

Making 2010 Amazing!

By **Brendon Burchard**

...author, *Life's Golden Ticket* and founder of [Experts Academy](#).

[While you read this (in places slightly modified) transcription please listen to the audio available on Brendon's blog [here](http://brendonburchard.com/blog/newyear/). (<http://brendonburchard.com/blog/newyear/>)

“As we go into 2010 I think there's some things that you think about. Some things that will get you back to center; and some things that will help you succeed in this new year.”

[Brendon's car accident at age 19 in the Dominican Republic brought him face to face with death and, having lived - led to his asking 3 very specific questions:

- Did I live?
- Did I love?
- Did I matter?

From that perspective Brendon shares these 5 simple tips for making this year – 2010 – **Amazing!**]

1) Bring the Holiday Magic Into 2010

“As we jump into 2010, as we begin the new year, don't go running off after your goals and forget what we just experienced. What we just experienced was the holidays. There is something magical to December, to Christmas time if you celebrate that, there's something about the holiday spirit that lifts people to another level of consciousness, and another level of care ...if they're being present in it. So, as we hit 2010, don't go running to your goals and forget the holiday spirit.

The holiday spirit to me basically means that we're living from a place of 3 things. We're living from:

- 1) a place of **peace**. In the winter there's reflection, there's thought, there's a peace to us ...when we manage our own lives well. Some people of course destroy their peace by creating false conflicts or by running by their ego or spending all their days and weekends in a shopping mall and they ruin the peace in their lives! Recognize there is a magic to the holidays that's peaceful. Bring that peace into 2010.
- 2) a state of **appreciation and gratitude** for life and for others. Of those around you. And have a true awareness for how hard other people are really trying. Right now in this economy people are really trying. When you live from a place of gratitude life feels better; we're easier to be around. So reconnect with that level of appreciation in your life.
- 3) a place of **giving**. The holidays is a time to give again. And it doesn't have to be financially – sometimes the best gift you can give is presence. “What the youth need today isn't our presents, it's our *presence* (Jesse Jackson). That's powerful. Give more of yourself to the world. Give more of yourself to your family and your friends in 2010 and it will be a year you will never forget.

Come from those places. Come from peace. Come from appreciation. Come from giving. And 2010 will take care of itself! Think about the emotional states you would feel. What would life feel like if you just generated a little more peace in your life? If you just found your center and you were more present in your life. What if you cultivated more peace in your life? What if amidst all the chaos, and all the terrible news that you hear, and all the bad news we get in the economy and sometimes in our companies and our organizations and our businesses, and sometimes in our personal lives – what if you could meet that information with more peace? What would your life be like? What would it be like if you were just more attentive and appreciative of those around you?

[Brendon's big visions for each year always revolve around relationships. So much of every single year ends up being beautiful because he lives in a state of appreciation.]

Have that same sense of appreciation in your life. In the end, realize that life is about contribution, it's about giving more of ourselves to higher things. It's about lifting ourselves to higher levels of being, to higher levels of standards, to higher levels of giving, so that we truly contribute to our community and to those around us.

2) Learn From 2009 Then Come Up With a Magnificent New Vision

My second thought is that this was a year of learning for many people. It was a year in which we learned a lot about ourselves, we learned a lot about society and a lot about the economy. In all of the chaos, in all of the disaster, and all of the great that was 2009, we really took away some great learning.

And if you haven't had time to reflect yet, don't go barreling into 2010 until you've really reflected on: 'What did I take away from 2009? What did I learn there? What did I really learn?'

2009 was a year in which a lot of people were either struggling to make it, struggling to keep it, or struggling to master something new. And if that's true – be proud of that. Be proud of what you made in 2009, no matter what it was. Be proud of the fact that you learned something; be proud that you made it, that you earned it, that you kept it or that you tried something new. Be proud of that. As you go into 2010 just stay strong and stay true to your vision, because I guarantee you probably began 2009 with a vision for who you are and what you could be. And I hope that 2010 spurs that for you. I hope you think: "Wow, what-can-I-be?" This is not just a new year, this is a new decade!

[Brendon remembered back to 1999 and on how far he's come in the last decade. Back then he had a vision for where he was heading – which was about following his path and being on it.]

As we go into 2010, you know, 2009 was a year of learning – what did you learn? And as you go into 2010, as you're proud of what you've learned, stay strong and stay true to a vision. Create a vision for yourself. What will this year be for you? What will this decade be for you?

It could be a great thing for you to sit down and think about: What are the 3 words that are going to encapsulate 2010 for you? Those 3 words, those are your themes for 2010. But also think about: What are your themes going to be for the decade! Where are you going to be in 10 years? Who's going to show up? What are you going to be like? What's your life going to be like... emotionally, socially, physically, spiritually, financially? Where will you be in 2020? Something interesting to think about isn't it? 2020 – just 10 years away!

'Most people will *overestimate* what they can do in a year and *underestimate* what they can do in a decade' (Tony Robbins). Going into 2010, **Think BIG for Yourself!** Have a vision, not only for the year, but for the decade that we have in front of us. That's the most inspiring thing. We're switching into a whole new decade. The gear is completely shifting, not just into another year. This is a big shift for us – 2010! What you can do in this next decade!

3) Make 2010 The Year of Creation and Productivity

Tactically, make 2010 the year of **creation and productivity** for yourself. There were so many people who held, who stopped, who freaked in 2009 into a level of paralysis.

This is the time for you to create something new. No matter what business you're in – the world is looking for new; the world is looking for innovation; the world is looking for change; the world is looking for something exciting in this new decade to set us starting.

What's it going to be that you're going to offer to it? Maybe you can't offer something to the world, but you can offer something new – to your family, to your friends, to your co-workers.

- Maybe what you're going to create in 2010 is a new YOU.
- Maybe it's going to be that blockbuster product?
- Maybe it's the year that you're going to finally write The Book!
- The CD set?
- The seminar? Stop thinking about – you're going to create it.
- Maybe it's the year that you start telling everybody 'Hey I'm a Life Coach' and you're going to start helping other people?
- Maybe it's the year you're going to create a new career path for yourself by going back to school?

2010 should be a year in which you create something tangible and real and that adds value to other people's lives. What's it going to be for you?

There should be creations for all of us. And it should be a year of productivity for us. Because 2009 was the year of paralysis for a lot of people. 2010 should be a year of productivity. Bring back to fore the focus that you have on what's important. But what's a priority? What's going to get done?

[Brendon described his daily 3-band priority setting/productivity system... which works so well for him: 'I know that sounds crazy to some people, but I get a lot done. In 18 months I built a multi-million dollar company. How did I do that? By being productive!']

So 2010 needs to be a year of productivity for you. 2010 should be the year you say: 'Stop screwing around, stop making excuses, stop waiting, stop freaking out, stop holding. M-O-V-E!'

This is the year that is going to set the momentum for the next decade for you. That's how important this year is. This is the year that you're going to set all the momentum that can carry you through the entire next decade. So make it a big year. Make it a year of movement. A year of excitement. A year of creation and productivity. Then oh, you'll have a 2010!

4) Focus On Giving More Value To Others

Focus on **giving more value**. Be really diligent and conscious about it this year. Give more value this year to those people who are around you. A lot of people in the year of paralysis, 2009, they got scared, they stopped giving, they just became protective.

This year we should open our arms and look at each other and give more value to each other. This is the year where we go from protecting to serving purpose for other people. Be diligent about giving to other people.

Do you want your business to succeed this year? – Give more value. Go back to all of your customers and all of your partners, and think consciously and diligently: 'How can I add more value to their life this year? How could I do it? What would it take? What would they see as extreme value? If I gave into this, what would absolutely make them freak out with excitement? What would my customers and my partners really appreciate from me this year?' Be so diligent about giving value.

[Like Brendon, just give more of your stuff out - FREE! Just give more value to impact the world.]

What are we really after?

Outside of happiness for ourselves, out in the world it seems we're always after 3 things:

- More income.
- More impact – to make more of a contribution to the world.
- More influence – with their kids, spouses, co-workers, clients.

So if we're all after those things, the funniest thing in this world is: 'The easiest way to get what you want is to help other people get what they want' (Zig Ziglar). So if we focus on giving more **value**, we'll get more value in the end.

Don't we just want to live from that space of life anyway – of giving?

In 2010, this is our year to serve. A lot of people got scared in 2009. And the easiest way to overcome fear is to find something worth fighting for. In 2010 find something worth fighting for. Find that vision for yourself. Find that way to give. Find that thing that you just are going to work hard for, that you're going to believe in, that you're going to make happen!

2010 – make it your year of momentum and you will glide into the next decade.

5) LIVE This Year!

Be present, be passionate, be bold, be visionary.

Make this year the year that you go: 'Boom! You know, 2010 – I came back to life again! 2010 – I turned back on, I don't know what happened to me, I just snapped back into it. I had the energy. I had the zest, I had the desire. I was A-L-I-V-E again!'

[Brendon wakes up every morning and says 'I'm still here!'] When you come to the end of your life the question "Did I really live?" – aches in your bones! You want to know if you lived your life, if you were alive, if you were present, if you were cheerful, joyful, if you were in the zone – whatever it is for you.

What is it going to be for you? What would it take for you to be more alive each day?

Do you know what it takes? It takes consciousness, it takes presence, it takes a decision.

That's all it takes!

Every moment that you have with someone can be a magical moment. Every moment that you have with somebody can be that moment in which you shift their life. And if you're not present... imagine the consequences. Be present emotionally. We need to be more present for those around us – for your wife, for your husband, for your loved ones, for those around you. Be more present, be more A-L-I-V-E for them. Lift them with your alertness, with your aliveness.

That's the best gift to give somebody. It's not about the *things* you gave; think about the energy that you can infuse in people's lives.

You have an ability to light your eyes up. You have an ability to lift that smile up. You have an ability to warm the hearts of those people around you with the tenderness of a touch or the warmth of a word or some sense of an inspiring, bold act. So that they see you living, joyously, alive, alert, conscious, present, and they say 'You know what, I want to be like that, I'm coming back to life too, baby.'

...Because right now in 2010 that's what we need. We need people to come back to life again. This is your time to do that. This is the new year. This is the new decade, and...

...This. Is. Your. Time!

Make this year the best year you've ever had. Be alive, be alert, give, be peaceful, but be appreciative, and be present. And this year will be the most magical year that you have ever had. And it will swing you into a momentum, into 2010, that is purely unstoppable and purely you!

Go out, light the world up. Light it up! Be alive. Enjoy 2010.

Make 2010 the best year ever, and...

May the gates to possibility continue swinging wide open for you!"

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