



media and  
communications

8M's FREE

Christmas

Gift

Suite 4 Churchill House, 114 Churchill Ave Subiaco WA 6008 Australia

Telephone: 61-8-9388 6888 Facsimile: 61-8-9381 9605 Mobile: 0417 984 996

Email: [8M@8mmedia.com](mailto:8M@8mmedia.com) Website: [www.8mmedia.com](http://www.8mmedia.com)

ABN: 68 082 348 721



## Welcome

Congratulations on downloading your FREE Christmas Gift. You have taken the first step to achieving more in 2004!

Remember all those New Years Eve resolutions you have set. How many did you really follow through on? How many were broken by January 5<sup>th</sup>?

Most people fail to set goals. Those that do often do not write them down.

This FREE gift will help make 2004 your best year ever.

That is my gift to you. So you can be the best you can be.

### ***Believe you can reach your goals, then you can***

Because I have a passion for helping others develop their full potential spending time with this guide will help you make your dreams come true.

The way young people take a creative and positive approach to life always impresses me.

Take the example of two Perth primary school girls; Sarah Duff and Sarah Poggioli both aged 11 years. They raised enough money to hire a plane to fly over their school pulling a banner with the following message:

"Believe you can reach your goals, then you can"

When planning for next year, creating goals and having a positive attitude is vital.

Why is goal setting so important to achieving success?

I have always admired Olympic gold medallist and former 1500m-world record holder Kieren Perkins.

The University of Queensland recently awarded an honorary Doctor of Philosophy to the champion swimmer.

He is still enrolled in an arts degree there and had put studies on hold after one semester in 1992.

You may remember that was the year he won his first Olympic gold.

Speaking at the University's graduation ceremony he told the audience he did not regret giving up his studies for sport.



"Success for everybody comes through the same type of work, through the same ability to roll with the punches, overcoming setbacks and having a dream.

The one thing I've learnt from my years of swimming is that once you have been successful and you know how to be successful, success is easy to attain."

I love this quote. It sums up a great positive attitude to life and the importance of setting goals in developing a lifelong pattern of success.

## ***A Hammer Throwers Story***

Let me tell you the story about how I won a gold medal as an Australian Junior Hammer Throw Champion.

The hardest thing about hammer throwing is hitting the nail on the head at 60 metres. In fact, hammer throwing had such a low profile as an Olympic sport it was known as track, field and car park!

Seriously, hammer throwing taught me some important lessons in life.

Firstly, the importance of being flexible. I was a state schoolboy discus champion - but I stopped growing when I was 17.

Discus is based on the 'slingshot' principle and the longer your arms the greater the sling and the further distance you will throw. I just wasn't tall and lanky enough to go from being a good discus thrower to a great one.

So I took up the hammer - you know it was more suited to my body shape and lower centre of gravity!

Hammer throwing is based on the physics of a 'spinning top'. The faster you spin around, the faster the speed on the hammerhead, the greater its velocity and the further it will go when you release it.

It is also a highly technical event, requiring great timing as well as balance, speed and power.

This taught me to be flexible and focus on your strengths.

## ***The Power of Goal Setting***

Secondly, I discovered the power of goal setting. In 1981, I just qualified for the national championships as a hammer thrower in the South Australian Track and Field team. Held in my hometown of Adelaide there was no cost to include me in the team as an 'extra'.

I finished seventh, about halfway down the field of 15. But I worked out, 5 of the people who had finished ahead of me were turning senior next year and wouldn't be competing again in this group. I said to myself, 'I can do this, I can win this next year'.



It is great to dream to win - but you need the desire to back it up. With desire comes discipline and dedication. So I gave up playing Australian Rules Football, got a coach and spent a whole winter working on my technique, timing and strength.

The desire provided a sense of direction and purpose.

The next year, I won the National Championship, throwing a personal best, setting a new State record and gaining selection in the 1982 Commonwealth Games Track and Field training squad.

## ***Desire Success***

Hammer throwing taught me a lot about life - the importance of setting goals to achieve your dreams.

This pattern of success has been a great source of personal inspiration and motivation and I now share it with others.

My message is simple - dream it, desire it and then do it.

This document will help you achieve your goals sooner in 2003!

We also have a comprehensive management, marketing and media resource guide to provide you with further knowledge and learning opportunities.

8M Media & Communications also produce a free monthly e-newsletter called *Media Motivators*. The goal of the newsletter is to share with you our knowledge, experience and expertise; to deliver ideas, tips and practical solutions to media, marketing and management issues. To subscribe to *Media Motivators* simply visit our website at [www.8mmedia.com](http://www.8mmedia.com).

Welcome to 8M's *FREE Christmas Gift* and good luck in achieving more in 2004!



Thomas A.C. Murrell MBA  
Managing Director  
8M Media & Communications



## **Achieve More in 2004! - *Your Personal Guide to Achieving Your Goals Sooner.***

The objective of this document is to develop a personal strategic plan for 2004. Work through this audit by answering the following questions in your own time. Use it to clarify your ideas and develop a focused plan to make 2004 your best year ever!

### **GOALS & OBJECTIVES**

1. Lets start with the big picture. What is your 5-year plan? Do this in as much detail as possible. For example what will you be doing, how much income will you be earning, where will you be living, how much time will you be spending with your family etc?

---

---

---

---

2. Now lets talk about next year. What is your vision for 2004?

---

---

---

---

(Note: Your vision is your dream or big picture)

3. What is your mission for 2004?

---

---

---

---

---

(Note: Your mission is your goal or purpose in life)



**FREE Christmas Gift – Achieve More in 2004!**

---

4. What 5 Goals Do You Want to Achieve in 2004? Keep them to no more than 5 and be as specific as possible. Write them down. Goals set the big picture achievements for the year. Have both personal and business or career goals.

1.

2.

3.

4.

5.

5. What are the specific strategies or tasks that will help you achieve these goals? These are the "how to's". Make them specific and achievable. Use the OAT formula.

Outcome	Action	Timeline
Eg: To get fit	<ul style="list-style-type: none"> <li>Take out gym membership</li> <li>Go with a friend</li> </ul>	January – Dec 2004 Go 3 times a week from 6.00 – 7.00 pm Tuesday and Thursday and 9.15 – 10.15am Saturday mornings.

6. How often will you review your goals? Write in your diary now a reminder to review them at least every 3 months. Some people like to review them on a monthly, weekly or even daily basis!

Key Dates	Q1 - 2004	Q2 - 2004	Q3 - 2004	Q4 - 2004



## ***SWOT ANALYSIS – A Review of 2003 and Plan for 2004***

7. In 2003, what were your **S**trengths?

---

---

---

8. In 2003, what were your **W**eaknesses?

---

---

---

9. What are the **O**pportunities for 2004?

---

---

---

10. What are the **T**hreats stopping you achieving your goals in 2004?

---

---

---

### ***Reality Check***

11. How will you measure whether you have achieved your goals? What are the milestones or performance criteria that set the benchmark for measuring your success?

---

---

---

12. What marketing strategies will you employ to get ahead in 2004?

---

---

---



13. What is your competitive point of difference for your marketing activities?

---

---

---

14. What Personal Brand Statement (PBS) best describes you and what you do?

---

---

---

---



**Communication Tools – Speaking Engagements, Articles in the Media, Newsletters and Networking.**

15. What are your promotional goals?

---

---

---

---

16. Who is your target audience?

---

---

---

---

17. How frequently should you communicate with them?

---

---

---

---

18. What are the unique features about who you are?

---

---

---

---

19. What are the advantages of your skills and expertise over competitors?

---

---

---

---



20. What are the benefits to prospects and clients?

---

---

---

21. What evidence do you have?

---

---

---

22. What proof do you have?

---

---

---

23. How would you measure the success of your marketing activities?

---

---

---

24. What ideas, strategies & tactics will be most effective in marketing your services?

---

---

---

---

25. How can you increase the effectiveness of your networking activities?

---

---

---

---



**PRICE**

26. What is your forecast for demand for your skills?

---

---

---

---

27. What is the perceived value of your skills?

---

---

---

---

28. How will you charge for your unique skills?

---

---

---

---

29. What is the budget for your personal development in 2004?

---

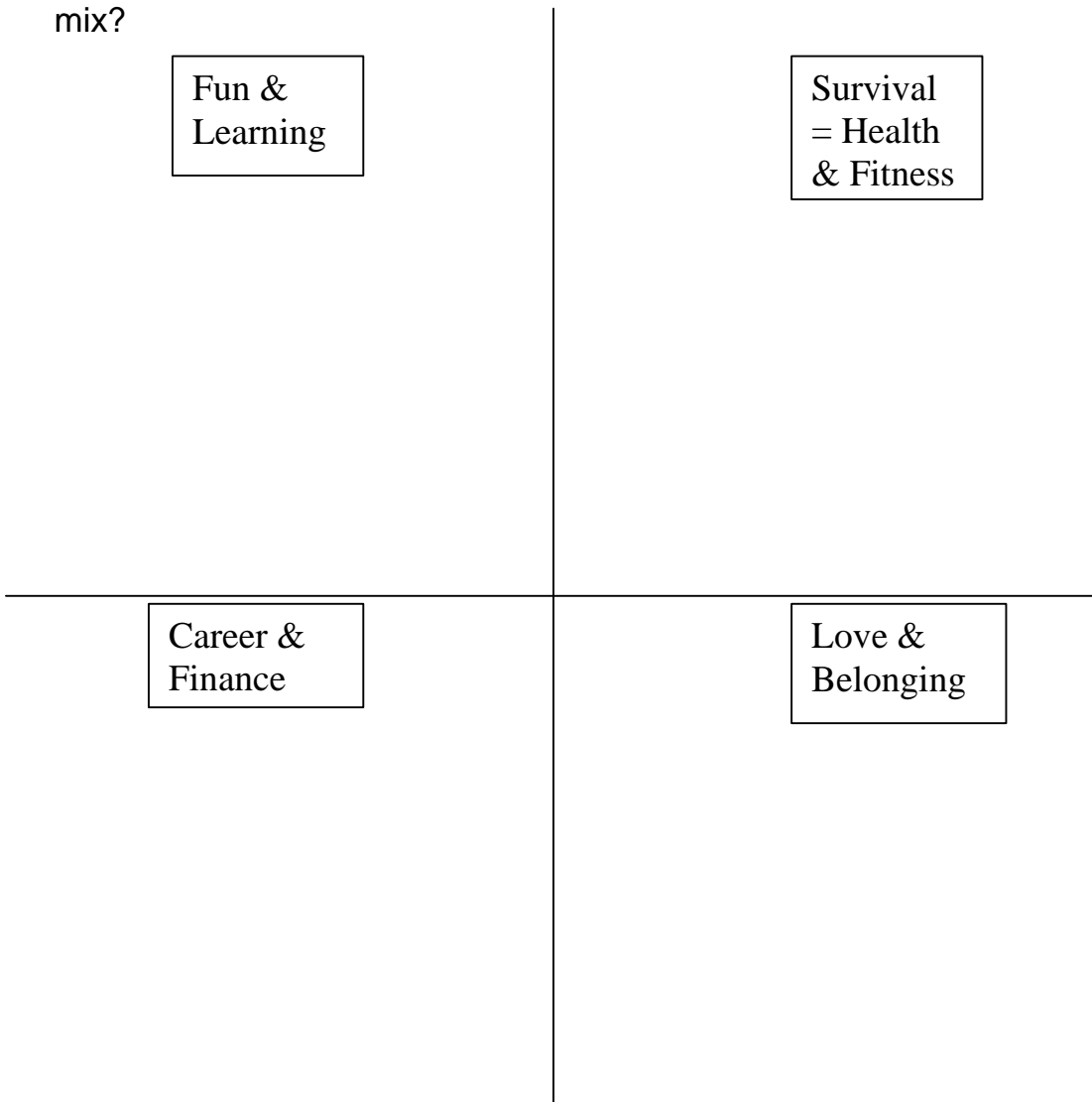
---

---

30. What does success look like in 2004?



31. How will you balance work with personal interests? What will be the mix?



32. How will I reward myself for achieving my goals in 2004?



33. What am I going to do now? Three action points to make it happen!

1.

2.

3.



## **Summary**

This plan will help you achieve your goals sooner in 2004. So in summary what is the top 10 reasons stopping people from achieving their goals.

### **1. Not believing it can be done.**

Your belief system has to be really strong. You really have to believe you can do it to overcome the hurdles.

### **2. Doing Nothing.**

Some people just don't know what it takes. Instead of starting on a path they do nothing for fear of doing the wrong thing.

### **3. Don't think they have an idea or solution to a problem.**

Some people keep their ideas and solutions locked up inside them and neither see them or acknowledge them. It often takes an outsider to bring them out. Why not get an outsiders view of the challenge and brainstorm some solutions.

### **4. Not believing you can make money out of it.**

You often hear people moaning about being stuck in a job because it pays the bills or doing something because that are the way it's always been done. People are motivated by the need for food and shelter and your need to believe you can make money from your idea or solution.

### **5. Don't have time?**

Many people are caught up in the rush and "busyness" of today's life. I'm not suggesting you add more to your life by adding an extra action point, job or task to your "To Do List". I'm recommending you do less and eliminate something! If you watched one hour less of television per week that would give you 52 hours. What would you do with 52 hours of extra time?

### **6. Don't have enough resources?**

People often say they need resources - money, infrastructure, computers, printers and the like. But how much money does it take to write an idea down and then communicate it to someone else?

### **7. Persistence!**

You're likely to come up against a 100 barriers before you succeed. Persistence is vital in breaking through the barriers.



**8. Is it practical?**

Is the idea or solution practical and does it work? Take the example of NASA in the US. They spent a million dollars developing a ballpoint pen that works in zero gravity! The Russians gave their cosmonauts pencils.

**9. Are you afraid?**

Many people are afraid of many things - success, failure, rejection or just being different. These fears can become barriers.

**10. Not being ready**

Many people are aware that what they're doing is not what they really want to do and creating barriers for others. They recognise the need to change and shift their thinking. They're just not ready at that moment in time to make the change.



## ***Who is Thomas Murrell MBA?***

**Thomas Murrell MBA is an inspiring, engaging and authentic business speaker with a passion for helping others harness their full potential.**

Described by *BRW Magazine* as "*committed to using creativity as a competitive edge*", he is recognised internationally as an expert on how to be a change champion.

His 'Mastering Change', 'Brand Building' and 'Choice, Chance and Change' topics are full of real life experiences and practical advice.

In a former life he was a TV and radio personality, executive producer and senior media executive ... describing his 12 years at the Australian Broadcasting Corporation as an "*apprenticeship*".

As a Professional Speaker, Tom delivers more than 150 presentations to over 100 different clients around Australia and overseas each year.

The author of "*Choice, Chance and Change*" and "*How to Turn Your Big Marketing Idea into a Competitive Advantage*", his cutting edge ideas are in great demand around the world.

Tom has won several State and International broadcasting awards and in 1988 was the recipient of a Queen Elizabeth II Scholarship for Young Australians.



He was also one of 15 young Australians awarded a prestigious Vincent Fairfax Fellowship, a program on ethics and leadership for "*people of exceptional promise to make a difference to the world in which they live*", designed and administered by the St James Ethics Centre, Sydney.

A graduate of three Australian Universities, he gained his MBA in marketing from the University of Western Australia and is a former National Junior Hammer Throw Champion!

A powerful communicator, high achiever and charismatic presenter you will leave his sessions inspired, entertained and motivated to achieve your best.





**REPRINTS AND SPECIAL REPORTS**

- The 14 Speech Writing Secrets of President Bill Clinton**
- Winning the Media Game - An Insiders Guide**
- Emergency and Crisis Media Management**
- Avoid Being a Slave to Email Marketing**
- Integrity Marketing - The New Relationship Marketing**
- How to Become a Change Champion**

**ALL PRICES INCLUDE GST**

- SRN:101 \$7.95
- SRN:102 \$7.95
- SRN:103 \$7.95
- SRN:104 \$7.95
- SRN:105 \$7.95
- SRN:106 \$7.95

**MANUALS**

- Media Fundamentals - 8M's Essential Media Kit** ISBN: 1 876 968 02 8 \$34.95  
A step-by-step guide on how to generate thousands of dollars worth of media coverage for free.
- How to Turn Your Big Marketing Idea into a Competitive Advantage** ISBN: 1 876 968 00 1 \$79.95  
An 80-page manual on how to turn your idea into a profitable reality sooner.

**CD-ROM WITH PAPERBACK BOOK**

- Web Marketing Essentials** ISBN: 1 876 968 07 9 \$95.00  
A step-by-step guide on how to harness the power of the internet.
- Powerful & Persuasive Speech Writing** ISBN: 1 876 968 14 1 \$95.00  
How to turn a good speech into a great one.
- Secrets of Email Marketing** ISBN: 1 876 968 15 X \$95.00  
Improve your response rate with emails that get read.

**CD, Cassette & Video Programs**

- Talk About Success - Vol 1 (Single Cassette)** ISBN: 1 876 968 11 7 \$27.50  
Spend 90-minutes with 9 experts that could change your life.
- Talk About Success - Vol 2 (Single CD)** ISBN: 1 876 968 13 7 \$27.50  
Seven success stories to inspire, motivate and grow your business.
- China Media: The Ethics of Influence (2 Pack Cassette)** ISBN: 0 646 374 51 6 \$79.95  
Discover how to target the world's largest market.
- Managing Change in an Uncertain World (60 minute Video)** ISBN: 1 876 968 01 X \$99.95  
Profit from change emotionally, financially and personally.

*For More Information See Our Website [www.8mmedia.com](http://www.8mmedia.com)*

To order fax to **08 9381 9605** or mail to  
8M Media & Communications, Suite 4, 114 Churchill Ave, Subiaco Western Australia 6008

Name: \_\_\_\_\_  
 Organisation: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_ State: \_\_\_\_\_ P/Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**PAYMENT METHOD**

Please Invoice Me                       Cheque Enclosed  
 MasterCard                       Visa                       BankCard  
 Number: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_  
 Signed: \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**SHIPPING ADDRESS**

Organisation: \_\_\_\_\_  
 Attention: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Suburb: \_\_\_\_\_  
 State: \_\_\_\_\_  
 Postcode: \_\_\_\_\_  
 Contact Number: \_\_\_\_\_

\$5.00 postage & handling applies to all Australian orders  
 \$12.50 postage & handling applies to all orders outside Australia

