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## Adopt a ‘Make it Happen’ Mindset in 2025, and it Will Happen!

Happy New Year! As you know, if you’ve watched my January Sound Income Academy coaching video, I believe the key to ensuring you have a great 2025 starts with making sure your head is in the right place. What do I mean by that? I’ll answer that with a story that I share in my video:

In March 2020, at the start of the COVID-19 pandemic, I had a conversation about goals with one of our advisors, Michael S. I asked him outright, “Where is your head at now relative to the goals you set for yourself back in December? With everything shutting down, what do you plan to do?” Without missing a beat, Michael answered, “Well, our goals are our goals, and we’re still going to hit them. I don’t care what’s happened or what’s going to happen, we’re going to adapt our business model and hit our goals.” And wouldn’t you know, Michael went on to exceed his goals that year and has continued to do so every year since.

That’s not surprising because Michael’s answer was exactly the right answer, and it revealed exactly the kind of mindset that fuels success. The one common trait among company leaders and all successful people in business is that they make things happen. They force results. They don’t sit back and say, “I hope this happens,” or “We’re going to try to hit these goals.” No. They say, “We’re going to make this happen,” and they stay laser-focused on doing just that throughout the course of the year.

Many of you know this because you already have that mindset, and you have the sustained growth and success to show for it. And you pass this mindset on to your entire team, leading by example, which is also crucial. Others of you still need to work on it. You may still make the mistake of simply revisiting your goals periodically throughout the year to see how you’re doing. You should already know. Successful people have their goals at the forefront of their minds literally every single day.

I share this with you now because you still have over 350 days ahead of you to stay focused and do something in every one of those days to drive your business forward. That doesn’t mean your typical duties like client meetings and workshops and so forth. It means innovating, improving, and trying new things. Always remember there is that difference between working *in* your business and working *on* your business. Do the latter every day with a focus on your goals and I guarantee 2025 will be YOUR year!

For much more on this and other topics, be sure to watch or rewatch my January SIA video!

Dave

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