

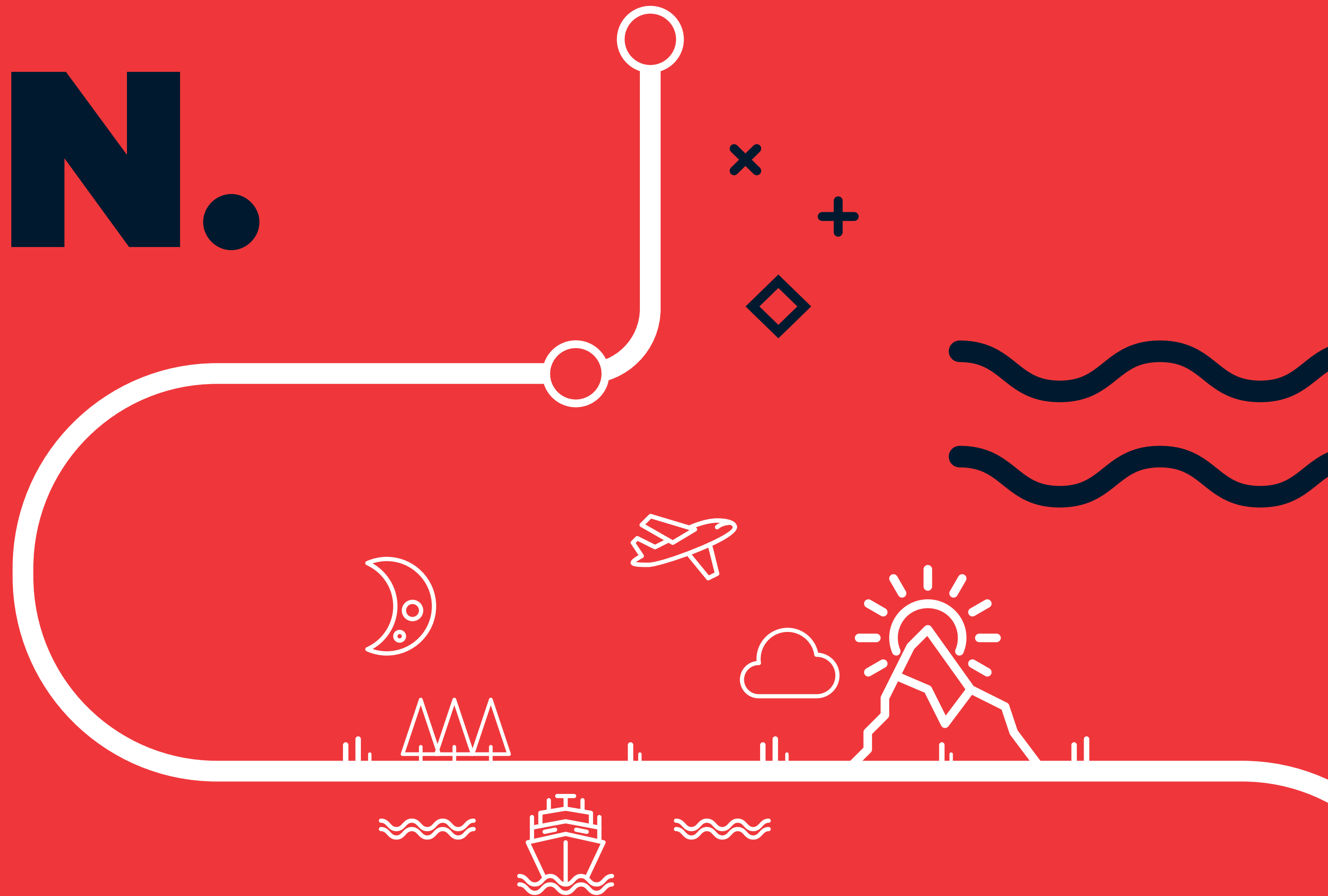


# Discover your **PASSION.**



by

**KEITH ABRAHAM CSP**



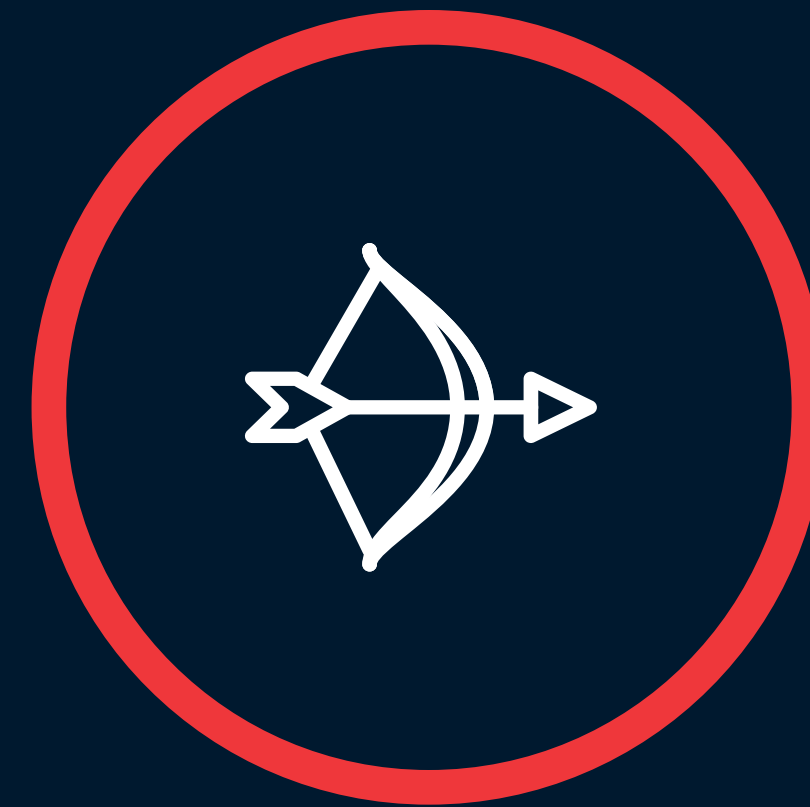
DISCOVER YOUR PASSION

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# A GUIDE TO ...



**DEFINING  
YOUR LIFE-LONG  
DREAMS**



**FINDING  
WHAT'S MOST  
IMPORTANT FOR  
YOU TO PURSUE**



**UNDERSTANDING  
WHAT YOU WANT  
TO STAND FOR IN  
YOUR LIFE**



**CREATING A  
POSITIVE LEGACY  
FOR OTHERS TO  
ENJOY**



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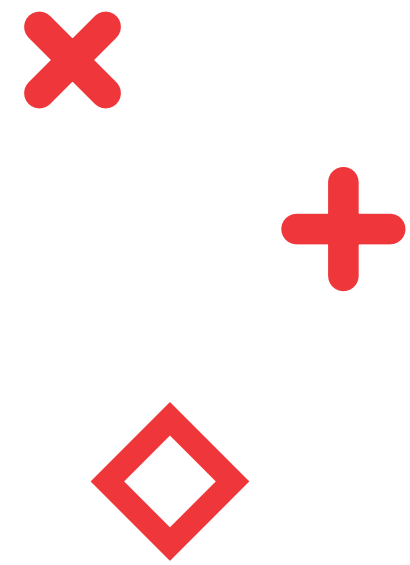
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If you find this eBook of value, please feel free to send it to friends, family members and colleagues. If you have any comments for me about this eBook, I can be contacted by email on [keith@keithabraham.com.au](mailto:keith@keithabraham.com.au).

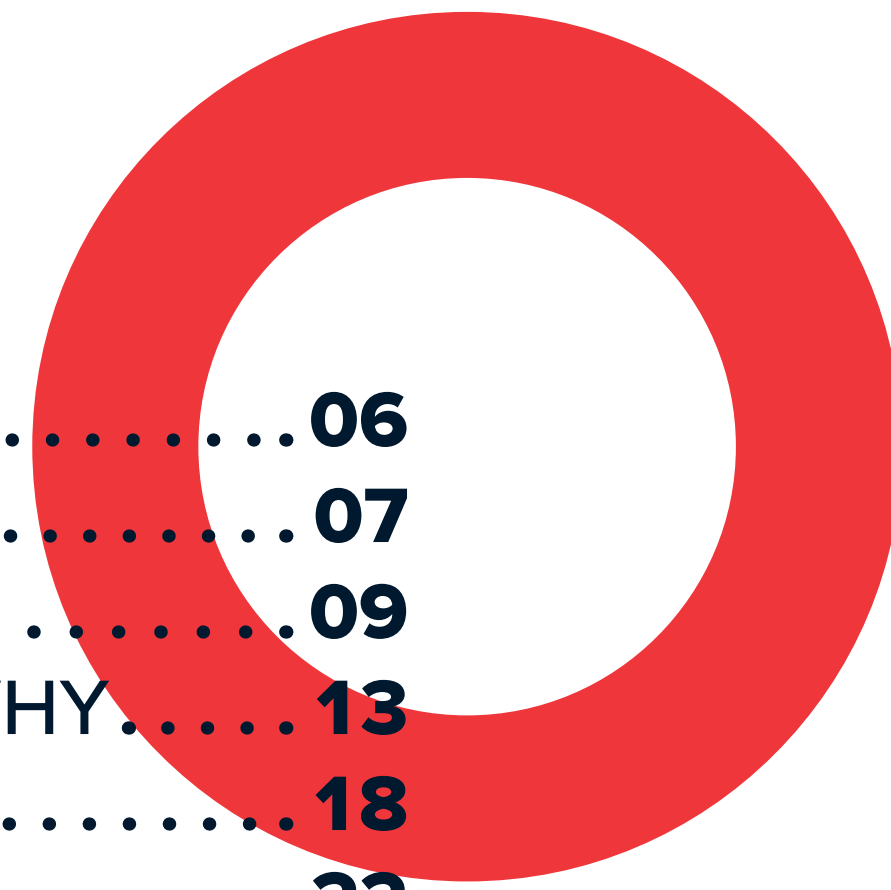
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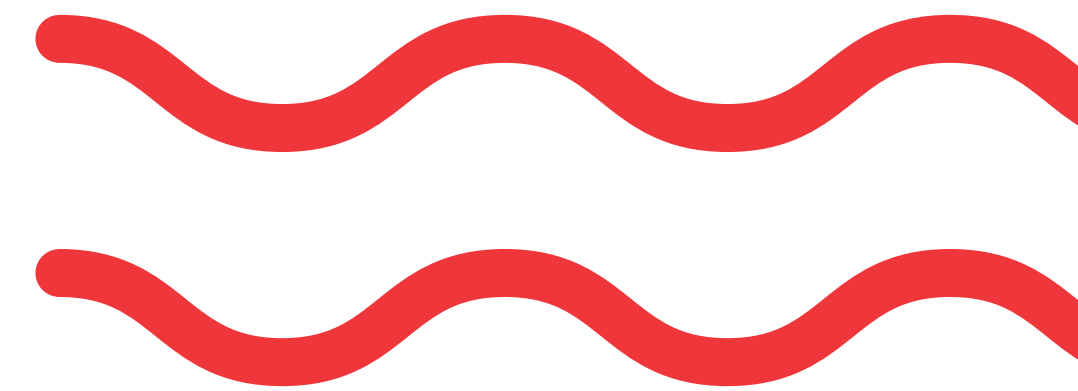
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# BOOK DEDICATION

There have been so many people who have influenced me along my journey to date—teachers, friends, bosses, clients, speakers, authors, mentors, coaches and family members. However, I would like to dedicate this book to my Uncle Phil, Phil Hall.

He was a great role model for me, as he showed me to live a life filled with fun times and the value of family.

At the time of writing this book he was battling cancer and he put up a great fight. Over his last few months I spent some time with him, and watched the terrible disease take control of his body, and I thought, why him? He is such a great guy, great father, great family member and a great friend. His positive mindset

during the tough times and his tenacious character was one that inspired each of us that knew him.

I thought about what the message was for me in all of this heartache and it rings out loud and true, it's about ***always living your passion***. As life is too precious and you never know how much time you have to pursue your dreams and leave a positive legacy. There is no better time than now to live your passion, pursue your dreams and live a meaningful life.

So to you Uncle Phil ... thank you for always being there for each of us, for the wonderful example you set, for your friendship and for your unconditional love. ***You were the best!***





## CHAPTER 1.

# WELCOME.

***Thank you for taking the time to read this book! It is often said that if you don't invest time, energy and money in yourself, you are a poor judge of a great investment.***

One of the great tragedies in life is that as adults we stop dreaming of our possibilities, of what we could achieve or who we could become. I don't know where along our journey towards adulthood we lose the desire to dream or lose the ability to let our creative selves flourish? When did you stop dreaming? When did you give up dreaming and working towards all the wonderful and majestic milestones that you could achieve?

I believe you never lose the ability to dream great dreams, to live a life that is bigger than you, that is outside of you and that lives on after you have departed. We just stop dreaming! At what stage did we stop designing our life and just focus on earning a living?!

In our fast paced world crazy deadlines prohibit us from stopping work long enough to take the time to dream about what we really want to do, be and achieve. We don't allow ourselves the luxury to get out of the rat race, off the never-ending treadmill of the work, eat,

sleep routine we call our life in order to create a life we really want to live.

It almost overwhelms us to think about changing when we must also consider everything that we have on our mind, our schedule, our diary and our full to do list. The purpose of this book is to be a catalyst that assists you to stimulate your desire to dream big dreams again and to facilitate a change that will impact your future forever.

Once again thank you for taking the time to invest in yourself. If you believe that this book would benefit a friend, family member, client or colleague, then please forward it onto them. The only recommended links contained in this eBook are to our website for additional free resources that may assist you in your journey to discovering your passion.

Live Passionately,



Keith Abraham



## CHAPTER 2.

# DISCOVER YOUR PASSION INSIGHTS.

Over 25 years of sharing with people how to set goals the one comment that continuously arises is, *“I don’t know what I want to achieve.”* When in fact the statement should be, *“I don’t know when I stopped dreaming about the possibilities of what I could achieve.”* As we get older, we dream less, even though we have more capacity to be in control of our destiny.

My belief is that every one of us has or had a passion; however, over time it has been diluted as the belief in our abilities has decreased. The ability to dream of what we could be rather than thinking of what will never be is our gift that life has given each of us. If we choose to use it or not, it is our choice, but too often we relinquish that choice without us being conscious of that choice.

This book is about taking it back. It is about assisting you to dream again. It is about rekindling your passion. It is about you discovering what you are passionate about in your life again. To make this discovery you need to dream again as dreams are the raw material that gets you thinking about what you could achieve. It is the first step to living a

meaningful life, creating a positive legacy and start to feel the satisfaction that comes from pursuing your passion.

Since I wrote my book *Living Your Passion*, I have been giving audiences the challenge of writing down 100 goals that they would like to achieve in their lifetime. I didn’t create this challenge, it was given to me as a 23 year old at a leadership camp I attended as an unmotivated local government worker. I have since read about John Goddard who at the age of 15 on a rainy day wrote down his Life To Do List consisting of 127 goals. Then in 2007 the movie, *The Bucket List* with Jack Nicholson and Morgan Freeman, made this practice of listing the things you want to achieve, more at the forefront of people’s minds.

So over the last 25 years audience members have been sending to me their list of 100 goals they would like to achieve in their lifetime and I have decided to summarise these goals into eight key areas, which I hope will become a thought provoker and a catalyst for you to create your list of 100 goals, your life to do list or bucket list.





**These examples range from simple, easy to do goals, to the goals that could take a lifetime to achieve. The list is just a sample of what people want to achieve, their dreams and desires. Use this list as a catalyst to define your dreams.**





## CHAPTER 3.

# PASSIONATE PEOPLE CATEGORIES.

I have been fortunate to spend my time over the years talking to thousands of people about their passions, purposes and plans.

During this time I have been able to identify six different groups of people when it comes to setting and achieving goals. Let me share with you my insights and see if you can determine where you are placed and positioned in your life.





## THE LOST

These people are lost in their life. They don't know what they want to do or have never taken the time to think about what they want to achieve. They have become busy being busy, without ever stopping to think about what could be achieved and who they could become. The people that are lost could also suffer from a low level of self-confidence, so every time they start to think about what they could achieve their subconscious kicks in and reminds them of their past failures or how comfortable it is to put up with mediocrity. The key for this person is to start small, achieve a small goal and create momentum to build direction towards a bigger and better life.



## THE FRUSTRATED

These people are frustrated, as they know what they *don't* want, but don't know what they *do* want. They suffer from living in the past and being consumed with their present circumstances, rather than thinking about their possibilities. For this person, a mind shift is needed first before a physical result can be obtained. They need to understand their past does not predict their future. They need to break the mental cycle of believing they can only achieve what they did in the past by beginning to dream again. It is hard to live in the past when you are focused on the future.



## THE CONFUSED

These people know the goal they want to achieve but defining the steps, strategies and processes to achieve their goal is the challenge. It is not what to achieve, but *how* to achieve it that is causing them confusion. These people have desire and a dream, but lack the knowledge of how to turn their dream into a reality. In order to create momentum for these people it could be as simple as just starting by taking action. If you are focused on taking the first step, life has a habit of showing you the next step to take.





## THE UNCLEAR

These people are undecided about what they should achieve and the goals they should obtain. In actual fact it is not that they don't have goals but they don't know the ones to pursue as they have so many opportunities.

They have achieved some great results in the past. What should they do next? The challenge is with so many opportunities; this could lead to procrastination, perfection paralysis or waiting for all the moons to align before you pursue your next goal.



## THE UNSATISFIED

These people are unsatisfied with their life. They have great achievements but they are still unsatisfied. They have a void, however to the outside world of friends, family, associates, colleagues and society, they are successful. The challenge for this person is to find their true purpose, discover their real goals, pursue a life that is bigger than themselves, that makes a difference and gives them a sense that they are making a difference and not just accumulating money, material possessions or meaningless titles.



## THE CERTAIN

These people are certain. They know what they want to achieve and they have a plan with clearly defined steps. They understand the challenges and the prize for achieving their goals. They have a high degree of certainty in what they want to achieve and with this certainty comes momentum as they pursue their goals.





**Which category do you fit into?  
Regardless of the category the first step to  
moving forward or maintaining your  
momentum is to dream!**



## CHAPTER 4.

# YOU NEED A BIG REASON 'WHY' TO PURSUE YOUR GOALS.

I believe everyone knows *how* to achieve their goals or where to find that information, but until you have a big enough reason WHY, it does not matter how much you know. If your WHY is big enough you will do the uncomfortable and inconvenient. The best example I share with audiences is I ask them to share with me five steps that I can take to lose five kilos and everyone can give me five steps. But until I have a big enough reason WHY, it does not matter if I know the 50 steps to take!







**When the WHY  
becomes clear,  
the HOW becomes  
easy.**





**These 4 stages give you a road map to follow as you turn your passion into a reality.**





## METHOD

The METHOD is about defining how you are going to achieve your goals, live your passion and create a meaningful life that leaves a positive legacy on our planet. This is where you plan out your goals, you have the opportunity to strategise and plot your pathway towards what you want to achieve.



## MAGIC

The MAGIC comes when you find your passion and the goals you want to achieve in your life. The magic happens when you know what you want to achieve. When you find your reason ... your WHY. It is mystical when you find out what you really want to do that is going to make a difference in your life and to those people around you.



## MILESTONES

You need to have MILESTONES to measure your progress against and short term goals to focus on in your journey. One of the hardest tasks to do is to remain focused on your goals and that is why it is critical to have milestones to work towards each month, week or day.



## MOMENTUM

Any achievement in life is about generating MOMENTUM that propels you towards your goals and lifetime purpose. Momentum can come from achievement or development. When you are achieving your milestones you gain confidence in your abilities to achieve your big goals. This becomes the fuel that fires you up. As you develop yourself, your skills, your knowledge and positive attitude you create momentum and a belief to achieve your goals.





**Once again,  
everything starts  
from your dreams  
and desires.**



## CHAPTER 5.

# WHY IS WRITING DOWN YOUR GOALS SO POWERFUL?

One of the quotes that has had the greatest impact on my thinking over the past 25 years is ...

***Most people spend most of their lives earning a living rather than designing a life.***

How true is that for you? For me it was very true. I lived from pay packet to pay packet, never thinking about what I wanted or where I was heading. We earn a living, but rarely do we ever take the time to stop and design the life we want to live.

I was 23 years of age when I first heard of the concept of goal setting. You see I grew up on a farm and we didn't sit around the dinner table talking about goals, we talked about horses, cattle, trucks and tractors. At the time I was going through the motions in a dead end job. Knowing I was not 100% happy but not knowing how to get out of the rut of life.

The question, which goes through people's minds is ... how do you go from a pie eating, sleep all day, Noxious Weed Inspector to International Conference Speaker and Best Selling Author? My story alone should give you hope! But hope without how is an empty promise. Well let me tell you, it was a transformation and a transition all rolled into one that has taken place over the past 25 years.

The first transition came when I was 23. My boss at the Albert Shire Council offered me the opportunity to attend a week long Leadership Program called RYLA—Rotary Youth Leadership Award run by Rotary International. Now, as you can appreciate and understand I was not a leader. I was in my comfort zone, having dropped out of high school. My mum organised my first job at the Council—she had a lot of push in the Council, she was the tea lady! Now my boss wanted me to go on a leadership camp?! Then he mentioned the magic words ... *you get a week off work!*







**Most people spend  
most of their lives  
earning a living rather  
than designing a life.**



The week was great, but the defining moment for me was on the morning of the last day. The workshop presenter asked us to write 100 goals we wanted to achieve in our lifetime. I was 23 years of age and never heard about goal setting. The process seemed fairly simple at the time, you write out what you want and it comes true.

He made us sit by ourselves for the next 90 minutes so that we could focus on writing out our 100 things we wanted to do in our lives. I diligently numbered the lines of my pages 1 to 100, ready to start.

***Out of the blocks quickly I wrote down six goals and I hit the wall. I was done. My mind was blank.***

Dejected I thought to myself, life is going to very short or very boring! It took six weeks, but I finally got to write down the 101 goals I wanted to achieve in my lifetime. I didn't write down grand goals. I wrote down things like ...

- **Learn how to type**
- **See a test cricket match in England**
- **To deliver a presentation to 1000 people**
- **Be happily married to a loving wife**
- **Score a hole-in-one at golf**
- **Live on a golf course**
- **Travel overseas and visit 100 countries**
- **To be my own boss**
- **To be a professional speaker**
- **Become a best-selling author**
- **Own my dream car**
- **Be a great dad to my children**

This one activity was the start of a positive chain reaction of events in my life that has shaped a life I could have never dreamt was possible. Has it been easy to do? No. Has there been challenges, set backs and disappointments? Yes. But, it is true to say that with any challenge comes a greater appreciation of the achievement and the rewards that are beyond your wildest dreams.

You see, dreams can come true for you when you pursue them with a passion.





**Are you ready for your next  
adventure in your life, to start a new  
journey, to discover your passion  
and pursue your passion?**



## CHAPTER 6.

# THE 8 GOAL SETTING AREAS

*In order to assist you in creating your list of 100 goals you want to achieve in your lifetime, I have created a list of eight key areas that cover most of your life.*

Please ponder these areas and review the goals people have shared from their list of 100 before you answer these questions for yourself.

**HERE ARE 50 THOUGHT PROVOKERS TO ASSIST YOU IN CREATING YOUR LIFE TO DO LIST.**









## 1. FAMILY & FRIENDS

These are the dreams and desires you want to achieve with the people who mean the most to you. What would you like to achieve for those people you value and want to add value to, as you live your life?

I believe it is important to have people around you to share your successes and assist you when you have set backs. Hence it is critical to have goals that include, involve and impact your family and friends. As always, these goals make you feel better, but also make those people around you feel better for knowing you have achieved them. These achievements are all part of your legacy and living a life that is outside of you.

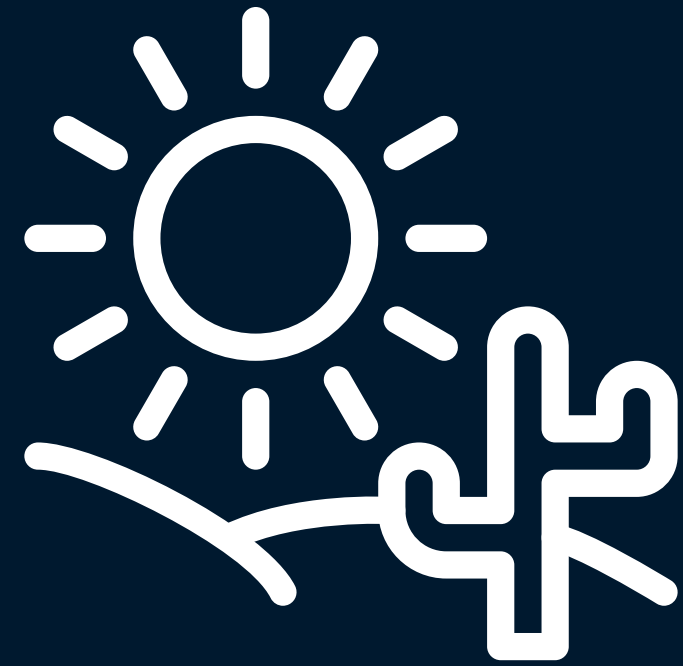


## THOUGHT-STARTERS ...

# 1. FAMILY + FRIENDS

1. Dedicate time for outdoor activities with my children weekly
2. Surprise my partner with a weekend away
3. Organise coffee or dinner with an old friend
4. Take children on an annual family holiday
5. Write a card to friends and family on their birthday
6. Catch up with friends at least once a week
7. Read to my children every night before bedtime
8. Take pictures and video of my family
9. Get children involved in sport, support their choices 100%
10. Teach my children to cook
11. Teach grandchildren about our family history and traditions
12. Help a friend in need when ever possible
13. Take my grandchildren on holidays
14. Help my friends make and achieve goals
15. Have family and friends over for a dinner party monthly
16. Renovate our house together as a family
17. Complete a personal development program with my children
18. Trace my family tree
19. Have family dinner at the table every night
20. Set a better example for my family and those around me
21. Organise a group of family friends for a weekend away
22. Start a family in the future
23. Write a book about my life for family
24. Organise a reunion of all my old friends
25. Do something special for my partner every week
26. Build up the level of self confidence of my children
27. Travel every year to visit family members overseas
28. Call family and friends on their birthdays
29. Attend my school reunion
30. Learn my family's stories to pass on to my children
31. Send an email to a distant friend each week
32. Shout my Mum and Dad a trip around the world
33. Frame the family pictures I adore
34. Reconnect with my brother and sister
35. Attend children's school sports and swimming carnivals
36. Record my children laughing and having fun
37. Enrich my life with making new friends at every opportunity
38. Have a strong, healthy relationship with my extended family
39. Have a family project to work on together
40. Take my partner on a date weekly
41. Adopt a child overseas
42. Allocate time daily to communicate and connect with my partner
43. Take my family to where I grew up
44. Call an old school friend
45. Help many people to succeed and maximise their wealth
46. Reconnect with distant friends
47. Do homework with my children every night
48. Travel around Australia for 2 months as a family adventure
49. Pay for my children's education at a great school
50. Take my family overseas on a 12 month exchange program





## 2. TRAVEL & ADVENTURE

We all have different definitions of adventure, for you it could be parachuting and for someone else it could be sitting on a white sandy beach experiencing an exotic cocktail for the very first time.

The sense of adventure you enjoy as you travel our wondrous world or the energy you obtain as you explore the exciting cultures that create a collage of fascinating memories are all part of this area. That is what these goals are all about.

These are the goals that recharge and revitalise your soul so you can continue to achieve great quests and expand your mind to new worlds of possibilities.



## THOUGHT-STARTERS ...

# 2. TRAVEL + ADVENTURE

1. Visit every country in the world
2. Climb the highest mountain in our country
3. Visit all Seven Wonders of the world
4. Travel to every state in our country
5. Learn how to play an instrument
6. Run the New York Marathon
7. Go bungee jumping
8. Go sky diving
9. Learn to tango
10. See a comet
11. Shower under a waterfall
12. Learn to surf
13. Attend a music festival
14. Fly in a hot air balloon
15. Go whale watching
16. Go to the winter and summer Olympics
17. Learn to ski or snowboard
18. Go to a movie premiere in Hollywood
19. Go on safari in Africa
20. Visit my sponsor child
21. Go to Antarctica
22. Go trekking in Nepal
23. Travel through Vietnam on bike
24. Climb Mount Everest
25. Get my pilots license
26. See a Broadway show in New York
27. Learn to rollerblade
28. Visit the Taj Mahal
29. Experience a white Christmas
30. Ride an elephant
31. Restore a classic car
32. Compete in a triathlon
33. Visit the top five art galleries in the world
34. Buy a motorbike and ride around Australia
35. Volunteer to save the orangutans in Borneo
36. Swim in the Red Sea
37. Sail around the Greek Islands
38. Snorkel on the Great Barrier Reef
39. Go rock climbing in New Zealand
40. Visit Easter Island
41. Trek to Machu Picchu
42. Surf in Hawaii
43. Dive with the sharks in South Africa
44. La Tomatina, Tomato Fight Festival
45. White water raft through the Grand Canyon
46. Go on a western cattle muster
47. Have dinner on top of the Eiffel Tower
48. Visit a sumo wrestling match in Tokyo
49. Follow the Grand Prix races around the world for a year
50. Run with the bulls in Spain ... with someone slower than me!







## 3. COMMUNITY

These are goals you achieve to help others achieve.

One of the greatest gifts is when you give back, serve others and make a meaningful contribution so others can benefit from your actions and goals.

You and I can contribute to our friends and community in a number of different ways. You need to decide whether it is through the giving of your time or money.



## THOUGHT-STARTERS ...

# 3. COMMUNITY

1. Donate money to an orphanage
2. Foster a child in need
3. Become a Rotarian
4. Donate my old belongings for auction in a charity
5. Volunteer in the children's ward of a hospital
6. Volunteer to feed the homeless
7. Sponsor a family living in third world country
8. Volunteer overseas using my talents and skills
9. Volunteer overseas in an orphanage
10. Join a Landcare group
11. Give to a charity I am passionate about on a regular basis
12. Clean out old and unused things and give to the needy
13. Participate in a charity program that helps children
14. Develop a community retreat
15. Meet my sponsor child overseas
16. Plant a tree in the community
17. Set up my own charitable foundation
18. Assist a charity I am passionate about and donate my time
19. Volunteer with an existing foundation to help injured wildlife
20. Volunteer with the Red Cross
21. Make someone smile each day
22. Go in a fun run to raise money for a worthwhile cause
23. Fundraise for a charity
24. Attend a church service at least once a year
25. Sponsor a World Vision child
26. Join a business women's networking group
27. Volunteer at my local surf club each month
28. Counsel young men about becoming a father and all it entails
29. Donate blood once a month
30. Read to the elderly in nursing homes
31. Create an annual event that raises awareness for a charity
32. Get involved in saving our environment
33. Sponsor a local charity for a year
34. Be helpful to people (offer help when it's needed)
35. Get involved in a disadvantaged youth development
36. Become involved in the committee of my child's school program
37. Become a bone marrow donor
38. Take an active part in local politics
39. Teach others to build wealth
40. Join a local group involved in environmental issues
41. Become a registered organ donor
42. Sponsor a local kids sporting team
43. Donate money to a local cause anonymously
44. Support local businesses
45. Write a book about life skills and give it away
46. Organise a Christmas street party to meet all the neighbours
47. Gather donations for Christmas hampers
48. Rescue an animal from the pound
49. Join the community drama club
50. Join city council and get involved in local council events







## 4. LIFESTYLE

This is not necessarily about lifestyles of the rich and famous, but it could be for you. This area involves two parts ... the first is what you give to yourself and your family in the way of gifts, rewards and quality time. The second is what you give back to yourself.

I believe everyone has a 'battery' inside of them, that need recharging from time to time. Lifestyle goals give you back the energy to keep on doing what you want to do with vigor and vitality. These are the goals that recharge your spirit, your purpose and soul.



## THOUGHT-STARTERS ...

# 4. LIFESTYLE

1. Explore my spirituality
2. Challenge my comfort zone by getting involved in new activities
3. Create a space in my home or garden to be creative
4. Spend some time in my hammock reading and relaxing
5. Schedule time to paint
6. Become involved in local politics
7. Buy a holiday house to escape the city
8. Teach my hobby for free to adults at my local college
9. Plant and maintain a garden
10. Design, plan and build the home of my dreams
11. Own a water wise and energy efficient garden and house
12. Buy myself fresh flowers once a week
13. Attend personal growth seminars each month
14. Keep a journal of five things that make me happy each day
15. Do activities that make me laugh out aloud each day
16. Move house and make a fresh start
17. Treat myself to a manicure or pedicure once a month
18. Schedule 'me' time everyday
19. Be conscious of the present moment
20. Take time out to read the newspaper each day
21. Join a book appreciation club
22. See friends on a weekly basis no matter how busy I am
23. Own a weekend café
24. Speak at a conference on the topic I am passionate about
25. Learn a musical instrument
26. Play music for friends and family
27. Have a fancy dress dinner
28. Cook or bake a different dish once a month
29. Build a piece of wooden furniture for my home
30. Grow a herb garden
31. Write a children's book
32. Travel annually to exotic destinations
33. Start a personal journal
34. Design a piece of jewellery and have it made
35. Publish a book
36. Renovate a block of units
37. Buy a brand new car
38. Have one million dollars in the bank
39. Design and build a cubby house
40. Conquer my phobias and fears
41. Create an outdoor living area for hosting get-togethers
42. Eat out at restaurants weekly
43. Make reading a regular exercise
44. Write and compose a song
45. Meditate for 20 minutes each day
46. Walk along the beach or through some bushland
47. Find and pursue a new hobby
48. Spend time planning out my future goals
49. Go on a 2-3 day retreat once a year to refocus
50. Take time out to do the one thing I love to do each week





## 5. PERSONAL GROWTH

As you enhance your self confidence, self belief and self esteem, you enhance your ability to believe in what is possible for you to achieve.

I often mention in my presentations, “*You need to grow there, before you can go there.*” In other words, firstly you need to transition to the person you need to become, before you can achieve that goal.

This area is about the additional skills and knowledge you need to be able to capitalise on your potential, rise above the challenges and take advantage of your opportunities.





## THOUGHT-STARTERS ...

# 5. PERSONAL GROWTH

1. Create some type of positive legacy
2. Become a better time and priority manager
3. Speak another language fluently
4. Finish my university degree
5. Do my masters degree
6. Graduate with honors
7. Learn to dance
8. Learn to sing by taking regular lessons
9. Participate in an acting course
10. Learn self-discipline through meditation
11. Improve my vocabulary, spelling and grammar
12. Find a mentor to ensure I achieve all my goals
13. Interact with people whom support my vision
14. Learn to cook
15. Study the creative arts
16. Learn to play a musical instrument
17. Do a doctorate degree
18. Learn to design a website and create one for my hobby
19. Participate in a photography course
20. Attend a wine appreciation course
21. Become a master at using computers
22. Discover my real passion for life and pursue it with all my heart
23. Learn Reiki
24. Involve myself in yoga
25. Complete a weekend short course that involves my passion
26. Research nutrition to better look after myself
27. Develop healthy eating habits
28. Attend personal growth seminar once every quarter
29. Participate in art classes
30. Learn more about astrology
31. Learn to play a new sport or join a team sport
32. Do my first aid course
33. Write in my journal daily my key learnings for the day
34. Establish my own manifesto of who I am and what I stand for
35. Keep on adding to my life to do list
36. Go back to study and get my MBA
37. Discover the job that I'm best suited to
38. Interaction with successful people in fields that appeal to me
39. Do a personality test to learn more about myself
40. Challenge myself with new experiences monthly
41. Schedule time to myself to reflect on achievements
42. Settle any past disputes or conflict with people
43. Write down and regularly revisit my goals
44. Read books on areas I want to work on personally
45. Every six months spend two days by myself reflecting
46. Study, work and live overseas for 12 months
47. Complete one personal challenge each year
48. Write a book that enhances the self-confidence of children
49. Create a personal development program and deliver it live
50. Organise a group of like-minded people to meet once a month





## 6. BUSINESS + CAREER

These are the goals that relate to what you want to achieve during your working life whether that is for someone you work for or in your own business.

They are the positions or roles that you have obtained or the achievements you are recognised for in your business. As our working life consumes a great deal of our lifetime, it is important that you know where and how you want to spend your time, in order to live a meaningful life.



## THOUGHT-STARTERS ...

# 6. BUSINESS + CAREER

1. Use my current business skills to help others
2. Make a firm career decision and pursue it
3. Be the first female Prime Minister or President
4. Retire at 60
5. Build good relationships with key business referral sources
6. Help clients make goals and realise them
7. Make more work contacts
8. Improve efficiencies at work
9. Get involved in learning opportunities that work offers
10. Build a great network of contacts in and out of my industry
11. Write a manifesto for my business venture
12. Acquire board positions in organisations that interest me
13. Work in an industry I'm interested in
14. Become the managing director of a company
15. Be headhunted for a job
16. Write a policy and implement across the whole organisation
17. Coordinate and implement a marketing plan of my own
18. Reduce my hours at work to achieve a better work/life balance
19. Assist my boss to achieve their business goals
20. Teach my skills through one on one tuitions
21. Design a product that will grow and create wealth for me
22. Get my small business venture off the ground
23. Run my business from home
24. Own my own business that employs 100 people
25. Earn a senior job promotion at work
26. Write and publish a book on how to create wealth
27. Join business networking groups
28. Be well regarded and respected in my chosen industry
29. Make at least \$100,000 per annum every year
30. Employ and train staff whom support my business
31. Become a manager within the next 6-12 months
32. Grow new business opportunities by at least 20% per annum
33. Have a realistic business plan, implement the plan
34. Be respected by the people I deal with by being open and honest
35. Turn my hobby into my profession that generates a profit
36. Release a music album
37. Find a job that will help me reach my full potential
38. Earn a reputation as a reliable, conscientious team member
39. Grow my business to be number one in my market place
40. Develop programs of development for potential leaders
41. Assist ten people to become successful in their career
42. Be open to other business opportunities
43. Change my current job
44. Set up a franchise
45. Own a multi-national company
46. Become a professional speaker
47. Create a business that lives on long after I have gone
48. Facilitate an innovation conference to change the shape
49. Start a part-time online business that generates a full-time income
50. Design my business to work without me







## 7. FINANCIAL

It is not always about the money, however money is the vehicle that can assist you in achieving your goals.

The goals you list down are to do with either the income you want to earn, the money you want to save or the investments you want to acquire. Think about what financial situations you want to change or the results you want to obtain financially in your lifetime.



## THOUGHT-STARTERS ...

# 7. FINANCIAL

1. Make a profit on the stock market
2. Pay off my credit card debt
3. Own my own investment property
4. Help kids get started with a house deposit
5. Pay off all outstanding debts
6. Get my superannuation strategy working better for me
7. Have an amazing investment portfolio
8. Save 10% of all income for my future investments
9. Review my own financial plan
10. Learn more about how to reduce my mortgage
11. Buy ten investment properties in the next ten years
12. Investment overseas in a holiday villa
13. Understand how my investments work
14. Create a personal budget
15. To be financially secure in my retirement
16. Pay off my mortgage
17. Be financially in control
18. Become more financial aware and astute
19. See a financial planner to organise a financial plan
20. Become financially independent in the next ten years
21. Learn how about share trading
22. Buy a house in two years
23. Develop a share portfolio
24. Have one million dollars in the bank
25. Never let money be more important than people
26. Own the new car I have always dreamed of
27. Be able to afford to travel the world whenever I want to
28. Contribute more money to my superannuation
29. Stop wasting money on non-appreciating assets
30. Save for quality items not quantity of items in my life
31. To use some of our money to have fun
32. Plan ahead for major expenses
33. Organise a nest egg for my family
34. Learn about the workings of my personal finances
35. Learn basic accounting skills to run a small business
36. Create or invent a product that generates a passive income
37. Become a philanthropist and give my money away
38. Create a foundation that sponsors worthwhile causes
39. Build my dream home
40. Teach my children how to create wealth for themselves
41. Create a scholarship at a school for a child's education
42. Sponsor a local sporting team
43. Read one investment or wealth creation book every year
44. Buy a farm
45. Invest 1% of my total income in my own portfolio
46. Look at ways to reduce my personal expenses by 10%
47. Create my own self-managed superannuation fund
48. Start my own business
49. Change careers to increase my earning potential
50. Enhance my own skills so that I am more valuable to my employer





## 8. HEALTH + FITNESS

This is one area that everything else revolves around. It's hard to achieve great things when you are sick, lack the energy or just tired.

These goals relate to you energising your body, mind and spirit, so you can feel great about yourself. To achieve all that you want to achieve you will need to have a quality life and live a long lifetime, you cannot do that unless you are fit and healthy.



## THOUGHT-STARTERS ...

# 8. HEALTH + FITNESS

1. Become 100% healthy, fit and energised
2. Reach my ideal weight and stay there
3. Be able to do ten 'real' push ups
4. Join a gym and go to it
5. Ensure I have regular health checks
6. Exercise three times per week to keep my heart healthy
7. Ride a bicycle at least once a week
8. Do yoga every week
9. To walk each day for 30-60 minutes
10. Improve my swim times
11. Learn to rollerblade
12. Limit my intake of unhealthy foods
13. Work on body fat content
14. Participate in a team triathlon
15. Try a new class at my gym
16. Swim on average three times a week
17. Be healthy and active throughout my life
18. Learn to dance
19. Run a full marathon
20. Look into new types of fitness
21. Join a group of people who are interested in the same exercise
22. Eat more raw fruit, veg and fish
23. Maintain my current weight
24. Get a personal trainer
25. Get a boat crew together

26. Join a Slow Foods Group
27. Give up smoking
28. Take daily vitamins and supplements
29. Play a team sport weekly
30. Run every morning
31. Walk instead of driving to the local shops
32. Go on long bush walks
33. Research the best type of fitness for me
34. Educate myself in nutrition
35. Moderate my intake of alcohol
36. Cycle to and from work daily
37. Wake up early and exercise before I do anything else
38. Do the stretching exercises my chiropractor recommends
39. Build on my upper body strength
40. Construct a healthy eating plan
41. Have a fitness plan in place for my body and blood type
42. Get a swimming coach
43. Go in a ten kilometre fun run
44. Learn how to cook healthy tasty meals for my family
45. Compete in a Sporting Masters competition
46. Have my body checked out for any early signs of cancer
47. Look into alternative medicine as part of my health routine
48. Remove any mental barriers or personal roadblocks I have
49. Pick one fitness routine and work on it for a month
50. Live to be a happy healthy 100 year old





# OTHER AREAS TO CONSIDER

There are some additional areas you may want to think about when you start writing your life to do list that contains your passions and goals for your future.

**RECREATION // SPIRITUAL DEVELOPMENT  
MOTOR VEHICLES OR BOATS // KNOWLEDGE  
RELATIONSHIPS // ART AND CREATIVITY  
HOME // SOCIAL ACTIVITIES // SPORT  
TOYS // HOLIDAYS // HOBBIES // EDUCATION  
INVESTMENTS // CONTRIBUTIONS TO  
SOCIETY // FRIENDS**



## CHAPTER 7.



# THE LIFE TO DO LIST CHALLENGE

The challenge for you now, is to create your list. It would be so easy to keep on reading this eBook, however, what would be far more beneficial is for you to create your own list, starting right now. Maybe it's not the entire list of 100, but how about just ten dreams, desires, destinations or deeds that you would like to achieve?

My suggestion is to write down the goals first then come back later and either list down the age or year you would like to achieve that goal by. Also, if you do struggle to reach 100 goals, try going back to the previous pages and read over the examples and review the areas that make up your life.

I also know that for every challenge there needs to be a reward, so if you need additional incentive let me offer you this ... if you complete your life to-do list with 100 goals and send it to me, I will send you one of my books for free!







**Life is not just about  
pursuing your passion one  
day, it's about having a  
passion every day.**





HINT: In the circle write the year or your age when you want to complete the goal.

|     |                      |     |                      |     |                      |     |                      |
|-----|----------------------|-----|----------------------|-----|----------------------|-----|----------------------|
| 21. | <input type="text"/> | 26. | <input type="text"/> | 31. | <input type="text"/> | 36. | <input type="text"/> |
| 22. | <input type="text"/> | 27. | <input type="text"/> | 32. | <input type="text"/> | 37. | <input type="text"/> |
| 23. | <input type="text"/> | 28. | <input type="text"/> | 33. | <input type="text"/> | 38. | <input type="text"/> |
| 24. | <input type="text"/> | 29. | <input type="text"/> | 34. | <input type="text"/> | 39. | <input type="text"/> |
| 25. | <input type="text"/> | 30. | <input type="text"/> | 35. | <input type="text"/> | 40. | <input type="text"/> |







HINT: In the circle write the year or your age when you want to complete the goal.

|     |                      |     |                      |     |                      |      |                      |
|-----|----------------------|-----|----------------------|-----|----------------------|------|----------------------|
| 81. | <input type="text"/> | 86. | <input type="text"/> | 91. | <input type="text"/> | 96.  | <input type="text"/> |
| 82. | <input type="text"/> | 87. | <input type="text"/> | 92. | <input type="text"/> | 97.  | <input type="text"/> |
| 83. | <input type="text"/> | 88. | <input type="text"/> | 93. | <input type="text"/> | 98.  | <input type="text"/> |
| 84. | <input type="text"/> | 89. | <input type="text"/> | 94. | <input type="text"/> | 99.  | <input type="text"/> |
| 85. | <input type="text"/> | 90. | <input type="text"/> | 95. | <input type="text"/> | 100. | <input type="text"/> |





## CHAPTER 8.

# LET THE JOURNEY BEGIN.

The end of this book is just the beginning of your journey towards discovering your passion and pursuing it. I hope you have not just enjoyed reading this eBook but it has made you think about your future, got your creative mind thinking about what is possible and the potential you need to tap into moving along your pathway towards your passion.

If you know of any one else who could benefit from reading this book, please forward it onto them. If you would like any additional information to assist you in your journey then please send me an email to keith@keithabraham.com.au and I would happy to assist you.

The purpose of this book was to be a catalyst to assist you in discovering your passion. It is often said the first step is always the hardest as it is so easy to live with the status quo or to do nothing differently. However, I also know that the task feels like it is 50% completed the moment I make that decision to take action and take the first step.

***My wish is that you take the first step and start to enjoy all that life has to offer as you pursue your passion, live a meaningful life and leave a positive legacy.***





**Thank you for taking  
the time to read to the very  
end and invest that time  
in yourself.**



## CHAPTER 9.

# SPECIAL THANKS.

*Whenever an individual achieves something, rest assured that there were other people involved in their quest for success. This book has been a team effort and I would like to make special thanks to ...*

**424 DREAMERS:** These are the people who accepted the challenge to write down 100 goals in seven days and then sent their list of goals to me. Then we have used some of their goals as a catalyst to create the goals in the eight areas listed in this book.

**JEN RAMSAY:** Who has helped coordinate this project into the professional work that you have just read. Jen is a brilliant, creative and great person who is living her passion every day. I am so glad you were a part of this project.

**SARINA EGGERS:** Thank you for being so dynamic, positive, action orientated and of course, passionate. You have helped drive our Passionate Tribe to achieve our dreams and goals beyond what we could have ever imagined.

**KATE RILEY:** With so many creative people in one team we need a person who is supportive, professional, organised and has a heart that connects all of us together as a team. Thanks Kate for doing this and so much more for all of us.

**BROOKE & AIMIE DORRATT:** Without the creative genius of these two wonderful graphic designers on our team, we would be lost. They bring such a unique set of skills and the great ability to make us look fantastic and fabulous. They are our secret weapon and one of our greatest assets!

**MY FAMILY:** I would like to say thank you to my beautiful wife Kristine, who gives me the support and encouragement to keep on dreaming, discovering and pursuing my passions. To my beautiful daughters, Mazana and Isabella, my wish is that you never stop dreaming, believing in yourself and that the journeys you take builds your character, confidence and compassion.



# OUR MANIFESTO: HOW WE LIVE OUR PASSION.

Everyone can be passionate about something in their life.

***It should be our lifelong quest to discover our passion, pursue our passion and live our passion.***

Each of us need to find our own reason to live a more meaningful life—that is beyond our day to day existence—one that creates a positive legacy for others to benefit from our pursuits.

We work people who are restless dreamers, who want to convert their passion to reality. We work people who feel unfulfilled to find meaning, people who feel

unsatisfied to discover a sense of purpose, people who want to move from being unclear to obtain absolute clarity and people who are frustrated where they're at, who want to find real meaning in their life.

In that quest, we are just a catalyst who asks the right questions, acting as a guide along their pathway and a learning partner in their pursuit.

Our simple manifesto is to assist people to find their why, their reason, their goals, their purpose and their passion. To enable them to live a life bigger than they could have ever imagined and in the process leave a positive legacy for others to be grateful that they decided to pursue their passion.



# LET'S CONTINUE THE CONVERSATION ...

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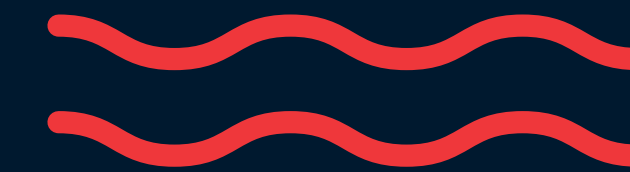
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DISCOVER YOUR PASSION

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## ABOUT KEITH ABRAHAM

Keith Abraham has become the world's premier thought leader on passionate performance and building passionate based cultures. Companies across the globe turn to Keith for inspiration, insights and ideas on how to bring the best out of their people, their leaders and their customers.

For 20 years Keith has inspired people around the world to live more passionately, assisting individuals and companies alike to create over 12 million goals.

As founder of Passionate Performance, Keith has been dedicated to researching, training and working with people to help them find their passion, harness their passion and turn their passion into tangible results in both their personal and professional lives.

Far from mutually exclusive, the passions which drive us outside of our working lives are intricately linked with those that make us successful in our careers. Each of Keith's presentations contain time proven and tested strategies that stimulate participants to identify and link their personal goals to their professional goals, then teaches the keys to keep the motivation all the way through to the realisation of their best potential.

Keith's personal experience and speaking proficiency will captivate and educate your leaders and staff, but it's his personal dedication to supporting all participants throughout the follow-up period of his Program that distinguishes Keith. Personal service and time honoured expertise—that's the Keith Abraham experience, and his commitment to you.



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