



YESTERDAY CREATES TOMORROW

Score your days, bank the proof,
accelerating your freedom of time.

Dan Sullivan

Cartoons by Hamish MacDonald

Yesterday Creates Tomorrow

Turn your daily activities and achievements into a game you can keep score of—a game you can't lose.

When you consciously and intentionally measure your wins, it keeps you focused on the present, raises your confidence, and creates momentum for an even bigger future. Make each day into a great yesterday that will propel you forward tomorrow.

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Contents

Introduction	8
Creating Time As You Go	
Chapter 1	14
Yesterdays Run Your Show	
Chapter 2	20
Creating Yesterday's Score	
Chapter 3	26
Your Score Wants To Grow	
Chapter 4	32
Scoring Your Way Into Tomorrow	
Chapter 5	38
50 Great Yesterdays In A Row	
Chapter 6	44
Your Continually Expanding Present	
Chapter 7	50
No Past Or Future Traps	
Chapter 8	56
Expanding Your Every Freedom	
Conclusion	62
Dramatically Different New Life	
The Strategic Coach Program	68
Growing Time Freedom Every Day	

Introduction

Creating Time As You Go

You've been using time completely backward. You chase Tomorrow, complain about Yesterday, and stay stuck in "busy" Today — never realizing you're building time as you go.

Yesterday isn't a scrapbook. It's your multiplier. What you do Today becomes Tomorrow's payoff.

It's time to develop a new habit: turning every Today into a great Yesterday—memorable, productive, and momentum-building.

You start treating each day as raw material for future confidence, clarity, and opportunities. And then it stacks and accelerates. It rewrites your future in 24-hour chunks that you're in control of. You stop hoping for a better Tomorrow and start intentionally creating it through Yesterdays you're proud to remember.

Almost everyone talks about time as something you spend, not something you create, but when you consciously shift your mindset and treat each day as an opportunity to build a foundation for a bigger and better future, time becomes something you own.

A new time system.

Stop thinking about Tomorrow. The only thing you have available to you is Today, the right now.

Everyone is born into a time system where they view the past, present, and future in a certain way, and the emphasis is on having better Tomorrows. But the only thing you have

available to you is right now. So why not set up a system where Today is about creating a great Yesterday and then the great Yesterday takes care of Tomorrow?

If you had a bad Yesterday, it puts pressure on Today. If you had a good Yesterday, there's not as much pressure in the present. A benefit of not paying too much attention to the future is that you'll be able to make the best use of Today. You'll find yourself calmer than you used to be, with the sense that you have enough time to get things done.

Time. Totally rebuilt.

You've been taught to manage time, not build it. With this book, you'll flip that script and start constructing time on purpose—one deliberately designed Yesterday at a time, fully under your control. Today creates Yesterday. Yesterday creates Tomorrow.

Most people's experience of time is of something that happens to them. They often feel like time is a scarce resource they never have enough of.

You're about to change your thinking about time, shifting from the realm of scarcity to the realm of abundance. You're taking control over your time, using it with intentionality. As a result, you'll feel free, no longer bogged down by bad Yesterdays or pulled in too many directions by thinking about the future.

Yesterday. Quietly working.

You discover that every conversation, commitment, and creative leap you make Today becomes the raw material for a powerful Yesterday that keeps working for you Tomorrow.

You start judging your days by how genuinely useful they become to your future.

Tomorrow isn't your property. Tomorrow doesn't exist until it's Today. But your Yesterdays are your property—use them to your advantage.

You view each Yesterday through a new lens: you see what worked, you recognize your achievements, and you feel like that great Yesterday has you on a roll as soon as Today begins.

Then you handle Today, which is also your property, in a way that will leave you confident and focused Tomorrow.

Tomorrow. Automatically better.

You realize you don't create a better Tomorrow by worrying about it or trying to predict it. You create it by loading Today with meaning, focus, and momentum so that Yesterday automatically has no choice except to steadily improve your most important ambitions for Tomorrow.

You have agency Today. You're not being controlled by anything or anyone else. But you can't have agency at any time in the future. The only access you have to Tomorrow is by creating a great Yesterday for it Today. You put all of your emphasis on the quality of Today.

You're creating your past as you go, and that's how you influence your Tomorrows. This makes the future feel less like chance and more like a result.

Momentum. Not motivation.

You start escaping the linear grind of “one more day, one more task” and step into an exponential game where strong Yesterdays compound into something much bigger. Momentum replaces motivation as your main fuel, and striving gives way to steady, confident progress you can actually trust.

This momentum continually builds as long as you focus on making Today a great Yesterday for Tomorrow. You're in greater motion on the tenth day you operate this way than you were on the first day. Every morning, you find that nothing's stopping you from moving forward. You get into motion right away because your momentum is supported by all the previous days you were in motion.

You don't have to motivate yourself. The momentum drives you. You're no longer being opposed by the future.

Future. Suddenly obvious.

You create your first great Yesterday, then 10, 30, 100, and feel a rising stack of accelerating Yesterdays reliably carrying you forward. The future stops feeling mysterious, scary, or fragile. It becomes the automatic, expected result of how you used Today to create Yesterday, again and again.

Once you've completed 50 days, you have a handle on what the next 50 days will be.

This is a new capability you're developing, and all you have to do is remember that Today, you're creating a Yesterday.





Chapter 1

Yesterdays Run Your Show

You turn every Today into a great Yesterday — memorable, productive, and momentum-building. A totally new and energizing time system.

The real weight isn't what's on your plate; it's what's already baked into your Yesterdays. Every morning, you wake up inside an invisible structure you built earlier—conversations you avoided, decisions you delayed, promises you only half-kept.

None of those vanished at midnight; they rolled forward as confusion, hesitation, and pressure. If Yesterday is messy, Today has to fight uphill before you even start.

Once you see that Yesterdays are quietly running the show, everything changes. You stop obsessing about how you can fit more into Today and start asking a more powerful question: "What did I actually build yesterday that can carry me forward now?" That's when time stops feeling like something you're running out of and starts becoming something you're building.

Your only goal Today.

You know Today what's going to feel good when you wake up Tomorrow. And so your goal for Today is to get to the point where you've created a day that's going to be a good Yesterday when you wake up in the morning.

It can take time to fully get the system in your head: Today is for creating a great Yesterday, and Yesterday automatically creates Tomorrow. You stop trying to create Tomorrow and just focus on making Today a great Yesterday because Yesterday will do the job of getting you ready for Tomorrow.

Great Yesterday. Built Today.

You start judging your days by how much they'll help you 24 hours from now. One clarified decision, one finished piece of work, one honest conversation—that's all it takes to start turning random Yesterdays into reusable assets.

Is there anything in your experience where you have to use the word *should*, *would*, or *could*? If so, that means you've created permanent negativity in your life, and you feel it anytime you think of that past experience.

When you're creating great Yesterdays, you stop grading yourself harshly on your past experience. Now, when you make a regrettable decision, you don't come down on yourself. You recognize what happened, and you make a correction for the future. Instead of faulting yourself for the past, you learn from your experience to make better Yesterdays for Tomorrow.

Tiny shift. Huge leverage.

You don't blow up your calendar; you change what you focus your time on. You choose your activities based on future usefulness so even chaotic days leave behind something solid that removes friction for the you who wakes up Tomorrow. You're steadier, more focused, and more ambitious.

You're continuing to do what you're doing—you're just making your activities Today more valuable as Tomorrow's Yesterday. Choosing useful activities is an investment that's going to pay off in the future. Having done it Today is going to feel good Tomorrow.

You evaluate each of your activities and whether you're getting the return on investment you want. And if not, you can change them. You're reframing the way you look at your day, re-evaluating your activities in light of how they'll benefit you Tomorrow, and becoming laser focused on what's valuable. This becomes a growing capability. Even if your day doesn't go according to plan or there are setbacks, you're committed to transforming it into something useful.

Future you. Serenely grateful.

You design each day so that the person you'll be a week, a month, a year from now inherits more support and less clutter. The clutter in your life represents all the uses of your time that weren't actually useful. It serves no further purpose, and it takes up space in your life. Clutter is all of those things you'd be better off throwing away.

The future version of you will get to decide, create, and respond with confidence because you didn't leave them a junkyard of unresolved Yesterdays. Every day, each new Yesterday you create becomes richer and inspires more confidence.

This is a shift in mindset regarding what you think matters most. And what matters most is that you spend Today in such a way that when you wake up Tomorrow, you have a greater sense of positive momentum than you had this morning. Every day, more of the past is supporting what you're doing.

Yesterday's code. Actively running.

You start seeing that every time you commit and follow through, you're writing new code into how you'll behave

under pressure later. Instead of letting old scripts run you, you deliberately compile better ones, one strong Yesterday at a time, greater confidence becoming your central operating system.

Deadlines previously caused stress. When you got something done just barely inside the deadline, you may have felt relief, but it didn't give you energy. All of this disappears when you make it your daily goal to create a great Yesterday for Tomorrow.

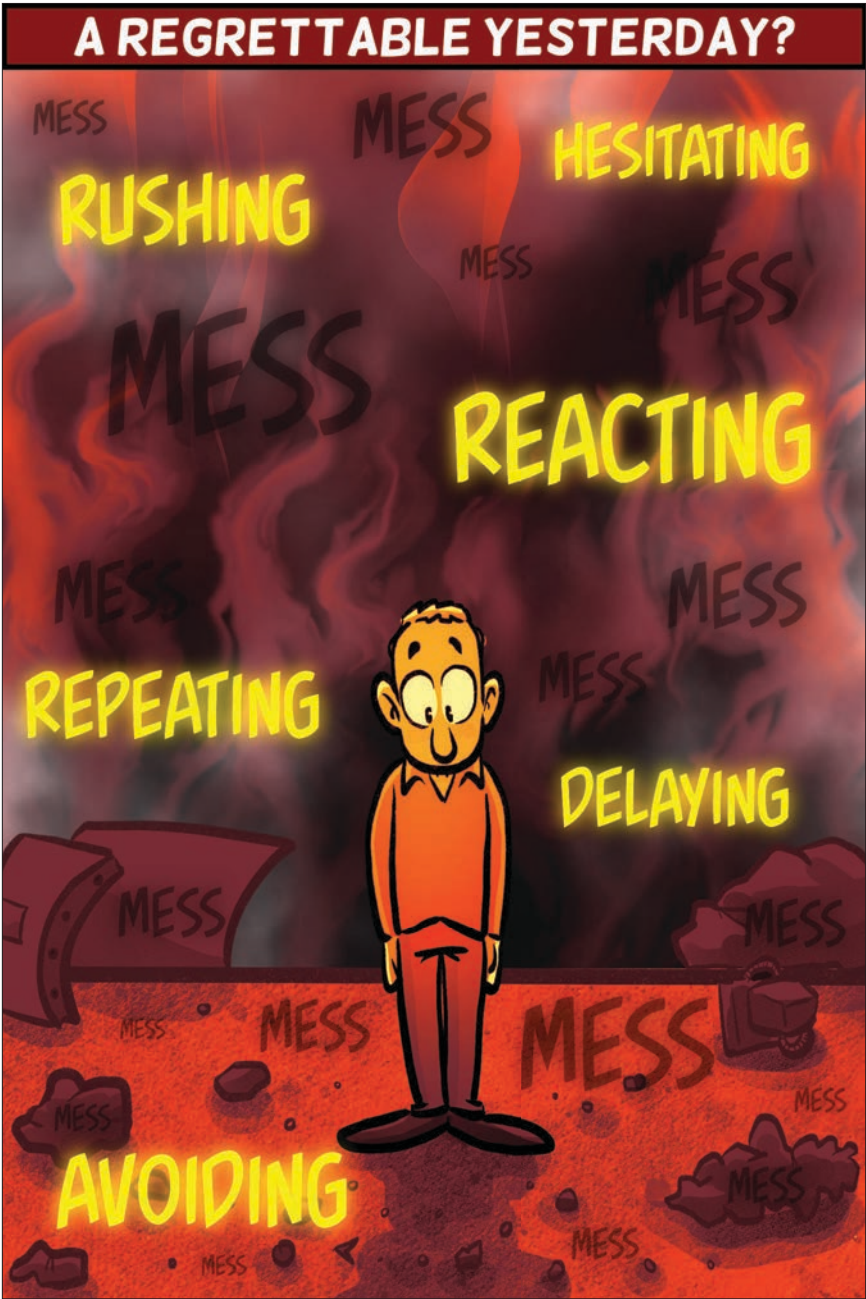
Before, you were doing a frantic exercise to get things done by the deadline in order to protect your future reputation. But now you're getting things done because you want to create better Yesterdays. It's not a game in relationship to other people anymore. It's a game in relationship to yourself.

From busy to builder.

You stop wearing "busy" like a badge and start measuring how much durable structure you created. Each day, you ask, "What did I just build that Tomorrow can stand on?" Each night, you refuse to let a day end without at least one good answer, one upgrade, one clearly better foundation.

That's all you need to feel greater positive momentum every single time you wake up in the morning. And it requires no investment whatsoever from other people. You just need to take the step of shifting your mindset to having this new daily goal and focus, and it will work automatically.

You'll get an exciting charge, every day. It's self-driven, and over time, you become more discerning about the level of value you can create for Tomorrow Today.





Chapter 2

Creating Yesterday's Score

Time is always on your side when you learn to see it as an always responsive and adaptable assistant who never takes a day off.

When you adopt this new system, your day becomes less of a test and more of a stage, where every action is another interesting scene you get to direct. You're free to look at what you're doing with curiosity instead of comparison or criticism. The tiny moments turn into building blocks that hold your progress together and strengthen your confidence.

You can gamify this system by assigning a score to every win you achieve throughout your day, big or small. Developing your own scoring system and then scoring your activities becomes a playful way to notice effort, not to judge results or keep emotional score.

As you more consciously keep track of your activities and give them a score, you start to notice patterns that show up, which will help point you toward new opportunities and experiments you want to try.

At the end of the day, totaling your score feels like reading a chapter you've just written and happily published. Yesterday becomes raw material for better ideas, better choices, and an even more enjoyable performance Today and Tomorrow.

Tomorrow is a concept.

When most people think about the future, they're seeing time as a scarce resource, and they feel pressure and fear. But, actually, time is on your side. When you recognize that "Tomorrow" is just an idea, it removes that sense of

pressure and anxiety so you can focus only on Today.

We only experience the present. None of us have ever spent a moment in the future. Tomorrow is something that doesn't actually exist, and that's been your enemy this whole time: an imagined concept. When you focus on Tomorrow, it becomes a repository for all your unfinished hopes and dreams, things you didn't get done today. It becomes a weight you carry, something to be anxious about.

But when you focus only on Today, and making Today a great Yesterday, you relieve the pressure on Tomorrow.

Your personal scoreboard.

Time becomes powerful the moment you can actually see it. You grab an ordinary day, like Today, and turn it into your personal scoreboard. From morning till night, every activity counts—emails, coffee breaks, little wins, even “doing nothing.” You're not judging yourself. You're just finally watching the game you're already playing.

You're consciously observing your daily activity, and now you can come up with ways to do these activities better or more efficiently Tomorrow, improving your use of time. Once you start scoring your routines, you start performing them more consistently. You also become more conscious about doing it, and it becomes a pleasure to go through your habits and routines.

You appreciate the little wins and the big wins, and you give value to all the activities that have moved you forward. Those scores are yours. There's no penalization in this system. You don't take points off a scoreboard.

Seeing the invisible.

Small things stop being invisible and start becoming fascinating. You write down quick thoughts, tiny decisions, half-way conversations, and those “I’ll just do this for a second” moments. That’s where your real life hides—inside the stuff you usually ignore. You realize your day isn’t empty at all; it’s jam-packed with value you weren’t giving yourself credit for.

You’re eliminating negative judgment from your day and, instead, encouraging yourself by giving yourself points for every single thing you accomplish, whether it’s brushing your teeth, hiring a new team member, or getting to your daughter’s game on time.

Getting clear.

Numbers turn your day from a blur into a clear picture. You keep your scoring simple: 1 for a little accomplishment, 5 for a medium accomplishment, 10 for a big accomplishment. No committees, no spreadsheets, no perfectionism. Just honest scores.

By the afternoon, you’re already seeing patterns. Your brain starts quietly asking, “What would bump this up to a 10?”

On the first day, you’re just doing an audit so that you can create a baseline number. But as you go along, you become more and more conscious of the value of everything you’re doing. You keep making little improvements, even in terms of the repetitive things that you do every day.

It’s your consciousness of the activity that matters, not the activity itself. Anything that you do consciously is energizing, so you’re always scanning Today for new things to score.

Staying conscious and aware.

Scoring keeps you awake in your own life. As you go, you toss numbers at activities the way a generous coach tosses high-fives. You can feel what matters and what's just filling space. Both have a role, but now you're choosing on purpose. Your day stops happening to you and starts happening *for* you.

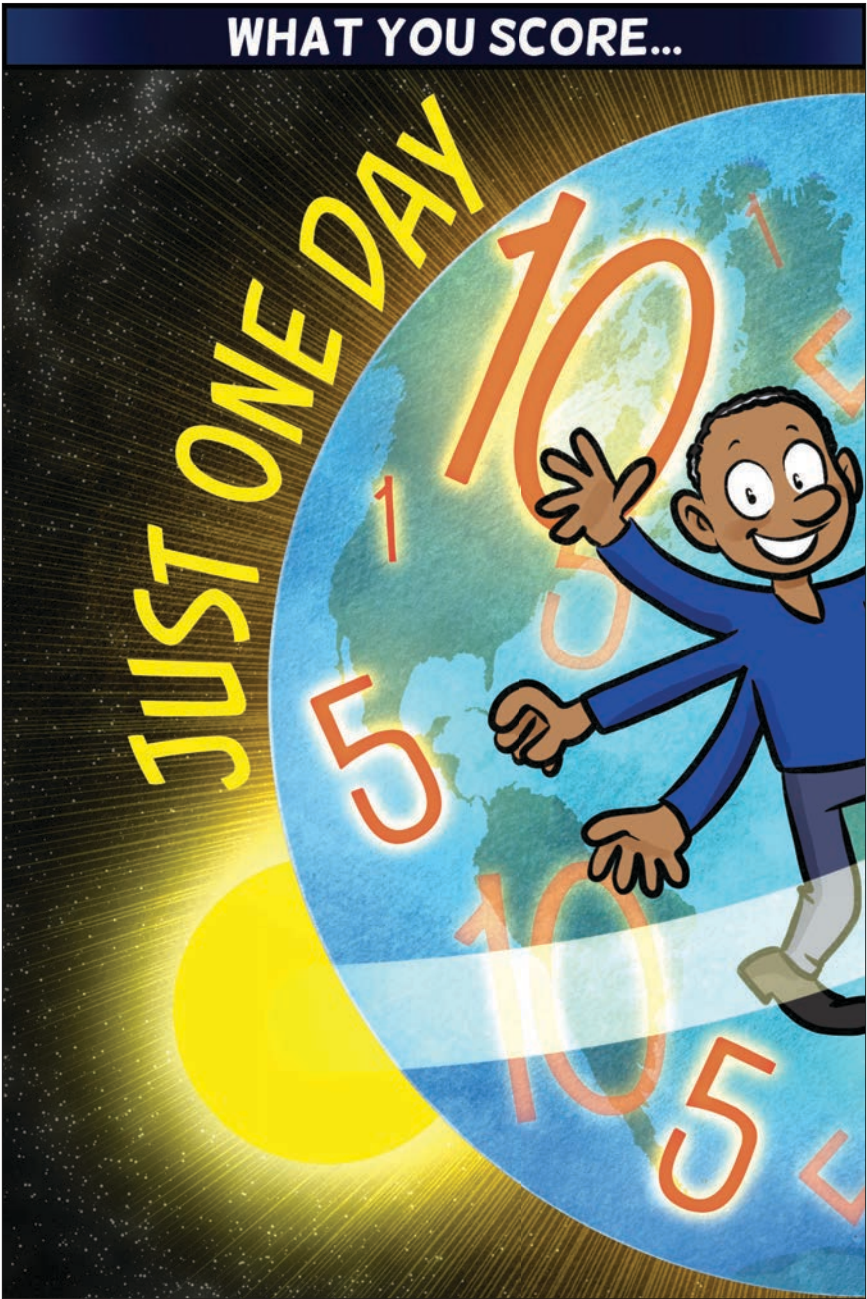
You're paying attention to everything you do, listing it, and putting a score on your daily activities. It doesn't matter if it's a good day or a bad day because your true intention for the day is to be conscious of everything you do Today and to give it a value.

Building confidence.

Your total score at the end of the day is a confidence builder. You look at the number and think, "That's where my time went—and that's who I was today." No guilt, no drama, just clarity. You've turned a forgettable day into a measurable achievement, and Tomorrow, you get to beat your own high score.

The more conscious you are of an experience, the more appreciative of it you can be. This applies both to successes and to negative experiences you've responded to in a useful way.

The value of everything you do is always increasing, and you're eliminating everything in your day that you can't put a score to. You're more and more certain that by being conscious in the present and not being distracted by anything else, your Yesterdays are going to get better and better.





Chapter 3

Your Score Wants To Grow

Once you've listed and scored your activities for a single Yesterday, something shifts — you now have a baseline that keeps getting better.

That first score you give yourself isn't a judgment. It's a starting line. You look at it the next morning not with regret about what you didn't do, but with the specific, focused curiosity of someone who already knows the game and can see exactly where to play better.

That's a completely different relationship with your day before it even begins. You're not wondering what to do—you're already aiming. The score turns your Yesterday into a personal challenge you actually want to accept. And unlike every other challenge you've faced, this one was designed by you, for you, using the raw material of your own actual days—days that are entirely yours.

That's what makes it impossible to ignore and surprisingly easy to begin.

Freed up from Tomorrow.

There's an axiom in business, often attributed to Karl Pearson: "That which is measured improves. That which is measured and reported improves exponentially." By making your scoring conscious and keeping track of it, you're giving yourself the opportunity every day to notice where improvements can be made.

You don't have to score yourself the way anyone else scores themselves. You'll figure out the way that's right for you. Playing this game, you grow every day, and you're freed

up from Tomorrow, which means all of that mental energy and attention can go into Today. This is an enjoyable way to operate. And why would you ever want to stop playing a game you enjoy, where you've set up the rules so you always win?

Baselines orient, not pressure.

You wake up every day knowing where you stand, what moved, and what's waiting. That clarity changes how you enter the day—no guessing, no drifting—just a clean, confident read on exactly where to aim and precisely why it matters. And that alone makes the next Today easier to own.

All of the pressure in life comes from a concept of the future that doesn't actually exist. The more you make yourself more present, more conscious, and more appreciative in the moment, it lessens the pressure you feel from the future.

You're fully aware of where you are and how far you've come because you measure your progress backwards to where you started, not against some shifting ideal future outcome. You don't necessarily know exactly what's going to happen Today, but it's not about the activity—it's about the scoring. And your daily scoring activity is predictable.

The 10s are different.

Giving an activity a score of 10 means it genuinely moved the needle—a key conversation, a cleared decision, a creative output with real forward momentum. When you spot how few 10s appear on your first Yesterday, you don't feel discouraged. You feel precisely aimed. You know exactly which activities are worth repeating and expanding.

All of your scores are based on your own judgment. Looking at your scores for each day lets you see what you're spending your time and energy on. You have an emotional response to seeing your scores, and you want to raise those values.

You eliminate all the low-scoring activities that can be automated or delegated. With those activities that require your involvement, you see where you can raise their value. Your scores tend to go up, and you feel a sense of achievement every day because you had a great Yesterday.

Second Yesterday matters more.

Now you know what a 10 actually costs. You understand the difference between being in motion and truly having momentum, between filling a day and building one. With that knowledge already loaded, you wake up ready and specifically motivated to pay for the real thing. You're returning to something you already understand.

Concentration is a cost. So is time and energy. If you're paying attention to one thing, that means you've cut off your attention from all other things. You know what the price will be for a 10 and what having a 10 in your Yesterday will feel like and do for you. Not only are you willing to make this transaction, you're looking for the opportunity. This level of intentionality is different than how you used to operate.

Being concerned with what other people think is energy draining. You're avoiding that now by being the sole judge of how you spent your Today. You're fully engaged with your own experience and don't require anyone else's judgment.

Your own competition energizes you.

You set the rules. You keep the score. You know exactly where you stand every single morning. No opponent, no external comparison, no outside pressure—just you, your Yesterday, and the quiet, reliable, deeply personal pull to do better Today. That pull gets stronger and more specific with every score you achieve.

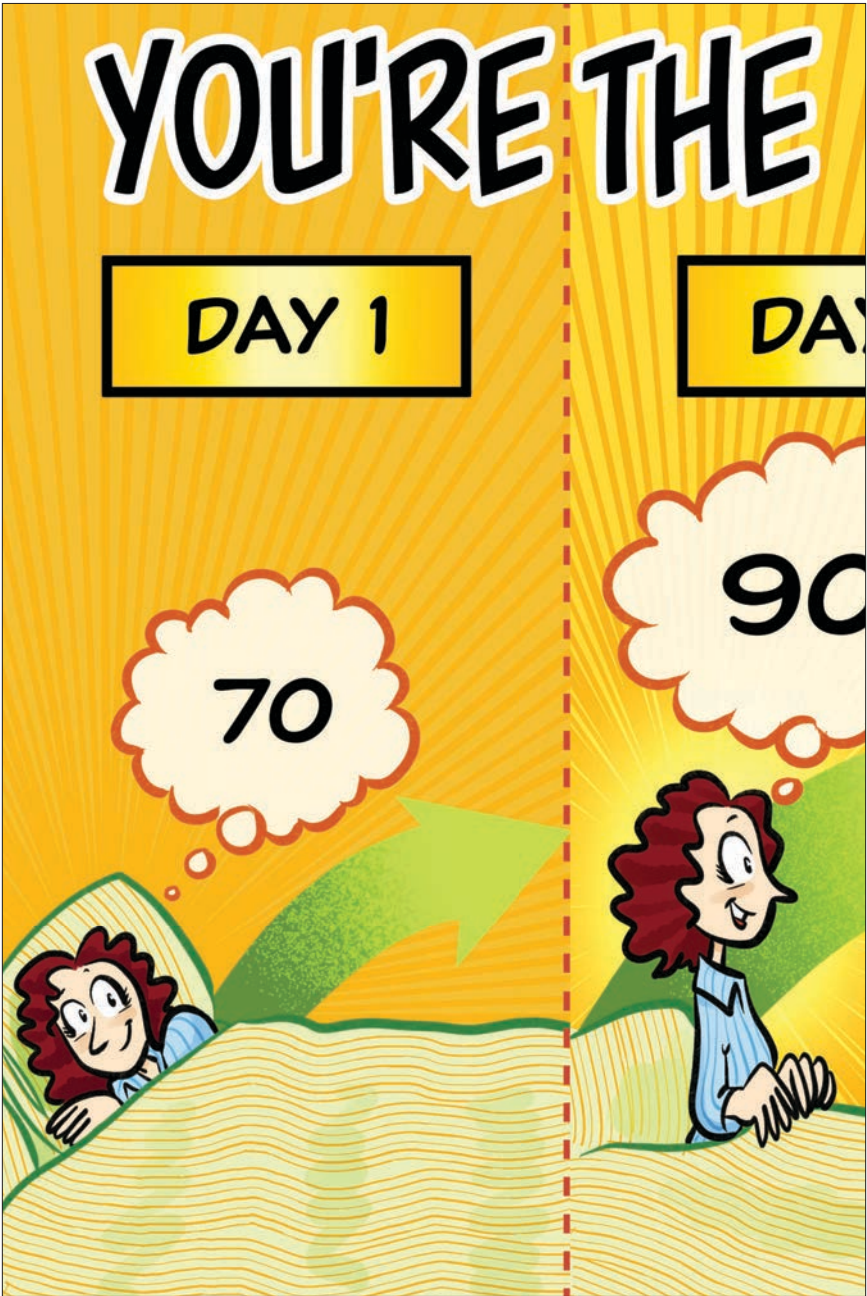
You're focusing on yourself in a positive, productive way that makes you immune to outside comparison. You're constantly strengthening your internal measurement system—what's important to you, what's valuable to your life—in a way that creates a barrier to social pressures.

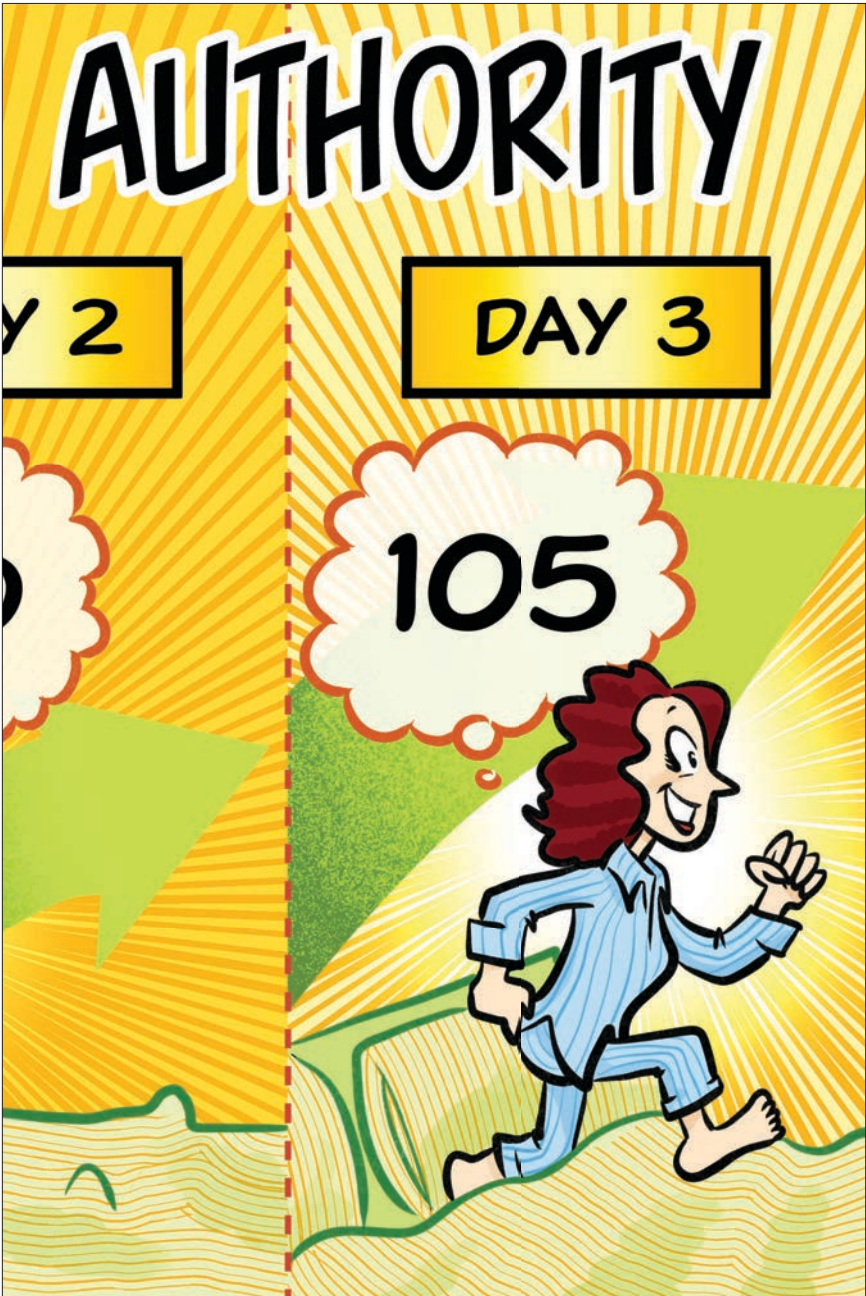
By the third Yesterday, structure appears.

In order to build a proper day, you have to prevent the future from spilling into Today. You're building a dam between Today and what people call the future.

You're no longer trying to be productive in the way most people think of it—working harder and hoping for better results. You're building a rising floor of confidence, clarity, and momentum that each new Yesterday carries into Today. The compounding has begun, and you can feel it working.

The momentum is there. Every morning, you can decide to stop the momentum or to strengthen it. To strengthen it, you simply have to stay on this enjoyable path of increased productivity, of endless great Yesterdays. Your past is positive, making Today feel good, and you don't let the idea of the future intrude on Today.





Chapter 4

Scoring Your Way Into Tomorrow

You'll see how a single, ordinary day — tracked, scored, and slightly improved — can begin to pull an entirely different future toward you, almost like gravity.

You stop waking up inside Yesterday's mess and start waking up inside Yesterday's choices: the conversations you completed, the promises you kept, the tiny experiments you actually tried.

Each day that you list, notice, and score your activities becomes a fresh structure supporting your next 24 hours. You stop feeling judged and pressured by time and start seeing time as a teammate who keeps handing you proof, new activities to score, and more chances to earn 10s. That proof changes your story about who you are Today and what's possible Tomorrow.

Yesterday after Yesterday, Tomorrow stops being a vague hope and starts looking like something wonderfully supportive.

Growing through scoring.

You're not trying to get to some place. You're growing your capabilities every day by scoring your activities every day. You know each of your Todays is set up to be great because you made a great Yesterday for it. You're not waiting to arrive at a destination. You're always doing the scoring activity that ensures you're in the best position you can be in.

You simply focus on doing well on the day you're actually living, and this raises the quality of what's ahead of you.

Time as your teammate.

Start each day assuming time is on your side. Talk to it like a partner: “Okay, let’s make something we’re proud to remember.” Then behave accordingly: Take short, simple actions. Complete one conversation. Finish one promise. Wrap up one project. Aim for more 10s and bigger totals.

With this new habit in place, it’s basically impossible for you to waste time. In the next hour, you could do three things that get you 10s. It’s not about being accountable for every second of the day; it’s that you’ve had scorable events at some point during the day.

You stop feeling guilty for indulging yourself by not working when you don’t feel like it. There’s no critic here. No one’s watching you. You’re just observing the value of your activities. You’re doing more of what’s meaningful to you, and you’re always getting clearer on what actions you can take Today that you’ll be proud of Tomorrow.

Turn leftovers into design.

Before bed, grab a sheet of paper and list what actually happened Today—no judgment, just curiosity. Ask yourself, “What on this list deserves a repeat performance?” Circle three things. Those become Tomorrow’s starting script. You’re setting yourself up each day to achieve wins—and a higher and higher score.

When your goal is achieving an ideal, it’s a moving target. You’re bouncing your present activities against it, and it’s always deficient. You feel like a failure because you’re not reaching an impossible ideal. It’s a losing game. But now, you’re taking the ideal and putting it in the past. Instead

of striving toward it, you're growing from it, and that ideal becomes bigger as you build a progression of great Yesterdays. You're supported by your past instead of feeling pressure from the future.

Habits have a force to them when you do them consistently. So while you're always getting stronger, you're never straining—you're just noticing and scoring. Using this system, you find your power increases every time you wake up in the morning. You're feeling less stress overall, and the momentum grows each day.

Score Today like a game.

Give your activities a simple score of 1, 5, or 10 based on progress, not perfection. Then answer the question: "What made it that number?" Suddenly, useful patterns appear. You're not fixing your life; you're coaching your next day, quietly and consistently.

There are valuable activities you do every single day. As you're going over a day's scorecard, you'll start seeing where you can add other activities to your daily routine.

Before you know it, you'll have a high score from the things you do every single day, like brushing your teeth and getting enough sleep—your "automatic scores"—before you even start looking for activities you can score Today. You're making improvements, and you're making them repeat.

Your past isn't a critic.

Your past is a growing stack of receipts that proves that you show up, do things, and create value. Start collecting those receipts intentionally. Wins, completions, experiments.

Even the awkward ones. Especially those. The more proof you bank, the more 10s you want to earn, and the braver Tomorrow feels.

When you're self-critical, it's kind of like you're hearing a voice that isn't your own, giving you a negative review of yourself. It could be the voice of a parent or a teacher. Ask yourself, "Do I agree with what this critic says, or is it just an unconscious habit?" It's been living in your head rent-free until now.

Instead of being a critic, your past is now a positive review of how you were Yesterday, and your scores are proof of it.

Design a Yesterday you love.

Each day, pick one feeling you want more of—relaxed, confident, playful, in control. Then ask, "What tiny action Today would make me feel more of that emotion tonight when I look back on the day?" Do just that. Then score it—1, 5, or 10. Repeat daily. No drama. No pressure. Just Yesterdays you're proud to remember.

If the day's almost over, and it feels incomplete, ask, "What one thing can I get done Today that will make the day feel complete?" Then do it. Rather than critiquing yourself, you're coaching yourself to make the day as high scoring as you want.

This is your game. You know the rules. There's no such thing as negative points. Every day, you figure out how to get the score you want.





Chapter 5

50 Great Yesterdays In A Row

You now know how to score your great Yesterdays, so let's think about having 50 consecutive great Yesterdays. Now it's a permanent capability.

After 50 days of reinforcing this scoring habit, you're no longer "trying to be creative"—you're the person with a track record. You show up, you create, you finish. Every Yesterday is a completed win that says you can do this again, even better, Today.

Instead of relying on constant motivation, you've built something better: a simple daily rhythm that even your tired, distracted, not-at-your-best self can still complete. You can watch your daily minimum compound into real confidence.

Momentum over motivation.

Each daily score becomes another asset on your momentum balance sheet. So now you're standing here with 50 great Yesterdays behind you and one very important question in front of you: How will you feel and think about your momentum after 100 Yesterdays?

After 50 days of developing this habit, you have a good idea of what reaching that 100-day mark will feel like. It becomes easier the more you do it. When you get used to operating in this system, you don't have to think too hard about it, nor do you need to motivate yourself. Momentum is better than motivation, and that momentum carries you along.

Live from creative proof.

A streak starts working when you rely on it instead of your mood. Use your 50-day record as evidence that you can

maintain this powerful habit in the long-term. You're not guessing anymore. When doubt shows up, review the proof, remember who you've already become, and let your new confidence sell you on your next move.

After 50 days of scoring your activities, you look at some of your recent scores and can recognize the value of those days. This is clearly working, and you know it will continue working as long as you stick with the daily habit of scoring. When you do, the rest takes care of itself.

Turn work into assets.

The work you complete creates value into the future, long after you put in the effort to achieve it. Stop dismissing "just another task." Every email, offer, framework, and conversation can compound when you capture it. Small pieces lead to big leverage. Organize Yesterday's work so Tomorrow's results arrive faster, easier, and more profitably.

You're not on a hamster wheel. You're paying attention, recognizing, and recording the value of everything you do. Your activities could include a new collaboration with another entrepreneur or washing the dishes after dinner. Even small tasks that look routine or mundane become much more enjoyable when you're counting them, when you're present with them. Time slows down rather than seeming to rush by.

There's something about being aware of what you're doing that's energizing. It doesn't matter what it is; it's the consciousness that energizes you. The reverse is also true: it's energy draining to do a lot of activity and not be conscious of what you're doing. When it all goes by in a blur, you're not capturing the value in it. Scoring allows you to do that.

Replace motivation with rhythm.

Having a daily rhythm beats reliance upon emotional intensity because rhythm shows up even after excitement has faded. You can depend on it to keep yourself moving forward. Let consistency sharpen your trust in your ability to get things done and produce results that other people keep calling remarkable.

You'll see a shift in your mindset and behavior. You'll notice when you handle things in a way you hadn't handled them before, and give yourself a score for improvements.

Determine a minimum score you can achieve even on low-energy days, and make it non-negotiable. None of your days will have a score of zero. There's a minimum that you'll achieve every day, and you're committed to doing that no matter what.

This means that on the days when you have the least amount of energy and opportunity, you're still present, and you're still getting valuable activities accomplished.

Build your momentum balance sheet.

What you track starts showing you why it matters. List your last 20 completed actions and connect each one to a result—leads, insights, revenue, relationships. Wins that were previously hidden become visible evidence of your achievements. Review the list weekly until your progress becomes undeniable.

This is how you see the real value of your activities and each of your days. All of your accomplishments, big and small,

are acknowledged, and you're now always aware of what different activities are worth.

Your satisfaction with your behavior will be at an all-time high, making you more pleasant to be around. Instead of tyrannizing yourself with deadlines, you're focused every day on your gains, which reduces stress and allows you to live in the present.

Spend your strategic capital.

Every completed task makes the next one easier, and small wins prepare you for even bigger ones. Treat your 50 creative days as capital to invest in the future, and ask yourself what bolder move your track record now justifies. Let your history of follow-through give you the confidence for your next courageous commitment.

The 20 actions you listed aren't necessarily connected to one another until you connect them. And when you connect them, they start taking on larger meaning. You're the experimenter as well as the scorekeeper. Your scores have greater meaning to you as you go along.

You'll also be looking for greater efficiency. For example, you'll find you want to get 1s done as quickly as possible so you can make time for the 10s. This leads you to make more strategic decisions.

There's a natural urge for productivity that influences the way you play the game and keep score. It's your game. No one else is controlling how you experience this. You're always getting better and giving yourself a new start every day to create a bigger future.





Chapter 6

Your Continually Expanding Present

You wake up to a strange and wonderful realization: your life is no longer rushing past you — you are expanding inside it.

Each completed day adds weight, richness, and texture to your growing collection of Yesterdays, and instead of feeling like time is slipping away, you see it begin to compound in your favor. You notice something subtle but profound—you're no longer chasing the future because your present keeps getting better.

You trust that Tomorrow will reward you, not because of hope, but because of evidence. You simply focus on what you're doing Today, and that focus multiplies meaning, satisfaction, and momentum.

You feel calmer and sharper. You measure your days, and your days start measuring up. For the first time, time works for you, stretches for you, deepens for you—and that changes everything. Keep going like this, and you won't just manage time—you'll own it.

Time becomes your ally.

For most people, time is an enemy. It's a tyrant, an oppressor, something you're racing against. Time is the worst parent, the worst teacher, the worst boss, and the worst next-door neighbor you could have.

Up until now, your aspiration has been to manage time well. Now, time is your friend and ally. You don't work against it because it's entirely yours. Your days used to include distraction by the past or the future. Now, you're completely in the present. You're no longer managing your time as though

it's a scarce resource. Instead, you're focused on the quality of the experience. You know you can do something extraordinary in just a couple of hours that will earn you a high score. It's not about the time; it's about the impact.

The more conscious you are, the more enjoyable this game is to play, and the higher your scores are. Your discernment compounds along with your great Yesterdays, and you spend more and more time on activities with higher scores.

Notice now daily.

You stop drifting and start noticing, and everything changes immediately. When you pay attention to what you're doing, your experience sharpens. You feel more present, more engaged, and more alive in simple actions. Each moment begins to matter more because you're actually inside it.

The human brain appreciates positive, productive habits. Every day, your approach is the same, but the opportunities are different. All you have is Today, and anything can be scored.

You're on a roll, and all you want to do is continue on it. You know that you will as long as you don't decide to stop. And why would you ever want to stop when you can let the ever-growing momentum carry you to habitual winning?

Stack greater days.

You build your confidence by stacking wins. You complete days that feel meaningful, and those days begin to compound. You look back and see the proof of your gains as momentum becomes visible and real. Keep stacking your capabilities like this, and your past starts selling your future.

You're deliberately and intentionally creating a great past for yourself every day. You don't need to be saved, and you don't need judgment or validation from anyone else. You're judging the value of your activities yourself, and you have proof of each Yesterday's value that you can access anytime. We all want to score points in a game we can play where we win. And now, we have it.

Albert Einstein described compound interest as "the eighth wonder of the world." What you're capable of doing Today is because of the compounding of capabilities that happened in the past, and what you do Today multiplies everything you've done up until now.

Trust tomorrow fully.

You trust completely that every time you wake up, it's with greater capability than the previous morning.

You stop worrying about what's ahead because your system is working. Each action strengthens your expectation of progress. You trust the process you're building Today, and you find that new confidence replaces anxiety because results are becoming predictable. Lean into that certainty, and your future begins to pull you forward.

You know you're never going to have a day when you can't find anything to score. First, there are the scorable activities you do every day. Second, you know how to find opportunities. Your instincts for seeing where you can do something that's worth a high score are getting sharper. You're also aware that once you've achieved a score, no matter what it is or what it's for, it can't be altered or lost.

Measure what matters.

You raise your daily standards, becoming more discerning, and focusing on higher-scoring activities—and your results follow. You score your days based on meaning, not busyness. Each action earns its place, and each result reinforces your direction. You feel progress because you define it clearly. Do this consistently, and your days start paying dividends.

You stop comparing yourself to other people. You don't know what's going on in their heads—you can only see what's on the outside. You're not trying to be like anyone else, and you don't need anyone else's approval.

In adopting this system, you've become your own savior. Now, how you choose to spend your days always leaves you feeling happy and fulfilled.

Expand your present.

You realize that time expands when you engage with it fully. You slow down internally while showing up more effectively externally. Each moment feels larger, richer, more under your control. You're no longer reacting—you're creating. Master this expansion, and you'll turn ordinary days into extraordinary leverage.

The French economist Jean-Baptiste Say defined entrepreneurship as taking a resource from a lower level of productivity to a higher level of productivity. What you're doing is pure entrepreneurship. Every day, you have about 16 hours of being present as a resource, and you're focused on raising the level of productivity of that resource.





Chapter 7

No Past Or Future Traps

You don't escape time — you outgrow your old relationship with it. No matter your age, you're getting a completely fresh start.

As you stack 50, then 100, then 365 great Yesterdays, something profound shifts inside you. You stop living in recycled past stories and imagined future fears, and you start living where your power actually exists— Today.

You begin to notice that your past is no longer a trap but an asset and that your future is a result you create. Day by day, you prove to yourself that your progress compounds when your attention is focused and disciplined.

You feel your awareness expanding, your presence deepening, your confidence stabilizing. You're no longer dragged backward by regret or pushed forward by anxiety. Instead, you stand in a growing, solid *now* that keeps rewarding you. By day 365, you've built undeniable evidence of a better life, and that evidence sells you on what's possible next.

Focus on now.

We're born with brains capable of grasping the concept of time. But we receive no education about this or how to best use it. We're constantly told to live in the present, but no one explains how to do that.

Your ideas about the past and the future have always intruded on the present. It's only now that you know how you create your past and how to avoid being worried about the future. You bring the focus down to what's immediately available to you. It's not about the past; it's about Yesterday. It's not about the future; it's about Tomorrow.

Owning your past.

You stop inheriting your past and instead start producing it as a conscious and creative act. Each completed day becomes proof that you can direct the course of your own life. You replace old narratives with outcomes that you author. Your confidence grows because your evidence grows. You trust yourself more every day, and that trust becomes your new leverage.

You're never certain what's going to happen on any given day, but you can always choose to respond creatively instead of reacting emotionally.

You have a thought that generates an action, and you get a result. A lot of people don't trust that they can do this because they have a past history of not doing it. Or they push the result too far into the future. Here, you're only focusing on results you're going to get Today. These results are accessible and immediate.

To believe something, you not only need evidence but *measurable* evidence. You have exactly that. You know this works, and you trust that this will never change.

Collapsing future illusions.

You stop fearing what hasn't happened. You realize the future never existed outside of your imagination. You reclaim your emotional energy from that invented future and invest it in action instead. Your clarity sharpens, and your anxiety fades. You act with precision now—and that's what pays off.

Before now, thinking about the future involved making things up to scare yourself. We create as much fiction about

the past as we do about the future. But the future is completely made up too. When it comes to the past, we decide for ourselves what our experience means. You happen to your past; it doesn't happen to you.

Stacking daily wins.

You win the day, then repeat it. You keep your promises to yourself, and momentum builds. You notice small gains turning into major shifts and become consistent where you were previously disorganized. You experience progress you can measure, and that consistency becomes addictive.

A lot of people feel scattered and believe they have too many ideas rolling around in their brains. But the truth is, you're great as you are—you just didn't have a good enough system to maximize who you are, until now.

Scoring your daily activities with a focus on creating great Yesterdays gives you the experience of being consistent. Concentrating just on Today, going through the process, and completing things you started is nourishing and reinforcing for the brain.

Socrates is quoted as saying, "The unexamined life is not worth living." Living consciously and attaching measurements to activities you might otherwise ignore or take for granted brings new meaning to your day-to-day experience.

Expanding present awareness.

You train your attention to stay where results happen, deepening your focus and increasing your effectiveness. You experience time as something you actively shape, leading you to feel more alive in your work.

There's no place you'd rather be than where you are right now and no activity you'd rather be doing than what you're doing right now. There's nowhere you're trying to get to, and there's nothing you're trying to relive from your past.

You're here, and you're fully engaged with the only thing available to you: the present. You use the present to create a great Yesterday for Tomorrow, finally existing in real life. Tomorrow will be real life, but not until you get there and it becomes Today.

Constructing your future.

You wake up each day to evidence you created Yesterday by scoring your activities and accomplishments. You trust the process because you've lived it. You see your future as earned rather than guessed. That certainty changes how you move, and that movement urges you to keep going.

You're not telling yourself a fantasy story. Every morning, you have clear, precise confirmation of the value you created Yesterday. You can share this with other people, but you don't have to. It's your evidence, not anyone else's. You trust your own judgment, and you know you're getting better at creating great Yesterdays because you have the proof. It's not a wish or a hope.

You're not playing according to other people's rules. This time is entirely your time. This schedule is entirely your schedule. All of your activities are entirely your own. And you're going to wake up every day with greater capability and confidence than you had the day before.





Chapter 8

Expanding Your Every Freedom

You win by living fully in the present, free from competing with anyone's past or future. Your new freedom of time creates expanding freedom of everything else.

You feel grounded, confident, and relaxed. This is time freedom. You choose to focus your time, effort, and attention on what matters now, and you turn your past into fuel instead of letting it weigh you down. You build each day with calm focus and clear intention.

Progress becomes natural, not forced. You operate at a steady pace and enjoy your momentum. You grow without pressure from the future or comparisons against an ideal you can never actually reach. You're creating better Yesterdays that expand your future as your daily score rises. Your improvement compounds over time, and life feels lighter and more yours.

You're exactly where you need to be. Right now, you step forward with curiosity and certainty. This is your transformatively independent advantage—take it and keep going.

Be increasingly present.

Imagine your present as a balloon. As you put more and more air into it, it expands, increasingly crowding out your past on one side and your present on the other. The balloon of your present takes over your whole view, putting both the past and the future where they belong.

Focused entirely on the present, you look for things you can score in the moment. You get the points from each

activity, plus you also gain appreciation for it. Here, appreciation means both that you feel grateful *and* that you apply increased value to it.

You focus on now and engage with what's in front of you with clarity—without getting distracted by comparisons with others' progress and timelines. You act deliberately, and you complete what matters Today while increasing your daily score, building confidence through presence. This discipline pays off fast, and you keep using it every single day.

You're not looking for validation from anyone that this method is right for you. You don't need to because it's you who's assigning value to your activities. Every day, you prioritize certain activities over others. You could be the only person who would prioritize activities the way you do, but that doesn't concern you. It's your game and your reality.

Reframing your past.

You redefine your past as useful and entirely yours, never measured against anyone else. You take ownership of your experience, learn from it, and use those lessons to get better every day. You create a story that helps you keep moving forward. The more you do this, the more confidence, momentum, and clarity you build.

Comparing yourself to others doesn't make sense. You can observe what someone else does, but you don't know why they do it, how they feel about doing it, or what they're doing or thinking the rest of the time.

It's a complete waste of time to use our imaginations to fill in gaps in other people's stories. Meanwhile, our own stories

are completely clear, measurable, and useful to us. Focusing on your own achievements and staying in motion is more energizing than comparing yourself to what anyone else is doing.

Release ideal selves.

You let go of imaginary standards that were shaped by other people and choose who you are now. You align with reality and grow naturally while improving your daily score. You're investing your energy in what's real and reachable. This freedom accelerates progress, and every day, you watch your confidence expand faster than ever.

You don't waste time wishing you were somewhere else or that you'd done something different Yesterday. You're here now. That's always been the case, but now that you recognize it, you'll make better use of your present.

You get the energy from your successful Yesterday, and you ride the enjoyable momentum as you watch your scores rise and stack. Tomorrow is just a concept. The next time you wake up, you know it'll be a great Today, and you won't waste any of it thinking about future hypotheticals. You deal only with reality.

Acting with clarity.

You make decisions with clarity and ignore everyone else's pace or position. You act on what matters most now while increasing your daily score. You create steady forward motion through aligned choices, without a sense of urgency. This clarity compounds into powerful results. Trust it and keep moving every single day without hesitation or comparison.

When you wake up in the morning, you have a full day that's entirely yours. Throughout the day, you're deciding what to do and when you do it. At any time during the day, you're operating based on the value of your activities, not thinking about deadlines.

By always being present, you're never rushed, and other people's experience of you improves because you're always calm and positive.

Building daily momentum.

You treat each day as a complete win and ignore how others define success. You finish strong and stack positive Yesterdays, building momentum that shapes your future naturally. This streak is unstoppable. Be sure to protect it and extend it forward until it defines your entire future.

If you can do this for 100 days, you know you can do it for another 100 days. And it will get easier. Getting started in the first place isn't hard, but it's the hardest part.

All you have to do is decide not to stop. Stopping is the only thing that can break your momentum. Think of Newton's First Law of Motion, which is commonly quoted as, "An object at rest remains at rest, and an object in motion remains in motion with the same speed and in the same direction unless acted upon by an unbalanced external force."

Why would you want to stop having consistently valuable days every day? You're on a streak, and it will continue for your entire life.





Conclusion

Dramatically Different New Life

You close this book with a clear, vivid sense that you're no longer living the same life you brought to the first page.

You've crossed into a completely different way of moving through your days. Everything you do now is part of a designed continuity instead of a string of isolated efforts. You now have structure, and your Yesterdays become supportive proof of your wins and successes.

You feel the difference in how you enter each morning: calmer, more precise, and more confident that Today will become another asset. You invest energy in actions you can take Today rather than in concerns about the future.

You don't just hope Tomorrow will be better—you're building the proof that it will be, one great Yesterday at a time.

Reliable structure.

It's much easier to deal with new things when you have a significant amount of consistency in your life that you know you can expect. There has to be some element in every one of your Todays that simply doesn't change. So, while no two days are identical, the *structure* of your days becomes more and more the same, and every day, that structure becomes more reinforced.

To some people, that might sound somewhat boring, but it's much better than being at the mercy of situations, finding yourself reacting without being able to really respond. Days were a blur when you weren't conscious or engaged with what you were doing. You weren't taking ownership of it; the experience was taking ownership of you.

Now, you're in charge of your own life and better able to creatively respond to new and unexpected circumstances. Time slows down very enjoyably when you're giving yourself points. You're present in what you're doing, and you appreciate every activity while you're doing it.

This structure and process is the ultimate in positive reinforcement. You don't get negative scores for bad experiences. You can't lose points, and you'll recognize that the trend is always that your scores are going up, raising your confidence from day to day.

Owning your foundation.

You now see your past as a carefully built base. Every completed day is strategic capital that lets you act bigger, think clearer, and trust yourself more. Your future runs on real evidence, and each step feels measurably more satisfying.

Your focus sharpens from one day to the next. In other words, your standards are going up on what represents great completions, and you'll notice that you inherently get a lot more done. It's cumulative progress.

Your entire approach changes. The next time you have a day where you're tired and can't concentrate the way you normally can, you don't complain. You don't treat yourself harshly. You decide to get a really good night's sleep and give yourself extra points in the morning for doing that.

Living with rhythm.

Instead of relying on motivation that often feels fragile, you count on a predictable daily rhythm. Even on lower-energy days, you complete your minimum activities, earn your

scores, and add one more great Yesterday. Your life ahead is driven by dependable patterns of follow-through.

In the past when you completed a project, it was satisfying but you couldn't always figure out how you got into motion and took action on it in the first place. It didn't last, and you didn't know how to get it started again.

Now, you have momentum carrying you forward. You don't need to search for motivation; you just have to continue on the roll you've already started where you're scoring all of your activities and recognizing the gains you've made from all your previous Yesterdays.

Avoiding time traps.

You've moved beyond regret about the past and fear about the future and are now focused on what you can do in the present. From now on, you spend emotional and mental energy on actions you can take Today, and results improve quickly.

You're looking for an energy reward. Therefore, you're choosing activities that you're very good at and that you've done before, not activities that are going to take 20 attempts to get done. You favor projects you can complete Today, and you're constantly collecting energy-giving completions.

Expanding each day.

You now experience every day as an opportunity to create more value and meaning. You raise your standards for what a "good day" is and meet those standards with clarity and intentionality. Time stretches to hold more value because you're fully inside each moment.

How you handle Today is the most fundamental skill, and how you spend your time becomes more and more meaningful. Once you make this a habit, you'll feel it every day.

A lot of people are actually made up of two distinct people: the person who's performing, and the person who's the critic. They've bifurcated their personal existence, and one of the two people is a harsher judge than any judge they've had in their past. They're living with someone day in and day out whom they can never please no matter what they do.

But you're different. There's just one of you: an individual who rewards yourself at every opportunity and who never punishes yourself.

Building better tomorrows.

You treat every day as a great Yesterday in progress—scored, completed, remembered. Your future becomes the compounding result of these intentional days: less pressure, more ownership, more momentum.

You have everything you need to get better and better for the rest of your life, and you don't even have to think about it because it's a result of something you're already doing.

When you treat every day as your property to do good things with, and give yourself a score, your experience appreciates. You won't be bothered by the past or the future, and nothing that anyone else does will be cause for concern. You have an integrated past, and by focusing on the present, you're making the future happen the way you want it, every day.





The Strategic Coach Program

Growing Time Freedom Every Day

The Strategic Coach Program gives talented, successful, ambitious entrepreneurs a measurable way to increase their freedom of time, money, relationship, and purpose every day for life.

Applying the lessons of Yesterday Creates Tomorrow, and making it a daily habit to score your wins, turns your progress into freedom. Every great Yesterday becomes evidence that you're building a better Tomorrow. In The Strategic Coach Program, you reinforce this habit and adopt mindsets that increase your clarity and growth. Here are 10 benefits of strengthening these habits within the Strategic Coach framework.

1. Create more days that belong to you.

Most entrepreneurs spend too much time reacting to what's in front of them. They're subject to their time, but they don't own their time.

The Strategic Coach Program, with its quarterly workshops, helps you become more intentional and purposeful. It gives you tools such as Yesterday Creates Tomorrow that allow you to take greater ownership of your time and be more conscious of your progress.

When you can see what creates your best days, it's easier to create more of them. Over time, you stop feeling owned by your calendar and start feeling like your time belongs to you.

2. Build on Yesterday instead of starting over.

Too many entrepreneurs wake up every morning feeling like

they have to prove themselves all over again. The Yesterday Creates Tomorrow mindset changes that. Every successful day gives you something to build on. Instead of relying on motivation, you rely on evidence. The momentum you've already created carries forward into the next day.

3. Make progress a daily habit.

Big breakthroughs are exciting, but lasting success comes from what you do consistently. The Strategic Coach Program gives you a simple rhythm that keeps great ideas alive between workshops. Small wins begin to compound, and progress becomes something you expect instead of something you hope for.

4. Put every Coach tool to work.

The value of a Strategic Coach tool isn't in understanding it—it's in using it. You're always going to be more skillful with the tools and concepts, but it all starts with the fundamental principle of allowing your Yesterdays to create Tomorrow. The more you use the tools, the more valuable they become because each one reinforces the others.

5. Find what creates your best days.

Not every activity deserves the same amount of your time. The Program helps you recognize the conversations, projects, and decisions that consistently produce your highest-value days. Once you know what creates a "10," you can deliberately create more of them—and spend less time on everything else.

You begin to appreciate more and more that you can design Tomorrow to have more 10s than Today had.

6. Turn your experience into an advantage.

Every entrepreneur has years of experience. The question is whether you're learning from it. Your Yesterday Creates Tomorrow scoring system, along with other Strategic Coach thinking tools, gives you a way to see patterns that might otherwise go unnoticed. You begin recognizing what works, what doesn't, and where you create the greatest value. Your past becomes one of your greatest business assets.

7. Focus on Today, don't worry about Tomorrow.

Entrepreneurs spend a lot of energy thinking about the future, but the best way to create a better future is to have a great day Today.

When you finish each day knowing you've made meaningful progress, you spend less time worrying about what's ahead. Confidence grows because it's based on results, not wishful thinking.

8. Grow all Four Freedoms together.

Real success isn't measured by money alone. The Strategic Coach Program helps you increase what we call your Four Freedoms: Freedom of Time, Freedom of Money, Freedom of Relationship, and Freedom of Purpose.

As you score your progress each day, you can see which freedoms are growing and where you want to focus next. You'll also see the ways in which the Four Freedoms reinforce one another.

9. Make every Coach concept work together.

Coach tools are powerful on their own. They're even more powerful when they work together.

Yesterday Creates Tomorrow connects the ideas you learn across the Program into one practical daily system. Instead of using one tool at a time, you begin thinking with the entire Coach framework.

10. Keep getting better, year after year.

The more you use Coach tools, the more useful they become. Each day builds on the last, every year gives you more perspective, and your confidence continues to grow. That's how entrepreneurs create an advantage that lasts.

A lifetime structure to multiply your freedom.

The Strategic Coach Program becomes truly transformational when progress is no longer invisible.

Yesterday Creates Tomorrow gives you a practical way to measure the freedoms that matter most while you're creating them. Instead of hoping you're moving in the right direction, you'll have proof.

And when you can see your progress every day, you can build on it—for years to come.

Strategic Coach provides you with a lifetime structure to increase your ownership and multiply your freedom within a community of like-minded, results-oriented, ambitious entrepreneurs.

For more information and to become a Strategic Coach member, call 416.531.7399 or 1.800.387.3206, or visit us online at *strategiccoach.com*.



Your Great Yesterdays Tracker

Date: _____

Activity	Score ✓
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
	1 5 10
Total → 	



Date: _____

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Dan Sullivan is the co-founder and president of The Strategic Coach Inc. and creator of The Strategic Coach® Program, which helps accomplished entrepreneurs reach new heights of success and happiness. He is author of over 50 publications, including *The Great Crossover*, *The 21st Century Agent*, *Creative Destruction*, *How The Best Get Better*, and The Ambition Series of quarterly small books. He is co-author of *Who Not How*, *The Gap And The Gain*, *10x Is Easier Than 2x*, *The Laws of Lifetime Growth*, and *The Advisor Century*.



YESTERDAY CREATES TOMORROW

Turn your daily activities and achievements into a game you can keep score of — a game you can't lose.

When you consciously and intentionally measure your wins, it keeps you focused on the present, raises your confidence, and creates momentum for an even bigger future. Make each day into a great yesterday that will propel you forward tomorrow.

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