

# This Is All About You

DISCOVER WHAT YOU NEVER KNEW YOU  
HAD THE POTENTIAL TO DO



## PART I: THE SEED

4 Questions You Must Ask  
Yourself Before It's Too Late

ANDRE DOMINGUEZ

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Andre Dominguez

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**A dedication to my mother Lilliam, who is currently suffering from cancer and lupus,  
and to my hardworking father Jose, who never seems to stop for a break.**

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***“This isn’t just another motivation or simply an inspiration.  
This is a realization about you for the manifestation of your aspiration.”***

## About The Author

Welcome... to the only part of this eBook that's not all about you. It's a little bit about me before we talk about you, and about what gave birth to TIAAY too. So, let me begin by introducing myself. My name is Andre Dominguez, the founder of TIAAY, at your service.

Long story short, I'm from Miami, Florida, USA, a big city with beautiful beaches, coconut trees and lots to do. So it was kind of nice growing up there. And although I am a US citizen, my heritage is Nicaraguan, from a tropical Latin country located in Central America which also has beautiful beaches and coconut trees. This might explain why I love tropical beaches so much. Although I'm also part German, there are no tropical beaches there.

My journey began when... you know what, let's skip all of this so we can get to the point of this book. I'll tell you this much for now, I went through a lot of struggles, and rock bottom pushed me to act. Isn't that the usual story? Well, although that sounds cliché, it's not always a lie, and it certainly is the truth in my case. You can read all about it in the 'About Me' page at [www.thisisallaboutyou.com](http://www.thisisallaboutyou.com). The truth is that achieving anything great usually involves great hardships and hard work. That's why we often hear about the usual 'started from the bottom' success story.

On a more positive note, ever since I can remember I've always had a curious passion for people, as well as an entrepreneurial spirit. Therefore, throughout my trials, journeys, adventures and memories I focused on learning about different people. This included friends, family, entrepreneurs, celebrities, cultures, and even me.

I just wanted to see what drives a few people while the majority seem to remain dormant. I was curious to know why such a small percentage of people achieve great endeavors in life, meanwhile the majority seem to be running around in circles. I wanted to learn the contrasts between those that achieve and those that grieve. I mean, there's a lot of motivational and inspirational things out there, yet I needed to figure out the science behind the actual potential we as individuals have, what keeps us driven, and all the possibilities that surround us.

I wanted to figure out the mind, the heart, and the so-called strategies many gurus talk about all the time; to understand the human spirit, limit and drive; to find yourself and achieve the things you want to do, be or have; to embrace happiness, joy and excitement. To live! To love! To laugh! To feel... ALIVE! Yeah, I'm starting to sound like that Walter Mitty movie. Basically, I wanted to know what we're truly made of and everything we have the potential to do.

As poetic as all of this sounds, this meant that I had to go beyond the books and courses. All this had to be learned in real time, with real people, in real life. I mean, I did do a whole lot of research, read many books and took many courses. Yet, this also required a lot of interaction, observation, masterminding, interviews, etc. And, I've got to say it, I was flabbergasted with what I discovered!

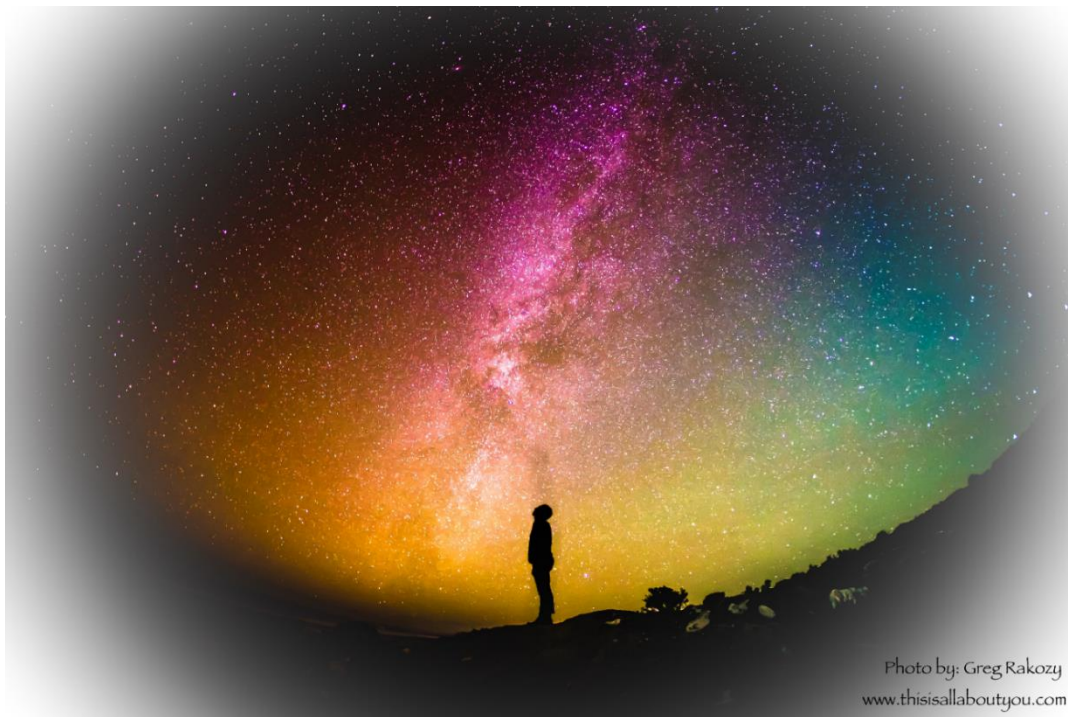
You're going to have to let go of a world that the majority of people seem to be trapped in, and step into a universe you never knew you never knew: YOU! And I do recall that this is all about you, not about me. So enough about me, let's talk about you.

## This Is All About You





# Introduction



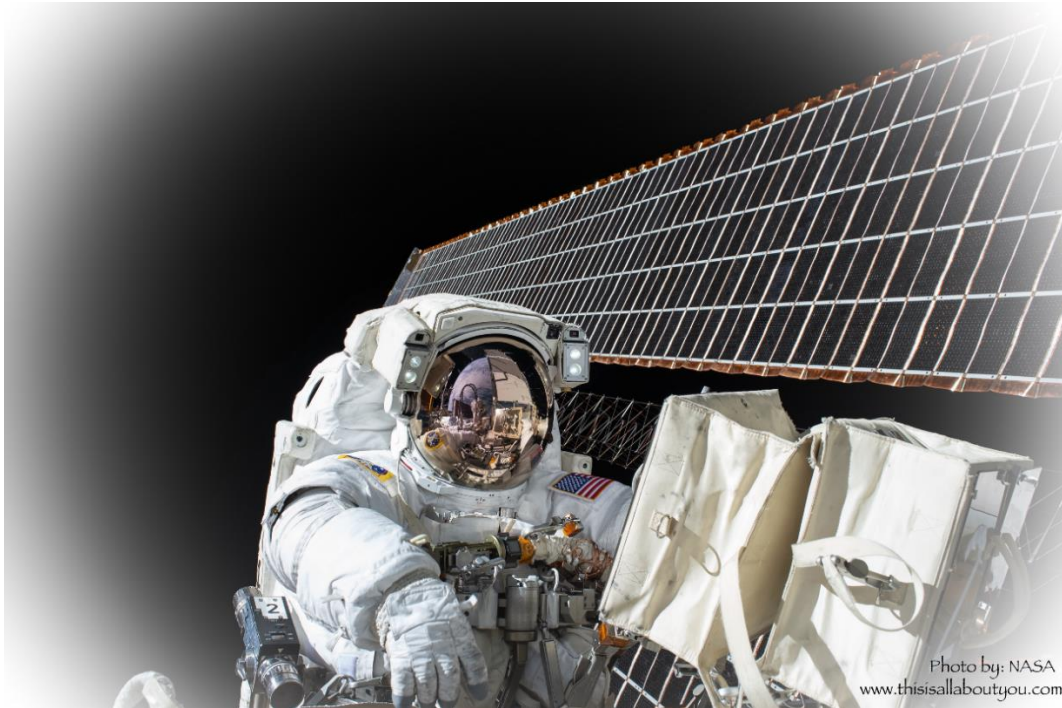
You. So what about you? You who are radiantly alive! And what a precious life you are, you who are magnificently designed. You, with the incredible systems within and the amazing senses without. You, the one gifted with unique abilities, some of which you've yet to find out. Alright, I'm not here to merely tickle your ears with compliments and 'you can do it' motivations. I'm going to be real with you about many things you might find flattering, while other things... well get ready to bite down hard.

However, you don't have to continue reading if you don't think you'll be able to digest the things to come. It's like that movie, what was it called...ah yes 'The Matrix'. If you saw it, great! If you haven't, some would say that's great too. Anyway, if you did, remember the blue and red pill that became

such a cliché illustration to use? Well, I'm going to use it too. You'll make the choice. And don't worry if you haven't seen it, you'll get the point.

Before we get to that though, understand that you really are incredible and unique as an individual. Not to mention extremely valuable! Now I know I said I'm not going to simply tickle your ears with compliments, yet these are actual facts, you've just got to realize that. Think about this, as far as we know, or as far as the government might want to disclose, you belong to the most intelligent life form known in this universe. And even if there is other life out there, it's very likely that they are not like you.

Furthermore, you as an individual human are unique amongst your own kind. You can explore the whole Earth and the International Space Station if you want, and I guarantee you that you will never find anyone exactly like you. You are the one and only with your personality, your knowledge, your abilities, your looks and your qualities all combined in one package. Get this through your head, there is no one else out there put together the way you are. Get this one in there too, there are countless more amazing things about you that you haven't even discovered yet. Just imagine what you could do if only you knew what you never knew about you!



Tell me though, how much do you already know about yourself? What great qualities do you know you have? What about your abilities and talents, what are you good at? What good do you have in you, you know, like in your heart? What knowledge do you hold in your mind that perhaps others might not? What things have you been able to endure and survive?

Wait I'm not done. Who have you been able to help or support? How many people esteem you? What work have you contributed on our planet, no matter how much you've got paid? What have you already accomplished in your life, no matter how small? What ideas have you come up with, whether or not you've manifested them all? Seriously, meditate on all of this for a moment. That's all been you!

All of this proves there's some greatness in you that you are already aware of. And all of this should be enough to make you realize how incredible and valuable you already are. So give yourself some credit in the life you have now. Yet, imagine how much more you could be if you did the things that you are actually able to do; not just the things you think you can do, rather what you're fully capable of doing. Imagine how much more you could achieve. Imagine how much better your life would be!

Simply put, you really are more than meets the eye. You're even more than meets your own eyes. In fact, you're more than all the ways you've been categorized. Look, you've got eyes that can see just about anything. You've got hands that can grab you anything. You've got feet that can take you anywhere. And if any of these are missing, you've got a computer between your ears that is so advance, it cannot be replicated. Not to mention a heart that's so electrifying, nothing on this planet could exert such life and energy. And a mouth piece that is so powerful, it can have you conquer lands and hearts.

Learn how to combine all of these, and not even the sky is the limit for you. We've gone to space right? Please don't take these blessings for granted. In fact, in addition to these things, and although it may not be the most important thing, you're already beautiful, you really are handsome. Just because some people may not say it, doesn't mean they don't see it. And even if a few people don't think you are, that doesn't mean there aren't many others that do. What is it now, about eight billion people? Trust me, you definitely look good to some people out there!

Yet, whether you are a man or a woman, you are the one that chooses to believe how good looking you are. And you are the one that chooses how you feel about this too. Not to mention, your level of confidence in this area greatly affects how you appear to others. So realize what you have in front of the mirror, and it wouldn't hurt to continue maintaining or improving it.

Nevertheless, although you can take your haters and other people's feedback to improve yourself, don't ever let anyone take away your overall worth or value. Your reality shouldn't depend upon other people's opinion of you. That's something I had to learn the hard way. You see, your value cannot be compared to anyone or anything else, and whether they see it or not, you need to have the right sense of self-worth, which is priceless.

As you continue to realize what you're worth, improve yourself and improve what you're doing, sooner or later others will realize the value in you too. And perhaps it may even be too late of a realization for some, for the people who ignore you now may somehow need you later. So, believe in your value, because what matters is not what people believe of you, but if you believe what they believe is true. Eric Thomas puts this in perspective nicely when he says that nobody should make you feel inferior, because it's not who you are that holds you back, rather it's who you think you're not.

Finally, you're surrounded by countless possibilities and opportunities every single day. They surround and bombard you about a thousand times more than problems do. You may just simply not see them! In fact, problems themselves are usually opportunities in disguise that a little tweak in perspective can help you see and feel better about. So, now, imagine what



you would be able to accomplish if you had a full realization of your value, potential and all the possibilities that surround you too.



### **“Got it. So what is all of this really about?”**

Alright, enough on the buildup. I meant it though! This is about an illuminating journey that penetrates through and beyond the temporary jolt you get from mere motivation. It’s about a realization that in fact only about 3% of the population have ever lived by, some without even realizing it. Yet, their great accomplishments in life revealed this lasting realization which gave them an advantage over everyone else. Not to mention, you won’t ever find this in any school. It’s a universe of great disclosures never before organized in such a simple single format that has a keen focus on you and

the manifestation of anything you propose. You might even say that it's a phenomenal phenomenon that's been going on for years, yet never perceived in such light and thereafter placed in deliberate practice.

Time has proven over and over that everyone else outside of this realization have only ended up in a terrible limbo with no hope and no destination. And as hyped as all of this sounds, it's something you might want to take seriously. Because living your life even a little bit short of where you can actually be is still too much of a life to waste, let alone living a hopeless life in limbo. For some, this can even be a life-and-death matter! Therefore, I'm sure you can agree that whatever the content, whatever the tools or how many they are for that matter, if they help you close the gap between where you are and where you need to be, it just might be a good idea to consider.

That is why to no surprise this is where I tell you that it's paramount you understand and apply what you will be discovering here in TIAAY. In fact, it's mandatory for you to be, do and have whatever you're endeavoring to achieve in life, because that's what TIAAY is all about. To put all of this in short and pretty words, rest assured that what you learn from here on, provided you apply, will make anything you propose in life not only possible but inevitable. In even shorter and prettier words, this is all about you!

**Yet, you make the choice...**

**Option ONE:** You can drop all of this and continue on pretending to know what you think you know, not knowing what you'll never know you never knew about you, and everything you can do. If so, have yourself a wonderful day.

**Option TWO:** Continue on to discover the prodigious wonders about you that will make a significantly positive shift in your life. What you're going to find out on this journey however are marvels of powerful disclosures so if you choose this path, remember that where there is great power there should also be great responsibility. Therefore, please do not use this for malevolent purposes! Savvy? Ok, are you ready for this? Are you ready to make these new discoveries? Are you sure you want to continue this journey? Well then, let's take this voyage!





## Mindship

**IMAGINE** yourself on board the RMS Titanic, the cold night of April 14, 1912. Straight ahead, you catch sight of the infamous iceberg as the ship approaches it. The bluish-white glow from the ice is getting bigger and bigger when suddenly... BOOM! Then there's a grinding sound that creates a rush of fear and adrenaline through you. Everyone is screaming and running amongst the chunks of ice that broke off and fell all over the deck. It's a frightening sight, yet keep this visual. You've seen the movie yeah?



Did that blow your mind? No? Either way it's OK. Let's talk a bit about your 'Mind' though yes, so that you can see what this whole Titanic thing is all about. If you already know what I'm about to tell you, great, it's a great reminder to have. If you don't, allow me to enlighten you through some illustrations. There are four ways that your mind can be compared to an iceberg and a ship such as the Titanic. And it's important that you keep this in mind as you continue on your journey with TIAAY, because it truly all begins with your mind.

First, icebergs such as the one the Titanic collided with only display a small percentage of their total volume. As we all know, the tip of the iceberg is all we can really see above the surface, meanwhile the rest of its massive body sits beneath the water. So what if I told you that your mind is built in a similar way? Just like we would be consciously able to see the tip of the iceberg, yet not so conscious of the rest of it below, your mind is composed of a conscious part and a not so conscious part. You may be familiar with them being referred to as the Conscious Mind and the Subconscious Mind.

Second, similar to the iceberg, your conscious mind is but the tip of your mind. The majority of your mind's volume sits within your subconscious mind, ironically the not so conscious part. This is where the bulk of your mind's power is and what truly gets the job done. A lot of people don't realize this but it's your subconscious mind that ultimately makes the decisions in life for you. That's why this is precisely what commercials like to influence. If they can influence your subconscious mind, they can influence your decisions on what you buy. Talk about mind control!



Photo by: Anders Jilden  
[www.thisisallaboutyou.com](http://www.thisisallaboutyou.com)

Third, because your subconscious mind holds the most power and is ultimately the decision maker, it's the one that takes you to places, or led you to where you are today. Your beliefs, fears, desires, wherever you are, or wherever you're going, are all due to how your subconscious mind was shaped throughout your life. This could be a good thing or a bad thing. Yet, once you're conscious of your subconscious mind, you can use it to take you to places you never knew you could.

For example, going back to the Titanic, who navigates such a large ship? The captain of course. Yet, can a captain himself carry you across the ocean? Obviously not! However, the ship can carry you, and many more people for that matter. So, in a sense, your conscious mind is like the captain and your subconscious mind is like the ship.

Fourth, modern ships are usually being driven by their computers on autopilot. Only if need be, do the captain or the navigation officers take over the wheel. This means that ships can now be programmed where to go and how to get there. And this is yet another way that your subconscious mind is likened to a ship, a modern ship that is. Your subconscious mind is programmable.

For example, when you drive to and from work repeatedly, the route gets programmed in your subconscious mind enough to the point where it can take you there automatically. Even if you're consciously singing or talking on the phone. Yet, this is just a tiny example of how your mind can be programmed. Imagine where it could take you if you program it to achieve greater things.

Alright captain, so keep in mind that your conscious mind, in other words 'you', are the captain. Meanwhile your subconscious mind, the 'unaware you', is the ship. However, if the captain doesn't know where he's heading, the ship will just sit there or drift lost at sea. Worse still, it could end up crashing into an iceberg, just like the Titanic. This means that knowing where you're heading in your life is of utmost importance!

Now, I'm not going to be one to pressure you on having goals in life. Hopefully you've figured that out on your own. Yet, if you're not trying to head somewhere or accomplish something, you may not be in the right place. A hamster doesn't need any help running round and round the same wheel all day. It does it pretty well on its own. And it certainly doesn't need to know much about itself or all the wondrous things outside its cage.

Sadly however, most people out there are drifting off in life, lost at sea with no destination, no direction and no hope. Yet, since you're still here, it's likely that you do have a destination, somewhere you're wanting to be in life. You are one of the very few people who has something they want to achieve, a goal or goals. Therefore, my commendations to you. Already you are lightyears ahead of many people out there. And you're going to get even further ahead, as we later reveal how you can program your subconscious mind to get you there. Because if you don't program it yourself, someone else will program it for you, but for their own benefit. You're the captain of your own ship, yet you have to be a good captain otherwise you can end up crashing like the Titanic.

Now, although your subconscious mind is a very important part of you that you need to understand well, it's not everything TIAAY stands for or everything about you. It's only the tip of the iceberg of everything you're going to be discovering throughout this voyage. And don't worry, we won't be using the ship and iceberg illustration all over the place. They were simply fitting illustrations to begin with, and apparently, I like ships... oh and movies too.

Anyway, we established that having goals is important in order for you to continue on with TIAAY. Moreover, it's a very important factor to have in your life. Yet, what's also important is that you have true clarity of your goals. And that there my friend, takes us to the next step. There are four questions you need to ask yourself first, in order for all of this to work. Along with that, it's essential for you to know yourself well, and to be honest with yourself. Ergo the following four questions that will help you achieve all of this.



## Question #1

As we just mentioned, it's important to have goals in life, somewhere you're trying to be. And you can have goals in different areas of life! For example, spiritual goals, health goals, fitness goals, school goals, business goals, financial goals, relationship goals, recreational goals and so on. Of course, some of these are more important than others, therefore you prioritize. Whatever the specifics of these are completely up to you. Nevertheless, they are all still your goals that you want to achieve and are important to you.

Therefore, to no surprise, '**What**' you're trying to accomplish, or '**Where**' you're heading, is the first question you want to ask yourself. I know, that was like two questions. Yet, this isn't simply about repeating the fact that you should have goals, as that has already been clearly established. This is about the fact that it's critical you have full clarity on the specifics of your goals. Have you asked yourself in depth what is it that you really want? Where is it that you really want to go?

I can't emphasize enough that whatever it is you want to achieve or wherever it is you're going, it needs to be transparent and specific. It needs to be as clear as your Windex clean windows, that's if you keep them clean. It needs to be as clear as the Bahama waters, hopefully you've been there. If not, you've got to go, it's beautiful there! It needs to be as clear as the fresh breeze you're about to drive through right now? Alright, so where am I going with all of this? Allow me to show you what I mean through an illustration...

**IMAGINE** yourself driving along a beach coast with your loved one. You can see the rising sun, shining and smearing its golden color all over the sparkling water, while the sky is as blue as can be. You can hear the birds chirping their soothing songs all around you. You can feel the fresh breeze that's making all the green vegetation dance.

Just breathe in that fresh air as you enjoy the passing scenery. You're singing in joyous tunes and excited to get to your destination. Why, you're on your way to an exotic and luxurious tropical beach resort this beautiful day! And you're just filled with pure happiness. Get the picture?



*When suddenly (of course there's a suddenly) a dense fog invades your path, making visibility faint. The fog gets so dense not even your fog lights can help you see clearly. You can only see a few feet in front of you which means nothing. You don't know where you're at, yet you just discovered that you're now driving amongst dangerously steep cliffs. Just veering slightly off the road can mean death for you and your loved one. Now how do you feel? All you can do and really should do is pull over to park somewhere on the side safely.*



Things sure escalated quickly, or should I say plunged. No matter how much you wanted to get to that beach resort, 'fear' crawled in and your focus shifted from getting there to the 'doubt' that you could get there. And this isn't to be taken lightly, regardless of how tough you are, how brave you are, or your endeavor to prove how much you think you already know. Therefore, the question still stands.



Are your goals in life really crystal clear? Or are you driving through such dense fog in life? It's easy to want something, or to wish upon a star, but if you don't set your wish as a goal, it's just another farfetched dream. And when the goal isn't clear, it might as well remain as nothing more than a dream. Because having no clarity only empowers your fear and doubt, not you. Not to mention, this is the perfect recipe for other things such as procrastination, excuses and distractions. And as a result, this will keep you stuck, parked on the side of the road of life.

That's why it's critically important that you know exactly what your aspirations are. Don't just simply think you know and don't just simply want them. You have to really know what they are with clarity! You've heard that knowing is half the battle, well the same goes with knowing what you want with clarity, only this time that's like 3% of the battle. However, without this, there is no moving forward. So, if you're confident you've got clarity on what you're trying to accomplish or where you're trying to go, let's move on to the following question yes?



## Question #2

After you have established the '**What**' you want or '**Where**' you're heading, with clarity, what would you say comes next? The '**How**' you're going to do it, right? Exactly... what I thought once. This is where the majority make the first mistake in the order of which the four questions should be answered. So don't worry if you thought the next thing you should ask yourself is how you're going to do it. Nevertheless, compliments to you for being anxious to figure out how you're supposed to achieve your goals. And you know what, you will. Provided you take all of this seriously because this is all about you and for you. Therefore, let's continue on to the next question.

***IMAGINE** yourself now sitting comfortably at home on the best seat you've got. It's a beautiful evening, your car is safe in the garage and you're about to watch your favorite show with some delicious snacks. When suddenly the phone starts ringing. RING! RING! RING! Is that what phones sounds like nowadays? Anyway, once you answer it, a doctor tells you to go to a particular pharmacy that's 50 miles away from where you live. He gave you no reason, he just gave you the location and told you to go there. Would you get up and go? I know I probably wouldn't. I mean, I love this show!*



**Now let's change it up a bit.**

*Again, you're sitting at home comfortably with everything we mentioned, only this time it's storming outside and your car is broken. You get a phone call from a concerned doctor telling you to get up and go to a pharmacy that's now 100 miles away from where you live! He follows by saying that this is the only pharmacy in the nation that has the medication that will save your loved one's life. How about now, will you get up and go this time? Of course!*



Notice that in the second scenario, things were a lot rougher. The weather condition was worse (it was storming), the distance was further away (100 miles) and even your **'How'** was limited (your car was broken). Yet, unless you're a careless person, you would have likely gotten up to find a way to go get that medication. This is because you had a good reason this time. And that's the big difference a significant reason can make. Which is why answering the question **'Why'** is the next essential step you need to make. Why do you want to achieve your goals? What reason do you have for such endeavors?

With the way our mind works, particularly our subconscious mind, if you don't give yourself a good reason for doing something, you won't really give it your true potential in accomplishing it. However, constantly reminding yourself of the reasons you're doing this, keeps your passion and drive alive.

In fact, this is the fuel needed to keep you going. Your 'why' gets you out of your comfort zone, just like you would get out of your cozy home to go get that medication. And we all know that amazing things start happening once you get out of your comfort zone. Your reason for your goals can get you moving, helps you to endure the process, and makes it all worth it at the end. Now, you've heard of 'a means to an end', well what's the end to your means? What's the real reason for your goals?

Whether it's weight loss, school or business, health, music, sports or fitness, what's the real reason behind such goals? Think about the people you're doing it for, such as your family. Think about how painful your life will be if you don't get this done. Think about the embarrassment you will go through if you don't achieve this. Think about how much your health can deteriorate if it doesn't happen. Think about the euphoria you will feel when you manifest your goals. Think about your joy and confidence. You get the picture! Just think about all the reasons why it needs to get done and feel the emotions profoundly within you.

Furthermore, your 'why' can awaken powers within you that you never even knew you had. We've all seen the power a good reason can have, where people have actually lifted up cars off other people to save their lives. I think I even saw a person lift a helicopter once. They wouldn't even try to do this otherwise. Yet they had a good reason, to save a life. It gave them enough adrenalin, drive and strength to be able to achieve such heavy task. So imagine what things you'll be able to do if you keep your reasons for your goals alive. Not to mention, the closer your 'why' feels like a life and death situation, the more powerful it will be. Your reason, your 'why' can actually work like steroids no one will ever know you're taking.



Finally, achieving anything in life requires sacrifice, work, investments and maybe even some risks, which in turn require your time, energy and money. This however poses a problem because such requirements are usually an overwhelming discomfort for most people, which is what prevents many from achieving their goals. The pain of what they're losing seems greater than the benefits they're getting in return. Yet a good reason will help you realize how much greater the reward is than the temporary discomfort. Seriously, how much more painful will remaining where you are be than the effort you have to put in to get out of it. Remember this, temporary discomfort towards lasting success is a lot better than temporary gratification towards lasting distress.

Unfortunately however, most people prefer temporary and immediate gratification, which only result in long-term painful regrets, instead of taking on the temporary struggle that will result in long-term success. I liken immediate gratification to a poisonous apple, it may be sweet at first but with bitter consequences thereafter. That's why I can't emphasize enough that grinding in motion towards long-term success really is, by far, a lot more worth it. And having a good reason will help you realize that! One may argue that you don't need a reason to do something, yet if you want to do something great, you've got to have a great reason.

## Question #3

Now, what do you think the third question is? This time for sure, '**How**' you're going to do it, right? Well, not quite, not yet. I'm glad you're still eager to find this out though. Actually, the third question you need to ask yourself is... let's just use our imagination once again.

***IMAGINE** now you're given a project at school. The professor tells you exactly '**What**' the project needs to be about and '**Why**' you need to get it done. Why, if you don't do it, you'll fail the semester. Therefore, it's a big and important project. However, you don't know '**How**' you're going to do it yet. All you know is what the project needs to be about and why you need to do it. Then the professor tells you that you have six months to complete it. Cool! So, let me ask you, what would you do after class? Chill? Play? Party?*



*What if on the next day, you come to class and the professor tells you that instead of six months you now have only six days to complete the project? How will that change things? What will you do after class this time? If you haven't started working on it, you're probably going to start working on it right away.*

The British historian and author Cyril Northcote Parkinson, suggested that work expands to fill in the time available for the completion of a task. This is therefore known as *Parkinson's Law*. It means that the more time you have to get something done, the more unnecessary things you'll fill in and stretch throughout the time you have. This can also make the load of work seem bigger and more complex than it really is. And as a result, you drag the work longer than it should be, working a lot slower than you're actually able to. However, when you place deadlines, through self-discipline, you can decrease or even eliminate these problems.

Place a reasonable date on a goal you want to achieve and the task at hand will not be perceived as more urgent. Furthermore, it will boost your performance, help you cut off the unnecessary fat and ignite creativity. The stress of the deadline in place may seem uncomfortable, yet this will help your subconscious mind perform as though it was an easier, smaller task, given the time left. And this is when your improvising powers are born. Basically, it'll create urgency, increase your energy and help you get creative on improvising so that you may complete the task in time, or as close to the deadline as possible.

That is why as you've probably figured out, the next question you need to ask yourself is '**When**'. When exactly do you want to achieve your



particular goals? Very few, yet very well-known men in history have known this to be a very important factor to have. It was Napoleon Hill who said that a goal is a dream with a deadline, and Robert Herjavec who basically stated the same thing the other way around, by saying that if a goal doesn't have a deadline it's really just a dream. Evidently, knowing when or having a deadline is an essential part of the process, and its actually part of what differentiated great achievers from the rest.

Now, it's important that you give this 'when' a good reason too. Why do you need to have it done by this date? By the way, even if you don't achieve your goal at the expected date, you better believe that you'll be a lot closer to achieving it than you would have been otherwise. Simply put, you hustle more when you put yourself accountable to a certain deadline. Which makes the task appear to be easier and you stronger. Still, even if it appears as though you might have enough time, never let that idea slow you down.

Although you might want to set your deadline at a reasonable date, remember that the closer it feels like a life and death matter to you, the more you will grind towards it. Think about how much more effort you would put in working towards something you knew meant your life, if you didn't get it done in time. Put this in perspective tied in to a deadline because in a way, this really is a life and death situation for you.

Benjamin Franklin mentioned that some people die at the age of 25 and aren't buried until they're 75. What do you think this means? And what do you make out of the many elderly people who have said they regretted more the things they didn't do, than the things they did? Which is why Mark Twain advised that twenty years from now you will be more disappointed by

the things you didn't do than by the things you did do. You don't want to live and regret right?

Waiting for the right moment to get started or to give it all you've got is just an illusion you can end up realizing only when it's too late. Time is ticking and it's ticking pretty fast! That's why, if there's one thing you really can't afford it's to delay anymore. Just think about all the work, sacrifices and risks you may have already taken, it wouldn't be fair for you to drag your way on.

You don't get yesterday back remember. Yet you do have today as a gift, which is why it's called the present, and it's also an opportunity to create your better tomorrow. Just don't leave for tomorrow what you can get done today. And remember what you used to say as a child, if you snooze you lose. Trust me, you don't want to lose in this game of life. Therefore, set your deadline and hustle hustle hustle towards it!



Photo by: Joshua Sortino  
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## Question #4

Finally, the question you've been anticipating. I won't even ask you what you think it is this time because you obviously already know. Right? Anyway, the fourth question that you need to ask yourself is of course '**How**'. How in the world are you going to accomplish your goals? Once you know what you want to achieve with clarity, why you want to achieve it, and when you need to have it accomplished, of course you might want to know how you're going to get it done. Yet, what if I told you that you don't really have to worry much about how you're going to get it done?

Remember the illustration earlier with the medication you had to go get to save your loved ones life? Your car was broken, but you didn't worry too much about how you were going to get there. You were going to find a way no matter what it took. Likewise, once you've made your goal important enough, or rather critical enough, you're going to find a way to get it done. This becomes a continual and almost automatic process, after you have programmed it in your subconscious mind first. You know, it's kind of like the ships we mentioned earlier that are now programmed to get to their destinations automatically.

Of course, there's a lot more to this next step than simply saying you don't have to worry about how you're going to do it. Just don't worry about it being too complicated. On the other hand, don't get too cocky thinking you've already got it all figured out. After all this is about a realization that only 3% of the population have ever lived by, and some without even knowing it. Remember that? In time you will know whatever the heck that means. For

now, remember that simply missing one puzzle piece to complete the picture you've envision for yourself can prove catastrophic.

Therefore, let's use our imagination one last time to understand this next step a little better, and perhaps make it a little more pleasant to take in. Keep in mind that as you dig deeper here, things will start making more sense, both intellectually and applicably. So let's set sail with our minds to an island with rich soil to dig a little deeper.

**“Oh, here we go again with this ship thing!”**



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## Conclusion?

**IMAGINE** now us sailing off to sea one beautiful early morning, and don't worry I'm a good captain. We're on our way to a luscious green island quite a few miles out from where we are, so enjoy the scenery on your way there. It's breathtaking!



Photo by: Igor Kasalovic  
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***We're almost there...***



*Alright, we're here! The ship had like turbo and stuff. Now, smell the fresh air and look around you. There are vibrant plants and vivid green trees everywhere. That's because this Island grows every type of fruit you can think of! Apparently, especially coconut trees.*



*Anyway, what's your favorite fruit? Because I'm sure this island grows it too! Now, what if I told you to go find the fruit of your choice and pluck one off so that you can enjoy its rich delicacy? I hear this island grows the best, most delicious fruits in this hemisphere. Yet, I said you could only have one. Then as soon as you're done eating your fruit, we'll wrap it up and start heading back home.*



*Yeah I know, such a short trip. Now, as we're heading back on the boat, and despite the questions you may now have, I ask you, "What did you do with the seeds?" Tell me, what do you normally do with the seeds of the fruits you eat? Do you swallow them? Well I guess some do. Do you save them? Do you set them on fire? Or do you simply throw them away?*



## Where am I going with this nonsense?

Perhaps you've heard of dreams and goals being likened to a seed that grows; that they're like a plant that you must nurture well before you can enjoy its fruits. If you haven't, well now you have. Yet, this hasn't been further explained before, especially in the way that we will in TIAAY. You see, 97% of people throw the seeds of their dreams and goals away, after merely savoring the fruit of other people's achieved goals. That is why if you want to make your goals blossom, you must select the seeds of your goals and cultivate them yourself.

I've got some good news though! By clearly identifying '**What**' you want to achieve, '**Why**' you want to achieve it and '**When**' you need to have it accomplished, you have in effect selected the seeds of your goals. However, that's all you have done! Your next step now is to plow and sow your seeds. Still, I have even better news for you. You have the finest and richest soil to plant your seeds in, and that's your mind. Yet, because this is such a rich soil to cultivate, others are looking to plant their seeds in you too, especially if you're not planting in your own seeds. Sounds a bit scary but it's true.

Furthermore, a farmer doesn't plant seeds and then wonders too much about whether or not his plants will grow. Neither does the farmer wonder HOW they're going to grow after they've been planted. Instead, he commits in nurturing the crops as they grow. Not to mention, he also must fight off the critters and weeds that would like to consume them. Likewise, you must commit to your goals and nurture them in such a way. This involves, plowing, sowing, lighting, watering, fertilizing and especially getting rid of the pesky critters and weeds. It's a bit of a process, yet it's all worth it at the end.





So yeah, we're going to be diving into the process of achieving your goals by using the analogy of cultivating your own fruits... or vegetables... or a tree, just whatever you'd like to grow! However, it's of utmost importance that we begin with the critters and weeds you're going to have to fight off, so that you're prepared both mentally and physically for the battles you'll inevitably face on your journey. You may already be fighting some of these battles right now, or probably have in the past, yet you definitely will in the future.

You have to understand that grinding towards the fulfillment of any significant goal is an ongoing battle. There will be tidal waves you might have to withstand, there will be storms you might have to endure. There will be

exterior battles, there will be interior battles. These are the critters and weeds you're going to have to fight through. So, I want to be straight up honest and tell you that it may not be easy at all, which kind of explains why only a very few are breaking through. If it was easy, anyone would be achieving something amazing. Well, at least you will have very little competition.

Nevertheless, you don't need easy. You just need to know that it is possible. And one can even argue that too, because even the "impossible" has been done plenty times before. Still, it is a critical matter that we reveal these critters, these weeds, and find out how to deal with them so that they don't sabotage the blossoming of your goals.

Therefore, we're going to break them down like never before. Not only are we going to disclose what these critters and weeds are, not only are we going to discuss how to get rid of them, but also how to grind them up and turn them into fertilizers for your seeds. We're going to make sure we cover them all and learn to overcome them all, because if you don't get passed this part of the process, reaching your goals is seriously nothing more than slim.

The journey is just as important as the destination and perhaps even more. If there's no journey, there's no destination, if there's no destination there's no journey. Yet, the journey itself may have some rough patches and obstacles in the way. However, just because the journey may not be smooth, it doesn't mean it's not possible to make it through. And it definitely doesn't mean it can't be an exciting journey you can enjoy.

Furthermore, you never lose, you just learn. You only lose if you give up, which is totally a conscious decision you make. The difficulties you endure and surpass along the way are what's going to refine and define you.

Which reminds me, there's yet another question... a fifth and final more important question that remains to be answered. Take note, you just got a teaser with a clue. Yet, that will come in due time.

For now, remember to keep your exciting final in mind, with clarity. Keep reminding yourself the important reasons you need to achieve this. Don't forget to establish reasonable deadlines leaving yourself accountable to them. And of course, enjoy the journey! After all, you are on a road seldom traveled, with incredible challenges, yet incredible views and rewards ahead.

Remember too that because you're actually heading somewhere, you're already ahead of the majority of people heading nowhere. So don't set yourself back by giving in to the challenges ahead. Moreover, knowing what these challenges are, the battles you will face, and knowing how to deal with them will also give you an advantage over the very few that are actually heading somewhere.

It goes like this; most people have no goals, so better are the fewer who do have goals. Some people just have goals, so better are the fewer who are actually doing something to achieve their goals. Most people give up on their goals when the battles arrive, so better are the fewer who are aware and prepared for the battles ahead. And these are the 3% who make it through! Therefore, consider your next step one giant step closer in making the manifestation of your goals not only possible, but inevitable.



In fact, in order to move forward successfully, it's critical that you find out what these critters and weeds are, which will sabotage your seeds. What exactly are these battles ahead? How can you overcome them? And how could you possibly grind them up into fertilizers for the benefit of your seeds? Get [Part II: The Critters & Weeds](http://www.thisisallaboutyou.com/battles) at [www.thisisallaboutyou.com/battles](http://www.thisisallaboutyou.com/battles).



[www.thisisallaboutyou.com](http://www.thisisallaboutyou.com)

## **BONUS!**

Now, because Health, Fitness and Business are understandably three of the most important things in life and often areas in which our goals reside, I wanted to gift you with the best tools I've found so far in these areas. Just watch the three videos below!

The first one will teach you how to live healthy and lose weight without giving up your favorite food or starving yourself.

The second one will reveal a secret technique only 3% know, to eliminate belly fat and stay fit.

Finally the third one is a free step by step training that will teach you how to start your very own online business successfully, yes even if you are completely new.

Just click on the videos below to watch them. Alright here they are...



# How To Live Healthy and Lose Weight Without Giving Up Your Favorite Food or Starving Yourself






**The Secret Technique Only 3% Know, To Eliminate Belly Fat  
And Stay Fit**





# How To Start Your Own Online Business Successfully Even If You're Completely New





## **A Review**


 Introduction: Your conscious mind is the captain of your ship.  
Your subconscious mind is the ship that will take you places.

 Question #1: The first question you need to ask yourself is  
'What?' with clarity.

 Question #2: The second question you need to ask yourself is  
'Why?' with clarity.

 Question #3: The third question you need to ask yourself is  
'When?' reasonably.

 Question #4: The fourth question which you need not worry  
about yet is 'How?'

 Conclusion: The next thing you need to worry about are the  
battles at hand and how to deal with them.

## **A Rhyme**

*There will be battles*

*There might be war*

*But don't be rattled*

*Just fight and roar*

*Get them unraveled*

*Pick up your sword*

*Go make the travel*

*And win your award.*

## Ask Yourself



What is my goal exactly?

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Why must I achieve this goal?

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When do I need to accomplish it?

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What am I doing now to get one step closer?

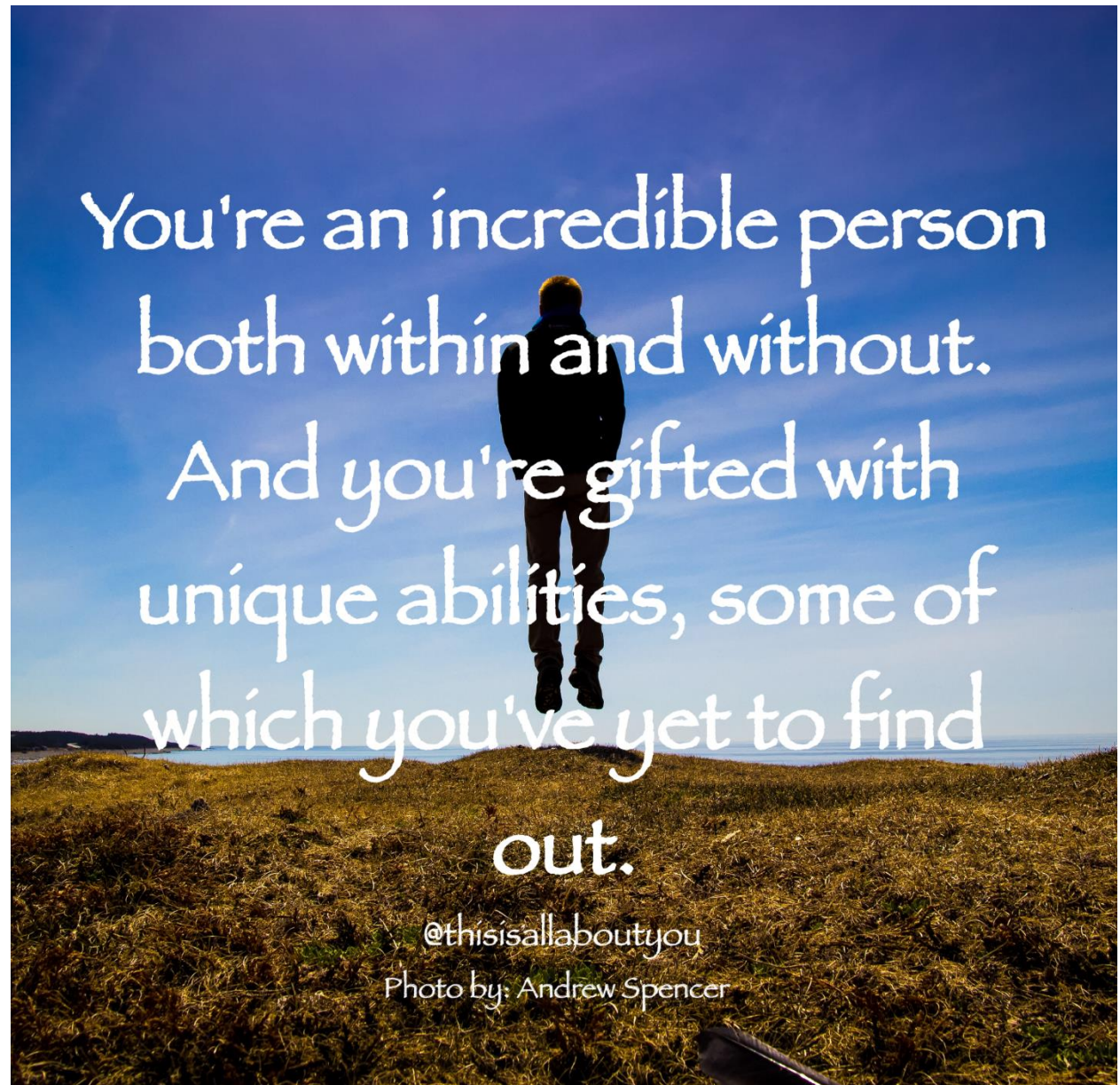
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Am I prepared for the challenges ahead?

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You're an incredible person  
both within and without.  
And you're gifted with  
unique abilities, some of  
which you've yet to find  
out.

@thisisallaboutyou

Photo by: Andrew Spencer



Remember to share TIAAY with the people you care about. Share the wealth to help them thrive not just survive, because this is all about you and them too. You can simply tell them to visit [www.thisisallaboutyou.com](http://www.thisisallaboutyou.com) which shouldn't be too hard to remember. Or you can send them the link in some electronic way. I'll even be nice enough to let you share this particular eBook with them too, considering it was FREE for you so why not for them. In fact, feel free to share this eBook throughout social media, email or anywhere else around the web, provided you don't altar anything in it of course. Although I know you won't. Finally, keep yourself updated with TIAAY blog posts. OK, I'm done with my long goodbye. Have a wonderful day. I finished talking.



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**Andre Dominguez**

Cover Photo by Joshua Earle

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