

— Your 2023 —
GOAL
CRUSHER
— Guide —

Your Guide
(STEP-BY-STEP)
to Achieving
YOUR GOALS!

WWW.BEVERLYATHLETIC.COM



BEVERLY ATHLETIC CLUB



Welcome!

Welcome to a brand new year filled with possibilities!

You've got goals – and we've got a plan to help you make them happen.

Your 2023 Goal-Crusher Guide was specifically designed to stop you from falling into the trap that causes most people give up on their goals.

You just need to do TWO SIMPLE THINGS — but in a way that you've probably never done them before.

The two things:

TAKE ACTION. You have to do the actual work of reaching your goals.

FOLLOW THROUGH. You have to KEEP doing the work in a way that actually works.

WELCOME

We'll get into the nitty-gritty details and break it all down for you in the next few pages.

At the Beverly Athletic Club, we help our members of all ages to achieve a healthy lifestyle through our many classes, programs and beautiful facility.

To find out more about our offerings please visit www.beverlyathletic.com

We hope this guide gives you a jumpstart into an amazing and productive 2023!



THE #1 TRAP

PEOPLE FALL INTO WITH THEIR

New Year's Goals

Ready for it?

They try to do too much, get overwhelmed, and then end up quitting.

See if this sounds familiar ...

You wake up on January 1 super excited to revamp your body, your health, and basically your whole life!

You have BIG PLANS. You'll drink more water, work out, eat a clean and healthy diet, read more, meditate, and the list goes on.

You go at it HARD, and you do really well for a couple of weeks.

But then one day, you end up with a gnarly craving and splurged on your favorite greasy sandwich from your favorite lunch spot ... which led to chips ... and then a cupcake.

And then you didn't feel like working out ... and started questioning if it was even all "worth" it, or if you could really keep up this pace, anyway.



THE #1 TRAP PEOPLE FALL INTO WITH THEIR NEW YEAR'S GOALS



Was the sandwich bad? Nope. Chips or cupcake bad? Nope.

The problem is that you're upset at yourself because you didn't follow your plan. And instead of getting right back on track, you start feeling guilty.

And that one day "off" your plan turned into two. And then three.

And then just like that, your New Year goal becomes a thing of the past, and you find it right back on your list again in January next year.

The good news?

That WILL NOT happen this time around.

That's because this 2023 Goal-Crusher guide will help you avoid that giant trap!

So let's get into the action steps and how it all works.



STEP

#1

Your first action is to set **one or two specific goals** that have real meaning for you.

The goal(s) should be something you're doing for **YOURSELF**, and not for anyone else.

Here are a few ideas:

- Lose 15 lbs of body fat in the next 90 days
- Be able to do 10 push-ups by Feb. 15
- Run continuously for 1 mile in 6 weeks
- Lower blood pressure or cholesterol before your next doctor appointment in April
- Read one book a month
- Hold a 1-minute plank by Jan. 31
- Eliminate added sugars from your diet within 30 days

STEP 1

You'll notice that each of those goals is specific: they have a deadline, they are realistic, and you will know exactly when (and if) you reach them.

Good goal? Lose 15 lbs of body fat within the next 90 days.

Not-so-good goal: Lose weight.



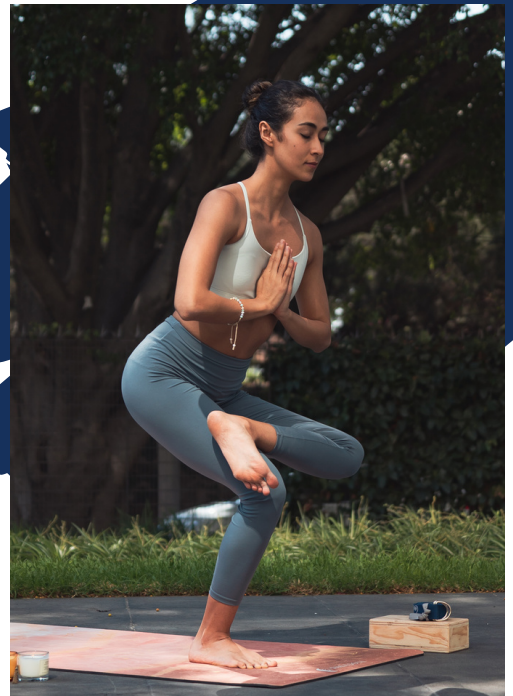
TIP

Setting too many goals will set you up for failure! Pick your MOST important goal, and start there.

Take a minute to think about your most important goal for 2023, and then write it here, being as specific – and realistic! – as you can be:

My most important 2023 Goal:

Why is this so important to me?



STEP

#2

Pinpoint **1 to 3 SPECIFIC ACTIONS** you will take to transform your goals into reality.

These could be actions like:

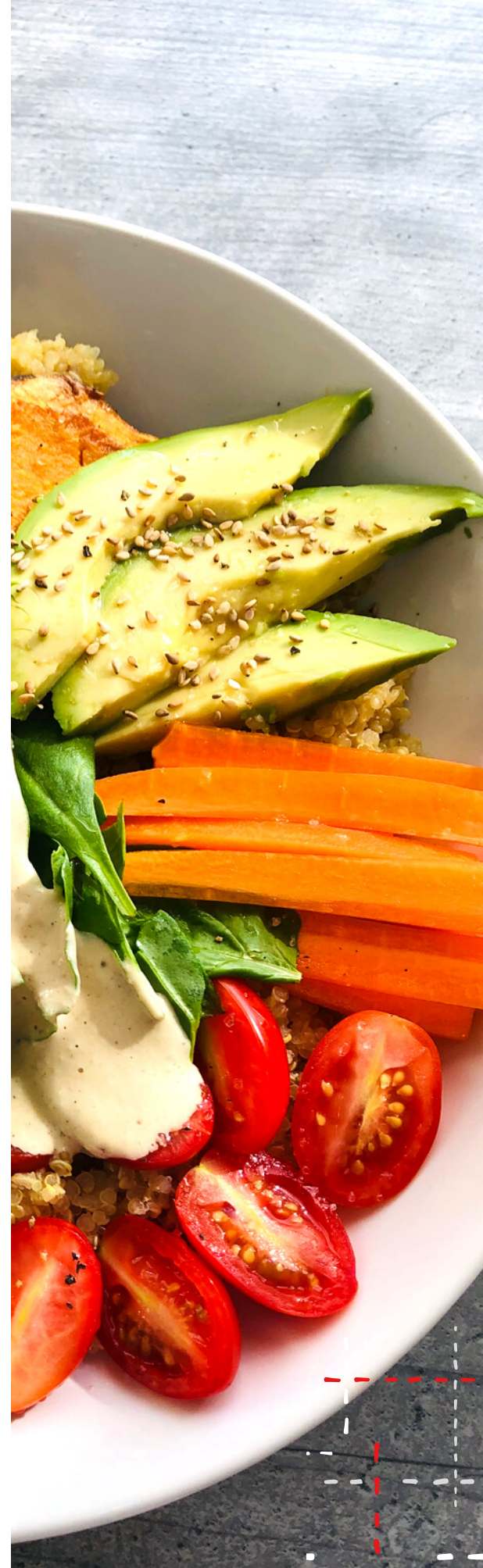
- Working out
- Eating a healthy diet that fits your goal
- Meditating
- Getting 7-8 hours of sleep per night

Don't come up with too many things! **Choose 2 to 3 actions, TOPS.** You can always add more later. The whole idea is to set yourself up for success with a **REALISTIC** action plan.

Action 1

Action 2

Action 3





STEP

#3

Create one “baseline” & one “stretch” action goal.

This will help you avoid the “too much” trap and make it a lot easier for you to actually stick to your plan.



Your Baseline Goal:

This is something you know you can accomplish — even on your busiest week — but that will still move you forward.

Examples:

- Working out for 30 minutes, 3 days a week
- Eating protein with every meal
- Getting 15 minutes of fresh air 3 days a week



Your Stretch Goal:

As it says in the name — this is something that's going to stretch you — but it should also be something DOABLE.

Examples:

- Work out 5 days a week for 30- 45 minutes
- Meal prepping and tracking ALL of your weekday meals for 90 days
- Going for a 30-minute walk or jog outside everyday rain or shine



HOW TO APPROACH YOUR "STRETCH" GOAL

Give yourself an extra pat on the back for reaching it, but also give yourself credit for reaching your baseline goals.



Stretch goals are where a lot of people START.

And, unfortunately, it's also where many people end.

Don't get me wrong: it's fantastic to have a stretch goal because it gives you something to aim for.

But it can end up causing too much stress and overwhelm on a DAILY basis because of limited time, energy, family, work, and other responsibilities.

Missing even a few days of your stretch goal can do a real number on your motivation and morale – and it can make you want to quit.

A better solution is to have a goal you KNOW you can reach (baseline) ... but also go for gold (stretch!) when you have time and energy.

WHAT TO DO IF YOU **FALL SHORT** OF YOUR *Baseline Goal*

Don't give up! Do SOMETHING. Whatever action you didn't do ... do it as SOON as you can do it.

Block off time in your schedule to make sure it happens, and treat it like a date with one of your favorite people in the world.

And if you need to clear your head to recenter yourself ... do that first:

- Go for a walk
- Do a workout
- Meditate or pray
- Go to bed early
- Hit it again tomorrow

*It does not matter how
slowly you go ...
as long as you do not stop.*



HOW TO USE YOUR Checklist

Write down your goal to remind yourself what you're working toward.

Then, write both your baseline goal AND your stretch goal.

Mark the days you complete your goals on your checklist.

Today is your opportunity to build
the tomorrow you want.

KEN POIROT

Your 4-Week Goal CHECKLIST

WEEK 1

🎯 MAIN GOAL

📋 BASELINE GOAL 1

🌟 STRETCH GOAL 1

📋 BASELINE GOAL 2

🌟 STRETCH GOAL 2

📋 BASELINE GOAL 3

🌟 STRETCH GOAL 3

	Action 1 Baseline Goal	Action 1 Stretch Goal	Action 2 Baseline Goal	Action 2 Stretch Goal	Action 3 Baseline Goal	Action 3 Stretch Goal
DAY 1						
DAY 2						
DAY 3						
DAY 4						
DAY 5						
DAY 6						
DAY 7						

Your 4-Week Goal CHECKLIST

WEEK 2

MAIN GOAL

BASELINE GOAL 1

STRETCH GOAL 1

BASELINE GOAL 2

STRETCH GOAL 2

BASELINE GOAL 3

STRETCH GOAL 3

	Action 1 Baseline Goal	Action 1 Stretch Goal	Action 2 Baseline Goal	Action 2 Stretch Goal	Action 3 Baseline Goal	Action 3 Stretch Goal
DAY 1						
DAY 2						
DAY 3						
DAY 4						
DAY 5						
DAY 6						
DAY 7						

Your 4-Week Goal CHECKLIST

WEEK 3

🎯 MAIN GOAL

☰ BASELINE GOAL 1

⚙️ STRETCH GOAL 1

☰ BASELINE GOAL 2

⚙️ STRETCH GOAL 2

☰ BASELINE GOAL 3

⚙️ STRETCH GOAL 3

	Action 1 Baseline Goal	Action 1 Stretch Goal	Action 2 Baseline Goal	Action 2 Stretch Goal	Action 3 Baseline Goal	Action 3 Stretch Goal
DAY 1						
DAY 2						
DAY 3						
DAY 4						
DAY 5						
DAY 6						
DAY 7						

Your 4-Week Goal CHECKLIST

WEEK 4

MAIN GOAL

BASELINE GOAL 1

STRETCH GOAL 1

BASELINE GOAL 2

STRETCH GOAL 2

BASELINE GOAL 3

STRETCH GOAL 3

	Action 1 Baseline Goal	Action 1 Stretch Goal	Action 2 Baseline Goal	Action 2 Stretch Goal	Action 3 Baseline Goal	Action 3 Stretch Goal
DAY 1						
DAY 2						
DAY 3						
DAY 4						
DAY 5						
DAY 6						
DAY 7						



COACHING + ACCOUNTABILITY =

Success!



- ✓ Benefit 1 (fitting into old clothes – and brand-new ones, too)
- ✓ Benefit 2 (better skin)
- ✓ Benefit 3 (confidence)
- ✓ And more!

Our Health Coaches are here to help you achieve your goals. For more information about our programs please reach out to us at HC@beverlyathletic.com for more information. We look forward to hearing from you!



BEVERLY ATHLETIC CLUB



#bacstrong
YOUR community club



Soul Healthy Care
Nutrition • Movement • Balance • Wellness