

# Identifying Your Motivating Purpose

To get inspired to take action, you must take some time to figure out what really drives you. Without a driving purpose, it's unlikely that you'll stick to your fitness goals over the long term. So don't skip this exercise.

As people are motivated by different things, I've included a few ideas to help you think about what drives you. Make sure you go into **lots of detail** to help make your motives more personal and inspiring to yourself.

**STEP 1) Using the box below, write down 5 things you believe you stand to lose if you don't take action towards your fitness goals?**

For example:

Loss of health/ energy?

Loss of career / business opportunities?

Loss of self esteem/ confidence?

Waste money on clothes/ junk food?

Loss of loved ones/ respect by peers?

**STEP 2) Next, using the box below, write down 5 things you believe you stand to gain if you take action towards your fitness goals?**

For example:

Reaching your fitness goal e.g. lean six pack abs?

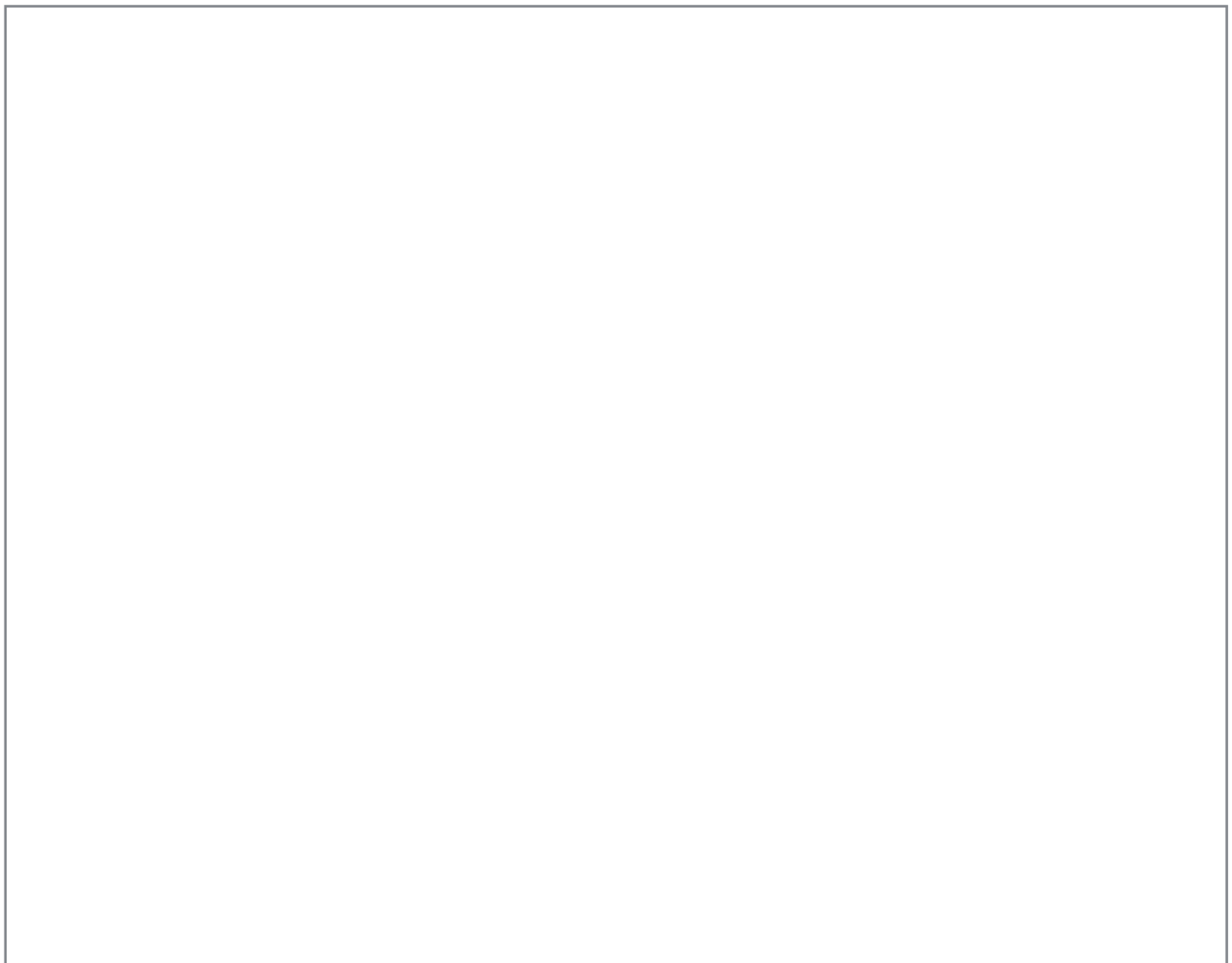
Looking better on camera e.g. holiday photos, social media photos etc?

Be more confident when speaking to strangers?

More energy at home & work?

Better love life?

Improved life expectancy?



**STEP 3) Keep your motives in plain sight**

Once you've completed the exercise, keep your motivating reasons in plain sight e.g. on your fridge door, in your office etc.

Make a habit of reviewing your goal and your motivation reasons every day. This will keep it front on mind and increase your chances of succeeding over the long term.