

MODULE 4 | LESSON 7

PERSONAL STRATEGY

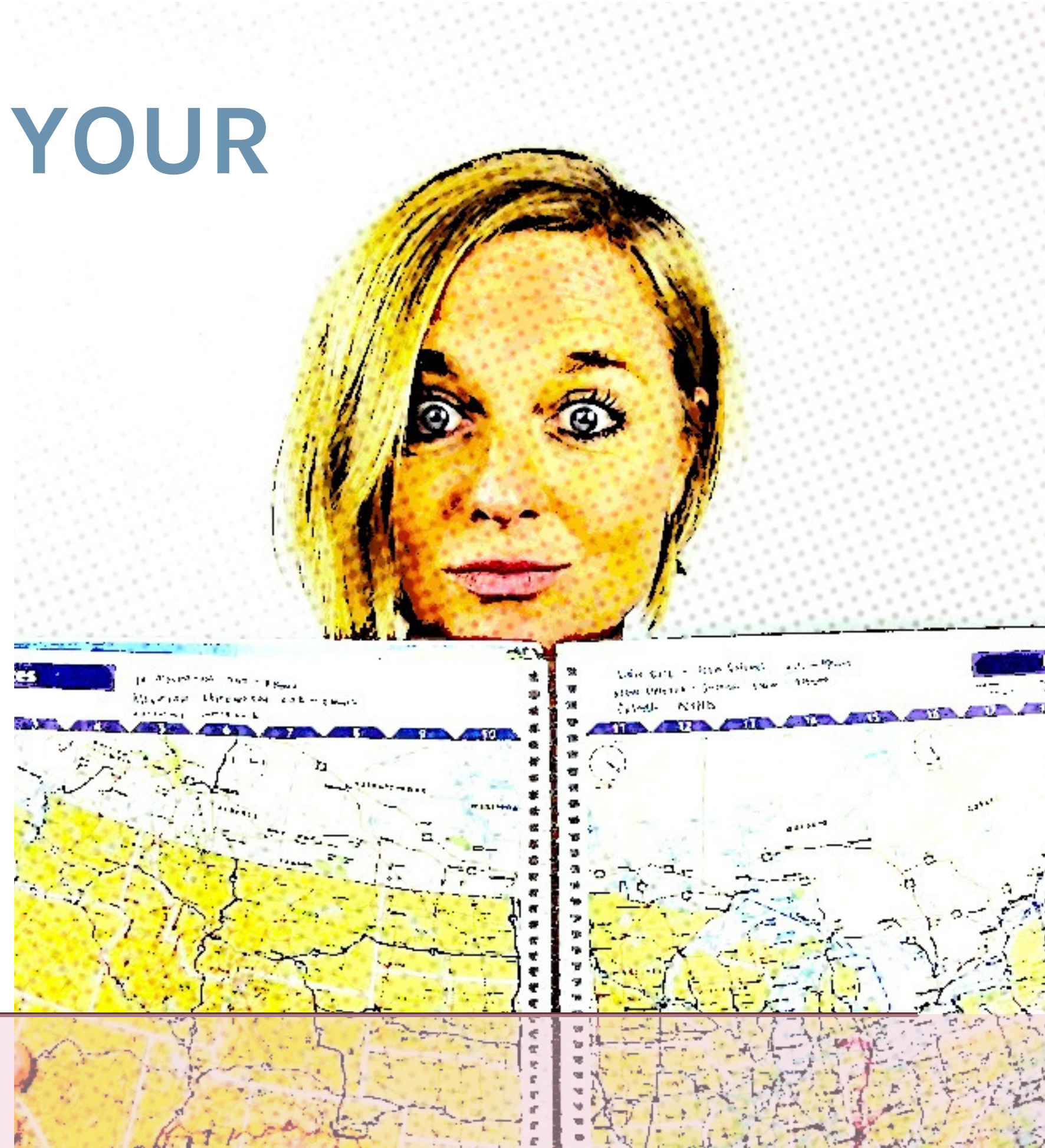
Katie Rodriguez, Nutritional Consultant



WHAT'S A PERSONAL STRATEGY?

3 STEPS TO CREATING YOUR PERSONAL STRATEGY

1. Mapping Intentions
2. Setting Personal Limitations
3. Committing to Consistency





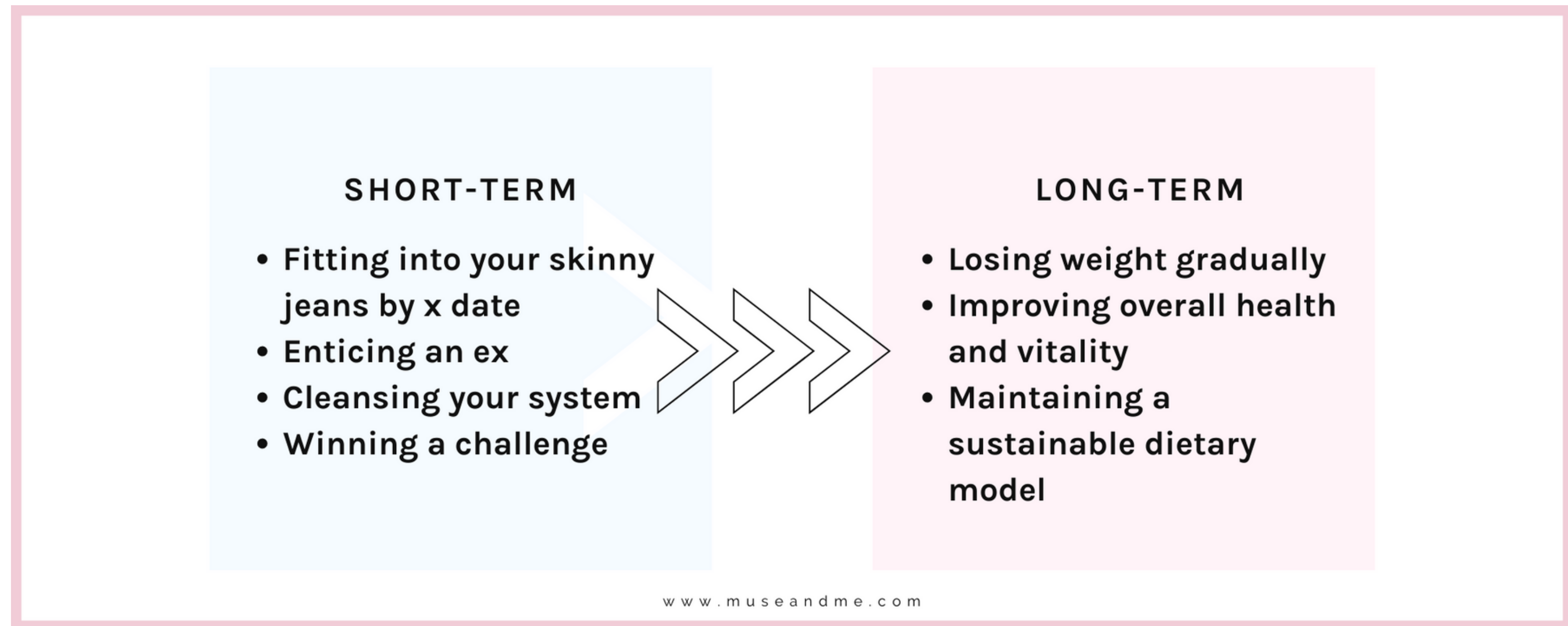
Strategy Step #1:

MAPPING YOUR INTENTIONS

Identifying Your WHY

- Short-term
- Long-term

Short-Term vs. Long-Term Keto



This is YOUR Crush

AND YOUR PROGRAM

The Key Component is YOU

- Your life
- Your choices
- Your goals
- Your boundaries
- Your commitment
- You've done all the work here





CHEAT SHEET: Mapping Your Intentions

As a first step in creating your personal strategy, it's important for you to thoroughly understand your intentions.



Strategy Step #2:

SETTING PERSONAL LIMITATIONS

What works for you?

- Strict dietary planning
- Meal planning
- Flexibility
- Built-in cheat day
- 80/20 plan

YOU CAN RETRAIN YOUR PALATE TO
APPRECIATE UNADULTERATED,
WHOLESOME FOOD.

HEALTHY EATING HABITS AREN'T
DEVELOPED OVERNIGHT. IT'S A
PRACTICE. IT'S ABOUT SHOWING UP
AND PUTTING IN THE WORK.



Identify What Works for YOU

CHEAT DAY

The idea is to eat clean six days a week and give yourself one day to blow it all out.



Identify What Works for YOU

- Cheat day
- Strict limitation for specific periods of time
- Certain foods/beverages/establishments are entirely off-limits
- Cyclical keto

5-STEP PROCESS TO SUCCESSFUL GOAL SETTING

- 1. Brainstorm Goals**
- 2. Think Smarter**
- 3. Nominate your Non-Negotiable**
- 4. Set Milestones**
- 5. Commit to Consistency**





Goal Setting #1:

BRAINSTORM GOALS

1. Pull out a pen and paper
2. Give yourself a performance review (as if the year has already passed)
3. List 3-5 things that made your year SO brilliant

My Brainstorming Session

PERSONAL GOALS

- Shed baby weight (strict keto / Carnivore diet)
- Generate \$60k in business revenue
- Put 5k in the bank (moving fund)





Goal Setting #2:

THINK SMARTER

Sometimes we don't meet our goals because we are unclear as to what they are and what they mean to us. Michael Hyatt encourages us to walk each of our goals through the Smarter system.

The Smarter System

Specific: focus and direct your energies

Measurable: measurability makes the goal more manageable

Actionable: actionability will help you reach the finish line

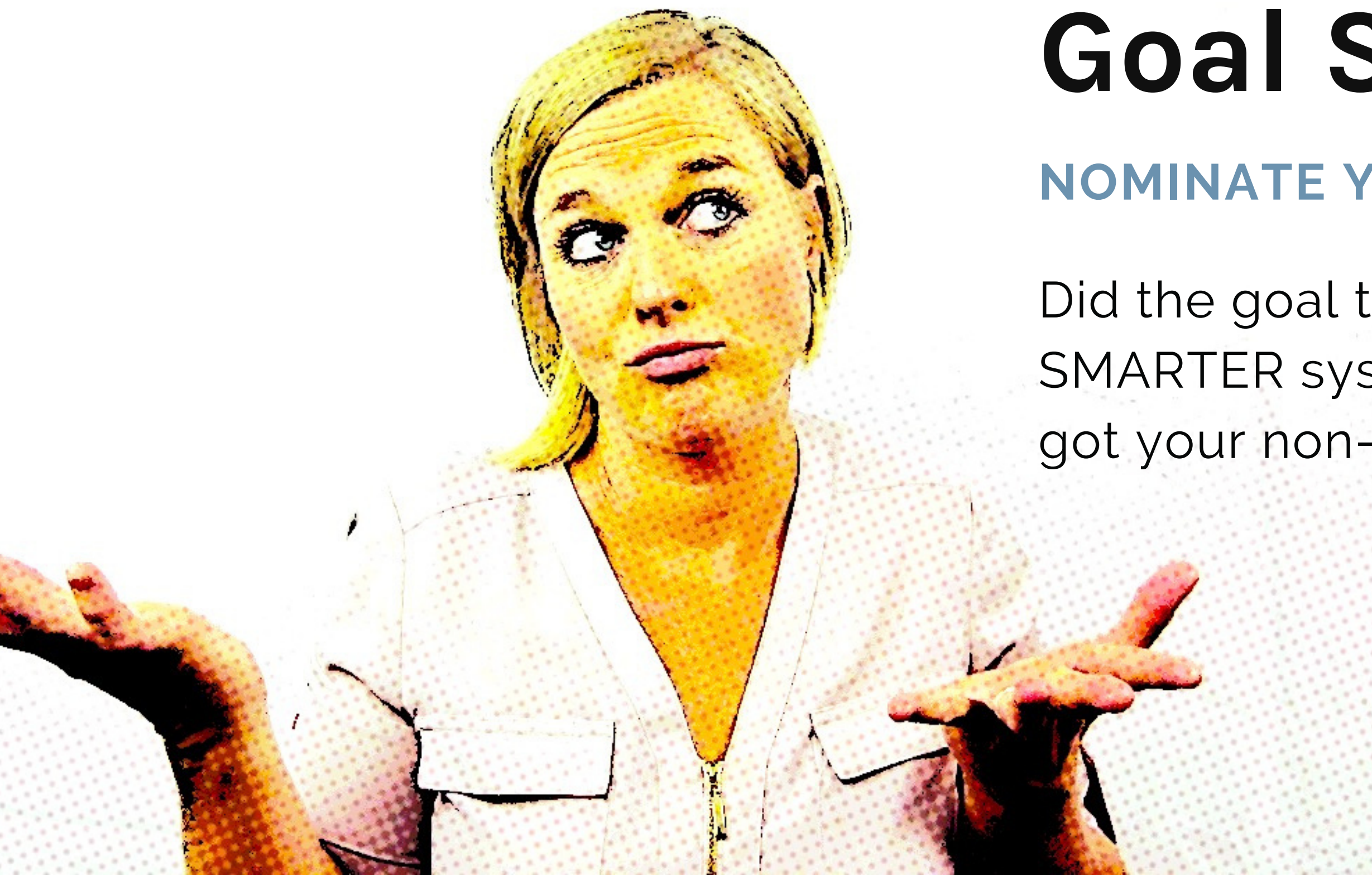
Risky: comfort equals minimalistic achievement

Time-keyed: setting a start date makes it real

Exciting: excitement is motivating

Relevant: is your goal in alignment with your lifestyle, dreams, and long-term desires?





Goal Setting #3:

NOMINATE YOUR NON-NEGOTIABLE

Did the goal that you circled pass the SMARTER system? If so, great, you've got your non-negotiable.

My Brainstorming Session

PERSONAL GOALS

- Shed baby weight (strict keto / Carnivore diet)
- Generate \$60k in business revenue
- Put 5k in the bank (moving fund)



Goal Setting #4:

SET MILESTONES

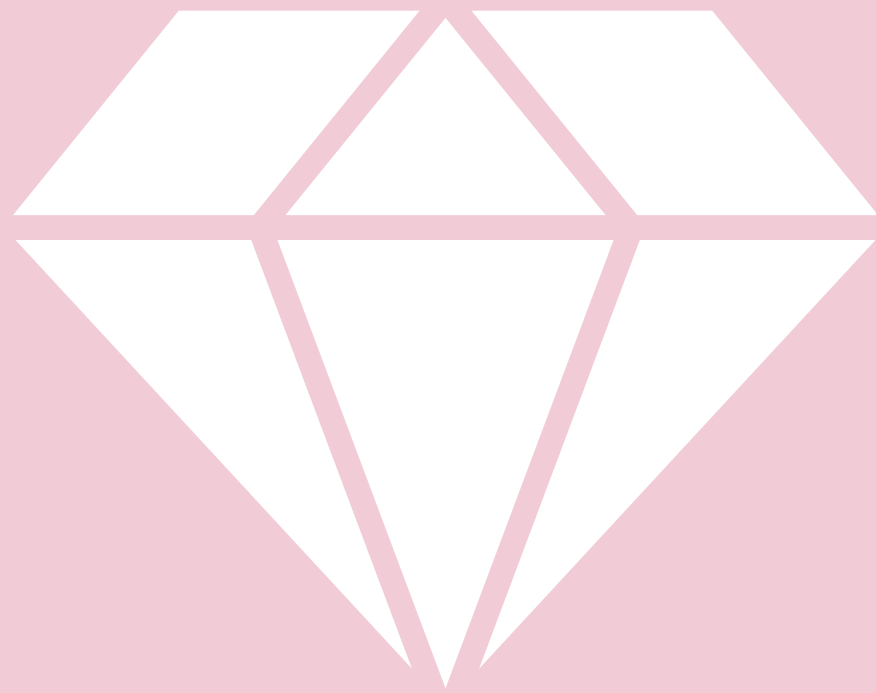
Come up with 3 or 4 clearly stated actionable goals that will draw you closer to your non-negotiable. These are your milestones.



Goal Setting #5:

COMMIT TO CONSISTENCY

When people tell me they've lost a gang o' weight I always ask how they did it. And their answers always have one thing in common, consistency.



DIETARY SECRET TO SUCCESS:

Maintain Consistency

Consistency is the ultimate key to weight-loss, improved health, successful business, and winning at life in general.

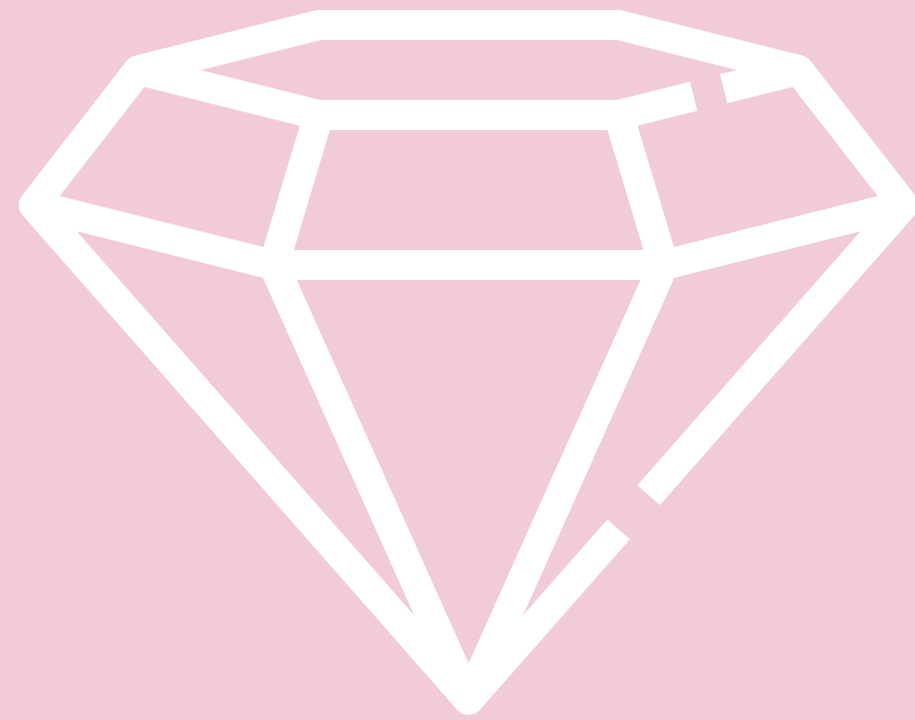
"What you do every day matters much more than what you do every once in a while."

–Philosopher Elbert Hubbard

WHICHEVER PLAN, METHOD, TIP, OR
TRICK RESONATED WITH YOU, FOCUS
ON THAT. IMPLEMENT IT INTO YOUR
DAILY ROUTINE, AND YOU'RE
GUARANTEED A WIN!

The Seinfeld Strategy





ACTION STEP:

Implement the Seinfeld Strategy

Take one aspect of your life that you'd like to change, dietary or otherwise. Just one thing.

Commit to working on it every damn day for one whole year.



CHEAT SHEET:

Post-Crush Quiz

I encourage you to take this quiz yet again in order to honor your progress.

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