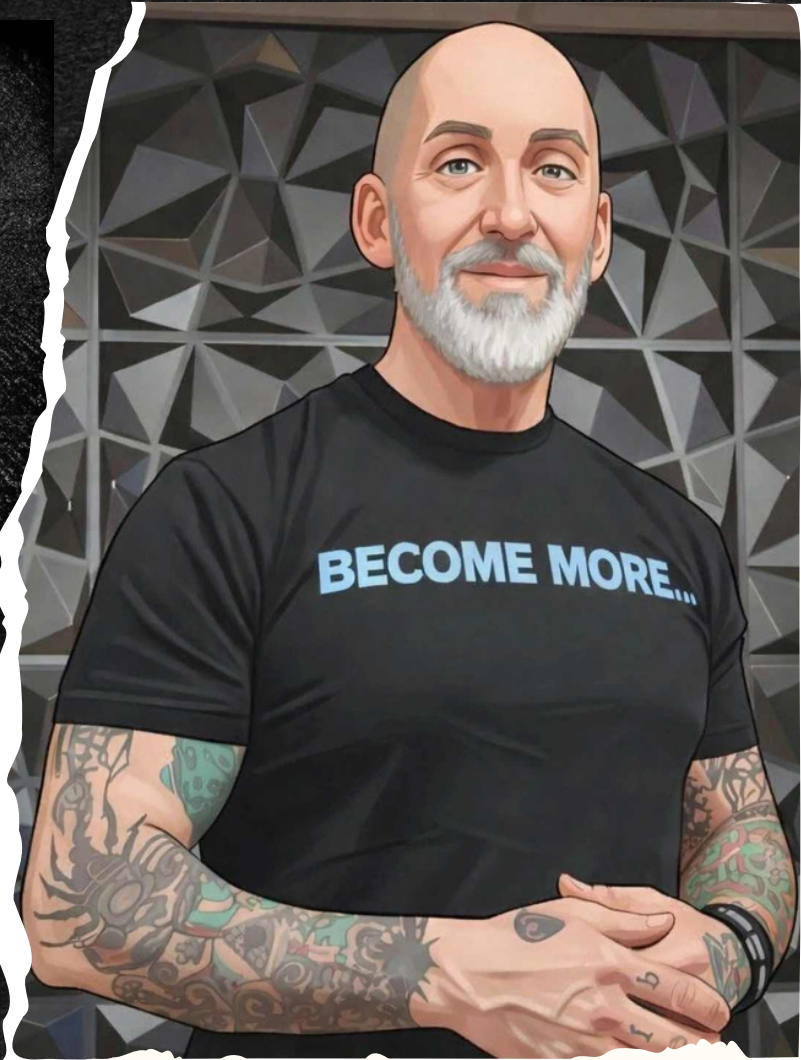




TRAIN WITH PURPOSE FUEL WITH INTENTION LIVE WITH GRIT

Issue #21

The "You have to want it" Issue



🌟 1. MINDSET RESET

Fitness means something different to everyone. For some, it's having the energy to chase their kids around the yard. For others, it's crossing a finish line, building strength, improving their health, or simply feeling confident when they look in the mirror. The important question isn't what fitness means to someone else. The question is: What does fitness mean to you? Once you define your personal meaning, your workouts stop feeling like chores and start feeling like purposeful steps toward a life you truly want. But remember, no goal, dream, or transformation happens by accident. **You have to want it.** If you want your vision of fitness to become reality, your actions must reflect that desire every day.

Too often, people wait for motivation to magically appear before they commit to change. The truth is that motivation follows action more often than action follows motivation. The people who achieve lasting results aren't necessarily more talented or more disciplined than everyone else. They simply made a decision and continued showing up. When the alarm goes off early, when the weather isn't perfect, when excuses start getting loud, they remember why they started. They remember what fitness means to them. Whether your goal is strength, longevity, confidence, or freedom, **you have to want it** enough to keep moving when things get difficult. Your commitment is what bridges the gap between where you are and where you want to be.

Take a moment this week to define your own version of fitness. Write it down. Visualize it. Make it personal and meaningful. Then ask yourself a simple but powerful question: "How badly do I want this?" Because the answer will determine the choices you make when nobody is watching. Fitness is not just about the body. It's about becoming the person capable of achieving the life you desire. Your meaning gives you direction, but your effort brings it to life. At the end of the day, the formula is simple: define what fitness means to you, commit to the process, and never forget that **you have to want it** if you want that meaning to come to fruition.



2. TRAINING FOCUS

When you define what fitness means to you, your training takes on a whole new purpose. If your goal is to be stronger, your training should challenge your strength. If your goal is endurance, your workouts should build stamina. If your goal is simply to move better and feel healthier, your training should support that vision. There is no universal definition of fitness, which means there is no one-size-fits-all training plan. The key is aligning your workouts with the outcome you desire. But regardless of the goal, one thing remains constant: **you have to want it.** The best training program in the world won't work if you're not committed to showing up.

This month, focus on training with intention. Instead of just going through the motions, ask yourself before each workout, "How does this move me closer to my version of fitness?" Every rep, every set, every walk, every run, and every healthy choice is a vote for the person you're trying to become. Progress isn't made through occasional bursts of effort. It's built through consistency. Some days you'll feel energized and unstoppable. Other days you'll feel tired and unmotivated. Those challenging days are often the ones that matter most because they reveal how badly you want the goal. Remember, **you have to want it** long after the excitement of starting has faded.

This week's challenge is simple: train with purpose and track your effort, not just your results. Celebrate the fact that you showed up, stayed disciplined, and honored the commitment you made to yourself. Results come from repeated action over time, not from a single workout. Define your fitness. Commit to the process. Trust the work. Most importantly, remind yourself daily that your goals won't magically happen. They come to fruition when your desire is matched by consistent action. If you want to become stronger, healthier, faster, or more resilient, **you have to want it** enough to put in the work, one workout at a time.



3. NUTRITION CORNER

When people think about fitness, they often focus on workouts first and nutrition second. The reality is that the food you eat is one of the biggest factors in determining whether you'll reach your goals. If fitness means having more energy, building strength, improving health markers, or maintaining an active lifestyle, your nutrition habits must support that vision. Food is fuel, and quality fuel helps you perform at your best. The question isn't whether nutrition matters. The question is whether you're willing to make choices that align with the future you're trying to create. Simply put, **you have to want it**. Your goals become possible when your daily habits reflect your commitment.

This week, focus on making intentional food choices rather than chasing perfection. Prioritize protein, eat plenty of fruits and vegetables, stay hydrated, and pay attention to portion sizes. Small improvements made consistently will have a greater impact than extreme diets that can't be maintained. Every meal is an opportunity to move closer to your definition of fitness. When you're tempted to take the easy route, pause and remind yourself why you started. The healthiest choice isn't always the most convenient one, but if your goals truly matter to you, **you have to want it** enough to make decisions that support them.

Remember that nutrition is not about restriction. It's about providing your body with what it needs to thrive. The foods you choose today will influence your energy, recovery, performance, and overall well-being tomorrow. As you continue defining what fitness means to you, make sure your nutrition is helping bring that vision to life. Success doesn't come from a single healthy meal, just as setbacks don't come from a single indulgence. Success comes from consistent choices made over time. Stay focused, stay intentional, and never forget that **you have to want it** if you want your goals and your definition of fitness to come to fruition.

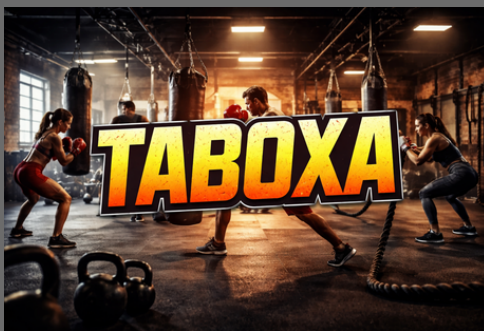


4. DO THIS TODAY

Today, take five minutes and answer one simple question: "What does fitness mean to me?" Don't overthink it. Write down the first honest answer that comes to mind. Maybe fitness means having the energy to keep up with your family. Maybe it means lowering your blood pressure, building confidence, feeling stronger, or simply living a healthier life. Whatever your answer is, make it personal. The clearer your purpose becomes, the easier it is to stay committed when challenges arise. But remember, defining your goal is only the first step. **You have to want it** enough to take action.

Next, choose one action you can complete today that aligns with your definition of fitness. Go for a walk, complete a workout, drink more water, prepare a healthy meal, or get to bed a little earlier. It doesn't have to be a huge step. Small actions performed consistently create big results over time. The objective isn't perfection. The objective is proving to yourself that you're serious about your goals. Every positive decision builds momentum, and momentum creates progress. If you want your vision of fitness to become reality, **you have to want it** enough to take that first step today.

Finally, make a commitment to yourself. Not for the next year, month, or even week. Just for today. Promise yourself that you'll do something that moves you closer to the person you want to become. Fitness is built one day at a time, one choice at a time, and one effort at a time. The people who succeed aren't necessarily the most gifted. They're the ones who keep showing up. Define your meaning. Commit to your action. Follow through on your promise. And never forget: **you have to want it** if you want your goals, your health, and your vision of fitness to come to fruition.



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GET READY TO SWEAT, PUNCH, AND POWER YOUR WAY THROUGH ONE OF OUR MOST EXCITING WORKOUTS YET! TABOX COMBINES THE FAST-PACED INTENSITY OF TABATA TRAINING WITH THE ENERGY AND SKILL-BUILDING OF BOXING-INSPIRED MOVEMENTS FOR A FULL-BODY WORKOUT THAT WILL CHALLENGE YOUR ENDURANCE, STRENGTH, AND MENTAL TOUGHNESS. EXPECT HIGH-ENERGY INTERVALS, POWERFUL COMBINATIONS, AND CALORIE-TORCHING ROUNDS DESIGNED FOR ALL FITNESS LEVELS. WHETHER YOU'RE LOOKING TO IMPROVE YOUR CONDITIONING, RELIEVE STRESS, OR SIMPLY TRY SOMETHING NEW, TABOX DELIVERS. REMEMBER, RESULTS DON'T HAPPEN BY CHANCE, YOU HAVE TO WANT IT. BRING YOUR ENERGY, BRING YOUR EFFORT, AND COME SEE WHAT YOU'RE CAPABLE OF! 🍌🍌💡



5. COACH'S CORNER

One of the questions I hear most often as a coach is, "What's the best way to get fit?" My answer is always the same: it depends on what fitness means to you. Your definition of fitness is personal. It might be losing weight, gaining strength, improving mobility, lowering your blood pressure, keeping up with your kids, or simply feeling better each day. The people who achieve lasting results aren't chasing someone else's goals. They're focused on their own purpose. Once you identify what you're working toward, every workout, meal, and healthy choice becomes more meaningful. But none of it matters, **you have to want it**.

As coaches, we can provide workouts, guidance, support, education, and accountability, but we can't provide desire. That comes from within. There will be days when motivation is high and days when it's nowhere to be found. The difference between success and frustration often comes down to what you do on those difficult days. Do you give in to excuses, or do you remember why you started? When your goals are connected to something important, showing up becomes easier. If your vision of fitness truly matters to you, **you have to want it** enough to stay committed even when progress feels slow.

Something I want you to remember is that fitness is not built during your best days. It's built during the days when you don't feel like doing the work but choose to do it anyway. Anyone can stay committed when everything is going well. Real growth happens when life gets busy, stress levels rise, and obstacles appear. Those are the moments that test your commitment. Every time you choose to show up despite the challenges, you're proving to yourself that your goals matter. You're proving that **you have to want it** more than you want comfort, excuses, or instant gratification.

As you move through this month, I challenge you to stop comparing your journey to anyone else's. Focus on becoming a better version of yourself than you were yesterday. Celebrate small wins, learn from setbacks, and trust the process. Fitness is not a destination; it's a lifelong commitment to growth, health, and resilience. Keep your purpose at the forefront of your mind and let it guide your actions. Define your meaning, pursue it relentlessly, and remember that dreams only become reality when effort meets desire. If you want your goals to come to fruition, **you have to want it** and prove it through the choices you make every day. 💪 🔥



I'M EXCITED TO SHARE THAT I'VE OFFICIALLY STARTED OFFERING REMOTE COACHING THROUGH STAY PRIME FIT—BRINGING PERSONALIZED TRAINING, ACCOUNTABILITY, AND MOTIVATION STRAIGHT TO YOU, WHEREVER YOU ARE. MY MISSION IS TO EMPOWER WOMEN TO FEEL STRONG AND UNSTOPPABLE, AND TO HELP ANYONE MOVE WITH CONFIDENCE, INDEPENDENCE, AND PRIDE. IF YOU'RE READY TO TAKE THE NEXT STEP IN YOUR FITNESS JOURNEY, YOU CAN CONNECT WITH ME DIRECTLY HERE: [HTTPS://STAYPRIME.FIT/TRAINER/KEVIN_BURGESS](https://stayprime.fit/trainer/kevin_burgess) LET'S BUILD STRENGTH, RESILIENCE, AND RESULTS TOGETHER!

“YOU HAVE TO WANT IT”

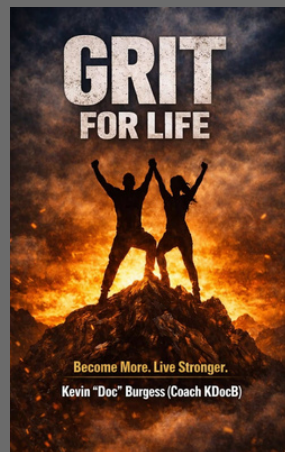
THROUGH THE LENS OF GRIT FOR LIFE: BECOME MORE, LIVE STRONGER

At Grit For Life, we believe fitness is about so much more than what you see in the mirror. It's about becoming more than you were yesterday. It's about challenging yourself to grow physically, mentally, and emotionally. True fitness isn't measured by a number on a scale or the amount of weight on a barbell. It's measured by your willingness to keep moving forward when things get hard. Growth requires effort, commitment, and resilience. Most importantly, **you have to want it** if you expect meaningful change to take place.

"Become More, Live Stronger" is more than a slogan. It's a mindset. Becoming more means refusing to settle for average when you're capable of extraordinary. It means recognizing that every workout, healthy meal, and positive choice is an investment in the person you're becoming. Living stronger isn't just about physical strength. It's about having the confidence to face challenges, the discipline to stay consistent, and the courage to push beyond your comfort zone. None of those things happen by accident. **You have to want it** enough to put action behind your intentions.

Every member of the Grit For Life community has a different definition of fitness, but they all share one common trait: they show up. They show up when they're energized. They show up when they're tired. They show up when progress feels fast, and they show up when progress feels slow. Why? Because they understand that success is built through consistency, not perfection. The people who achieve their goals aren't necessarily the most talented or the most athletic. They're often the ones who simply decided that quitting was no longer an option. They understood that **you have to want it** more than you want the comfort of staying the same.

As you reflect on what fitness means to you, remember that your journey is uniquely yours. Define your purpose. Set your goals. Commit to the work. Then trust yourself enough to keep going, even when the path gets difficult. Every step forward is proof that you're becoming more and living stronger. Your future self is being built by the choices you make today. Make them count. Stay gritty, stay focused, and never lose sight of the fact that if you want your vision to come to fruition, **you have to want it** and be willing to work for it every single day. 💪🔥



**FIRST SESSION IS ALWAYS FREE
FOR NEW CLIENTS!!!**

And current clients get a FREE session with each successful referral!!!



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