

A STEP-BY-STEP GUIDE TO

Creating A Vision Board For No-Bullshit Goal Setters

Finding your 'why,' the psychological science behind why vision boards work & how to create one that doesn't make you cringe.



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I am a firm advocate of the concept that you either *create your own belief system or believe your own bullshit.*

And I spent a lot of time believing my own bullshit before I turned my life around.

I was bullied a lot as a kid. My home life became less ideal, so I chose to escape. To create a persona. First, it manifested in a video game addiction; then, in my young adult years, I literally renamed myself and stepped into a version of me that was anything but authentic.

My life looked great from the outside. But on the inside, I continued to struggle with anxiety, depression, and panic attacks. My therapist was my lifeline — until I decided to stop believing my own bullshit and become my own lifeline.

I looked in the mirror and said my own name to myself for the first time in seven years. And I made an active decision to stop believing my own bullshit. To stop believing the stories I had been telling myself my entire life that kept me from stepping into my true potential. To serve people in the way that best utilizes my unique gifts and passions.

A mindset shift like this doesn't happen overnight. It takes time, practice, and, most importantly — the right tools.

And I can tell you; this is one of the most simple yet powerful tools that I use with every one of my six and seven-figure earning clients today. It's so simple and easy to implement, it's almost stupid. But it will change your life.

Happy visioning, friend.

Vin



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Building Your Why & The Science Behind The Subconscious Brain

Alright, full disclosure, I spent a big chunk of my adult life believing that vision boards were bullshit.

It wasn't until I learned about the psychology behind these powerful tools that I was actually on board.

It didn't take long before I relied heavily on my mission board to help shape the trajectory of my life and, in turn, the lives of my clients.

Casting a vision (/ˈviZHən/): the ability to think big & back that vision with a healthy dose of emotion, purpose, and reason.

In other words, your WHY.

The likelihood of you following through on any goal usually depends on whether said goal feels like it is bigger than you.

It requires you to think big and then cast a healthy dose of emotion, purpose, and reasoning behind it.



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Since your subconscious cannot tell the difference between a vision or reality, when you cast, believe, and live in the feeling of a vision that you care deeply about — your subconscious already believes it to be true.

Let me give you an example.

If you think really hard about a moment or situation that scares the shit out of you (say, performing on stage in front of thousands of people) — like, look at a photo of that stage and really put yourself in the moment — your brain will actually fire off the same receptors to your body as it would if you were *actually there doing it*.

Your palms will start to sweat. Your heart might start racing.

We harness this power when we create and lean into a vision board.



Your Brain Processes Things Faster When It Sees Them

If I tell you to imagine a sandy beach, you might struggle a little to really put yourself there in your mind. But, if I show you a PICTURE of said sandy beach, it can be a lot easier to visualize.

This is the reason why visual images are so crucial when it comes to creating a vision board.

So, the first main principle we must remember when we create a mission board is that we need a strong WHY. And adding that visual element is imperative.

Without these elements, and the willingness to put in the work, you're just going to have a board with a bunch of random photos stuck to it.

Let's Dive In A Little Deeper.



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The Essential Elements of a Bullshit-Free Mission Board

Creating a vision or mission board doesn't need to be expensive by any means, and if adding "buy cork board" to your to-do list will deter you from moving forward with this at all, just pick a wall in your house and go for it.

MATERIALS

- A board (cork board, dry erase board or just a wall)
- A marker
- Scissors (to cut out pictures)

FOUNDATIONAL ELEMENTS

Your Mission Statement

Two to three sentences about what you feel your purpose is and how you want to show up and be present in the world.

Your Vision Statement

Where do you hope to go in the future as you push into your mission and power?

Your Value Statements

Two to three sentences about the values you uphold and live by to help keep you guided and grounded.

Note: These three foundational elements are not concrete and should fluidly change as you grow and evolve. In turn, your mission board will grow and evolve with you as well. So, remember to check in with these elements every now and again to see if anything needs to be adjusted or realigned to make more sense for your current path.

Take all three statements, print them off, and place them in the middle of your vision board as a sort of center point to return to.



Images To Represent Your Personal/Professional Goals

I like to create my mission board with professional and personal goals in mind. You don't have to — feel free to select one or the other if they resonate more with you.

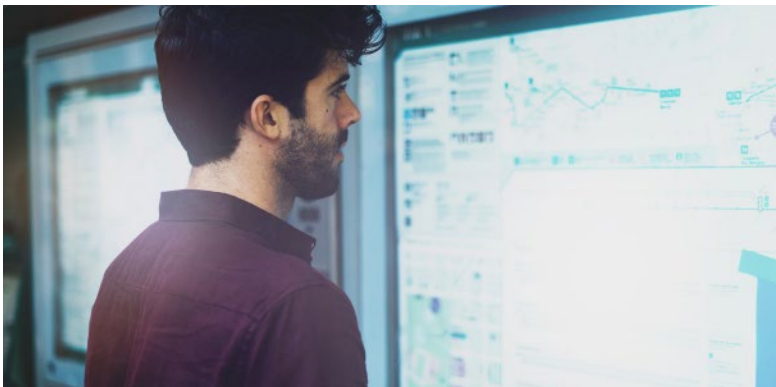
Whichever you choose, be sure to get some really strong images representing the goals you seek to achieve.

“I Am” Affirmations

These should go below each photo to describe its meaning — they will help you envision the image and lean into it as something happening in the present moment rather than the future.

For example, if I put up a photo of a bodybuilder, my “I am” affirmation might say, “My chiseled body due to the hard work and effort I put in daily.”

This way, it is less a goal and more something that you are already achieving, which can create a powerful identity shift.



Powerful Quotes

A quote is a piece of wisdom that was profound enough to stand the test of time, and I love to refer to them on my vision board. Select a few quotes that you would love to read daily in order to grasp and embody them in your everyday life.

These quotes can also help you during any decision-making process! Refer to them and think, “What would [insert speaker name here] do?” and “How can I apply this piece of wisdom to my current circumstances?”



Next Steps: How to Make It Work For You

Ok, so you've got your vision board up - great! But, you might be wondering, what's next? How does it actually work?

It all comes down to planning and execution.

Hold yourself accountable by looking at your vision board every day and asking yourself the following question:

“How do I take one next right step toward X goal?”

Put together a plan with the end goal(s) in mind and reverse engineer it into monthly, weekly and daily goals to take consistent and deliberate action; this will keep you working successfully towards your goals.



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Tools & Practices To Support Your Mission & Vision

There are some practices weaved into the mission board itself (i.e., the “I am” affirmations), but you may also want to try:

Journaling

As a means to keep yourself accountable, write down one way (minimum) that you can work toward at least one of your goals each morning before you start your day. This makes your vision board more of a guiding tool rather than something you don't engage with.

Gratitude Practices

While you are documenting how you can take action each day, jot down a few different things that you are grateful for. Express gratitude for the things in your life that are allowing you to pursue these opportunities.

Visualization Techniques

As you look at the pictures on your vision board and read the “I Am” affirmations, you are completing a visualization practice. Embody it. Feel it. Be it.

Reflection

Always reflect and assess the visions, quotes, and statements to ensure that your goals remain aligned with who you are and where you are going. This is one of the most powerful aspects of the vision board and can be beautifully supported by your journaling practice.



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How My Mission Board Has Changed My Life

- ✔ Focus and Dedication to work toward specific goals are the two key factors that I have experienced by implementing a mission board in my life.
- ✔ I have learned that goals shift, and after looking at something for long enough, you may decide that a goal is no longer aligned for you. That's ok — just remove it!
- ✔ Sticking with a vision board over a long period of time helps you understand what season you are in (i.e., as your goals shift and you grow).
- ✔ By seeing something on my vision board every day, I have been held accountable and had the opportunity to determine whether something was a true, honest goal that creates purpose in my life or whether it is simply ego-driven.

Your vision and mission board will only be as powerful as you allow it and as much as you engage with it. Remember that as you grow, shift, change, and evolve, your goals should too. This is a beautiful visual representation of that evolution.



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Typical Mistakes & Solutions

What's the big differentiator between why my board is the no bullshit mission board as opposed to your typical vision board?

The biggest pitfall that people have when creating a vision board is it becomes a forgettable decoration, so let's make sure you don't do that with this one.

Because realistically you don't need more crap hanging on your walls, you need practical tools to change your life.

Let's differentiate these steps. I strongly encourage you to print out the next page and utilize it to avoid the most common pitfalls. Doing this will significantly boost your momentum towards success!



Typical Mistake & Solutions

#1

People tend to put up things that they idealize but don't want/feel connected to. Sometimes we put up things that people say we should have because it's measured as "important" in today's society. This causes conflict within your subconscious because the brain can't produce the feeling and connection for something it doesn't truly want. This will create a lack of clarity and direction. The point of the pictures that you will be putting up are things that will truly make you feel connected to your authentic self. Make sure that the photos you choose truly inspire you on a deeper level. This will help you take more purposeful & deliberate action.

#2

Following someone else's vision/mission is the worst mistake you can make when creating a board. It's OK to seek guidance in the form of a template but your final product must be unique. If it isn't customized to your personal interests regarding your future, it will only exist as a useless wall décor. Ask yourself these CRUCIAL questions: What do I truly want out of life? Why do I want these things? What do I value most? What makes me happy? Who do I want to evolve into? Ask great questions + find great answers = great mission board.

#3

When you're heading to someplace you've never been before, it makes sense to constantly check in on the GPS to make sure you're on the right path. Your board is no different than Google Maps; it's meant to guide you on a daily basis. If you literally can't see the board, it's easy to lose sight of what you want. Exposure is key here. Read over the quotes you put up and review your mission consistently as you connect to the photos associated with it.

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#5

Not being fully committed to the outcome of your successful vision/mission. Your vision board should not be limited to just the achievements you want to accomplish; it should include the answer to this very question: Who do I want to be? The answer to that particular question should be shaping your daily actions, thoughts, emotions and behaviors. When you put the mission, vision, quotes and value statements on your board, make sure you're picking the things you believe yourself to be. We don't become who we wish we can be, we become who we believe ourselves to be; that's true alignment. The board is meant to guide your growth. Ask yourself at this point: Who am I committed to being every single day? (This should be where a big part of your focus goes in the finishing touches of your vision board.)



A portrait of Vincent Infante, a man with a beard and short dark hair, wearing a black shirt and several beaded bracelets. He is resting his chin on his hand and looking thoughtfully at the camera. The background is a warm-toned wall with a window ledge.

About Vincent Infante

Vin is a master mindset coach and motivational speaker that believes you either create your own belief system or believe your own bullshit. His straightforward approach helps six and seven-figure earners, entrepreneurs, executives, and CEOs step into their true potential.

Vin became a fully licensed psychotherapist at the age of 23, working with thousands of people in varying capacities over the years. But, he felt like he was working within the bounds of a broken system and had this overwhelming feeling that something was missing.

Now, after pursuing a Strategic Intervention Coaching certification from Tony Robbins, he is taking the coaching world by storm with a unique, hybrid model of traditional therapy, mentoring, and mindset coaching. He challenges industry norms and pushes his clients to be better with his no-bullshit approach.

Book a free strategy call with Vin today to see how he can help you change your mindset and your life.

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