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# Podcast Demo 2 - Audio Transcript

**[00:00:00:00 - 00:01:12:04]**

Welcome back to the Deep Dive. We've had some really interesting source material shared with us, specifically focusing on achieving goals. Yes, this time it's a transcript from Brian Tracy's Phoenix seminar. Which is, well, it's pretty comprehensive, isn't it? Come to success, wealth, personal achievement, the whole spectrum, really. It absolutely does, it's quite ambitious. So our mission today, let's say, is to kind of cut through all that broadness and really pull out the core actionable stuff on goal achievements specifically, stuff you can actually use. Sounds like a plan. And it's helpful because within that big seminar, there's a very clear method laid out. Exactly, that's what we're focusing on. It's in session 16, I think. Calls it his 12 Steps to Goal Achieving. That's the one, and this is presented as a proven path. Right, so we're gonna unpack that. What are the actual steps and how can you apply them? And before we even get to step one, Tracy sets the stage with a couple of foundational ideas. Things like using proven success methods. Okay, yeah. And creative imitation. Exactly, the core idea being, well, don't try to figure it all out yourself from

absolute scratch. Makes sense. Look at people who've already done what you wanna do.

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And learn from them, adapt their strategies, stand on the shoulders of giants, basically. So like model their success. Precisely, why reinvent the wheel when there's a working model right there? Okay, that feels like a solid foundation. So that leads us into the actual 12 Steps, then. It does, and he makes a pretty bold claim about this method. Says over, what, 100,000 people have used it successfully? Yeah, and apparently people reported achieving goals much faster using it. So it suggests there's something pretty robust here. It definitely implies a system that works if you follow it. So step one, desire. Desire. Yeah. Not just, oh, that would be nice. It's gotta be deeper, right? Much deeper. He talks about a burning desire. It has to be something you genuinely, intensely want. And this is crucial. It has to be your goal. Not your boss's goal for you, not your partner's, not society's, yours. Absolutely. The source really hammers this point home. You need total honesty with yourself here. What do you truly want? It

requires maybe a bit of what some might see as selfishness.

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Interesting framing. And there's a warning too, isn't there? If you're not honest at this stage. The whole thing falls apart. If that deep personal desire isn't there, you won't stick with it. It's the fuel. Okay, so intense personal desire, got it. What's step two? Belief. You have to genuinely believe that achieving this goal is possible for you. Belief. This ties into that law of belief idea from the end of the session, session nine, I think, where belief kinda creates the fact. Exactly. What you hold in your mind tends to manifest. He even brings up Reverend Ike's idea of fascination. Fascination. How does that fit? The more you're fascinated by your goal, the more you focus on it intensely, the stronger your belief becomes and the more your mind works to make it real. So intense focus builds belief, which shapes reality. But there's a caution here too. Yes, definitely. Don't set a goal that's so outrageously huge that your conscious mind just instantly rejects it. Like, yeah, right, that's never gonna happen. So stretch yourself, yes, but don't set yourself

up for disbelief from the get-go. Precisely. It needs to feel achievable, even if it's a big stretch.

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Okay, step three is quite practical. Write it down. Simple, but powerful. Take it out of your head and put it on paper. Make it concrete. Mm-hmm.

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Clearly, specifically. It clarifies your thinking, makes it real, tangible. Like making a contract with yourself. In a way, yeah. Then step four, list the benefits. Ah, the why. Why do you actually want this? What's in it for you? Exactly, list all the reasons, all the good things that will happen when you achieve it. This really ramps up that desire we talked about in step one. Keeps you motivated when things get tough, I imagine. Absolutely, a strong why can pull you through almost anything. Okay, step five brings us back to Earth a bit. Identify the obstacles. Right, what's standing in your way? What are the hurdles, the challenges? And this isn't about being negative. It's about being realistic

and strategic. So you can plan for them, figure out how to get around or over them. Exactly.

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Know your enemy, so to speak. Step six is about you. Determine the skills and knowledge needed. Okay, so what do I need to learn? What skills do I need to develop to actually pull this off? Yeah, it acknowledges that you might need to grow, to learn new things. It's about self-improvement as part of the process. Makes sense. You often have to become the person who can achieve the goal. Well put, step seven involves others. Identify the people whose help you'll need. Right, who do you need support from?

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Cooperation, maybe mentorship. Yeah, because big goals are rarely achieved totally alone. You need a support system, people who can assist you. Building your team, essentially. Okay, step eight is a big one. Make a plan of action. This is where you break it all down, right? Into smaller, manageable steps. Exactly, a detailed plan. What are you gonna

do first, second, third? And the source stresses this should be like a continuous plan, always updating it. Not just set it and forget it. Keep refining it as you go. Precisely. It keeps you moving forward step by step without feeling overwhelmed by the big picture. Then step nine, set a deadline. Ah, the time element. Gotta have a target date. Creates urgency, makes it real. Without a deadline, someday can easily become never. Puts a bit of pressure on in a good way. Holds you accountable. Exactly, turns it from a wish into a project. Okay, step 10 moves into the mental game. Visualize. Picture it. See yourself having already achieved the goal. Feel it. Yes, and do it regularly, multiple times a day, ideally. This connects back to session 10 on the subconscious mind creating that clear mental equivalent. And it's not just seeing it, it's feeling it, right? The emotions are key. Absolutely crucial. Feel the joy, the satisfaction, the relief. That emotional charge is what really anchors it in your subconscious. Okay, visualization with emotion. Step 11 builds on that mental work. Use affirmations. Positive statements in the present tense like I am. That's the test. Repeated over and over. Like I am achieving my goal or I am confident and capable.

Exactly. This ties into the law of substitution from session four, consciously replacing negative thoughts with positive ones. You're actively programming your mind. Taking control of that inner dialogue instead of I can't, it's I am. Mm-hmm. And finally, the step that ties it all together, maybe the most important one, persistence. Step 12. Just don't quit. Keep going no matter what setbacks you face. Unwavering persistence. Refuse to give up. He brings up examples like Edison, Colonel Sanders, people who failed repeatedly but kept going. Right, viewing failure not as the end but as feedback, a learning opportunity. That's exactly the mindset. Obstacles and failures are just part of the journey. Bumps in the road. You learn, adjust and keep moving. That persistence piece feels absolutely fundamental. It really is. And interestingly, the transcript briefly mentions the super conscious mind in session 17. Oh yeah, what's the connection there? The idea is that when you hold that goal consciously with intense desire and belief and you persist, this super conscious faculty can kind of step in and help bring it into reality, almost like aligning forces. So it underlines the power of that sustained focus and commitment, getting really serious

about it. Totally, it's about full commitment. And Tracy wraps up this whole section by saying, goal setting and planning aren't things you're born with. They're skills, master skills, he calls them. Learn skills developed through practice, through repetition, you get better at it the more you do it. Like anything else, really, it's a process you refine over time. Exactly, the more you use these 12 steps, the more natural and effective they become. So bringing this all together, the big takeaway feels really positive. It's that achieving big things isn't some mystery. There's actually a method. A structured, proven method. These 12 steps give you that structure, that roadmap. Yeah, a clear path from just wanting something to actually making it happen. But the steps themselves aren't magic, obviously. The source is clear on that. Right, the framework is there, but you have to engage with it consistently, actively. It takes honesty, commitment, doing the work, adapting as you go, taking ownership. So maybe a good final thought for everyone listening is to look at their most important goal right now and think, which one of these 12 steps feels most relevant or maybe weakest for you right now? Yeah, where do you need to focus your

energy? And then crucially, what's one small thing, just one tiny action you could actually do today based on that step? That's the key, isn't it? Turning insight into action, even a small step forward keeps the momentum going, maybe even go back to the source material with these steps fresh in mind. Definitely worth considering because the potential is there. These principles offer a powerful way to unlock it. It's about applying them consistently. Well, thanks for digging into this with us today. Lots to think about there.

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If you have more questions or need further clarification, feel free to drop them in the comments throughout the course!

You can also email us at [contact@thoughtsbrewing.com](mailto:contact@thoughtsbrewing.com).

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