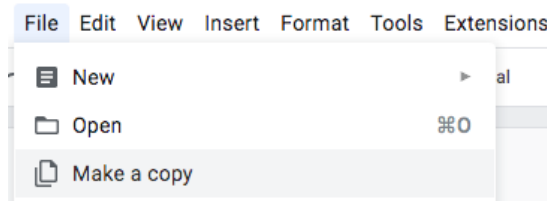




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THE DEEP END FRAMEWORK

How to set massive goals that you'll never quit on.

Welcome. Sync Beast is all about doing things the way other people do not to get results that other people do not. This is what disrupting the status quo looks like.

[Read this Tweet.](#)

The Deep End Framework is how we set ourselves up for confident WINS inside Sync Beast. Most people are taught to “dream big”, but the line of thought ends there. **Which means they never get to feel what it's like to hit every goal they set.** Very few actually break through to a place of impactful action. Instead, they become a statistic:

After 1 week, 25% of people quit their goals.

After 2 weeks, 29% of people quit their goals.

After 1 month, 36% of people quit their goals.

After 6 months, 54% of people quit their goals.

Using this framework, you will go off the Deep End, and write down crazy goals you'd love to hit in your life, career, relationships, and more. **The possibilities are endless, but they only become WINS when you clarify their potential. Only then can you use that potential to propel you forward.**

Possibility → **Potential** → **Propel**

The Deep End goal setting framework requires 4 Levels of Productive Thought to set impactful goals and extract impactful actions:

Level 1: The initial goal (big and daunting)

Level 2: Likelihood that you'll hit it (evidence)

Level 3: All the ways you COULD hit it (reality)

Level 4: The most impactful way to hit it (real goal)

4 Levels of Productive Thought Examples

Lv 1: Make \$75k this year from sync. (goal)

Lv 2: I've only made \$14k so far. (evidence)

Lv 3: 2 of my tracks earned most of the \$14k. (reality)

Lv 4: Write 5 tracks like those by 202X. 🏆 (real goal)

Lv 1: Take my family to Disneyland. (goal)

Lv 2: We've done small vacations before. (evidence)

Lv 3: I could save up, plan it, learn the cheapest time to go. (reality)

Lv 4: Create a one-sheet budget for total Disneyland cost by April 202X. 🏆 (real goal)

Lv 1: Add 25 tracks to my catalog in the next 12 months. (goal)

Lv 2: I've only ever done 15 tracks in 12 months. (evidence)

Lv 3: Collab with more people so that I can do less heavy lifting. (reality)

Lv 4: Work with 8 new collaborators (3 tracks per) by 202X. 🏆 (real goal)

Later you will find space to write down individual goals you want to set. From there, we will chunk out the 4 Levels of Productive Thought. It will follow this sequence from Level 1–4, with guidance along the way.

Helpful techniques:

Refer back to these helpful techniques as often as you need.

Level 1: Dream big at first. Think about a future that you DON'T yet live out. A great way to start is by saying the phrase "My _____ will be happier when _____." If you need help getting started, use these Pre-loaded phrases: "My life will be happier when _____. My body will be happier when _____. My relationships will be happier when I _____. My bank account will be happier when I _____. My work will be happier when I _____."

Level 2: Let the evidence speak for itself. You want to be as honest about how likely it is you will hit your big, daunting goal in the next 12 months. State how close you've gotten to that goal in the past. Write down typical results that you're used to. Get real about where you're at now so that you can paint a picture of where to go next.

Level 3: Think of the very first step you could take to get from what you've accomplished to hitting your big goal. You can write multiple here – The more first steps, the better. If your goal is to pick more apples from a tree, but you don't live by apple trees, your options are: Find an apple tree, find the closest orchard, visit the closest orchard. Pick the most impactful option and set it as your new goal for the year.

Level 4: Setting your new goal means you're focusing less on the big, scary goal you initially set. You cannot find the treasure by focusing on the X – You **MUST** focus on the dotted line to get there. Level 1 thinking is the big, red X where the treasure resides. Level 4 thought is the winding, dotted line for how to find it. Instead, focus your sights on hitting your new action-oriented goal.

Once you hit your new Level 4 goals, you can go through the process again to learn the next step to take toward your big scary goal. The Level 1 goals will likely stay the same over time or change slightly. By using this framework, you will see how 12 months can be compressed into 12 weeks in most cases. What you believe can be accomplished in one year can actually happen in 12 months with the right kind of clarity, intention, and action. The Deep End framework will help you get there. Perform this exercise quarterly and watch your wins stack up.

Before we you begin, take a moment to reflect on the last 12 months. Note 4 of your most memorable, proud wins that you can think of. You will be bringing this energy into the actual Deep End process, so it's important to shine some light on the good things you accomplished over the past year.

Examples

Win 1:



Win 2:



Win 3:



Win 4:



Nice work. Take another moment to think about how these accomplishments make you feel and what they mean for you, your life, and the people in it. The more impact you can see and feel, the better this Deep End session will be.



GO OFF THE DEEP END

Write 4 major goals you'd like to hit next year across body, life, relationships, and work. It doesn't matter how big or scary or crazy they are. You're doing this worksheet to *willingly* go off the Deep End (no one else has the courage to do this like you do, so think big). List 4 goals that scare you if that's what it takes – Things that are far from your reality right now. Be concise and clear. Set goals that make you uncomfortable.

Level 1 Examples

1 Goal:  Bench press 170 lbs

2 Goal:  Secure \$1m life insurance policy

3 Goal:  100 date nights with Jenna

4 Goal:  Guide 20 sync producers through the 6-Figure Sync Masterclass

Now it's your turn to think big:

1 Goal: 

2 Goal: 

3 Goal: 

4 Goal: 

These Level 1 goals are the *wrong goals* to focus on for the next year. They are merely possibilities for what your future holds. We have a tendency to set RESULTS, not true goals. Why? Because no one ever taught us how to set goals correctly. You just practiced Level 1 thought. This is the surface of possibility, where dreams can run free – We cannot let it stop here. **We must dig deeper to uncover the *right goals* we need to commit to.**

LIKELIHOOD OF ACHIEVEMENT

For each of your 4 initial goals, write down facts about how likely it is you will achieve them within 12 months. We are looking for evidence in the past and present, NOT the future. Note how close you've gotten before, or how you've never even tried. Get real. Whether it's money, material things, relationships – You need to set the gauge for yourself. What is the likelihood that you WILL hit each of your initial goals by the end of next year? What evidence can you base this on? What are the facts about where you're at right now in comparison?

Level 2 Examples

1 Fact: ? I have zero clue what I can bench press right now.

2 Fact: ? I don't know my options for life insurance – I've never done this before.

3 Fact: ? We only went on 9 official dates in the last 12 months.

4 Fact: ? The masterclass isn't finished yet.

Now it's your turn to look at the facts of where you're at:

1 Fact: ?

2 Fact: ?

3 Fact: ?

4 Fact: ?

CLARIFY FIRST STEPS

These facts are now your gauge – Your true barometer of potential. Level 1 thought brings possibilities. Level 2 thought brings potentiality. What's possible may not be achievable given your current resources or skills. What needs to change in order to increase the *potential* of one day hitting your Level 1 goal? What are some first steps you could take for each goal to propel yourself toward achieving it?

Level 3 Examples

1 Step:  I just joined a new gym – I could record my heaviest set of 12 good reps to start.

2 Step:  I could ask my financial advisor if he has access to good insurance.

3 Step:  I could see how often SHE would like to go on dates (and if weekly seems possible).

4 Step:  The masterclass is 30% complete – I could create a weekly target schedule.

Now it's your turn to clarify the next step you can take for each goal:

1 Step: 

2 Step: 

3 Step: 

4 Step: 

COMMIT TO ACTION

Now we're getting clear. You just experienced Level 3 thought – The level that most people never come close to, which is why they quit on the “goals” they set. Focusing only on possibilities is empty. Focusing only on potential is fruitless. Which is why we need to shift our minds to *propelling* forward, that is “taking action”. Action is the only thing that means something in this life – If we don't act, opportunities die. Acting is the water that brings life to seeds, and grows them into giant trees that bear rare fruit. Based on the first steps you listed to get you closer to hitting each goal, what can you commit to? What one, clear action can you fully commit to completing toward each Level 1 goal.

Level 4 Examples

1 Action: 🏆 Record my heaviest bench press at 12 reps to create weekly targets up to 170 lbs.

2 Action: 🏆 Call Dave to see what my life insurance options are.

3 Action: 🏆 Schedule out date nights with Jenna for the next 6 months.

4 Action: 🏆 Create weekly targets with Grif to complete the masterclass production.

Now it's your turn to commit to one clear action:

1 Action: 🏆

2 Action: 🏆

3 Action: 🏆

4 Action: 🏆

These are your new action-oriented Level 4 goals for the year – Great work. I'll bet money you could complete these in one quarter — *possibly a month* — with the right dedication and focus (email me and I'll make a bet with you if it'll help). But let's not get carried away. **Your mission is to complete these 4 steps toward the big, scary Deep End goals you put down at Level 1.** This is Level 4 thinking: High-value thinking. And is the secret that no one teaches you on the way to success.

Level 4 thinking creates little wins every single day that are attainable, measurable, and stackable. The more you attain, the more you can measure. The more you measure, the more you can stack. The more you stack, the more you can achieve. Commit to your Level 4 list, watch yourself progress further and faster than ever before, then repeat the process. Your goals should reshape and reform as time goes on in big ways, so long as you stay the course.

Some things to help you crush your Level 4 goals:

- Say “No” to anyone / anything that does not aid you in achieving your Level 4 goals.
- If you have to take on other things in the meantime, do whatever you can to make it worth your while (charge more, promise less, limit obligations).
- Build a team around your Level 4 goals. 1-3 people is all you need to be impactful and effective. The better the team, the higher the quality, and the faster you'll hit your goals.
- Post your Level 4 goals everywhere you can until they're ingrained into your psyche (bathroom mirror, phone wallpaper, write them out daily in your journal). You want them to be the first things you think of when you wake up, and the last things you think of before bed.
- Make sure every Level 4 goal you set is SMART = Specific, Measurable, Attainable, Relevant, Time-Bound.
 - “Complete 10 tracks by April 1, 202X.”
 - “Save \$7,000 for an engagement ring by Dec 1, 202X.”
 - “Collaborate with 6 new co-writers by July 1, 202X.”
 - “Go to the gym 50 times by July 1, 202X.”

Well done. Should you need further help or clarity, you can feel free to reach out to team@syncbeast.co with your questions and challenges. Someone from my team (or myself) will ensure you're well taken care of.

To your success,



Graham Barton

[Insta](#)

