conference room.) We all are from different backgrounds. We all support each other. And the question is, could you get one other person that would be willing to

help you put together a coffee group, a once-a-month group, an online group?

I also have a several one-on-ones Masterminds. One is with my friend Kevin Bowser, an incredible leadership coach (www.leadershipvoices.com) down in Houston, Texas. We get together on FaceTime and share goals once a month. Dr. Tony Ganem (www.bodypro.com) is the other person I get together with too. He's an incredible wellness and nutrition guy. We get together virtually and face-to-face too. (And, I get together weekly with Dr. Marcus Dayhoff. I have known him for 37 years!)

You are going to find people in your *Leap Year* that want to go to the next level too. You got to get them into your life. And, again, our mastermind group for all of us is free. We just dedicate our time to help each other. Now what is your action step? Not surprising, I want you to begin to reach out with three people that you think could either mutually share goals or would be willing to give you some feedback about them, or even eventually be part of your own mastermind group--a charter member of a new group that meets at a coffee shop, in your house, at your office- wherever you may want to meet. I want you to begin to build your *team*. And if you do that, you will find that you will have a year like no other. But, don't do it alone. My co-author Dr. Marcus Dayhoff and I say, "Don't try harder this year. Get more connected."

To help you reach out to those three people, I want you make connecting with them an action item for your *weekly personal business meeting* this week. Then, I want you to schedule your meeting with them on Google Calendar, or the calendar you use, when you hear back from them. You might not see them all in one week but I want you to get those meetings **on the calendar**. If you find it's hard to come up with three people, I want you to keep trying until you get three. This is the hard but immensely rewarding task of beginning to build your *dream team*.



Welcome to Day #5!

You have been working hard in the first four days and this day I'm going to give me a chance to take some perspective and to think.

And what's interesting is the higher you grow in life the more you are going to need perspective and that's what the *weekly personal business meeting* is all about. But I'm going to take this to another

whole level during your *Leap Year* and get you to schedule in *thinking time*. Let's talk a little bit about what this means. What is *thinking time*? As you grow your *dream team* you are going to find lots of opportunities. People are going to tell you to do this and do that. Your head is going to spin. It is going to explode. And, you are going to need to say "O.K., I've heard from a lot of people. There are some things they see that I don't see. There are some things that I see that they don't get. I need to choose to do only the *best* things. What exactly am I going to do and not do?"

When I mentioned the higher you climb, the more strategic you are going to need to be, I meant, you are going to need to learn the two skills shown here--to hide and to disappoint. My wife and I are taking off next week for a *dream team thinking time* weekend. We are part of each other's *dream team*, of course. We are going to go over our goals. We are going to look at multi-year goals. We are going to look at how we are doing on our yearly goals, and we are just going to disconnect. We are going to disappear. There are people already wanting our time. There are coaching and consulting clients that want me to come in on Friday afternoon and I am going to be gone, and gone Saturday too. We are going to spend those two days together to think about our perspective, our strategy, and where we are headed.

The question is, "Can you do this?" And, if so, "How often should you do this?" Let's talk a little bit about that. First, where could *you* hide to think deeply. I'm pleased to say that I moved to Huntington Beach recently and this is beach [see image] is right down the street from our home, a short walk. And this is one of the places I can go just to escape, to listen to the sound of the ocean, to see the sunset here like I did when this photo was taken just a couple of weeks ago. You need to identify some places where you can disappear. Maybe it is a coffee shop or a place people don't know where you are. Perhaps it is at the beach, lake or park. It could even be a retro library. It could be the mountains. It could be on a wooded trail. It could be anywhere. But, most of all, it is a place where you can disappear. I know some people who disappear at work in a conference room or a courtyard right on the property but people don't know they are. You have got to find some places, identify some locations, that you can escape to for an hour for a half a day, for an overnight, for a weekend and beyond. I want you to think strategically, like those who have *Leap Years* every year do. Think like a CEO! Think like a strategist! Where could you go to think deeply? Where could you hide?

Here's your action step for Day #5.

[Aside:] I took this sunrise picture you see here coming out of L.A. one early morning recently on a flight back East, and it was just a beautiful morning. And, you know, a lot of people find this to be true: When you are stuck on a plane for hours, you can put your headset in and just listen to whatever you want, or block out everything, and say this is my *thinking time*. I get a lot of thinking done on planes.

I want you to block out one hour a week and that could be part of your *weekly personal business meeting*. It could be more than that, but block out at least an hour to think strategically. The *weekly personal business meeting* is a great time to do it. But, additionally, every month block out one morning, or one afternoon, or a four-hour period, where you can think strategically over the whole month. Twelve times a year, morning, afternoon or evening, take some time to think through your month and, then, a weekend, or at least an overnight, every three months. If you have kids, it will be especially challenging. Consider swapping off with family and others that also have children. I want you to do your best to get away for at least a day. If you cannot do an overnight, do a day. You can swap off with your spouse. There are lots of options to consider, but take at least a day, ideally an overnight or weekend, every quarter to think about where you are going.

As you think about your new year, your *Leap Year*, I want you to think about how are you going to

do this. Take some notes, then commit to some dates and times in your calendar. How are you going to get in one hour a week? When is it going to happen? Is it going to be Monday morning? Sunday night, Saturday? Friday night? What time of day makes the most sense for you, a morning, afternoon, or evening? I have determined that Monday mornings are the best times for me to block out *weekly personal business meetings* and thinking time. Because of this, Monday mornings are sacred. They are the last time slots I fill in to give myself that option. And, then, I definitely plan a weekend or overnight often with my wife every quarter. It gives us the opportunity to see where we are as a couple.

It is clear by now I want **you** to take the same steps and have the same advantage that people who enjoy a personal *Leap Year* every year do. They have their *weekly personal business meeting* and they block out times for thinking too. You see your challenge. I encourage you to this right now, and when you have, we'll see you in Day #6.



Welcome to Day #6!

I hope you have enjoyed your week so far. We have been holding your feet to the fire and now we are going to get you thinking about becoming a *master learner*. You know a lot of times we do well in our *Leap Year* because we are out learning the competition. Sadly, it isn't too hard. The average American only reads four to six books a year.

You might say, I read a lot more online and many more blog articles than I read books. I get that. But there is something to be said for taking a “deeper dive” by listening to or reading full-length books during the year as you pursue becoming a master at your subject, your *target*, which, this year, we are calling your *destination*.

Did you know it is said if you read 10 books in any subject you are at the 90th percentile in knowledge/proficiency? Here's an example. If you want to learn about real estate, you might go to Amazon or the bookstore and pick up two or three books. Although, if you are like most people, you will be lucky to get through a book and a half. But imagine if you said, “Hey, this is the key area I need to learn this week, this month, this year. I'm going to read 10 books. I'm going to take a couple months off for the holidays, or for travel, but on the other months, I'm going to read one book a month.” You can guess that most people don't do that and, as we have just inferred, 90

percent of people don't read 10 books in one topic area. But you can see how that would absolutely impact **you**. You would be head and shoulders beyond the average person in content knowledge. You would know that area considerably well, at least the common themes, the important issues, and know where you need to go.

Now to completely and utterly dominate that same target area, you would need to read 50 books. That is a life commitment. At 10 books at year, that is five years. That is a lot. (However, for some of you, reading 50 books would not be outrageous goal. For example, if you wish to the best around in your chosen field, like I do, five years of focused study, a continuation of your formal training perhaps, might make total sense.) But we are talking about focusing in on one or two areas where you have decided you are going to read five or 10 books over the next year or two and distance yourself from those who are just “dabblers.” This is just one example of how to become a *master learner*.

Let us get into more of what this means. Brian Tracy says we should spend three percent of our income in continual learning every year. But, if all your learning is free, you are going to miss out on the very best education, and I did that for years. I was just “Mr. Freebie,” and I would find tons of free resources online-- podcasts, blog posts and free downloads, etc., but I never got the best stuff. Some of what I learned was a great teaser, it told me *what* I should do, but not *how* I should do it. (By the way, this is often by design.) I want you to be thinking about where you could invest your three percent. If you make \$100,000 a year, we are talking about \$3,000 a year in continuing education-that's one course at USC. If you went to college, you didn't think twice about spending thousands of dollars to help you to get your degree. Now we are talking about just a very small fraction of that to dominate in your target area.

What if you say, “Well, you know, Dr. Bill, I don't make \$100K?” What if you make 50? Could you invest \$1800 in your future. And notice we use the word invest. It's not a zero-sum game. The online community I joined, I pay every month. I was listening to two podcasters, the community hosts, on a private weekly call, and just one idea instantly paid for my membership for that month. Just one little idea. And, that’s what I love about books too. You might pay \$10 or \$20 for a book, maybe even less, and all you need is one good idea to pay for your time and pay for that book many times over. We're not talking about a \$1500 or so investment that is just going to disappear. We're talking about investing wisely so hopefully you can make 10 times as much as that over a year or two. That is why, when we invest well, it **is** an investment.

We talked about the books. Are you willing to out read and out listen your competition? I mention out listen because some of you are not big book readers but you do well listening to books and podcasts while you drive, while you are in the gym, while you are walking around, while you are doing housework. Think about getting the information the way **you** like to get to do so. It could be listening on Audible, or another source, rather than reading. But, whatever you do, make sure you get.

What is your action step for Day #6? It is to become a *master learner*. And the way we are going to break it down is this- I want you to take today to think about **two skills**, two areas of knowledge, that you most need to learn about to have your *Leap Year*.

And if you're not sure, now that you have decided your *destination* and goals, you can talk to your team of three. Eventually, you'll be able to talk to your mastermind group, or your *dream team*, but you could ask someone right now, “Based on my goals, what are a couple of skills you think will be essential?”

I talked to somebody the other day and he wanted to brand himself as a type of counselor or coach.

And I said, “You are going to need to learn some things. You need to learn about how to create a website. You may eventually give this job to someone else, but if you just pay somebody to do this for you, you will never know how to make the minor changes. You need to get into the digital age.” That was something for him. What is it for you? What are two things you're going to need to learn? You are going to need to dominate them this coming year.

Every year I like to think of two things that I need to learn and I put them on my list of goals. I want you to commit to a first step. Maybe you are going to buy that first book. You are going to schedule that first “to do,” that first meeting with that key person. And again, talk to your budding *dream team*. Join that community online. Ask them: “What do I need to learn? What books do you recommend?” I find new “team members” on *LinkedIn* and other career specialty sites. There are lots of free ones. Find a place where you can connect.

Here’s a resource for you: It's 48days.net and it corresponds with Dan Miller's great “48 Days” podcast, but his online community is 48days.net, not .com. There you will find several separate, free communities for artists, for speakers, for writers, for lots of pursuits you might want to do on your own, that you want a community to help you in. This is a great community to join for free. Ask your new community, “Here’s my goal. What do I do first, second, third, etc.?”

Well, if you have created your learning goals. If you thought of your two learning areas, and you have taken a first step toward each of them, you are ready for our last day. I think you'll like it.

Remember, there is always somebody out there that can help you determine your next steps. I want you to get in the habit of tapping your *dream team* and asking for advice. Get people together for sharing of ideas. Talk to your *dream team* if you need ideas, but come up with two learning steps, one for each of your targeted skills, that relate to your goals and your *destination*. If you have done this, I want you to join me for our last day, Day #7.



Welcome to Day 7, the very last day!

Today I am going to give you a little bit of a break because we are going to talk about something that may be counterintuitive for having your *Leap Year* and that is the idea that your success in life requires you to run a marathon, not a sprint. In my work as a counselor and coach, I have seen many

people burn the candle at both ends for years and then, their body, their heart, their relationships, their children, or addictions, begin to tell them that this is unsustainable.

I don't want us to fall into the pattern of killing ourselves in a way that we do well for an entire year and are not able to sustain it. To prevent this requires us to take a very radical step, just like we began to do when we created our first *weekly personal business meeting* and carved out time for that. Just like a mastermind type group, it is something that would require a little bit of time. And, just like we when talked about spending three percent of your income in continuous learning, it is something that would require a bigger investment. Similarly, this day's step, *rest and recreation*, may leave you feeling skeptical too, "Wow, I'm going to lose money rather than make money." To this I say, that won't happen, but that is the fear. The fear here is that if you take time to rest and to have recreation, you are going to fall behind.

You might be saying to yourself, "I'm not going to really get what I need to get done." Well, here is what I know. I know that when you rest, and you have that extra hour of sleep, I can tell you that your IQ operates at 10 points higher. This is my second video draft of this course. I usually do two drafts. The first draft I did a couple of days ago was a warm up. It was also a day I had very little sleep. I had worked really hard this week. I knew if I had a chance to have a good night's sleep before my final draft of this program, I would do a much better job putting together the information I wanted to share with you. And, you know what? I was able to get seven hours of sleep last night. What a difference! I am feeling like I can share with you exactly what I want to share with you.

We also know from Carnegie Mellon that the difference between six and seven hours of sleep is three times the immunity for cold and flu. In other words, if you get six hours sleep a night you are more likely by a factor of three to catch cold and flu than getting that extra hour of sleep. We are going to be talking about some boundaries today. Here is one: No electronics, which means no smartphone use after work-no T.V., Netflix, Hulu, no laptop/tablet, no video games, until you have exercised. If there is time for electronics, there is time to take a walk. We like to say, "No media before movement."

You can see these people [in the photo.] They are all working out. It is so easy to let people tell you that you need to be at a certain place by a certain time but sometimes after work you must say, "You know, I'd like to be there by 6:30, but I have another appointment." And without telling them the other appointment is exercising, simply, unapologetically add, "I can make it by 7:30."

You must be willing to disappoint some people. You must be willing to sneak out and do what you need to do to "sharpen the saw," to work on your sleep, to take that time. What else does that look like? Well, how about the one-day-a-week challenge [see image.] I disconnect from the grid. I love technology-anything technological, communication-related, new ways of streaming, new ways of getting information. I love it. But one day a week I go 1970's on the world. I disconnect from e-mail. I don't answer the phone unless it's an absolute medical crisis for family or clients. I typically do not pick up the phone. I do not respond to texts. I don't do it. I just shut it down. And my wife does so too. This way have time for worship, walks, movies, and all sorts of things- going to the beach, art galleries, just having time to hang out at home and do nothing structured. And, you know what, when that 24-hour period ends, I just feel amazingly better.

That is today's challenge. This is what I want you to do: Plan your weekly no work day. Get out and play one day a week. Now you may say, "Hey, Dr. Bill, I understand you, but I have [this or that] going on at home." And I understand. But get your family involved too. Get them to do some things together that are recreational and restorative. I am talking about a 24-hour period, not six hours here, or three hours here, an hour there, during the week-that can help, but I want you to spend 24 straight hours 5 to 5, 6 to 6, 8 to 8, and do nothing that is work-related. I want you to do

that and you will be amazed. You will get even more done than before in the time you have left. You know when you work those 14 hours, you are not getting that much done. You know if you had gotten sufficient sleep, in most cases, you probably could have gotten your 14 hours of work done in 10.

There's going to be times when it is “crunch time,” but you get the principle: Don't sacrifice this one, rest and recreation, if you want to have a sustainable *Leap Year*, **year after year**.

Well what is the actual step for today?

Aside: Again, we've been talking about blocking out your sleep, making sure you are in bed. It may be a ridiculously early time going forward. You might say, “Wow, I have never gone to bed this early. Maybe you need to begin going to bed early so you can get up at five, do your *weekly personal business meeting*, your workout, your prayer, your meditation, whatever it may be.

Here's your step: Decide what 24-hour period you are not going to work and put that in your calendar. And I want you to test it: Try me out and see if you are not more productive, even though you're working less. (The first couple of weeks will be very hard to stick to it but you will get used to it.) Take the challenge. You might be that person who says, “I don't want to take a vacation because when I get back I have more work to do.” Well, of course you are going to have that pile of e-mails and work, and a few fires to put out. But, you are still going to do better by taking that break instead of not going anywhere because you can't handle having loops that are not closed. By the way, if that is something you wrestle with--you can never stop working, you are always afraid of not pleasing people, or losing your job, please go talk to somebody! There is a lot going on there for you if you can never take your foot off the gas.

Well, what is the takeaway here? It is this, if you have gone through these seven days and you have set the table for your *Leap Year*, you are ready to begin. You are ready to go to have the best year you ever had!

With that, I just want to say, “Congratulations!” If you have worked through each of these steps, you are now at a level and a place where few people have ever disciplined themselves to be. You have positioned yourself well for the new year.

Now, if you want to learn more, and meet other people that are designing their *Leap Year*, I hope you will join me at my website, DrBillSpeaks.com. If you want to e-mail me, it's simply, drbill@drbillspeaks.com We are going to have, in the coming days, more and more resources that go with this course. Be sure to check back often for encouragement and support at our website. If I can be of help, just e-mail me.

Congratulations! Now go have your *Leap Year*!

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