



aliljoy.com presents...

Smash it!

It's time to get shit

done.

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Guest Contributors



Lucy V. Hay

Lucy V. Hay is a novelist, script editor and blogger who helps writers via her [Bang2write consultancy](#). Lucy is the author of [The Decision Book Series](#) of YA novels and WRITING AND SELLING THRILLER SCREENPLAYS for Kamera Books' 'Creative Essentials' range. Check out all her books, [HERE](#).



Cover Art - Audrey Grison

Audrey Grison, aka Audrey the Artist, is a French graphic designer. After being introduced to Andy Warhol at 14 she realized she wanted to pursue her dream of being an artist. Majoring in Fine Arts in High School she went on to study Graphic Design at College. While studying she began developing her signature style which sees her blend Inks and Wired Lines in each of her pieces. Look out for her drawing on p7 too. You can also visit her website, [HERE](#).



Introduction

When I was at the Hillsong Colour Conference a few years back, Christine Cain, pastor, uber ass-kicker and founder of A21 (an incredible charity that helps victims of human trafficking), said something that really stuck in my mind. She said: 'Life is about running a good race'.

Now, whenever I think about doing something challenging or just plain terrifying, I remember Christine's words. 'Run a good race Yaz!' (Okay she didn't actually use my name - but it felt like they were intended just for me.) Whenever I feel overwhelmed by the magnitude of my ambitions, or just plain fearful of the future those words echo in my mind and remind me that life is about CHOOSING to live with purpose, conviction and fullness. Life is about running a good race. Life is about Smashing it!

Smash it! is slang for being **successful**, **breaking down the walls that hold you back** and **moving toward your goals with passion, fuel and energy**.

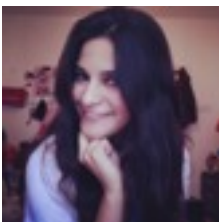
Why should you have a goal? Without getting all geekazoid on ya'll setting goals is important. 'Why?' you cry. **Because they help build a mental frame** which can **increase motivation** and **enhance your performance**. Okay, so having a goal doesn't guarantee success, but it does increase our chances of achieving it. It does give us a direction, it does help us run a good race.

'A goal is a dream with a deadline'.

Napoleon Hill

Whether it be passing those exams, getting fit and healthy, starting your own business, getting over a break-up or climbing a big ass mountain, we will be talkin' about how to **build awesome goals worth keeping, work towards them** and **Smash it!**

This is for the game changers... MWAH!



Love,

Yaz

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Part 1:

Build it!

Be the Architect of Your Future

The first step to Smashing it! is building goals worth smashing. Sounds obvious, right? But you'd be surprised how many people give up. In fact, did you know that only 8% of people manage to keep their New Year's resolutions at all? Crikey! And did you know that 25% of people abandon their NYE goals after just one week? If you wanna Smash it! you need to start from the ground up.

Every architect knows that in order to build a sustainable structure they must start with strong foundations. Goals are exactly the same. And the most successful goals are the ones built with a bigger vision of your future in mind. Why? Because, WHEN YOU CARE ABOUT IT - YOU'RE MORE LIKELY TO GET SHIT DONE.

Here are some things to bear in mind when building a kick-ass goal:



Passion - Am I passionate about this goal? Does it excite me?

Talent - Do I get to build on and exercise my natural talent by pursuing this goal? OR Will my goal add value to my existing talent?

Personal Growth - How will my life benefit from reaching this goal?

Sacrifice - What sacrifices will I need to make to pursue this goal?

Values & Beliefs - Is my goal entwined with my core values and beliefs?

Greater Calling - How will this goal help me pursue my dream?

It doesn't matter how fast you move towards a goal if you are pursuing the wrong goal you are not fulfilling your potential.

'The wrong goal in the wrong situation can seriously hinder performance and actually lower productivity'.

Steve Kotler, Forbes

Dreams & Goals

Let's just take a sec to clarify the difference between dreams and goals. Dreams and goals are **NOT** the same. In his bestselling book *The Chimp Paradox*, Professor Steve Peters makes a great distinction:

'A dream is something you want to happen which is not fully under your control'.

'Goals are something you can set and achieve because you have full control of them'.

In other words, learn to distinguish what IS within your control and what isn't. Let your dreams help you determine your goals, and your goals help you navigate towards your dreams. But always distinguish one from the other.

#1 Practical Fix!

Consider why reaching your goal is important to you and how it will contribute to your greater calling. Ask yourself: 'Why does this goal matter to me?'



The decision to pursue a goal can be a powerful turning point in the story of your life. And guess what? It's all down to what you do NOW.

Goals are about making choices about how you want to live. You CHOOSE your path.

So let it linger in your mind. Think about it. Allow yourself time to dream about it. Imagine where you could be. And when you've thought it through get out your pen and paper...



Why you should write down your goal.

In a 1979 Harvard MBA program they discovered that only 3% of the class had written down their goals and ambitions for the future. Ten years later, they discovered that those who had penned their aims were earning ten times as much as those who hadn't.

Writing down your goals are essential to getting shit done, because they provide clarity, focus and direction.

#2 Practical Fix!

Write down your goal. Show your commitment. When you've written your goal down put it somewhere you can't ignore: pin it to your wall, keep it on your bedside table, stick it to your bathroom mirror. Let it remind you of your path.

Create a Vision Board



#3 Practical Fix!

Create a Vision Board. Get creative by putting together a collection of images, quotes and ideas which encompass what you want to achieve.

Keep it old school with paper and glue or why not create a secret board on Pinterest? You can add to it as you go!

Part 2:

Work it!

Time to do a Missy Eliot!

This is the sweat and grind part. The lengthy part. The part in the movie where the funky power track begins to play and you, the hero, start to get serious about your mission. KABOOM! To Smash it - you gotta Work it! Are you ready to hustle?

Let's break it down.

HOW TO BE
SUCCESSFUL:
FOCUS ON YOUR
OWN SHIT

So you've written down your goal and created your vision board of greatness. Maybe your goal is to run a marathon? Finish that novel? Start that new business? You're feeling pumped. Then you step back and look at your handy work and suddenly you are filled with... FEAR. Ohh shit. 'What have I committed to?!?!'

DON'T PANIC. Chill. Deeeep breath. Psychologist Richard Wiseman, University of

Herfordshire, explains: 'Many of the successful techniques [to achieving goals] involve making a plan and helping yourself stick to it'.

So in order to Smash it! we MUST break down our long term goals into smaller more manageable short term targets.

#4 Practical Fix!

Break down your goal into smaller more manageable monthly, weekly and even daily goals. Get out your diary or calendar and note down your targets for the next 12 months. Determine a mid point. (E.g. If your goal is to run a marathon, your mid-point goal might be to run a half marathon.) Set deadlines for yourself that will challenge you but are within the realms of your control.

Be Kind to Yourself

In a study conducted by the University of Hertfordshire, psychologists discovered that those who focused on the challenges of the goal ahead, were more likely to give up, than those who focused on the smaller success' along the way. What does this mean? Being kind to yourself will help you smash your goals.

Experience a few set backs along the way?
No biggie. Just learn and move on.

DON'T get bogged down with how far you have to go.

Instead, focus on your achievements along the way and recognize how awesome you are for actually getting off your ass and working it like a #BOSS. Give yourself

kudos for being in that stellar 25% of people who actually had the guts to pursue their goal. Repeat after me: I am getting my shit together. I am AWESOME.



#5 Practical Fix!

Regularly take the time to appreciate how far you've come and give yourself a pat on the back. Reward yourself when you kick ass. Keep a gratitude journal or designate some reflection time each week to bask in the moonbeams of your accomplishments.

So you've broken down your goal and given yourself a hi-five for being awesome, but what are the key qualities you need to possess in order to get some serious shit done? It's time to cut the C.R.A.P! No seriously.

Cut the C.R.A.P



Yo Game Changer! You wanna Smash this? Then you're gonna need to cut the C.R.A.P with 5 qualities that will sharpen your talent, define your character, and help you get shit done. Here we go...

Consistency - Have consistency in your behaviour and routine. This means showing up EVERY TIME, ON TIME, when you say you're going to and being a person of your word. Don't be a flake, man. You're doing YOURSELF

a favour by developing positive habits that will impact your life in the long term. Never under estimate the power small daily choices will have on your future.

'Very small differences, consistently practiced, will produce results'.

John Maxwell

Repetition - Every time you train or practice or study or try something out: LEARN, GROW and then REPEAT.

Sweet and simple. Kinda. It's doing the same thing again - only different. Improve, improve, improve...

'You are what you repeatedly do'.

Aristotle

**WAKE UP.
KICK ASS.
REPEAT.**

Authenticity - Don't force yourself to be what you're not. People can smell a phony a mile away. Believe me, it's unattractive. Yes - we all need to push ourselves outside of our comfort zone but don't compromise WHO you are for your goals. Instead, strive to be the best



version of yourself. You will never be liked by everyone so you might as well be who you are. Dr Seuss puts it perfectly:

'Be who you are and say what you feel because those who mind don't matter and those who matter don't mind'.

Dr Seuss

Perseverance - As my dad always says: 'Persistence beats resistance'.

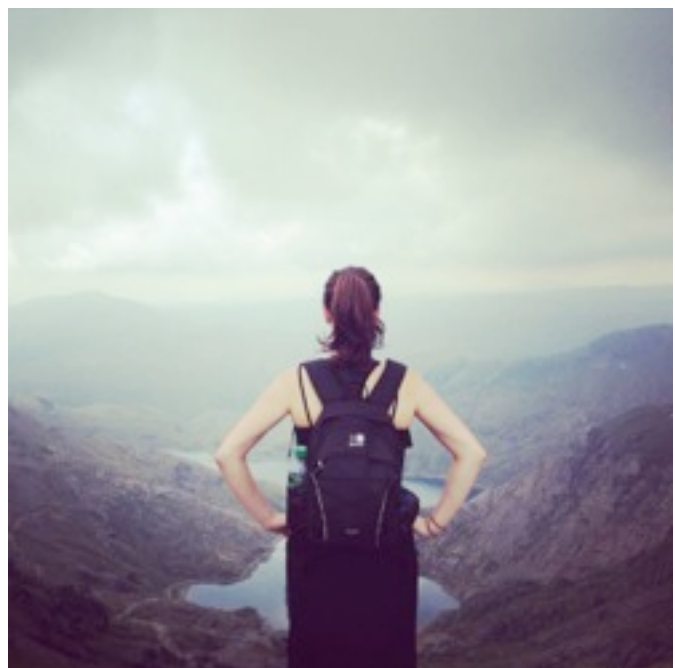
'You just can't beat a person who never gives up'.

Babe Ruth

If Walt Disney had given up after being rejected from 302 banks there would be no Disney World. If J.K. Rowling had given up after being rejected from countless publishers the world would be without Harry Potter.

**What does this teach us?
DON'T GIVE UP!**

Disney and Rowling made history by persevering toward their goals relentlessly and this is what separated them from their competition. This is also what will separate you from yours.





You might not always see the results of your hard work in the day-to-day grind, but don't let this dishearten you. You will never see the flower immediately after planting the seed. Get what I'm sayin'? Just because you don't get immediate results does not mean that your hard work hasn't paid off. Persevere.

By cutting the C.R.A.P and

focusing on these key qualities: guess what? You are already Smashing it!

One last thing...

Adaptability puts the A in Ass-Kicker (or something like that!)

People who know me, know I am a HUGE Bear Grylls fan. I love all that adventure and survival stuff. One of the key characteristics of a survivor is the ability to adapt to your surroundings. This really puts the capital A in Ass Kicker. But adaptability isn't just for surviving the desert or jungle... It's how we survive in life too.

Yes we must be determined, yes we must persevere and show consistency in our character, but at the same time we must be able to adapt to our circumstances as we pursue our goal. We must be able to re-assess our strategy if we need to. We must be willing to be open minded. To Smash it! we must embrace change because without adaptability we can not thrive.

Part 3

Smash it!

Sweet Dreams

Let's talk about dreams. Dreams are important. They feed the soul. They nourish our hearts. They enliven our spirit. They make us who we are. Without dreams, what are we? I'm being serious.

Dreams keep us alive, they birth change, they are the bubbling thought-springs that keep us awake at night and are worth waking up for. The ability to dream distinguishes us from every other species on the planet. You see amigo, **Smash it!** isn't just about achieving goals, oh no, it's about making a conscious choice to seize your destiny by the balls and live a life of purpose. It's about running a good race.



While I was preparing for one of our aliljoy team meetings I came across this definition of joy...

DEFINITION: Joy. The emotion evoked by well-being, success, or good fortune or by the prospect of possessing what one desires.

I couldn't believe it. For most of my life I believed joy to be an emotion that was almost evanescent, a fleeting feeling of happiness that sprouted from the little pleasures of life. I couldn't be more wrong. Joy is actually a lot deeper. It is the feeling you get when you strive for the better things in life: wellbeing, success and good fortune. It is the feeling you get when you imagine the possibilities of your future. Joy comes from pursuing your dreams.

'If you get knocked down chasing your dreams get back up and try again.

You are in charge of your own destiny'.

Louise, aliljoy.com

Can I tell you a lil' secret? Smashing it! is about finding joy.

WRITER? CREATIVE? NOVELIST? #MustRead

We asked novelist, script editor and blogger Lucy V Hay for her top tips for writers (and creatives) on goal-setting, rejection, self-sabotage and success. (p.s If you are a writer you need to read this!)

Q. Why is it important creative people (especially writers) set themselves realistic goals?

It's very important writers set goals, though is 'realistic' the right word, I wonder? Goal setting and realism don't necessarily go together in my opinion: there must be loads of people who have achieved extremely unlikely things, just because they refused to be put off when the odds are against them. I would say those goals need to be

'tangible' and 'measurable', rather than 'realistic', because otherwise it's not a goal, it's just a wish. You need to be able to create a strategy to get you to wherever you want to go; you also need to work out on that journey if you even still want to go! Perhaps you may find something you want to do more on the way.

Q. What would you say to someone who is feeling disheartened by failure and rejection?

Don't give up. Everyone fails; it's a valuable learning experience. You have not wasted your time, it is just another step on your journey. The life of a writer is filled with rejection and it won't matter how famous or renowned you become, it will still happen to you. So feel sorry for yourself by all means - we all do! - then suck it up and learn from it, then move on. Start again and do it better next time!

Q. Sometimes we can be our own worst enemy when it comes to holding ourselves back. What is the most common form of self-sabotage from your experience of working with writers?

It sounds strange, but writers often worry so much about how their work MIGHT be perceived, they stop themselves from ever getting to that point, rewriting endlessly. Writers have to have the guts to sign off on drafts and get it out there - but most of all, they have to let drafts go and say, 'Well that didn't work, so I will try a new story'. Once they have done that, they can move on, but instead they would rather try and resurrect the old one. It's a real shame.

Q. What does 'success' mean to you?

Success means trying, but it also means evaluating your progress too. You cannot forge blindly ahead without a strategy - otherwise any success you do have is accident, rather than design. So be the WHOAman with the plan and you can get shit done!



The Myth of Failure

All of us have experienced failure. That bitter, gut wrenching, barf inducing nausea that comes with missing out on that killer opportunity, or not making the cut. It's the pits! Believe me - I know. But I have news for you: experiencing failure and being a failure is not the same.

'I would say that life is too short not to really go for it. How will you know if you don't try?'

Shiraz, aliljoy.com

In fact, experiencing failure is a good thing. It can sharpen you, fuel you, be the kick up the arse you need.

Remember: It's not

success that defines you, it's how you deal with failure. You are not a failure for having failed.

When you pursue your passion, when you work hard, give it all you got and believe in a greater vision for yourself and your life, you have not failed.

Failure only comes when you give up. If you have **not** given up on your dreams, you have not failed. Period.

'Perfection is over-rated'.

Erin, aliljoy.com

You may be weary of setting goals because you're afraid of failure. You might have given up on resolutions in the past, and might be thinking: 'What's the bloody point!?!?' I hear you!

But I want to encourage you to put the past behind you and start afresh. The time is NOW to step up and step out. **Your past does not define you, it's what you do with your future.**

The only failure is to let fear stop you fulfilling your potential.

Are you ready to Smash it!? Why not put the kettle on, go find a quiet spot and fill out the Smash it! Questionnaire on the next page... It's time to get shit done!



Smash it!

The Questionnaire

1. Name:

2. Nick name:

3. 3 things I achieved in the past 12 months:

- 1.
- 2.
- 3.

4. 3 things I am passionate about:

- 1.
- 2.
- 3.

5. What mistakes did I make this year?

6. What did I learn?

7. I am now (3 words to describe myself):

- 1.
- 2.
- 3.

8. I aspire to be (3 words to describe what I would like to be):

- 1.
- 2.
- 3.

9. What goals do I aim to SMASH?

10. Why does reaching this goal matter to me?

11. 3 practical steps I can take to achieve my goal with what I have?

- 1.
- 2.
- 3.

12. What challenges do I face in the pursuit of my goal?

13. How do I plan on facing these challenges?

14. What brings me joy?

15. What would you say to someone who is fearful of chasing their dream?

16. Finish this sentence.

This is the year I will...