



# Discover your **PASSION.**

by

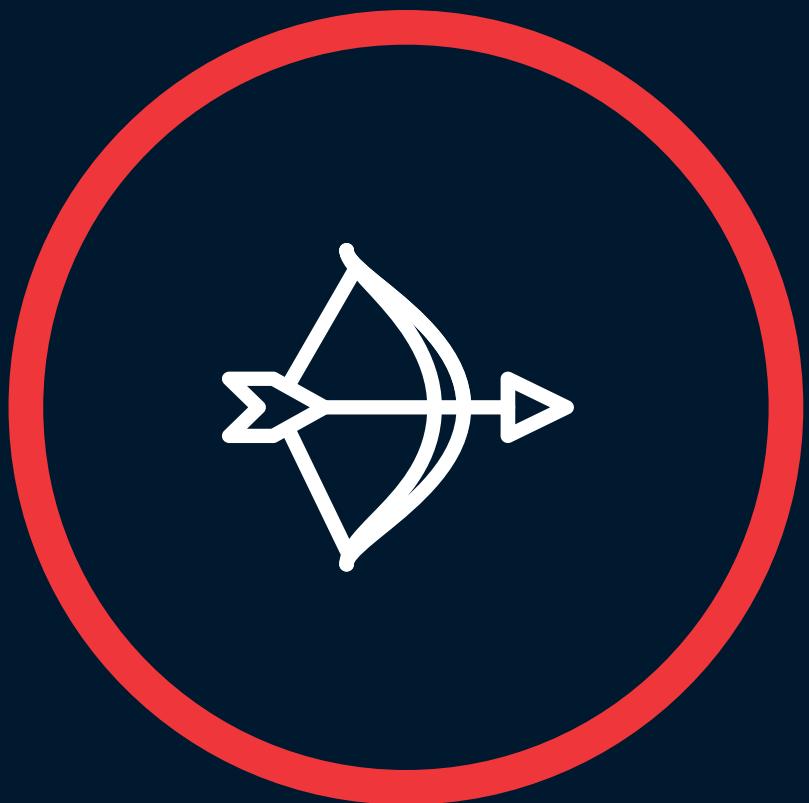
**KEITH ABRAHAM CSP**



## 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**





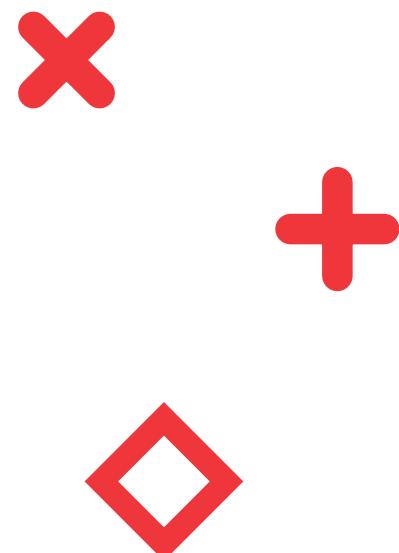
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Take a moment to please PRINT this eBook. You'll get a lot more out of it if you're not reading it from a computer screen as you will be able to complete some of the exercises as you read along and make notes that are important to you. By printing it, you can read it at a coffee shop, read it at home in your comfortable chair, or take it with you the next time you travel.

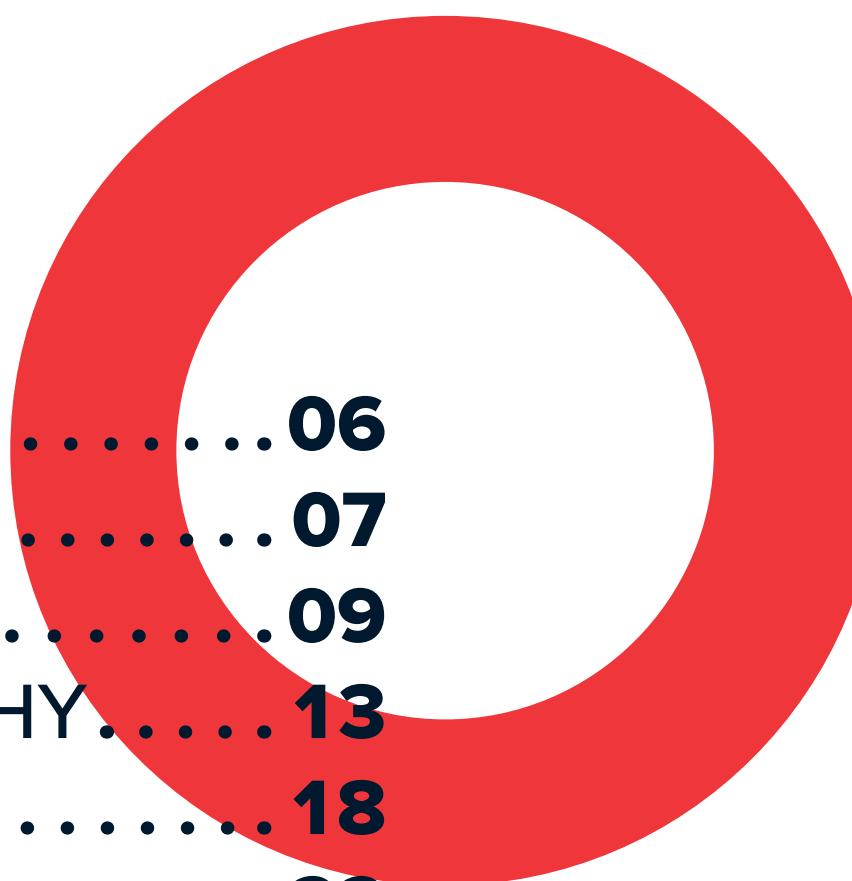
If you find this eBook of value, please feel free to send it to friends, family members and colleagues. If you have any comments for me about this eBook, I can be contacted by email on [keith@keithabraham.com.au](mailto:keith@keithabraham.com.au).

**PLEASE ENJOY!**

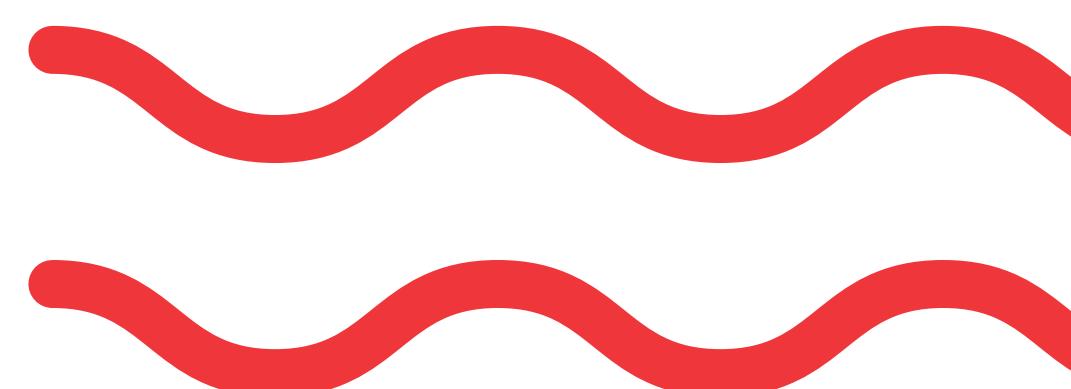




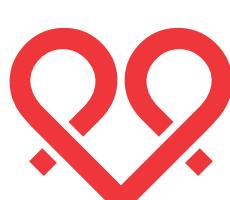
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# BOOK DEDICATION

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.

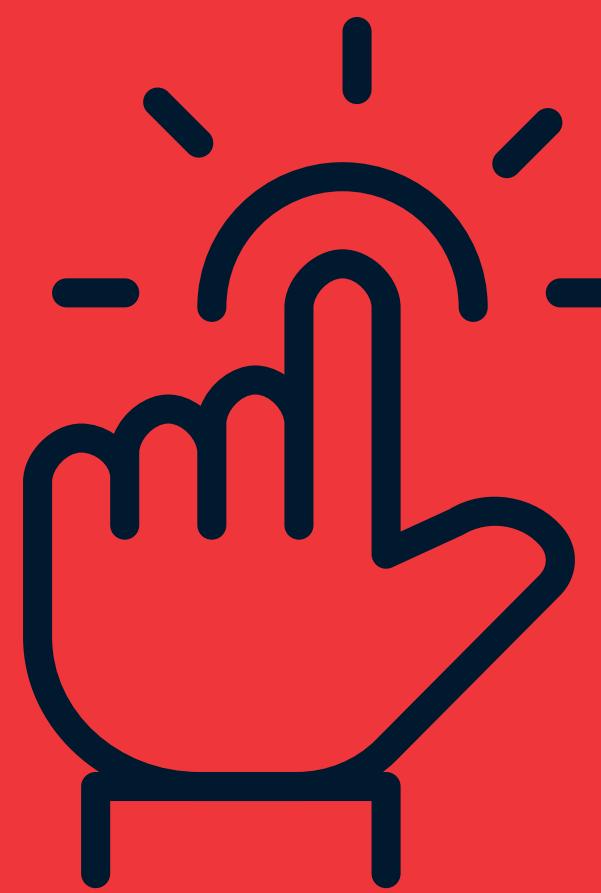
This book is about taking it back. It is about assisting you to dream again. It is about rekindling your passion. It is about you discovering what you are passionate about in your life again. To make this discovery you need to dream again as dreams are the raw material that gets you thinking about what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

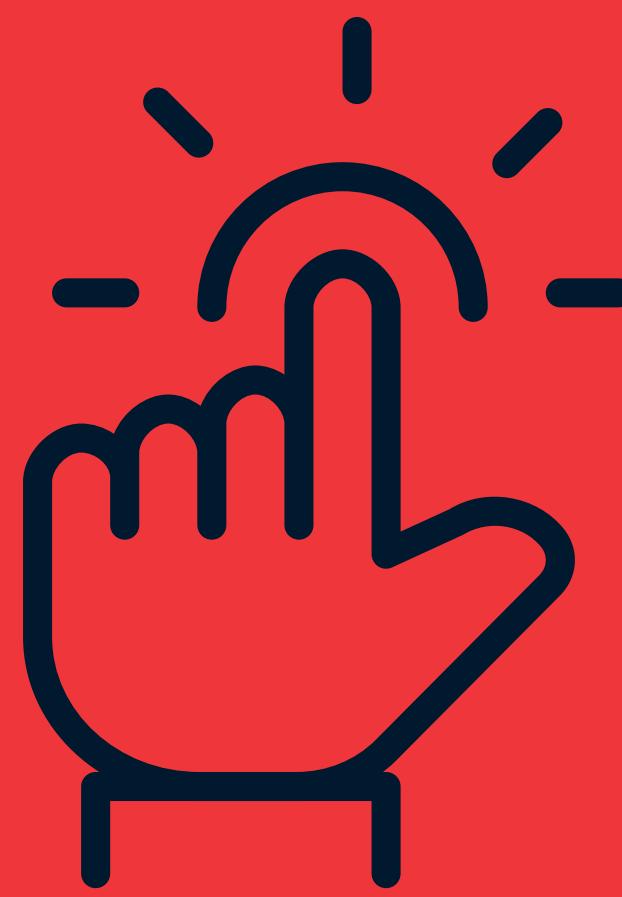
These people are unsatisfied with their life. They have great achievements but they are still unsatisfied. They have a void, however to the outside world of friends, family, associates, colleagues and society, they are successful. The challenge for this person is to find their true purpose, discover 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.

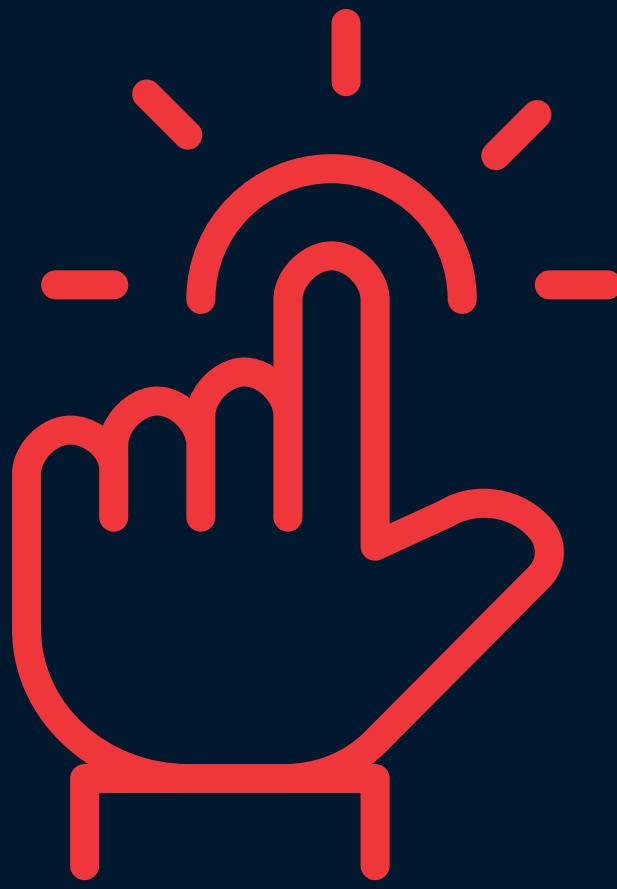
I believe everyone knows *how* to achieve their goals or where to find that information, but until you have a big enough reason *WHY*, it does not matter how much you know. If your *WHY* is big enough you will do the uncomfortable and inconvenient. The best example I share with audiences is I ask them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





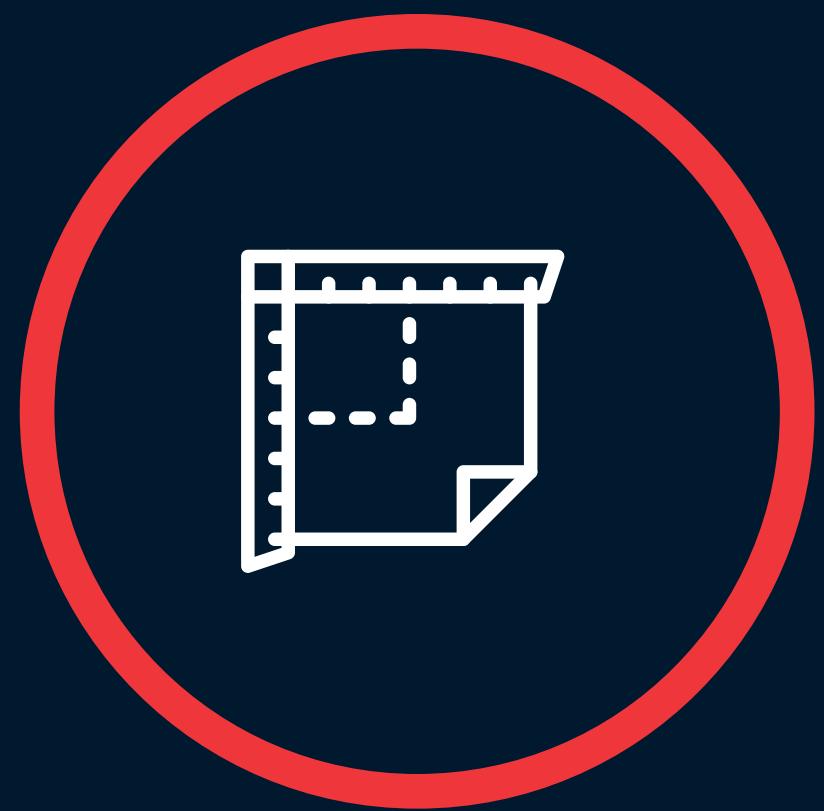
**When the WHY  
becomes clear,  
the HOW becomes  
easy.**





**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.**



# 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.**



# FOCUS





## 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.

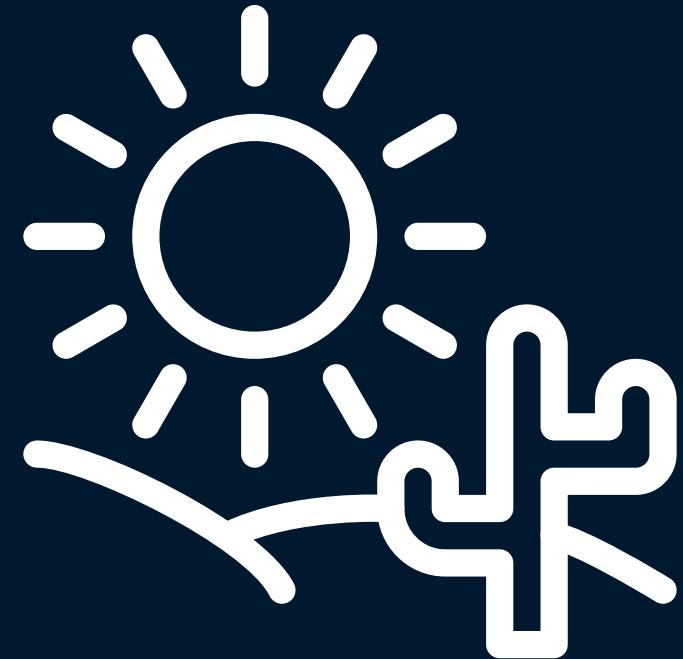


## THOUGHT-STARTERS ...

# 1. FAMILY + FRIENDS

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

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

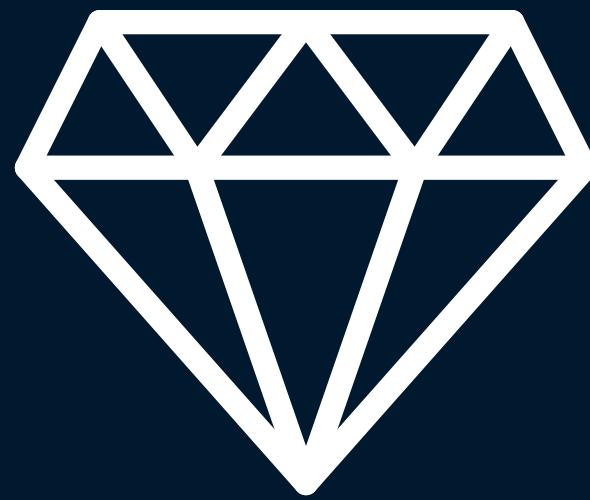


## THOUGHT-STARTERS ...

# 3. COMMUNITY

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

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



## 5. PERSONAL GROWTH

<ol style="list-style-type: none"><li>1. Create some type of positive legacy</li><li>2. Become a better time and priority manager</li><li>3. Speak another language fluently</li><li>4. Finish my university degree</li><li>5. Do my masters degree</li><li>6. Graduate with honors</li><li>7. Learn to dance</li><li>8. Learn to sing by taking regular lessons</li><li>9. Participate in an acting course</li><li>10. Learn self-discipline through meditation</li><li>11. Improve my vocabulary, spelling and grammar</li><li>12. Find a mentor to ensure I achieve all my goals</li><li>13. Interact with people whom support my vision</li><li>14. Learn to cook</li><li>15. Study the creative arts</li><li>16. Learn to play a musical instrument</li><li>17. Do a doctorate degree</li><li>18. Learn to design a website and create one for my hobby</li><li>19. Participate in a photography course</li><li>20. Attend a wine appreciation course</li><li>21. Become a master at using computers</li><li>22. Discover my real passion for life and pursue it with all my heart</li><li>23. Learn Reiki</li><li>24. Involve myself in yoga</li><li>25. Complete a weekend short course that involves my passion</li></ol>	<ol style="list-style-type: none"><li>26. Research nutrition to better look after myself</li><li>27. Develop healthy eating habits</li><li>28. Attend personal growth seminar once every quarter</li><li>29. Participate in art classes</li><li>30. Learn more about astrology</li><li>31. Learn to play a new sport or join a team sport</li><li>32. Do my first aid course</li><li>33. Write in my journal daily my key learnings for the day</li><li>34. Establish my own manifesto of who I am and what I stand for</li><li>35. Keep on adding to my life to do list</li><li>36. Go back to study and get my MBA</li><li>37. Discover the job that I'm best suited to</li><li>38. Interaction with successful people in fields that appeal to me</li><li>39. Do a personality test to learn more about myself</li><li>40. Challenge myself with new experiences monthly</li><li>41. Schedule time to myself to reflect on achievements</li><li>42. Settle any past disputes or conflict with people</li><li>43. Write down and regularly revisit my goals</li><li>44. Read books on areas I want to work on personally</li><li>45. Every six months spend two days by myself reflecting</li><li>46. Study, work and live overseas for 12 months</li><li>47. Complete one personal challenge each year</li><li>48. Write a book that enhances the self-confidence of children</li><li>49. Create a personal development program and deliver it live</li><li>50. Organise a group of like-minded people to meet once a month</li></ol>
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## 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.

## 6. BUSINESS + CAREER

<ol style="list-style-type: none"><li><b>1.</b> Use my current business skills to help others</li><li><b>2.</b> Make a firm career decision and pursue it</li><li><b>3.</b> Be the first female Prime Minister or President</li><li><b>4.</b> Retire at 60</li><li><b>5.</b> Build good relationships with key business referral sources</li><li><b>6.</b> Help clients make goals and realise them</li><li><b>7.</b> Make more work contacts</li><li><b>8.</b> Improve efficiencies at work</li><li><b>9.</b> Get involved in learning opportunities that work offers</li><li><b>10.</b> Build a great network of contacts in and out of my industry</li><li><b>11.</b> Write a manifesto for my business venture</li><li><b>12.</b> Acquire board positions in organisations that interest me</li><li><b>13.</b> Work in an industry I'm interested in</li><li><b>14.</b> Become the managing director of a company</li><li><b>15.</b> Be headhunted for a job</li><li><b>16.</b> Write a policy and implement across the whole organisation</li><li><b>17.</b> Coordinate and implement a marketing plan of my own</li><li><b>18.</b> Reduce my hours at work to achieve a better work/life balance</li><li><b>19.</b> Assist my boss to achieve their business goals</li><li><b>20.</b> Teach my skills through one on one tuitions</li><li><b>21.</b> Design a product that will grow and create wealth for me</li><li><b>22.</b> Get my small business venture off the ground</li><li><b>23.</b> Run my business from home</li><li><b>24.</b> Own my own business that employs 100 people</li><li><b>25.</b> Earn a senior job promotion at work</li></ol>	<ol style="list-style-type: none"><li><b>26.</b> Write and publish a book on how to create wealth</li><li><b>27.</b> Join business networking groups</li><li><b>28.</b> Be well regarded and respected in my chosen industry</li><li><b>29.</b> Make at least \$100,000 per annum every year</li><li><b>30.</b> Employ and train staff whom support my business</li><li><b>31.</b> Become a manager within the next 6-12 months</li><li><b>32.</b> Grow new business opportunities by at least 20% per annum</li><li><b>33.</b> Have a realistic business plan, implement the plan</li><li><b>34.</b> Be respected by the people I deal with by being open and honest</li><li><b>35.</b> Turn my hobby into my profession that generates a profit</li><li><b>36.</b> Release a music album</li><li><b>37.</b> Find a job that will help me reach my full potential</li><li><b>38.</b> Earn a reputation as a reliable, conscientious team member</li><li><b>39.</b> Grow my business to be number one in my market place</li><li><b>40.</b> Develop programs of development for potential leaders</li><li><b>41.</b> Assist ten people to become successful in their career</li><li><b>42.</b> Be open to other business opportunities</li><li><b>43.</b> Change my current job</li><li><b>44.</b> Set up a franchise</li><li><b>45.</b> Own a multi-national company</li><li><b>46.</b> Become a professional speaker</li><li><b>47.</b> Create a business that lives on long after I have gone</li><li><b>48.</b> Facilitate an innovation conference to change the shape</li><li><b>49.</b> Start a part-time online business that generates a full-time income</li><li><b>50.</b> Design my business to work without me</li></ol>
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## 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

<ol style="list-style-type: none"><li>1. Make a profit on the stock market</li><li>2. Pay off my credit card debt</li><li>3. Own my own investment property</li><li>4. Help kids get started with a house deposit</li><li>5. Pay off all outstanding debts</li><li>6. Get my superannuation strategy working better for me</li><li>7. Have an amazing investment portfolio</li><li>8. Save 10% of all income for my future investments</li><li>9. Review my own financial plan</li><li>10. Learn more about how to reduce my mortgage</li><li>11. Buy ten investment properties in the next ten years</li><li>12. Investment overseas in a holiday villa</li><li>13. Understand how my investments work</li><li>14. Create a personal budget</li><li>15. To be financially secure in my retirement</li><li>16. Pay off my mortgage</li><li>17. Be financially in control</li><li>18. Become more financial aware and astute</li><li>19. See a financial planner to organise a financial plan</li><li>20. Become financially independent in the next ten years</li><li>21. Learn how about share trading</li><li>22. Buy a house in two years</li><li>23. Develop a share portfolio</li><li>24. Have one million dollars in the bank</li><li>25. Never let money be more important than people</li></ol>	<ol style="list-style-type: none"><li>26. Own the new car I have always dreamed of</li><li>27. Be able to afford to travel the world whenever I want to</li><li>28. Contribute more money to my superannuation</li><li>29. Stop wasting money on non-appreciating assets</li><li>30. Save for quality items not quantity of items in my life</li><li>31. To use some of our money to have fun</li><li>32. Plan ahead for major expenses</li><li>33. Organise a nest egg for my family</li><li>34. Learn about the workings of my personal finances</li><li>35. Learn basic accounting skills to run a small business</li><li>36. Create or invent a product that generates a passive income</li><li>37. Become a philanthropist and give my money away</li><li>38. Create a foundation that sponsors worthwhile causes</li><li>39. Build my dream home</li><li>40. Teach my children how to create wealth for themselves</li><li>41. Create a scholarship at a school for a child's education</li><li>42. Sponsor a local sporting team</li><li>43. Read one investment or wealth creation book every year</li><li>44. Buy a farm</li><li>45. Invest 1% of my total income in my own portfolio</li><li>46. Look at ways to reduce my personal expenses by 10%</li><li>47. Create my own self-managed superannuation fund</li><li>48. Start my own business</li><li>49. Change careers to increase my earning potential</li><li>50. Enhance my own skills so that I am more valuable to my employer</li></ol>
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## 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

<ol style="list-style-type: none"><li><b>1.</b> Become 100% healthy, fit and energised</li><li><b>2.</b> Reach my ideal weight and stay there</li><li><b>3.</b> Be able to do ten 'real' push ups</li><li><b>4.</b> Join a gym and go to it</li><li><b>5.</b> Ensure I have regular health checks</li><li><b>6.</b> Exercise three times per week to keep my heart healthy</li><li><b>7.</b> Ride a bicycle at least once a week</li><li><b>8.</b> Do yoga every week</li><li><b>9.</b> To walk each day for 30-60 minutes</li><li><b>10.</b> Improve my swim times</li><li><b>11.</b> Learn to rollerblade</li><li><b>12.</b> Limit my intake of unhealthy foods</li><li><b>13.</b> Work on body fat content</li><li><b>14.</b> Participate in a team triathlon</li><li><b>15.</b> Try a new class at my gym</li><li><b>16.</b> Swim on average three times a week</li><li><b>17.</b> Be healthy and active throughout my life</li><li><b>18.</b> Learn to dance</li><li><b>19.</b> Run a full marathon</li><li><b>20.</b> Look into new types of fitness</li><li><b>21.</b> Join a group of people who are interested in the same exercise</li><li><b>22.</b> Eat more raw fruit, veg and fish</li><li><b>23.</b> Maintain my current weight</li><li><b>24.</b> Get a personal trainer</li><li><b>25.</b> Get a boat crew together</li></ol>	<ol style="list-style-type: none"><li><b>26.</b> Join a Slow Foods Group</li><li><b>27.</b> Give up smoking</li><li><b>28.</b> Take daily vitamins and supplements</li><li><b>29.</b> Play a team sport weekly</li><li><b>30.</b> Run every morning</li><li><b>31.</b> Walk instead of driving to the local shops</li><li><b>32.</b> Go on long bush walks</li><li><b>33.</b> Research the best type of fitness for me</li><li><b>34.</b> Educate myself in nutrition</li><li><b>35.</b> Moderate my intake of alcohol</li><li><b>36.</b> Cycle to and from work daily</li><li><b>37.</b> Wake up early and exercise before I do anything else</li><li><b>38.</b> Do the stretching exercises my chiropractor recommends</li><li><b>39.</b> Build on my upper body strength</li><li><b>40.</b> Construct a healthy eating plan</li><li><b>41.</b> Have a fitness plan in place for my body and blood type</li><li><b>42.</b> Get a swimming coach</li><li><b>43.</b> Go in a ten kilometre fun run</li><li><b>44.</b> Learn how to cook healthy tasty meals for my family</li><li><b>45.</b> Compete in a Sporting Masters competition</li><li><b>46.</b> Have my body checked out for any early signs of cancer</li><li><b>47.</b> Look into alternative medicine as part of my health routine</li><li><b>48.</b> Remove any mental barriers or personal roadblocks I have</li><li><b>49.</b> Pick one fitness routine and work on it for a month</li><li><b>50.</b> Live to be a happy healthy 100 year old</li></ol>
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# 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.

1.	6.	11.	16.
2.	7.	12.	17.
3.	8.	13.	18.
4.	9.	14.	19.
5.	10.	15.	20.

Each row contains four empty circles for writing goals. The numbers 1 through 20 are placed in the top-left corner of each row to identify the circles.



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

21.	26.	31.	36.
22.	27.	32.	37.
23.	28.	33.	38.
24.	29.	34.	39.
25.	30.	35.	40.

Each cell contains a red-outlined circle for writing a response.



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

41.	46.	51.	56.
42.	47.	52.	57.
43.	48.	53.	58.
44.	49.	54.	59.
45.	50.	55.	60.



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

61.	66.	71.	76.
62.	67.	72.	77.
63.	68.	73.	78.
64.	69.	74.	79.
65.	70.	75.	80.



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

81.	86.	91.	96.
82.	87.	92.	97.
83.	88.	93.	98.
84.	89.	94.	99.
85.	90.	95.	100.



## 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](mailto: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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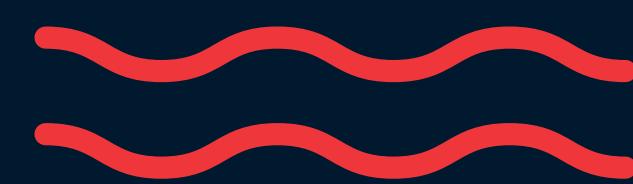
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*Keynote and workshop topics include:  
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Passionate Customers  
Passionate Leaders*

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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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