



THE DOCUMENTED SIGNIFICANCE OF WRITTEN GOALS

A 1995 major ivy league Business School Alumni Association Study showed that:

1. Of all 1980 Business School graduates

- 83% had no specific goals (only general goals like “get a job”, “make lots of money”, etc.)
- 14% had specific goals, but they were not written
- 3% had specific goals, that were written

2. Fifteen years later

- The 14% with specific, but unwritten goals earned 3 times more than the 83% without specific goals
- The 3% with specific, written goals earned 10 times more than the 83% without specific goals

Congratulations on deciding to design your own future.

You have determined to live your life by choice, not by chance.

*You are about to **experience the power of success by design.***