

THE **Power of 3** PROJECT™

A freakishly simple way
to get started on your BIG dream!



BIG 
DREAM™
GATHERING.COM

By Mitch Matthews

A SIMPLE PLAN

I will admit that I'm a bit of a dichotomy.

I love a good plan but at the same time, my plans have the tendency to get so intricate and complex that I simply stop using them.

Or, I get overwhelmed and I bail. Can you relate?

So, although I love the process of building elaborate flow charts and excel spreadsheets, I've realized there is a danger of going over the top. I can go too far and make a plan so complicated that I render it useless.

Or... let's be honest... there are times when I don't want to put a plan together because planning can be hard work. AND... it can also be a little scary because a plan makes a dream or a goal a lot more real.

There... I said it. I admitted it. I don't always like to plan.

Do you ever feel this way?

At the same time, even though we don't always like to do it, we all know that planning is important. And we know that it can make all the difference in actually accomplishing your dreams and goals.



Mitch Matthews, co-founder of the BIG Dream Gathering. He has 2 professional big dreams. The first is to help launch a million dreams and the second is to help to connect a million people!



Photos of the BIG Dream Gathering by Jocelyn Wallace of www.JocelynWallace.com.



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But how do we do it?

As the BIG Dream Gatherings have grown and we've connected with 1,000's of people with big dreams... we have heard questions like these:

“How do I get started?” Or... “How can I take some steps towards my dreams?”

So... I wanted to offer this freakishly simple process to help you come up with a simple but powerful plan. Plus, we wanted to offer you a way to get a little extra accountability and draw a line in the sand, but we'll get to that later.

The key at this point is to give yourself permission to keep it simple.

Sound good?

Good. Let's keep going.

Now, let me ask you this: What would it feel like to have a plan in place for one of your **BIG dreams?**

Not a 238-page plan with bar graphs and pie charts, but a simple AND applicable plan for the next few months?

What would it feel like to make some major strides towards your **BIG dreams?**

It'd probably feel pretty good. Right?

What if?

What if we did it?

What if you took the next 30 to 60 minutes and put together a simple plan?

LET'S GET STARTED

Okay... so that's what we're going to do.

In each section I'll offer a few **"POWER OF 3"** questions.

Check them out and give them some thought.

Then write down your 3 responses and then move on.

It's that simple.

When we're all done... you'll have the beginnings of a plan that will help you get started on that big dream.

Plus, when you're done... you'll also see that we have a way... through the **"Power of 3 Project"** to help you with some accountability for you and your **BIG dream**. But don't worry about that now. We'll get to that later.

Sound good?

Well... let's get started!



Photos of the BIG Dream Gathering by Jocelyn Wallace of www.JocelynWallace.com.

Section 1: LOVE



So... let's use the **Power of 3's™** ... to create a simple but *powerful* plan!



What are 3 things that you'd love to do?

That's right. It's that simple. Think about it. What are 3 things you'd love to do? Let's consider these **BIG dreams** for this next season. They don't have to be your **BIGGEST dreams**. They can simply be 3 things that you would love to do or achieve.

1. _____

2. _____

3. _____

For some of you, it may seem like a risk to even write these things down. And it is because that starts to make them REAL. So... yeah... it might make your heart race to write them down.

But... what if you did? What if you pushed through that fear and wrote some down?

What if?

Come on... they don't have to be things you will do. They can simply be things that you would love to do.

Go ahead.

Write some things down. (And why stop at 3? Use the follow page to write down more!)



THE
Power of 3
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Building a
PLAN
makes the
DREAM
more REAL.

Now, out of these things that you would love to do... pick one that you'd like to dig into deeper... one that you might want to build a plan for.

Admittedly... this might still feel risky. And it is. Because building a plan makes the dream more real. But as you know... coming up with a plan for the dream will help you achieve it.

This simple little plan might just make the difference between you thinking about this BIG dream for the next year... and you actually DOING it.

Think about it. What if this was the year that you got started on one of your big dreams?

What if this was the year... even though things might be tight... even though things might be hard... even though things might be busy... what if this was the year you made some big steps towards this dream?

And let's go just a step further... what if this was the year that your BIG dream happened?

Oh... that's sweet and probably just a little scary to think about... isn't it?

Over these past few years of working with 100's and 1,000's of dreamers, the people who have been willing to put together a plan like we're about to do... are the ones who achieve those dreams. And let me tell you... we've seen some very ordinary people achieve some freakishly extraordinary things, but they had to be willing to take this next step and create a basic plan.

So... pick one of the things that you'd love to do. Write it down in the space below and let's keep going!



THE
Power of 3
PROJECT™

The BIG Dream I'm going to plan for...

Section 2: SBS STEPS



Here are the next “power of 3” questions for you to ponder...



What are 3 Small BUT Significant steps™ you’d like to accomplish for this BIG dream in the next six to twelve months?

1. _____

2. _____

3. _____

Small but Significant (SBS) is a key phrase when we’re thinking about going after our **BIG dreams**.

Basically, one of the things that can lock us up as we start to go after our dreams is that we tend to think about the LARGE and significant tasks that we have to complete to get our big dreams done.

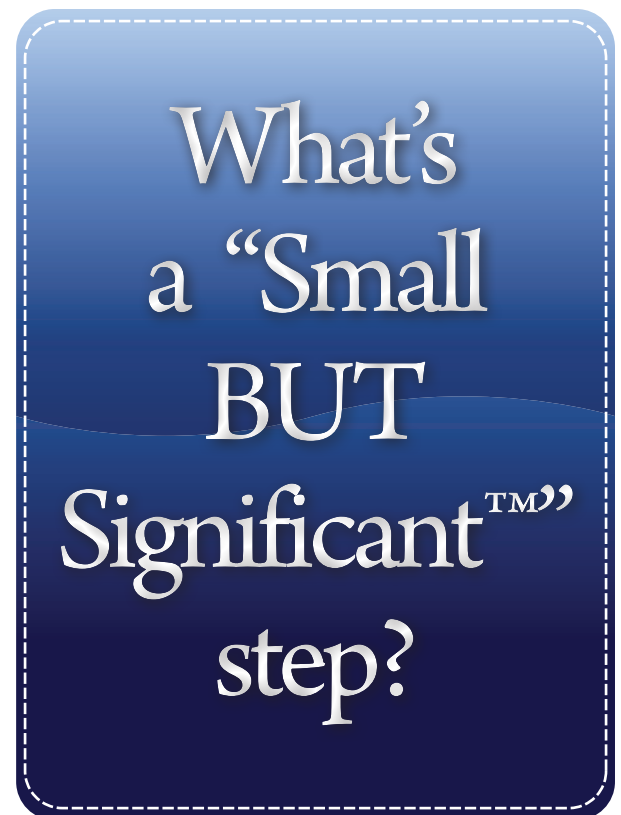
But that gets overwhelming... doesn’t it?

So we shut down.

We quit before we even get started.

So instead, I suggest getting started by thinking about steps that are **“Small but Significant.”**

For example, if you want to run a marathon but you haven’t run a mile in over a year... a LARGE but significant task would be to run 10 miles without stopping.



Now, granted... you're tough. Right? You could probably do that if you really put your mind to it. But you'd be hurting for weeks and you'd probably want to burn your dang running shoes.

So instead, think about some **Small but Significant (SBS)** steps.

For the big dream of running a marathon, those SBS steps might be...

- » run a mile without stopping
- » run 5 miles a week for 2 weeks in a row (it's small but it starts to move you towards consistency)
- » buy some good running shoes (let's just name it... grab some new shorts and a shirt too!)
- » find a friend to run with

These steps might seem small. Admittedly, they are. But that's strategic. Why? It's because they are do-able... right now. They get you started. And over time... those SBS's start to add up. If you keep moving forward with the SBS steps... you'll be running that 10 mile in no time ... and you'll be ready for when the marathon comes to town!

So think about some SBS steps you can take... and write 'em down!



When would you want these Small BUT Significant steps to be accomplished? (That's right... why not assign some dates to these accomplishments?)

1. _____

2. _____

3. _____

We want
some early &
quick wins
to get you
started.

Here's one final thought to consider on the **Small but Significant steps** you came up with... before we move on.

I'm guessing that for some of you... your inner critic might be kicking in right now.

That's right. For some of you, that critical voice from within might be berating your 3 SBS steps because they seem too small.

As a result, you might be wondering if you've thought through it enough. Or, you might be thinking that the steps you've written down seem too easy. But that's okay. In fact, that's a part of the plan!

I highly encourage people to have their first SBS steps be small. Why? Well, that helps to dramatically increase the chances of the steps actually getting done!

The analogy I often use is a football coach who allows his team to practice plays on the five-yard line. When he does that, he provides a much greater chance that the offense will score a touchdown as they practice. And that starts to build their confidence. Then the team begins to believe in their ability to put plays together and score.

Sure... over time... the coach can start to move the ball back and continue to stretch the team. But this initial strategy enables the coach to build his team's confidence up by allowing them some quick wins.

The same can hold true for you.

We want some early and quick wins to get you started.

We want steps that will allow you to build momentum and take some ground.

Then... over time... you can add steps that are more demanding, risky or complicated.

But again... for now... keep these steps simple.

Get them done.

Keep moving forward!

Section 3: PEOPLE



Here's another set of Power of 3 Questions...



Who are 3 people (or types of people) who will be positively impacted by your BIG dream?

1. _____

2. _____

3. _____

Impacted...
by my
dream?

Impacted... by my dream?

Now... for some of you... the people that would be impacted positively by your dream will come to mind right away. Maybe you want to open an orphanage. So it might be easy to think of the people who would be impacted by a dream like that. And that's great!

But maybe you're big dream for this season is to lose 10 pounds or take a trip to Africa. So you're kind of thinking that no one would be impacted by your dream. But that's not true.

You'd be impacted... right? And that's enough!

But what if we went a step further?

What if a child was inspired by your weight loss or by your photos from far off places? What if a friend was inspired by your dream and it motivated them to go after one of their own? It may seem far-fetched... but we've seen this happen time and time again. **So think about it.**



Who might be inspired by your big dream journey?
Write their names down.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



What are 3 ways to reach out to these people to get them excited about... or to possibly get them involved in your BIG dream?

1. _____

2. _____

3. _____

WHAT BRANDING CAN TEACH US ABOUT DREAMING BIG!

I recently heard a presentation by branding guru John Morgan.

During his talk, he mentioned that any market could be broken down into 3 groups.

He described this phenomenon as the “20/60/20” effect.

THE FIRST 20%

He explained that 20% of a particular market will LOVE a certain brand. They will adore it. They will kill and maim for it. They will wear clothes with the brand’s logo on it. They will buy it for their friends. Yeah... they are the 20% that love it!

THE MIDDLE 60%

Then, he said that 60% of the market will ebb and flow with it. They won’t be wildly engaged with that particular brand, but at the same time they won’t be against it. They will just be somewhat lukewarm towards it.

THE LAST 20%

Lastly, he explained that with any brand... there will be 20% who will HATE it. They’ll blog about how much they hate it. They will rant about it. They will mock it. They will HAAAATEEE it.

After John explained this phenomenon he went a step further, by suggesting that this Love/Luke-warm/Hate combination was a good thing.

Why?

Well, he said that when the “HATERS” go to work... it will make the people who love your brand... LOVE it even more!

How funny is that?

But it’s true isn’t it? I can throw certain brands out and you’ll have people who LOVE them and some that will HATE them... and then you’ll also have a bunch of people in the middle who don’t really have an opinion either way.

20% of a
particular
market will
LOVE
a certain
brand.

Now, you may be asking why I'm bringing up a branding example in the middle of an e-book on dreaming BIG... but the same thing happens around big dreams... doesn't it?

You may get clear on a big dream and mention it to some friends.

A few may LOVE it. They may jump on the bandwagon and want to help in every way they can. That's your first 20%.

With any
brand, there
will be 20%
who will
hate it.

Some may be oblivious to it. They may only half listen and not really respond. It's not that they are against it, they just don't engage either way. There's your 60%.

And then you have the people that are dead set against your dream. They may or may not express that directly, but you might hear mocking comments or put-downs. Or you might get comments like... "You can't make money doing that." Or... "Do you really have the right education for that?" Or the... "Who are you to do that?" There's your last 20%!

It's a phenomenon that happens in the branding world and it also happens when we go after our big dreams too!

Now, let me ask you this. What if a company waited until EVERYONE loved their brand before they got started?

What if they waited until 100% of a given market was for

them? Would they ever get started?

You know the answer. It's "no," isn't it? It's obvious. It's almost silly.

But... when it comes to our BIG dreams... there's a temptation to wait until 100% of the people around us LOVE it before we go after it.

But according to John, this doesn't happen with brands.

And in some ways... that's good!

I'm guessing that the same rule applies with BIG dreams.

WALT'S 20/20

Case in point, Walt Disney's dad didn't like that Walt loved to draw. He didn't like the fact that he dreamed of being a cartoonist. His dad wanted him to be an accountant or a successful sales person. I'd go as far as to say that his dad hated this big dream... at least in the beginning. Sadly, his dad fell into Walt's lower 20%.

But... enter Roy... Walt's older brother. Roy was a businessman. He had a head for contracts and accounting. He loved numbers and he loved making deals. And... he loved Walt's drawing. As a result, Roy got behind Walt. He was boldly standing at the front of Walt's "20% LOVE 'EM" team!

The image shows the iconic signature logo for Walt Disney, written in a bold, cursive, black font.

What if Walt had waited until everyone was on board?

There's a very good chance that he never would have started. Right? Think about it. We might have never seen Mary Poppins, experienced the Wonderful World of Disney or explored Epcot®. Right?

What if you looked for the 20% who love your big dream?

In the beginning, that might just be one person. That's how it started with Walt. But that might just be enough... to get started!

Section 4: FUNDING



Here's another set of **THE POWER OF 3 QUESTIONS** that involve money.

I know... I know... this might be a tender subject... but I'll ask them anyway.



What are 3 things that you may need to spend money on for your **BIG** dream in the next six to twelve months?

1. _____

2. _____

3. _____



What are 3 ways that you could possibly bring in or save some extra money to help pay for those things?
(Go ahead. Get creative on this! See where your imagination takes you!)

1. _____

2. _____

3. _____

That's it for now. Sure, we could go further... but if you answer these Power of **3 questions**, you'll have the beginnings of a solid **AND** simple plan for your **BIG dream** for the next one to **3 months!** Now... read on for the rest of the **POWER OF 3 PROJECT...**

THE Power of 3 PROJECT™

Sometimes, having a little accountability can make ALL the difference in going after our big dreams.

So... we... at the **BIG Dream Gathering**... are going to help with that.

As you complete the **POWER OF 3 Project**, you can submit a short description of your **BIG Dream** AND one set of your **POWER OF 3** responses (ie. Your 3 SBS STEPS, Who would be impacted, etc.) to us at ContactUs@BIGDreamGathering.com.

Then we'll post your big dream on the site and give you your own give you your own URL so you can point your friends and family to it, to let them know what you're up to! *

Who knows... it might just help you to get others on board.

But most importantly... it can function as a line in the sand for your **BIG dream**.



NOTE:

If you'd like to... you can submit a photo or short video. It could just be a photo so people know who you are... or it could be a video of you walking out one of your **Small BUT Significant steps!**

Who knows?

So... here it is:

- » Email us at ContactUs@BIGDreamGathering.com
- » Describe your **BIG dream**
- » Send along one set of your **POWER OF 3** Responses
- » Include a photo or link to a video if you'd like!

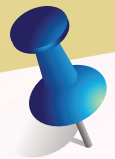
Get creative. But most importantly... get started!

Let's see where this goes... and let's see how many BIG dreams we can launch... TOGETHER!

Keep dreaming BIG,



MITCH MATTHEWS



* **Due to potential response and content, we can't promise to post every dream that we receive. But we will do our best to most as many as possible and let you know when it's live!**



Mitch Matthews helps individuals and organizations think and dream bigger!

He has a couple of professional dreams. The first is to help launch a million dreams. The second is to help to connect a million people.

Mitch is the co-founder of the BIG Dream Gathering. These unique events have inspired 1,000's of people to think about their big dreams and get some encouragement to go after them.

Mitch and his wife Melissa held their first BIG Dream Gathering in their home in 2006 when they needed help with one of their own big dreams. They meant for it to last for one night, but it wound up continuing on for a full week! More importantly, countless dreams were reawakened and launched. As a result, Mitch and Melissa have continued to host these gatherings around the country, however now they need to hold them in convention centers, gymnasiums and auditoriums.

Mitch also loves to speak and teach and he's been doing it for as long as he can remember. Recently, he's been able to work with organizations like NASA, Abbott Laboratories and Principal Financial Group to help them to dream bigger, expand their thinking and develop new solutions.

Mitch has also been an elite business coach for 9 years. His innovative and unorthodox approach to coaching caught the attention of Franklin Covey and Mitch was asked to sit on their Innovation Advisory Board for Coaching. Mitch loves to work with individuals to help them to clarify their big dreams and the life they are called to live... and then put a plan in place to get there!

He loves to connect people, so Mitch also created a question-based game series called "Q." These games have been sold around the world and, more importantly, helped countless people to connect with the important people in their lives.

His biggest dream and his greatest adventure involves being a husband to his incredible wife Melissa and a dad to their two amazing sons.

You can find out more about Mitch at

www.MitchMatthews.com and www.BIGDreamGathering.com.