



STOP GOALS VS START GOALS



**NEXT TIME YOU SET A GOAL OR START TO BUILD A HABIT, MAKE A
START GOAL INSTEAD OF A *STOP* GOAL. HERE'S WHY:**

From a psychology standpoint, we are more wired to DO something than to NOT DO something. In fact, when we tell ourselves to stop doing something, we tend to fixate and do it more.

For example, have you ever scratched a bug bite and then told yourself "stop scratching" only to end up scratching more? Yeah, same applies here.

When you spend time practicing healthy habits, you indirectly allow less time for unhealthy habits. It's a win-win! Here are some examples of "stop" goals to swap out with more efficient "start" goals:

REPLACE THESE GOALS...

STOP EATING PROCESSED FOODS

STOP SCROLLING ON SOCIAL MEDIA

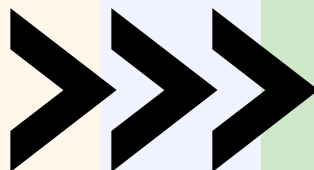
LOSE FAT

STOP HITTING SNOOZE

STOP SKIPPING THE GYM

STOP SITTING FOR 8 HOURS PER DAY

STOP SPENDING MONEY ON TAKEOUT



WITH THESE GOALS!

START EATING ONE WHOLE FOOD
AT EACH MEAL

START ADDING 20 MINUTES OF
DAILY MEDITATION

START ADDING 30 MINUTES OF
STRENGTH TRAINING DAILY

START GOING TO BED 1 HOUR EARLIER
EACH NIGHT

START CHECKING IN AT THE GYM AT
LEAST 3X/WEEK

START SETTING AN ALARM TO STAND
EVERY HOUR

START ASSIGNING A DAY PER WEEK TO
MEAL PREP

Implementing these small tweaks will add up to big lifestyle changes
that are actually sustainable (and enjoyable) long-term.

