

# Your Burning Desire

## The Starting Point of All Goal Attainment

*“Whatever you persistently and passionately desire,  
is always fulfilled.”*

—Napoleon Bonaparte

Without a true, burning desire, nothing that is truly valuable and permanent can ever be accomplished—except, of course, by luck, and it doesn’t pay to count on that. Once you have committed to achieving a goal and developed an intense desire, your brain begins to draw into your life the dominant thoughts that you hold in your mind. Success coaches have proved time and time again that your outer world is an exact picture of your inner world.

If you subconsciously focus on how fat you are, your mind will present opportunities for becoming even fatter. But if you have a burning desire to become more lean and energized, you will develop a stronger self-image—and your outer world (your body) will be affected accordingly. What is even more amazing is that the stronger your desire, the faster the results will become a reality!

Remember, wishing alone will never bring results in great numbers. Appropriate action must accompany those wishes. The first step is to develop a true, burning desire—so burning that it becomes an obsession. Next, you need to create a detailed plan of action for reaching your goals (or have a professional create a plan for you). Finally, you have to back up that plan with a level of persistence that refuses to admit of failure.

The information and exercises contained in this book are intended to serve as a set of blueprints to help guide you through the process of attaining a heightened metabolism, better health, and a more attractive appearance. Thus, you should use the book as your plan of action for reaching your goals.

Before we go any further, I’d like to share with you an exercise that helped me reach more goals in one thirty-day period than I had been able to reach during the entire year leading up to that time. I met a man who felt so strongly about this exercise that he instilled it in me. I have to confess that when he first described it to me, I thought it was going to be a waste of time. After completing it, however, I had a better understanding of myself and my desires, and I had my top four goals laid out in front of me. By the way, the goals that I developed in that process were far different from the goals I had thought were important to me prior to going through it.

The exercise is called Crystallizing Your Focus, because after you’ve completed it you’ll have a crystal-clear focus of what your goals are and then we can proceed. Whatever you do, don’t skip over this exercise! I assure you, its relevance will become clear as we continue.

**Exercise #1.** Make a list of 51 wishes for your body: things you’d like to change a little, things you’d like to change a lot, small alterations in your appearance, the way you walk, your strength level, your endurance level, your health (be specific), your energy level, your ability to handle stress, etc.

Take as much time as you need to complete this exercise, but try to do it in as short a time as possible. I’ve had some clients who have finished it in an hour, and I’ve had others who had to put in three days of consistent hard work to get through it. Do yourself a favor, and start when you have at least an hour of silent, uninterrupted time. If that means getting up an hour earlier than everyone else in the house in order to find the necessary peace and quiet, then that’s what you should do.

Once you’ve completed the first part of the exercise, move on to the second part, which is far easier: “time prioritizing” your list. Next to each item, write a number that represents the amount of time (in weeks) you’re giving yourself to complete each one. For example, if one of your wishes is to shed 25 pounds and you know you can do that in 5 weeks, you’ll write a “5” next to that one, because you know you can reach

that goal in the first 5 weeks. Use the numbers 1, 3, 5, and 10 (for 1, 3, 5, and 10 weeks, respectively) to time prioritize the wishes on your list.

**Okay, use the graph at the bottom of this article and write out all your goals, right now,  
And don't continue until you've completed your time prioritization.**

Great! Now you're ready to prioritize the items within each "time category" on your list. Just as in sports or other contests, you can make a basic tournament board to help in this process.

First, list all of your 1-week goals on one page, all of your 3-week goals on another page, and so on, until you have four pages (one page for each of the four chronological groupings). Next, take your list of 1-week goals and complete the tournament board: Take your first two goals, draw a box around them, decide which of the two is more important to you, and then write the more important one just outside and to the right of the box. Then compare that "winning goal" (the one you wrote outside the box) to the third goal on that sheet: put them both into a new box and choose the more important of *those two* goals, writing the more important goal just outside and to the right of *that* box. Continue this process until you have only one "winning" goal on that page. Then go through the same process and prioritize your 3-week goals, your 5-week goals, and your 10-week goals.

**Stop right now and do the exercise.**

Congratulations! You've now identified your top four goals for your body and your health. I'll bet you're a bit surprised by the results. If nothing else, you should be much clearer as to what you need to focus on for the remainder of this book.

**Exercise #2.** Now make a list of all of the things about your life that will improve once you've achieved your highest-priority 1-week goal. Things such as the new doors that will open up for you, the increased energy you'll have, the richer friendships you may have, the more confidence you'll feel, etc. Make sure to have at least twenty-five items on your list.

Now do the same for your highest-priority 3-week goal, your highest-priority five-week goal, and your highest-priority ten-week goal. Remember: list at least twenty-five benefits for each goal!

Now as you work your way through the rest of this book, I want you to focus all your efforts on your highest-priority 1-week goal.

**Have the Body of your Dreams become a reality in less time than you could  
imaging by committing your goals to writing...**

**Write out your top 51 goals for your new body:**

**After writing out your goals don't forget to prioritize them 1, 3, 5 or 10**

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When you've finished writing out your 51 goals, send them to us at:  
[DreamBodyGoals@MaximizeYourMetabolism.com](mailto:DreamBodyGoals@MaximizeYourMetabolism.com)

**Do it now! Change your Life!!!**

For more great health & fitness material visit us at:  
[www.MaximizeYourMetabolism.com](http://www.MaximizeYourMetabolism.com)