

THE ULTIMATE ACHIEVEMENT JOURNAL

Daily Inspiration for Peak Fitness Performance[©]



BONUS!
Free Mental Toughness
Video Training Tips.
Details Inside.

Haley Perlus, Ph.D.

Sport and Exercise Psychology Expert



NEW YORK

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**Here's what fitness professionals and fitness enthusiasts have to say about
Dr. Haley and The Ultimate Achievement Journal**

There is no one more qualified than Dr. Haley to empower fitness enthusiasts and professionals with proven mental toughness tools to achieve peak performance.

— Harley Pasternak, M.Sc.
Best Selling Author, Five Factor Diet

The Ultimate Achievement Journal has become indispensable in my success toolbox. Its fast, easy mental toughness exercises focus my effort and leave me feeling energized. The Ultimate Achievement Journal gets my top recommendation.

—David Koons
Former member US Marine Special Operations
Ironman Triathlete
Founder of www.LetYourMillionaireOut.com

As a wife, mother of three, and busy corporate executive, finding time for fitness is a challenge. Having personally known Dr. Haley for more than a decade, I can attest to the fact that she is professional, educational, and inspires me to get the best out of my workouts in the time I have. Dr. Haley's energy, enthusiasm and realistic approach to integrating exercise into real life makes working out regularly an achievable goal for everyone

— Anne Berend
VP, Human Relations, IBM Canada
Fitness Enthusiast

In today's ultra competitive fitness club environment, it's imperative to differentiate yourself and your trainers from your competitors. The Ultimate Achievement Journal is an excellent tool to increasing client retention while providing fitness trainers a leg up on their peers, and to provide excellent customer care and service. I can highly recommend Dr. Perlus and her program to you.

— Michael Levy
CEO Casaral Inc. and President of Zenith Fitness Group



Haley Perlus, Ph.D.

Sport and Exercise Psychology Expert

Dr. Haley's passion and commitment to her work is reflected in her ability to relate to everyone she consults with. The responses from those who have worked with Dr. Haley have been fantastic.

— Aldo Radamus

Former US Women's and Men's National Alpine Ski Team Coach

Voted "Coach of the Year"

In the world of spinning® and long distance cycling, mental conditioning is essential for optimal performance. The Ultimate Achievement Journal is full of mental toughness tips and techniques that motivate me to continue to fine-tune my coaching message for my clients and to accelerate my own fitness performance.

— Jennifer Sage

Master Spinning® Instructor

Founder of Viva Tours Cycling Tours

When achieving your goal is paramount, this month or for the next 4 years, mental strength and smart coaching with Dr. Haley will significantly increase your chances. An authentic athlete, a catalyst for personal change and an engaging attitude, Dr. Haley is an inspiration.

— Carolyn Lawrence

President, Women of Influence Inc.

Ironman Triathlete

I know that the unique mental toughness skills Dr. Haley developed for me has greatly contributed to my increased success. I don't know what I would do without her guidance.

— Katie Hartman

Scholarship Athlete at The University of Colorado

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Haley Perlus, Ph.D.

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It is my mission to give you the best opportunity to achieve your 12-Week Mission. We all know it's not easy doing it alone. I want to be there for you every step of the way. Will you let me?

On the first day of training to achieve your 12-Week Mission, visit **www.TheUltimateAchievementJournal.com** and register for your FREE Mental Toughness Video Training Tips.

As soon as you register, you will receive weekly video communications from me to help you commit to and achieve your personal peak fitness performance.

Here's what you'll receive from Dr. Haley's Mental Toughness Video Training Tips:

- How to individualize your 12-Week Mission and discover your true desire for success.
- Proven mental toughness strategies to help you conquer your performance blocks while training.
- Techniques to help you discover your optimal performance zone so that you continue to challenge yourself in a safe and effective way.
- Specific steps to strengthen your confidence through understanding the controllable and uncontrollable factors in your fitness program.
- Quick and enjoyable tips to help you realize how easy it is to continue to keep up with your training program.

Ready to achieve your peak fitness performance?

On your first day of training go to:

www.TheUltimateAchievementJournal.com

and let's get started NOW!



Escalate Your Peak Fitness Performance and Achieve Your 12-Week Mission!

Do you struggle with keeping up with your fitness program on a consistent basis? Maybe you train regularly but have not yet achieved the results you were hoping for. If you desire more out of your fitness program, The Ultimate Achievement Journal is for you!

Experts agree that 70% of fitness enthusiasts who achieve their fitness goals, keep achievement journals. When you keep track of your training by writing down what you did each day, you give yourself the best chance to develop the three C's for Excellence: Commitment, Confidence, and Concentration.

Commitment

Documenting your success story is a great way to maintain motivation and keep a consistent training regimen. Looking back at your log entries and seeing how much progress you have made is a rewarding experience. It won't be long before you look forward to not only training but also writing down what you did each day to burn a few calories.

Confidence

Too often, we wait until the finish line to see how far we've come and congratulate ourselves for our achievements. The Ultimate Achievement Journal will compel you to take a few moments to notice how your strength and endurance has improved. Your confidence will escalate with each increased weight you are able to lift, extra mile you are able to run, and fat percentage you are able to release.

Concentration

To improve your performance in any activity, you must be able to shut out distractions and pay attention to the things that matter. A simple understanding that you will be writing down how many repetitions of bicep curls you were able to perform or the intensity you could maintain on the bike will help you block out distractions (e.g. mental fatigue) and focus on completing your training session.

P.S. This is not just a success journal. The Ultimate Achievement Journal will enable you to develop mental toughness tools top athletes and fitness enthusiasts use to achieve their goals. It's your turn. Let's get started NOW!



How to Use The Ultimate Achievement Journal

1. **12-Week Mission, performance profile, weekly training schedule, & achievement log**

The first and most important step in achieving your 12-Week Mission is proper preparation. Set yourself up for success by following the instructions (presented on pages 5-17). You'll learn how to create your 12-Week Mission, performance profile, weekly training schedule, and achievement log. Together, these exercises will guide you toward reaching your peak fitness performance.

2. **One week at a time**

To prevent feelings of being overwhelmed (that can lead to mental breakdowns and dropout), I encourage you to take **one week at a time**. After every six log entries (i.e. the maximum number of training sessions you should perform each week), I have included a new weekly training schedule for you to fill out. This form is designed to guide you through the upcoming week.

If your fitness program does not include six weekly training sessions, simply skip over the log entries you will not be using. That said, three to five weekly training sessions are recommended.

3. **Achievement Insight**

On the right hand side of each page, you will see an **Achievement Insight**. I have included inspirational quotes from some of the top athletes and coaches. I have also included mental toughness exercises to help you achieve your 12-Week Mission. Read and implement each **Achievement Insight** daily (even for the days you do not train). Be sure to cut off the bottom left corner of the Achievement Insights that resonate with you so you can quickly find them and use them to improve your training performance.

4. **Be honest in your recordings**

Each person develops strength and endurance differently. Honest recording will allow you to develop your strength and endurance quickly and effectively.

5. **Have FUN!**

When you believe, you will achieve! There is no better feeling than overcoming a challenge and proving to yourself that you can accomplish your 12-Week Mission!



How to Create Your 12-Week SMART Mission

A SMART (specific, measurable, action-oriented, realistic, and time-based) mission gives you the best chance of achieving your Peak Fitness Performance..

Specific – *Within 12 weeks, I will wear size 8 clothing*

Measurable – *Within 12 weeks, I will release 4% of body fat*

Action-oriented – *Within 12 weeks, I will be training 5 sessions per week*

Realistic – *challenging enough to push you but realistic enough for you to achieve*

Time-based – *Done....12 weeks ☺*

Purpose of Your 12-Week Mission

It is essential that you have powerful reasons for wanting to achieve your 12-Week Mission. Below are a few common reasons people have for wanting to improve their fitness level and overall health.

I want to be able to look in the mirror and like what I see

I look forward to playing with my kids and I want to set a good example for them

I want to live a long and healthy life

New Positive Behaviors

To achieve your 12-Week Mission, you must assess your behavior patterns and implement new positive behaviors to speed along the process. Below are examples of positive behaviors fitness enthusiasts employ to help them adhere to their training schedules.

Train first thing in the morning

Eat “energy” foods 30 to 60 minutes before my session to help increase my training intensity





Train with a buddy or personal fitness trainer



What Is Your 12-Week Mission?

When you have completed the exercise below, cut the outlined section and paste the page inside the front cover of The Ultimate Achievement Journal. I also strongly recommend that you find a picture of your ideal (and realistic) body and paste the picture (with your face on the body) below your 12-Week Mission. Why? Because you can never have enough inspiration!

My 12-Week Mission

 My 12-Week Mission 	
 	Write down your SMART 12-Week Mission. What will you achieve within 12 weeks?
Write down your reasons for wanting to achieve your 12-Week Mission.	
Write down 3 positive behaviors you will employ to help you achieve your 12-Week Mission.	
Signature _____	Witness _____