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INTRODUCTION FROM THE COACH

Hi, my name is Jason Brownlie and I'm the coach at the Perth Fitness Camp www.perthfitnesscamp.com and founder of BODYFUEL an online coaching platform to educate & empower people to have more control over their diet & training routine www.kebofit.com

My coaching programmes have been created to help men & women transform their health, fitness and upgrade their entire lifestyle so that they can be the best version of themselves.

I'm also a husband and dad to two beautiful daughters.



But before I share with you some life changing & valuable information, I want to let you into a little secret, I'm a product of dieting culture.

I spent most of my 20's overweight, out of shape and unhappy, I would bury my misery in sh*tty food, forget about my day with booze, and then try to absolve my sins by

dieting or getting on a treadmill for an hour.

I hated the person I saw in the mirror.

So, I totally get where you are right now....

- Low levels of strength
- Low self esteem
- Low levels of fitness
- Low levels of energy
- Probably confused about nutrition

No matter how many new so called 'diet hacks' I tried. I was still stuck. Still that skinny fat bloke too ashamed to take his shirt off at the pool.

Atkins, Paleo, Cabbage Diet (this just made me smell), Low Fat, Fasting, Shitty Slim fast, Zone Diet.....

Yep, just like you I was duped and told that there were some magical properties to these diets that made them work.

I was told that these diets and endless cardio were the only way to lose weight.

What I never realised was that these diets were too restrictive.

They didn't allow me to make choices for my well-being, they didn't give me the tools to enjoy and stick to my guns for the long term.



When I failed at what was supposed to be '*fool proof*', I'd feel like a failure. If this method was so popular, there must be something wrong with me.

They all worked great for a few weeks and then it just as quickly fell apart.

Same hamster, new wheel. What I discovered was that it wasn't me.

I just needed to find another way that worked for me, that didn't deprive me of joy, and was healthy and sustainable and still made me lose weight and feel good.

What I found was, the best way begins and ends with you. Not some quick fix approach...these DO NOT work.

Consistent, measurable changes in lifestyle and choices do.

They aren't necessarily easy, but they don't have to be complicated either.

The aim of 'Bullet Proof Mindset' is to strengthen your mind and belief in yourself as well as shaping and defining your health & lifestyle to help you look and feel your very best ALL year round.

This is the start of living your most healthy and authentic life.

Here's to your success

Jason Brownlie

Dad, Husband, Coach



Based in Perth? Work with me here:

www.perthfitnesscamp.com

Work with online here:

www.kebofit.com



Introduction – How This Book Will Change the Way You Think

Let's cut the fluff — you don't need another “think positive” book.

You need a mindset that can take a hit, get back up, and keep moving without losing steam.

That's what this book is about.



I'm not here to give you motivational speeches that wear off by Monday.

I'm here to hand you the tools to build an inner engine that doesn't stall when you're tired, stressed, or tempted to quit.

By the end of this book, you'll know how to:

- Stop relying on motivation (because that little gremlin will ghost you)
- Rewire the way you think about challenges and setbacks
- Build the kind of discipline that makes results inevitable
- Set goals so clear they pull you forward like a magnet
- Bounce back faster than you ever thought possible
- Lock in a daily routine that keeps your mindset bulletproof for life

You're not going to get fluffy mantras here.

You're going to get **practical, no-BS steps** to build a mind so strong it drags the rest of your life forward with it.

If you do the work in these pages — the exercises, the challenges, the daily actions — you will change.

Not overnight.

Not in some magic movie montage.

But step by step, in ways that stick.

This isn't about becoming a *different* person.

It's about becoming the person you've always been capable of being — the one who doesn't break when life gets hard.

Let's get started.

Chapter 1 – The Foundation: Why Mindset is Everything

Let's get one thing straight before we go any further:

You can have the best diet plan in the world.

You can have the fanciest gym membership with equipment so shiny it could blind you.

You can even buy all the “motivational” water bottles on Amazon with inspirational quotes like *“Slay All Day”*.

And still...

You'll quit the second life throws you a curveball — if your mindset isn't sorted.

Because here's the hard truth: **motivation is flaky as hell.**

It's like that friend who says, *“I'm on my way”* but hasn't even left the house yet.

If you rely on motivation alone, you're basically building your house on sand — one little wave of “I can't be bothered” and boom, you're done.

Why Mindset Is Your Real Muscle

You can train your biceps all day long, but if the thing between your ears is weak, you'll never win.

Mindset is your foundation.

It's the filter through which you see the world, the story you tell yourself, and the internal compass that decides whether you push through or tap out.



A strong mindset isn't about being positive 24/7 (this isn't Disney).

It's about being *prepared*.

Prepared for bad days, tired days, “everything’s going wrong” days — and still taking the next step forward.

The Science Bit (Don't Worry, It's Not Boring)

Your brain literally rewires itself based on what you focus on.

Neuroscientists call it **neuroplasticity**, which is just a fancy way of saying:

“If you keep thinking the same crap, you’ll keep getting the same crap.”

Focus on your limits → your brain strengthens those pathways.

Focus on solutions → your brain strengthens those pathways.

You get to choose which roads you keep paving.

Step 1 – The Awareness Shift

Before you can upgrade your mindset, you have to catch it in the act of tripping you up.

This week, every time you feel like saying:

“I can’t do this”

“I’m too tired”

“It’s not worth it”

Pause.

Ask yourself: *“Is that the truth, or is that just the old me talking?”*

Nine times out of ten, it’s not fact — it’s a bad habit of thought.

Step 2 – The Micro Win Game

Your brain loves progress. It doesn’t care if it’s huge or tiny.

Start with *micro wins* — stuff so small it’s impossible to fail:

Walk for 5 minutes.

Drink a glass of water first thing in the morning.

Do 3 push-ups.

Small wins build trust with yourself.

And once you trust yourself, momentum takes over.

Mindset Takeaway for This Chapter:

Your mindset is not a fixed thing — it’s a skill you train daily.

The stronger it gets, the less you'll crumble when life sucker-punches you.

 **Your Challenge:**

For the next 7 days, I want you to:

1. Catch every negative thought you have about yourself.
2. Swap it for a “solution thought” (not a “positive thought” — there’s a difference).
3. Write down one *micro win* you achieved each day.

Do this, and you’re already laying bricks for that unbreakable mindset we’re building.

Chapter 2 – Owning Your Story

Here's the thing about your past: it's like an ex.

It can either keep showing up to ruin your life... or you can learn from it and move the hell on.

Most people do one of two things:

1. Pretend the bad stuff never happened (spoiler: it still affects you)
2. Wear it like a badge of doom (*"This is just who I am"*)

Both are garbage strategies.

The truth?

Your past is just raw material. You get to decide what you build with it.

Reframing Failure into Fuel

Let's stop calling them *failures*.

They're just **feedback** — the world's way of saying, *"That didn't work, try something else."*

But here's where most people blow it: they make the failure *about them*.

"I failed" turns into "I'm a failure."

That's like spilling coffee and deciding you're a terrible human being who should never drink coffee again.

Instead:

Ask **what** happened (facts only, no drama)

Ask **why** it happened (what you controlled vs. what you didn't)

Decide **what you'll do differently next time**

Boom — now it's not a failure, it's a training session.

The Identity Upgrade

If you keep seeing yourself as the same person who quit, skipped workouts, or sabotaged their own goals... guess what?

You'll keep doing it.



You need a **new identity** — a mental shift from:

“I’m trying to be healthy” →
“**I’m a healthy person who takes care of my body.**”

“I’m hoping to be disciplined” → “**I’m a disciplined person who shows up.**”

Here’s your exercise:

1. Write down **five traits** of the person you want to become.
2. Every day, ask yourself: “*What would that person do right now?*”
3. Do that. Even if it’s tiny.

The Past Doesn’t Own You — You Own It

We all have chapters in our story we’re not proud of.

But those chapters are done. They’re printed. The ink’s dry.

The only thing that matters now is the next page — and you’re the one holding the pen.

When you **own your story**, you take control of the narrative.

Instead of saying, *“I can’t because...”*, you say, *“I did that, I learned this, and now I...”*

It’s a power move.

Mindset Takeaway for This Chapter:

Your past is a lesson, not a life sentence.

The person you were got you here — the person you decide to be next will take you further.

Your Challenge:

For the next 7 days:

1. Write down one thing from your past you’ve been using as an excuse.
2. Reframe it into a lesson or advantage.
3. Decide what your upgraded identity looks like — and act from it once every day.

Chapter 3 – Your Inner Critic: From Enemy to Ally

You know that voice that tells you:

“You’re not good enough.”

“You’ll screw this up again.”

“Why even bother?”

Yeah, that’s your **inner critic**. And here’s the thing — it’s not going anywhere.

You can’t “positive vibes” it into disappearing.

But you *can* stop letting it control you.

Why Your Inner Critic Exists (And Why It’s Not Actually Evil)

Your inner critic is basically an overprotective, slightly drunk bodyguard in your brain.

It evolved to keep you safe — to stop you from embarrassing yourself, taking risks, or doing anything that might hurt you.

The problem?

It doesn’t know the difference between:

- **Real danger** (*being chased by a bear*)
- **Imaginary danger** (*posting a sweaty selfie on Instagram*)

So, it just hits the panic button for everything.



The Truth About Negative Self-Talk

When you believe every crappy thought your brain throws at you, you're basically letting a toddler with a sugar high drive your car.

Your brain generates thoughts — not all of them are true, and not all of them deserve airtime.

Here's the reframe:

Your inner critic isn't your boss — it's feedback.

It's giving you info, and *you* decide whether to act on it.

Three Steps to Tame the Critic

1. Catch It in the Act

- Notice when your brain starts spitting out unhelpful thoughts.
- Tip: If you wouldn't say it to your best friend, it's probably toxic self-talk.

2. Question It

- Ask: *"Is this fact or just a fear?"*
- If it's fact, fix it. If it's fear, file it under "thanks, but no thanks."

3. Flip It

- Turn "I'll never be consistent" into "I'm learning consistency."
- Turn "I'm terrible at this" into "I'm getting better every time."

Turning Criticism into a Tool

Here's the power move: use your critic as your coach.

If it says, “*You’ll mess this up*”, your response is: “*Cool — what’s the plan to avoid that?*”

Suddenly, it’s not an insult, it’s a challenge.

Mindset Takeaway for This Chapter:

You can’t stop your inner critic from talking — but you *can* stop giving it the steering wheel.

The goal isn’t to silence it, it’s to redirect it into something useful.

Your Challenge:

For the next 7 days:

1. Write down every negative thing you catch your inner critic saying.
2. Label it as **fact** or **fear**.
3. Flip each fear into a constructive question or action.

Chapter 4 – The Power of Clarity

Let's be honest — most people's goals are as clear as mud.

*"I just want to be healthier."
"I want to lose some weight."
"I want to be happier."*

Cool.

But how do you measure
"healthier"?

What exactly is "some"
weight?



And what does "happier" even mean — more smiling selfies on Instagram?

Here's the truth:

If your goal is vague, your brain doesn't know where to aim.

And when your brain doesn't know where to aim, it will default to doing whatever's easy — which usually involves snacks and Netflix.

Why Clarity Changes Everything

Clarity is like switching your brain from "foggy morning" mode to "clear blue sky" mode.

When you can see where you're going, your decisions get sharper, your actions get more deliberate, and distractions stop looking so shiny.

It also gives you a simple yes/no filter:

- Does this action take me closer to my goal? → **Yes, do it**
- Does it take me further away? → **No, ditch it**

The North Star Method

Your **North Star** is your ultimate, crystal-clear vision — the thing that guides all your actions.

Here's how to find it:

1. Ask: *"If I woke up in 12 months living my ideal life, what would be different?"*
2. Write down specifics — numbers, places, habits, feelings.
3. Make it **visual** — create a mental movie or mood board.

Your North Star should be so clear that if someone woke you up at 3 a.m. and said, "What's your goal?" you could answer without thinking.

The Mission Statement

A mission statement isn't just for businesses — it's your personal declaration of who you are and where you're going.

It should:

- State your *why* (your deeper reason)
- Be short enough to remember
- Feel powerful when you say it out loud

Example:

"I am committed to becoming the strongest, healthiest, and most disciplined version of myself so I can live with energy, confidence, and purpose."

The Danger of 'Plan B'

If you want clarity to stick, stop giving yourself endless backup plans.

When there's always a softer option, your brain will take it.

Clarity plus commitment = progress.

Mindset Takeaway for This Chapter:

If you can't define it, you can't achieve it.

The clearer your vision, the easier it becomes to filter your actions and stay on track.

Your Challenge:

1. Write down your **North Star vision** — as if it's already happened.
2. Create a short **personal mission statement**.
3. Every morning, read them out loud before you start your day.

Chapter 5 – Self-Discipline as a Superpower

If motivation is that fun, unpredictable friend who disappears for months and then turns up at 2 a.m. saying, “*Let’s go out!*”...

Discipline is the boring but reliable mate who shows up on time, every time, and actually helps you move house.



Motivation is great for a boost.

Discipline is what actually gets you results.

Why Motivation Will Betray You

Motivation relies on feelings.

Feelings rely on your mood.

Your mood relies on... well, anything from the weather to whether Greg in Accounts annoyed you this morning.

If you only act when you *feel* like it, you’ll only get results when the stars align — which, spoiler alert, is never.

The “Do It Anyway” Muscle

Self-discipline is just like any other muscle — the more you train it, the stronger it gets.

And yes, training it is uncomfortable at first, but so is lifting a weight that’s too heavy.

Here’s the rule:

You don’t negotiate with yourself.

Tired? Do it anyway.

Not in the mood? Do it anyway.

Rather watch Netflix? Do it anyway.

The Non-Negotiable List

Decide ahead of time what *must* happen daily or weekly, no matter what.

These are your non-negotiables.

Example:

- 10,000 steps a day
- 3 workouts a week
- No phone for the first 30 minutes after waking

The beauty of this? You take the decision-making out of it.

It's already decided — you just show up.

Lower the Barrier

You don't need to be hardcore all the time.

If you can't face the full workout, do 10 minutes.

If you can't cook a full meal, make a quick version.

Discipline is about keeping the promise to yourself, not perfection.

The Domino Effect

Small acts of discipline bleed into other areas of life.

You start working out regularly → you eat better.

You eat better → you sleep better.

You sleep better → you show up sharper at work.

It all stacks.

Mindset Takeaway for This Chapter:

Motivation might get you started, but self-discipline keeps you moving long after motivation has ghosted you.

Your Challenge:

1. Write down 3 non-negotiable actions you'll commit to this week.
2. Stick to them no matter what — even if you have to scale them down to the bare minimum.
3. Notice how much easier it gets by Day 7.

Chapter 6 – Emotional Resilience

Here's the reality check:

Life will not always go to plan.

Your car will break down.

Work will pile up.

Your kids will suddenly need a full-scale Viking feast for dinner when you've only got half a bag of pasta and some cheese in the fridge.



The difference between people who succeed and people who quit?

It's not talent, money, or time — it's **how fast they recover from the crap life throws at them.**

That's emotional resilience: your ability to take a hit, regroup, and keep going without spiralling into

"What's the point?" land.

Resilience Is a Skill, Not a Personality Trait

Some people act like resilience is something you're born with, like blue eyes or a love of Marmite.

Nope.

It's a muscle you build.

And yes — like any muscle — it grows when you put it under stress.

The "Pause, Process, Proceed" Technique

When you get hit with stress, frustration, or bad news:

1. **Pause** – Stop reacting instantly. Take a breath. Buy yourself a moment.
2. **Process** – Ask: *What's actually happening here? What's within my control?*
3. **Proceed** – Take one small action in the right direction. Not ten. Just one.

This stops you from making emotional, knee-jerk decisions that you'll regret.

Setbacks as Training

Every time you face something tough and get through it, you've levelled up.

Instead of thinking, *"Why is this happening to me?"*, switch to, *"This is training for the next level."*

It's not toxic positivity — it's strategic reframing.

You're collecting wins in the face of adversity, and those wins are proof that you can keep going.

Guard Your Recovery

Resilience isn't about never feeling stressed — it's about how quickly you bounce back.

Which means recovery is part of the job:

- Sleep like its medicine (because it is)
- Move your body daily to burn off tension
- Have go-to stress outlets that aren't food, alcohol, or rage-scrolling social media

Mindset Takeaway for This Chapter:

Resilience doesn't make the problems disappear — it makes *you* strong enough to handle them without losing momentum.

Your Challenge:

For the next 7 days:

1. When something stressful happens, use **Pause, Process, Proceed**.
2. Write down what you learned from it afterward.
3. Keep a “resilience log” — proof that you’ve survived more than you think.

Chapter 7 – The Growth Mindset Blueprint

Some people live life like it's a museum — only walking down safe, well-lit paths, looking at the same old displays.



Others live it like it's an adventure — poking around in the dark corners, trying stuff, getting messy, learning on the fly.

The difference?

Fixed mindset vs. growth mindset.

Fixed Mindset vs. Growth Mindset

A **fixed mindset** says:

- *"I'm just not good at this."*
- *"I can't change."*
- *"If I fail, I'm done."*

A **growth mindset** says:

- *"I can get better with practice."*
- *"I don't know yet, but I'll learn."*
- *"Failure just means I'm trying."*

The fixed mindset protects your ego.

The growth mindset builds your future.

Why We Default to Fixed

Your brain loves certainty.

It likes being good at stuff.

So, when something feels hard, it's tempting to quit so you can protect your self-esteem.

But here's the plot twist: quitting keeps you exactly where you are — which is often the thing you're trying to change.

The “Yet” Rule

One tiny word changes everything: **yet**.

“I can't do push-ups” → “I can't do push-ups *yet*.”

“I don't understand this” → “I don't understand this *yet*.”

It turns a dead end into a work in progress.

Hunt the Challenge

If something feels uncomfortable or scary, that's not a sign to stop — it's a sign you're growing.

Start deliberately seeking out small challenges:

- Try a new workout.
- Speak up in a meeting.
- Learn a skill that makes you feel like a complete beginner.

Your brain will hate it at first. Do it anyway.

Document the Gains

Growth is sneaky — you often don't notice it happening.

Keep a “progress log” where you jot down wins, lessons, and moments you handled better than you would have 6 months ago.

Mindset Takeaway for This Chapter:

A growth mindset doesn't mean you'll enjoy failing — it means you'll use failure to fuel your next step instead of letting it stop you.

Your Challenge:

For the next 7 days:

1. Pick one thing you've been avoiding because it feels hard.
2. Do it — even if it's messy, awkward, or half-done.
3. Write down what you learned from it, not just how it went.

Chapter 8 – Mastering Focus

Here's a harsh truth:

Most people don't fail because they're incapable — they fail because they can't stop chasing shiny things.

One week they're starting a new diet.

Next week they're "trying intermittent fasting."

By Friday they're googling "best ab workout" while eating crisps.



That's not lack of ability.

That's lack of **focus**.

Why Focus Beats Hustle

You can work your backside off doing 10 different things halfway... and still get nowhere.

Or you can go all in on one thing and make ridiculous progress.

Focus is a force multiplier — it makes everything you do more effective.

Kill the Noise

Your environment is designed to steal your attention:

- Phones pinging
- Social media scrolling
- People “just popping in for a chat”

If you don’t protect your focus, someone else will happily spend it for you.

Here’s your first step:

Delete, mute, or move anything that isn’t essential to your goal.

Yes — even that group chat that hasn’t been funny since 2019.

Deep Work Mode

Set aside blocks of time where you do nothing but the task at hand — no switching tabs, no phone, no “quick emails.”

Start small:

- 25 minutes of pure focus, 5 minutes rest (Pomodoro method)
- Gradually build up to 60–90-minute sessions

Guard Your Energy, Not Just Your Time

Focus isn’t just about hours — it’s about quality.

If you're doing your hardest work at your worst energy point of the day, you're basically training with no fuel in the tank.

- Do creative or strategic work when you're sharpest
- Save low-brainpower tasks for when you're running on fumes

One Goal at a Time

Multi-tasking is just doing several things badly at once.

Pick the one goal that matters most right now and give it the majority of your attention until it's nailed.

Everything else can wait.

Mindset Takeaway for This Chapter:

Focus isn't about being busy — it's about removing everything that isn't the thing you *should* be doing.

🌟 Your Challenge:

1. Identify your biggest current goal.
2. Pick one daily action that moves you closer to it.
3. Block out 30–60 minutes a day for deep work on that action — no interruptions, no excuses.

Chapter 9 – The Power of Environment

Here's the sneaky thing about environment:

It quietly shapes almost every choice you make... without asking your permission.

You think you're making conscious decisions, but actually:

- The snacks in your cupboard are deciding what you eat.
- The people around you are deciding how hard you work.
- The space you live and work in is deciding whether you feel energised or drained.

If you want to change your life, you don't just change your habits — **you change the stage they happen on.**

The Default Effect

Your brain is lazy. It will always go for the easiest option.

If the easiest option in your kitchen is biscuits, guess what you're eating?

If the easiest option after work is the sofa, guess where you're going?

Your job: make the good choice the easy choice, and the bad choice the hard one.

People Power

The people in your life are either adding fuel to your fire or pouring water on it.

That doesn't mean you need to cut everyone out — but you *do* need to set boundaries.

Ask yourself:

- Who makes me feel energised and motivated?
- Who drains me or encourages bad habits?

Spend more time with the first group.

Limit exposure to the second.

Physical Triggers

Your environment can nudge you into action without you even thinking:

- Put your workout clothes where you can see them.
- Keep a water bottle on your desk.
- Have healthy snacks in sight, hide the junk.

These cues remove friction and make your desired habit the default.

Digital Environment

Your phone and laptop are also part of your environment — and they can be as toxic as a biscuit tin in your lap.

- Unfollow accounts that make you compare and feel worse.
- Mute notifications that don't matter.
- Organise your desktop so your priorities are front and centre.



Mindset Takeaway for This Chapter:

You rise (or fall) to the level of your environment.

If you want to change your results, change the world you live in — physically, socially, and digitally.

🌟 Your Challenge:

1. Pick one change for your **physical environment** (e.g., healthy food in sight).
2. Pick one change for your **social environment** (e.g., spend more time with positive people).
3. Pick one change for your **digital environment** (e.g., mute non-essential notifications).

Do them all this week and notice the difference in your default choices.

Chapter 10 – The Habit Architecture

Here's the harsh truth:

You don't rise to the level of your goals — you fall to the level of your systems.

In other words:

If your daily habits are a mess, it doesn't matter how pumped you are on January 1st — you'll slide right back into old patterns by February.

Goals set the direction.

Habits build the road.

Why Small Beats Big

Most people try to change everything overnight.

New diet, daily gym, 5 a.m. wake-up, meditation, journaling, reading... all at once.

By week two, they're exhausted, grumpy, and back on the sofa with ice cream.

Instead, you build **small, repeatable habits** — so small they feel almost too easy.

- 2 push-ups before bed.
- 1 glass of water before coffee.
- Write down 1 thing you're grateful for.

Consistency beats intensity every single time.

Habit Stacking

Want to start a new habit? Attach it to one you already do.

- After I brush my teeth → I'll floss one tooth.
- After I put the kettle on → I'll do 10 squats.
- After I close my laptop at work → I'll pack my gym bag.

This works because your brain already has the first habit locked in — you're just piggybacking onto it.



Keystone Habits

Some habits act like dominos — knock them over and other good habits follow.

Examples:

- Regular exercise → better sleep → better food choices
- Cooking at home → healthier meals → more money saved
- Going to bed earlier → more energy → better productivity

Find your keystone habits and prioritise them.

The Bounce-Back Rule

Perfection isn't the goal — **consistency is**.

Miss a day? Fine. Miss two in a row? That's when you reset immediately.

One slip is an event. Two slips is a habit.

Mindset Takeaway for This Chapter:

You don't need willpower if your habits do the heavy lifting for you.

Build the system once, then let it run.

🌟 Your Challenge:

1. Pick one tiny habit you can start this week (so small it's impossible to fail).
2. Stack it onto something you already do daily.
3. Commit to the Bounce-Back Rule — never miss twice.

Chapter 11 – The Unbreakable Mindset Formula

At this point, you've built:

- Awareness of your thoughts
- Ownership of your story
- Control over your inner critic
- Clarity of direction
- Self-discipline
- Resilience
- A growth mindset
- Focus
- A supportive environment
- Solid daily habits

Now it's time to stop thinking of these as separate tools and start using them as one powerful operating system for your brain.

The Formula: P.A.C.E.

Four steps, done daily, that make mental strength automatic:

1. **Prime Your Mind**
 - Start your day with a clear intention.
 - Read your mission statement.
 - Visualise your North Star for 60 seconds.
2. **Act on Non-Negotiable.**
 - Do the key daily habits you've committed to, no matter what.
 - Focus on discipline, not motivation.
3. **Check & Challenge Your Thoughts**
 - When the inner critic shows up, use "fact or fear" to filter it.
 - Flip negative talk into constructive action.
4. **Evaluate & Evolve**
 - End each day with a 2-minute reflection:
 - What went well?
 - What could be better?
 - One small adjustment for tomorrow.

Why It Works

This isn't about hype.

It's about repetition.

Doing the same mental reps every day is how you hardwire a mindset that holds strong under pressure — the same way a muscle gets stronger the more you train it.

Avoiding the “All or Nothing” Trap

Some days you'll smash it.

Other days you'll just scrape through.

Both count.

The point of this formula is that it *a/ways* happens — even if it's messy, rushed, or imperfect.

Making It Yours

The formula is flexible.

Your “prime” might be meditation, journaling, or a walk.

Your “non-negotiables” might be exercise, meal prep, or reading.

What matters is that they match *your* priorities and keep you moving toward your North Star.

Mindset Takeaway for This Chapter:

Strength isn't built by doing something once — it's built by showing up for yourself every single day, no matter the size of the action.

 **Your Challenge:**

1. Write your own P.A.C.E. plan — one action for each step.
2. Do it every day for the next 14 days without breaking the chain.
3. Notice how much faster you bounce back from setbacks by the end.

Final Chapter – Your Driving Force

Here's the thing about motivation, habits, discipline, resilience — they're all tools.



But tools are useless if you don't have a reason to pick them up.

Your **driving force** is that deep, gut-level reason why you'll keep going when everything in you is screaming to stop.

It's not "I want to look better in jeans."

It's not "I should be healthier."

It's the thing that matters so much you'd crawl over broken glass for it.

The Real "Why" Test

Most people stop at surface goals:

- *"I want to lose weight."*
- *"I want more energy."*
- *"I want to feel confident."*

That's fine... but it's not strong enough to hold when life gets hard.

Here's how to dig deeper:

1. Write your goal.
2. Ask "Why do I want that?"
3. Take the answer, and ask "Why is *that* important?"
4. Keep asking "why" until you hit an answer that makes you feel it in your chest.

Example:

“I want to lose 20 lbs.”

Why? → “So, I feel fitter.”

Why? → “So, I can keep up with my kids.”

Why? → “So, I can watch them grow up without worrying about my health.”

Boom. That’s a driving force.

When Your Drive Wavers

Even the strongest “why” gets buried under the noise of daily life.

That’s why you need reminders everywhere:

- A note on your mirror.
- A background on your phone.
- A sticky note in your lunchbox.

Every time you see it, you’re recharging the battery that powers all the habits, discipline, and focus you’ve built.

Make It a Commitment, Not a Wish

Wishes are nice.

Commitments get done.

Write your driving force as a **commitment statement**:

“I will [your goal] because [your deep reason], and I will not stop until I do.”

Say it daily. Out loud. Like you mean it.

Mindset Takeaway for This Chapter:

Your driving force is the engine.

All the mindset tools you've learned are the vehicle.

Keep the engine fuelled, and you'll keep moving — no matter how rough the road gets.

🌟 Your Final Challenge:

1. Identify your deepest “**why**” using the 5 Whys method.
2. Turn it into a commitment statement.
3. Place it somewhere you'll see it every single day.

Your coach, whenever you're ready

Here's to your success

Jason Brownlie Coach



Work with me online >> www.kebofit.com

Based in Perth? >> www.perthfitnesscamp.com



<https://www.facebook.com/jasonbrownliecoach/>



<https://www.instagram.com/jasonbrownliecoach/>

PS. if you want help building some of the above into your life with proper guidance?



💪 Ready to STOP Googling “How to get in shape”

Get started TODAY!!



My BODYFUEL Online Coaching Plan gives you the structure, tools, workouts, and accountability to *live this lifestyle* – not just dabble in it.

Find out how I can help you:

- Rebuild your metabolism
- Train smarter (home or gym)
- Lose fat without losing your life
- And finally stop starting over

📱 <https://www.kebofit.com/bodyfuel28>

"Jason doesn't sugar-coat it. He gives you real tools, real support, and real results.

I've dropped 2 dress sizes, feel stronger than ever, and didn't have to give up chocolate or become a macro-counting robot. This is the first time I've actually *stuck* to something that feels doable for life."

— Kelly, 37



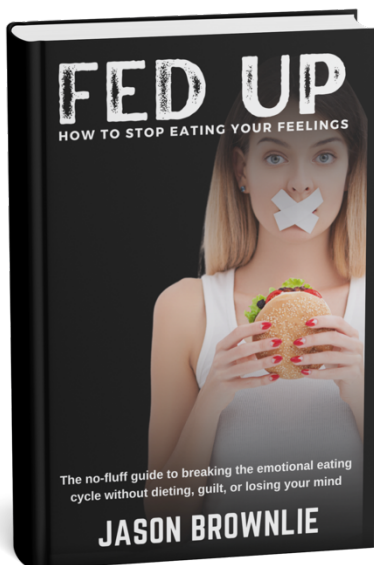


Continue your learning:



"I've dropped fat, built muscle, and *actually* stuck to this. First time in years." – Becky, 42

<https://www.kebofit.com/lean-muscle-guide>



"I've tried everything — tracking apps, calorie counting, Slimming World sins, detox teas (yes, I'm ashamed). But Fed Up helped me see the *why* behind my emotional eating. And now I'm actually changing, without feeling miserable."

<https://www.kebofit.com/fed-up-book>



"I genuinely thought my metabolism was broken. Turns out it was just exhausted from all the crap I'd put it through. This book made me laugh, unlearn everything I thought I knew, and finally start making progress again — without tracking a single gram of rice."

– Kelly M.

<https://www.kebofit.com/how-to-fix-your-metabolism>



"Finally... a fat loss guide that doesn't make me feel like a failure."

I've tried every diet under the sun — keto, shakes, calorie-counting apps — and nothing stuck. This is the first thing that actually made me *laugh, learn, and lose inches*. I printed out the 7-day tracker and actually *used it*. Thank you for keeping it real, Jason.

– Sophie, 34 | Working Mum of 2

<https://www.kebofit.com/resources>



... What People Are Saying:

"This guide made meal prep feel doable—even on my most chaotic weeks. The recipes slap. The humour keeps you reading. And I actually stuck to it. 10/10."

<https://www.kebofit.com/resources>



"This isn't another boring 'budget tips' book."

I've tried to cut my food bill before, but it always meant bland food and loads of faff. This book is actually fun to read, the recipes are easy, and I've already saved £50 in my first month.

— Emma R., Mum of 3, Cardiff

<https://www.kebofit.com/shopping-on-a-budget-book>



★★★★★ Michelle L., 51 – Lost 10 lbs & Sleeping Better

"I'd gained weight since hitting menopause and nothing worked — the scale wouldn't budge and I was exhausted all the time. This guide explained exactly what was going on with my body and gave me a realistic plan I could follow. I've lost 10 lbs in 8 weeks, I'm sleeping through the night again, and my energy is back!"

<https://www.kebofit.com/ultimate-guide-to-the-menopause>

🙌 Need More Help?

If you're ready to level up — whether that's fat loss, meal planning, or just getting your life back on track without spending a fortune — I've got you.

👉 Join my BODYFUEL Online Coaching Plan

Real food. No calorie counting. No overwhelm. Just results.

📱 <https://www.kebofit.com/bodyfuel28>

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