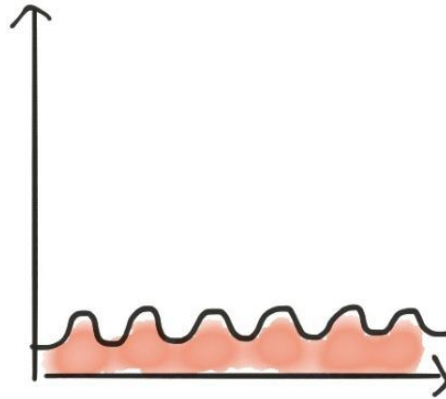
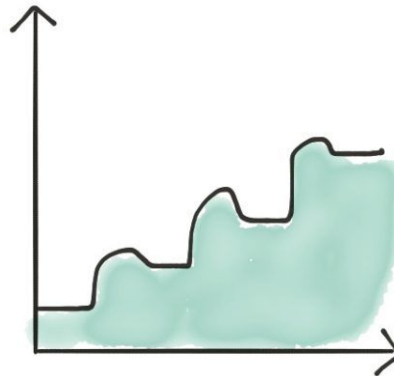


How to Build Long-Term Motivation

This is what **short-term motivation** looks like:



This is what **long-term motivation** looks like:



A lot of people are good at building short-term motivation.

We try extreme approaches to get fast results.

One diet challenge to another.

One exercise regime to another.

But as soon as we hit a plateau or don't see results, we lose motivation and go back to square one.

And we keep repeating that cycle over and over again.

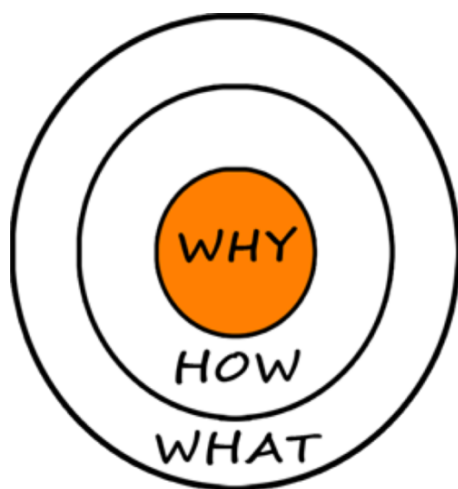
Hopefully by now, you've realised that the short-term approach hasn't got you very far.

And now, you're ready to take a **long-term approach** to your goals.

Start with your 'why'

In order to build long-term motivation, you need to first understand the 'why' of your goals.

This concept introduced to me by a great author, Simon Sinek, through his **golden circle**:



Whenever we set goals, most people start at the outside part of the circle - the 'how' and 'what'.

For instance, let's say you want to lose 5kgs.

You start asking yourself:

What is the best diet to go on?

What is the best form of exercise?

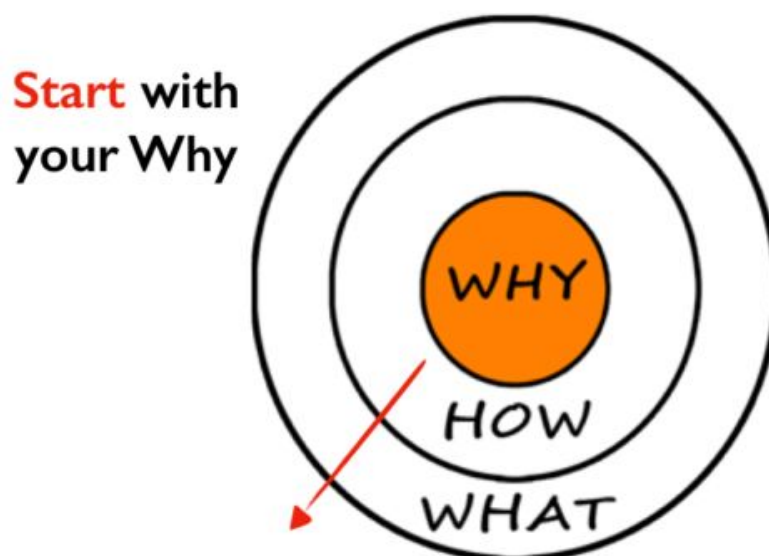
How long do I need to do this regime?

How quickly can I see results?

If you start on the outside part of the circle, you are setting yourself up for **short-term motivation**.

The truth is, there are many ways you can go about achieving your goals (and I'll share those strategies with you later).

However, **the people who are deeply committed to their journeys over the long-term are those who understand their 'why' first.**



Let's role play for a second.

Why is it that you want to lose 5 kgs?

The first time you answer this question, the answer may be somewhat superficial.

"To look good in front of your friends."

"Or to fit into your favourite clothes."

But if you explore this question further, you'll be surprised to hear your own **deeper level motivations**.

To help you explore this further, I'll be giving you the '5 Why's' exercise in a second.

But before that, I wanted to give you a couple of examples of people who have discovered their deeper level 'why's'.

Case Study #1

Natalie is a college girl who initially wanted to look good and fit in with her social circle.

That was her **surface level** why.

Nothing wrong with it.

However, **in order to build long-term motivation, you need to go beneath the surface.**

As she continued on the journey, this is what she discovered:



“Didn’t even realise this but I looked at the weighing scale after a month and I had lost 3 kgs. But I know this is so much more than the number on the weighing scale.

I’ve stopped obsessing about food and it has taken away so much pressure off my shoulders. I’m feeling light both mentally and physically!”

- Natalie *(Netherlands)*

Her deeper level 'why' was to stop obsessing about food and the weighing scale.

She wanted to live a life where she felt light both mentally and physically.

She wanted to be comfortable in her own skin and start focusing on the things that she really cared about.

Things such as her career and personal relationships.

The mindset shift in Natalie along with her confident approach to life far outweighs (pardon the pun!) the physical transformation that she was able to create.

Case Study #2

Another inspiring example is that of Laban.

Laban is a busy professional who had struggled with alcohol and gambling issues in the past.

Once he started taking charge of his health, he also noticed significant changes in other parts his life:



“I’m the fittest I’ve been all my life at the age of 36. The most amazing part is that it has had a domino effect in other parts of my life.

I’ve recently got my dream job offer and feel lucky to have also found the woman of my dreams.”

- Laban *(Lost 11kgs)*

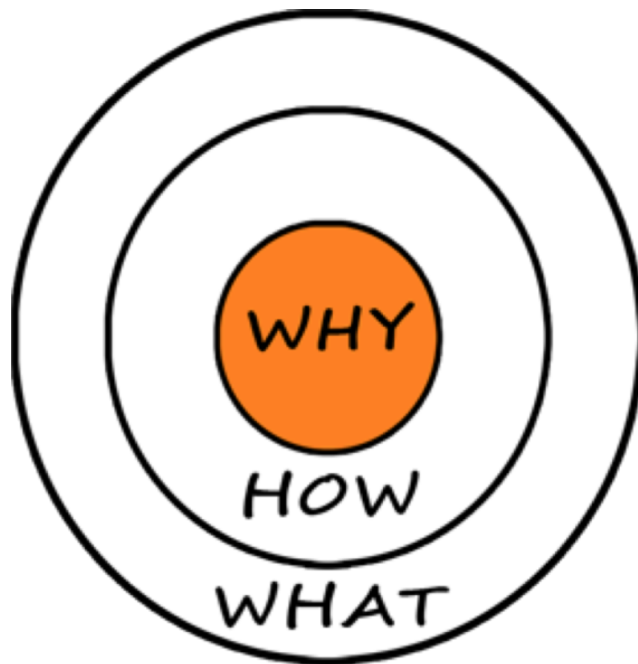
Laban recently completed a marathon and has become a source of inspiration to many of his close family and friends.

His zest for life is truly contagious and he continues to strive for bigger goals in his life.

Side note:- One thing I wanted to mention is that coming up with your ‘why’ is an evolving process.

The more you learn about yourself throughout the journey, the more likely you are to perceive your deeper level motivations.

The 5 Why's Exercise



Background

The “5 Whys” was a system originally used by the **Toyota Motor Corporation**.

It’s very simple and really cuts to the core of why we want something.

When you want to accomplish something (or if something goes wrong), you ask one why.

Why do I want to accomplish this?

Then, with whatever answer you come up with, you ask why to that first answer. And so on, **five times**.

Here's an example from a Coaching client:

"I want to lose weight."

Why do I want to lose weight?

Because I want to fit into a smaller size of pants.

But why do I want to fit into a smaller size of pants?

Because when I’m wearing smaller pants, I think I’ll look better.

But why do I want to look better?

Because when I look good, I feel good about myself.

But why do I want to feel good about myself?_

Because when I feel good about myself, I’m more assertive and confident.

But why do I want to be more assertive and confident?

Because when I'm more assertive and confident, I'm in control and better able to get what I want out of life.

Wow.

That's a lot of insight for a few little questions.

For this client, losing fat really meant being in charge of her life.

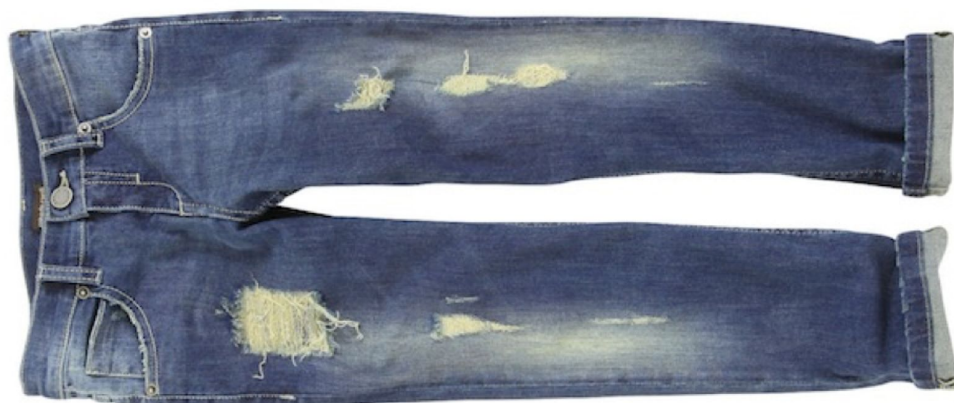
That's a crucial insight.

She's not just looking for a smaller pair of pants (or a lower weight on the scale).

She also wants to feel a certain way at the end of the process. More confident. More assertive. More in control.

And that's what's really important to her.

The pants are just a way to get there.



Exercise: Answer these 5 'why' questions in one go.

1. Why do you want to lose 'X' kgs?

2. Why is that reason important to you?

3. And why is that important?

4. And what difference will that make?

5. And why will that previous thing matter?

Bonus Video Training:



Click [here](#) to watch.

About the Author – Kern Kapoor



Kern's interest in psychology and human behaviour lead him to lose 34kg. He is a Certified Nutrition Coach (Pn2) and is currently on a mission is to create a community of 10,000 people who have undergone long-term body transformation. If you'd like some one-on-one help with your weight loss goals, get in touch with him at kern@bodyknowsbest.net.