

Revisiting Your "Why" Exercise

This exercise will guide you through reflecting on the core motivations that initially inspired you to start your fitness business. Reconnecting with your "why" can reignite your passion and provide clarity during times of burnout and uncertainty.

Part 1: Your Fitness Journey

1. Think back to when you first became passionate about fitness/health. What sparked that interest?
2. What were your reasons for turning that passion into a career or business?
3. Make a list of all the different roles you've had in the fitness industry up until starting your current business (trainer, instructor, manager, etc).

Part 2: Your Initial Motivations

4. What were your top 3 reasons or goals for starting your current fitness business? (Ex: Helping others transform, flexible lifestyle, financial freedom)
5. Write a couple of sentences describing your vision and hopes when you were just starting out.
6. List 3 core values that were essential to you when launching your business. (Ex: Community, expertise, work-life balance)

Part 3: Realignment Check

7. On a scale of 1-10, how aligned is your current situation with each of the reasons/goals you listed in #4?
8. Do the same rating for how well you're living out the core values from #6 in your current business/life.
9. For any scores 5 or below, dig deeper - what has changed or gone off track from your initial motivations?

Part 4: Refocusing

10. Based on your reflections, what is one goal or core value you need to reprioritize to reignite your passion?
11. Write down 2-3 specific action steps you can take to realign your business/life with that goal/value.
12. What has this exercise reminded you about your bigger "why" behind your fitness business?

Here are 10 mindset mantras to help you and other female business owners hold boundaries and combat burnout:

1. "My worth is not defined by my productivity. I am enough."
2. "Restoring my energy is an act of self-respect, not selfishness."
3. "I honor my limits as a demonstration of wisdom, not weakness."
4. "Setting boundaries protects my passion from burning out."
5. "A rested, recharged me serves my business and loved ones better."
6. "I don't have to prove myself by doing it all. I choose what matters."
7. "My capacities are precious resources to be stewarded, not endlessly spent."
8. "Breaking the cycle of burnout makes me a stronger, wiser leader."
9. "Overwhelm is a cue to pause, not a badge of dedication to earn."
10. "I trust myself to prioritize what's sustainable over what's praised."

The key themes are: separating self-worth from hustle, treating energy as a valuable resource, embracing limits as strength, serving others through self-care, disrupting cultural burnout norms, and prioritizing long-term sustainability over unhealthy work attitudes praised by society.

You can use these as daily affirmations, print them for your office, share them in a group chat, or incorporate them into guided meditations. The goal is to reinforce a mindset of empowerment around boundaries as an act of wisdom versus burnout being a marker of hard work.