

FIT MOM JUMPSTART

DAY #3

THE FIT MOM MOTIVATION GUIDE

Designed exclusively for busy moms 35+ who want to lose weight and live healthier.



FIT MOTHER MOTIVATION DISCOVERY

COMPLETE THIS STEP-BY-STEP WORKSHEET BELOW

This step-by-step guide will walk you through a powerful process to develop what we call your "Fit Mother Mission Statement." We normally reserve this guide exclusively for our FM30X Program Members. But we felt it was too important not to share with you during your Free Fit Mom Jumpstart before you join our full program.

STEP #1: Choose your specific goal

What do you want to accomplish over the next 30 days with your body? Make this goal specific & achievable. For reference, losing 2-5 lbs/week is a perfect rate of weight loss while maintaining muscle. i.e. I want to lose 15lbs in the next 30 days.

Please write your specific 30-day goal below:

STEP #2: Why do you (really) want this particular goal?

Next, we need to get crystal clear on why you want to achieve your specific goal. Why is this goal important to you on a DEEP LEVEL?. Some of your motivations may be about your physical appearance (like losing weight, toning up specific areas, and improving the way you look). Some of your motivations may be emotional (i.e. feeling more confident), relational (i.e. becoming a better parent who sets a good example for my kids), financial (i.e. reaching your next level of performance at work). I challenge you to dig deep here and write down everything that motivates you.

Please journal on WHY you want to achieve your goal. What REALLY motivates you?

STEP #6: If your BENEFITS outweigh the costs, you're in great shape, skip to Step #7. If your BENEFITS do not outweigh the COSTS, we need to make the benefits even more powerful.

Let's dive deeper now. If your costs are still too great, that's ok. We need to DIVE DEEP to find more compelling benefits that will motivate you on a deep enough level to change. Review the benefits in Step #2 and write them again below. Next to each benefit... ask yourself WHY this is important to you. You'll get the PRIMARY WHY for each benefit. Now, we'll dig deeper, ask yourself WHY AGAIN. You'll find the SECONDARY BENEFIT. Now, we'll dig deeper once more, ask yourself WHY A THIRD TIME. You'll find a TERTIARY BENEFIT.

Let's look at an example to drive this point home. Meet Betty. She's a mom of 4 who works as a manager in a dentist office. One big benefit of using FM30X is that as she gets healthier, she'll be more energetic, focused, confident, and productive at work..."

To dig deeper, Betty needs to ask herself: "why is being more focused, confident, and productive at work important to me...?"

WHY is that important (1° BENEFIT)... I will make more money.
WHY is making more money important (2°)... I will be able to provide for my family.
WHY is that important (3°)... I'll feel like I'm a great parent, which lights up my soul.

Again, this is just an example. You must do this process for yourself to INTENSIFY the benefits and get to the core of what really motivates you. What will happen to your family, finances, and life mission if you don't get clear, focused, and healthy?

Use the space below to complete this exercise...

STEP #7: Let's combine your GOAL + BENEFIT + OVERCOMING COST into your Fit Mother 30X Program Mission Statement.

Ok, we're almost done. We're almost at the CORE of this exercise where we're going to combine your goal, benefit, and costs into a succinct MISSION STATEMENT that you will reference daily and use as your MOTIVATION BEDROCK throughout this Fit Mother 30X program. Here's the general template...

I am achieving/becoming _____ (write specific goal here)
in the next 30 days by following my Fit Mother 30X Program...

...because _____ (write DEEP BENEFITS here)

...and I know the costs of making these changes are _____ (write COSTS here)

...which I willingly accept, because I am on an imperative mission to become the strongest, fittest, and greatest version of myself.

Here's a completed example...

I am achieving 15lbs of weight loss in the next 30 days using Fit Mother 30X Program because I need to make serious health progress and prove to myself that I can do this, that I can get healthy, and that I can start feeling strong and healthy... that I can prevent sickness... and that I can get this area of my life handled for good. I know the costs of making these changes are ... giving up junk food, like pizza and wine, setting aside 3-4 hours to exercise every week, drinking more water, and following through with this custom Fit Mother 30X Program that I invested in. I willingly accept these costs, because I am on an imperative mission to become the strongest, fittest, and greatest version of myself and this program is the proven path to get me there.

Now to our final exercise...

Please complete your PERSONAL mission statement on the next page →

How to Put Your Mission Statement To Work For You:

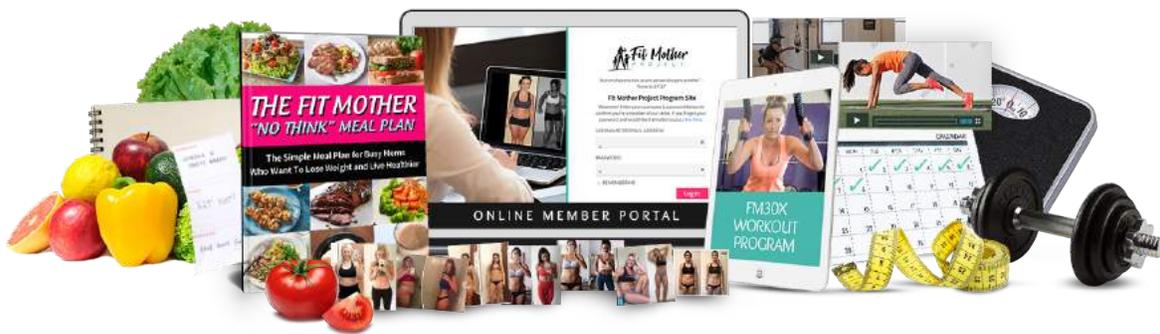
Nice work on completing your Fit Mother Mission Statement! The goal of these journaling exercises is to help you GAIN CLARITY on your goals and motivations.

Now that we've generated your Mission Statement, I'd like to encourage you to repeat and reference your mission statement daily in a ritualized fashion.

When you join our **Fit Mother 30X Program**, you get instant access to our complete Fit Mother Meal Plan, FM30X Workout Program, 30-Days of accountability coaching where we'll ensure you follow through on your Mission Statement, and over \$600 in bonus training covering important topics like:

- How to drink alcohol (wine/beer/cocktails) without gaining weight
- How to properly do a cheat meal to boost your metabolism without fat gain
- The 7 absolute best research-proven supplements for women 45+

All of that is covered inside our **Fit Mother 30X Program**. If you haven't checked out the program overview letter and video yet, do so now. This program has the power to change your life and health forever.



*All of this is included inside your Fit Mother 30X Program
(full meal plan, step-by-step workouts, accountability coaching)*

[If you're serious about seeing fast weight loss results *this week* on a proven program designed specifically for you as a busy mom 35+, then check out our FM30X Program Overview Letter for the full details →](#)

I'll see you on the inside!



Dr. Anthony Balduzzi
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