

# **THE ULTIMATE GOAL-GETTER FORMULA**

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YOUR 5 STEP FORMULA  
FOR BREAKING YOUR CHAINS  
INTO ULTIMATE FREEDOM



**YOUR STEP-BY-STEP GUIDE TO BECOMING  
A GOAL-GETTER WITH POWER AND CONFIDENCE  
TO ACCOMPLISH ANYTHING YOU WANT!**

**Written By Luc Despres**

# INTRODUCTION



Hey up-and-coming Goal-Getter! It's truly a blessing to have you here and I hope you are as excited as I am about this breakthrough formula! One thing I want to emphasize before we get started on this journey together is how jealous I am of you right now. Yes, I'm jealous of you because I had to learn everything you're about to learn, the hard way. I had to read countless books, courses, and trainings. I had to experience countless struggles and challenges, and then fail repeatedly to have this formula take form in my life. I didn't have a powerfully packaged, step-by-step formula for becoming a Goal-Getter. I had

to sift through, hours upon hours, page after page, experience after experience, guru after guru, scammer after scammer to come up with the simple, yet profound formula you will be getting today and I didn't even recognize the system I was applying until I conscientiously analyzed what had been the key steps I'd taken, on a day-to-day basis, to accomplish every goal I have so far.

So yes... I'm very jealous, but all jealousy aside, I am so thankful to have this formula and even more thankful that all of my experience has not gone to waste. Honestly, if this formula were only to bless my own life, it wouldn't have been worth everything I've gone through. Imagine, all of that just to impact one single life? That may be OK for some, but not for me! So, by you embracing this incredible opportunity right now, you are making everything I've been through well worth it. Thank you!

Aside from all of the time and effort invested to discover this formula, I have spent many hours packaging up this system for you in the most effective and engaging way possible so that YOU can have the best opportunity to succeed!

Now that you know what kind of effort has gone into the preparation of this moment for YOU, let me tell you what I will do to help you.

As you take what I teach seriously, literally as your life depends on it, from start to finish, you will become empowered, enlightened, and personally transformed. You will have to follow every single detail found in The Ultimate Goal-Getter Formula in order to get the maximum results and experience. You will soon find out that I'm not a "fluff" type of guy. In other words, I work hard to cut all of the fat out of our materials, trainings, coaching, and courses so that all you get is the meat – cooked to perfection and delivered on a platter of the highest quality! And yes, there is a price for such quality and efficiency, but as you will see, the quality is far greater than the investment.

To introduce myself before allowing you to jump right into the material, my name is Coach Luc Despres. I'm considered a Goal-Getter in my field and among my peers. I absolutely **LOVE** the Coaching experience. Life Coaching is not something I DO, it's literally **WHO I AM**. I've struggled in the past as I've tried to stick to the job market, quickly realizing that a J.O.B. is not my destiny. As much as I've tried to suppress it, I have never been able to get away from it.

So, being compelled by my true self and my Creator, I've jumped in with both feet and have promised myself that I will never ever again work a J.O.B.!

I am a Life Coach and it's for **LIFE**.

My "Superpower" (or what sets me apart from my coaching peers) is apparent in my ability to bypass the critical mind of my clients and prospective clients by logically expressing my ideas and strategies while addressing

objections through powerful, yet simple parables before or as they are thought of and making crystal clear, in a common-sense structure, the principles and systems I teach; thereby establishing a sense of complete logic while also capturing the subconscious for better understanding and greater actionable impact.

This "superpower" is what sets me apart and allows me to support you in a powerful way. My ability to inspire change in this way makes your journey at least 10x easier, because you are better able to avoid many of the excuses you may have made on the way to your dream. I call these excuses "limiting beliefs" and they are the #1 enemy to your success in anything you want to do.

My focus when coaching a client is to help them become a Goal-Getter by bringing them through a journey of personal development, enlightenment, belief reconstruction, goal achievement, service based enrichment, and eventual complete life mastery. All of which is done systematically and with room for flexibility and customization.

I believe that without a basic foundational structure and system of daily operations, the success of a client drops significantly. This is why you will quickly see that I have a system in place for pretty near everything.

**Want to hear my story?** [Click Here](#) *(Link will open in same window. Click the back button on your browser to return)* to watch my interview with Mike Fallat on The American Entrepreneur Show.

I know you're ready to deepen your Goal-Getter understanding and prepare yourself mentally for the journey... so with that being said, **Let's Get Started Now!**

## **SECTION 1 - Grooming Your Mind for Success**

### **YOUR VIEWS - YOUR LIFE**

All of us start our journey in life the same way - innocent and untainted. As we continue our journey, we develop a certain belief system based on experiences and interpretations produced by our general environment and the people in our immediate circle of influence.

It is interesting to see how two people can view the same event so differently, even though all of the same criteria are present. That's all due to our personal interpretations of what's happening around us and the experiences we've had in the past that have helped to shape our belief system.

**There are 3 things for which we create interpretations:**

1. Ourselves
2. Others
3. The world

To begin understanding where your failures and successes come from, you'll need to examine your beliefs regarding these three areas.

- What is your view of yourself? How do you see **you**?
- How do you view other people? What labels have you placed on people individually and as a whole?
- How do you view the world in general? Is it a great place to live? Is it filled with abundance and adventure? Or is it a dark and scary place?

Below are examples of views in each category...

#### **Examples of Self Views**

- I'm a bad person
- I'm a good person
- I'm not good enough
- I can't do that
- I can do anything I put my mind to. Etc...

Anything that starts with an "I" statement is your personal self-view.

These views of your self can be empowering or disempowering/limiting. This view of yourself has perhaps the biggest influence over your life and the quality of it. If you view yourself as a powerful person, you will yield power. If you see yourself as a weak person, you will yield to others.

Your personal view can be very limiting in terms of personal potential and power. A little exercise I get my clients to do to discover their self-views is the I AM technique.

Simply say "I AM" out loud and finish the sentence.

**Example:**

**I AM a loser I AM  
stupid**

**I AM Beautiful**

**I AM Smart**

**I AM Ugly**

**I AM amazing**

**I AM unlikeable**

**I AM popular**

**I AM loved**

**I AM unlovable etc...**

It is crucial that you be as honest with yourself as possible regarding the I AM statements. I AM statements are the most powerful statements known to mankind. Whatever you choose to place after "I AM" will shape who you are and who you will become.

Most of the time our personal insecurities get in the way of our own success, but often we will project these insecurities onto others. It's important to check your critique of others to reveal your own insecurities - a great way to uproot your limiting beliefs and put you in a position to rise above them. The first step to conquering your limiting beliefs is in being aware of what they are. Then you are in a position of power and can work to eliminate them.

The amazing part of this process is that once you are aware of your I AM's, you can begin the process of changing your self-view.

To start the process of change, you simply need to change your I AM statements to all positive statements and work on believing them. The believing process can be accomplished a lot quicker with the help of a coach who can help you build that belief in yourself.

Later in this book I'll be showing you how to examine your beliefs in relation to your specific goals and how to instantly change your emotions and beliefs to start producing immediate results.

### **Examples of Views about others**

- People are inherently good
- People are inherently bad
- People are out to get me
- People are nice and want to do me good
- People do their best with what they know
- People don't care about me
- He's a jerk
- She's a bad person

Your views of others are found through the labels you place on them. You have a general view of people and then you have individual views of specific people.

I've seen many circumstances where two people can see the same person very differently. One says; "I don't like so and so." While the other person responds with "why? He's so nice."

Maybe you see him as "**too nice**". There's got to be something wrong with this person because "No one is **that** nice."

These are simply different interpretations of the same person. One's life experiences have a major influence on how they see things and it can determine what you consider to be good and bad qualities; therefore, creating an interpretation of the people around you.

If you've lived in an environment where "really nice" people make up most of your associations, you may see this person as genuine. But if you've lived your life in an environment where miserable people make up the bulk of your associations, you may see it as weird and suspicious. Hence the comment "no one can be **that** nice."

The only reason you don't believe a person can be "that nice" is simply because you haven't been exposed to people of that caliber before. Your interpretation is fueled by your personal experience and your interpretations of those experiences. Once you are aware of this fact, you can start to examine your interpretations and begin the process of change. You can choose to associate better, more positive interpretations to your circumstances and to the people you meet.

When you catch yourself labelling people, you can take a step back and think to yourself "What past experience prompted this label?" Also, you may want to examine the emotions behind the label. Is it positive or negative? Working from a state of negative emotion will never yield good results in any situation. You must examine your emotions frequently and seek to alter them by making a conscious decision to interact with people and the world in general through positive emotion.

You can tell negative emotions from positive emotions by the way it makes you feel. If it's a negative or bad feeling it's a negative emotion. If it's a positive or good feeling it's a positive emotion. Simple stuff, but most of us don't give too much thought to our emotions or state of being.

### **Examples of World Views**

- The world is out to get me
- The world is my oyster
- The world is a scary place
- The world is filled with good people
- The world is corrupt

If your view of the world is positive, your view of people will generally be positive as well because the world is made up of people. A person can view themselves as inherently good but see the world as inherently bad. But a person who sees the world as a good place to live will generally view people as good also.

Your view of the world is also a very crucial element when it comes to your life experience and reaching your full potential.

**Note: Negative emotions always lead to negative results. So, if you're working from negative emotion in any of the three areas mentioned above, it will yield negative results in some way.**

These 3 views are what shape your reality. Your interpretations within these three categories make up your life. How you act at any given moment depends on these views or what I like to call "**your beliefs**". Your beliefs are what lead you to act and your actions lead to your results.

In a later chapter, I'll show you how these beliefs are shaping your life.

But now, I'm going to teach you the power of "why" and how important it is for your success. I'll also teach you how to find your why and how to package it in a way that will propel you into consistent daily action.

## THE POWER OF WHY

If you've known me personally, you know that I want to know the why behind everything. I'm always studying people and why they do what they do. If you tell me to do something, I'll always ask you "why" - Why should I do this? Why is this so important to you? Why should it be important to me?

Once I hear the why, if it moves me to take action, good luck stopping me.

A quote I heard one day in church inspired me to write this chapter. It went like this; "The what informs while the **why transforms**". Simple and powerful!

So why do you want to accomplish your goal? What will your life look like when you've accomplished it? Will the accomplishment of your goal make you more significant to others? Why do you want it so bad?

These are all questions I've asked myself during my journey through this life and in the pursuit of my **dreams**. Would you agree that if you don't really know why you're doing something, it never really moves you in a way that excites and motivates you to get it done? Would you agree that if you had a good enough reason to do something, you'd act toward accomplishing it?

For the small seemingly insignificant tasks that we face, a reason why may not be necessary. But when the task seems a tad unbearable, you will need a solid reason why to inspire you into action.

### **Let me give you an illustration...**

Let's say I lay out a board in front of you on the ground and I say to you "walk across this board". If you're anything like me, you'll ask; "why?"

I don't give you any good reason to cross it, but it's a relatively easy task so you walk across it anyway. Nothing good happens and nothing bad happens.

I then ask you to take the elevator with me to the top of a 100-story apartment building and I start to lay out that exact same board from that apartment building to the one just beside it. The buildings are about 20 feet apart and I say to you "Walk across this board to the other building". I don't give you any good reason to cross it. Would you do it?

### **Absolutely not!**

What's the difference? The difference is that the cost of crossing the board this time is too great and nothing of equal or greater value is offered in return. In other words, the why is not big enough, or in this case, the why is missing altogether.



Let's say I offer you \$20, would you do it? Probably not! But what if your child or someone you love more than anything is trapped on the other side of the building, the building is on fire, and their only escape to safety is you walking across that board and bringing them safely back? Would you do it now? I reckon you'd try a heck of a lot harder, wouldn't you?

So, what changed? Did the hardness of the task change? Did I make it easier? What changed?

The only **one** thing that changed was your reason for crossing the board - your reason **why!**

**See...** when you can develop a why strong enough that it places urgency to achieve your dream, you will find that whether the task is easy or whether the task is difficult, you will do whatever you need to do to accomplish it.

**You Can Read My Why (Ultimate Vision) [Here](#)** *(Link will open in same window. Click the back button on your browser to return)*

The reason this why is so profound for me is because when I read it, it moves me. I get emotional. Your why must move you the same way. Everyone will have a different why. Some will be complex, some will be very simple. It's important to read your why every day so that it stays in the forefront of your mind. You may have to revise it from time to time as you progress in your journey. Once you've accomplished your why, you will need something more to inspire you into action for the years to come.

**Here's a list of 20 questions that will help you to find your reason why:**

- At the end of each question add "and why"

- What amount of money do you want to make?
- What places would you like to visit in the world?
- What type of job would you like to do each day?
- What would your perfect day look like in terms of how you spent your time and what you were doing?
- What are the characteristics of your perfect spouse?
- What do you want to look like?
- What do you want to give back to the world?
- What do you want to be known for?
- What are the things you believe in most?
- What people can help you get to where you want to go?

- What are the things you would like to have?
- What are the most exciting things you'd like to try?
- What events would you like to go to?
- What type of house do you want to have?
- What people would you like to meet?
- What amount of money do you want to have at retirement?
- What would you do if you knew you couldn't fail?
- What things would have to happen in order to accomplish that huge dream?
- What do you want people to think of when they think of you?
- What people do you want to spend most of your time with?

As you ask yourself these questions, you will come to know yourself more deeply and you will begin to discover a greater reason for living and taking constructive action toward your goals and dreams. You will discover your ***why!***

You obviously don't have to answer every question, just make sure it moves you to take positive, constructive action toward your greater cause.

## Intuition vs Chip

We all experience that nagging voice inside our heads that fill us with negative thoughts and feelings. What if this voice was a physical person, would you entertain their opinion by letting them influence you or would you tell them to back off and be quiet?

Personally, I have a low tolerance for negative people. I do my best to associate myself with people that are uplifting and inspiring. I associate with people who will support me in my personal greatness.

We'll call this voice Chip. From now on when you hear that voice telling you how worthless you are and that you aren't good enough to do something, picture him as a person completely separate from you. He's the Chip on your shoulder. Chip's job is to keep you small and playing the game of life at a lower level. He wants to keep you from embarrassing yourself by speaking up or making a difference. He encourages the emotions of anger, sadness and fear.

Chip is most present when you are stressed or upset. He will fill your head with all sorts of thoughts that seem logical for the moment, until you break loose and realize it was all a bunch of deception.

Chip's worst enemy is your intuition. Your intuition is your wise spiritual companion. She is never wrong and will lead you to all things that will bring you peace and happiness. We'll call her wisdom. Wisdom is always there, but unlike Chip's loud obnoxious voice, she speaks softly. She will encourage you to move out of your comfort zone and into a higher playing field. She is the guiding wisdom of your soul. With her help, you will be in an ever-progressing state. She will help you to reach your greatness.

We live in a fast-paced world with so much noise. If we do not take time for ourselves in a quiet environment, we may not hear her voice when she speaks. Once a day at the least, you should take a moment to pray and seek the guidance of this spiritual companion. It is through prayer that we can communicate with this heavenly messenger.

You may ask questions; share your fears and worries, your successes and anything else that will help you gain a greater understanding of your current or past situations.

The key to unlocking wisdom is through humble prayer. Humility is a special ingredient that will unlock wisdom that you never thought was there. All the answers are already there but unless you are in tune with this spiritual companion, you will never unlock it.

I like to define humility as spiritual power. It's in knowing that you don't know that answers will appear. When a person believes they know everything, they are not receptive to new knowledge and wisdom - because they "know everything". When you acknowledge your lack of knowledge before asking for answers, you will become a receptor of great wisdom.

Be careful as you interact with Chip. The more you entertain his lies and deception, the stronger he will be and the more he will show up. You need to make a resolve today that he is no longer welcomed in your house (mind).

The same is true with regards to wisdom. The more you heed (take) her counsel, the stronger she will get and the more she will feel welcomed to show up when you need her most.

Another aspect that is crucial to be receptive to this spiritual companion is to live worthy of her companionship. Most of us have at least a general idea as to what is right and what is wrong. The more you live in the right (according to your knowledge and understanding), the more present she can be in your life. This component is crucial if you want her to stay strong in your life.

### **Summary**

Chip is the enemy to your success, happiness and greatness. He wants to keep you small, unworthy, fearful, angry, and/or sad.

Wisdom (your intuition) is there as your gentle, spiritual companion to guide you on your path to true joy and greatness. She is never wrong and will inspire you to take positive action. She will encourage you to get out of your comfort zone and forever growing and becoming more.

The more you entertain the one, the stronger they get. The more you ignore or forcefully reject the one, the weaker they get. Your job now is to do all you can to heed your spiritual guide and reject Chip at all costs.

Now that you have a general understanding of the influences you will deal with on a personal internal level, let's take you through the 5 steps to becoming your greatest you.

# Control Your Moods

As discussed in the previous chapter, Chip is the author of anger, sadness and fear. As we grow into adulthood, unless we've been immersed into self-development principles right from our childhood, we have probably developed an addictive mood. These moods, if left unchecked, can dominate our life and cause us to live in misery.

These emotional responses or moods, have the ability to control our lives. These emotions are triggered by 4 sources:

1. What others say.
2. What others do.
3. Your interpretation of what others say and do.
4. Your own personal sabotaging thoughts (Chip).

Here's where it gets serious. The moment you attach any negative emotion to what another person says and/or does, you have given them control over your emotions.

Let's say you associated the emotion of anger with something that your spouse says; the moment they say it, you are almost forced into a state of anger. They literally control your emotions!

This can happen with many areas of your life. This can happen in your work environment, at home with your kids or spouse, with your friends, etc.

When you allow others to dictate your mood you will feel out of control and you will have others walking on eggshells trying not to offend you. This will bring no good to your life, but instead will bring you into a constant state of misery and frustration. Eventually, your anger can quickly turn into sadness where you will feel to resign yourself from every environment that causes these feelings. When you have an addictive emotion such as anger, sadness or fear, you will literally scan for opportunities that will reinforce these feelings because they validate your right to be in these moods. This is a dangerous position to be in because it will sink you deeper and deeper into despair.

Maybe you're experiencing this right now. Maybe you have experienced it in the past or maybe you know someone that is caught in this rut.

There is a way out!

It's time we examine what's being said and/or done. Every time we experience one of these 3 emotions it's due to our misinterpretations of the facts and our emotional attachment to the outcome.

Let me give you an example of the facts and then a possible interpretation of the facts.

**Example: You are 6 yrs old, your friend Johnny is at your house and he says he's leaving to go home.**

Fact - Johnny said he was leaving to go home.

Possible Interpretation - Johnny is leaving because he doesn't like me and doesn't want to play with me anymore.

The fact is exactly what happened as it happened, word for word. Anything above that is your personal interpretation of the facts. Johnny leaving because he doesn't like you and doesn't want to play with you anymore is your view of what was said and done. The fact is simply that Johnny was going home.

You've then expanded on this interpretation and developed a view of others. You may now think that you are not likeable and that people will abandon you because of this "fact" (interpretation). This view was created, not by the facts, but rather by your misinterpretations of the facts.

We associate our personal interpretations to what people say and do all the time. These interpretations can be influenced by our past experiences and how we've interpreted them.

Our question now needs to be: are my interpretations serving me in achieving greatness? Or are they creating negative emotions that are causing me to lash out negatively?

From now on, try looking for the good in every conversation and event that happens. There are always hidden gems that can be uncovered in every experience that will support us and others in our greatness. When we are always looking for flaws, we will always find them. But if we are always looking for the strengths and the good in people we will tend to see more of it.

**Warning:** Know that finding flaws is 10 times easier than finding strengths and the good in others. In the beginning, I promise you it won't be easy. It does get easier with practice and I can promise you it's worth it, not only for them but for you as well.

In the following chapter, you will see exactly how your emotions are affecting your life in a negative way.

## **SECTION 2 – The 5 Step Ultimate Goal- Getter Formula**

### **STEP 1 - CONQUERING THE CYCLE OF DEFEAT**

The Cycle of progress is the cycle of life. All of us go through this cycle every day, but most of us don't even realize it! Some of us are experiencing the cycle of success and others the cycle of defeat. Most of us will even experience the cycle of success in some areas of life and the cycle of defeat in other areas.

Maybe you're experiencing the cycle of success in your career but in your relationships, you're experiencing the cycle of defeat. The goal of this book is to teach you why you're seeing success and why you're experiencing failure. It's also going to teach you how to reverse the cycle of defeat in those areas that are lacking and spiraling down into disaster.

Many people have and are experiencing the cycle of defeat every day. It's quite sad. Day after day, they get stuck in this cycle that seems to send them into a downward spiral. There are a few select people, on the other hand, who are experiencing the cycle of success and fulfillment. It seems that everything they do easily attracts everything they desire. I'm going to show you how to make the transition from defeat to fulfillment and success within these pages.

Individuals who are caught up in the negative cycle of defeat will say things like:

- Nothing ever goes right for me.
- When one thing goes bad, EVERYTHING goes bad.
- It's just one thing after another.
- When will my life ever go the way I want it to?
- It's a dog eat dog world.

Individuals who are in a positive cycle of success and fulfillment say things like:

- ✓ The sky is the limit
- ✓ I can do anything I put my mind to
- ✓ I feel truly blessed with the life I'm attracting
- ✓ There is abundance all around me, enough to supply the world

So, which cycle are you experiencing right now? Which one best describes you?

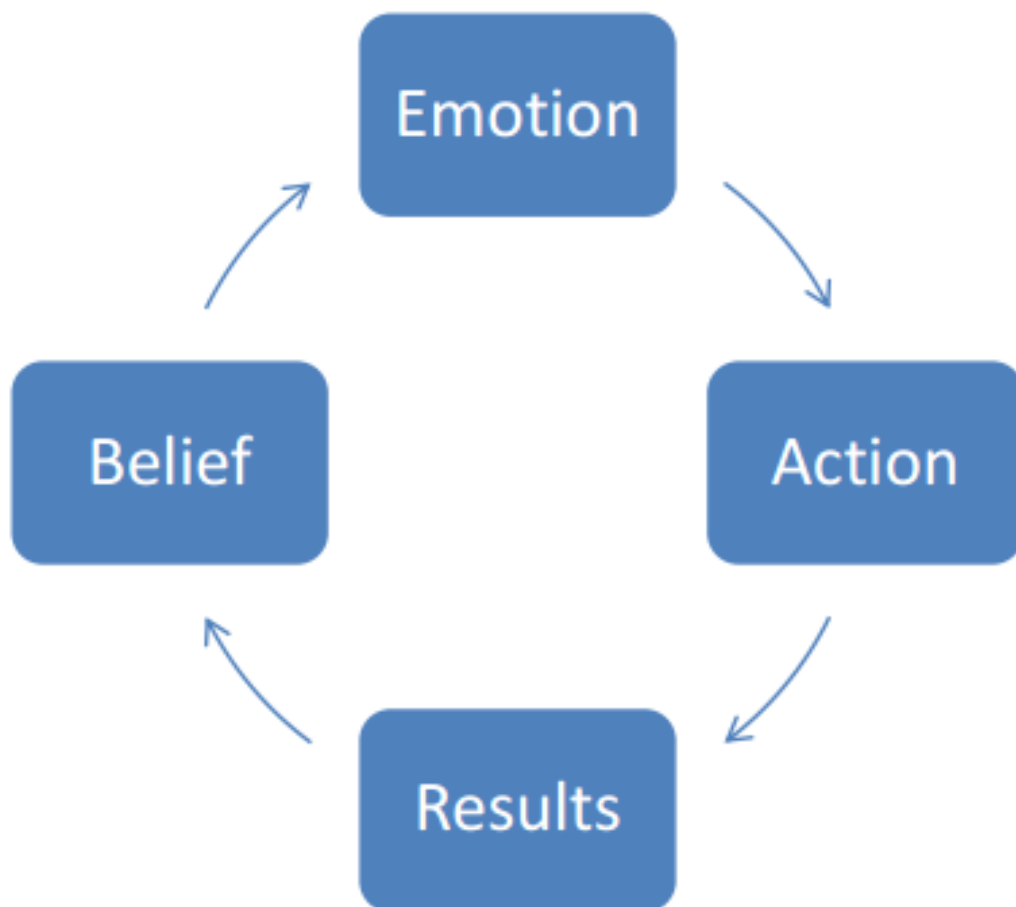
Why is it that things seem to go so perfectly for some and so horribly wrong for others?  
Is it luck? Luckily not!

It's called the belief cycle. I discovered this a few years ago, and have tested it myself. It works every time. This cycle starts with your beliefs - belief about the world, other people, and yourself.

When you have a negative or limiting belief, that belief will fuel your emotions and lead you to either act negatively or to not act at all, which will then yield a negative result. Unfortunately, this negative result will reinforce the belief that created it in the first place - creating an endless process of negative cycles.

**There is *hope!* A simple *solution!***

If you look at the chart below, you'll see that this cycle will continue on forever unless... you convert your negative belief into its positive counterpart.





As I mentioned above, our beliefs are the determining factor of our actions. In other words, you will always act in accordance with what you believe in any given situation. Since our actions are influenced by our beliefs, it's important to note that negative or limiting beliefs will lead us to negative emotions, which leads to negative or limiting actions. And negative or limiting actions will lead to negative or limiting result.

**I'll give you two examples of this cycle in action below. The bad/negative cycle and the good/positive cycle:**

**Bad**

You have a low paying job. You think to yourself; "I wish I could make more money, but... I'm already doing everything I can and I'll need to work harder to make more money" or "I would make more money, but... I'm too shy to ask for a raise. I probably wouldn't get it anyway, because my boss is a jerk"

These are examples of limiting and negative beliefs. Will those beliefs ever help you make more money? Absolutely not!

Any limiting or negative belief you have will *never* allow you to get more of what you want. They will hold you back from taking action or they will cause you to lash out in a way that is not appealing to those who are able to help you get it. And because you never take the action necessary to get it or lash out negatively against those who could help you, the end result will simply reaffirm to you that your belief was true.

Other examples of limiting beliefs are "I would love to do that but... I'm not good enough. I'm not strong enough. I don't have the right skills. I don't have enough money. etc.

When you hear the word **but...** prepare yourself for a limiting or negative belief.

**Limiting beliefs** lead to inaction. In other words, they paralyze you from taking any action at all which leads to no result whatsoever.

**Negative beliefs** lead to negative actions, like lashing out in anger and frustration which lead to negative results.

Either way, the results of these beliefs are not desirable and here is where it can get a bit depressing...

When you've gone through this cycle, every negative result increases your negative beliefs, which leads once again to negative actions which lead to negative results etc. This cycle will continue until you alter your belief and reverse it to its positive counterpart.

The very best and simplest way to discover your personal belief system is by paying close attention to what you're telling yourself day after day.

What are you saying to yourself about you, others, and the world in general?

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