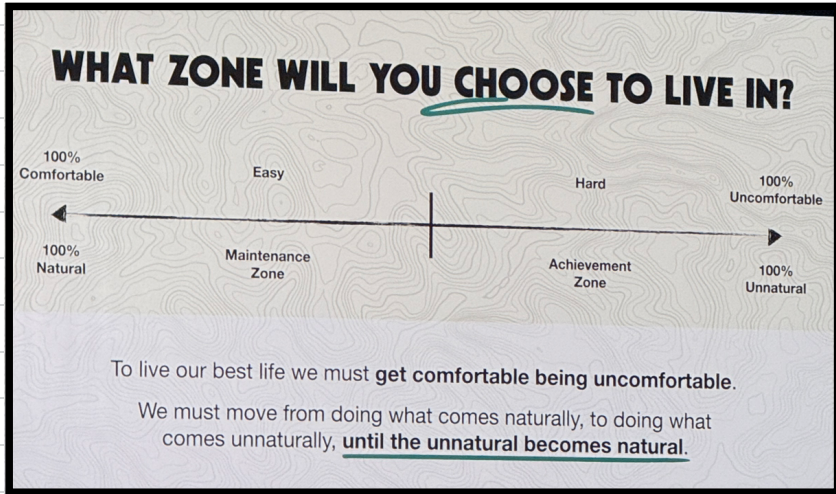


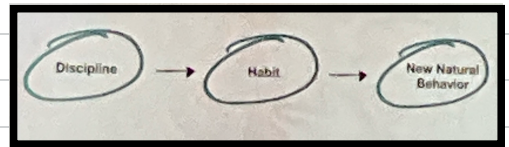


The hard thing is doing the unnatural thing until it feels natural

LIFE CAN GET EASER OR HARDER
OVER TIME. ITS YOUR CHOICE.

The proof is what happens when the context changes.

Doing and becoming are very different things



THE 5 HORSEMAN OF WHO YOU ARE

Self worth self identity self image, ego, reps.

Self-worth should be *unconditional*.
Self-identity should be *intentional*.
Self-image should be *reflective*.
Ego should be *the driver*. (Harnessed in the service of self-identity.)
Reps should be the proof.

EGO One asks how do I look? The other asks who am I becoming?

EGO → IMAGE → IDENTITY

1. Self-worth says, *I have value*
2. Self-identity says, *I decide who I'll become*
3. A mature ego says, *I'll devote my energy to becoming that person*
4. Self-image becomes the by-product. It gradually aligns with reality because you've actually become the person you wanted to be and people see you that way.
5. Reps are who you really are.

Use ego to create an identity. Then the image takes care of itself.

REPS: REPEATED BEHAVIOR

Old Natural → unnatural → New natural

WHERE ARE YOU GOING?

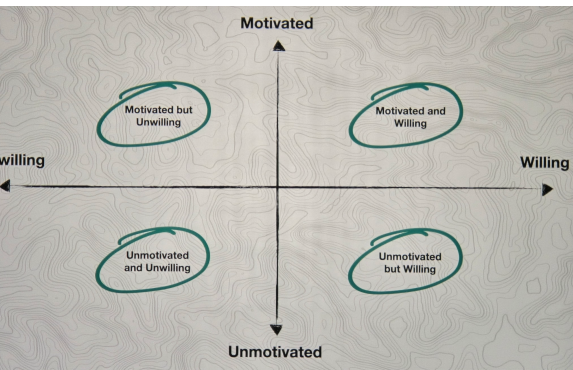
What are you motivated toward?

WORTH GETS YOU TO START.
IDENTITY SETS DIRECTION
IMAGER REFLECTS IT BACK
EGO DRIVES IT
REPS MAKE IT TRUE

If you stop trying to grow maintenance is an illusion:

OUR BEST LIVES ARE LIVED BY GIVING OUR
BEST EFFORT TO WHAT MATTERS MOST

BUT YOU HAVE TO
KNOW WHO YOU ARE



Motivation is the reason why we move towards something

THE THREE BIGGEST MYTHS ABOUT MOTIVATION

1. Motivation comes first

No. It almost always doesn't. Action creates and feeds motivation.
Movement creates momentum. And momentum builds motivation.

2. Motivated people stay motivated

No. They don't. Nobody does. Motivation can come and go. Ebb and flow. Rise and fall.
Some days your motivation is smoldering hot, some days it's just not.

Knowing who you are and living in service of being "the best you possible, leading your best life" is how you reconnect your reason and reason is how you reconnect with your motivation. Self-identity keeps us going when things get tough and our motivation wavers.

3. If I really wanted something, going for it would come easily

No. It won't. The things that really matter most are usually the hardest to get.
Difficulty isn't a sign you're on the wrong path. It's usually proof you're probably on the right one.

MOVEMENT
CREATES
MOTIVATION

What is stopping you? **Fear**

Business fear → not fully becoming

Personal fear → not fully living

Fear isn't the problem Our relationship with it is



Rational fear: fact

Rational fears are useful

Irrational fear: opinion

Don't listen to them

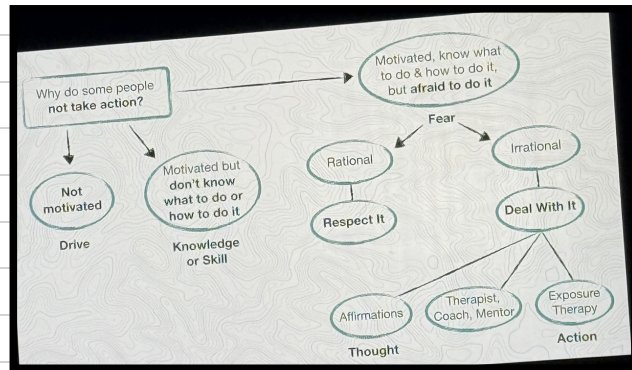
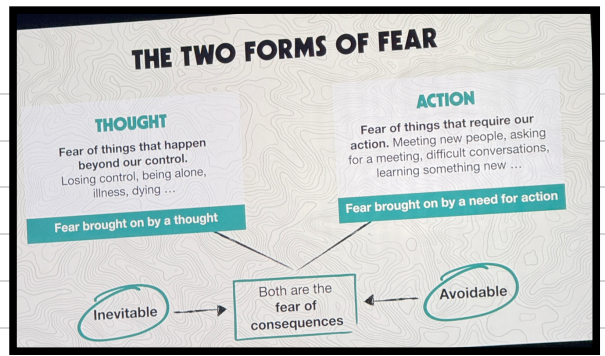
What you are actually afraid of is only going to happen 1 or 2 out of 100 times.

Avoidance isn't the answer → It's a trap

Avoidance means you don't do anything

How do you train your brain to think?

WHAT WE REPEATEDLY
THINK. WE
INCREASINGLY BELIEVE



AFFIRMATIONS

Confidence doesn't come before action, it comes from repeated action.

Some things you just have to experience.

THE GOAL IS TO BECOME
FIT TO FACE FEAR