

PRINCIPLE 2 TOOL: Create Your Motivational Target

Drawing out a motivational Target serves two purposes. First, it reveals your true motivations for wanting to change - the reasons that go beyond fearing death or disability. Second, you're forced to think about what matters to you - what saturates your life with joy and meaning. Typically, the exercise takes 15 minutes or less - so little time for so much return. Here's how to do it.

Sit down with a piece of blank white paper. Draw an imaginary archery target - at least four rings and a bullseye. Ask yourself one question:

"Why do I want to change my body?"

Write down the first three answers that come to mind.

Chances are, they represent your Global motivations: **I want to change because I want to be healthier. I want to change because I'll die if I don't.** Whatever your answers, condense them to simple phrases so that they're easy to recall. Then write them inside the outermost ring.

Let's go deeper now. Ask yourself again:

"Why do I want to change?"

Get real personal. Search your mind for answers that stop you in your tracks. I don't care what they are - everything's game here. Your answers might be deep and serious or witty and humorous.

Again, write out the first three answers that come to mind. These are likely to be your **Target Motivations**. Boil down each one to a key phrase and devise a **Run-From/Run-To-Motivational Mantra**. Write it in the bull's-eye.

Place this paper inside a plastic sleeve and leave it on the passenger seat of your car. Each time your motivation is threatened, move through the rings until you find the Motivational Bull's-eye that keeps you on course at that particular moment.

And don't forget this exercise each time you feel that your motivations have changed.

GLOBAL MOTIVATION

Health, Appearance,
Psychology, Performance,
Relationships

TARGET MOTIVATION

Specific Motivation
Motivation Mantra

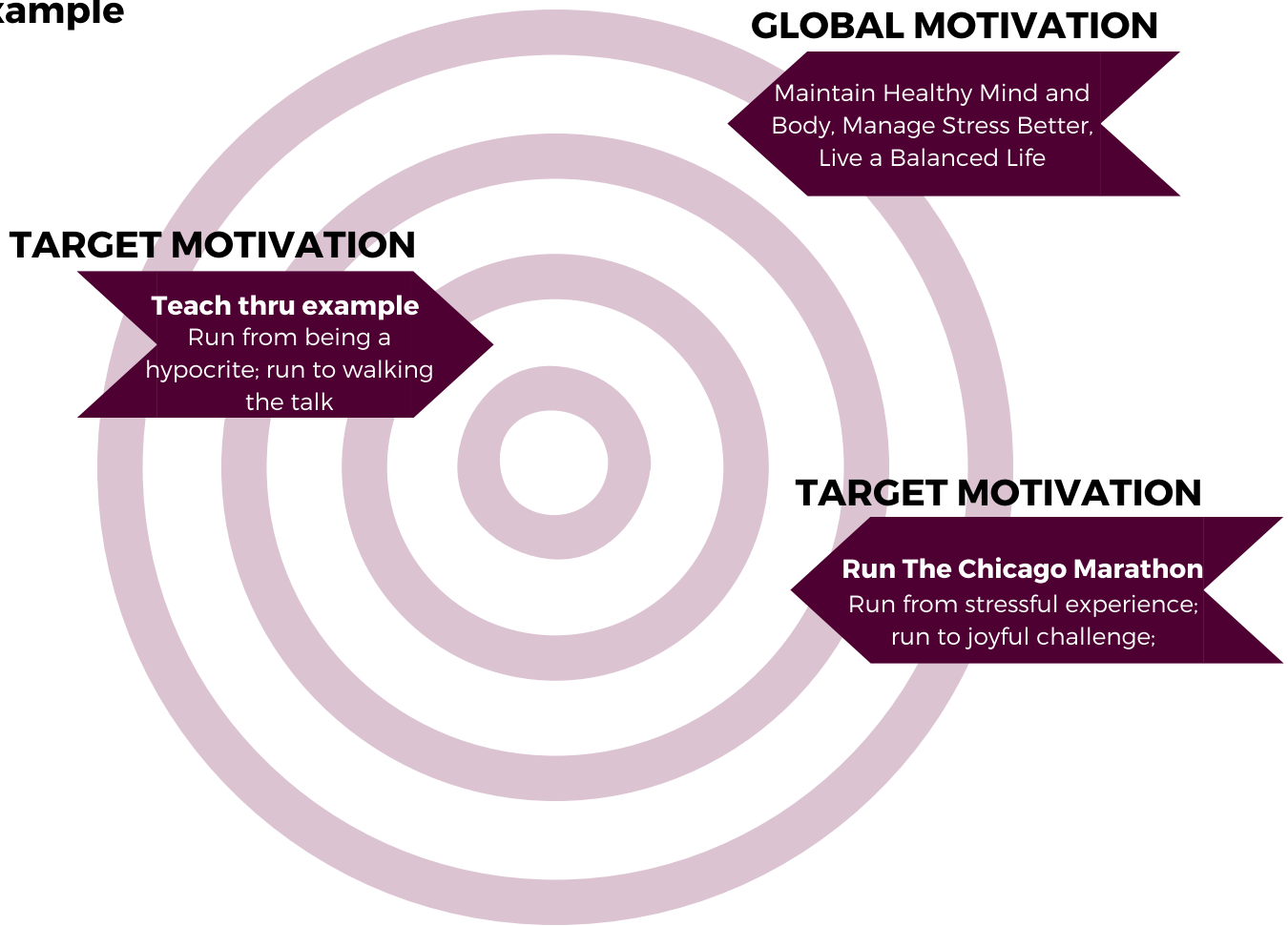
TARGET MOTIVATION

Specific Motivation
Motivation Mantra

TARGET MOTIVATION

Specific Motivation
Motivation Mantra

Example



**Your
Name**

GLOBAL MOTIVATION

TARGET MOTIVATION

BULL'S-EYE

TARGET MOTIVATION