



**HealthyBodyHealthyLife**  
with *Melissa Koerner*

## Total Transformation

### Module 1 - Part 3:

### Why You Must Know Your Why

With Nutrition, Fitness & Integrative Medicine Health Coach Melissa Koerner

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## 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

- Results in and of themselves are **NOT** what keep you motivated.
- It's **your WHY** that drives you to continue on.
- When you know your why you'll create the healthy lifestyle changes needed in the **long-term** to get the results you want.

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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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## Know Your Why

### Questions to ask yourself to get clear about your why:

- What will I **have** in my life by working towards my goals?
- What **specific** areas of my life will **improve**? (physically, mentally, emotionally, spiritually?)
- What are the **top 3** things that I will gain?
- How will the people I love in my life **benefit**?
- What are the **top 3** things they will gain?

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## Know Your Why

### 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 will **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?

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**Do NOT skip this process...**  
**It's KEY to your long-term success.**

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**Next Up...**

**Module 1 - Part 4:**  
**Uncovering Your Biggest Road Block**

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