

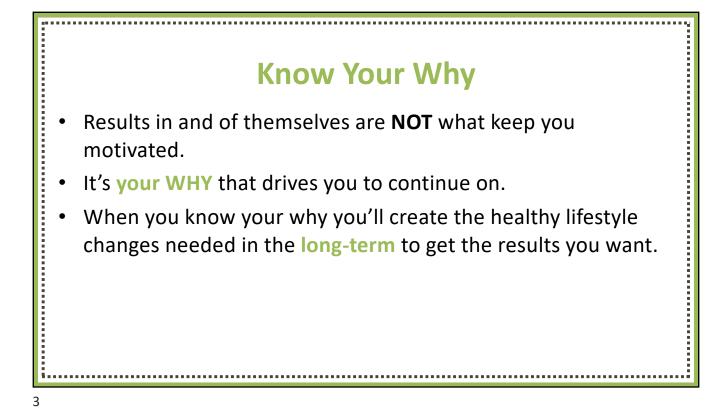
Total Transformation Module 1 - Part 3: Why You Must Know Your Why

With Nutrition, Fitness & Integrative Medicine Health Coach Melissa Koerner

Know Your Why

- German philosopher Frederick Nietzsche once said, "He who has a why can endure any how."
- Knowing your why is a very important step in achieving your health and weight loss goals and creating a life you truly enjoy.
- A life where you're thriving instead of just surviving!
- Only when you know your why will you find the courage to:
 - Step out of your **comfort zone** to achieve what you want.
 - Stay motivated to keep moving forward when you're faced with challenges.
 - Move your life onto an entirely **new**, more **rewarding** path.

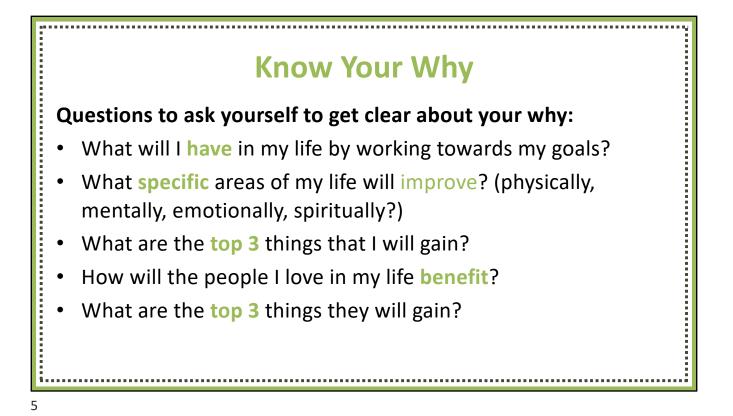
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Know Your Why

- The most effective way to create **behavior change** is through your pleasure/pain associations.
- Tony Robbins calls this the Pleasure Pain Principle.
- We're all motivated by two primal desires when we're making a change in our lives: seek out pleasure or avoid pain.
- You must get clear about the pleasure you'll get from making a change and the pain you'll endure if you don't make the change.

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Questions to ask yourself to get clear about your why:

- What will I lose out on if I don't make the change?
- What **specific** areas of my life with **decline**? (physically, mentally, emotionally, spiritually?)
- What are the top 3 things I'll lose out on?
- How will the people I love in my life **lose** out if I don't make the change?
- What are the top 3 things they'll lose?

