



## **Why + What Worksheet**

### **Step #1: Choose Your Goal (Be Specific)**

Seems obvious, right?

Yet so many people have no idea what they really want to achieve with health, fitness and performance.

Not having a clear idea of what your goal is causes you to be distracted by all of the stuff out there without helping you actually achieve anything of significance.

What do you want to accomplish over the next 6-12 months with your body or your performance? What is your health, fitness or performance goal?

Make this specific and measurable.

For example: I want to lose 20 pounds in the next six months — or I want to add 15 pounds to my max bench press in four months — or I want to win gold at X competition.

**Write your goal below:**

## **Step #2: WHY Do You Want the Goal?**

Most people never take the time to actually write down their goals. And those who do almost always stop there.

Getting crystal clear on why you want to achieve a goal is extremely important.

Try to dig deep and don't be afraid to admit your TRUE motivators — there is no wrong answer!

Some of your deep motivators may be extrinsic (make more money, make your family proud), but the motivators that hold the real power are the deeper, intrinsic motivators.

Things like the fulfillment that comes from knowing you did everything you could to reach your max potential and perform your best as an individual, or the personal satisfaction you'll receive from knowing you were able to achieve something you previously thought impossible.

Those are the kinds of things we're trying to uncover here.

**The key:** All reasons must be really important to YOU. Get clear on your reasons. These will be your motivation bedrock for now and beyond.

**Write down your big reasons WHY below:**

## **Step #3: What Are the Benefits of Achieving Your Goal?**

Now that you know your WHY, let's talk more about specific benefits.

You should get something out of all your efforts to eat healthier, work harder in the gym, and put in the hours practising.

Knowing exactly what benefits you want — and can expect — can be a huge motivator.

Think back to the goal you wrote down in step #1 and fast forward to 4-6 months from now. You've lost the weight/gained the muscle. You won the championship. You've seen your accomplishments soar to levels better than you thought possible.

What are the specific benefits you have now?

Do you have more energy during the day? Have you got more opportunities now? Are you holding on to the proud memory of winning the tournament?

**List 5-10 SPECIFIC benefits below:**

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#### **Step #4: What Are the COSTS of Achieving Your Goal?**

Alright, so we did the fun part and listed all the good things that will come of achieving your goals.

But there's no way around this: In order to achieve BIG goals, you're going to have to put in the work and make some sacrifices.

That's okay, but it's important to identify these "costs" ahead of time so that when they arise, you know it's just par for the course.

You're going to have to start doing some things that take effort that you may not be used to doing.

You're also going to have to stop doing some things that aren't consistent with your goals.

What are the costs of your goal?

Are you willing to sacrifice social time to practise? Are you willing to stop drinking sugary drinks and eating pizza so often? Are you willing to get up an hour early if necessary to work out?

**Write down 5-10 specific costs of chasing your goal over the next 6-12 months (eating, exercise, time, effort, etc.) below:**

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### **Step #5: Do Your Benefits Outweigh the Costs?**

To achieve any goal — whether it be a health and fitness goal or performance goal over the next 4-6 months — your brain's emotional perception of what you're going to get out of your efforts **MUST** outweigh the pain incurred from the costs.

Do your benefits outweigh the costs? Yes, no, maybe?

**Write your answer below and tell yourself WHY the benefits outweigh the costs:**

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### **Step #6: Your Mission Statement**

Now that we've done all the grunt work, it's time to put it all together into a simple mission statement that you can refer back to over the next 4-6 months.

**Complete your mission statement by filling in the blanks below...**

I am achieving/becoming **(write goal here)** in the next 4-6 months because **(write benefits here)**, and I know that the costs of making these changes are **(write costs here)**.... Which I accept because I'm on a mission to become the strongest/healthiest/most successful version of myself.

**Complete your mission statement below:**

Print this out, tape it to your bathroom mirror and make sure you look at it every. single. day.