

8½ STEPS TO MAKING 2012 YOUR BEST TRIATHLON YEAR EVER!

The essential step-by-
step guide for all triathletes
to design an outstanding
season and achieve your
personal best.



TRIATHLETEMIND
.com
Master the Inner Game

8½ STEPS TO MAKING 2012 YOUR BEST TRIATHLON YEAR EVER!

Congratulations on taking the first step to achieving your triathlon goals by downloading this workbook. You have in front of you a simple, yet effective tool to create the foundation for an amazingly successful year ahead. This proven method has been developed for triathletes just like you, based on a deep understanding of what world-class performers do to consistently generate better results, and now you can do the same.

This workbook will guide you through a step by step process to create an exact and inspiring plan for your success, and not just any success – your personal best and your most enjoyable triathlon year ever!

You see, most people *want* more and most people are willing to *try harder*, but trying harder doesn't always lead to success, nor does having lots of desire and ambition. As proof, studies show that more than 95% of people who set resolutions at the start of the year will never follow through. Why is this figure so high? The reason is because most people don't understand the process of how to produce better and lasting results—and they rarely even take the first steps.

The fact that you are reading these words means your chances for success are already significantly increased since you've made the decision to strive for improvement and have taken the first action towards attaining that goal.

If you're constantly trying hard, pushing yourself and still falling short of your expectations you're probably trying the wrong things, or don't have the right strategies. This means you are more likely to end up with the results you *don't* want along with feelings of frustration, pain, exhaustion and confusion!! Perhaps you're trying harder but still suffering from injuries that won't go away, struggling to fit in consistent training with your already busy life, or falling short of race day goals.

So get ready, because you're about to leave all those feelings behind and embark on a path that leads to all the accomplishment, satisfaction and pride that comes with attaining phenomenal goals and achieving results that may even surprise you.

And if you're already quite happy with your results and just want even more success, then this guide will be perfect for you too—just as its method has led to incredible success for the world's best.

By completing the *8½ Steps to Making 2012 Your Best Triathlon Year Ever* you will gain precise clarity on where you've been, where you are now and where you will go this year. You will create a simple, easy to follow plan that gives you powerful focus and drive for an exciting and rewarding year of triathlon in 2012. Ready to get started?

Begin your 2012 journey now, and feel the excitement for an epic year ahead – Your Best Year Ever!

To your potential and exceeding expectations,



Peak Performance Coach &
Founder of TriathleteMind.com



“You can achieve anything you want in life if you have the courage to dream it, the intelligence to make a realistic plan, and the will to see that plan through to the end.”

- Sidney A. Friedman

SET THE PLAN

STEP 1:

Get clear on where you are now

STEP 2:

Get excited about your triathlon future

STEP 3:

Get focused on 2012

SET YOURSELF UP FOR SUCCESS

STEP 4:

Get committed to your top goals

STEP 5:

Get free from limiting habits

STEP 6:

Get rewarded along the way

STEP 7:

Get resourceful & get support

SET THE WHEELS IN MOTION

STEP 8:

Get momentum & get moving now!

BONUS STEP 8 ½:

Get personalized feedback on your goals

HOW TO COMPLETE THIS WORKBOOK

This workbook has been specifically designed for you, for making 2012 a great year, and for laying the foundation for achieving your personal best.

It doesn't matter if you're a world-class elite pro, competitive at the top of your age group or are new to the sport and enjoying the challenge, you can always strive to better your own results.

Unfortunately for all of us, there is no magic pill or 'get fast quick' scheme. But there is a proven way of thinking, of planning ahead, and of creating lasting motivation and habits that drive you to not only greater results but also creating more enjoyment and fulfillment throughout the demanding season of training and racing.

Taking steps to achieve your personal best is both an art and a science. The science is the physical and the logical—technical movements, muscle endurance, flexibility, etc. The art is the mental and emotional—your motivation at 6am for the training session, confidence to push harder when you're tired, and the all-important self-talk that fuels your emotions and decisions in the moment. And here's what you must understand:

FACT:

The difference for those that consistently stretch their personal best – in triathlons and in life – is their mindset.

Their pattern of thinking, their beliefs, their self-awareness and their mastery of emotions lead to better decisions and actions.

Therefore, this workbook is not just a lazy list of tips. It is an active process designed to get you to think and feel your experiences and your ambitions. Becoming a better triathlete demands more than just an intellectual understanding of what to do.

Your step-by-step guide requires you to reflect on and plan for specific actions as well as tapping into your emotional drive. It's time to get excited about your potential and don't worry if you've been disappointed with past performance, that's all behind you, now it's time to transform those lessons into a winning mindset.

As you go through this process, don't limit your thinking to just training and racing. Consider how triathlons fit into your life – the sacrifice and commitment they demand, the impact on your work and relationships, the effect on your overall health and the ultimate rewards they bring for you. The wider perspective you take, the greater effect this process will have on you.

Keep the following things in mind as you get started:

- Be honest – that will give you the greatest clarity and power to change
- Allow yourself to spend time with each question, this is not a sprint
- Answer all questions in order, they are designed specifically to build on each other as you go through the workbook
- Write all your thoughts and ideas down, there is magic in doing so
- Enjoy the process, planning a successful year is all about you

Planning to make your year the best ever is a fun and energizing process. It also takes a bit of time.

In fact, it could take one or two hours to complete. But wait! Before you start to moan or flip ahead to see what takes so long, remember this – *you're a triathlete!!*

I know you have the drive, the commitment and you enjoy taking on challenges to become better and expand your abilities. So yes, it might take an hour or two but it's definitely time well spent. Consider this to be a powerful training session with incredible effect and lasting impact (...and without any saddle sores or water in the ears!)

Treat it like a training session, stick with it and the rewards you'll get in return will be massive.

For best results, give yourself the gift of attention and complete this in a quiet space or with your favourite music, and without other distractions. Take short breaks if you need to, just make sure you complete all the steps. Just like a race, there is no reward or satisfaction in starting, but not finishing.

One more thing: you may not immediately see the benefit of some questions or in writing out the answers, but trust me, you will by the time you're finished. There are no shortcuts on this course and like most things in life, the more you put in, the more you'll get out.

Ok...let's get going, grab a big glass of water, get comfortable and enjoy it!

On to Step 1...

STEP 1: GET CLEAR ON WHERE YOU ARE NOW

The first step is to gain clarity on where you really are now. It's vital to understand where you are beginning from—your past successes, lessons learned and renewed expectations. Without knowing where you started from how can you measure how far you've come? Be really honest with yourself here and write down all your thoughts for these questions.

By mastering this step you will have a solid foundation on which to build your extended plan.

1a) What did you love about your 2011 triathlon year?

What were the special moments? What are you most proud of? What were your most significant achievements? **If you are new to triathlon, what were the defining moments that made you want to pursue the sport?** What were some of your accomplishments in other sports or pursuits? What did you love about 2011?

2c) What did you learn by going through these experiences?

Despite the challenges or painful times, what did you learn, how were they valuable? How can you apply this learning in 2012? How can you catch yourself from slipping backwards when you see signs of old patterns?

3a) What decisions did you make in 2011 that were empowering for you?

Think about *decisions* you made about what you improved or committed to: your nutrition, getting support from a coach or community, your approach to training and recovery, how you managed your life around your workouts, number or frequency of races. What were some of the most important decisions of this year for you, both related to triathlon, and in other parts of your life where relevant?

3b) What decisions must you make in 2012 as a result, to make this your best year in triathlon?

Building off your insights from the previous questions, what will you continue to do, where do you need to get extra help, what will you stop doing? *This is a critical step, take your time and identify the key decisions you need to make.*



“ *It is in your moments of decision that your destiny is shaped.* ”

- Anthony Robbins

STEP 2: GET EXCITED ABOUT YOUR TRIATHLON FUTURE

Now that you are clear on where you are, and what lessons you're taking into 2012, it's time to get energized about your future! To really get the most out of this step, dare to dream big. Suspend any judgment you may have on your current limitations, and just imagine what would make you really happy, excited and fulfilled.

By mastering this step you will create tremendous drive and clarity on what you really want. Plus you'll always have a place to go when your energy is flagging and when you need to remember why you started all of this in the first place.

1) Write down everything you want to do, experience, see, achieve and have, related to triathlon, over the next 10 years. You can extend your brainstorm list to other sporting, health and fitness areas as well.

Ten years may seem like a long time, but the point is to think beyond just 2012. This will help you decide what is really important this year, as you build towards your ideal tri future. For now, don't worry about *when* it's going to happen, just capture all your ideas on what you'd love to experience or achieve in triathlon. Think big and small, and don't filter your thoughts, just write down everything. Pump up your music, try to come up with at least 15 things without stopping your pen and use an extra page if necessary! Go, go, go... can you get to 30?!

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

Think about the number or frequency of races, specific locations or races, your dream times for races, placement in your age group, or awards you'd love to win. Also consider your level of health and fitness (e.g. body fat, weight), how many days you'd like to train each week consistently or any other specific areas that you want to focus on.

8½ Steps to Making 2012 Your Best Triathlon Year Ever!

11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____
26. _____
27. _____
28. _____
29. _____
30. _____

2) Once you've completed your list of dreams and goals, the next step is to put a timeframe on each one. Beside each item on your list above, decide whether you would like to realize that goal within 1, 3, 5 or 10 years.

These four timeframes help to put things into perspective and you can start to prioritize and build an action plan to accomplish all of your dreams. It doesn't have to be perfect and you can adjust later, so for now, just go with your gut and first reaction.



“ You don't have to be a fantastic hero to do certain things – to compete. You can be just an ordinary chap, sufficiently motivated to reach challenging goals. ”

- Sir Edmund Hillary

STEP 3: GET FOCUSED ON 2012

You've got your big goals, now you need to sharpen the focus and design 2012 to make it your best year ever!

Writing out your goals in Step 2 can be both exciting and exhausting. Stand up, have a quick stretch and grab a fresh glass of water because the next two steps are crucial! You'll need to power through - sit up straight, feel strong and breathe deeply, as this is where a lot of people go wrong. They think that simply having a goal in mind, even when it's exciting, will be enough to propel them forward. But as said in the introduction, 95% of people don't follow through on their resolutions and goals in spite of their best intentions and you're going to be one of the 5% that do!

By mastering this step your focus will be razor sharp – your end results will be tangible and your motivation will stay high and consistent throughout the season.

With defined, exact and laser-like focus on your main goals you can move mountains (you know...mountains like procrastination and distractions!)

1) On the list from Step 2 above, circle the 3 or 4 most exciting (or most important/greatest impact) one-year goals—those that you've put a number 1 beside.

Remember, this step is about getting *focused on what's most important*. You can still achieve all your one-year goals, but for now, get focused on the top three or four on your list.

2) In the spaces below, re-write the ones you've circled. Refine the wording if necessary to make it very clear, positive, precise and exciting!

My top goals for 2012 are:

1.

2.

3.

4.

...starting to get excited?

Note: You're going to be asked to re-write your goal statements a few times. This is done on purpose to get you more and more connected to the goal. Trust the process. Plus, you might find that each time you write it, you'll find an even more powerful way to define the goal for greater clarity and excitement.



“ Many people fail in life, not for lack of ability or brains or even courage but simply because they have never organized their energies around a goal. ”

- Elbert Hubbard

STEP 4: GET COMMITTED TO YOUR 2012 GOALS

You've described your goal – the *WHAT* – now you need to describe the *WHY*. Getting really clear on why this goal is important to you creates incredible emotional energy and connection with your goal.

As with any goal, unless you get really associated with the fundamental reasons *why* you want what you want, the drive to seeing them through to reality isn't as strong as it could be.

By mastering this step you will build energy and tap into the emotional fuel and drive needed to take on the physical, mental and emotional challenges that come with a triathlon season.

1) In the space below for each goal, write a full paragraph describing why this is a big goal for you in 2012.

How would you feel once you've achieved this goal? Who will you inspire? What would it mean for your confidence? Your energy levels? Your passions? Not only for triathlon but for other areas of your life? Why is this an exciting 'must' for you to achieve in 2012?

[Re-write your goal then complete the paragraph]

My goal is:

I want to achieve this in 2012 because:

My goal is:

I want to achieve this in 2012 because:

My goal is:

I want to achieve this in 2012 because:

My goal is:

I want to achieve this in 2012 because:



“ When we are motivated by goals that have deep meaning, by dreams that need completion, by pure love that needs expressing, then we truly live life. ”

- Greg Anderson

STEP 6: GET REWARDED ALONG THE WAY

All top goal-achievers put in checkpoints or milestones along the way to measure progress and quickly recognize when they are off track. Don't worry if you find yourself here, it happens to the best. Just be smart, make adjustments to your approach and immediately get back into the program.

By mastering this step you will sustain strong motivation and your big goal quickly starts to feel attainable as the momentum grows.

Reaching a milestone is a mini victory that will help keep the ultimate victory in sight. We love to cross things off to-do lists and reaching a certain level provides the same feeling of satisfaction.

1) In the space below for each goal, set sub-targets, or "journey goals" – something you can measure at a specific point in time along the journey to your main goals.

For example, if your main goal is to complete your first Olympic distance race by September 1st, when do you need to start training regularly? When do you register for the race? What times do you want to achieve in your non-major races? For now, you only need three or four key journey goals for each main goal.

[Re-write your goal, add a specific timeframe, then list key journey goals or milestones you want to achieve along the way to the main goal]



“To accomplish great things, we must not only act, but also dream; not only plan, but also believe.”

- Anatole France

STEP 8: GET MOMENTUM AND GET MOVING NOW!

Action is key to making everything you want come true, and you've taken massive action by getting this far so don't stop now! There are 8½ steps to making 2012 your best triathlon year ever, not seven!!

By mastering this step you will gain advantage over your competitors and are truly on the path to realizing all of your triathlon goals and dreams.

The golden rule of goal setting: never leave the site of a goal setting session without taking a step, even a very small one, towards your goal. It has tremendous effect and will immediately give you the feeling of momentum and excitement. Reflect back on your main 2012 goals, your journey goals, your habits to be broken and extra resources to help you...and decide to TAKE SOME ACTION RIGHT NOW!!

Right now can be the start of everything. The ideas you've spent time working on here can begin to show up in your life by doing something this very second!

1) Write down two actions can you take right now

Doesn't matter how small! Research a triathlon club near you, call a friend and go for a workout, sign up for your first race, block time in your calendar to research websites, go shopping for new gear, celebrate your exciting goals with us by sending them to MyGoals@triathletemind.com

Whatever works for you, decide to take action, write down two things right now!

1.

2.

...now just get up and do them!!

BONUS STEP 8½: Get personalized feedback on your goals from a goal expert and peak performance coach...for **free!**

Congratulations on your commitment and for getting this far...most triathletes (including your competition) won't take the time to put in this effort, and won't be able to keep up to you when you blow by them this year.

If you really want to get motivated, give a major boost to your goals and create an action plan fit for an Ironman, then you must take advantage of this exclusive FREE BONUS! It's only a ½ step because you've already done the work and it's super easy: just drop us an email with your goals, notes and questions. It's a special bonus step for triathletes just like you that have downloaded this workbook and are dedicated to their goals for the year.

Simply email your goals and main questions to MyGoals@triathletemind.com and in just a few days you'll receive a personalized feedback report including suggestions and ideas on how to:

- ✓ **Utilize powerful strategies and techniques to speed the realization of your goals**
- ✓ **Make your goals even more compelling and motivating, based on your specific needs**
- ✓ **Sharpen your clarity even more to ensure great focus and consistent progress towards your goals**
- ✓ **Create the best environment to support your goals**
- ✓ **Effectively track progress along the way to stay motivated**

The greater detail you provide, the greater the impact, and more specific and powerful your personalized feedback will be. For maximum benefit, it is highly recommended that you also submit your reasons *why* you want what you want (from Step 4). Include your journey goals, action steps and habits you want to break or create. Everything you submit will remain confidential and will only be used for your personalized feedback report. This will not be shared with anyone else, guaranteed.

You will receive – with no obligation whatsoever – a free report and personalized feedback from your Inner Game Coach, Chris Janzen, founder of TriathleteMind.com. Everything you submit will be personally reviewed by Coach Chris and within just a few days, you'll have even more motivation and clarity, specific to your needs, on how to make 2012 your best triathlon year ever.

Frequently Asked Questions about Bonus Step 8½

Q: Do I have to send all my notes and a completed workbook?

A: Not at all. It can be a simple email with a summary of your main goals to MyGoals@triathletemind.com. At a minimum, you should submit your top 3 or 4 goals from Step 3, but send as much or as little as you'd like us to review.

Q: What format should I email the information in?

A: Any standard format from Microsoft Office (Word, Excel, PowerPoint) or Mac (Keynote, Pages, Numbers) is fine. Otherwise you can send a PDF or just in a regular email will work as well. You can even simply scan and email your hand-written pages, but only if we can read your hand writing!

Q: Do I have to pay for this report and feedback now, or in the future?

A: No! Never, never ever. This is completely free, with absolutely no future obligations. Consider it our way of congratulating you for getting this far. You've earned it for your commitment to yourself. Our aim is simply to support you in becoming a better triathlete.

Q: What will you do with my personal information?

A: Everything you submit will remain strictly confidential and will only be used to review and prepare your personalized report. Your information is safe with us and will never (*never!*) be passed on to anyone else. Guaranteed.

Q: What will happen after I submit the information?

A: Coach Chris Janzen will personally review everything you submit then will prepare a feedback report with additional ideas based on his 20+ years of experience in studying the success principles of champion athletes, high-profile performers and world-class goal achievers. Chris is a multi-sport champion athlete, triathlete, coach and peak performance motivator who has trained, worked and coached with some of the world's best. He's an expert on taking these insights and applying the principles in very practical ways to people of similar age and ability as you.

Q: How long will it take to receive my feedback?

A: We endeavour to get your results back as soon as possible. This of course depends on the volume of responses, however, 3-4 days is the usual turnaround time. If it's expected to take longer, you'll get a friendly email from Chris explaining

so along with an expected date of receipt. There are a lot of triathletes out there so your patience is appreciated!

Q: What is TriathleteMind.com anyway?

A: We're glad you asked! TriathleteMind.com is where mind, body, dreams and potential come together to produce amazing results! The number of triathletes around the world is growing all the time, each one of whom is passionate about challenging him or herself to achieve greater results year after year.

TriathleteMind.com is dedicated to helping you Master the Inner Game of triathlon and being a triathlete. The inner game is all about tapping into your true potential by sharpening your focus, discipline, mastering your emotions, and removing the self-imposed restrictions that hold you back. Strengthening your inner game is the key to unlocking the potential we know you have.

Every top athlete will tell you the difference between those that win (or achieve their best) and those that don't, comes down to mental ability and strength. Yet, 97% of all triathlon information focuses on techniques, equipment and nutrition. TriathleteMind.com is technique and nutrition for the inner game, the secret weapon and perfect companion and compliment to your wetsuit, bike, shoes and body.



MORE ABOUT CHRIS JANZEN Peak Performance Coach and Founder of TriathleteMind.com

Chris Janzen is the founder of TriathleteMind.com, author of *8 ½ Steps to Making 2012 Your Best Triathlon Year Ever!* and creator of the *5 Forces Formula for Breakthrough Triathlon Performance*.

He's been an expert contributor to 220Triathlon magazine, the UK's biggest selling triathlon magazine, ESPN, Active.com and Runner's World USA.

For more than 20 years Chris has been a passionate and inspiring coach, mentor, and trusted advisor and is dedicated to helping athletes and non-athletes grow beyond their expectations to overcome obstacles that hold them back so they may achieve their goals and dreams.

Chris is an expert at developing the mental strength and emotional endurance necessary to master the inner game of triathlon in order to maximize the athlete's success and enjoyment of one of the world's most demanding sports.

A successful and ambitious athlete in his own right, Chris has won championships in five different sports, including becoming a three-time National Champion and a World Number 1 ranked amateur. He's competed in super-sprints, sprints, team relays, Ironman 70.3 and Ironman triathlons.

Regardless of age, triathlon experience, current level of competitiveness or future ambition, Chris knows with absolute certainty that everyone can increase their level of success and fulfillment and can make goals become reality.

Chris founded TriathleteMind.com to help triathletes tap into their full potential in order to train better, race faster, achieve their personal best in record time.

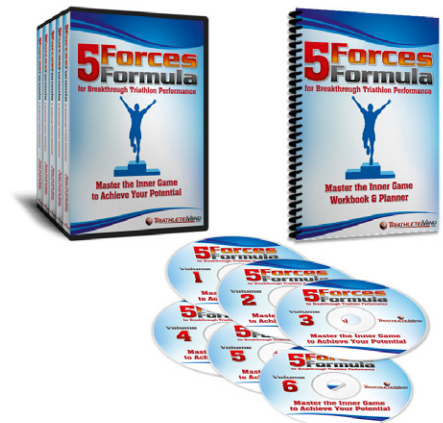
Originally from Canada, Chris now lives and works in London, UK.

You can follow Chris on Twitter at www.twitter.com/TriathleteMind and connect on Facebook at www.facebook.com/TriathleteMind

Or email him directly at christhecoach@triathletemind.com

DISCOVER!

THE 5 THINGS YOU MUST DEVELOP TO BREAKTHROUGH TO YOUR BEST PERFORMANCE



**Get more from your training efforts.
Be strong and unshakable on race day.
Tap deeper into your abilities.
Experience what it feels like to be the
athlete you're meant to be.**

The **5 Forces Formula for Breakthrough Triathlon Performance** is the ONLY program of its kind—created by a triathlete exclusively for triathletes—that gives you holistic and proven methods to master your inner game.

It will directly, immediately and practically give you new skills, sharpen your focus, build strong and lasting motivation, and create rock-solid confidence that you can indeed, be at your best when it matters most, and be the best athlete you can possibly be.

6-part Audio Program to Master the Inner Game

Learn the 'secrets' of how world-class athletes continue to outperform and how you can finally achieve your potential. You get 20 years of proven, practical strategies and techniques that work for triathletes of all levels. You'll benefit from learning just one force. You'll breakthrough with all five.

5 Forces Workbook to Accelerate Results

Use the accompanying step-by-step workbook as you listen to the program to accelerate your learning and achieve results fast. You'll notice more purposeful and more powerful training sessions from the very first audio session.

Immediate Impact For Your Best Triathlon Time

Get on the fast track to your personal best by easily and effortlessly putting the material into practice within your existing training plan. No interruption or longer days required. Get ready to surprise yourself with greater clarity, focus, motivation and mental toughness.

Get Your Copy Today at
www.TriathleteMind.com

