

"We're here to put a dent in the Universe. Otherwise, why else even be here?" - Steve Jobs

My word this year is UNSTOPPABLE.

The dictionary defines unstoppable as *"impossible to stop or prevent."*

If I am going to put a dent in the universe, as Mr. Jobs suggests, then I'm going to have to create an unstoppable attitude about everything.

So, how does one become unstoppable?

1. See the possibility, not the implausibility. We find what we look for - have you noticed that? I'm looking for ways to bust through the foolishness and excuses I give myself. If I look only for possibility, then that's keeping my eyes on the target.
2. Be consistent and persistent. Consistency is showing up - persistence is doing it even when it's hard.
3. Grow your brain - exercise is the #1 way to do this. Dr. John Ratey, author of *The Revolutionary New Science of Exercise and the Brain*, found that Brain-Derived Neurotrophic Factor (BDNF) is increased via aerobic exercise - so YES, you can grow your brain AND your intellect! BDNF is the magic sauce in neurogenesis.

Exercise is Miracle-Gro for the brain," said Dr. John Ratey.

4. Read, read, read. BDNF encourages brain growth, and reading is the muscle that helps keep it. I have a plan for reading this next year that will help. Stay tuned!

5. Visualize via vibrant vision boards. The more you visualize and experience via feelings, emotions, thoughts, sounds, and even smells, the more you "experience" in your vision, the more you're going to see success! This is how energy shifts and focus changes as well.

Dr. Joe Dispenza says, *"If you don't change your energy, your life isn't going to change."* This is why it's so important to create a highly defined, visual focus.

Michael Phelps said, *"There will be obstacles. There will be doubters. There will be mistakes. But with hard work, there are no limits."*

He also said, *"You can't put a limit on anything. The more you dream, the farther you'll get."*

What is YOUR word for the year?