



Goal setting is absolutely essential for big wins and ongoing success. But most of us miss the most important step: asking ourselves why we are setting these goals in the first place, and figuring out whether or not we have what it takes to actually achieve them. The purpose of this Mission Brief is to unlock those answers. We've created this sample, written by a fictional player, to help you get started.

### INSPIRATION

Drew Brees



#1 Ranked High School Quarterback Jimmy Clark



FSU 2012!!

**NAME:** Bobby Jenkins

**DATE:** March 12, 2011

**GOAL:** To start every game at QB next season, throw over 2000 yards with a completion rate of over 65% and score more than 15 touchdowns.

**Why is this important to me?**

My big goal is to be ranked as one of the top ten quarterbacks in the country and get a full scholarship to Texas, Miami or Florida State by August 2012. Those numbers should be right up there with the best QBs in the country and give me a great shot.

**How long will this take?**

My numbers are pretty good right now but I'm going to need at least the next six months to get in enough reps to increase my consistency and improve my footwork. I should achieve all the numbers by January 2012.

**What will I need to accomplish this?**

- New training program and trainer
- Receiver/training partner
- Better nutrition (cut the junk food and lose some weight!)

**What will be the cost?**

- \$600 - \$800 for QB academy sessions, gym membership and new six month training program
- \$100 - \$200/month for healthy foods ( x 6 months = \$1200 )
- 6 - 8 hrs/week, training ( x 6 months = 192 hrs)
- Minimum 7 hours sleep per day for recovery

**Is it worth it? Am I committed?**

Definitely. I'll pick up some extra shifts to cover the financial costs but it doesn't compare to a \$100,000 scholarship.



# BLUEPRINT PREPARATION

MODULE 1 : GAME WINNING GOALS



Now it's your turn. Remember, you aren't making the plan for the goals yet. Right now, you are just taking an objective look at what your goal is, why it's meaningful to you and what it's going to take to make it a reality. **Be very specific.**

## INSPIRATION

NAME:

DATE:

GOAL:

*photo motivation*

Why is this important to me? *(How will it change your life...)*

How long will this take? *(In days, months, hours...)*

*photo motivation*

What will I need to accomplish this? *(People, places, things...)*

What will be the cost? *(Time, money, energy...)*

Is it worth it? Am I committed?