

THE 30 DAY FITNESS FAST-TRACK

Lay The Foundations to Long Lasting Results Without The Hype



UNBROKEN FITNESS SOLUTIONS

EXODUS (3:14)

Eugene Neal: B.S. Kinesiology, M.Ed., NASM: CPT, CES, PES

WELCOME...

To the 30-Day Fitness Fast-Track. I want to personally congratulate you on your decision to take the first steps toward elevating, not just your fitness, but your life to the next level. I also want to thank you for trusting Unbroken Fitness Solutions LLC. to take you on this journey.

Over the next 30 days, we will be teaching you a REPLICATABLE process that will allow you to achieve every dream that you've ever imagined! BOLD STATEMENT, RIGHT? Well, you are going to read about the pitfalls that most people fall into when creating "goals" and how to avoid them.

You're also going to learn how to narrow down your daily tasks so you can have more time with your family while still accomplishing the things that will advance you toward your dream life.

This workbook is written to be your guide over the next 30 days to eliminate stress, anxiety, confusion, fear and disappointment through action and behavioral change! The strategies you will be executing in this workbook can be replicated month after month, year after year, goal after goal, until you are able to manifest the life you've always imagined as a physical reality.

So now is the time to sit back, put your feet up and absorb the content in the accompanying pages. I recommend that you have something to write on and write with.

You're going to want to capture the visions, dreams, and thoughts that go through your mind as we begin to lay the architecture for your future together. You bring the vision; we'll help you get there. Good luck!

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FRAMEWORK:

Before we get started, we need to explain the framework and define the nomenclature. You see, to manifest your dreams as a reality, you must have a path to get there. This is where our framework comes in. There are 3 pillars that create the architecture around achieving your dreams. *Vision, Goals* and *Habits*. In this text we will be using *Habits* and *Process* interchangeably.

Imagine if I gave you a pile of car parts and said that “These are all the parts to assemble your dream car. If you can put it together, you can have it.”

Where do you start?

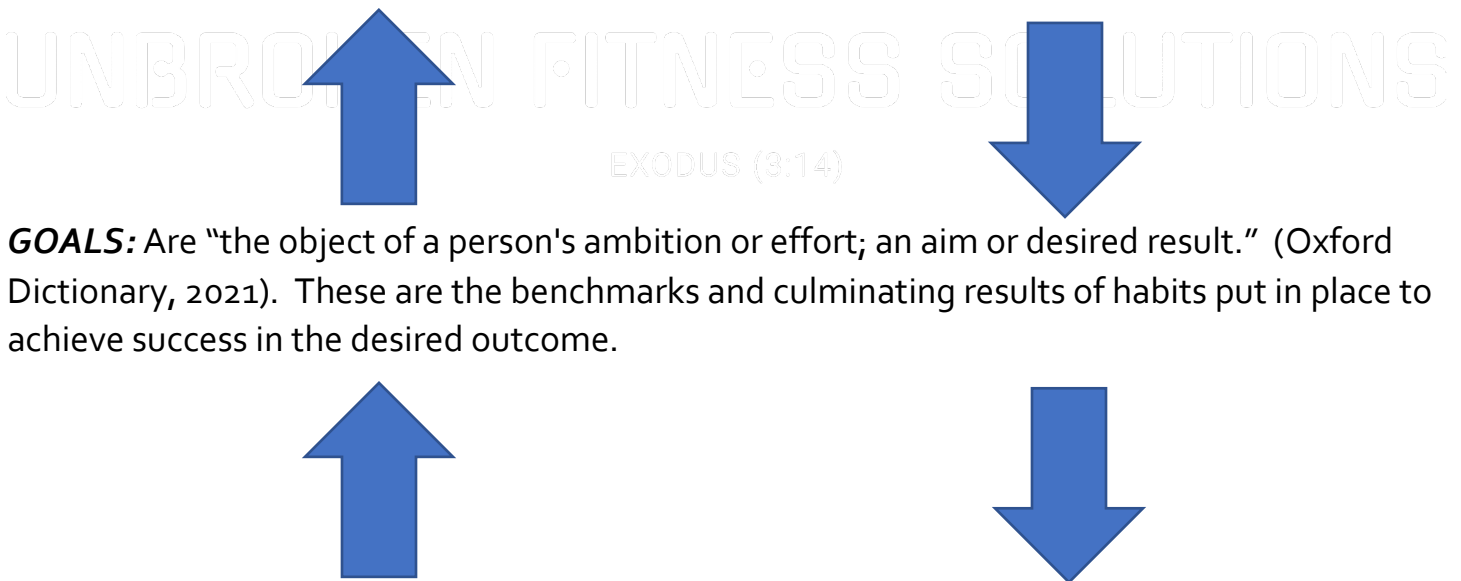
Now imagine that I give you your dream car. I tell you “Take it all the way apart and put it back together and it’s yours.”

Which one do you think would be easier? The latter of course! When you can see how the car breaks down, it’s easier to put it back together. This is what we will be doing with your dreams. We start with the 10-year vision (fully built dream car) then we take it apart on paper and examine the processes necessary to put it back together in real life.

But first, let’s get clear on some terms so we don’t get confused along the way:

VISION: Oxford Dictionary defines vision as “the ability to think about or plan the future with imagination or wisdom.” In our goal setting context, vision is a long-term goal where you’d like to see your life in each arena imperative to you.

GOALS: Are “the object of a person's ambition or effort; an aim or desired result.” (Oxford Dictionary, 2021). These are the benchmarks and culminating results of habits put in place to achieve success in the desired outcome.



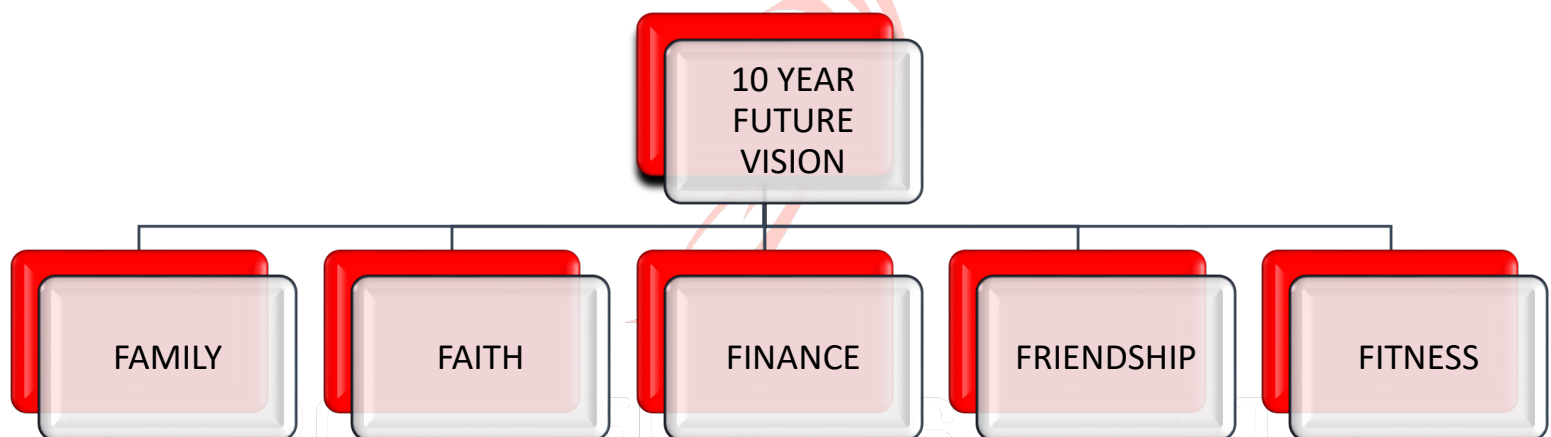
HABITS or PROCESS: Are “a settled or regular tendency or practice.” (Oxford Dictionary, 2021). We are looking to create good habits that facilitate a successful outcome that result in the achievement of goals that moves us closer to the long-term vision.

The first part of strategic goal setting is having a clear and quantifiable future vision. Where do you want to be in the future?

“Everything that currently exists in the physical, first existed in the spiritual realm. The i-Phone, before it was created in the physical realm, it had to exist in the imagination of Steve Jobs.” Ps. Jurgen Matthesius-Awaken Church.

What do you want for your future? In 10 years, where do you want to be?

Unbroken Fitness Solutions focuses on the physical aspect, but it’s difficult to solely focus on the physical when the mental, emotional, spiritual, relational aspects are so closely intertwined. So, as we walk through this packet together, I encourage you try and envision where you’ll be in every facet of your life in 10 years.



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It is my assertion that there’s **too** much focus placed on how fast you get to the goal. Too many people focus on the timeline of **when** they want to reach their goal and if results don’t come as quickly as they would like (in our instant gratification society), they quit all together. The more you start and quit, the more you engrain a failure mentality. This is why so many people accept failure as part of their identity.

The more important things to measure are the daily habits which, when executed with consistency over time, will result in the benchmark goal. I tell my clients all the time that they must fall in love with the process, not the result.

Those that put their primary focus on the goal itself are doomed for failure. If you want to lose 100 lbs. Do you get on the scale every day asking: "Am I there yet?"

The illustration on the next page is a perfect example of how your psyche deals with this. Every time you get on the scale and that little voice in the back of your mind says, "Are we there yet?" Your inner Homer loses his patience a little bit more. Ultimately, he's going to lose it and "TURN THIS CAR AROUND!" Your inner Homer has had it. He quit and decided that the whole venture was too much trouble.



You might be able to relate to this example. The overwhelming feelings of despair, anxiety, heaviness, are all a byproduct of poor goal setting. Don't worry, it's not your fault. In our society, we aren't taught how to create strategic goals that will take our dreams and manifest them into reality.

The point where you are in your life is a direct reflection of the decisions that you have made in the past. If you are thriving in your professional life, you've probably been very intentional about mastering your craft, developing yourself and becoming the version of yourself you are today. This meant that you decided (daily) to hone your professional skills.

If you are lacking in other areas of your life, I would argue that you need to take the same level of ownership over those areas and change the daily habits that lead to success. Sometimes that means hiring a coach or a mentor to help you along the way to hold you accountable to the promises and the vision that you have created for yourself.

But first, we must identify where we are going, so we start by identifying the Vision.

VISION:

“Most people dramatically overestimate what they can accomplish in a year, but they grossly underestimate what they can accomplish in a DECADE!” Ps. Colin Higginbottom-Awaken Church.

From 2010-2013 I worked as a coach for Naval Special Warfare. My job was to ensure the Navy Seal students who were getting ready to head off to BUDS (Basic Underwater Demolition School) were physically up to task. During this time, I heard many stories about the training my students would soon undergo.

During dive school Navy Seal students would have to endure several 4-hour dives, 20 feet under the surface of the water with nothing but their compass, depth gauge and stopwatch to guide them to their target. If they start their operation with navigation that is off by a single degree, they will completely miss their mark and fail their mission.

Working toward your vision is the same way. Many times, we get distracted by the “shiny objects.” These are anything that distract us from our vision and pull us out of alignment. Sometimes we’re only off by 1 degree and we need to course correct. Other times it’s like we’re swimming in the opposite direction.

These “shiny objects” can come in the form of a job that promises unlimited wealth growth opportunity but pulls you away from your vision. In health it might come in the form of a new supplement or diet craze that pulls you away from your current plan.

“He or she got results. I could do that too.” You say to yourself.

And you probably can do it too, but if you aren’t passionate about what you’re doing, then you probably won’t maintain the endurance necessary to be successful and you probably won’t be giving it your all. If you’re not doing that, that’s when you get stuck. Then, you’re going to be looking for the next shiny object.

You must remember to ***RUN YOUR OWN RACE! YOU ARE’NT THEM!*** This is true in entrepreneurial life just as it is in fitness, relationships, etc.



You have been uniquely crafted to make an impact on this world that only you can make. The sooner you embrace your giftings instead of running away from them, your world will change and begin to accelerate. Think about what this means in every facet of your life.

I want to challenge you. As you begin to think about your vision in health and fitness, I want you to ask yourself; why? Why do you want to lose 100 pounds? Why do you want to gain 20 pounds of muscle? Why do you want to compete in high level athletics? Whatever your goal is, I want to know why?

The “why” is usually driven by a belief (sometimes that belief is false, sometimes not) that your goal will change the trajectory of your life and usher in the vision that you see for yourself one day.

As you reflect, I think you’ll come to the realization that your short-term goal isn’t your long-term vision. As a matter of fact, many times your short-term goal (if not derived from your long-term vision) will distract and hinder you from meaningful progress.

This next exercise is designed to help you focus on a specific long-term vision. Using a 10-year vision will allow you to **lock in** on your path and eliminate the distractions that keep you from achieving your goals, while highlighting the actions that will accelerate you forward.

As you go through this exercise, I want you to ask yourself:

- Is the goal that I started with in alignment with the vision that I have for my life?
- What am I currently spending my time on that is derailing me from my vision?
- Do I have a vision in one area of my life that is contradictory to another?

Here’s an example: My true vision is own a 100+ acre ranch in Southern California where I can facilitate tactical training camps for both military and civilians that meld fitness with survival and tactical training while also providing a community for military veterans to connect with other veterans and experience the comradery that they miss so much from their military service.

This is important to me because my fellow Marines with whom I served and I was closest with, all committed suicide within 5 years of getting out. They didn’t have the community. They fell into isolation and lost their battles with PTSD. I believe this is completely preventable with the right community.

Notice how the surface 10-year vision isn't my why. My why is much deeper than that. If you don't have a why that is close to your heart and drives you to succeed, then you might fold like a deck chair when things get tough.



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VISION BOARD:

Description: Write a brief description on where you want your life to be in 10 years in each category of your life. Think big! You aren't doing this to become mediocre! Set your sights on your dreams!

FITNESS: _____

FAMILY: _____

FINANCE: _____

FAITH: _____

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FRIENDSHIP: _____



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CREATING BENCHMARK GOALS THROUGH REVERSE ENGINEERING

Now that you have your vision it's time to take each one of those visions and break them down into smaller benchmark goals. The further out these goals are, the more daunting they will be, but if you don't dream big, you'll be stuck living a life less than what God had planned for you.



Shoot for the moon.
Even if you miss, you'll land
among the stars.

— *Oscar Wilde*

It's also important to consider the relevance of keeping your benchmark goals in alignment with your long-term vision.

Understand that it's okay to have a benchmark that isn't totally specific. We don't want to get caught up in the minutia that keep us stuck in analysis paralysis. We do, however, want to know that the benchmark has some form of measure of success, and it's part of the path to achieving your long-term vision.

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GOAL SETTING:

Description: Write a brief description on where you want your life to be in 10 years in each category of your life. Think big! You aren't doing this to become mediocre! Set your sights on your dreams!

10 YEAR VISION:

5 YEAR:

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3 YEAR:



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GOAL ACHIEVEMENT BY BUILDING HABITS:

This means that we need to create “**stretch habits**” to get there.

Examples of **stretch habits**?

If your goal is to lose 100 lbs. and you know that the catalyst to lose weight is to:

- Consume a healthy diet
- Adopt a Strength Training Routine
- Adopt a Cardio Routine
- Adopt a Flexibility Routine
- Etc.

Right now, however, you do none of those things. So, what do you do? Do you jump straight into a 6 day per week program that requires 2 workouts per day and an extremely low-calorie diet? How successful do you think you would be with that approach? How long could you stick to it?

Maybe it would be smarter to create a habit that would BEGIN to stretch you just beyond your current capability. If you don't exercise at all right now, try working 1-2 days per week into your schedule. If you don't eat any vegetables now, try working 1 serving of veggies into your diet 5 days a week.

The idea here is to create behavioral changes that are long lasting (long after you've hit your goal) and build upon each other week after week, quarter after quarter, year after year.

The next layer is to ensure that your **stretch habits** meet S.M.A.R.T. criteria:

Specific: There must be NOTHING left in question about the strategy being applied.

- Example: Joey will run twice a week.

Measurable: There must be QUANTIFIABLE data that can measure the behavior.

- Example: Joey will run 3 miles twice a week at a goal pace of an 8-minute mile.

Attainable: Is the habit realistic for the goal-setter to accomplish?

- Example #1: If Joey is 65 years old and 200 lbs. overweight and has never run a day his life, is this goal attainable? **NO**
- Example #2: If Joey usually runs one time a week for 2 miles at an 8-minute mile pace, would this most likely be PHYSICALLY attainable? **YES**

- Example #3: Assuming our scenario in example #2, if Joey doesn't have the time in his schedule to fit his 24-minute run, then is example #2 still attainable? **NO**

Relevant: Is the **stretch habit** tied into the long-term goal?

- Example #1: Joey's goal is to break the high school swim team record for the Men's 100 Yard Butterfly. Is Joey's running goal relevant? **NO**
- Example #2: Joey's goal is to break his previous 5K (3.1 miles) time of 27 minutes. Is Joey's goal relevant? **YES**

Timely: Time constraints allow us to schedule the time necessary to execute our daily or weekly habits.

- Example: Joey will run 3 miles at a goal pace of an 8-minute mile on Monday and Thursday mornings at 6:30 AM for 12 weeks.

Our final example is an example of a S.M.A.R.T. goal.

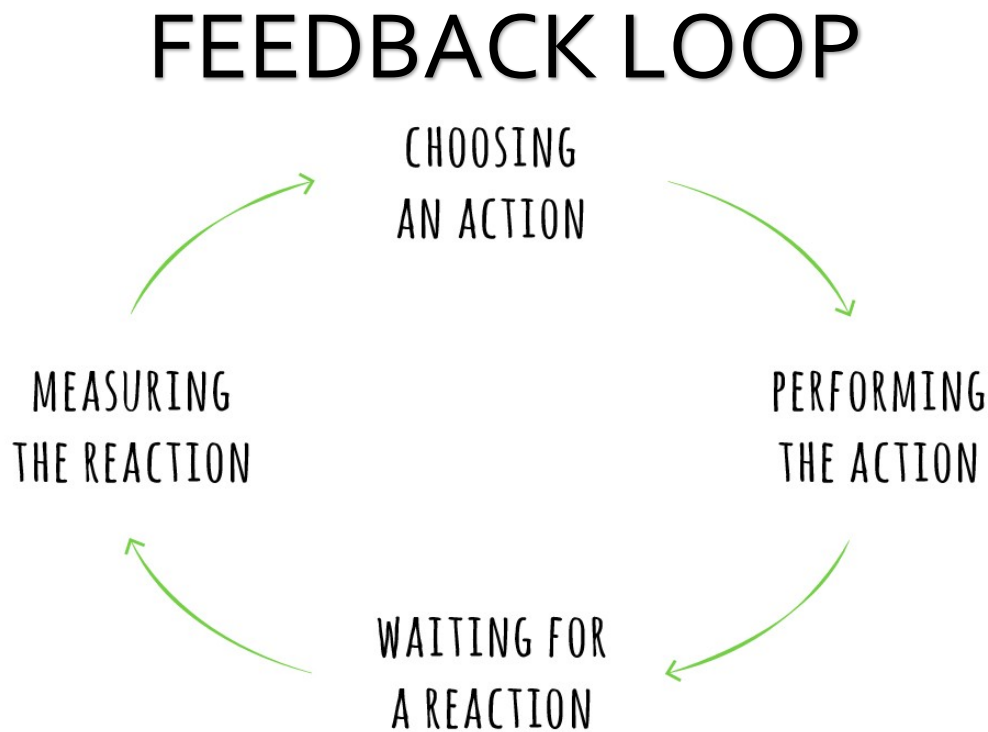


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REWARDS AND CONSEQUENCES:

Many people have a 1-year feedback loop. We call these New Year's Resolutions. This means that it takes an ENTIRE year to evaluate your progress and accomplishments.



Human beings are driven by rewards and consequences, but when the reward or consequence is so far out, we lose sight of where we're going and why we were going there.

Here at Unbroken Fitness Solutions, we like to shorten that feedback loop to 90 days (12 weeks).

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This means that you can reward your successfully executed behavioral goals after 90 days. We don't reward the achievement of the goal (losing X number of pounds), but we reward the execution of the habits and processes that will get you there.

In the previous sections you created your vision, goals, and habits. Now, you need help from your community to hold you accountable. By publicly announcing your vision, goals, and habits you are undertaking, you now have people who can hold your feet to the fire in execution. Let them know how important this goal is to you and why. People that really care for you will be rooting for you to win, not sabotaging you to fail.

Who's got the keys to your OUTCOMES?

Select one person in your community to hold the keys to your rewards and consequences. You can call this person your "Key-Master." This person is someone who is close to you and will know if you succeed or fail in your commitments. This could be a spouse, significant other, best friend, parent, etc.

REWARDS come at the end of your 90 days. Choose something that you wouldn't normally do or buy for yourself. This should be something that you truly value and see as a reward. Once you have successfully achieved your **habit execution** for 90 days it's simple: your Key-Master gives you your reward. This will ensure that you ACTUALLY give yourself the reward. THIS IS IMPORTANT! If you want the new habits to stick, you must be willing to follow through on rewarding yourself.

EXAMPLE: At the beginning of my 12-week goal I gave my wife \$700.00 to purchase a new Mossberg Shotgun for me if I achieve my daily habits throughout.



CONSEQUENCES come as a byproduct of habit failure. This is also something that your Key-Master will initiate on your behalf. Your consequence must be something so terrible that you will work your tail off to avoid these repercussions. UNDERSTAND that not all people are motivated by pleasure. Statistically, more people are motivated by avoiding pain rather than seeking pleasure.

EXAMPLE: Something I stand firmly against is abortion. I believe that unborn children need to be protected, not discarded. If I FAIL to execute my habits, my wife has been instructed to donate that \$700.00 to Planned Parenthood on my behalf.

NOW, Here's your homework:

1. Fill out this packet!
 - a. Reflect on your 10 year vision.
 - i. Contemplate where you would have to be in 5 years to achieve your 10 year vision.
 - ii. Consider what achievements would be necessary by year 3.
 - iii. Where would you have to be next year?
 - iv. 12 Weeks?
 1. What 3-5 daily habits would need to take place for you to achieve your 12 week goal?
 2. These 3-5 daily habits are **NON-NEGOTIABLE!** These must become your highest priority.
 - b. Repeat this process for each area of your life:
 - i. Fitness
 - ii. Family
 - iii. Finance
 - iv. Faith
 - v. Friendships
2. Determine your rewards and consequences and identify your keymaster.
3. EXECUTE!

I used to use "I wish" phrases like "I wish I was rich." "I wish I could live in California."

He would respond simply: "You can wish in one hand and crap in the other and see which one fills up faster."

This means that you can wish for your 10 year vision, but it won't happen unless you actively and intentionally pursue it. This goal setting process will help you get there.

If you need help, reach out to Unbroken Fitness Solutions by clicking [here](#). We can guide you along your journey.

YOU GOT THIS!