

my personal

# Mission Statement



# What is a mission statement?

A personal mission statement is a manifesto that summarizes everything you would like to be, do, and have in your life.

It defines what success and excellence look like to you. It expresses your vision for where you want to be in the future, it reflects your values, goals, and purpose.

Compelling mission statement also includes action steps to support your vision.

## Can you give me an example of one?

Of course—here's a mission statement that focuses on health and well-being. Note that your mission statement can also include other areas of your life - career, family, finances, etc.

*"My mission is to get fit and healthy for life. Constantly strive to be the best version of myself— create a strong sense of physical and emotional well-being, lead by example and inspire the people in my life to eat healthy ,exercise and find balance. I accomplish this by following the eight-week Vegan Weight Loss Manifesto program. I will complete all outlined assignments and implement habits necessary to lose the weight and learn how to maintain my new fit and healthy body. I am open to including purposeful methods in my life, so that I can learn how to cope with stress and understand the power of positive thinking. I am ready to dedicate myself and make my health and well-being a priority."*

## So, how do I go about writing it?

When composing your own statement, find a quiet place where you feel at ease and where you will not be interrupted. Get comfortable, take several deep breaths and and let's begin...

# Step #1

At the beginning of any journey, it's crucial to decide on your desired outcome. Answer the following question as honestly as you can.

## “What would I like to gain from this 24 week plan & Why?”

Brainstorming....

There could be a number of answers. Note the ones that move you and inspire you the most and write them down. Your why has to be big enough to pull you through those rough patches. Allow yourself to dream big and be as detailed as possible.

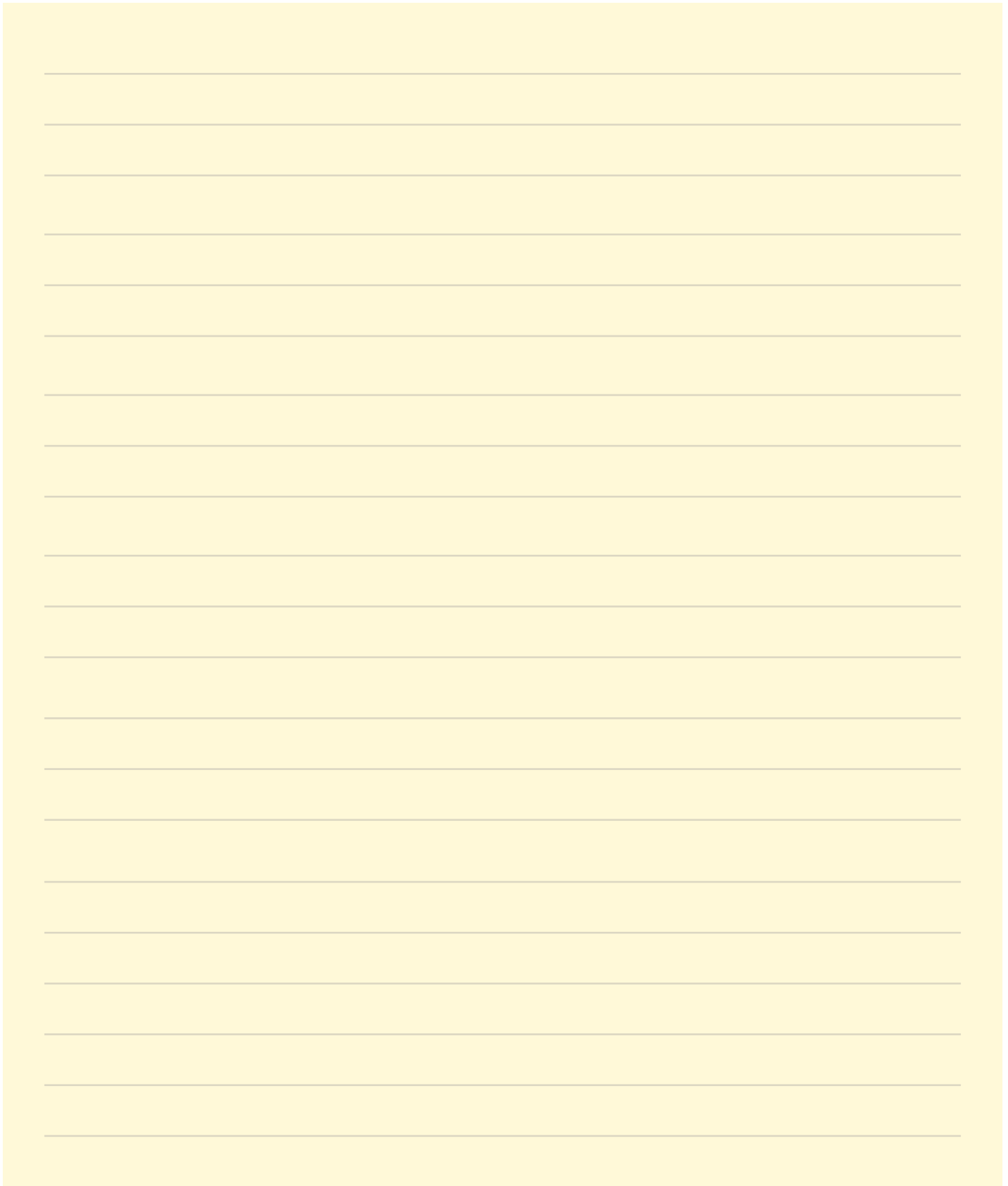
Here are few examples to get you inspired:

## Why do I want this?

- I want to lose 10 pounds (4.5 kg) and become energized.
- I want a healthier body: heart, muscles, mind, skin, etc.
- I want to feel confident in my own skin.
- I want to reduce stress and anxiety in my life.
- I want to be good example for my family/friends/partner.
- I am compassionate about animals and don't want to contribute to their suffering.
- And so on . . .

Remember that your only limitations are the ones you build in our own mind. **Don't be afraid to aim high!**

# Why do I want this?

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## Step #2

Now it's time to decide what you are willing to do in order to achieve this. "There ain't no such thing as a free lunch." Before we can enjoy our reward, we need to pay the price.

That's just how life works. But that's ok because during this journey, you will learn valuable lessons, there will be ups and downs. Keep in mind that pretty much any change is difficult at first, messy in the middle and sweet at the end.

Below write down the price you are willing to pay to achieve your vision.

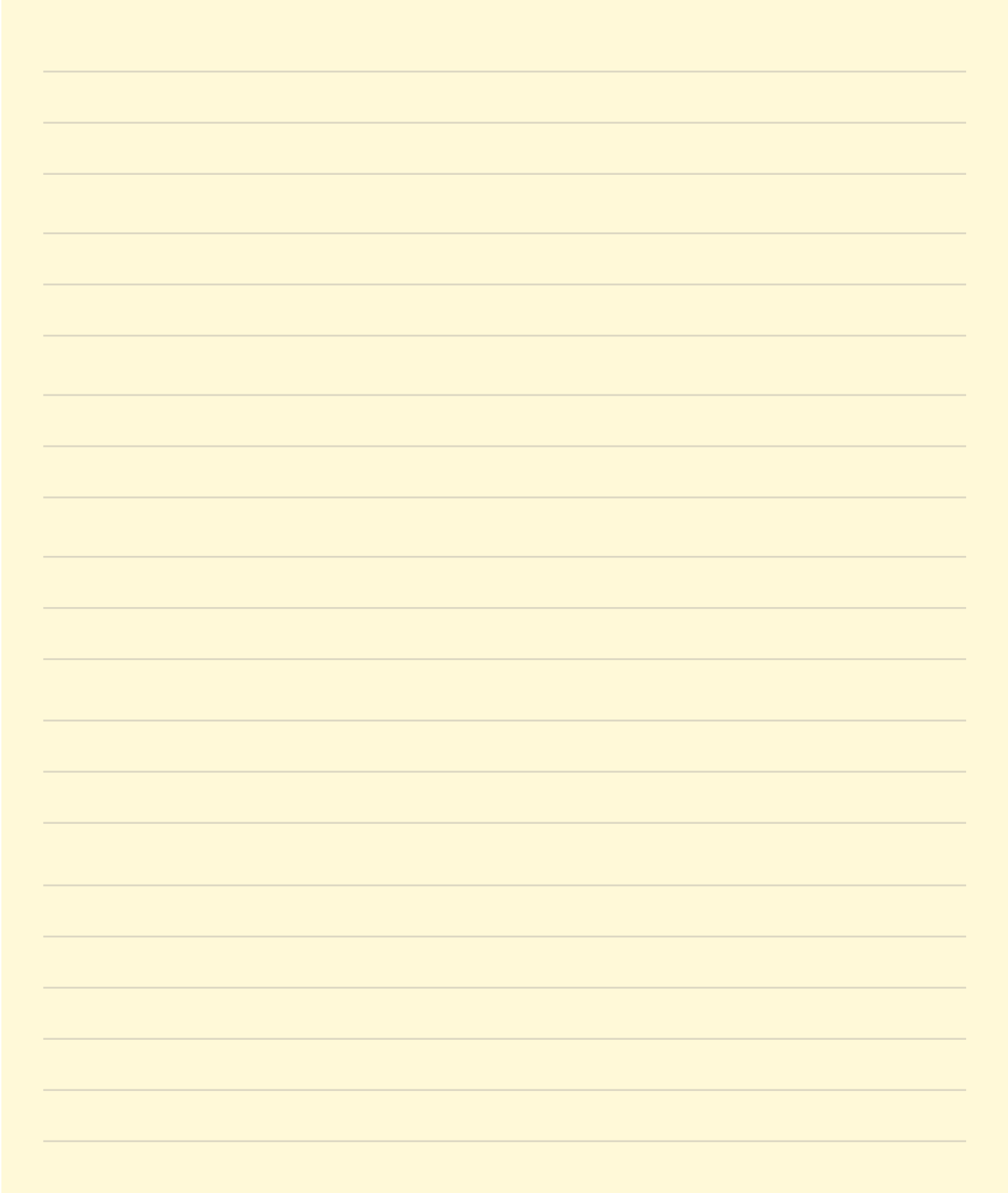
## It could look something like this:

- I will stay committed and complete this eight-week plan.
- I will stay open-minded and learn how to cook and prepare simple healthy meals.
- I will dedicate 20 to 60 minutes each day to exercise.
- I will replace sugary snacks with fresh fruit.
- I will drink more water and give up soda/pop.
- I will not quit; instead I'll look at failure as a stepping stone to success.
- And so on . . .

Come up with as many statements you are willing to commit to as possible. The higher the price you pay, the sweeter the reward. But it has to be genuine, as you will have to be able to back it up with relevant action!



# I will...

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# Step #4

**Read your statement every single day until your desires (your whys) become your reality!**

For this formula to work in your favor, it's important to read it out loud every single day. If you are super committed to your health goals, I suggest you keep your statement by your bed and read it twice per day—once in the morning as soon as you wake up and last thing at night before you rest your eyes.

**How will this exercise benefit you?**

It is estimated that we experience about 50,000 thoughts every day. By identifying your desire and your willingness to reach it, you allow your brain to focus on this specific purpose for your life.

Instead of drifting and allowing outside influences to fill your mind with self-destructive thoughts, you are now directing your attention and moving closer toward a healthier, happier you!



# Important

**Every day take as many actions as possible that get you closer to your goal and minimize the things that set you back.**

Writing things down and reading them daily is important, but without taking the appropriate action, you won't get too far. From now on make a commitment to take all the steps necessary. The beauty of this eight-week plan is that we provide you with a step-by-step breakdown. Even if you are not sure yet how to implement these action steps, that's okay. With every new week you will learn strategies and adopt healthy habits necessary to succeed. All you have to do is your part—get the work done.

