

GO
FOR THE
GOLD

Praise For *Go For The GOLD*

“You’d think we already have plenty of books about goals, discipline, and getting what you want. David Goldman thought the same thing, which is why his book stands out. *Go For The GOLD* delivers the rare combination of simple, doable, repeatable actions that actually move your life forward. It’s loaded with practical tools that help you get unstuck, get focused, and get results you might never have dreamed of. This one earns its place on your shelf.”

David Newman, Author of *Do It! Selling*
and *Market Eminence*

“David Goldman has done it again. With his third book, *Go For The GOLD*, he has given you an outline for how to get from where you are to where you want to be. In addition, he provides a process for making it happen.

Though I have learned much from David over the years, I found new insights in the pages of this book. Place this one on your short list. Buy it. Read it. Apply it.”

Steve Irwin, Partner, Leech Tishman
Fuscaldo & Lampl, LLC

“*Go for the GOLD* is the rare personal-development book that is a good read and genuinely useful. David Goldman distills decades of coaching experience into a model you can

remember and apply immediately: Gratitude, Openness, Love, and Desire.

David writes the way a great coach speaks, warm, direct, and encouraging. His stories, from early salon-floor coaching to unforgettable client breakthroughs, make the concepts relatable and easy to absorb. What I like best is its practicality: every chapter includes exercises that help readers release old patterns, clarify what they truly want, and step into action with confidence.

The second half of the book moves beyond motivation into structure. His guidance on goal setting, organizing your life, and building the discipline to follow through is refreshingly realistic and grounded in real-world examples.

If you want a book that inspires you and helps you get moving, *Go For The GOLD* is a wise, friendly companion. It's easy to read, easy to return to, and genuinely capable of sparking lasting transformation.”

Patricia Fripp, CSP, CPAE Past President,
National Speakers Association (NSA),
Author of *Deliver Unforgettable Presentations*

“Shift your mindset and see incredible results with *Go For The GOLD*! Focusing on your attitude and a solid action plan, David's latest book is a powerful guide to getting from where you are to where you want to be.

David Goldman is a no-nonsense, results-driven coach who can get you to the next level in your career and in

your life. If you are looking for greater results, read this book and do the exercises.”

Dr. Marshall Goldsmith, Thinkers50 #1 Executive Coach and *New York Times* bestselling author of *The Earned Life*, *Triggers*, and *What Got You Here Won't Get You There*

“David Goldman outlines how you can be more successful. More importantly, he shares deep wisdom on how you can move beyond success and create a life of significance. In your hands you hold a blueprint on having more impact and influence with the people you serve best, and in your personal life. Refer to this gem often, take consistent action, and you will find fulfillment and meaning beyond your imagination.”

Mark LeBlanc, CSP, CPAE, Author of *Never Be The Same* and *Growing Your Business!*

GO For The GOLD

*How To Get From Where You Are
To Where You Want To Be*

DAVID GOLDMAN



GO FOR THE GOLD

How To Get From *Where You Are To Where You Want To Be*

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Preface

In the spring of 1989, I was driving home from another day of work in the financial services industry. Something occurred to me as I got closer to my house in the suburbs, where I had a wife, two kids, a dog, a cat, and a couple of cars—the American Dream. By most accounts, I should have been pretty satisfied. Yet, I was profoundly unhappy. I loved my family, liked my house, and had no problem with the cars, but my life didn't feel complete. Something was missing. I couldn't put my finger on what it was, but I knew something about me needed to change.

So, I went on a search for what was going to make me happy. Fortunately, I was in a leadership development course at the time with eleven other people in Pittsburgh, Pennsylvania, along with more than 120

nationally. In addition to learning about leadership, we were all exploring what we were committed to in life and how to make sure we got what we wanted.

Every week, we would meet and talk about various subjects, and we would also check in to see that our lives were in order. It became clear to me that I didn't like my career in financial services.

Part of the coursework involved the twelve local people pairing off and coaching each other to meet our weekly goals. It was the first time I had heard the word *coaching* used in any context other than sports. I was fascinated.

In addition, at the end of every week, whoever I was paired with would say to me, "You're really good at this."

I would reply, "Thanks, if I could figure out how to make a living at it, I would do it."

In August of that same year, I was getting my hair cut by the owner of a big hair salon, who was also one of my insurance clients. That day, he was talking about his business, and I was asking him questions that caused him to think about things in a way he

had never thought of before. At the end of the haircut (and the session), he said, “You’re really good at this.”

I said, “Thanks. If I could figure out a way to make a living at it, I would do it.”

He said, “Start with my salon.”

I said, “I’m not kidding.”

He said, “I’m not either. Teach me to be a better leader. Teach my managers to be better managers, teach my people to sell more product, run my monthly meetings, and make my salon work better.”

In essence, he was asking me to work with him on what today we would call “team building” or “culture development.”

In November of 1989, at an embarrassingly low hourly rate, I began coaching at his hair salon. My new career had been born. I worked with him and his salon for two hundred hours in 1990, and the results were phenomenal.

Within two years, I was no longer in the financial services business. I was now a full-time business and personal development coach. By the time six years had elapsed, I had completely turned my professional life

around. I was now being paid to bring value to people by doing what I love, and I was happier.

Other changes in my life came later, but for now, I was more fulfilled because I loved what I was doing for most of my awake time.

So, how about you? What is it that speaks to your deepest desire? If you are not happy now, what would it take to make you feel more fulfilled and gratified about what you do for a living and what you have in your life? It isn't as hard as you might imagine. Sure, it took me six years to turn my life around, and, on your own, you could do that, too. However, with the right coach, you can make significant progress in six months. In addition, this book gives you a format and a game plan for achieving the life you really want. If you're ready for a shift and you want more fulfillment and satisfaction, then you have found the right place—and as for the right time—it's right *now*.

Introduction

Aren't there already enough books written on how to get what you want in your life and that tell you how to set goals, organize yourself, and commit yourself to action? Yes. In fact, many times over the past thirty-plus years, I have started to write this book, and I stopped for that very reason. *We do* have enough books that tell us how to get what we want. Yet, after reading most of those books, I figure maybe we *do* need another—just like this one.

Whether you've purchased this book on your own or were inspired to do so after you've heard me speak, notice that you're reading yet another book on how to get what you want. That could be because it's more than just the same old material.

How is this one different? In three ways: It's easy to read, easy to understand, and most importantly, easy to *do*.

As I said, something stopped me from writing this book for the last thirty-plus years. I just didn't want to repeat the same old things that had been put out there time and again. But now, after all this time, I've come to the realization I really *did* need to write this book. Of all the literature and material that has been written, spoken, and filmed over the years, none are simple enough to understand and easy enough to put into practice, and in a format that allows you to reference again and again when you need to get back on track.

In Section 1 of this book, you'll explore four attitudes that will shift how you're "being" in life and lead you to greater happiness and more satisfaction. You'll learn how Gratitude, Openness, Love, and Desire can make you feel better about yourself and your circumstances, no matter where you are in life's journey.

Section 2 presents a four-step action plan for actually *getting* what you want. In Goals, you determine what it is that you want. In Organization, you put structure around getting what you want. In Lifetime Learning,

you figure out what you need to learn to get what you want, and in *Determination And Discipline To Do It*, you get into action by taking deliberate steps.

Before we get into the material in Sections 1 and 2, I want to introduce a concept that has shaped my life and the lives of hundreds of my clients. Many times, you have heard some variation of, “It’s not what happens; it’s how you respond that counts.”

I agree wholeheartedly with the vast number of experts who have presented this concept. I also notice that very few ever tell you *how* to respond more effectively or give you tools with which to do it. One of my mentors, Jim Rohn, said, “If you can turn frustration into fascination, you transform the situation.” That’s brilliant. It’s a key, first swing at the concept of choosing a more effective response to a circumstance.

Instead of being frustrated, you can choose to be fascinated. It causes you to be curious. When you’re curious, you naturally ask a question. As you’ll discover throughout this book, questions are almost always more effective than statements. In fact, finding the right question might get you closer to solving problems.

Allow me to introduce another concept that I've been using for thirty-five-plus years to help you choose a more effective response to any circumstance. I call it *The Movie of Life*.

Imagine life as if it were a brilliantly colored feature film. You are the director and the lead actor in the motion picture called *My Life*. You may not be the executive producer or ultimate producer—that would be beyond your pay grade. Depending on your beliefs, you might call this divine entity “God,” “the universe,” “higher power,” “life force,” or something else. The point is, there is something beyond you that creates the wider world in which you play out your roles.

In reality, all you have to do is focus on being the director and lead actor in your movie. In any circumstance of your life, you can pretend that it's a scene in your movie. (After all, who's to say that it's not?) Put that scene up on the big screen and view it. If you're the director directing the lead actor (you), how do you want the scene to turn out? How do you want the situation to be? How would you tell the protagonist to behave in order to have the scene turn out the way you wish?

You can choose how you want it to be by choosing a more effective response to the circumstance.

This book is a tool to help you create a more effective response to the circumstances in your life, especially the ones you want to change.

Finally, let's look at one more key idea—Jim Rohn's brilliant statement about change.

Are you looking for things to change in your life? Jim said, "Things aren't going to change. Things are going to stay pretty much how they are. However, when *you* change, everything will change for you."

When you are ready to change, when *you* are ready to roll up your sleeves and get to work on yourself, when *you* change, everything will change for you. Remember, it's not what happens—it's how *you* respond that counts.

Whether you are dissatisfied with where you are or simply want to get to another, better level in your life, or just want to navigate your current transition, this book can help you get there.

PART I

Attitudes

“The winds of circumstance blow on us all. It’s the set of your sail that determines where you end up.”

—JIM ROHN

The word *attitude* has come to have a negative connotation, as in, “Oh, *she’s* got an *attitude*.” How and when did that happen? Attitude is not a description of negative behavior. It’s not just a word that characterizes somebody in a bad mood. Attitude is way more important than that.

The most crucial element of your life is not where you were born or when you were born. It’s not where you grew up, or where you went to school, or what you do for a living, or with whom you’re in a relationship. The most crucial element in your life is how you *feel* about all of those things, and especially, how you feel about yourself.

It's your attitude about all the elements of your life that is the key to how it turns out. If that's true, what kinds of attitudes can lead you to a more effective, more successful, and happier life? That would be an interesting discussion. I would love to hear what you think some of those attitudes would be. Meanwhile, here are four that I believe make a profound difference in how you live your life. They spell out GOLD.

G: Gratitude

One time at a networking event, a group of five or six people were standing around talking about their day. One guy in particular was telling the group about the horrible day he was having. He complained about how it was bad from the moment he rolled out of bed and his feet hit the floor. His sales were down, he got into a traffic jam, he had a headache, his back hurt, his company didn't support him, his wife didn't understand him—you know the drill.

I was introduced to him as a coach and motivational speaker. He turned to me, almost immediately. “Oh?” he asked sarcastically. “You’re a motivational speaker? Why don’t you motivate me?”

I quipped back, “Oh, are you looking for a quickie?” Everybody laughed a little, including him. So, I said, “OK, here you go.”

“Take a minute or two and think of five things that you are grateful for, and I’ll give you the first one. You’re alive. You woke up this morning. You are here. Now, come up with four more things that you’re really thankful for. Let me know when you’re finished. Ready? Go.”

He got quiet for about a minute, then he spoke up and said, “OK, I’ve got my other four things to be thankful for.”

I said, “Great! How do you feel?”

He smiled, almost sheepishly, and said, “Better.”

I smiled back, pointed my finger in the air, and said, “Bingo!”

Then I told him I’d overheard him talking to his friends about how rotten his day had been. He acknowledged that he felt pretty bad about his life at that moment, so I simply offered him a new way of seeing things.

I began by pointing out that it doesn't have to be as bad as he thinks it is. Naturally, he wanted to know how that was possible, so I said, "The simple act of thinking of what there is to be thankful for changes everything."

As you can see, then, gratitude can be an essential key to feeling better about yourself and about life in general. When you focus on the things that you're grateful for and less about what's wrong with the world, your mood will improve instantly.

As it happens, this fellow never even shared with me what the other four things on his gratitude list were, and it doesn't matter. What he's grateful for will not make any difference to me, but it sure did make a difference to him. The same goes for you. All you have to do is focus on what you are thankful for, and it will shift your attitude.

We all have different things to be grateful for, from good health to stable relationships. Every person has different things they would put in their top five. Again, *it doesn't matter to others what they are*. The only important thing is that you identify, acknowledge, and focus on them. Being aware of the good things you