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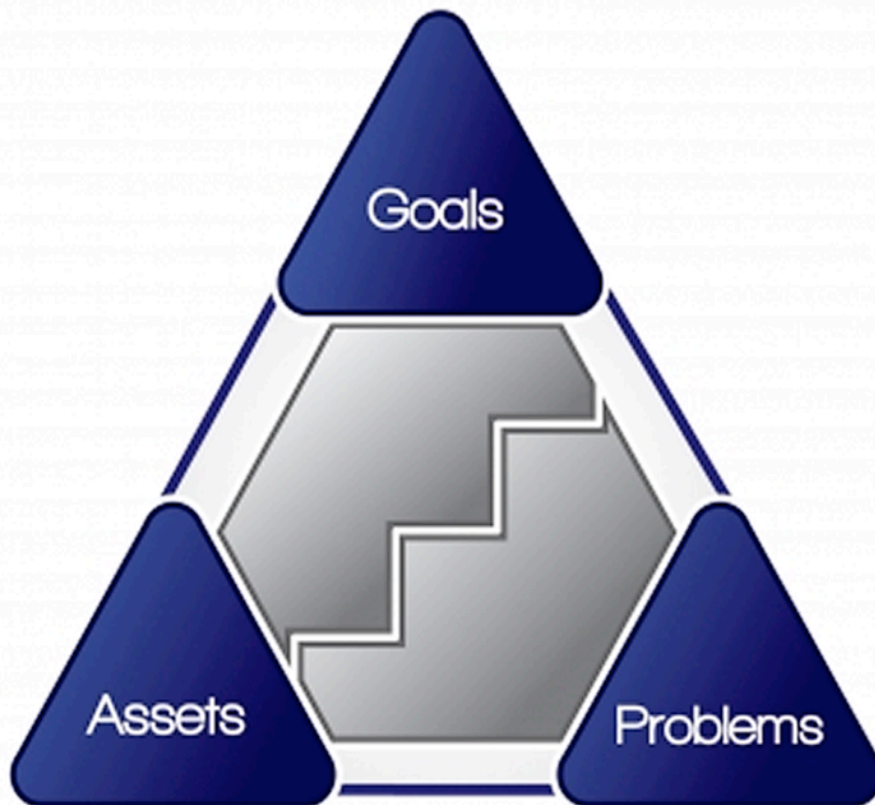
How you can solve ANYTHING with...

# The Peg Method

A low-stress, high-impact strategy for  
taking control of any problem!

By Anik Singal

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



# My Blatant Request!



I JUST launched [AnikSingal.com](http://AnikSingal.com) – a blog I’ve been wanting to do for YEARS now...

Anyways, if you enjoy this Report and the blog – PLEASE pass it on to as many friends as you can.

Help me spread the word about AnikSingal.com and let’s make it into a very active “Empire Building” Community!

## Visit The Site Now!

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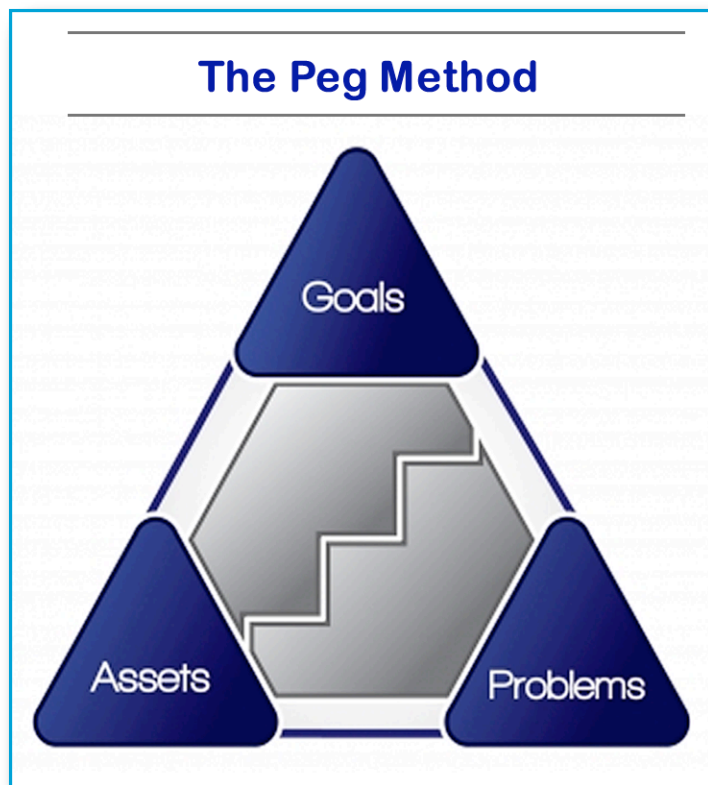
## Part I - What It Is

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# What is “The Peg Method?”

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In this report I’m going to show you a cool problem-solving system.



With this system, you can walk right up to ANY type of problem - no matter how tricky or scary or complicated - look it straight in the eye, and take complete control.

I call this “The Peg Method.”

It doesn’t matter what part of your life the problem affects.

Even if you’ve failed many times before, “pegging” can help you finally achieve that elusive success - whether it’s in finances, relationships, health or business.

In The Peg Method you connect three things - goals, problems, and assets - and put them all together to get success. That’s what the diagram above is about. Don’t worry if it doesn’t make sense right now. This report will show you how to use it in detail.

The best part about The Peg Method is it's fast. Even if you've been struggling with a problem for *years*, follow the steps and you can map out the solution and your entire action plan in as little as 55 minutes.

Imagine finally taking control of a lifetime problem in under an hour. With The Peg Method, you can.

The weird thing about The Peg Method is I think I was born with it. Looking back, it was always just "there" in the background. I'm pretty certain that I was using The Peg Method when I was just a little kid.

In some form or other, The Peg Method has always operating for me unconsciously, helping me make all kinds of decisions and get to my goals.

But you know what? For all its power, I never *consciously* formulated The Peg Method until recently.

It all came together when a friend who had a big business challenge came to visit. It really proved the truth of one of my favorite sayings: Never underestimate the massive power of helping someone.

In the process of helping out a friend, The Peg Method literally unveiled itself. What I was doing unconsciously suddenly emerged as a complete, elegant system.

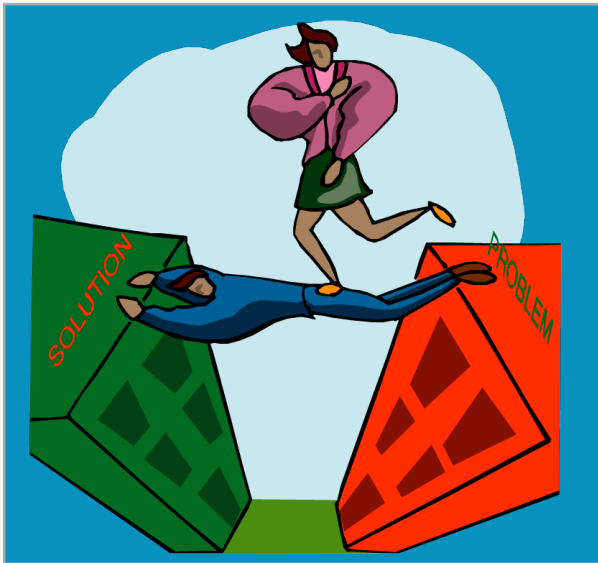
It's not only a cool story, it explains pretty well what The Peg Method is. So let me tell you about it right now...

## Part 2 - What It Is

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### How I discovered the “power of Peg”...

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My friend Ben and I sat down together in the conference room.

I said, “Just talk. Tell me what’s going on. I’m not going to say anything, I just want to listen. What are your issues? What are your problems? Tell me everything you’re facing in your business. What are your goals?”

Ben talked for almost an hour. He didn’t have just one problem or issue - he had at least a dozen. My brain was whispering in my ear, “Whoa, there’s way too much going on here!”

Even I was getting lost, and I’m accustomed to dealing with some pretty complex business matters. Ben was literally *drowning* in ideas, obstacles, proposals, challenges, plus financial targets that were all over the place.

My brain started tugging at me again: “Dude, we’ve got to SORT and SIMPLIFY. Ben desperately needs some CLARITY.”

I think best when I can draw and diagram things out. So I walked up to the whiteboard and created three columns: GOALS, PROBLEMS, ASSETS.

It just came out that way,  
without conscious thought.

Then I asked Ben, "Hey, can we start to break some things down? Sort things out? Why don't we start here. Tell me what your goals are." We made a list of 6 goals.

Next I said, "Now we'll list what your problems are." We made a BIG list of those.

Finally I said, "Tell me what your assets are."



Ben looked puzzled. "What do you mean by assets?"

"Assets are EVERYTHING you've got on hand that can help you. Assets can be people, products, information, money. In business assets can be data, stuff you own, a line of credit, and your team. Assets can even be personal traits like persistence or creativity or the ability to sing like the three tenors!" So we made a list of assets.

Then I said, "Okay, let's just be quiet for a couple minutes, I got to look at this." I stepped back and just stared at it.

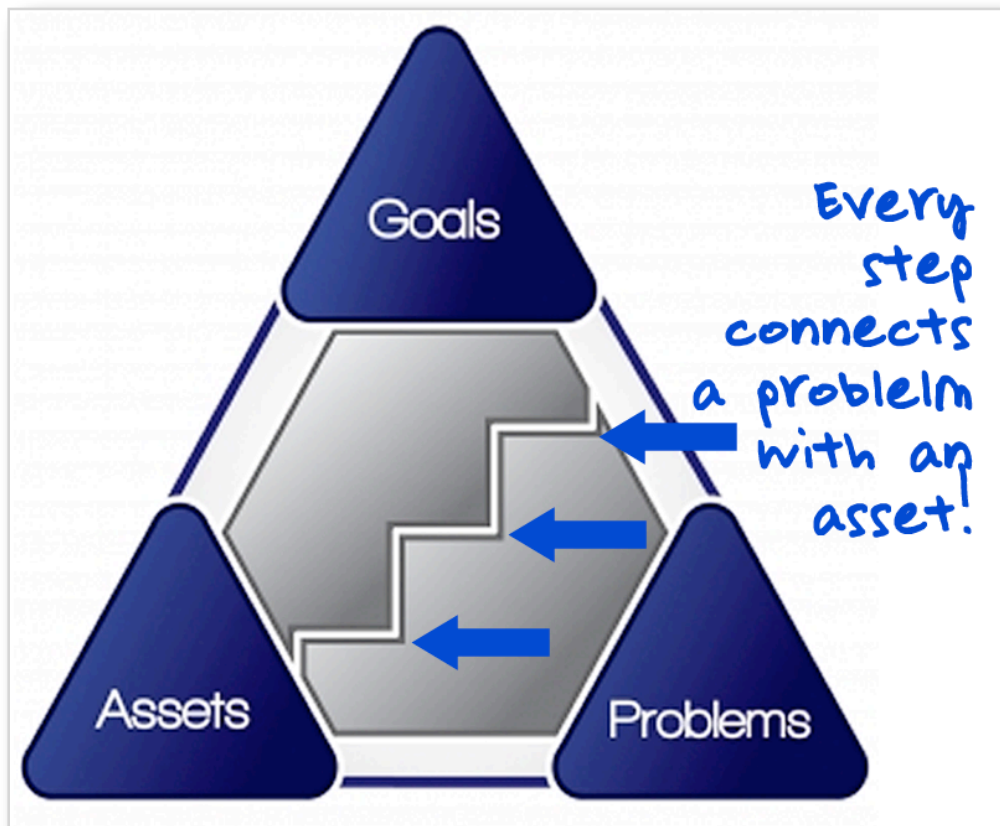
Have you seen that movie "A Beautiful Mind?" Remember how John Nash is just staring at a bunch of random words and suddenly sees he it all decoded into a perfectly clear system? That's how I suddenly felt!

I said, "You know what? If you use this asset to make \$50,000, then it automatically resolves this problem over here."

Then I drew a staircase.

I took each goal and put it on its own stair. Then I started putting assets and problems on each step.

And in a few minutes bam - all of a sudden we had his entire 2010



business plan mapped out!

When we were all done, Ben turned to me and said, "So, what do you think about a workshop? Should I do a workshop in October?"

I replied, "Hmmm. Good question. Let's take a look. Where's a workshop on this list?"

“Nowhere.”

“Haha! Then why are we talking about it? Does it fit anywhere?”

“No,” said Ben.

“So let’s not worry about it. Anyway, we’re talking about *October*. You’ve got three steps you have to complete before you hit October, so set the workshop idea aside for now. Focus on just the next step: launch this product here to make \$50,000. That’s it. You don’t need to make \$100,000, and you don’t want to make only \$25,000 either. Don’t overshoot or undershoot. Just do the \$50,000.”

So the upshot? Ben just followed the plan and made \$400,000 net already in 2010!



## Part 3 - The Method

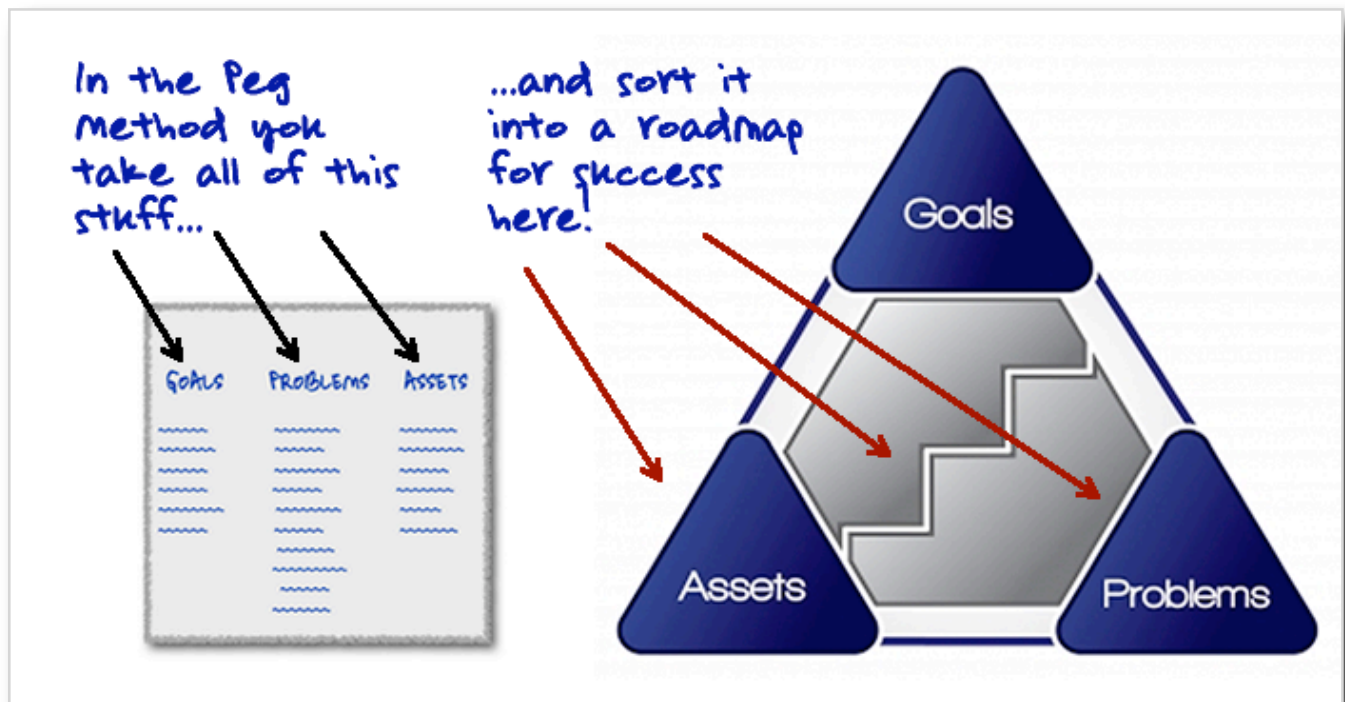
# How to do The Peg Method

Instant clarity with a simple staircase!

The Peg Method is the easiest way I've found to map what you should do in your personal and professional life. As you just saw in Ben's example, when you "Peg" you make three lists:

1. Goals, targets, all the things you want to make happen.
2. Problems that are getting in the way of making things happen.
3. Assets - anything and everything you've got that can help you out.

These three lists are the core of The Peg Method. With these lists you see what you want, what's stopping you, and what you have right now in the



most direct way.

I could come up with dozens of examples of how to use The Peg Method, from highly complex to drop dead simple. In the video that goes with this report I'll talk about a few.

But for now, I'll share an example from my personal life which millions of people can relate to: losing weight.

Recently I really wanted to lose 20 pounds. I kept starting, then I'd stall or backslide... I just wasn't getting anywhere (sound familiar?). Obviously I was making things much harder for myself than they had to be. So I'm going to show you exactly how I used The Peg Method to solve the problem and achieve my goal.

## **Step 1 - List Goals, Problems and Assets**

### **THE GOAL: Lose 20 pounds**

Take out a piece of paper and start writing things down. Make three columns - GOALS, ASSETS, PROBLEMS.

In this case, I knew my big, top level goal up front. Believe me, after a year of trying to make some headway, that 20 pounds seemed like 100 pounds!

Next I made my list of problems and assets. For the sake of keeping this report short, I'll simplify them a bit. But you'll get the idea.

**PROBLEMS** that prevent me from reaching my goal:

- (1) Bad knees. They're weak from stress injuries. So I have to be careful with impact exercise.
- (2) No time! I'm super busy every single day, I travel a lot, and I tend to eat crappy food when I'm on the run.

(3) Motivation. Okay, I admit it, sometimes I'm lazy and don't feel like exercising or cooking! (See how this forces you to be HONEST with yourself?)

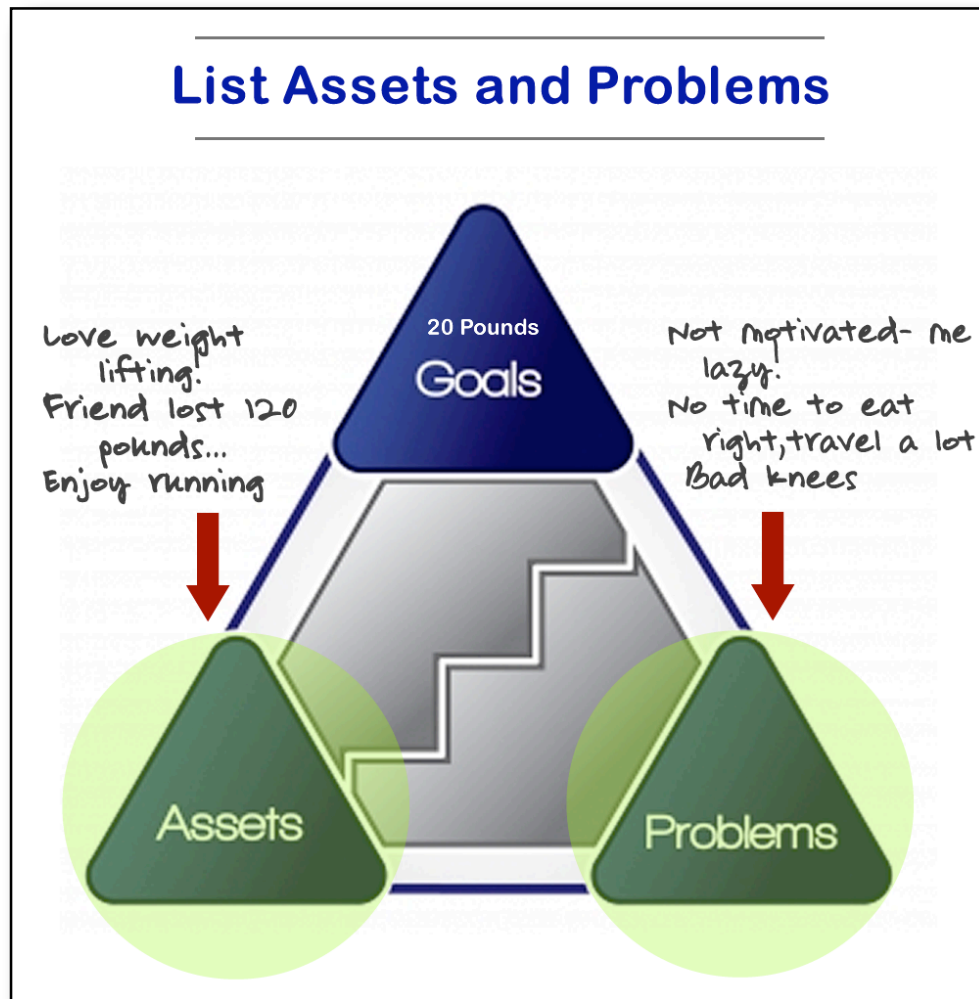
Now for my **ASSETS**. What do I have going for me? What do I have on my side?

(1) I LOVE weight lifting! Love it, love it, love it! So if I can just get my butt to the gym, I know I'll do this.

(2) I've got a very close friend who lost 120 pounds and has kept it off. If anybody knows how to lose weight, Jimmy does!

(3) I really like running! That's cardio exercise that makes me happy.

Here's a picture that shows my lists, with the big goal at the top.



## Step 2 - Draw the staircase.

Unlike in business, relationships, or more complex areas of life, it seems like here I don't have a whole bunch of goals; just one BIG one: 20 pounds.

But when I finally looked at the big goal next to my assets and problems, I realized I needed to chunk the BIG goal - which felt kind of overwhelming - into mini-goals.

So I broke that 20 pounds into 5 pound mini-goals. You know the old joke about “How do you eat an elephant?” One bite at a time!

Well in this case, I knew that focusing on the big 20-pound goal didn’t work for me in the past. It was just too much for me to “swallow” mentally.

I’m the type of person who LOVES crossing things off my to-do list. If it takes me months to cross something off, I become demotivated. That’s why I’d make a little headway - a pound or two - and then backslide. It took too long to get satisfaction.

Also this gave me a big hint about my main problem - motivation.

So what I did was I drew a staircase. And here’s how it works:

- **Each step of the staircase is ONE of my goals.**
- **Each step will use ONE of my assets which will resolve ONE of my problems.**

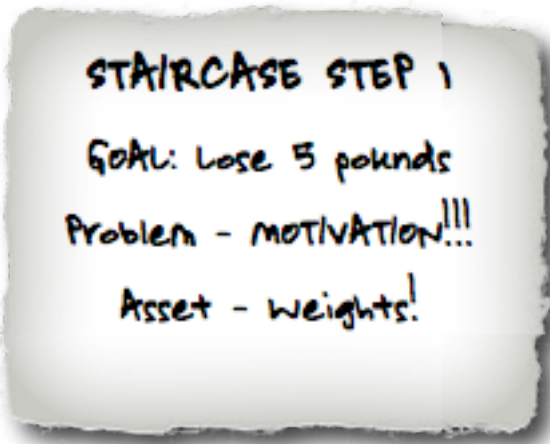
Here’s how it looks on the drawing:



### STEP 3 - Put a Problem and an Asset on each step.

Now what happens? How do I pull everything together into a plan? I associate a problem and an asset with each step.

Relax, this is a LOT easier than you think. In fact, it can go very fast at this point.



Okay, I know that *motivation* is my biggest problem. Motivation kicks in automatically for me once I see results... but until I see results, my motivation is usually zero!

So I'm going to tackle that problem from the get-go and put **MOTIVATION** on the first 5-pound step.

What do I need to motivate me? First, I have to do something I like and see immediate results. I always get almost instant results with weights, so that's an asset I can grab on to immediately.

Also I need someone or something to **PUSH** me to lose those first five pounds. Knowing myself, I'm sure once I lose the first 5 I'll push myself!

So let me look at my assets. Is there anything or anybody on my list that will motivate me? Yeah! There's my friend Jimmy who lost 120 pounds!

Jimmy's a weight lifter and works out every single day. He leads the healthiest imaginable lifestyle while still having fun. If anybody can motivate me and show me what to do, he can! Jimmy pairs up perfectly with the fact that I love to lift weights.

So I'm going to reach out to Jimmy. I'm going to say, "Man, I really need you to help me lose my first five pounds. Motivate me. Let me work out with you. Teach me. Please guide me. Check on me. Hold me accountable!"

So now I bring down my mini-GOAL (5 pounds) and I bring down my PROBLEM (motivation) and I match it with an ASSET (Jimmy).

**MINI-GOAL + PROBLEM + ASSET = 1 step**

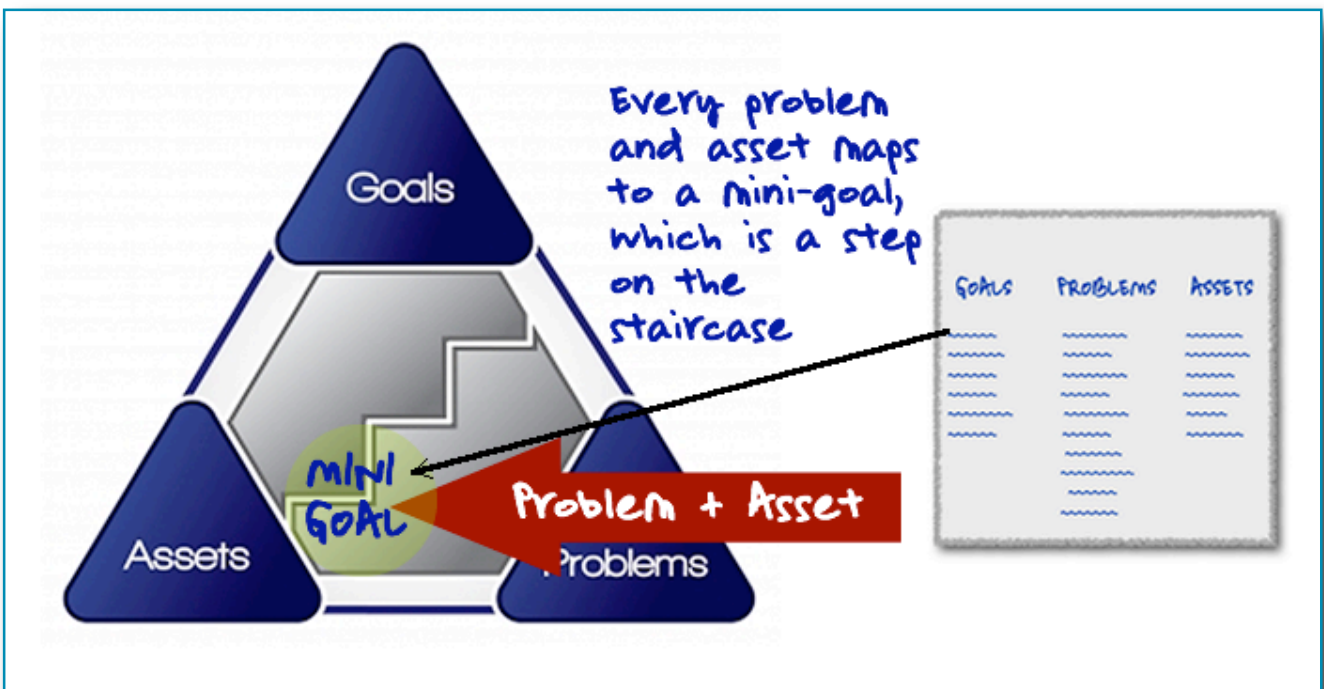
5 pounds + motivation + weight lifting w/Jimmy

Now here's something important in this step: *I am not worried about, not even THINKING about, 20 pounds!* The BIG goal is out of my mind. All I'm focused on is that first step.

Do you see how simply matching a problem + an asset with a goal really opens up your mind?

It takes away the clutter. It eases the pressure. It allows you to relax. The stress goes away. You're focused on chunks. You're eating the elephant, but it no longer looks overwhelming, intimidating, or discouraging.

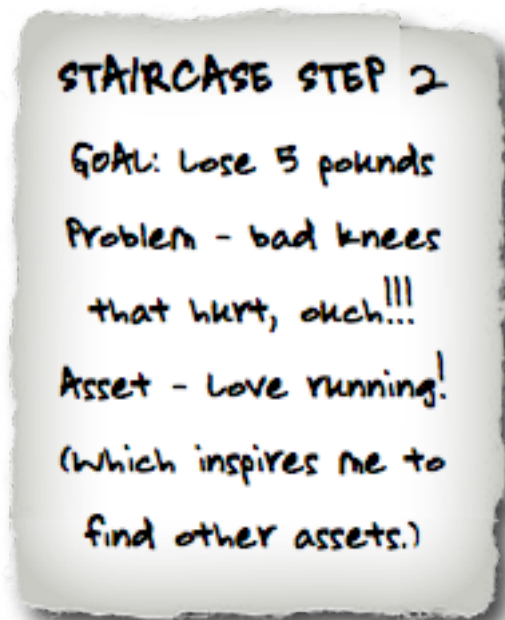
This also eliminates a lot of negative self-talk. You know, that little nagging voice in your head that whispers "Ugh, this is such a BIG goal... it's so





HARD... I'll NEVER do it." With The Peg Method, you forget about what you CAN'T do. Instead, you're focused on a small goal which you CAN do.

Here's a little diagram that shows you what's really happening. You're just taking your flat list of Goals, Problems and Assets, and arranging them on the staircase. And every step on the staircase is an attainable goal.



### STEP 4 - Repeat for each step on your staircase.

Now back to weight loss. I'm gonna go for the second 5-pound goal.

I bring down another goal - 5 pounds.

I bring down an asset: I love running!

I bring down a problem: I have bad knees.

*So now I know I have to find a way to get all the pleasures of running without hurting my knees. And a REALLY interesting thing happens now - I start looking for more assets!*

Maybe I can talk to an orthopedist about special shoes, knee braces, or even physical therapy exercises I can do to strengthen my knees. (Tip: Building up your quads often helps with knee issues!)

Maybe I even ask Jimmy (one of my assets!) if he knows of any cardio that's less stressful on the knees but is still just as much fun - like cycling, rollerblading, elliptical training, or power walking.

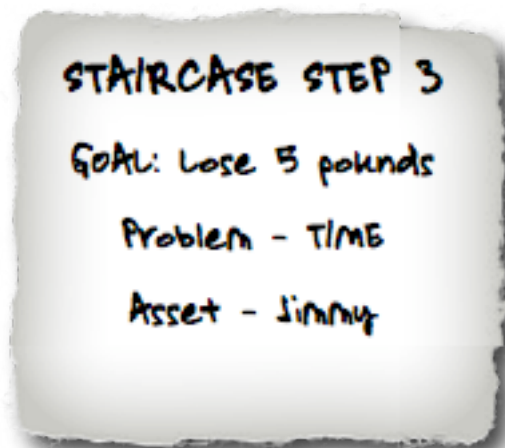
Once again, I'm matching an asset against a problem, and using that to achieve a mini goal. PROBLEM (bad knees) + ASSET (love running type of exercise) = 5 pounds down!

**MINI-GOAL + PROBLEM + ASSET = 1 step**

5 pounds + bad knees + desire to run

Now do I stop my weight lifting during this phase? Heck no!

In this case I'm on a roll with the weights. I love the workouts. Teaming up with Jimmy has got me totally motivated.



So at this point I'm simply ADDING something to the mix. I'm utilizing a new asset to solve an old problem AND achieve a mini-goal at the same time. Nice, huh?

This isn't always the case. Maybe in a business situation, once you've achieved a mini-goal you'll stop what you're doing, and do something else.

But with fitness, you need to make lifestyle changes. That usually means developing new habits, adding them in one at a time. Which is what I'm doing in this case, only I'm doing it every 5 pounds to keep it manageable.

Finally let's do one more step on my staircase. I'm going for the next 5-pound goal.

I bring down another goal - 5 pounds.

I bring down a problem: I have limited time to work out and cook for myself.

I bring down an asset: Jimmy's lifestyle.

*So now I see that I have to ask Jimmy to teach me about how to fit healthy eating and workouts into my life.*

In fact, that's exactly what I did. I had Jimmy teach me about proper nutrition for building muscle and losing fat. He taught me how to cook the right types of meals, with the right proportion of protein, fat, and carbs. He showed me how to do this so it doesn't take a lot of time (it probably takes less time than waiting in line at a fast food joint).

Jimmy also taught me how to stick with my diet while eating on the road, and how to get a decent workout even in a hotel.

**MINI-GOAL + PROBLEM + ASSET = 1 step**

5 pounds + time problem + Jimmy's advice

I could keep going, but I think you can see how to do The Peg Method. Simply write down everything you're trying to accomplish, everything you

have that can help you, and everything standing in your way. Then just sort it all out on the staircase.

Don't be afraid to play around with The Peg Method. It's really very flexible. This is the beauty of it. It prevents you from biting off more than you can chew, while doing a lot and in less time and with a lot less stress.

See, most people who want to lose weight focus on the whole 20 or 30 or 50 pounds. But do you know how to lose five pounds? Or even two? And keep it off? Do you know what's standing in your way - what's preventing you from losing weight, or even how you gained that 20 in the first place?

Some people do great with a low-carb, high protein diet and lots of exercise. But not everyone has the same metabolism. A fitness routine designed for a guy in his 20's probably won't work for a grandmother in her 60's! And if you want to run a marathon you must eat, train and condition very differently from someone who wants to win a body building contest.

Same thing with making money. Most people say, "Oooo, my goal is to make a million dollars." But come on, have you made your first \$500? Do you even know what you've got for assets? What have you got to work with? Do you know what *you're* good at?

To make money, you can't just do what someone else tells you to do. What THEY did to make money might not work for you. They're different people. They have different assets and different strengths. Their techniques might not work for you. If you try to be like them, you could be fighting yourself.

The Peg Method helps you stop fighting yourself. It shows you what you want, what you have, and what you need to get what you want - without fighting yourself, and without beating yourself up because you can't do everything right NOW.

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