

VICTORY JOURNAL

HABIT-MAKER™
ACCOUNTABILITY
SYSTEM



Today
IS THE
best day ever

WILCOX WELLNESS & FITNESS



CONGRATULATIONS

and welcome

Congratulations on taking the first step towards implementing one of the most powerful transformation tools ever created. If you think that's an exaggeration, do a quick internet search for "benefits of journaling".

You'll be blown away.

But this isn't just any journal. This one is special.

It's specifically designed to FOCUS your subconscious and conscious mind – like a laser – on achieving your health and fitness goals...

...by creating HABITS.

Because...

We are what we repeatedly do.

You are your habits.

They control you, determining the trajectory of your life.

Before I show you how to use this journal, I'd like to introduce ourselves and share a couple of our client stories with you so you can get to know us a little better. And we definitely encourage you to share your story with us as you move forward.

We are Wilcox Wellness & Fitness! It is nice to meet you! We are a personal training business and we LOVE supporting people like you along their health and fitness journey. Our mission is to help people enhance their life by forming healthy habits that they can sustain for a lifetime.

WILCOX WELLNESS & FITNESS



SUCCESS STORIES

To inspire you

KATIE

Katie started training with us in 2016. It was during a conversation with Mike Wilcox that she realized she had to work on both the mental and physical aspects of health, and it was that conversation that helped start her incredible 180-pound weight loss transformation.

Client at Wilcox Wellness & Fitness, Bangor



ROBIN

Robin has been training with us for 10 months now and has made outstanding progress. Her range-of-motion has increased so much that she has had amazing breakthroughs in mobility and has reached milestone achievements in being able to move better.

Client at Wilcox Wellness & Fitness, Bangor



SUCCESS STORIES

To inspire you

MARIE

Marie has been training with us for a year and has become healthier and stronger. Her commitment to her health and fitness allows her to do everything that she wants to in life including traveling, keeping up with her adult children, and feeling her very best.

*Client at Wilcox Wellness & Fitness,
Brunswick*



MONIQUE

Monique started with us in May of 2019 in our KickStart Program. Through her commitment to her health and fitness, she has improved her strength and posture. Her fitness routine helps her maintain a positive mindset during challenging times and builds her stamina to be an active grandmother.

*Client at Wilcox Wellness & Fitness,
Brunswick*



HOW JOURNALING *transforms* ^{you} BODY & LIFE

What You Measure Improves

What you watch and measure improves. It's an absolute fact. You can't help but get better at things you keep top-of-mind.

Planning & Assessment

Those who fail to plan, plan to fail. Your 7-Minute Victory Journal is a planning and assessment tool. In the morning, you plan your day. In the evening, you assess how it went.

Consistency

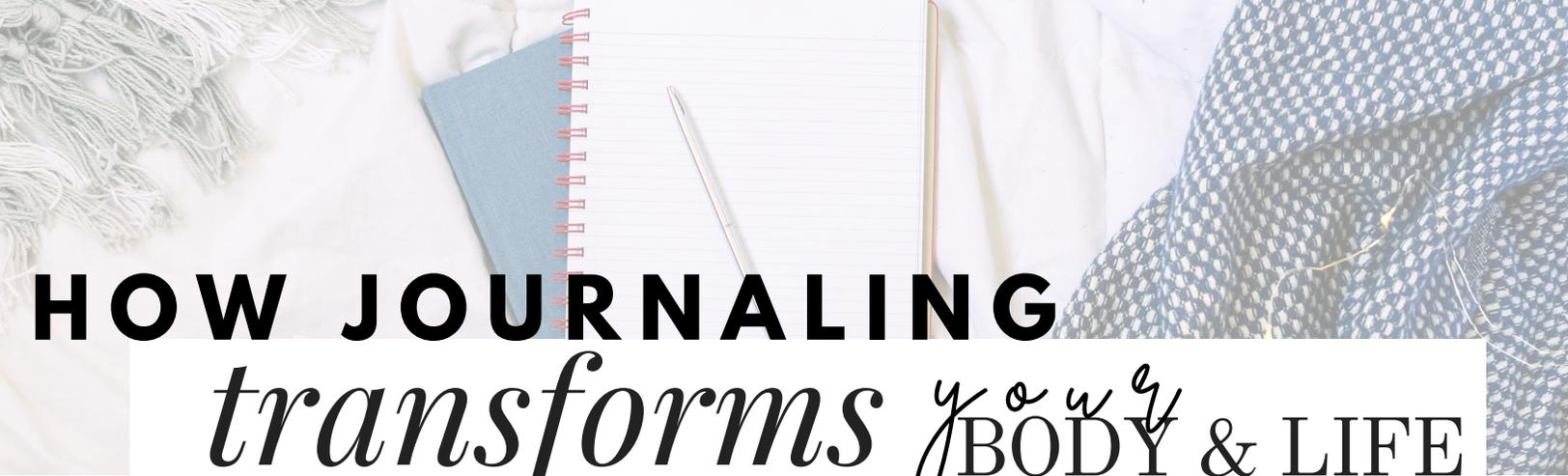
The path to success – in anything – is always paved with consistent action. Consistency is your greatest ally.

Reaffirm

Journaling reaffirms your abilities and commitment when the ugly head of self-doubt appears.

Core Values

Common themes begin to appear. These are your core values. They guide you through life's most trying times and lead you to life's greatest victories. When you get aligned on your core values – everything else will find a way to fall into place in your life.



HOW JOURNALING *transforms* ^{you} BODY & LIFE

Self-discipline

Journaling strengthens your self-discipline. And discipline begets discipline. Like your muscles, the more you exercise your self-discipline, the stronger it becomes. Self-discipline is the building block of supportive habits.

Smarter

You will get smarter. There is a unique relationship between your hand and brain, sparked by the composition of thoughts and ideas. Writing daily, even small amounts, boosts your memory and comprehension, and improves your communication skills.

Emotional Intelligence

Emotional intelligence – the ability to perceive and manage your emotions – is said to be the true indicator of IQ. Journaling allows you to process emotions, increase self-awareness, and become more empathetic, which is the secret to powerful, rewarding relationships.

Systematic Goal Achievement

Systematic goal achievement. Most people write goals once a year and set them aside. And that's why they rarely achieve them. The 7-Minute Victory Journal is a SYSTEM. The process of planning your day, every day, signals to your brain "this is important." Your reticular activating system then goes to work helping you manifest your daily plan. You can really go deep into this topic, and if you do, you'll discover hundreds of peer-reviewed scientific articles proving how powerful this daily process (system) is. It absolutely works. The secret to making it work is your commitment to consistency: using it every day.



WELCOME

to your new BEST LIFE

Here's why we can confidently say that, and you can confidently believe it...

Stacking daily victories creates powerfully positive habits. Those habits make your life better in so many wonderful ways.

The objective of this journal is to document your daily victories. The act of documentation is critically important because it reinforces your positive behavior. It “trains” you to look for the good and to be better.

Feelings are fleeting. What you write in this journal is forever. The act of writing etches the memory in your mind and on paper.

And that feeds the fire of change. It preserves your passion. Because it's an inescapable reminder of the victories you've earned. It's a record of your accomplishments that gets stronger – making your willpower stronger – every day.

What you now hold in your hands – this simple 7-minute daily journal – is THE most powerful system and tool for improving your life you will ever find.

And it couldn't be easier. It takes just 7-minutes a day. Four minutes in the morning, and three minutes in the evening.

Journaling like this “fills your cup” daily with self-belief and self-confidence. It's the way to win at life. This is the proven path to accomplishing your goals... to having your best body, and the peace of mind and happiness you want and deserve.

We're so glad you're here! Now let's get started...

HOW

to use your JOURNAL

NOTE: Print at least one week's worth of pages to get you started.

morning entry

- **Gratitude:** Write 3 things you're grateful for today. This puts you in the right mindset.
- **Meals:** Plan your 3 meals.
- **Snacks:** Plan 2 snacks. Writing these in advance focuses your mind on supportive nutrition and makes it 10x more likely you'll stick to the plan.
- **Hydration:** commit to drink 1/2 your body weight in ounces of water today.
- **Move:** Movement is medicine. Plan how you will move today. The space to the right is to indicate if you stuck to your plan (complete this during the PM session).
- **Plan to have a great day:** Write two things that will make your day awesome.

MORNING
date: October 26, 2020

Today, I am grateful for these three things....

1. My family - I love how my kids love each other so much.
2. My business - that I get to do the work that I love to do helping people live better lives.
3. Technology - to be able to stay connected to my Sister in Baghdad

My meals today are:

BREAKFAST overnight oats	LUNCH salad with deli turkey	DINNER pork chops + green beans
AMSNACK: peanut butter + apple	PM SNACK: hummus + carrots	

I plan to drink 80 ounces of water.

How I will be active today:
Options: Workout / Training Session; Walk, bike, jog or swim for 30 minutes; Household chores for 30 minutes; OTHER for 30 minutes.
I will: train for 45 minutes at: 2pm today. Completed:

What will make today a great day?
For work, I would like to get this journaling system done for our clients.
In my family life, I would like to have time to connect with Mike.
To fuel my soul - I am going to read 10 pages of my book.

WILCOX WELLNESS & FITNESS

HOW

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evening entry

- **Fuel Your Soul:** Don't just nourish your body, also nourish your mind and soul with uplifting information or introspective writing.
- **Victories:** How did you win today?
- **Improvement:** Nobody is perfect. Be honest about how you could have made the day better.
- **Tomorrow:** Lay the groundwork for a great day tomorrow.
- **Notes:** Write anything of importance you want to remember.





MORNING

date: _____

Today, I am grateful for these three things....

My meals today are:

<u>BREAKFAST</u>	<u>LUNCH</u>	<u>DINNER</u>
<u>AM SNACK:</u>	<u>PM SNACK:</u>	

I plan to drink _____ ounces of water.

How I will be active today:

Options: Workout / Training Session; Walk, bike, jog or swim for 30 minutes; Household chores for 30 minutes; OTHER for 30 minutes.

I will: _____ for _____ minutes at: _____ today. Completed: _____

What will make today a great day?



EVENING

Today, I fueled my soul by....

Write what fueled your spirit here - it may be reading a book, listening to a podcast or music, writing for yourself, playing with your kids, or visiting with a friend.

Victories I earned today...

What could have made today better...

I will wake up tomorrow feeling...

Thoughts...

LIVE LIFE TO THE FULLEST

Your thoughts, intentions, and mindset impacts the trajectory of your life. Journaling is a super simple habit to get yourself in alignment and operating at your highest level.

At **Wilcox Wellness & Fitness**, we specialize in helping people live their life to the very fullest. We help our clients find simple solutions that make it easier to maintain a fit lifestyle. We provide:

- **Motivation**
- **Accountability**
- **Support**
- **A complete customized plan – and a proven process! – that fits your needs and schedule**
- **Coaching in other areas that affect your results (stress, sleep, workouts, and more!)**

If you are interested in taking the next step toward achieving your health and fitness goals, fill out this FastTrack Questionnaire:

TRANSFORMATION FAST TRACK

click.here!

Once you complete the form, you will be prompted to schedule your Success Session call with us (online via Zoom). In this Success Session, we will provide your personalized body transformation prescription for maximum results in minimum time. If you're serious about achieving your health and fitness goals and becoming the best version of you, THIS is the fastest way to do it!

To your health,

Wilcox Wellness & Fitness



Let's Connect

WILCOX WELLNESS & FITNESS

let's chat

Visit our website to schedule a time to chat with us. On this call, we will explain in more depth how our training program works, answer any of your questions, and schedule a time for you to come in for a free, no-obligation consultation to set you on your path with healthy living.

let's get social

We are committed to providing loads of valuable information, actionable strategies, motivation, and encouragement via our social media channels. Don't miss a beat - connect with us on Facebook, Instagram, YouTube, and Pinterest.

in your neighborhood

We are a personal training franchise business - we currently have locations in Bangor and Brunswick, Maine and we have #bigdreams to add more locations in Northern New England - hopefully in your neighborhood in the next 5 years.

Wilcox Wellness & Fitness

inspire healthy living

