



New Year Video from the Pacific Capital team to you!

January 01, 2025

First off...

Happy New Year, **[FIRST NAME GOES HERE] !!**



I genuinely hope 2025 brings you everything you want:

- More success
- More fulfillment
- More impact
- More time with the people who matter
- And, of course, more financial freedom too

But I don't just want to WISH you all these things and a "Happy New Year."

I want to make sure you actually GET THEM.



Creating vision boards and setting goals: our annual New Year's Eve family tradition

Today I want to show you how you can make it **1,100% more likely to achieve your 2025 goals.**

That's not a typo, and I'm going to prove it.

In 2006, **USA Today** conducted a study where they tracked two groups of people:

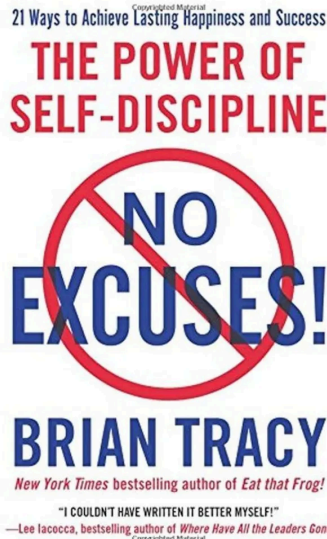
One group who WROTE their goals down...

And one group who DIDN'T.

Only **4%** of the group who didn't write their goals down achieved them.

BUT **44%** of the group who took 20 minutes to write their goals down achieved them!

As **Brian Tracy** states in his book *No Excuses*...



"This is a difference of more than **1,100%** in success, and it was achieved by the simple act of crystallizing the resolutions or goals on paper."

NOW...

That doesn't mean you can scribble a few random or vague thoughts on paper like:

- "Get healthier"
- "Make more money"
- "Grow my business"
- "Have a great year"

Because that's ALMOST as useless as not writing them down at all.

Those aren't real goals.

Those are statements of wishful thinking.

Why is WRITING SPECIFIC goals so powerful?

For example:

- "Travel with my spouse for 2 months each year."
- "Take my kids to Europe every summer."
- "Generate \$50K/month in passive income by December."

These statements make you feel **EXCITED!**

Specificity helps you **SEE and FEEL your goal**, which drives you when things get rough.

AND it will help you attract the relationships and opportunities to fulfill your goals.

So here's what I'd love you to do RIGHT NOW:

Grab a pen and paper.

(Yes, actual paper. Your Notes app on your phone doesn't count.)

Take **20 minutes** to write down EXACTLY what you want in 2025.

- Be *incredibly specific*.
- Add *measurable numbers*.
- Put *dates*.
- Make it *real*.

When you do this, you'll be **1,100%** more likely to achieve your goals this year!

To your crystal-clear success in 2025,

Chad

Want to know why most 7-figure entrepreneurs can't break 8-figures? I explain why (and the solution) on the [Money Tree Investing podcast](#). Hint: It's NOT about working harder, it's about knowing your financial blind spots.



P.S. If you're an entrepreneur with at least \$10M in liquidity and want to make your money work even harder for you, [set up a call with my team](#), and let's explore new ways to make that happen.

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