

In a sense, we're like the inebriated fellow who searched for his keys under the street light because it was too dark to search where he dropped them. We don't seem to get it! We keep reacting to our follow through failures by looking for the solution in the wrong place. We assume that all we need to succeed "next time" is more advice, a different approach, or the perfect program. And so we reach for another seminar, book, tape, or motivational speaker - another intoxicating dose of new ideas about what we should do to achieve our goals. And in our excitement, we overlook the obvious:

We don't have a problem knowing what we should do. The problem is that we just don't do it!

Why We Wrote This Book

We're convinced that poor follow through is a big problem and that it deserves to be taken far more seriously than it is. We believe that it's about time we found out what really causes poor follow through.

And it's about time we learned how to overcome it.

That's why we spent the last several years shining a spotlight into the dark hole in inner space where our good intentions disappear. And that's why we're so eager to tell you about the startling discoveries we made.

We uncovered a fundamental truth about the human mind - a basic fact that's ignored by the myriads of self-improvement experts and programs that invite us in, excite our hopes, and then leave us flat. We found out why we humans so often get nothing but disappointment in return for the sizable investment we make in self-improvement; why we so often allow our very best goals and plans to get lost in the shuffle and fade away; why we always seem to have more wisdom than we use.

We learned that, contrary to conventional wisdom, poor follow through is not caused primarily by a lack of willpower, insufficient motivation, low self-esteem, fear of success, or deep, dark character defects. We learned that poor follow through is not our fault! It's caused, amazingly, by the paradoxical way the human mind is designed.

We discovered that although the mind is beautifully designed to produce intentions capable of guiding us effectively through life, the mind

has a design flaw that robs intentions of the power they deserve and, in the process, deprives us of the benefit of our intentions. Surprisingly, the mind has no built-in way to keep intentions - no matter how important they are - in the driver's seat. The ironic result is that the very same mind that produces intentions often fails to take them seriously.

Fortunately, by studying the mixed-up way the mind treats intentions, we learned more than just why humans keep dropping the ball. We discovered what it takes to follow through despite the mind's design problems.

No More Crossed Fingers

The mission of *Following Through* is to change forever the way you experience and treat your own good intentions.

In the following chapters, we'll introduce you to an entirely new approach to following through. We'll show you how our discovery of what's wrong with the human mind gives rise to a simple, step-by-step method for following through on virtually any intention. You'll learn how, for example, to orchestrate outside influences to keep you moving towards inner-directed goals; how to use "leverage" to get the biggest bang out of every motivational "buck;" and how to create "cues" to keep your mind automatically locked-in on a good intention until you achieve your goal.

Most of all, you'll learn that following through means more than keeping your fingers crossed and hoping for the best. It means taking the bull by the horns - deliberately taking action to make sure you'll follow through. Equipped with a fresh perspective, some exciting new concepts, and a toolbox full of bold new follow through strategies, you'll be ready to do just that.

Following Through is dedicated to helping you do a better job of keeping your promises - both big and small - from now on. From turbo charging your career; to improving your health, your relationships, or your financial condition; to just getting your taxes done early this year, *Following Through* will show you how to transform your good *intentions* into good *results*.