

The Mind Is a Magnet

“Most of us have been trained to take the lukewarm approach to achieving our goals:

‘I’ll try it a little bit and see what happens.’

The trouble is, lukewarm commitment generally produces lukewarm results.

Based on the lukewarm results, people often say,

‘Well that didn’t work out. It’s a good thing I didn’t commit myself.’

It was, in fact, the lack of commitment that produced lackluster results.”

— PETER McWILLIAMS

I’ve become a goal-setting fanatic. I’d never experienced the power of goal-setting until Mike Haynie convinced me to give it a try. And now I understand that goal-setting is about living with intent and having a life of excellence. It’s a tangible way to recognize that life is short and it helps us *choose* how we live.

In 1998, I read *Simple Abundance* by Sarah Ban Breathnach, where I learned how to keep a Discovery Journal. It’s a scrapbook filled with pictures, sayings, quotes or representations of things that trip my trigger. Things I want to have in my life. It’s visual dreaming. My Discovery Journal has several sections:

Return to Self

Authentic Success

Spiritual Journey

Authentic Style

Entertainment

Relationships

House of Belonging

The “House of Belonging” section was easy for me to start and it filled quickly, earning the right to have its own book. Over a period of three years, I ripped countless photos from magazines. I clipped pictures of homes with warm light spilling into the night air, exteriors rich with stone and chunky beams and lots of windows, many of them log homes. I included shots of

twinkling lights in the backyard; a fire pit encircled with friends; landscapes with fountains and abundant foliage and cobblestone pathways. And I'd always dreamed of living on a lake, so those photos were sprinkled throughout.

The interiors included lots of wood—warm, comforting wood. And there were plants and leather furnishings and fireplaces and stone and area rugs with furniture arranged for conversation and “cuddle chairs” instead of the stuffy, uncomfortable, straight-back chairs that made me want to run far and run fast.

During several of those years, I was earning \$30,000 to \$50,000 a year and was a single mom. I could hardly afford the magazines I tore the pictures from, let alone afford the homes that I was adding to my *Discovery Journal*. As *Tastefully Simple* grew and I became more confident about our future, I decided to begin a “soft search” to look for a house on a lake. I wasn't committed to the idea because I didn't like the price tag attached to lake property. Again, my *Scarcity Voice* was whispering, “Don't over-extend yourself. You and Zach are perfectly happy in the house you have. What happens if you buy a more expensive one and *Tastefully Simple* doesn't work? You'll lose the house.”

I belonged to an international CEO group called “TEC,” now called “Vistage,” and after much cajoling (aka harassing), they convinced me that I deserved to buy a house on a lake. *Tastefully Simple* was going to hit nearly \$35 million in sales, I was only taking a salary of \$50,000, plus I'd been working 60 to 80 hours a week for over five years. I told them that I would consider it but if I did buy a different home, I refused to have a mortgage. Although it wouldn't be smart from a tax perspective, it would be smart from a personal perspective. It was a “sleep level” decision—I would sleep better at night.

In October 2001, Zach and I moved into a 30-year-old log home overlooking a beautiful lake, set on two-and-a-half wooded acres. I felt at home the minute I saw it. It had full-length windows in nearly every room, providing a beautiful view of the lake. It had lots of wood and stone and fireplaces.

And the entire main level had either hardwood floors or Spanish tile. Now if you'd asked me prior to 2001 if my ideal home would have carpeting throughout the house, or hardwood floors and tile, or a combination of both, I would have responded, “A combination of both but predominantly carpet.” About a year after we'd moved in, I was thumbing through my *House of*

Belonging Discovery Journal and I saw something that fascinated me. I had roughly forty-five pictures of interiors of homes and *every photo* had hardwood floors or tile.

Next I saw that one of my Discovery Journal clippings was an advertisement for an outdoor Bose music system. The photo showed a patio party, water in the background and in the foreground two Bose speakers hanging above the patio doors. If you had added some trees in the backyard it would have looked exactly like the view from my kitchen patio doors with Bose speakers over the office patio doors. And those speakers were there when we bought the house. (I promise you: I'm not making this up.)

There are way too many miracle stories from my Discovery Journal to relate all of them here.

And don't get me wrong. With any successful goal-setting we also need to be realistic. If we think that it's going to happen overnight, it's not. As Samuel Goldwyn said, "The harder I work, the luckier I get."

Discovery Journals are about visual goal-setting, dreaming with intent, and allowing the mind and heart to move toward their focus. And it works. The mind is a magnet.

