

The Objective:

Find the Deal, Find Your Freedom
- Flipping Bricks University

By the end of this masterclass, members should be able to have a FULL EXECUTABLE action plan to FIND THE DEAL that will start their journey to FREEDOM. Unlike most resources, people receive conceptual guidance. **Let's compare it to getting weight loss advice...**

Typical Scenario:

Professionals: *To lose weight, you must eat right and exercise...*

Audience Response: *Well I know that!... but what diet should I have, what exercises should I do, and how often?*

Our goal with this class is to give our members a clear “diet and workout plan” to help them find the deal to find their freedom.

Reminder: *In order for the plan to work, you must put work behind the plan (in other words...Execute!)*

The FBU Creed

The FBU Creed is designed to give daily affirmations to help build the confidence of our members. By reading this Creed daily, it will be a daily reminder that you matter, you are great, and have all the abilities needed to manifest the life you deserve.

*I am not better than anyone,
But there is no one better than me.*

*I will shun negativity,
And fight for the person that I deserve to be*

*I deserve success,
therefore I am committed to my success*

*I know that I must increase my belief in me,
To become the best that I can be*

*My mind is sacred,
and it is up to me to protect it*

*I am my only enemy,
and therefore no one can stop me*

*Faith is my fuel,
but the fire is in my effort.*

*I must run like I've never ran,
To get where I've never gone.*

This is my life.

This is my declaration.

To stop hating on myself.

To stop waiting for success.

A Recipe For Success

Unless you plan on winning the lottery (which is a very unlikely bet) **success is not achieved by accident.** It is an intentional act. If you study the most successful billionaires in the world, you will notice that they all have one thing in common. They have a very disciplined lifestyle that allows them to optimize their time and their outcomes.

Discipline Creates Freedom -

Overall, we all have a desire to live a life without limits.

Being able to do what we want, when we want.

Contrary to popular belief, achieving this lifestyle requires a life of ultimate discipline which translates into abundance.

- Discipline allows you to work smarter, and not harder.
- Discipline allows you to own your time, rather than have the day running you.
- Discipline allows you to escape chaos and live a life of peace.

If you're ready to achieve this lifestyle, below are a few things you will need to do...

Define your Objective & Key Results (OKRs) -

OKRs is a goal setting strategy used by the likes of Google, IBM and other massively successful, multi-billion dollar companies. This is also a GREAT strategy to help you create the life that you want.

Objectives describe where you're going or what you are trying to achieve.

Tips for Creating Objectives:

- It should be inspirational
- It should be specific
- It should be Concrete & action-oriented

Key results describe how you get there.

Tips for Creating Key Results

- They should be time-bound
- They should be concrete and measurable
- They should describe the actions you'll take to accomplish an objective

Define your Objective & Key Results (OKRs) - (cont.)

EXAMPLE:

Objective: Run a mile in under 9 minutes

Key Results:

- Find a running partner (for accountability)
- Run 5 days per week
- Increase distance by $\frac{1}{4}$ mile every week

A plan is useless if you don't execute. Now that you've defined your OKRs it's time to define your EXECUTION plan.

Define Your Process -

1. Take inventory of what tasks need to be done daily, weekly, and monthly to accomplish your OKRs.
2. Define what order they need to be accomplished (Prioritize)

Stay Organized

1. What tools or resources will you need to track your progress?
2. Where will you keep this information?

Be Persistent

1. Establish a clear execution schedule
2. How will you hold yourself accountable?

Actively Outreach

1. Your planner/calendar is your bible. Honor your schedule!
2. Keep notes and track your progress!

Activity: Write out your current schedule from the time you wake up, to the time you go to bed everyday.