

Creating Desire

The First Step Toward Achieving Any Goal, Big or Small

By

Christopher Sutton

Excerpted from the book ***How to Achieve Any Goal Big or Small: A Complete Guide to Getting What You Want Out of Life through Setting and Achieving Your Goals*** by Christopher Sutton. Visit www.fightforsuccess.com to learn more.

To achieve anything in this world, you have to have a well-founded desire to do it.

Desire is not the same as need. We need food. We need oxygen. We need sleep. These are all things we need to survive. You don't *need* a piece of chocolate cake. You can survive without it. But you may desire that piece of cake enough to go to the store or to a restaurant and get it. In that case, it was your desire that motivated you to take action. You don't necessarily *need* to sleep in until noon on Sundays, but you may desire to do so, and you may choose to act on that desire.

Where does desire come from?

Desire comes from being open-minded. A desire comes from wanting something that you don't already have, or wanting to expand on something you already have. In other words, desire takes us beyond mere survival and provides us with the motivation to get the things we want in life.

About the Author:

Christopher Sutton, author of the *Fight for Success Personal Professional Development Series*, is a lifetime professional martial artist with over 20 years of training and teaching experience. He has also started and built several successful small businesses.

The three main steps to achieving any goal

I'm not going to bore you with the average "Step one: want the goal; Step two; just make it happen." You can't just make it happen. If you could, you wouldn't be reading this book, because you'd already be there.

Instead I'm going to give you three realistic steps to achieving your goals:

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- ✓ **You need intense desire**
 - ✓ **You need positive, consistent action toward the goal**
 - ✓ **You need to "lighten up"**

Let's look at each one of these.

You need intense desire

You must desire it beyond a shadow of a doubt. Your desire has to be so intense that it feels like a need.

Let's say you've always wanted a red Corvette. You've wanted one since you were five years old. But you're 35 or 45 now, and that dream has kind of gone out the window. Every time you see one drive by you really like it, and you think about maybe one day getting one. But who knows?

You just don't have the desire. Not enough to motivate you to do what it takes to get the brand new sports car of your dreams. You can want all day long - and it will turn into nothing all day long. You have to desire it.

Now, buying a shiny red Corvette probably isn't a good goal if you're making \$5,000 a year and you have a lot of debt. Or if you have 17 kids and only two cars in the family. So you have to have checks and balances for your goals. But to get anything, you have to have that intense desire.

You need positive, consistent action toward the goal

What are you doing to attain your goal?

There are two kinds of consistency when it comes to goal setting: positive and negative.

Negative consistency would be if you never start that savings account, never look into buying a new car, never create a desire in the first place. That's negative. You consistently do nothing.

Positive consistency means you're taking positive steps toward getting that shiny red Corvette.

- ✓ You've started a savings account.
- ✓ You're looking at different banks for financing options.

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- ✓ You're trying to decide whether to buy new or used.
 - ✓ You're thinking about what options you want.
 - ✓ You're finding out what kind of trade-in value you have on your current vehicle.

These are examples of consistent positive steps.

A new martial arts student asked his instructor, "How fast can I get to black belt?" The instructor replied, "You can go online and buy one today. But if you want to be a great martial artist, just decide that you'll never quit."

Here is where it falls apart for most people. Consistency lasts only as long as your attention span. And in today's society, with iPods, cell phones, and everything being available instantly in our drive-thru society, guess what - it seems like we can't stay focused on anything longer than five minutes. At the most we get a week or two out of a great idea.

If I want to get across this room right now, I have to stake one step at a time towards the other side of the room, over and over again until I get there. If I get half way there and get distracted, if turn left or right, if I turn around and come back - I won't get where I set out to go. Do you follow? I hope so. Consistency will win with any goal.

Positive consistency has also been referred to by many individuals as **action steps**. It's anything you do as an action towards that goal.

Be aware that you can also have negative action steps. Goals aren't always positive. If you take negative action steps over and over, you'll achieving a whole mess of negative goals.

You need to "lighten up"

Really, you do have to lighten up when it comes to goal setting. It's not the end of the world if you don't get it tomorrow. It's not the end of the world if you set a goal and then fail repeatedly before you get it. You have to think like a child. You really have to lighten up.

I remember being a five or six year old. I wanted some of the most simple things in the world, but they were such a big deal at the time. Maybe it was a new GI Joe action figure, or maybe I wanted to stay up late and watch something on TV. Whatever it was, it was such an intense desire, and I worked to get it with positive consistency. "Mom, can I get this? Can we do this? I really want this!" And that was really in my heart at the time. But I also knew how to lighten up and enjoy life.

I wasn't a bitter, jaded, day-in-and-day-out adult who didn't know how to be creative. Many adults are, for the most part, very uncreative. They're struggling and moping through life. They wake up and pour enough coffee down their throat just to get to work. Then they make it through work, and they make it home, only to get ready for the next day when they do it all over again.

When your life becomes like that, you lose desire. You lose consistency. And you don't know how to lighten up and enjoy life.

There's another whole book in this series in which we go much farther into how to lighten up and enjoy life. For now, remember that **you have to have desire, you have to have positive consistency, and you have to lighten up and not take yourself so seriously.**

If you do those things, you will accomplish any goal you set. You just have to believe in that.