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Creating Your 25 Year Vision: Getting Clarity

Creating Your 25-Year Vision: Getting Clarity

The purpose of starting with 25 years is that you need something to motivate you when things get tough. It has to be big or it won't be motivating enough and you'll either quit or get bored.

You are going to leave this exercise with a document of what your long-term vision is, so that you can review it every morning and effectively **prime** yourself to spot opportunities that would move you in that direction.

What if I change my mind?

You aren't bound by this—it's simply an exercise to help get clarity for the next 90 days only.

The reason we start with 25 years instead of jumping straight into 90 days is that it lets you frame things first in large expansive terms where you feel comfortable setting big goals that are motivating, and then work backward to figure out how to get there.

If you just start at 90 days, you tend to set less ambitious goals that are less motivating. You have a lower probability of completing a less ambitious goal as opposed to when you start with 25 years, where you have a higher probability of completing a more ambitious goal.

Action Steps:

1. **Craft your Aspirational Vision** - This is free writing. (Estimated Time to Complete: 1-2 hours)
2. Fill out the **25-Year Vision Template**. - You will finish with a single document that has the different aspects of your life and a Vision for each of them. (Estimated Time to Complete: 1-2 hours)
 - Put this document somewhere you can read over every morning. This is something that will both be motivating and help you feel excited about your goal.

Craft Your Aspirational Vision Template

The estimated time for this first exercise is around 15-30 minutes.

The answers to these questions should ideally all be free writing/first draft. You will edit these answers to create a the 25-Year Vision Document that comes after this.

Don't start thinking about how it is possible to do these things, just write them down.

The purpose is that you need something to motivate you when the going gets tough. It has to be big or it won't be motivating enough and you'll quit or get bored.

25 years is a LOT of time so think as expansively as you can. It should feel totally impossible and saying it out loud should feel embarrassing.

Example: Business

"If we were having this discussion twenty five years from today, and you were looking back over those twenty five years, what has to have happened in your life, both personally and professionally, for you to feel happy with your progress?"

I will be running a team

I will be earning more than \$200,000/year and be able to contribute to causes I find meaningful through my time or money

I will be a world class writer able to make tremendous impact with my writing

I want to invest people back with their agency, to give people the opportunity to realize they can impact the world and give them the tools to do so.

What challenges need to be overcome?

Time management/discipline

Doing work that isn't going to ship publicly

What opportunities need to be captured?

Write/read at least two hours a day each

Launch products consistently

What strengths need to be leveraged?

Being a better systems thinker

Using my writing to build a large network of people I respect and trust

Craft Your Aspirational Vision Template

Business

“If you were reading this twenty five years from today, and reflecting on the events of those twenty five years, what has to have happened in your professional life for you to feel successful?”

What challenges need to be overcome?

What opportunities need to be captured?

What strengths need to be leveraged?

25-Year Vision Template

Estimated Time: 15-30 minutes per category, or 1-2 hours total

This document has four sections:

Relationships/Health/Business/Other, for each major part of your life.

Each section will be completed with the following structure: **Role, Why, What.**

Role - This is a definition of what someone living that life would be called. How would you describe them if they being written about in a history book? Or their bio if they were being introduced as a speaker? Look for words in your response above that emotionally resonate with you.

Why You want it - Why is that meaningful and exciting to you? What's the best thing that could happen?

What You want - What does it look like and feel like on a day-to-day basis? What does someone who has already achieved this do on a day-to-day basis? These are going to be pulled from the Challenges, Strengths and Opportunities section. Pick terms which most emotionally resonate with you and get you excited and copy them into the appropriate section here.

Business / Career Role: {Democratizer of the Entrepreneurial Economy}

Why you want it:	I want to rewrite the Operating System of people, to show them how they can use entrepreneurship to create more money, meaning and freedom in their lives and the lives of those they love. To distribute power.
What you want:	<p>Read a lot</p> <p>Write more books</p> <p>Impact a lot of people</p> <ul style="list-style-type: none"> ● There are two ways to optimize for impact. One is to create amazing shit, the other is to have economics to do so. I am taking the barbell approach, economics is the middle that will definitely work, make amazing shit is the fat tails <ul style="list-style-type: none"> ○ Becoming a really good marketer - launching more products, being willing to really LAUNCH <ul style="list-style-type: none"> ■ Creating really valuable back end offers that create much more value than they capture via content and community ● Grow distribution by aggressively acquiring customers/subscribers <ul style="list-style-type: none"> ○ Leverage existing products using <ul style="list-style-type: none"> ■ Paid Traffic ■ JV ○ Write for Syndication and SEO ○ Build more, higher-end back-end products ● Become an excellent public speaker - speak at really big events, inspire a lot of people <p>Have high level relationships - large network of loose ties</p> <ul style="list-style-type: none"> ● Host events, start a podcast <p>Manage a small team</p>

25-Year Vision Template

Role: { }

Why you want it:	
What you want:	

Final Action Step:

Put this document somewhere you will look at it every day so you are primed to see opportunities that can help you move towards your goals. I like to keep this in Evernote, but anywhere that lets you look at it everyday works.

You can **print it by pressing ctrl+P**, or **copy and paste** it into a new word processor document of your choosing.
