



HealthyBodyHealthyLife  
with *Melissa Koerner*

## Module I - Part 3 Action Step Plan

# Why You Must Know Your Why



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The nutrition, exercise, and health information and activities described in this book were developed by the author and are to be used as an adjunct to improved health, fitness, and weight-loss. These programs may not be appropriate for everyone. All individuals, especially those who suffer from any disease or are recovering from any injury, should consult their physicians regarding the advisability of undertaking any of the activities suggested in these programs. The author has been painstaking in her research. However, she is neither responsible nor liable for any harm or injury resulting from this program or the use of the exercises or exercise devices described herein.



## | Know Your Why

German philosopher Frederick Nietzsche once said, “He who has a why can endure *any* how.”

Only when you know your ‘why’ will you find the courage to step out of your comfort zone to get what you want, stay motivated when you’re faced with challenges, and move your life onto an entirely new, more rewarding path.

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.

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.

### **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?

### **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?



Use the space below to write your why.

My why is...

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