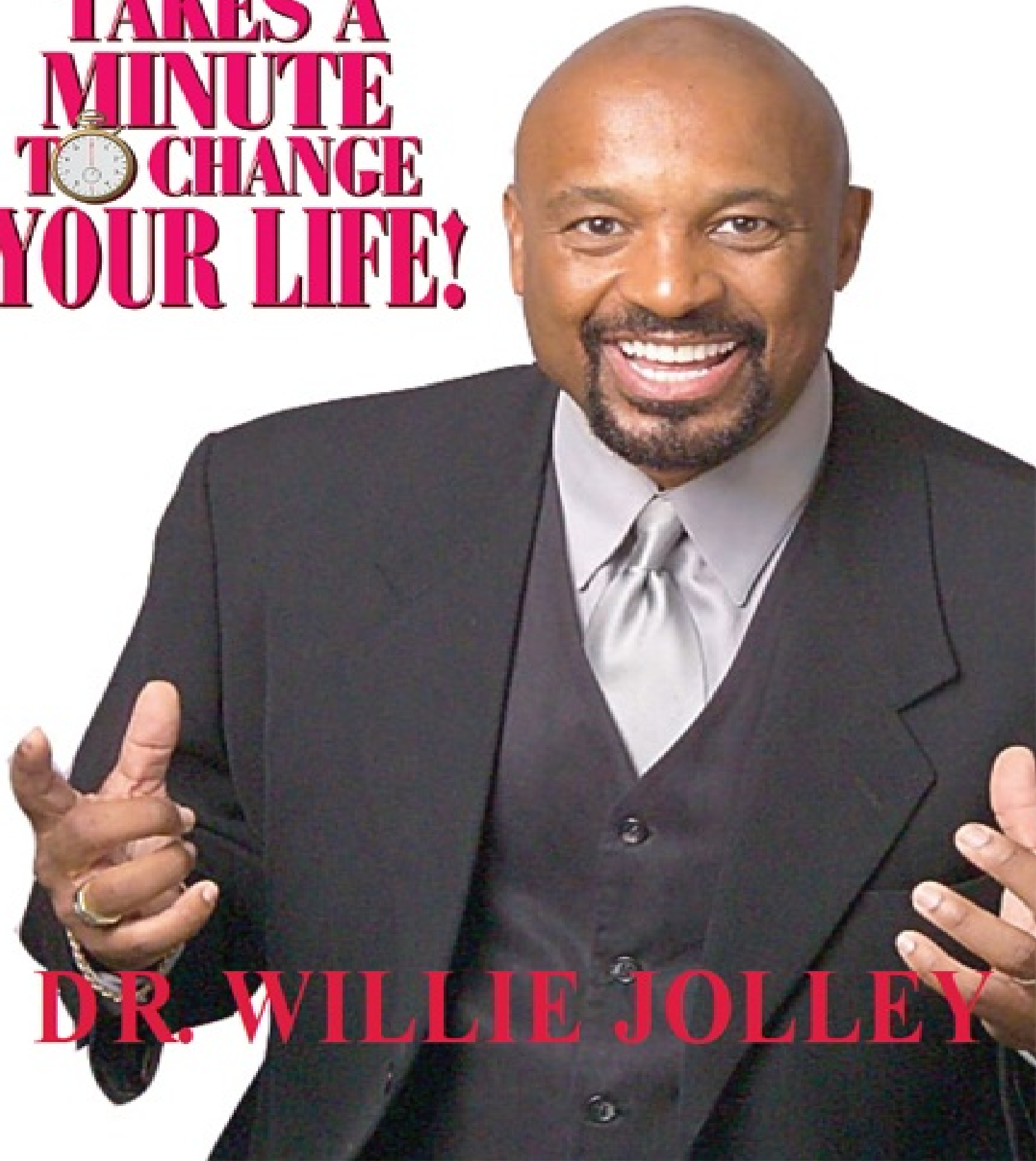


**“THIS BOOK WILL CHANGE YOUR LIFE!”**

**-Les Brown**

**IT ONLY  
TAKES A  
MINUTE  
TO CHANGE  
YOUR LIFE!**



**DR. WILLIE JOLLEY**

# **CONCEIVE IT, BELIEVE IT, AND ACHIEVE IT!**

**That's the essence of Willie Jolley's recipe for success. Every day, people across the country gain inspiration from his one-minute radio show, "The Magnificent Motivational Minute." Now, everyone everywhere can be inspired and motivated by his stories, poems, anecdotes, songs and affirming lessons. They will help you get more out of life and put more into life. Ideas that will help you live your dreams. Learn how to:**

- Tap into the power of each minute!**
- Rediscover the dreams that are buried within you!**
- Stay away from "The DreamBusters"!**
- Take control of your life and design your future!**
- Develop a positive and productive mental attitude!**
- Overcome obstacles and rise above circumstances!**
- Make your dreams a reality!**
- Live Life to the Fullest and Enjoy Every Minute!**

**In a time of minute rice, instant coffee, fast food, quick cash and speedy phone loans, we are now happy to present "Minute Motivation." Busy people have little, or no, time to spare. So now is the time to change your life. Remember it's not how much time you have, but what you do with the time you've got! It only takes a minute to change your life! Do it now!**

**IT ONLY  
TAKES A  
MINUTE  
TO CHANGE  
YOUR LIFE!**

**Willie Jolley**

**Jolley Publishing  
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## CHAPTER III



# Goals: Dreams with a Deadline!

One of the questions I regularly get asked is, "What is the difference between dreams and goals?" Well, goals are an outgrowth of your dreams. They are the stepping-stones to your dreams. A goal is simply a dream with a deadline. Let's say that your dream is to go to law school. A goal is when you commit to a time period in which you are going to make this dream into a reality. You have now focused the dream and made it into your goal.

The renowned Zig Ziglar has a great analogy that talks about focus, where he says that a magnifying glass can ignite a fire on a pile of leaves if you concentrate the power of the sun through the glass at a focussed, specific spot and do not move the glass. Goals help to focus your dreams and make you specify when you want to achieve them. They are stepping-stones to make your dreams come true. The key is to dream big dreams, think big thoughts, and then transform those dreams into attainable, reachable goals and act!

### A Goal: A Target

**How do you make your dreams come true? First, you have to know what your dreams are. If I gave you a ball and told you to hit a ten-foot wall that was five feet in front of you, could you do it? Of course, no problem! But if I blindfolded you and took you five steps back and then twirled you around ten times would you still be able to hit the wall with ease? No! It is difficult to hit what you can't see, and it is impossible to hit what you don't know! That is why you must set goals. The starting point for your goals are your dreams. A goal is nothing more than a dream with a deadline. What is your dream and what is your goal?**

What is your goal? What are your dreams for this year? What are your goals for this year? What do you want to accomplish in the next twelve months? Let's do an exercise to help you to focus on your goals. Take a piece of paper and write the numbers from one to ten in list form. Now I want you to think, what would you go after if you were guaranteed that you could not fail? What would you

attempt, what would you try to accomplish if you were told that it was impossible for you to fail? Think like a child on Christmas morning. Anything you want, you can achieve. Anything. Write down at least ten things; if you have more, write them down, too. Do not limit yourself by your present circumstances. Anything you want, you can accomplish; it is now impossible for you to fail.

Once you have made your list, you have taken the first step to success. Make copies of that list and read it every day. Read it and reread it until you believe it. Then read it some more. Keep on reading it and start acting on it and you will be amazed at how many things you will start to accomplish. In the movie *The Ten Commandments*, there is a line that I always remember: "So as it is written, so shall it be done!" Write your dreams and set the goals, and remember, "So as it is written, so shall it be done!"

### **The DreamSheet**

**The reason we completed the exercise above was that it will help us determine our dreams and goals (because we realize that it is impossible to hit a target you cannot see and that you do not know). You made a list of at least ten things you would go after this year if you knew that it was impossible for you to fail. Now that your mind is in the possibility mode, let's go a step further. I want you to take out four sheets of paper. On the first sheet write, "My lifetime dreams and goals." On the second sheet write, "My twelve-month dreams and goals." On the third sheet write, "My thirty-day goals," and on the fourth sheet write "My ideal successful daily routine."**

Once you have developed a routine for a successful day, then the key to success is simply to reproduce that successful day seven times and you have a successful week, then reproduce that successful week four times and you have a successful month, and reproduce that successful month twelve times and you have a successful year. And you are then on your way to creating a successful lifetime! But it all starts with a dream and a goal. Do this exercise right now, and don't limit your dreams by your present circumstances. Remember, you are guaranteed success; it is impossible for you to fail. Just believe!

### **The DreamBuilding Formula**

1. Decide what you want
2. Write it down (be specific)
3. Read it three times a day

4. Set the date of accomplishment
5. Think of it often
6. Dream and imagine (see yourself enjoying it)
7. Develop a plan of action
8. Do three things every day towards the goal
9. Stay positive (read and listen to positive things daily)
10. Act as though you have achieved it (conceive-believe-achieve)

Not long ago, while I was stuck in a small town due to inclement weather, I was flipping channels and happened upon a documentary on martial arts legend Bruce Lee. I was extremely interested in him because I remember as a child how much I liked his character, Kato, in *The Green Hornet* television show. I sat up and looked at the documentary and was highly impressed with the information I received. Bruce Lee was born in San Francisco but his family moved back to China while he was a small child. He grew up learning the martial arts and acting and found a way to combine his two loves into a unique artistic expression. He came back to America and began to teach his new artistic form of karate. During his struggling days he wrote a "major aim" sheet, which detailed his lifetime goals and dreams. His top-priority goal was to be the highest paid and best known Asian actor and martial artist of all times.

He struggled for a while after the cancellation of *The Green Hornet* and soon he went back to China, where he began making martial arts movies. The movies became hits and he became a major success in China. The same producers and movie makers who had turned him down in America were now calling and making him offers. He was such a big star everywhere else that he was able to leverage his popularity into a contract that made him the highest paid Asian artist of all times. Shortly after finishing *Enter the Dragon* he died from hypersensitivity to a pain reliever, yet he had reached his goal and "major aim." His stardom continued after his death with a hit movie and a star on the Hollywood Walk of Fame!

The main point to take from this story is that life is very unpredictable and there's not a lot to depend on except your dreams and your faith. If you can dream, believe in those dreams, go after those dreams, set goals (or in this case major aims), then you can do incredible things! As Bruce Lee proved, dreams can come true!

There was one quote from that Bruce Lee movie that made an indelible impression on me. He said, "When I came over on the boat, I knew that this was an idea place.' A man with an idea and desire can do anything!" Friends, this truly is an "idea place." I implore you to dream big dreams, think big thoughts,

let your mind soar and create new ideas. And you will see that dreams can, and do, come true!

### **Scott McKain and His Buddy Arnold**

**Scott McKain is a gifted speaker, author, and television host who I was privileged to share the speaking stage with. Scott tells a story about Arnold Schwarzenegger that shows the power of dreams and goals. As a young man growing up in Austria, Arnold Schwarzenegger made up his mind that he was going to do some incredible things with his life. He made up his mind and set a goal to be the greatest bodybuilder of all time. Many thought Arnold was crazy but they figured he would eventually give up, because it would take a great deal of time and commitment. They figured he would give up and get over that silly notion, and get a "real" job. He then added another aspect to his dream, he not only wanted to become the world's greatest bodybuilder but he also wanted to become a movie star and an international fitness guru! His friends said, "What a crazy dream!" He wrote his dreams down on a note card and carried it around in his wallet and made a contract with himself that he would achieve this goal. He said it was this contract with himself that drove him, forced him, to go to America and start the climb to become Mr. Olympia. He went on to become one of the highest paid actors in Hollywood and the Chairman of the President's Committee for Physical Fitness. Do dreams and goals make a difference? You'd better believe it, just ask Arnold!**

### **Resolutions, or Just a Waste of Time?**

**Many people make lots of New Year's resolutions. The problem is these usually only last a couple of weeks. Statistics show that the sale of diet products and health club attendance are highest in the first two weeks of the year. People are motivated on the first days of January and are really into their resolutions, but that enthusiasm starts to dwindle by the fifteenth of the month, and usually fizzles out by the end of the month. Why? Because of a lack of continuous and constant motivation. They get motivated at the first of the year but don't keep it up. Some people say the problem with motivation is that it wears off. Well, so does eating and bathing; yet part of your daily routine is to eat and to bathe. To make your resolutions into realities it is essential that you make motivation a part of your daily routine, to read or listen to something motivational, to fill your mind with that which is positive and encouraging. Find something (a book, a tape, or music) that**

encourages and inspires you to dream and then motivates you to go after your dreams. I recommend that you make this, the Magnificent Motivational Minute, a part of your daily routine. It will help you to grow, help you to focus, and help you to stay motivated. Ladies and gentlemen, remember that it only takes a minute to change your life. If you invest in yourself you will see results in an amazing amount of time. Make a resolution to stay motivated this year. Have a Great Day and a Great Year!

### **California or Bust!**

What is the essential ingredient that can propel a person to success? What is the special key that can unlock untold doors? What is the tool that can help mold your future? Well, it's simple yet greatly misused and misunderstood. It is a goal. A goal is a dream with a time frame attached to it. Goals are stepping-stones to reach our dreams. If we can concentrate on goals, learn how to set them and how to reach them, we can reach exceptional heights. The pioneers during the Gold Rush had the goal of reaching California. They had a saying: "California or bust!" They had a dream, set a time to achieve it, and made a commitment to reach their goal or else. We must make the same commitment to reach our goals and then do it. This is one of my favorite sayings: "It is the carrot in front of the horse's face that makes it want to run the race!" Run fast and run hard and enjoy the rewards that are set in front of your face!

### **Do Not Change Your Decision to Go, Change Your Direction!**

You've got your dream. You've set your goal. You're ready to get started and then you encounter difficulty. Don't change your decision to go, just change your path to get there! Numerous paths can lead to each goal. For example, if you're on your way to work and you come to a street that is closed, do you give up and go back home? No! You find another street that's open or another route to get to work. With your goal, if you encounter difficulty, don't change your decision to go; change your direction to get there.

### **The Difference Between a Goal and a Vision**

Earlier I told you that dreams are the seed for success. And after you have identified the dream, you must break the dream down into achievable chunks called "goals." Goals are dreams on a deadline. Yet there is another level that must be achieved in the dream process. After you get your dream and you have implemented the goal-setting process to help you to achieve

those dreams, then you must go to the next level, which is creating a vision. A vision is a dream where you can actually see yourself in the dream, almost as if it were already a reality. To continue to dream dreams that are of visionary status, you must start the process of becoming a visionary. A *visionary* is one who habitually dreams big dreams that become visions, and habitually makes those dreams become realities. A dream leads to a goal, which leads to the achievement of the dream, which then leads to more dreams, which leads to becoming a visionary. What is the difference between a goal and a vision? A goal is something that you have, while a vision is something that has you! A goal is not just something you work on, but it becomes something that works on you, not so much what you get but what you become in the process. Thoreau said: "In the long run people only hit what they aim at. Therefore, they ought to aim high." Friends, dream big dreams, aim high; and work on BECOMING A VISIONARY.

Remember:

*Whatever you can do, or dream you can do, begin it;*

*Boldness has power and magic and genius in it;*

*Just begin and the mind grows heated;*

*Then believe and proceed, and the task will be completed!*

# **Check out these other exciting products by Willie Jolley**

## **Books:**

### **A Setback Is a Setup for a Comeback (Collector's Edition)**

Learn the formula winners use to turn their setbacks into incredible comebacks!

### **Chicken Soup for the Christian Soul II (With Bonus CD)**

Messages of faith, hope and encouragement with Willie Jolley's message of the "Best Is Yet to Come!"

## **CD/DVDs:**

### **Dare 2 Dream Dare 2 Win (Youth)**

Captivating message of drug and violence prevention, academic excellence, leadership skills, making wise choices; entertaining for the whole family.

### **Double Your Business: Live in Australia**

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### **Faith Series Double CD**

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### **Inspiration and Jazz Music Double CD**

Music designed to encourage your spirit, put a spring in your step and hope in your heart.

### **It Only Takes A Minute to Change Your Life (Audio Version)**

2 CDs of the book. Great driving companion for quick "pump me up."

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6 CDs of the book. Includes bonus interview "Live in Chicago." Learn Willie Jolley's philosophy on winning.

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A special package of CDs and DVDs by Willie Jolley sharing secrets on how to start and grow your business and live the life you have been dreaming about! A must have for every person seeking to discover the secrets to success!

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This special program is for organizations that want to grow their people, their performance and their profits! It contains a multi-tiered system of DVDs and training materials that can be used for group training or individual enrichment.

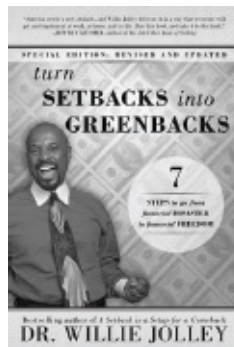
**[www.williejolley.com](http://www.williejolley.com)**

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motivational programs,  
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# DR. WILLIE JOLLEY'S BEST-SELLING SUCCESS PRODUCTS

## Turn Setbacks into Greenbacks



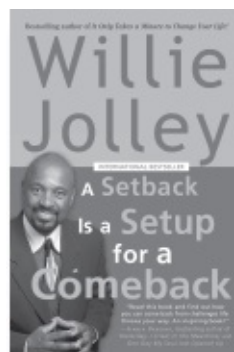
This book is destined to be a self-help classic. Dr. Jolley shares seven fundamental steps that will help you turn tough times into wealth-building times. This book should be a key tool in building your financial freedom!

***(Audiobook version also available)***

*“A wonderful book ...When you open it, you’ll feel the vitality of unrealized choices, and when you close it, you’ll feel energized to change your life for your own benefit—and for those around you.”*

—Alan Weiss, PhD, author,  
*Million Dollar Consulting and Thrive!*

## A Setback Is A Setup For A Comeback



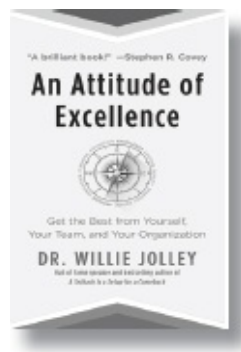
Learn the powerful techniques, ideas, principles and strategies that other winners have used to turn their setbacks into incredible comebacks!

***(Audiobook version also available)***

"'A Setback Is A Setup For A Comeback' is the bible for survival when you are talking about attitude!"

—Bev Smith,  
Nationally Syndicated Radio Host

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This book is an organizational development “How-to” book, that gives principles to exponentially grow yourself, your people, your productivity, and your profits. Alan Mulally, the former CEO of Ford Motor Company, calls this a book that every team member needs to read.

***(Audiobook version also available)***

*“An Attitude of Excellence is ‘a brilliant, inspiring, motivating book! It empowers you to choose success, to choose excellence, to see change and constant improvement as an ally instead of a fearsome enemy!’”*

—Stephen Covey, author,  
*The 7 Habits of Highly Effective People*

## **Make Love, Make Money, Make It Last!**

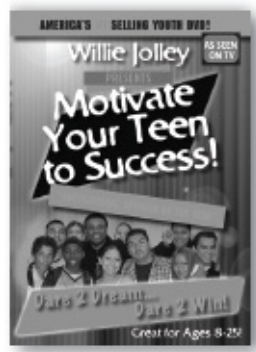


In this book, Dr. Willie Jolley & Dee Taylor-Jolley share lessons they've learned in over 30 years of marriage. They focus on the Big 3 Boulders that break up marriages: Sex, Money and Communication! A “Must-read” for every couple. ***(Audiobook version also available)***

*“This book is amazing, and I know it will bless you, like it blessed me and my husband!” Read it together and it will help keep you together!”*

—Dr. Ro, America’s Nutrition Coach  
and TV Personality

## **Motivate Your Teen To Success (Dare 2 Dream/ Dare 2 Win) DVD**



Dr. Willie Jolley is at his best in front of this packed audience of teenagers. He presents a powerful program on drug and alcohol prevention, violence prevention, academic excellence, and the need for making wise choices. Every home and school should have this DVD!

*“I got my son to look at Dr. Willie Jolley’s youth DVD after he decided to drop out of school. He was so motivated that he went back to school and finished. He even made the Honor Roll! What an awesome message!”*

—Tony Parker

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Do you desire a career in public speaking? Do you believe you can motivate others to reach their full potential? Do you want help in achieving this goal? Dr. Willie Jolley shares how he went from being a no-name speaker to becoming Toastmasters International Speaker of the Year!

*“WOW...I invested in Dr. Willie Jolley’s Speaking Success Package and listened to the CD ‘How to Go From Unknown to Known in a Year,’ and it was magnificent! It provided superb information and inspiration. Plus I have immediately seen incredible growth in my speaking business.”*

—Doreen Rainey, author and speaker

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Millions of people want to become entrepreneurs but are not sure how to accomplish it! In this package, Dr. Willie Jolley shares his secrets for entrepreneurial success with people who want to grow and go to the next level in their personal and professional achievements!

*“I started at the bottom of the company rankings. After listening to your CDs and putting into practice your knowledge and advice, I have made my way to the*

*Top 5 in the company of 180 agents. While my colleagues are finding it tough in the “current real estate climate, I am working at it smarter, for better results.”*

—John McManus, Sydney, Australia

## **Make Love, Make Money, Make It Last! Live Seminar**



This 2-CD package contains a “Live” seminar where The Jolleys share tried and true tools to deal with the Big 3 Boulders that break up marriages: Sex, Money and Communication! A must-have for every married couple!

This program is recommended for mature audiences.

*“This program is the best marriage program I’ve ever experienced...and I’ve tried them all!*

—Morgan McCoy

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*An Attitude of Excellence: 5 Simple Steps for 5 Star Success* is Dr. Willie Jolley's answer to the age-old question: What secrets help 5 star organizations create consistent success? Willie's solutions have come from working with Fortune 500 corporations. This highly entertaining and comprehensive program is based on his work with these leading decision makers, spanning more than a decade!

*"Your Attitude of Excellence message was the highest-rated program to date, and that is over six years. You hit the ball out of the park!"*

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Norton Healthcare Systems

## **Turning Setbacks Into Comebacks (and Greenbacks!)**

Taken from Dr. Willie Jolley's popular book and PBS television special, *Turning Setbacks into Comebacks*. In this program, Dr. Jolley explains how to come back from personal and professional setbacks and prosper! He shares tremendous techniques, ideas, principles, and strategies that others have used to go from being broke to being millionaires and from losing everything to creating super success stories!

*"THANK YOU...not only for your inspiring message of hope and tenacity. YOU DESERVE TO BE LABELED ONE OF AMERICA'S VERY BEST SPEAKERS! You delivered!"*

—Marty Reuter, President  
Weichert Realtors

**Change IS GOOD ...  
When Your Attitude is GREAT!**

In this program, Dr. Willie Jolley shares how all progress is the result of change and through his patented “VDAD” (vision, decision, action, desire) formula for successfully embracing change. You will leave this program viewing change as an ally—not an enemy—and see that change truly is good...when your attitude is great!

*“I have received numerous compliments from attendees and will share their feedback with you once evaluations are completed. Great presentation. Great energy. Great mass appeal. Keep it up! We really appreciate Willie helping us kick off our New Year on a very positive and motivating start!”*

—Meeting Professionals International,  
Potomac Chapter

## **How To Be Unstoppable! Leadership and Achievement!**

Dr. Willie Jolley believes leadership is an action not a position! He reminds us that great leaders always focus on the possibilities rather than the challenges and are willing to do whatever is necessary rather than doing what is comfortable. Leaders look to develop more leaders rather than more followers!

Dr. Jolley takes you on a memorable roller-coaster ride of why you must develop the leader within you and then gives you the steps for getting it done!

Whether you are an association executive, sales professional, entrepreneur, business owner, or manager, you will experience growth and renewed enthusiasm for reaching and exceeding your goals. This program will develop more leaders and set them on a course for becoming unstoppable!

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Willie and Dee Jolley offer an exclusive retreat for couples who want to grow their relationships as they grow their businesses. For more information, please visit [www.JolleyMarriage.com](http://www.JolleyMarriage.com).

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Dr. Willie Jolley offers strategies for those who want to grow their entrepreneurial expertise and increase their net worth. For more information, please visit [www.JolleyRichSpeaking.com](http://www.JolleyRichSpeaking.com).

**EXCITEMENT ABOUT  
THIS BOOK FROM AROUND THE WORLD**

"Dr. Willie Jolley brings power and excitement to every audience and persuades them to be more and to do more so they can have more."

- Zig Ziglar, Best Selling Author of *See You At The Top!*

"Dr. Willie Jolley takes us for the ride of our lives to the heart of success and achievement."

- Dennis Kimbro, Best Selling Author of *What Makes the Great, Great!*

"I found out about your book via my mother, who has been singing its praises. I have indeed told others about it!"

- Alifa Johnson, United Kingdom

"I must tell you how wonderful your book is!  
It has really revolutionized my thinking!"

- Ayo Agunloye, Nigeria

"I have just finished reading this book  
and it was one of the greatest books I have read! Thanks!"

- Rose Mungai, Australia

"I am taking a few minutes to let you know that your book changed my level of motivation and determination about my whole life. I am now an addict of the 10 steps to achieve your dreams! The energy I am getting from these steps is tremendous and fueling my actions daily!"

- Paul Nellis, Canada

