

The background of the entire image is a vibrant, stylized illustration of a phoenix. The bird is depicted in a circular, flame-like shape, with its head and neck rising from the bottom center. The colors are primarily bright yellow and orange, with darker red and brown tones at the edges, creating a sense of intense heat and fire. The phoenix is set against a dark, almost black, background that makes the bright colors of the flames stand out.

THE SELF COACHING FORMULA

**LEARN HOW TO COACH YOURSELF TO A HEALTHIER,
WEALTHIER, HAPPIER AND MORE SUCCESSFUL FUTURE**

Welcome

Welcome to a new chapter in your life, a new journey and the possibilities for your future. This short E-book may represent a new beginning in your life or it might just help reinforce the path you have already started walking. I would like to invite you into the world of Awareness. A world where the truth of your thoughts, actions and behaviors are revealed to you. A world in which you understand not just yourself better, but also the world around you. Awareness is the key to unlocking your potential and future possibilities.

Getting Started

Starting a journey into the unknown can be daunting for some, but the journey into the world of your thinking and behaviour is one well worth the effort. Personal development is the pathway to a more empowered

version of yourself and through that empowerment you will develop the capacity to transform your life. But before we dive too deep, it's important to lay the foundations, one of those foundations is the **Self Coaching Formula**. This formula has been developed with the purpose of handing the reins over to the individual. Not everyone wants to visit a life coach, counselor or psychologist. In fact I'm almost certain that most people would prefer to solve their own problems if they possessed the tools to do so. Life coaches, counselors and psychologists can be expensive and often require several visits to achieve the desired result. This is the reason I decided to create a formula that can be used over and over again to create the kind of life you desire. The formula is based on the contents of the book 'Evolution Through Awareness'. Evolution Through Awareness is essentially a guide to Personal development and transformation.

The Purpose

The purpose of this E-book is to offer a gateway into the world or personal transformation. Once you become aware of this formula and understand it, you will be able to use it over and over again to shape your life to your desires. If you want to overcome an issue in your life or achieve something great, you can do so by following the process outlined in the Self Coaching Formula. The formula consists of a number of steps which will help you move forward bit by bit to your intended goal.

What You Will Learn

- How to choose a goal or issue to focus on and how to frame it
- How to cultivate awareness
- The steps to building knowledge relevant to your goals
- How to gain wisdom more rapidly
- Important learning resources

- How to plan a path based on your goals
- How to integrate habits that are scalable
- How to take honest action and maintain it
- The importance of patience
- How to get results and improve upon them
- Other associated information

Final Note

I would like to thank you for joining me on my personal journey and for being part of the Evolution Through Awareness vision. This is only the beginning of an ambitious quest to improve not only the lives of individuals, but also every person as a collective group. Life can be difficult and it is full of challenges, but with the right approach, anything is possible. I have endured many tough years myself, which is why I chose this pathway; the path to helping others who may be experiencing the same or similar challenges, to what I experienced myself.

I am committed to developing and sharing the kind of awareness that can transform the lives of others.

This short E-book is just a sample, but there is still much more to come. I hope ***The Self Coaching Formula*** will give you a strong platform and foundation for all of your future development and success.

I wish you luck on your journey forward.....

**“THERE ARE NO
LIMITS TO WHAT YOU
CAN ACCOMPLISH,
EXCEPT THE LIMITS
YOU PLACE ON YOUR
OWN THINKING”**

BRIAN TRACY

The Self Coaching Formula-

Introduction

Before we go to the actual formula I will briefly introduce you to the concept. Most people have heard of life coaching or at the very least coaching in general. It involves a mentor, trainer or teacher- encouraging, motivating, directing, facilitating and driving you toward a common goal. The purpose for the student is to achieve the goal; the purpose for the coach is to get them there. Life coaching is the most relatable type of coaching to the *Self Coaching Formula*. It involves identifying goals, barriers, pathways, support, obstacles and practical steps to help the individual being coached. The problem however, with paying for support and guidance in the form of a coach or psychologist, is that it is often expensive and inconvenient, so most people will attempt to fix their problems with no support or guidance whatsoever. Trying to go forward with the exact same

mindset and no support, will likely result in further failure and struggle. Throughout our lives we will be confronted with many obstacles, we cannot expect to pay for help and guidance on every occasion, as most people don't have access to such a depth of wealth and resources. If we are unable to afford these kinds of professional services throughout our lives, we need to have an alternative. Enter- the **Self Coaching Formula**.

Developing the ability to Self Coach, is invaluable. When you want to achieve a goal or overcome a problem, having the ability, skills and tools to do so on your own or with limited support, is absolutely vital. The Self Coaching Formula provides you with a structure and system that can be used over and over again, to manifest the kind of results you wish to achieve. The great thing about Self Coaching is- once you understand the formula and how it works, it doesn't matter what goal you have in

mind, you will almost certainly be able to achieve it. All of our thoughts, emotions, behaviors and decisions stem from the brain, so it makes sense to start at the beginning rather than the end. Your brain is that beginning.

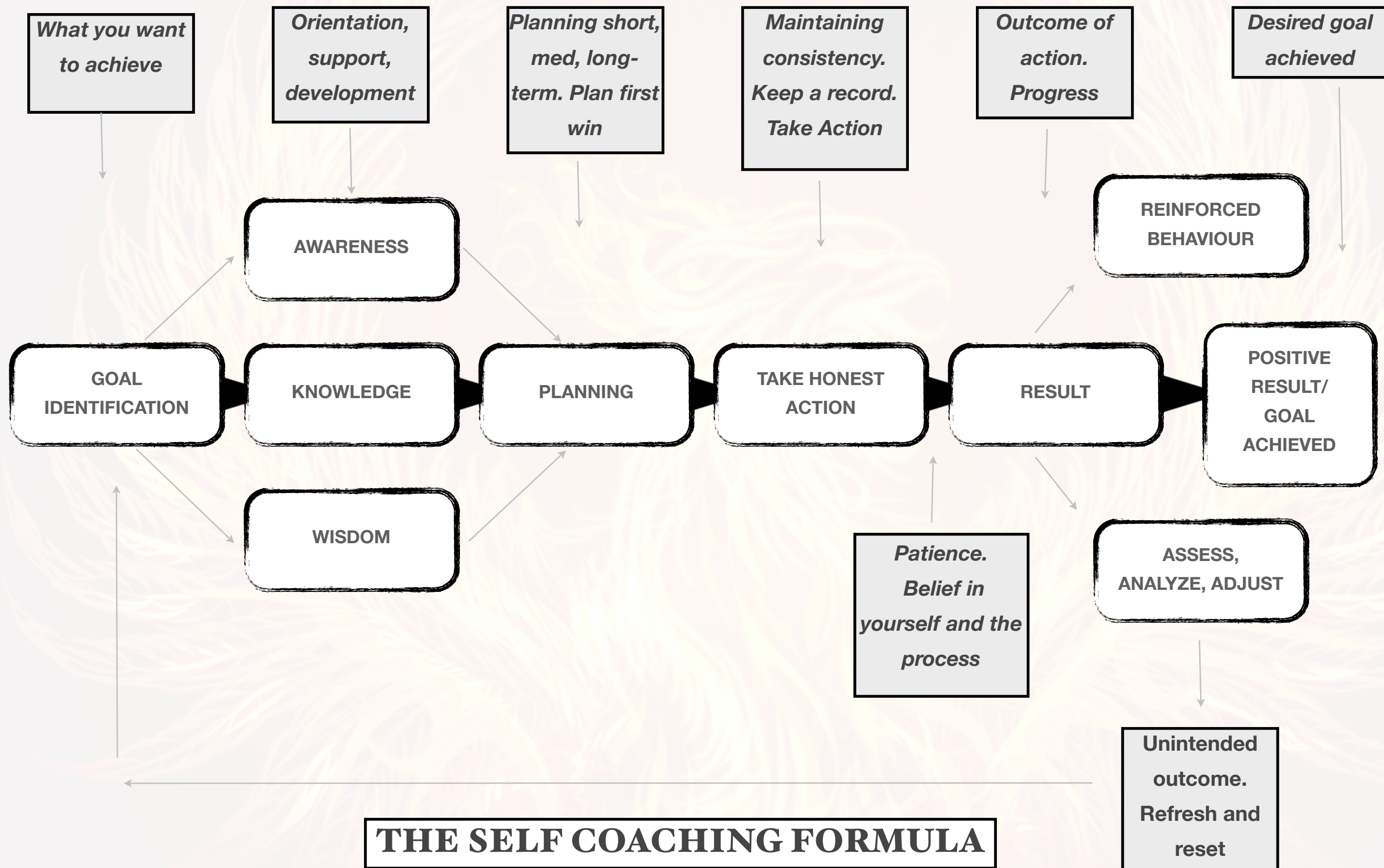
The Self Coaching Formula isn't about being an immediate expert or developing confidence in 5 minutes, it's about setting a positive trajectory that will transform your life for the better. The Formula is a tool and system accessible and workable for anyone from any background in any circumstance.

On the next page you will find the formula in it's template form. The pages following the formula template contain the explanations of the components that make up the formula.

Lets take a look at the Formula.....

**“TO HELL WITH
CIRCUMSTANCES, I
CREATE
OPPORTUNITIES”**

BRUCE LEE



Identification

IDENTIFICATION OF GOAL

1. IDENTIFYING THE WHAT

2. WHEEL OF LIFE

3. STILL CONFUSED?

Identification

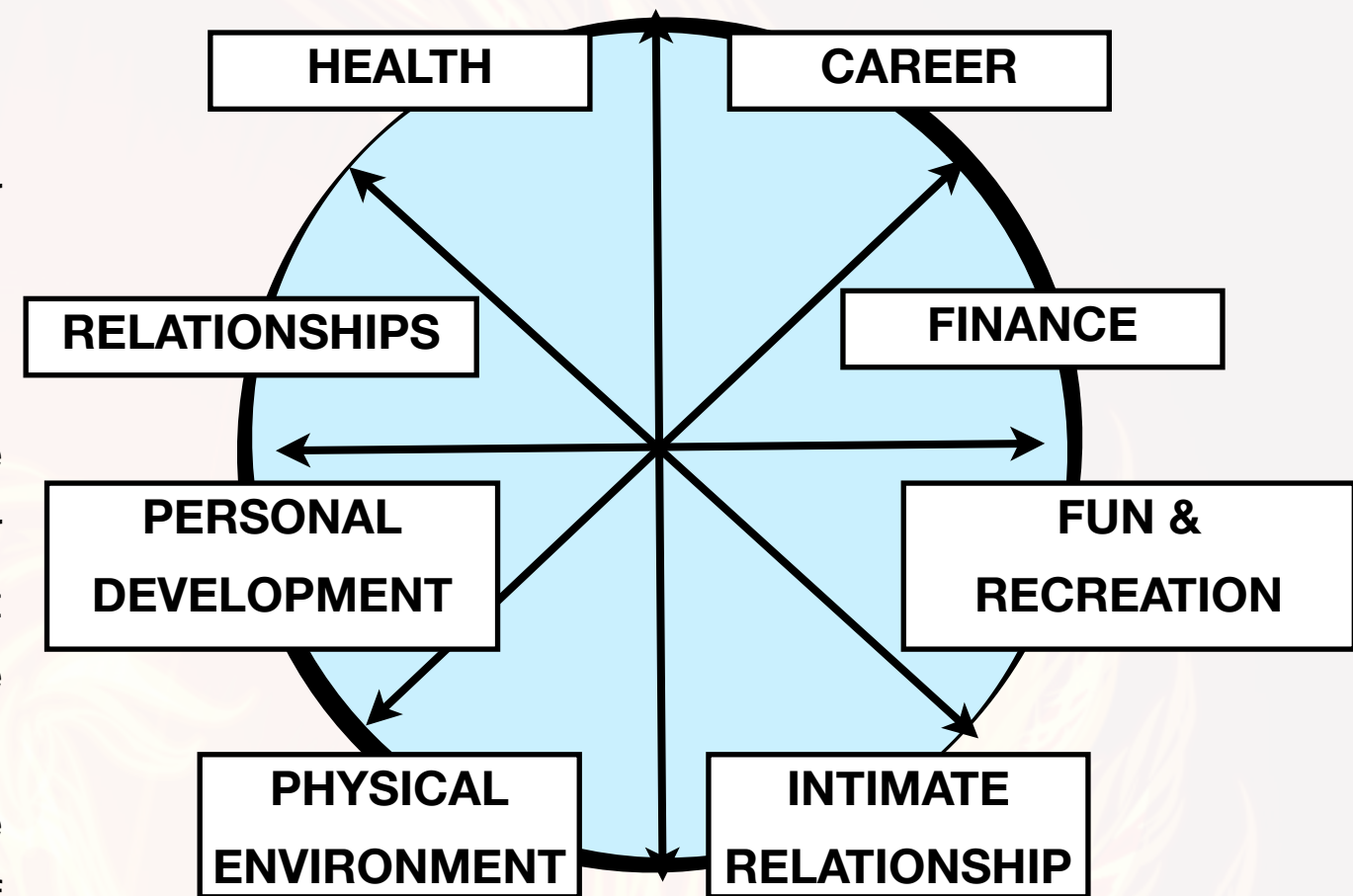
What is your Goal? What do you want to change, transform or achieve?

The first and most obvious step of the formula is Goal Identification. If you have found your way to this book, it's for a reason. You either know something specific has to change in your life or you at least have an idea of what it might be. This is where many people get stuck, not knowing what they want or how to get it; they can feel lost and confused. If you know your goal this step is simple. Simply write in your goal and you will have completed the first step. The only consideration you should have if you already know what you want to achieve, is to avoid starting with anything overly ambitious, unless you are using the formula for long-term goals. Some examples of smaller, more attainable goals might be weight loss, a better job, starting a relationship, developing confidence, improving your health, having better friendships etc. It can also help to break your goals down into specifics e.g. I want to lose 5 kilograms, I want to make 10 thousand dollars, I want to make 1 new friend, and so on.

If you already know your goal then you are ready to go, but if you are still confused the next paragraph may be for you.

Wheel of Life- The wheel of life is a simple tool you can find with a quick google images search. Either create one yourself or print one from the web. Once you have your wheel of life and have filled it out, you can have a look at where you stand. I suggest scoring each area, then place them in order from the lowest scoring area to the highest. The lowest 3 scores represent the areas of your life where you are in need of improvement. Look closely at each of these areas and take some time to reflect. Your goals may be hiding within these low scoring areas, especially within the lowest scoring area. If you rated low for health, then maybe your goal could be weight loss or improving your sleep- if you rated career low, then maybe you need to consider your career path and whether you are using your skills to your advantage and so on.

The Wheel of Life can be a helpful tool when you are trying to identify your goals. Completing a Wheel of Life will help you take the first step in the right direction.



Wheel of Life example

Still Confused?- If you don't already have a goal and the wheel of life didn't help you to define one, then you probably fall into the category of *Confused*. Firstly you need to know that you are not alone. In fact many people go through a period of confusion in their life where they are not quite sure what they should be doing, where they should be and who they want to be. I went through this myself many years ago. I remember thinking, "I have no

idea what I am doing with my life”, and I certainly wasn’t sure of my identity at the time. From that thought, it has taken almost 10 years to answer those questions. 10 years!!! - you might be thinking, but don’t worry, I hope to help you speed up the process so you can answer the important questions in a much shorter period.

If your goals are small you are less likely to be confused, but when they relate to identity, purpose and meaning, the questions become a little more difficult to answer.

The following are some tips to help you identify your goals so you can kick off the process of self development and goal achievement right away.

1. Start small. If your confusion stems from finding a greater purpose, then it might be better to start with a really small goal, such as- reading a book, completing a short course, losing weight, getting a job etc.
2. Read non-fiction books related to self help, coaching, motivation, business and anything relevant to your principle interests and current skills. This will encourage a greater meaning and the associated goals to emerge based on your learning.

3. Travel. If you can afford to, take some time out and travel. People often travel to ‘find themselves’, the funny thing is, some people actually do. Experience the world, it will open your mind.
4. Experience life. Sounds simple doesn’t it, but a lot of people live in loops. They do the same thing week-in, week-out and expect something different to happen. It won’t, unless you add some new ingredients to the mix.
5. Network. Networking, especially with like minded people is a great way to learn and grow. Meet people who are similar to you and have similar interests, but also meet people who are different from time to time. They may be able to open doors for you that you didn’t even know existed
6. Get help. If I had had a good life coach, I may have been able to identify the bigger goals in my life much earlier. As it turns out, the most meaningful goals in my life were actually staring me right in the face. I just couldn’t see them because my mind was too clouded at the time.

7. Above all, be patient. If you mix the above ingredients all together the only thing left to do is to be patient. Be patient and the process will come together- if you are willing to take action and follow the outlined steps.

Being confused about your goals and direction is normal, so don't let it consume you. Be present, enjoy your life as best you can right now and slowly work your way toward the goals and meaning you are seeking.

**“IF YOU WANT TO
LIVE A HAPPY LIFE,
TIE IT TO A GOAL,
NOT TO PEOPLE OR
OBJECTS”
ALBERT EINSTEIN**

Awareness, Knowledge, Wisdom

AWARENESS, KNOWLEDGE, WISDOM

1. WHY THIS STEP

2. AWARENESS

3. KNOWLEDGE

4. WISDOM

Why this step

As much as we all want the quick fix, in most cases it simply isn't realistic. Now, I'm not one to get stuck on the term 'realistic' however there always needs to be a sense of groundedness when setting out to achieve goals. If you cannot remain grounded you will likely build anxiety based on unreasonable expectations, which is something to avoid. This step is about being like a mad scientist, toiling away in the basement, towards the eventual breakthrough. Depending on your goal this step may only take a few weeks, but it can take several years to fully develop. If the goal is big enough, valuable enough and meaningful enough to you, years won't matter- trust me on that. As they say- an overnight success is 10 years in the making. This has been the reality for many successful people throughout history. Building awareness, knowledge and wisdom, will establish a powerful foundation, that will launch you into a world full of achievement, happiness and success.

Awareness

Once you have identified your goal you have to start taking steps in the right direction. The question is- how?

Firstly start to build awareness relevant to your goal and intended path in life. Awareness means asking yourself questions such as-

- Why am I in my current position?
- What options do I have?
- How can I make this goal a reality?
- What resources do I have?
- What is my direction and focus?

By asking yourself these questions and answering them honestly, you open up the possibilities and start a shift in your thinking, but you do have to be honest. In fact honesty is a vital component. Honesty may require that you talk to someone about your answers to see if you are being blindsided by your own mind. In order to change or

achieve something important to us, we must first understand ourselves. One way to build self awareness is to develop knowledge on subjects such as-

- Belief
- Habits
- Basic Psychology
- Introductory Neuroscience
- Patterns of Behaviour
- Influence
- Confidence
- and more

Building this kind of self awareness, is like reading the manual to your brain. The more you learn, the greater mastery you will have over your automatic thoughts and behaviours. You will understand yourself and by doing so gain greater control over your life and the decisions influencing your life.

Knowledge

Start acquiring knowledge- yes acquiring. This means you have to be proactive. Consider your goal and build knowledge relevant to that goal. Take the example of weight loss. If you want to lose weight, rather than relying on what you think you know, it would be more beneficial to actively develop further knowledge to support your transformation. Knowledge refines and sharpens your approach to a goal. Knowledge can also influence you emotionally, which further supports your progress. If weight loss is the goal, then it makes sense to learn about that very subject. Consider doing courses, seminars, reading and online research. Learn about proteins, fats, carbs, sugar, calories, exercise and how sleep influences weight loss. Learn as if you want to become the teacher in your chosen area.

Lets have a look at another example- how about finding a career you love. You might start by reading books about careers, meaning, interests, hobbies, finding your passion etc. You may also learn about other aspects such as resume writing, how to create a good cover letter, using social media to create a job profile etc; there is much to

learn. As I said above- learn as if you want to become the teacher.

Wisdom

The last component of the initial learning phase is Wisdom. One might think wisdom only comes with age, but this is not the case. Just because you are old, doesn't mean you are wise and just because you are young, it doesn't mean you are ignorant, foolhardy and naive. Wisdom isn't the same as knowledge, wisdom requires more; it combines knowledge, awareness, experience and a sense of 'feel' or instinct. Who would you prefer to take advice from- the university lecturer who teaches business but has never owned a business or the entrepreneur who has already created several successful businesses. Knowledge is important, but it isn't enough and it often leaves a big gap.

The acquisition of wisdom can put you on the fast track toward your goal. Normally wisdom takes time, patience, experience and often failure to develop, but not if you learn from the experience of others. Lets have a look at a few ideas, to help you acquire wisdom at a faster rate.

Find a Mentor- A Mentor is usually someone who can offer guidance and support through the process. They should be knowledgeable and be able to provide guidance relevant to your goal. A mentor can be there to offer advice or feedback, and can help you make better decisions. Mentors do not have to have subject matter knowledge or experience, but it can be helpful if they do. For example- a life coach may not need direct nutrition knowledge and experience to guide you to making better nutritional choices. Wherever you are and whatever your goal may be, seek out a mentor and be willing to pay for their help, it may prove to be invaluable. If you cannot afford certain services, then look to your friends, family and inner network for guidance.

Learn from others- Learn from people who have achieved the same or a similar goal. If someone is wealthy, they probably have a pretty good idea of how to create wealth. If they are fit, they know how to get fit. If they have created several businesses they know how to establish a business and so on. Learning from others doesn't mean it has to be direct mentoring, it can be achieved by researching, reading and learning about these kinds of

people. Successful people often write about their life and story, detailing the highs, lows, mistakes, good decisions and turning points. They also allude to the kind of mindset they had to maintain on their way up the ladder. People who have achieved great things, have the results to prove the level of awareness, knowledge and wisdom they have in a given area. Benefit from this knowledge by identifying people who have achieved similar goals to the one you have identified for yourself.

Modeling- Similar to the above area, modeling requires one to mimic and adopt the mentality and characteristics of others. More specifically, modeling is adopting the positive attributes of successful people- from their physical posture and voice intonation to their resilience and daily habits of success. Successful people, are so for a reason; by adopting their features and applying them to your own being and approach you will almost certainly improve the possibilities in your own life. Try to be specific when choosing the people you wish to model; pick people who have achieved the kind of goals you desire or similar.

Network- Networking is vital and is one of the best ways to get noticed and get ahead. By developing a network of likeminded people or just people in general, you create an environment of supporters who are willing to vouch for you, advertise your skills, collaborate with you and buy whatever it might be that you are selling. Creating a network isn't always about business, you might join a group of people trying to lose weight and so benefit from the support. For example, you could join a running group or an online forum, whatever the case may be, if you have value to advertise or you simply wish to learn from others, building a network is a valuable way of doing so. Consider what you want to achieve and build a network of people to support that particular goal.

Who else can help- This point is about looking around you to see if there may others sources of wisdom and support. This may be a partner, friend colleague, relative or even someone you connected with online. Do you know anyone in your life who is doing well, who may have already developed the skills you need yourself and who might be willing to share those skills with you? Consider the people you know and ask yourself- can I benefit from

this persons skills, knowledge and/or experience. Then make the connection.

**“AWARENESS IS THE
GREATEST AGENT FOR
CHANGE”**

ECKHART TOLLE

Planning

PLANNING

1. Why Plan
2. Planing Considerations
3. Habits
4. First Win
5. Write it Down

Why Plan?

It's pretty obvious why planning is so important. Planning helps us see the obstacles on the path before we get to them, it defines expected timeframes and the steps in a process. Planning means improving the odds, reducing wasted time, avoiding procrastination and being prepared for set backs. Planning is like a map forward into the unknown. Surely we can all agree that getting to a destination by following a map, is much better than trying to do the same by following nothing at all. A plan can also make us accountable to the steps within the plan. For example- if you know part of your weight loss plan was to do certain exercise sessions for a specific number of days over a predefined timeframe and you don't follow through on this plan, you will know why it didn't work. Having a plan can keep you honest and help to maintain integrity with your approach. These are some of the reasons why having a plan is so important if you want to achieve a goal.

Planning Considerations

Timeframes- when you start to lay out your plan it's important to set timeframes for each of your goals. These timeframes should be based on prediction, not expectation, as expectation can set you up for failure, particularly emotional failure. Make a prediction to the best of your ability and set timeframes. Part of developing awareness, knowledge and wisdom is being able to set realistic timeframes. If you want to lose 10 kilograms in 2 weeks, but an experienced personal trainer tells you that 2 weeks is unrealistic and that it would be better to work within a broader timeframe, then you probably should take their advice as they are the expert in that area. The awareness, knowledge and wisdom developed in the first phase will make the planning phase more accurate, so try to give the awareness stage the necessary attention before you commit to a plan. Consider your goals carefully, weigh up what you know and set your timeframes.

Important point to remember- prediction, not expectation

Short, mid and long-term- In connection to setting timeframes for the achievement of certain goals, it's helpful to break down the plan and timeframes into short, mid and long-term goals. The psychology of most people is to maintain the status quo, this means that if you take on too much by setting an overly ambitious goal, the odds will be against you from the beginning. Big goals are always made up of small goals and small achievements, so don't step too far out into the unknown by setting unrealistic targets. Start with a vision and work backwards, breaking each step down into digestible smaller goals and milestones. You may have the end goal of losing 30 kilograms, but maybe you could break it down into smaller blocks. The end goal being losing the 30kgs, the mid term goal and milestone being 20kgs and the short term just 5 kgs. The short term goal acts as a reinforcer and motivator, keeping you on track and encouraging you forward. Pick your goal and break it down in this manner- short, mid and long term, with obvious milestones marking the end of each stage.

Block goal periods- When you attack a goal it can be helpful to have a laser focus. There are times when a

scatter shot approach may work for you, but when you have a very specific goal, it can help to frame your goal by breaking it down into different blocks. Doing this helps you focus on the immediate and most relevant steps. You can break the steps down even more into smaller blocks within the short, medium and long-term steps and goals. For example- you may be working towards the first milestone of losing 5 kgs, but instead of focusing on the 5 kgs, you might break it down further. One way to break down this particular short-term goal is to set the smaller goal of going to the gym 5 times a week. You may have that goal over the period of a month, repeating it 4 times over until you hit the short term goal of losing 5 kgs in a month. Within short, medium and long-term goals, are smaller blocks of goals, which together make up the bigger goals.

Visualization- It can help to imagine your future in advance. One way to do this is to create a visual plan. Visual planning can be easier to understand and at times is far more compelling than a plan full of text and jargon. By creating a visual plan the steps become very clear at a glance. Visual plans can come in the form of flowcharts,

mind maps, image boards etc. It is a matter of searching for the best option for you.

Habits- Every day of our life is essentially made up of a number of reinforced habits. Habits are powerful automatic and unconscious behaviours that are carried out with little thought or effort. Ensure you integrate habit development into your plan. When setting your plan, you might want to insert a 'habit build' as a component of the plan. If your goal is weight loss, the habit could be drinking water at certain periods of the day, walking to work, using the stairs instead of the lift, eating a portion of veggies, attending an exercise class every Tuesday etc. Habits are powerful, and they can help you set the trajectory early. Imagine you manage to integrate the habit of walking to work every day instead of catching the bus or driving. As you notice the results stemming from all of your actions toward the goal of weight loss, the habit of walking will be reinforced and therefore will become easier to maintain. Your plan should encompass the conventional aspects of a typical goal plan, but if you

want to plan in a more advanced manner, then integrate habit development within your plan.

Here are a few examples of goals and possible habit plans relevant to these goals.

1. Goal- Develop the confidence to talk to women

Planned habit- during daily interactions with women, always say hello and ask how their day has been.

2. Goal- Save \$5000

Planned Habit- Have \$50 direct debited from your account every week

3. Goal- building a business

Planned habit- Read 10 pages every night of a business related book

4. Goal- Gaining 3 kgs of muscle

Planned habit- Do 50 push ups every day

Planned habits are simply a component of a bigger plan and will help you maintain forward progress, as is the nature of positive habits. Ensure you identify and integrate habits that will support your progress towards the intended goal.

First Win- Reflecting back to the example I provided of the weight loss goal. Remember I mentioned the example of having a goal of losing 30kgs, then I mentioned you would break it down into short, medium and long term goals. The long term goal being 30kgs weight loss, the medium term being 20kgs weight and and the short term goal being 5 kgs weight loss. Why do you think I chose 5 kgs for the short term goal rather than 10kgs weight loss? Considering the fact that we were going down by tens i.e.- 30>20>5?

The reason the first goal is smaller and didn't seem to match the progression of the other goals is because the first goal is one of the most important. Your short term goal should be a goal that you will almost certainly achieve. You want to set your short term up in a way that almost guarantees success. The reason for this is due to the psychology of human behaviour. Your *First Win is*

often a pivotal point in your journey toward the bigger goals. Once you have a win on the board, your motivation will increase, your emotions will improve, your habits will be reinforced and you will start to believe more in the process. Set yourself up to have a first win by choosing a short-term goal that is attainable and reasonable based on what you know about yourself. If you are the kind of person who is easily discouraged then don't set the First Win goal too high. Your first goal should be challenging but not to the extent that failure is more likely. Ensure you set a short-term goal that you believe you will achieve, with very little doubt. Your First Win is a vital component of the larger goal and vision.

Write it Down- Yes, as obvious as this point may seem, many people don't write their plans down. Write down your plans, even if it's simply a summary of each phase or stage. It will help you uncover any gaps and improve your ability to see your goal as attainable.

**“FAILING TO PLAN IS
PLANNING TO FAIL”**

ALAN LAKEIN

***‘Prior preparation and planning prevents poor
performance’***

Action

TAKE ACTION

1. Take Action
2. Incongruent Action
3. Honest Action
4. Keep a Record
5. Be Consistent
6. The 1 Month Rule

Take Action- This is where many people get stuck. A new years resolution to lose weight might sound good at the time, but going to the gym after a long day at work can be hard for people who aren't into fitness. Awareness, knowledge, wisdom and planning are all important aspects of goal attainment, but without action they are nothing but inert knowledge and pipe dreams. Action should lead to results in nearly all cases. We must take action in a manner that brings us closer to our vision and end goal.

Talk is cheap and meaningless in the real world. Success doesn't come from talk or thought alone, it comes from physical actions. Although it can be helpful to affirm your ideas and dreams, it can also keep you trapped if you don't back it up with physical action. Action is the first step to actually making forward progress. You must take action if you are to ensure success.

Incongruent Action- This is any positive action that you sabotage by taking other opposing actions. If you exercise to lose weight but then eat a donut on the way home, you are sabotaging your efforts. If you write a

great resume but arrive to the interview wearing rags, this is sabotage. If you want to start a relationship with another person, but don't attend your anger management sessions, you are sabotaging your chances through inaction. If you want a better life, but do nothing more than complain, you are incongruent with your goal. Incongruent action, is action that is in direct opposition to the action you are or should be taking toward your dreams and goals. Incongruent action is regressive by nature, particularly in relation to the current goals you are pursuing. When you implement an action plan, it may help to identify the kind of behaviour, decisions or actions that might derail your efforts. Start with the negative habits that are already ingrained into your routine, such as smoking, playing video games, eating take away etc, they are the habits most likely to sabotage your goals and dreams

Honest Action- Human beings are very good at lying to themselves. I often observed this behaviour when I was working in the fitness industry. People would come into the gym where they would initially receive a fitness program. After a month or two of not seeing any results,

they would come back and complain that nothing had happened. After being questioned, it would always come out that they weren't following the guidance or they were still eating unhealthy food. I had one particular gym member come back to me and tell me that he was disappointed with his lack of progress. He blamed me, telling me "you said I could lose this amount of weight in this amount of time". I asked him if he had actually followed my guidance, and he started to squirm a little. I then asked what had eaten that day, he said "well I ate a large McDonalds meal this morning". I didn't have to say anything else, as he knew he had made the mistake and blaming me was his way out of it. So his action was dishonest. Honest action is when we do precisely what we say we are going to do, to the best of our abilities. Don't delude yourself by making excuses, it can become a toxic habit over time. Unless you have really mastered honesty when self-reflecting, it's probably better to make no excuses whatsoever. If you can be honest and you know you will be, then some excuses can be valid.

Here are a few quick tips to keep you honest-

- Firstly, write down your action steps and be accountable to them.
- After taking action, compare the action you have taken to the steps you have written. If it is not identical or better than the planned action steps, then you had better have an amazing excuse.
- Have someone make you accountable. This can be a friend, trainer, coach or family member. Keep them involved in the process
- Accountability through money. If you invest in something that hurts the hip pocket, you are more likely to be accountable, as nobody likes to waste money, especially if you don't have much.
- Practice self-reflection. Honest self-reflection is a skill that can be improved upon and is of great benefit to have.
- Don't make excuses. I have seen it time and time again in the fitness environment. It's just too easy to make an excuse.

Keep a Record- Recording your progress can be motivating and also eye opening. If you had a good week you may be able to identify why this has occurred. If you had a bad week, you might be able to see where you were derailed. Journaling and record keeping throughout the process will not only help you stay honest, but it can also help you refine your action steps and avoid pitfalls. Look for common themes in the good and bad weeks and you will be able to improve the process. If you noticed that you didn't go to the gym after work on the days that you went home first, then don't go home before going to the gym. If you only smoke a cigarette when a certain person stresses you out, then find a way to avoid this person. If you waste money on clothing every time you go into a certain store, then avoid that part of the mall. Keeping a record of the process can be of great benefit and is often eye opening.

Be Consistent- Progressive action requires consistency. Progress generally stems from consistent forward progression. Even if the progress is incremental, as long as you are heading in the right direction, you will eventually make it. I know people who exercise once

every few weeks and that's about as consistent as it gets for them. What they are essentially doing is punishing themselves based on fleeting motivation or guilt. They exercise, but not enough to really improve, so each time they do it, they will end up feeling discomfort and pain because their level of fitness never really progresses. Consistency creates momentum, and momentum can really move you forward once you notice some initial results.

The 1 Month Rule- Almost any worthwhile goal, will likely require more than a month to be achieved. I would also hazard a guess that the majority of people quit in their attempts at a goal within the first month of trying. The conscious effort it takes in the initial stage is difficult for most people to maintain, often finding themselves falling off the wagon within the first few weeks. For this reason the '1 Month Rule' is essential for anyone trying to achieve their desired goals. As mentioned in the planning phase, you will want to break down your goals into stages and set yourself up for a first win. In most cases your first win will not occur within the first month, so it makes sense to at least make it through the first month, to give

yourself the best chance possible. Another important consideration is the time it takes to establish a new habit. Studies have suggested that a habit is only fully established after being consistently practiced for a minimum of 3 weeks, and up to 3 months. For this reason the 1 month rule is imperative to developing progressive habits, which will move you closer to your goal. Once you have made your plan, identified the action steps and your planned habits, ensure you maintain the process and remain consistent in your actions for a minimum of a month. By doing so, you greatly increase the odds of success and getting your first win. Start with 1 month, if you can make it to 3 months, even better.

Patience

PATIENCE

1. Be Patient

2. Faith, Belief and Meaning

Be Patient- This is one of the most important ingredients for success. It is also probably one of the least accepted and frequently ignored components of success. Human beings by nature want quick results, they want instant gratification and they want an easy path to their goal. In nearly all cases this isn't how it usually works out. If you talk to any successful individual or analyze the lives of successful people, you will almost certainly discover a common story. The stories will likely consist of struggle, sacrifice, effort, pain, sorrow and achievement before the eventual success. Note the duration of these stories, from the conception of an idea, the first lesson, the initial stage and the very first win; you will realize that success for most people, if not inherited, takes a significant amount of time and effort. It's best to predict that the process will be longer, more complex and more difficult than you might first think, then be pleasantly surprised if it happens in a shorter time frame. Success in nearly all cases requires patience beyond that of the average human being.

Faith, Belief and Meaning- Faith, Belief and Meaning are all fuel for patience. Have faith in yourself, believe in the goal and your ability to achieve it, and work toward a goal that is meaningful to you as a unique individual. Faith and belief mean following a cause, idea or process blindly, as if you just know it will happen. Note that I said blindly, not ignorantly. Of course you must assess, analyze and refine, but never allow the belief you have to falter. Relating a purpose and meaning to your goal, will keep you on track when you have nothing at all to show for your efforts. This is often the case with many ideas that only pay off after extended and consistent efforts. If you are following your life purpose and meaning, and you have the belief and faith to see it through no matter what, then the ingredient for enduring patience is simple- Never, ever quit.

**“HE THAT CAN HAVE
PATIENCE, CAN HAVE
WHAT HE WILL”
BENJAMIN FRANKLIN**

Results

RESULTS

1. Results

2. Small Scale Practice

3. Results of Actions

4. Completion of Goal

Results- What you want from your actions are results- positive results. Positive results are evidence of correct action. If you are losing weight, getting fitter, sleeping better, making more money, improving your knowledge, refining your skill or getting positive feedback from the people around you, you are receiving evidence that is essentially telling you- keep going. Results affirm, reinforce and encourage your actions and efforts, so it's important to set your goals in a manner that almost guarantees positive results, no matter how small or short term they may initially be.

Small Scale Practice- Some goals involve a degree of risk; a risk to your ego, confidence, relationships, health, level of finance, security etc, so it's important to develop strategies to temper and test your approach. If you want to become an investor, it would make sense to invest on a small scale until your skill-set improves. If you want to get fit, don't start with a marathon or try to lift an excessive weight, as you may incur an injury, instead progressively overload your body to improve in a more gradual manner. If you want to develop confidence when talking to

women, don't overdo it by being overzealous. Start small and practice the skill required to improve in the area relevant to your goal. This will help you refine and improve your level of skill, with only minimum risk. Small scale practice basically requires you to break down your planned habits into even smaller, bitesize habits that can be practiced frequently. This is all about receiving positive feedback to keep you motivated and improving in a constant manner. The small scale practice in the weight loss example at the end of this workbook is- drink 2 litres of water a day. Drinking 2 litres of water a day isn't exactly revolutionary as far as habits are concerned, but you will notice incremental changes that will encourage you to maintain the practice. Practice on a small scale to encourage progress and results with only minimum risk.

Results of Actions- Once you have taken action based on your initial plan, you need to identify just how well you did. What was the outcome of your actions? Firstly, were you honest in your attempts and efforts, was the result positive or negative and did you actually achieve exactly what you had initially planned to achieve?

Result- When you get to the results box, this is the time to assess how you did. The initial results box isn't only about your final result based on your planned timeframes, it's also about the results of the smaller actions within that timeframe. It's time to check in and ask yourself some questions such as- did the small scale practice help your outcome, did you develop any helpful habits and what was the final outcome of your actions. Once you have identified your collective results, it's time to determine which category they fall into.

The 3 categories are-

- Analyze, Assess and Adjust
- Reinforced Behaviour
- Positive Result (Goal Achieved)

Analyze, Assess and Adjust- Once you have completed the actions based on the planned timeframes and steps, you must take some time to *Analyze, Assess and Adjust*. This involves reflecting on the results of your efforts and then making the necessary adjustments to improve your chances of success for the next round. Consider the

results of your actions and ask yourself questions to help identify the reasons for the results or lack thereof.

Questions such as-

- Was I honest in my efforts?
- Is the initial plan still relevant or do I need to change it?
- What worked well and what didn't work?
- How could I improve?
- What actions had the greatest impact?
- Where did I waste time and effort?
- Which habits did I maintain and which ones fell through?
- How do I feel now?
- Am I happy with the outcome?
- Do I need more support?
- If so, what form of support?
- What can I adjust to increase the possibility of success?
- What changes are necessary for improving the process?

- Do I need to change the plan and the associated routine?
- Which part of the Self Coaching Formula do I need to revisit and improve upon?

These questions are examples of what you might ask yourself, but you can come up with many more.

If after assessment, you decide that you aren't quite content with the results and you have identified the possible reasons why you weren't 100% successful in your attempt, then you would re-start the entire process, making changes based on your assessment

Reinforced Behaviour- This relates to the associated positive behaviours you have managed to establish throughout the process. For example- you may have planned to go to the gym 5 times a week and eat 3 portions of vegetables every day. Are you actually doing that? If you managed to stick to a planned habit at least 90% of the time, only then can it be categorized as reinforced behaviour. Using the above example- if you have been eating vegetables 3 times a day only 2 days a week, that isn't a reinforced behaviour, but if you

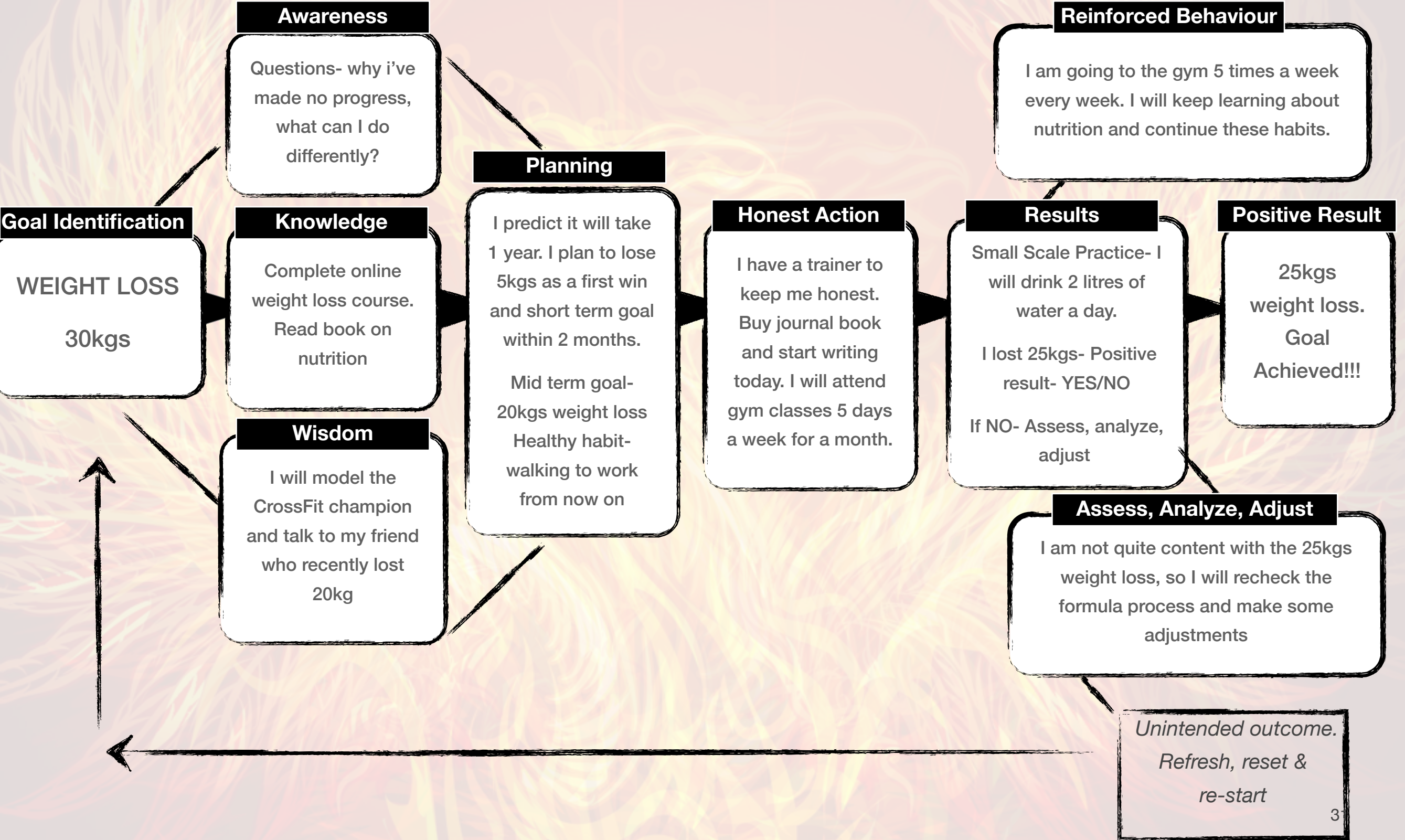
managed to attend the gym 5 times a week more than 90% of the time (you may miss a day or 2 over the period of a month), you could say that that behaviour and habit has been sufficiently reinforced. It's about identifying consistent positive habitual changes; changes in routine and changes to behavioural patterns. These are all goals in themselves and are worthy of reflection. Quite simply, this part of the formula is about identifying the habits you were able to establish during the process.

Positive Result- This is the **Completion of your Goal**, the result you wanted, this is what you planned on achieving. It isn't just a positive result it is ***the positive result***. When you complete a goal at each stage short, medium and long-term, make sure you reward yourself and if you achieve the end goal, ensure the reward is something of high value to you. There is reward in achievement alone, but it can help you to create a positive mark and milestone when you are generous with yourself for your efforts. A Small reward could be a nice meal out, some new clothes or a visit to the cinema. A big reward might be a new car, an overseas trip or a spending spree. The reward should be relative to the goal achieved.

If you completed your goal, then it may be time to set the next goal. If you lost 30 kgs, maybe you could now add 5kgs of muscle. If you made one hundred thousand dollars, maybe you could double it, if you built enough courage to speak in front of a small group, maybe it's time to speak in front of a full auditorium. I believe we should set our goals and ambitions high, make them so big that it's unlikely we will be able to achieve them all in a single lifetime. This always gives us something to chase and pursue, a meaning worthy of a lifetime of effort. You may achieve all your goals, maybe half of them or maybe only one notable goal, whatever the case, the value it can add to your life is in fact invaluable. At the same time, if you are happy with your life as it currently is, but have just one area you wish to improve upon, that's also ok. If you complete this particular goal and that area of your life is where you want it to be, it is totally fine to stop there also.

The next page has a pre-filled example of the Self Coaching Formula to illustrate just how it might look when an actual goal is identified and acted upon.

Below is an example of how the Self-Coaching Formula might look. Using the example goal of Weight Loss, I have filled in the details of what the formula may look like to someone with this particular goal. Hopefully this example will give you a clear idea of how the formula might look for you, in relation to your own hopes, goals and dreams.



SUMMARY

This Self Coaching Formula is a tool designed to help you improve your life based on your personal goals. Don't feel restricted by the self coaching formula flowchart, as the boxes are only there to represent each area and to provide examples. Your own formula should contain far more detail and may fill many pages. I know this process works, because it has worked for me and I have created this formula out of genuine care for others. It's based on a great deal of reflection and learning, so I completely believe in the merit of this formula and the associated process. This formula provides a sequence, structure, system and guidelines to help you go from the point of identifying your goal to achieving it. Be patient- great things take time to achieve. Stick to the 1 month rule as a minimum, to give you the best possible chance of achieving your goals. I wish you luck on your journey ahead, remember to always believe in yourself and never quit.

This E-Book can be a starting point for your journey forward into a new life and new you, but there is much more to come. Stay tuned for the upcoming **Evolution Through Awareness-** Programs, Books and Youtube channel.

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