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sections  
of the book  
**inside**



# ignite!

A LITTLE BOOK  
TO SPARK  
YOUR BIG DREAMS

by MITCH MATTHEWS

WITH VISUAL AUTHOR  
JOCELYN WALLACE

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“If you want to learn an extremely effective method for dreaming BIG that will also help you to make your dreams come true, *IGNITE* is the book to get you there.”

— Bob Burg, Coauthor of National Bestseller, *The Go-Giver*

# BIG Dreams—We All Have ‘Em

A few years ago, my wife Melissa and I started something called the BIG Dream Gathering. I'd love to tell you that we did it for completely altruistic reasons but that wouldn't be true.

At the time, we were in a tough place. We had been working on one of our own BIG dreams but then we suffered a number of setbacks in a short period of time. We had a computer crash and we'd lost key files. We were having manufacturing problems with our prototype. And the kicker... we were quickly running out of money. Yup. Our BIG dream was on the ropes.

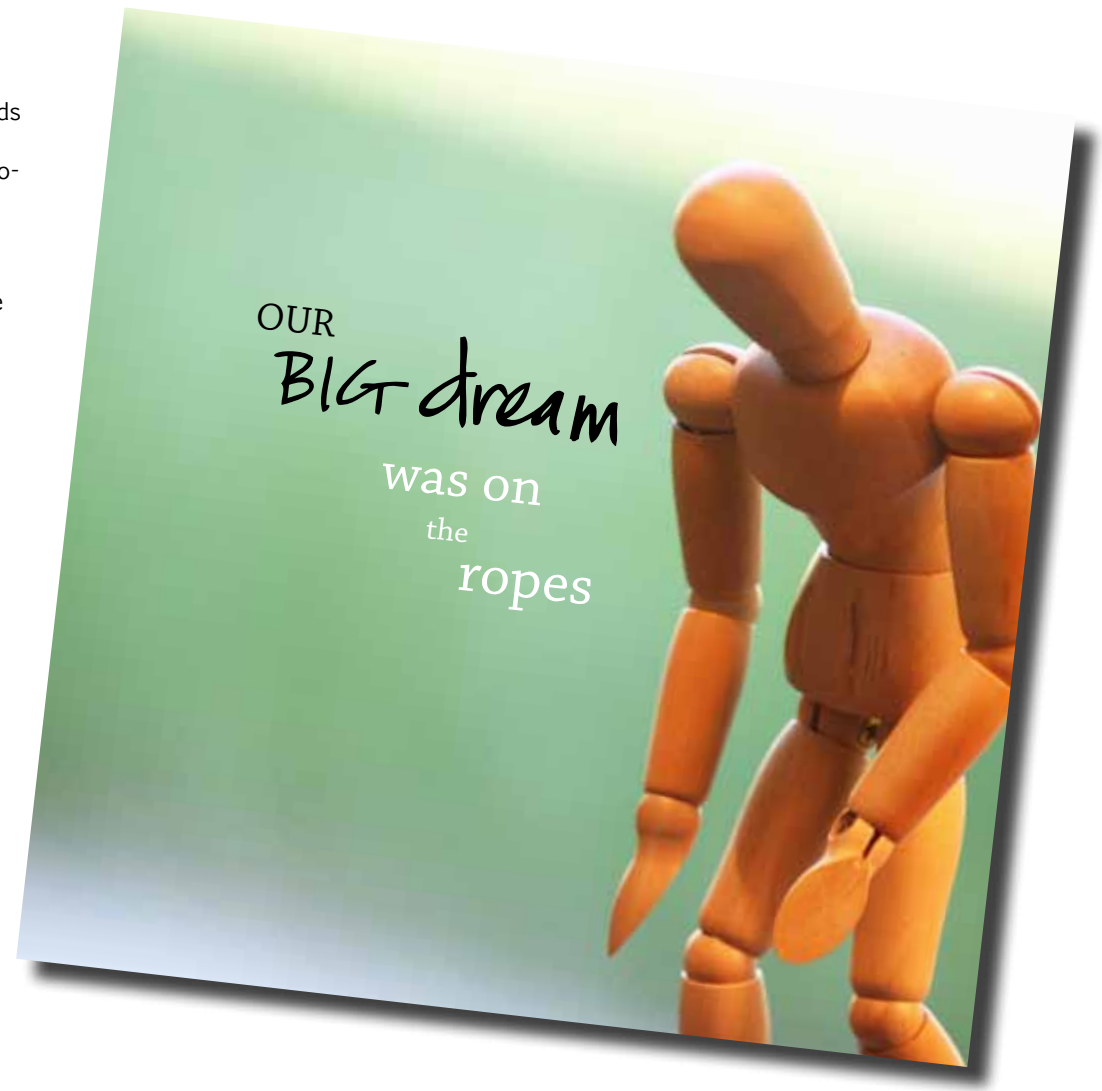
I'll admit that I was ready to give up. I was tired. I was frustrated. I was even a little sad. But as I was sitting in all of those emotions, I was reminded that we all have BIG dreams. We do, don't we? Even though many of our BIG dreams get buried or dismissed... we all have 'em.

Then I started to wonder...  
What if?

What could happen if we got just a few of our friends together for the express purpose of dreaming BIG together?

Maybe we could help each other. Maybe we could encourage each other. Maybe we could give each other some ideas.

What if?





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# So we decided to THROW A party

We knew that we needed a name, so in a pinch we called it the “BIG Dream Gathering.”

We invited a few friends to our house on a Tuesday night. Once everyone was there we asked everyone to put some of their BIG dreams on sheets of paper and post them on our walls. Then we encouraged everyone to walk around and look at each other’s dreams to see if they could help out... either by offering an encouraging word, a connection or some support.

Well... if there was any doubt that we all have dreams... the response at our first BIG Dream Gathering offered some proof.

We expected 20 people to arrive, but we had more than 30 people come that first night.

More surprisingly, we expected the gathering to last a few hours. It wound up lasting a week!

That’s right. Friends who had attended the first night called to ask if they could bring others over for a second night. By the third night we had total strangers coming to the house and it just kept going! I’ll admit that my wife and I were blown away by the response. We were impressed by the hoards of people that came over that week, but we were even more excited about the numerous dreams that got launched because of it.

Some people were bolstered by some encouraging words and completed books they’d wanted to write. Another person got help with a BIG dream of going to Africa to help some kids she’d read about who were living in a garbage dump. Two people even connected and eventually wound up with a contract with a major shoe company. I can’t tell you which company, but if a person ran by you wearing their shoes... they’d make a “swooshing” sound!



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Very real people... just like you and me... who were willing to think about some of their dreams and write them down. It was proof positive that we all have BIG dreams... and there's power when we write them down.

But here's the most important thing: Even though these BIG Dream Gatherings have continued and we've now seen thousands and thousands of people come dream BIG with us, it doesn't take a BIG dream gathering for you to think about your BIG dreams!

You can do it right now.

What might be some things that you'd write down?

If someone asked you... "What are a few of the things you've dreamt of doing?" What might you say?

Give it some thought. It's okay if some seem impossible. It's okay if some seem too big, too risky or too expensive.

Write them down. You don't have to have a plan yet. You don't have to know how it would work out yet. Just give it a little time... and see what comes to mind.

Use the questions and space on the following pages to think about some of your BIG dreams... and just see where it takes you.



# What My Dog Taught Me

## About BIG Dreams

Okay. So, we've been thinking about some of our BIG dreams and goals. We've been coming up with plans to start walking them out, and we've been thinking about the people who could help us and who we could help in the process.

It's exciting. It's inspiring. And it can even be a little scary.

We've taken these steps and you're getting ready to take some more.

But before we do, I want to share a lesson from my dog.

See... we have a really smart dog. Her name is Lilly.

She's an Australian Shepherd, which means she's been bred to herd sheep and anticipate her owner's every need.

Seriously, she's wicked smart. She's so smart that she not only responds to voice commands, but also watches you and responds to a quick hand signal.

In fact, she's so intelligent

that sometimes when she is looking at me, I get a sense that she's figuring out how much smarter she is than me!

Now, what's interesting is that even though she's brilliant, she has "learned" something that is obviously false.

When we first got her she was tiny. And due to her size, she had trouble going up and down the stairs to our basement. So I'd carry her. This continued for the first few months of her life.

Then something interesting happened.

In that time, she "learned" that she couldn't go up and down those stairs.

It's really curious to watch because she will climb any other stairs on the planet. She'll climb the stairs at the park, the stairs at Nana and Papa's house and the stairs at the school across the street. But she won't go up or down the stairs to our basement.

I'm not kidding. Melissa and our boys are her favorite



**this is  
STORY #11  
from the  
book!**

people on the planet. She'd follow them through a forest fire if need be, but if they head to the basement to get something, she'll just stand at the top of the stairs and wait.

She's "learned" that she can't go up and down those stairs.

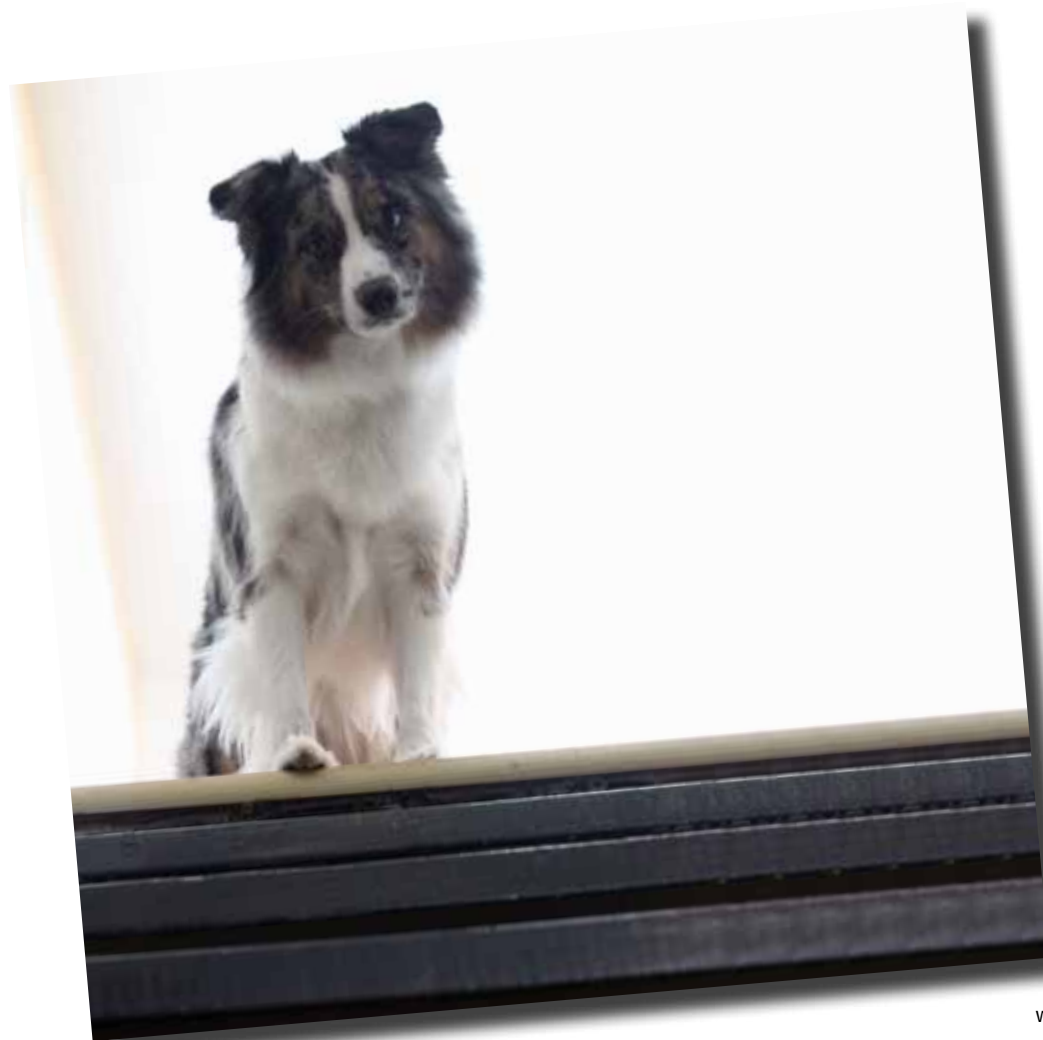
Is it true? Nope. Does it limit her? Yup.

As I sat and watched this phenomenon recently, I started to wonder...

What are some things that I've "learned" about myself that are totally wrong? Where have I learned limits that really don't exist?

Now, let me ask, what might be some things that you have "learned" about yourself that are totally wrong?

What if some of those false beliefs are keeping us from our BIG dreams?



It's possible, isn't it?

I'll give you an example that can further illustrate this.

Recently, one of my coaching clients wanted to start her own business. She had a great idea as well as a lot of energy and enthusiasm to back it up. She even had enough funding to get started. But she said, "I just don't get accounting and I'm worried that I'll screw things up."

She was locked up. She was stuck.

In some ways, she was Lilly standing at the top of the steps.

Why?

Well, when we probed a bit deeper, we found out that those beliefs were based on a bad experience in a high school accounting class and a belief that she would need to handle her own books as opposed to finding an awesome accountant to walk along side her.

Once she realized these "learned" beliefs were possibly wrong, she was able to think of some solutions to help her break through that belief.

Then she was able to take some very real steps toward her dream.

How about you? What might be something that you've "learned" that's both wrong AND keeping you from moving towards your BIG dream?

Did someone ever tell you, "You can't make money doing THAT"? And for whatever reason, you believed them?

Did something you try fail? So, consciously or subconsciously, you decided that you'd always fail.

Did you hear someone say that it's too late to start a new career and somehow that stuck with you? And even though you'd love to try something different, it seems impossible.

Did you try for a promotion once and not get the position? Has that experience "taught you" not to try again?

Here's a question: What if you "unlearned" a few of those things and started moving towards those BIG dreams today?





## ABOUT THE AUTHORS



### **Mitch Matthews inspires people to dream BIG and achieve more!**

Mitch has a BIG dream. He wants to help launch ONE MILLION DREAMS in his lifetime.

Mitch started the grassroots revolution called The BIG Dream Gathering™ which helps inspire regular people to dream BIGGER. He also works as an elite life coach and speaks around the country to organizations like NASA and Principal Financial Group to help individuals and organizations to dream bigger and achieve more!



### **Jocelyn Wallace is the Visual Author for IGNITE!**

Jocelyn formed her own company, Red Eleven Group, with a passion for teaching business professionals to use visual strategies in how they think, learn and communicate. As a consultant, she helps companies develop creative approaches to common business practices in the areas of marketing, communications, project management, and strategic visioning.

When she isn't consulting, Jocelyn travels the world as a speaker-trainer, visual author and a business coach. She also enjoys making live seminars ULTRA HIP by teaching participants to be "visual tweeters" among their social networks.



### **Ignite! A Little Book to Spark Your BIG Dreams**

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A LITTLE BOOK  
TO SPARK  
YOUR BIG DREAMS

LEADERSHIP & COACHING  
GOAL SETTING & ACHIEVEMENT  
SELLING WITH THE RIGHT MINDSET

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### THE BOOK

It's packed with:

- simple but powerful ideas,
- questions to get you thinking,
- and stories to inspire you!

When you're done experiencing it... you'll have a smile on your face and plan in your back pocket!

### TRAINING MODULES

Choose from up to 15 module lessons on:

- knowing your ideal "avatar"
- creating a simple action plan
- protecting your plan from disaster
- identifying what you need to stop doing and start doing
- finding a master mind peer group
- and much more!

### APPLY IT WITH GRAPHIC MAPS

Each module includes a graphic map tool used by participants in the session to:

- engage in active hands-on application
- organize their thinking
- discover their own solutions
- apply and remember what they learn beyond the session

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A LITTLE BOOK TO SPARK YOUR BIG DREAMS

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