



January 12, 2025

Dear [FIRST NAME GOES HERE],

## 80% of New Year's resolutions are already wobbling by THIS WEEK.

*(And by February, they're basically dead.)*

Why do they fail?

Because most people's goals focus on WHAT they want to achieve instead of WHO they want to become.

I see this mistake frequently with ambitious entrepreneurs:

- "I want to 10x my revenue..."
- "I want to open 3 new locations..."
- "I want to earn 8-figures..."

But these goals miss something crucial!

## Real growth isn't just about the numbers.

It's about BECOMING the person capable of achieving those numbers...

And considering what you need to change on a week-to-week or day-to-day basis to make it possible.

Simply setting an ambitious "outcome goal" without changing what you DO won't get you to your goal.



My wife Amber just finished her first marathon race (at Disney World in Orlando, FL)!

And for many months, I've seen her put in the work and follow her training program.

Some days, it was a 6-mile run or an 8-mile run.

Some days it was 18 or 20 miles!

Other days were just stretching and recovery.

But there was a long-term game plan to achieve this big outcome!

All growth and goal achievement begins between your ears!

## What about you?

What BIG goals have you set for 2025?

What's your "first marathon" goal that you're training for?

And more importantly...

Are you doing things differently in 2025 so you're in a position to reach them?

Or did you already lose your "New Year, New Me" enthusiasm?

If so, get back in the saddle!



## As you go through 2025, remember:

- Focus on **progress**—*not perfection*
- **Celebrate** your wins
- **Learn** from your setbacks
- **Measure your growth** by looking back at how far you've come—*not by comparing yourself to others*

Here's to making 2025 your best year yet!

Not just in business but in every area of your life.

To your ELEVATED success,

Chad

Want a head start on your 2025 financial goals? A few months ago, I sat down with Money Tree Investing, a top 0.5% financial podcast globally, to share how entrepreneurs can build better money habits. [Listen to the full episode](#)—especially the framework I share at minute 34:00—that could be worth millions to your family's future.



P.S. If you're an entrepreneur with at least \$10M in liquidity and are looking 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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