



# MY LIFESTYLE DESIGN

"Choose your destiny and accept your path. Don't choose your path and accept your destiny."

DAVE ALLRED

## SECTIONS FOR GROWTH

**01** Purpose Statement

**06** Business

**02** Family

**07** Spiritual

**03** Health

**08** Personal Growth

**04** Time

**09** Relationships

**05** Finance

**10** Experiences

# 01

## Purpose Statement

### WHAT IS MY LIFE'S PURPOSE?

#### EXAMPLES:

I am dedicated to spending my life seeking the best version of myself, upholding commitments I've made and being true to my core values.

My children are my greatest legacy. I will be their superhero.

I will add more value and light to the world than I take. I will focus on lifting and inspiring others to live their best lives.

### MY GUIDING PRINCIPLES:

#### EXAMPLES:

How I do anything is how I do everything.

I do not negotiate my goals.

I lead by example.

I am intentional in how I live my life and spend my time.

I embrace hard work.

I always do what I say I will do.

### MY CORE VALUES:

#### EXAMPLES:

Loyalty

Dependable

Humble Confidence

Action Focused

Authentic

***"Motivation is fickle & unreliable. Motivation comes & goes. Seek discipline over motivation. Self discipline & habit are more valuable than motivation" - Jocko Willink***

# 01

## Purpose Statement

### MY NON-NEGOTIABLES:

*What am I unwilling to compromise in my life?*

### EXAMPLES:

My family always comes first.

Never value money over relationships.

Fear will not drive my decisions.

I won't allow myself to be in poor physical health.

Others will not dictate how my time is spent.

### MY EULOGY:

*This is an exercise designed to answer what is truly most important in life as well as define a life well-lived without regret.*

### EXAMPLES:

Family Man - He was family man with business, not businessman with a family.

Leader - His greatest fulfillment in his career came from leading and inspiring others.

Ambitious - Always dreamed "BIG", and wasn't afraid to take his shots, regardless of the size. He never settled.

Gave Back - Enjoyed giving and serving those around him in need. Loved creating value for others and helping them see their potential and purpose.

Friend - He valued relationships over everything; being a loyal and trustworthy friend to many.

***"If your presence doesn't make an impact, your absence won't make a difference"***

# 02 Family

## What is my primary family goal?

### EXAMPLE:

Families are forever + We will always be there for each other.

### FAMILY GOALS:

### EXAMPLES:

- Put phone away in the evenings when with family.
- Hire children as employees.
- Dinner together at least 5 days/week.
- Provide resources for advanced education.
- Help each family member create their own "Lifestyle Design".
- Create a Family Foundation to teach "the more you give, the more you'll live".
- Teach each family member how to create financial independence.

### FAMILY TRADITIONS:

*Sharing traditions provides a sense of belonging and security.*

### EXAMPLES:

- Ice Cream Sunday
- Create a summer bucket list when school ends.
- Thursday nights are date nights (each child once per month).
- Saturday morning family workouts.
- "Dude's Only" camping trip with son per year.
- "Daily 3" gratitude list each morning.
- On 15th birthday each child gets to choose an international travel destination. Parents and child travel for one week to experience other cultures.
- Family vacation each quarter and two international trips per year.

# 02 Family

## FAMILY GUIDING PRINCIPLES:

### EXAMPLES:

- Family always comes first, always.
- Be positive.
- Be true to yourself.
- Do what you say you will do.
- Embrace hard work.
- Life-long student.
- Live healthy.
- Play all out!
- Pursue excellence.
- Be the change you want to see in the world.

## FAMILY HABITS/BEST PRACTICES:

### EXAMPLES:

- Weekly date with wife and kids.
- Clearly define what we believe and what we stand for.
- Pay \$25 for each non-fiction book report kids complete.
- Show, not tell, what an active lifestyle looks like.
- Parents pay for what the kids need, kids pay for what they want.

"Love people, and use things. The opposite never works"

# 03

## Health

### What is my primary health goal?

#### EXAMPLE:

Create + maintain great health to live fully with high energy.

#### HEALTH GOALS:

#### EXAMPLES:

Live to 100+ years with vitality.

Lower body fat percentage.

#### EATING PLAN:

#### EXAMPLES:

Drink at least one gallon of water per day.

Choose meals high in protein, low in carbs/sugar. Avoid processed foods.

Mediterranean keto diet.

Coconut oil, olive oil, avocado oil, nuts, veggies, fish, chicken, eggs.

Intermittent fasting.

# 03

## Health

**"(Man) sacrifices his health in order to make money. Then he sacrifices money to recuperate his health. And then he is so anxious about the future that he does not enjoy the present; the result being that he does not live in the present or the future; he lives as if he is never going to die, and then he dies having never really lived."  
-Dalai Lama**

### WORK OUT PLAN:

### EXAMPLES:

Workout 5 days per week.

3 days strength training, 1 day cardio, 1 day mobility training per week.

Train outdoors as often as possible.

Put phone on airplane mode once workout starts.

Always be in good enough shape to compete in a competitive endurance event.

Be in the best shape of my life.

### HABITS/BEST PRACTICES:

### EXAMPLES:

Cold shower each morning (2 minutes as cold as possible).

Limit caffeine to <200mg/day.

Get blood work tested quarterly.

Complete a competitive endurance event twice per year.

Take vitamins daily.

Drink a glass of water with Himalayan salt and lemon juice every morning.

# 04

## Time Management

### EXAMPLE:

*I control how and where I invest my time with intentionality based on my priorities.*

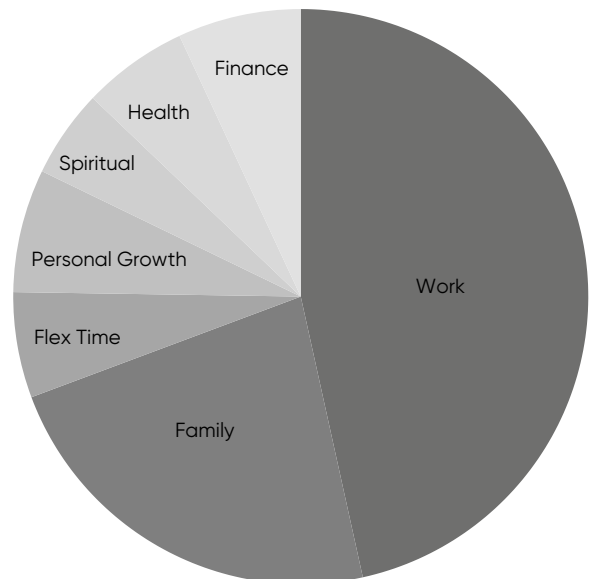
## What is my primary time management goal?

### ALLOCATION OF TIME:

WEEKLY SCHEDULE			
CATEGORY	HRS/DAY:	HRS/WEEK:	PERCENTAGE:
WORK			
FAMILY			
FLEX TIME			
PERSONAL GROWTH			
SPIRITUAL			
HEALTH			
FINANCE			
<b>TOTAL</b>			

### EXAMPLE:

WEEKLY SCHEDULE			
CATEGORY	HRS/DAY:	HRS/WEEK:	PERCENTAGE:
WORK	10	50	47%
FAMILY	3	25	23%
FLEX TIME	1	6	6%
PERSONAL GROWTH	1	7	7%
SPIRITUAL	.5	5.75	5%
HEALTH	1	6	6%
FINANCE	1	7	7%
<b>TOTAL</b>	<b>17.5</b>	<b>106.75</b>	<b>100%</b>





# 04

## Time Management

### EXAMPLE:

DAILY SCHEDULE	
6:00 AM	
6:15 AM	
7:15 AM	
7:30 AM	
8:30 AM	
7:00 PM	
7:00 PM	
7:30 PM	
8:00 PM	
8:30 PM	
9:00 PM	
10:30 PM	

DAILY SCHEDULE	
6:00 AM	WAKE UP EVERY DAY, 7 DAYS PER WEEK
6:15 AM	WORK OUT, 5 DAYS PER WEEK
7:15 AM	2 MIN COLD SHOWER, BREAKFAST, TIME WITH KIDS
7:30 AM	10 MIN MEDITATION, 5 MIN JOURNALING, 20 MIN READING, 10 MIN POWER PLANNING
8:30 AM	WORK
7:00 PM	HOME
7:00 PM	DINNER WITH FAMILY
7:30 PM	HOMEWORK, READING WITH KIDS
8:00 PM	PLAY WITH KIDS
8:30 PM	KIDS TO BED
9:00 PM	RETURN CALLS & EMAILS, TIME WITH WIFE
10:30 PM	BED

### HABITS/ BEST PRACTICES:

### EXAMPLES:

*Sunday morning power planning for the following week.*

*Remember the law of 168 (everyone has the same number of hours in one week).*

*Proactively reserve time on my calendar for my highest priorities.*

*What can I delegate in order to buy back my time?*

**"WIN THE MORNING,  
WIN THE DAY"**

# 04

## Time Management

### WEEKLY SCHEDULE

MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

### EXAMPLE:

### WEEKLY SCHEDULE

MONDAY	FAMILY NIGHT AT 7:30 PM
TUESDAY	SUSHI WITH KIDS
WEDNESDAY	
THURSDAY	DATE NIGHT WITH KIDS/INTERVIEWS WITH EACH KID ONCE PER MONTH
FRIDAY	DATE NIGHT WITH SPOUSE
SATURDAY	MORNING WORKOUT WITH FAMILY, SOCIAL ACTIVITIES WITH FRIENDS
SUNDAY	CHURCH, WEEKLY CHECK IN WITH SPOUSE, DINNER WITH FAMILY, ICE CREAM SUNDAY, SHARE A FAMILY PRINCIPLE OR STANDARD.

**"WE ARE WHAT WE REPEATABLY DO. EXCELLENCE, THEN, IS NOT AN ACT, A HABIT." -ARISTOTLE**

# 05

## Finance

### EXAMPLE:

*Build passive income that exceeds my family's cost of living so we can enjoy true financial freedom, time freedom and lifestyle freedom.*

## What is my primary finance goal?

### WHAT DOES HAVING MORE MONEY MEAN?

*How would having more money impact my life?*

### EXAMPLES:

- Provides a higher quality of life for my FAMILY.
- FREEDOM to live on my own terms.
- Life is more FUN when you're not limited by money.
- Ability to create more memorable EXPERIENCES.
- Provides an opportunity to GIVE BACK.
- Having enough money allows me not to have to FOCUS on money.
- Fuel to be able to live a life of SIGNIFICANCE.

### FINANCIAL FREEDOM CHEAT CODE:

*The blueprint to creating true financial freedom through passive income.*

### FINANCIAL FREEDOM THROUGH PASSIVE INCOME:

CURRENT ANNUAL COST OF LIVING (HOUSING, TRANSPORTATION, FOOD, TRAVEL, ETC):	
CURRENT ANNUAL PASSIVE (REAL ESTATE, DIVIDEND STOCKS, RESIDUAL INCOME):	
ADDITIONAL PASSIVE INCOME NEEDED FOR FINANCIAL FREEDOM:	
YEARS NEEDED TO ACCOMPLISH FINANCIAL FREEDOM:	
ADDITIONAL PASSIVE INCOME NEEDED PER YEAR TO HIT GOAL:	

### EXAMPLE:

CURRENT ANNUAL COST OF LIVING (HOUSING, TRANSPORTATION, FOOD, TRAVEL, ETC):	\$100,000
CURRENT ANNUAL PASSIVE (REAL ESTATE, DIVIDEND STOCKS, RESIDUAL INCOME):	\$25,000
ADDITIONAL PASSIVE INCOME NEEDED FOR FINANCIAL FREEDOM:	\$75,000
YEARS NEEDED TO ACCOMPLISH FINANCIAL FREEDOM:	5
ADDITIONAL PASSIVE INCOME NEEDED PER YEAR TO HIT GOAL:	\$15,000

# 05

## Finance

### HOW WILL I REACH MY PASSIVE INCOME GOAL?

<b>NEW PASSIVE INCOME NEEDED PER YEAR:</b>	
<b>TOTAL NEW ANNUAL PASSIVE INCOME:</b>	

### EXAMPLE:

<b>NEW PASSIVE INCOME NEEDED PER YEAR:</b>	<b>\$15,000</b>
ACQUIRE ONE NEW RENTAL PROPERTY PER YEAR	\$5,000
INVEST IN ONE PASSIVE INCOME FUND OR SYNDICATION PER YEAR	\$7,000
OPEN A NEW FRANCHISE LOCATION	\$3,000
<b>TOTAL NEW ANNUAL PASSIVE INCOME:</b>	<b>\$15,000</b>

### SHORT TERM GOALS (1 YEAR):

### EXAMPLES:

Buy first rental property.

Earn at least X this year.

Grow my business revenue to X.

Continue building multiple streams of income.

### MID TERM GOALS (2-5 YEARS):

### EXAMPLES:

Earn seven figures.

Buy new sports car with cash.

Produce \$500k/year in passive income.

Own 100 multi-family rental doors.

Provide financial opportunities for family members.

10 million net worth by age X.

# 05

## Finance

### LONG TERM GOALS (LIFE-LONG):



#### EXAMPLES:

Complete financial freedom.

College fund for each child.

Buy home for parents.

Own my own plane.

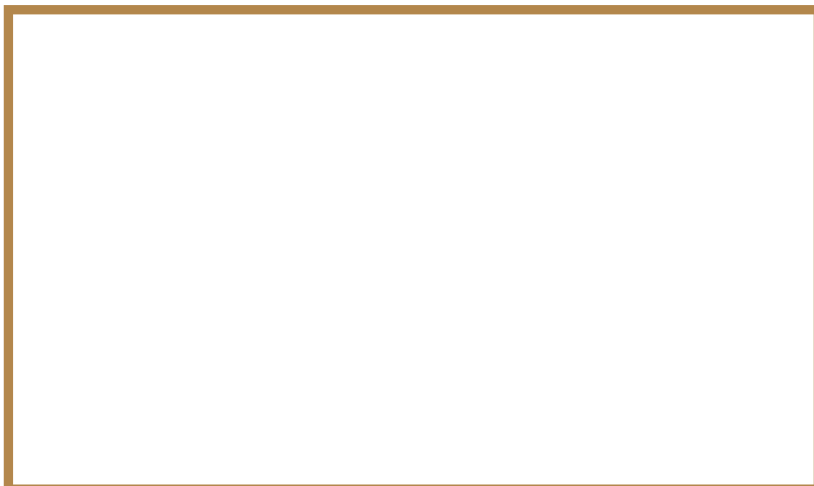
Travel to 200 countries.

Purchase vacation home in Hawaii.

Have estate planning completed for future generations.

***“Rich is measured in money and wealth is measured in time. Most people focus on getting richer rather than becoming wealthy.”***

### HABITS/BEST PRACTICES:



#### EXAMPLES:

fund our family's foundation each year.

Embrace delayed gratification.

Have primary home paid off debt free.

Have zero “bad” debt or “consumer” debt, only incur debt that creates long term positive cash flow (real estate).

Focus on lifestyle investing to create the quality of life I want.

**“What you get makes a living.  
What you give makes a life”**

### EXAMPLE:

*Be the best X company in the industry by becoming the best at X.*

## What is my primary business goal?

### WHAT DO I WANT FROM MY BUSINESS?

#### EXAMPLES:

- Work with people I like, that I want to work with, and are like-minded.
- A legacy to leave for my posterity that I am proud of.
- Network with other successful entrepreneurs and business owners.
- Opportunity to give back and be charitable.
- Achieve a multi-million dollar company valuation.
- Build a team that can run a business without me.
- Earn at least twice my income in order to be able to invest the difference.

### WHO DO I WANT TO BECOME FROM MY BUSINESS?

#### EXAMPLES:

- Strong leader.
- Passionately engaged.
- Creator of opportunity for others.
- The best version of myself and someone my kids are proud of.

# 06

## Business

### BUSINESS IDEAS I'M EXCITED ABOUT:



#### EXAMPLES:

Real estate.

Home fitness business.

Executive business coaching.

Teaching youth financial literacy.

### HABITS/BEST PRACTICES:



#### EXAMPLES:

Read one business book every two weeks.

Seek advice from most successful people in my network.

Be a life-long student and never stop learning.

Fail early, fail often, but always fail forward.

**"The question is not what you want or what you want to have. The right question is WHO do you want to become"**

# 07

## Spiritual

### EXAMPLE:

*Live in alignment with purpose, happiness and fulfillment.*

## What is my primary spiritual goal?

### SPIRITUAL GOALS:

### EXAMPLES:

Seek out opportunities to serve.

Encourage kids to serve and to get outside of themselves. Leverage our family foundation.

Make gratitude a central part of our family culture.

Seek out truth with an open mind.

Leverage our Family Foundation to encourage kids to serve others and focus less on themselves.

Be an inspirational example to others.

### HABITS/BEST PRACTICES:

### EXAMPLES:

Meditation and breath work every morning.

Teach kids the principle of giving back 10% to those in need.

Live the "Golden Rule" every day.

Practicing forgiveness.

Foster an attitude of gratitude knowing this virtue creates fulfillment while connecting us to something greater than ourselves.

**do good.  
make a positive impact.  
enjoy the process.**



# 08

## Growth

### EXAMPLE:

*Continuously pursue my true potential and the best version of myself.*

## What is my primary growth goal?

### MY STRENGTHS:

### EXAMPLES:

- Leadership Experience
- Reputation
- Work Ethic
- Ambitious
- Tenacity
- Track Record of Success
- Organizational Skills
- Trustworthy

### MY WEAKNESSES:

### SPECIFICALLY:

### SOLUTIONS:


*Examples on following page...*

# 08

## Growth

### EXAMPLES:

#### MY WEAKNESSES:

LACK OF FORMAL EDUCATION

CRITICAL NATURE

UNDERSTANDING FINANCIAL STATEMENTS/VALUATIONS

#### SPECIFICALLY:

COLLEGE DROPOUT

LOOKING FOR WHAT'S WRONG VS. LOOKING FOR THE POSITIVE

CORP ACCOUNTING, IPO'S, M+A'S, EBITDA, P/E RATIOS

#### SOLUTIONS:

BE A LIFELONG STUDENT. GROWTH MINDSET, TAKE IN NEW IDEAS. MAINTAIN CURIOSITY.

LOOK FOR THE GOOD & APPRECIATE BEST EFFORTS.

STUDY COMPANY FINANCIALS, KEEPING A PULSE AT ALL TIMES.

### HABITS/BEST PRACTICES:

### EXAMPLES:

Read or listen to a new audio book every two weeks.

Listen to podcasts every morning while driving.

Write my own book.

Surround myself with those more successful than I.

Attend at least one personal development conference every year.

**"Today I will do what others won't, so tomorrow I can have what others can't"**  
**-Jerry Rice**

**EXAMPLE:**

*Prioritize and invest in relationships that are in alignment with what I want in life and inspire me to level up.*

**What is my primary relationship goal?**

### VALUES & STANDARDS I PRIORITIZE IN MY RELATIONSHIPS:

**EXAMPLES:**

Loyal  
Trustworthy  
Fun loving  
Integrity

### MY NON-NEGOTIABLES:

*What am I unwilling to compromise in my relationships?*

**EXAMPLES:**

My family always comes first.  
  
Never value money over relationships.  
  
Surround myself with people who fight for me in rooms I'm not in.

*To attract attractive people, you must be attractive. To attract powerful people, you must be powerful. To attract committed people, you must be committed. **Instead of going to work on them, you go to work on yourself. If you become, you can attract.***

*~ Jim Rohn*

**GOALS WITH LIFE PARTNER:****EXAMPLES:**

Date night each week.

Identify and understand their "love language"

International trip every year for anniversary.

Hold a weekly 30 minute check in with spouse.

**RELATIONSHIPS TO INVEST IN:**

*List the names of relationships you'd like to prioritize.*

“ There is power in proximity. ”

**You measure yourself by the  
people who measure  
themselves by you.  
- Phil Knight**

# 10

## Experiences

### EXAMPLE:

*Accumulate epic experiences in the pursuit of living life fully, while also providing them for those I care about.*

**What is my primary experiences goal?**

### BUCKET LIST:

### EXAMPLES:

- Run with the bulls in Spain.
- Complete an international Iron Man event.
- Watch the northern lights in Iceland.
- Race the Baja 500.
- Snowboarding summer camp in Chile.
- Ireland/Scotland golf trip.
- Squirrel suit base jump.
- Climb Kilimanjaro.

### HABITS/BEST PRACTICES:

### EXAMPLES:

- Invest in experiences, not things.
- Accomplish a minimum of two items on my bucket list per year.
- Involve friends in these experiences, making them more meaningful.
- Be willing to try anything, twice.
- If something scares me, do it.

**"The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experiences" -Eleanor Roosevelt**