

Goals & Mindset

Introduction

So you want to transform your physique, improve your lifestyle, and feel a new zest for life? If you're like most people, this probably isn't your first go at a fitness kick. And, like most people, you've been frustrated with a lack of results in the past.

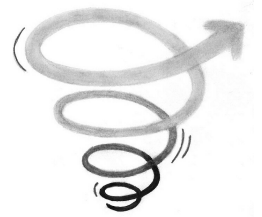
Why is it that so many of us try and fail- getting stuck in a cycle of yo-yo dieting and short lived fitness kicks?

It's because we're human! We want instant gratification. We dive in gung-ho, thinking more is better. When often times, that isn't the case.

A successful and sustainable transformation starts with laying the right foundation.

It's a constant course correction of your daily habits, a commitment to consistently master the fundamentals, and being mindful that this is a journey-- not a flash in the pan.

Transforming the way you look, feel, and live your life is best done by getting on the ***Upward Spiral***. The Upward Spiral is the tipping point where your actions begin to click, and that's when the process becomes fun and rewarding.



The Upward Spiral is created by strategic, yet small, adjustments that build positive momentum. This momentum is powered by the synergy of your healthy habits. Soon you'll start having fun and enjoying the process of your self improvements. You'll feel great and excited about making the right choices, and you'll reap all the benefits.

If you've spent time learning about getting fit, you know that it can be frustrating, confusing, and often times contradictory. The good news is that we can take out the complexity for you, set some ground rules, and orient your actions so that they align with your goals. Then we will help you make the adjustments necessary to keep you on the right track so you can obtain the results you seek, "upwardly spiraling" yourself towards a brand new you!

To your surprise- the first place we should start is right between your ears. Read on and you'll learn why.

Goals, Mindset and Patience

Everybody says they want to make a change, improve their body composition, and get healthy. These are all great outcomes to seek. But starting your program with these types of goals will set you up for failure.

They aren't proper goals. Let me explain why...

In order to increase your likelihood of success, you need clarity.

You'll need to sit down and establish these three main facts for yourself:

1. **Where are you now?** (Current Condition)
2. **Where do you want to be?** (Future Goals)
3. **Why do you want to change?** (Your Motivation)

Where are you now?

Clearly and quantifiably, knowing where you stack up right now is very important.

It enables you to track your progress and celebrate milestones. We recommend using multiple data points including:

- Body Weight (Use a scale)
- Body Fat % or Skinfold Thickness (Use calipers)
- Circumference Measurements (Tape Measure)
 - Keep it simple with Navel, Hips, and Arms and/or Thighs
- Progress Pictures (weekly is best)
- Strength Numbers (Tracking your performance in Squat, Bench, Chin Ups, Deadlift, etc.)

Where do you want to be?

Next is setting your end goal so you can quantifiably know if and when you've made progress.



Picking the right goal is important. It must be realistic, binary (you either hit it or you don't), and important to you.

Often times, people want to see a specific number on the scale or just weight loss. And, while these aren't bad goals, it can be short sighted and lead to frustration. Here's why:

Body weight only gives a fraction of the whole picture. It does not indicate body composition, which is the biggest driver of how you look and feel. Yes, if you have a lot of fat to lose you will be losing weight. However, if you train properly, you will gain muscle also; and this will offset the "weight loss". In other words, in optimal transformations, you will lose fat AND gain muscle simultaneously; so your body weight will not tell the complete story. This is why tracking strength performance and body composition changes is crucial.

Consistently tracking your progress at periodic intervals is a great idea and is critical to keeping you on track. We recommend updating your measurements weekly.

Why do you want to change?

Discovering your 'Why' may be the most important thing, it will help you stick with the program when you get tempted to slide back to your old ways. Your "why" will be your rock of motivation that empowers you to keep going- even when the junk foods and other temptations are trying to lure you in.

You need to get very clear with yourself about why you want to change.
Is it because you want to live a long and healthy life, so you can better provide for your family?
Do you want to increase your attractiveness for a current or potential partner?
Or, are you feeling unconfident about your body and letting it affect your quality of life?

Everyone has their own reasons, and getting real with yourself about why you are doing this will help you stay on track.

To make this discovery a little easier, one method is adding “So That I Can” after the result you know you want. Here’s an example:

“I want to lose 30lbs, so that I can look great, feeling amazing, and have fun at the beach in a new bikini”.

Sometimes you may need to add “So that I can” multiple times to the result or outcome to get to the real motivation that’s deeper.

Mapping out your reasons for change is a sure way to fire yourself up and do what needs to be done to get results, even when part of you wants to give up or cheat. Don’t be afraid to write your “whys” on your bathroom mirror or somewhere else, where you can be frequently reminded.

It’s time to get your goals & reasons down on paper, so fill out the chart on Page 4 to get started!

Patience

I’ve worked with hundreds of clients, and I can honestly say that results never come fast enough for anyone. If you lose 5lbs in a week, you’ll ask me what can we do to get 6. It’s important to understand that proper body transformation takes time and requires patience. It’s a test of your will and your dedication to your why.

There is a good reason for taking the slow & steady route. The slower your transformation, the more likely your results will be long-lasting and permanent. And on the flipside, the faster the change, the greater the chances of backtracking and losing those results.

Setting an average weekly weight loss of 1-2lbs is a great goal for most people. Although it is a generally appropriate goal, this number will vary from case to case.

Rapid weight loss requires an extreme calorie deficit. And, an extreme calorie deficit skyrockets the risks of burning precious muscle mass and slowing down your metabolism. It’s also stressful.

Remember: slow and steady wins the transformation game!

Where are you now? Where do you want to be?

<u>Metric</u>	<u>Start:</u>	<u>End:</u>	<u>Difference</u>
Body weight			
Waist (navel)			
Hips (widest)			
Right Thigh			
Body Fat %			
Performance 1:			
Performance 2:			
Performance 3:			

What's Your "Why"?

<u>I want to:</u>	<u>So that I:</u>	<u>And, that will make me feel:</u>