



Sample “Be Likes” from Anthony’s “Results Fitness Mastermind” Lecture

Try these out and let me know how they go. If you have any questions, send them to Continuefit@gmail.com

Be Like Dana Santas

“We have a whiteboard on the back of our master bathroom door—this little white board, and on the top, I wrote “Gratitude Rocks.” Every night before we go to bed during the nighttime routine, we write three things we’re grateful for that happened that day.”

30-Day Gratitude Challenge

We have heard from many people how they incorporate a gratitude practice in their lives. It’s not just fitness professionals—you’ll see it in a majority of successful people.

Dana has by far the most unique practice I’ve come across. Try to replicate this as much as possible.

Start by listing 10 things you are grateful for:

1 _____	6 _____
2 _____	7 _____
3 _____	8 _____
4 _____	9 _____
5 _____	10 _____

Before you go to bed, write down three things you’re grateful for. They don’t have to be new things! Use the list above. I remind myself how grateful I am about my wife, my childhood, my parents and more all the time.

It doesn’t have to be in the bathroom; you can put it somewhere that you know when you wake up and go through your morning routine, you’ll see it.

It could be on a mirror or on the shower door (get the erasable markers), the refrigerator door or the door leaving your home (get one of those small white boards or corkboards).

I keep my keys and wallet on my kitchen island; you could put it there if you have one or put it on your kitchen table.

You can use post-it notes or just a piece of paper, it doesn’t matter.

If you live with someone, try to get them to do it with you. It will help with accountability as well.

Try it for 30 days and see how you feel. You can’t be sad when you are feeling gratitude.

Be Like Mark Fisher

“I fully describe the NoLita two-bedroom apartment with a terrace overlooking the city.”

Vision Your Life in Full Detail

Mark describes in painstaking detail the place where he wants to live. He knows the location (NoLita—North of Little Italy in Manhattan), how many bedrooms, having a terrace and what his view will look like.

When he’s describing it, he can picture what the furniture looks like, where his favorite chair is and who he’s with.

Write down with as much detail as you can:

Where do you live? _____

What does your house or apartment look like? _____

Do you have a vacation home? _____

Who are you with—do you have a spouse, kids, partner, dog? _____

What job do you have? _____

Do you own your own business or businesses?

What kind of money are you making? _____

Is there a specific car in your garage? _____

What charity do you work with and contribute to? What kind of volunteering do you do? _____

What is your ideal bodyweight? _____

What makes up your exercise? _____

What does your free time look like? What activities and hobbies are you doing on a regular basis? _____

What “toys” do you have? _____

Where do you travel? _____

Who do you spend time with? _____

Keep writing; expand on these questions and add to them.

Be Like John Berardi

“You don’t get goals you’ve never accomplished without building new skills, and you don’t build new skills without practicing things. Classic examples are like learning a language or learning to play an instrument. Most of my time is spent figuring out what skills I need next and what particular daily practices I need to accomplish to get the goal.”

From Goal to Action

The first step is to pick a goal. (See Todd Durkin’s Be Like for Goal formulation.)

Goal _____

Next, write down all of skills you will need to accomplish that goal. _____

Who will you need to meet or learn from? _____

What course can you take? _____

What books can help? _____

What videos can you watch? _____

Learning about those skills will not automatically achieve the goal.

One of the reasons John has been such a successful coach is he that gets people to put new skills into some kind of a practice, ideally daily.

Ask yourself, “What particular daily practices do I need to accomplish in those skills to get to the goal?”

Practice 1 _____

Practice 2 _____

Practice 3 _____

In the Precision Nutrition coaching program, when assigning a new habit, they ask “On a scale of one to 10, one being “there’s no way” and 10 being “no problem, I can do it,” how likely are you able to fit this into a daily habit?”

If you can’t answer a nine or 10, you need to dial things down and start smaller.

If learning the guitar is a goal and learning scales and chords are the skills you need, how much practice do you need to become proficient?

Can you practice five hours a day? If the answer is no way, give yourself a one.

Can you practice one hour a day? Sometimes—so you would give yourself a six.

Can you do 20 minutes a day? Yes, absolutely. Give yourself a nine or a 10.

That's how to start. Schedule 20 minutes a day to practice the skills you need to become the guitar player you want to be.

Now, for the practices you have identified above, how likely are you able to fit this into a daily habit?

Practice 1- 1 2 3 4 5 6 7 8 9 10

Practice 2- 1 2 3 4 5 6 7 8 9 10

Practice 3- 1 2 3 4 5 6 7 8 9 10

Keep working until you get 9s or 10s on each practice and that's where you will start

Go to PrecisionNutrition.com to go deeper on this exercise.

Be Like Dan John

“I have one regret; I didn’t honestly celebrate things well enough. Now, as Tiffani and my friends will tell you, I celebrate all of life’s little victories.”

Celebrate

First, start by writing three of your “wins” down each day during your “workday/evening” shutdown (see Alwyn Cosgrove’s Be Like). Ideally, the wins will be related to your goals, but they don’t have to be. It could be as simple as “Had a great lunch with _____” or “Took a nice bike ride.”

Whatever they are, just write them down. This will put you in a great frame of mind remembering the good things that happened that day.

When you write out your goals, make sure to include how you will celebrate.

For example:

Goal: “I will get 10 new personal training clients by September 1st.”

Celebration: “Going to dinner at the expensive new spot in town.”

It’s important to make sure it’s something you really want, and you also have to make sure you don’t reward yourself if you don’t achieve it. If you went to the dinner anyway, the goal and celebration combination doesn’t mean anything.

Like Dan said, “Be sure you’re celebrating things worthy of celebrating.” When unexpected things come up that you worked hard for, make sure to stop, smell the roses and celebrate them too. You work hard, you deserve it!

Goal: _____

Celebration _____

Goal: _____

Celebration _____

Goal: _____

Celebration _____

Goal: _____

Celebration _____

Be Like Alwyn Cosgrove

“That’s my morning routine: here’s what has to get done tomorrow. I’d love to say every morning is perfect, but what has to get done tomorrow morning starts the night before.”

The Evening or Work Shutdown

Take 15 minutes at the end of either your work day or the evening to physically write what needs to be done tomorrow. Start by looking over the schedule and see what appointments you have.

Schedule the whole day (also see Nick Winkelman’s Be Like).

Make a to-do list of what needs to get done and prioritize them.

Don’t be overwhelmed with 10 things; focus on the top three that will get you closer to your goals.

Once you prioritize them, you have an action plan in your head about what needs to get done first, the most important things you need to do.

Answer any email and return calls that need attention.

Leave with the peace of mind knowing you have a plan of action for tomorrow.

Do this every night and you will be more present at home and you will sleep much better.

Be Like Craig Ballantyne

“I work as soon as I wake up. I get out of bed as quickly as I can and don’t hit the snooze button. I go downstairs and turn on my computer and start working on the project I set out for myself the night before.”

15 Minutes Earlier Challenge

In his book *Perfect Day Formula*, Craig instructs people to start by just getting up 15 minutes earlier than normal and then gradually build upon that to wake up earlier and earlier.

Get up 15 minutes earlier starting tomorrow and get at least one thing done that will get you closer to your goals. It doesn’t have to be a big thing—just get something done. After two weeks, get up 15 minutes earlier and then two weeks later, another 15 minutes earlier. Too often people try to make too big of a leap and try to start getting up two hours earlier! It’s like training; you have to take baby steps.

Do something in that time that will move the needle toward getting closer to achieving your goals.

Use this undistracted time to get work on your most important task you’ve at least started on.

Let it give you momentum for the day, knowing you are making progress toward your goals.

If you did this five days a week for 48 weeks (I’m giving you a month off!), you would accomplish 240 tasks toward your most important goals.

Don’t you think you’d be a little closer to achieving the things in life you want to achieve?

Be Like Jay Ferruggia

“Everything I do now is all about building relationships and making connections and connecting other people. I always have coffee and lunch and dinner scheduled with people.”

Building Relationships

Within the next week: Arrange breakfast, lunch or coffee with someone you haven't seen in a while.

Who haven't you seen in a while that you want to reconnect with? _____

Within the next two weeks: Arrange a lunch or coffee with someone you don't yet know.

Who are some people (coaches, trainers, entrepreneurs) who you would like to connect with?

Within the next month: Arrange a lunch, brunch or dinner with a group of friends. Take the lead and make the plans.

Identify the group of friends you want to meet with: _____

What is the best day to get together? _____

Where will you go? _____

Rinse and repeat. Try to make these actions habits you do weekly, bi-weekly and monthly.

Be Like Patrick Ward

“I used all my money so I could attend every conference I could possibly go to. I’d buy people beers or dinner and sit and listen to what they had to say—not when they were on stage giving their message, but off camera. I’d go up to them and say, ‘Can I buy you a beer? I’d like to hear what you have to say. I’d like to learn something from you.’”

Connecting with Coaches at a Conference or Workshop

If you bought this book, there’s a good chance you go to workshops and seminars.

An ideal seminar is the Perform Better Functional Training Summit because they have multiple presenters over three days and that will give you the best odds of connecting with someone.

Pick three presenters you would love to connect with. You need to do this ahead of time, at least one month.

1 _____ 3 _____

2 _____ 4 _____

Connect with them through social media or email if you can get it and send a message.

“Hi, Coach, my name is Anthony Renna and I am a trainer at a gym in White Plains, NY. I love the information you put out and I would love to buy you breakfast, lunch or a coffee at the Perform Better Summit in Providence to learn more about your career. If this is possible, let me know what works best for you and I’ll arrange it. Thanks for your time and I’m looking forward to your lecture and meeting you.”

Don’t just talk about training; make sure you find out about who they are—try to connect with on a personal level. You want to leave the meeting making them say, “What a great person I’d like to hang out with anytime.”

A lot of these coaches are busy. That’s why you need to pick three, in case the first two fall through.

In the very least, make sure you go up to them during the social hour on Friday night to introduce yourself.

Books mentioned

“The Happiness Advantage” Shawn Achor

“Do the Work”- Steven Pressfield

“Living Forward”- Michael Hyatt and Daniel Harkavy

“Your Best Year Ever”- Michael Hyatt

“12 Week Year”- Brian Moran

“The One Thing”- Gary Keller ad Jay Papasan

“Deep Work”- Cal Newport

“Essentialism”- Greg McKeown

“Perfect Day Formula”- Craig Ballantyne

“How to Win Friends and Influence People”- Dale Carnegie

“Never Eat Alone”- Keith Ferrazi

“Relentless”- Tim Grover