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FAIL TO PLAN

{ *and you will* PLAN TO FAIL }



INSPIRED BY A TRULY LIFE-CHANGING PRESENTATION, I CRACKED OPEN MY LAPTOP EARLY THIS MORNING KNOWING THAT FOREVER MORE I COULDN'T AND WOULDN'T LIVE ANOTHER DAY WITHOUT A PLAN. NOT JUST ANY PLAN, NOT SOMEONE ELSE'S PLAN, BUT *MY* PLAN. A PLAN FOR TODAY WAS WHERE I'D START, AND THEN A PLAN FOR THE REST OF MY LIFE. THAT'S BEEN THE "MISSING NUMBER" IN THE COMBINATION LOCK OF MY LIFE FOR THE LAST 15+ YEARS AS I'VE LAUNCHED WAY TOO MANY GREAT IDEAS THAT STARTED OUT STRONG, BUT MANY TIMES HAVE PETERED OUT JUST AS FAST.

A great idea without a plan is like an acorn without soil. Amazing potential... but dormant potential. You know what it can be, you can imagine it all day long, you can tell the world what it can be, but without soil, you know the acorns fate, unrealized potential.

When I was young, growing up in a family of entrepreneurs, I got my first personal development fix from Bill Bailey. A man probably not known to many, he was the founder of one of the original MLM companies called Bestline. My parents became distributors of his products and I became a motivational, inspirational personal development junkie at the ripe old age of 12.

And I still am. My parents bought Bill Bailey's tapes, Jim Rohn's and way too many others to remember. I'm still buying them. One of the earliest quotes I remember everyone sharing in the multitudes of tapes and books I've listened to was **"if you FAIL to plan, you plan to FAIL."**



It made sense, I understood it, I believed in it, but I can't say I've lived it. Then something happened to me when I heard Max Carey speak to at a business summit I produced for one of my clients. It was one of those moments that happen in your life when something just clicks and you just know it. It's the click you hear and feel when you hit that last number in a combination lock. You roll the dial to the last number, there's a little tightness, then it happens, the click, and the lock easily opens.

That's the sound I heard and the feeling I experienced while listening to Max share his story of what was really the secret behind what fighter pilots are taught in TOP GUN school. Obviously, he learned a multitude of criteria necessary to fly a fighter jet. But when a man tells you that the most important thing he learned in TOP GUN school was **"HOW TO PLAN,"** because every time he was strapped into that seat, his very life depended on it, the quote **"if you FAIL to plan, you plan to FAIL"** was not only brought front and center in my mind, I would sit forever etched on my forehead.

So I can't think of a better day than today to make this personal pronouncement:



That even feels good just typing that out. Try it. How will I plan? Easy ... I'll make a plan for the day, and a plan for whatever is worth investing my time in for advancing my life plan in that day. It's as simple as that. And how will I plan? ... how will I start? ... with a question: "What's my plan ..." for today, for myself, for my health, my family, my wealth, whatever ... And for leading, directing or collaborating with anyone on anything going forward, I'll always ask, "what's your plan ..." That's my plan ... what's yours?

And one last thing: do yourself a favor – get and give the gift of Max Carey today at www.maxcarey.com.

And thanks Max! **mm**

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