



# MINUTES TO YOUR DREAM

**How to Get the  
Breakthroughs You Need**

**DARREN LaCROIX**



# **MINUTES** — TO YOUR — **DREAM**

**How to Get the  
Breakthroughs You Need**

**DARREN LaCROIX**



© 2022 by Darren LaCroix

All rights reserved.

Printed in the United States of America.

No part of this publication may be reproduced or distributed in any form or by any means, without the prior permission of the publisher. Requests for permission should be directed to [permissions@indiebooksintl.com](mailto:permissions@indiebooksintl.com), or mailed to Permissions, Indie Books International, 2424 Vista Way, Suite 316, Oceanside, CA 92054.

The views and opinions in this book are those of the author at the time of writing this book, and do not reflect the opinions of Indie Books International or its editors.

Neither the publisher nor the author is engaged in rendering legal or other professional services through this book. If expert assistance is required, the services of appropriate professionals should be sought. The publisher and the author shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused directly or indirectly by the information in this publication.

17 Minutes To Your Dream™ is a pending trademark of Darren LaCroix

Humor Boot Camp® is a registered trademark of The Humor Institute

Cover designed by: Aaftab Sheikh, #aafidesigns

Interior designed by Steve Plummer, [SPBookDesign.com](http://SPBookDesign.com)

ISBN-13: 978-1-952233-92-0

ISBN Hardback: 978-1-952233-94-4

Library of Congress Control Number: 2022901305

INDIE BOOKS INTERNATIONAL®, INC.

2424 VISTA WAY, SUITE 316

OCEANSIDE, CA 92054

[www.indiebooksintl.com](http://www.indiebooksintl.com)

# CONTENTS

<b>FOREWORD</b> by Mark LeBlanc, CSP .....	xiii
<b>PREFACE</b> Real Quick—What This Book <i>Is Not</i> .....	xv
<b>CHAPTER 1</b> Wisdom From Clyde Your Guide .....	1
<b>CHAPTER 2</b> What Do You Really Want? .....	5
<b>CHAPTER 3</b> What Would You Say to You? .....	11
<b>CHAPTER 4</b> You Are The CEO Of Your Dream. ....	17
<b>CHAPTER 5</b> Teddy Said It Best. ....	23
<b>CHAPTER 6</b> What Will It Feel Like? .....	31
<b>CHAPTER 7</b> But Wait, What About My Responsibilities? .....	35
<b>CHAPTER 8</b> What’s Your Nineveh? .....	39
<b>CHAPTER 9</b> The Whale. ....	47
<b>CHAPTER 10</b> The Underdog Effect .....	53
<b>CHAPTER 11</b> Got Seventeen Minutes? .....	61
<b>CHAPTER 12</b> How To Build Your Belief .....	67
<b>CHAPTER 13</b> Now Let’s Dramatically Up Your Success Rate. ...	79
<b>CHAPTER 14</b> Seventy-Seven-Day Challenge: I Double-Dog Dare You! .....	85
<b>CHAPTER 15</b> Listen For The Weird Whispers .....	97
<b>CHAPTER 16</b> Faith, Lack, And Your Little Celebrations .....	101
<b>CHAPTER 17</b> The Ugly Yellow Tie .....	107
<b>CHAPTER 18</b> Seventeen-Minute Results .....	111
<b>CHAPTER 19</b> Your Next Chapter .....	143
<b>APPENDIX</b> .....	161
Acknowledgments. ....	161
About The Author .....	163
Seventy-Seven-Day Challenge Tracker .....	165



## PREFACE:

# REAL QUICK—WHAT THIS BOOK IS *NOT*

**Y**OU HAVE A dream.

You've been thinking about it. Wanting it. But it's not happening.

You've read other books that seem to make sense; but still, you are not in the process of making it happen.

What if you're still just thinking about your dream in a year? Five years? Ten? What if you keep putting it off and miss out entirely on living your dream? Regrets suck.

It's time to finally make it happen. This book is going to help you. Now, let me tell you right up front:

- You've probably read books on the power of goal setting; *this is not that book*.
- You may have read a book on the science of goal setting; *this is not that book*.

What's the difference? This book is going to be insanely practical and incredibly simple.

You'll even hear directly from six of my students who put this to the test. They'll tell you how they're getting breakthroughs because they dove into this strategy.

If you're thinking about purchasing this book or have already bought it, your goal is not to read a book. You want a breakthrough. You *need* a breakthrough. Reading this book alone will not get you closer to your dream. What will? Reading this book *and* putting in the minutes. I suggest seventeen minutes to apply what you've read. That's a recipe for a breakthrough. That will change everything. And you can do that.



My two speaking coaches: World Champion Mark Brown (left) and David McIlhenny (right)

Striving to become a world-class professional speaker, I got a coach in 2001 for the first time in my career. Dave McIlhenny coached me in the World Championship of Public Speaking competition. Dave was one of seventy-five finalists from a field of 35,000 contestants. After he helped me achieve that same level in the speech contest, he said something to me that was a game-changer. On June 9, 2001, I qualified to compete in the World Championship finals. Dave and I stood in the ballroom of the Marriott in Farmington, Connecticut, as the excitement

of winning the semi-finals faded and I caught my breath. Dave turned to me and said, “I can’t take you where I have not been.”

He then introduced me to my next coach, World Champion speaker Mark Brown who had been there and won that. You’ll hear more about what I learned from Mark in an upcoming chapter. Your life experience to date is your foundation. Your past wins are assets. Your past failures are assets. I wrote this book to help you capitalize on what you have, good and bad, and take you to where you have not been.

So, are you ready?

Let’s go!



## CHAPTER 1:

# WISDOM FROM CLYDE YOUR GUIDE

**P**ICTURE THIS. YOU are on a tour boat in the Everglades. You can smell the saltwater as you feel the breeze off the water on your face. The sky is blue with puffy white clouds, and the other nine people in the boat are pointing to new scenery popping up all around you. You are enjoying this with a big smile on your face. Seaworn Clyde is your guide. He has confidence and character. His quirky personality has your group laughing.

You are cruising along at a good clip. You notice the giggle of a young eight-year-old boy up front who's having more fun than anyone. He has his left hand over the edge of the boat, skimming the top of the water. He loves it.

Just then, Clyde pulls back on the throttle, and the boat eases up. He makes his way to the front of the boat and pulls out his trusty knife. Clyde leans over the edge of the boat and clips off a large blade of grass between his knife and thumb. He



carefully motions to the young boy to gently touch the grass he just clipped. You see the young boy with his big brown eyes wide open and utterly focused as water drips from his little fingers down his arm. Then you see the young boy curiously and carefully touch the grass. He quickly recoils and turns to his parents in surprise, “Ouch!” What the boy thought was grass was sawgrass. The sharp serrated edges of the grass made hanging his hand in the water far more dangerous than he realized.

Without a word, Clyde makes his way back to his perch, and the tour continues. You look back and notice the boy now safely keeps his hands inside the boat. In just a moment, the experience of touching the sawgrass taught him so much.

You and I both know that if Clyde asked the young boy to keep his hands inside the boat, it would have been short-lived. In just a few minutes, the boy would have had his hands back in the water for sure. Why? He’s a kid.

So are we.

We easily forget lessons we hear, and they can’t compare to those we experience. Experience is the best teacher. We can listen to other people’s guidance and get direction. But it’s when we gain our own experience that the lesson sticks and carries us further in the direction we want to go.

*Experience leads to breakthroughs.*

Clyde knew what he was doing. He had wisdom. And we must gain as much wisdom as we can—wisdom from experience. We must touch the sawgrass, often, on the way to achieving our dream. Experience is the greatest teacher.

When I started in standup comedy back in 1992, I sought out the best mentors and was a sponge. The cool thing I had going for me is that I knew I didn’t know. That is a huge plus. Ego can make dream achievement slower and more challenging than it

needs to be. My mentors in the comedy world all agreed that stage time was critical to my growth. Other aspects, such as writing, are important, just not the *most* important. In fact, Dave Fitzgerald, my comedy mentor, told me, “Any day you don’t get on stage is a day you don’t grow.”

What’s critical is the time you invest in doing the critical thing. It’s that experience that drives your breakthroughs. Writing jokes is important, but unless you get on stage and perform them, you have writing breakthroughs, not performance breakthroughs. If you are in sales, it’s the time you invest reaching out to people and facing possible rejection that is the critical “sawgrass” time. Experience, including experiencing failure, leads to breakthroughs.

To get from where we are now to that dream accomplished, we need more ‘*sawgrass moments*.’ Some of those experiences may cause bumps and bruises; others will be thrilling. They may all lead to breakthroughs.

I’m delighted you are reading this book. I’ll be even more excited to hear what you do with it. You might be thinking, “What does this have to do with seventeen minutes to my dream?” More than you may think. I will explain the 17 Minutes strategy, I promise. We need a few chapters to lay the foundation for it. Bear with me. I will get to it.

**WHEN  
EXPERIENCE  
HAPPENS,  
BREAKTHROUGHS  
HAPPEN.**



## **YOUR SEVENTEEN-MINUTE MISSION**

- ▶ Experience leads to breakthroughs.
- ▶ Where do you need more experience to get the breakthroughs you need?
- ▶ Consider starting a list with the experiences you may need to make your dream happen.