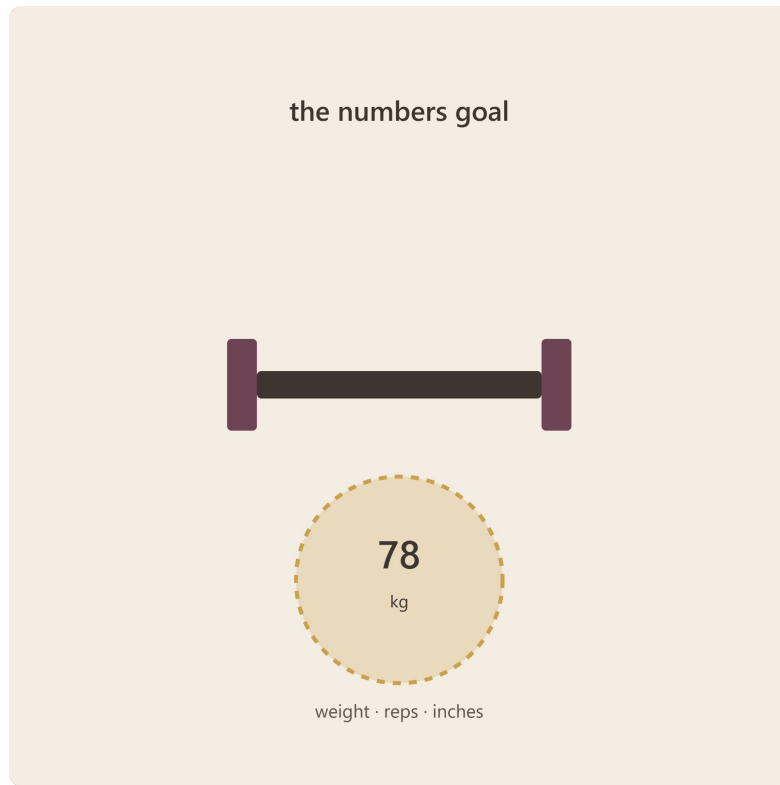


How Our Most Successful Members Think



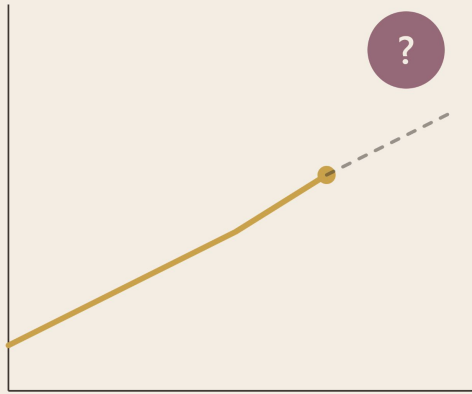
How Many Members Start...

- Most new members arrive with a clear numbers goal: lose X kg, lift X kg, drop a dress size, hit a target on the scale.
- These goals are concrete, measurable, and easy to track, which is exactly why we default to them.
- They give us a starting point and a way to prove progress is happening.
- But on their own, they're about the number - not about *why* the number matters.



Why This Is Useful (But Not Complete)

the numbers keep climbing...

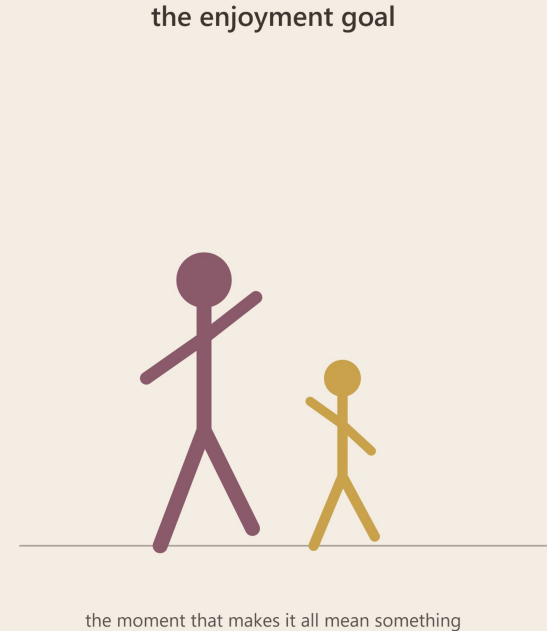


but what happens when motivation runs out?

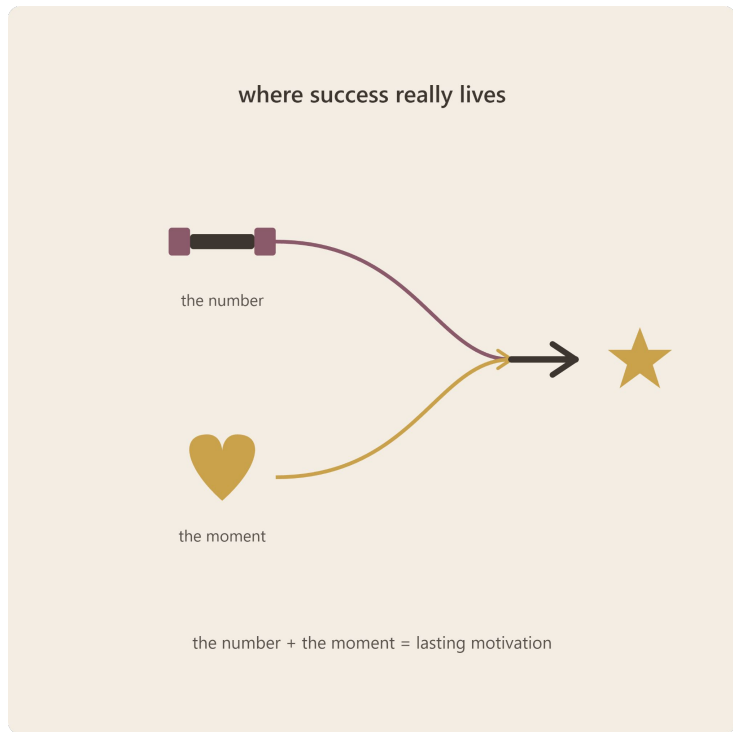
- Numbers goals are excellent for tracking and short-term motivation, they tell you if the plan is working.
- They create accountability: "Am I on track?" becomes easy to answer.
- The gap: numbers alone don't answer "why do I want this?", and that's the question that keeps people going in month 6/12/24!
- When motivation dips (and it will!), a number by itself is rarely enough to pull you back in.

How Our Most Successful Members Evolve...

- Over time, the most successful members start connecting their numbers goal to something real in their life.
- "I want to keep up with my kids at the park," "I want to feel confident at my daughter's wedding," "I want to finish that 10km with my sister".
- This is the enjoyment goal - the *real-life* payoff that gives the numbers meaning.
- It shifts the question from "What do I weigh?" to "What can I now do, and who am I doing it for?".



The Combination Is Where Success Lives



- Numbers goal = the engine (measurable, trackable, proves progress).
- Enjoyment goal = the fuel (emotional, personal, keeps you coming back).
- Members who have both see greater success, a stronger ability to push through plateaus, and a higher resilience to keep going in challenging times.
- A key transition happens = they describe fitness as part of their life, not separate from it.
- The crucial takeaway: find your "and" - the number *and* the real-life moment it's really about.

What's Yours?

