



100-DAY CHALLENGE – DEFINE YOUR VISION

How To Define Your Vision

For this exercise, what I want you to do is just allow yourself to dream a little. And then get that dream down on paper, or, better yet, instead of using a piece of paper, or computer, **for now just get out your voice recorder and speak it into the microphone.**

What you'll be describing is your ultimate life and lifestyle. You being and doing what you've always dreamed of doing. What would that be like? Allow your imagination to go as far as possible. There are no limitations here.

Describe it in great detail, like it's a story you're telling to a friend about all the amazing things that you've made happen in your life. There's no right or wrong here. Just let it out and see where it takes you.

First Of All, Relax

Take a few deep breaths, close your eyes and let your mind wander. Then relax some more. Become the witness to your thoughts. Only once you're in that inner space, push record on your voice recorder and answer the following questions. Just start talking about it, whatever comes out:

1. What's the coolest thing you can imagine creating for yourself in the next 5 years?
2. What would be the most incredible thing you'd want to *experience* in the next 5 years?
3. Where do you live?
4. How do you spend your time?
5. Who do you hang out with personally and/or professionally?

Just relax and let your answers flow off the top of your head.

This is YOUR future. You can design it any way you like.

The voice in your head may say that you don't know how to make it happen, it's too big, it'll be hard - don't listen to it!

This is your life so there are no right answers here except the ones that feel good.



Let's Expand On The Vision...

OK - now we're going to go a little deeper and I'm just going to ask you a few more questions. And I want you to get your answers down.

So just imagine that you've made it. You're living your dream. You have legions of fans and they want everything you're putting out. Your songs are all over the airwaves and you've gone international.

You may be thinking, "I don't need to get that big."

Maybe you associate rockstardom with having a huge entourage or having to work 24/7. Or never being home. Or you may think that being in demand will be overwhelming or scary. Remember that this is your plan. It's up to you to create a plan that feels good to you. You can handle fame. You can get the right people and systems around you to help make managing everything efficient, including your time and your health and your energy level. Success can be a burden or it can mean freedom. You get to choose.

So let's flesh out what that looks like to you. Make sure you're relaxed. Take a few deep breaths. And I just want you to use your imagination and answer these questions into your voice recorder:

1. What does your team look like? Do you have a manager to keep all the booking, promotional, and publicity details together? Do you have a producer that you usually work with? How about a driver? Roadies? Vocal coach? Songwriting collaborators? Band? Social media manager? Chef?
2. Do you have someone to help out at your home while you're away? How often do you see and/or connect with your family?
3. Now that you're a big star, what sort of revenue streams have you got going? Concert sales, royalties, Licensing, paid interviews... are you writing a book? Is there other merchandise that you're promoting? Sponsorships? Advertising?
4. Do you donate your services or proceeds of your concerts to any non-profit causes? Do you publicly support any charitable causes dear to your heart?
5. Do you own more things like a recording studio, homes, apartment buildings, or music gear?
6. How much money do you have tucked away in investments?
7. What's left on your bucket list? Are there exotic vacations or adventure sports in your plans? How often do you take time off?
8. How do you get around? Tour bus? Jet?
9. Anything that you especially enjoy like a boat, sports car, swimming pool, or hot tub?



Now Let's Bring It In A Little Closer...

This time, you're going to imagine that it's only a year from now... Again I'm going to ask you some questions that I want you to answer, but this time I want you to answer them only once you've fully relaxed and closed your eyes. The best way to do this is to just let your answers flow by speaking them out loud and recording them on the voice recorder of your smartphone or other device. Just answer exactly what comes into your mind. No need to edit. You can ramble on.

So just relax - pick your favourite spot to sit comfortably and alertly (do not slouch). Close your eyes, take some deep breaths. Do some deep breathing for at least a minute or two. Relax your whole body. Quiet your mind, let it go.

Now imagine - it's summer, a year or so, from now. You've had a successful year meeting the goals you set out to achieve in your music career. You're enjoying the summer and have taken a moment to reflect on the past year...

Your life feels good. Everything is coming along as you hoped...

1. What's happening in your music career that is extra pleasing?
2. How have you grown personally?
3. What's different?

You've made some important decisions in the past year...

1. What do you do on a daily basis that has upped your game?
2. Where have you put most of your time, effort and resources?
3. What have you let go of?
4. Do you have a team supporting you?
5. What's your favourite way to grow your audience?
6. Which systems did you put in place?
7. What do you need to learn? Who will teach you?
8. What new systems need to be in place to create more flow?
9. What do you need to change in your schedule? Or your habits?
10. What gear do you need to upgrade? (instruments, car).



11. How much money do you need to free up?
12. Do you need a band? What are you looking for?
13. What do you need to make life simpler?
14. What types of things will you be doing for pleasure?
15. What type of gear do you have now? (i.e. to put on your show)
16. Who are you networking with?
17. What types of systems, mentors, team members (marketing, website, management) need to be a part of your world so you can have more freedom to create?

It's awesome how your personal life and music career are in harmony...

1. How do you spend a typical day?
2. What are your strengths?
3. What gives you the most pleasure, thrill and inspiration?
4. Where do you spend most of your time working? What does that look like?

You have a ton of ideas for what comes next. How you're going to keep this thing growing. You appreciate all the small and big changes you made over this last year to get you to this point. You totally trust that you will experience all of what you most desire going forward. There is eager anticipation for what is coming, yet gratitude for your present circumstances.

You've got a positive mindset. You have clear goals and work on what feels good. You're well organized.

Each day you outline clear intentions. You have easy structures for keeping track of your work, everyone involved, and what you want to do in life.

1. What do you appreciate most about last year?
2. What creative marketing has helped you get to this place?
3. What partnerships and alliances have you formed that have empowered you to grow?
4. What kind of money are you making?

You're not the only one appreciating your success. You've also won a major award. You were recognized in dozens of articles in newspapers, blogs and other media outlets.



1. What were you recognized for?

Things are getting better day by day. You have everything you need to make your dream come true.

Organize Your Vision Into A One-page Document

OK - so now that you've answered all those questions, here's what I want you to do.

Simply playback that audio and **transcribe every word**. Type it all into your computer - word processor - Evernote – whatever.

Then, once you're done, clean it up a bit.

1. Put each separate idea into bullet form.
2. Fit all the bullets into a list.
3. Put the bullets into a logical or categorical order if you like, with subheadings.

You might need to edit things a bit. There's no right or wrong, but it should make sense to you when you read through it. Try to fit it all into one single page if you can.

Everything on your list should feel great to you. You should feel very excited about it. If not, cut that thing from the list or just notice what you're feeling about that item and then try and relax around that feeling and release it. Now is not the time to figure out how you're going to accomplish this vision. You're just exploring at this point.

There's one more thing I want you to add. Write the following in bold at the top:

"As long as I'm willing to deliver, despite my insecurities, and be authentic, the world will open up for me."

You don't *have* to write this at the top, but I encourage you to put something there that will inspire you to take the plunge, take the leap, overcome that little bit of internal resistance to doing something new that's always a little uncomfortable. You can even add a picture if you like so that you're inspired on a daily basis.

Most people have the experience of getting into the cold water of a lake in the summertime. It can take a little time to ease into the water, you hum and you haw, you're just not ready, and then, at a certain point, you just decide to take the plunge and once you do, you're always glad you did.



Identify The Benefits

OK, we're almost there. What I want you to do next, is list all the benefits associated with your vision.

Just pick them out. Pick out all the real rewards you expect your dream will bring into your life that you want, and list them in your own words.

Benefits like love, connection, a feeling that you'll get, money, fun, friendships, the satisfaction of using your talents and inspiring others, the new freedom you'll have, the adventure, the acclaim and recognition, your new skills and abilities, your new knowledge, new awareness, freedom from past negative and limiting thoughts, the fans, the attention, your debt-free status, your new house, car... whatever it is for you that you see yourself having a year from now.

List out these benefits that you expect to receive and put them all on the back of the page, and/or in the same file as your vision statement (for example, on page 2).

If you fundamentally don't believe it's possible for you to get any of these benefits from your dream, or that you don't deserve them, then you've got a problem. You'll be more prone to demotivation. You'll need to work on that, you need to sit with those feelings and relax around them. You've got to let them out, and then let them go. Emotional Freedom Technique (EFT), otherwise known as tapping is a great way to do this. Email me if you'd like more information on this technique (aaron@makefansnow.com).

How To Use Your Vision Statement

You have two options, and I want you to read these carefully.

1. You can look at your vision page every day.

Put it somewhere you'll look at it. Copy it to your smartphone. Or to Evernote. Set a reminder to look at it. Make it a part of your ritual.

And when you read it, feel it. Feel how good it feels. See it happening. Don't think about what it will take, that'll just get in the way. Just feel it. Be it. **Identify** with it. Be connected to your dream as a part of you that feels personally, internally fulfilling, meaningful, important. Go there. Elevate your emotion. Feel your best moment. Every time.

When a year is up, revisit this exercise and update your vision.

2. You can forget you ever did this, and never look at it again!

You do NOT want this vision to be something you end up judging yourself against.



You don't want to put yourself into the position where you're not happy because your vision hasn't come together exactly as you've described it.

Happiness comes only from within. Nothing in your vision is ever going to make you happy. (As an aside, has your dream itself ever made you happy? If you think about it, only very occasionally! More often than not, it has tortured you.)

So if you EVER feel yourself getting disappointed in yourself, then you have to stop equating your vision with your happiness. You have to witness that feeling of disappointment inside of you and then... just relax. Lean away from it. Let the feeling of disappointment go. Let any feeling of obligation go. Let any feeling of inadequacy go. You can let the vision itself go.

You set it, now you can forget it. It may be that letting it go will serve you more than anything else. Your best path is often letting go and just being willing to follow the flow of life. If you can do this, in the end you get everything you wanted and more.

In our next exercise we're going to hone in on the actions that are right for you and for where you're at in your music career.