

MINDSET COACHING

HOW TO CREATE
IRON-CLAD
SELF-DISCIPLINE

SUMMARY

How many times have you laid in bed before falling asleep and said, "Beginning tomorrow, I am going to start _____"?

Oftentimes it's a new regiment you know will be good for you like a healthy diet or exercise plan. Of all the things you've promised to yourself, how many have you followed through to the end? If you've found yourself sticking to a plan for a few days or weeks, then eventually falling back into your old ways, this class is for you.

The tricky part about new ideas and goals is that they mean nothing without consistent action. People know what they're supposed to be doing but have a hard time seeing their goals through. Sometimes it's due to a lack of self-belief, while other times it's because they're fundamentally not connected to the goal itself. The solution for this problem lies in understanding the process of building self-discipline.

In this class, we'll break down the steps needed to accomplish anything you set your mind to, regardless of internal and external obstacles.

** This worksheet is designed to briefly outline key points from the videos and help build on what was taught. This is not a detailed summary of every point. For deeper explanations on each point, re-watch the videos and take notes! If you have any further questions, be sure to ask in the ITU community group.*

SELF-DISCIPLINE (n): the practice of training people to obey rules or a code of behavior, using punishment to correct disobedience

THE PROBLEM

“Unless you can compel yourself to act, you're never going to be able to move forward in the way that you want.” - Tom Bilyeu

The actions you take or don't take will determine what you accomplish in life. Discipline is all about pushing through the discomfort of the unfamiliar by correcting your behavior. It's used to equip yourself with the tools to overcome the daily difficulties related to your specific obstacles and values.

For Tom, discipline is the unrelenting willingness to push through:

- Pain
- Boredom
- Distraction
- Fear
- Insecurity
- Indecisiveness in the face of massive uncertainty and inadequacy

Before recognizing the above definition of self-discipline, Tom would lay in bed for 4-5 hours a day instead of taking action. He was scared he wasn't smart or good enough to achieve his dreams, so he never stayed disciplined long enough to build the skill set needed to change his life.

So how did he get from there to here? By following the 9-step process of building self-discipline.

9 STEPS TO CREATE IRON-CLAD SELF-DISCIPLINE

STEP 1: OPTIMIZE YOUR MIND & BODY

“Fatigue makes cowards of us all” - Vince Lombardi

At a cellular level, you need to be thinking as quickly and clearly as you can. When you're tired or unhealthy, your whole system functions less efficiently. Your decision-making and concentration fall apart and it's impossible to make proper judgments. Hard things feel more difficult than they are because your mind and body aren't firing on all cylinders. You're struggling to compensate for a foggy mind and tired body. Don't make your difficulties any harder than they need to be; start with the basics.

Take steps to optimize your body and mind through the following activities:

1. **Prioritize Sleep.** Don't sacrifice efficiency for the illusion of more time.
2. **Meditate.** Get your background radiation under control.
3. **Exercise.** Train your body to produce cellular energy at an optimal level.
4. **Adopt a healthy diet.** Eat whole foods whenever possible.
5. **Make joyful connections.** Engage with people you care about to create emotional bonds.

STEP 2: GET HYPED ON YOURSELF

Actions follow beliefs. If you don't believe in yourself and what you're doing, you won't follow through on your goals. Believe that you're capable of growth and that your efforts will get you across that finish line. The only way to build self-belief is to earn credibility with yourself.

4 STEPS TO EARN SELF-CREDIBILITY:

Step 1: Set a small goal that matters.

Choose something that is both honorable and exciting to you. Start with something you know you can do.

Step 2: Achieve that goal.

Go on, get at it.

Step 3: Never waiver.

You said you were going to do it, so do it. No excuses.

Step 4: Repeat.

Keep doing this until it becomes effortless. Then, take it up a notch and push a little further.

The excitement you cultivate from accomplishing small tasks will eventually lead to believing you can take on bigger challenges. But, you've got to start somewhere! Eventually, you'll have a long list of times you showed up for yourself and got things done. Reinforce these by writing them down. Read them every day until they become a part of your identity. These examples will help remind you what you're capable of as things get harder over time.

STEP 3: AIM AT SOMETHING YOU CARE DEEPLY ABOUT

Never pursue a goal because it's something someone else told you to do. It doesn't matter how excited other people are about the goal or how much they think you should do it. If you're not wildly excited about it, it will die on the vine.

Your goals should be exciting, honorable, and give more energy than they take as you pursue them. YOU have to want it, otherwise what's the point? When you deeply care about the cause, psychological energy is used to push you through hard times.

When you hit moments of fatigue, revisit your "why". Ask yourself:

- Why am I doing this?
- What am I working so hard for?
- How will my life, or the lives of others, change because of my efforts?

You need an answer, and that answer needs to inspire you on some level every day.

STEP 4: BUILD DISCIPLINE INTO SELF-IDENTITY

Identity isn't something you're born with; it's something you construct. We become what we tell ourselves we are, for better or worse. If you argue for your limitations - guess what? They will become yours. So choose your beliefs wisely. Repeat empowering statements, whether you believe them or not, that will eventually become your truth.

You can start building a powerful self-identity by completing the following phrase "I'm the type of person who _____ ." Write as many as

you want to identify with, regardless of whether or not they are true at the moment. For example, Tom's unshakeable identity revolves around being a learner: **"I'm the type of person who is always willing to learn."**

Adopting the identity of a "learner" is a strong choice because you:

- Never feel stupid for asking questions
- Aren't scared to try new things and fail
- Keep going even when things get hard

Why? Because identifying as a learner frees you from the insecurities of entering a new space. It becomes acceptable to ask questions, try new things, fail, and learn from the results - no matter what the outcome.

Once you tap into self-discipline through powerful identity statements that are *specific to you*, paralysis disappears. You know who you are and what you believe well enough to move forward. Your identity should facilitate your discipline by clearing the path for you to try, fail, learn, and repeat.

STEP 5: TRAP YOURSELF WITH CONGRUENCE

As humans, we want to be aligned with the things we say about ourselves. We crave the satisfaction of delivering on our promises. That's why it feels so crappy when we fall short of a commitment to someone we care about.

To help build self-discipline, tap into this desire by telling yourself and others what you're committed to achieving. Declare aloud - clearly and confidently - what your goal is and how you're going to achieve it. Repeat this often, so others will be naturally inclined to ask for updates. That extra source of accountability will help you to stay the course when times get tough. Use the challenge of earning other people's respect to help build your own.

STEP 6: CREATE A DISCIPLINE RULE SET

“Discipline equals freedom” - Jocko Willink

What are your boundaries? What is acceptable and unacceptable by your standards? What behaviors would help or hurt the pursuit of your goal? Use your answers to these questions to create the rules you will live by daily and rate yourself on how you adhere to them. Confess to others when you slip up to tap into the extra accountability piece that we discussed in Step 5.

Although your rules should be specific to you, here some examples from Tom to get you started.

TOM'S DISCIPLINE RULE SET:

1. I prioritize sleep.
2. I get out of bed in 10 minutes or less.
3. I don't do overwhelm.
4. I break big things into small pieces.
5. I never stand still; when in doubt, I act.
6. I lean into pain.
7. Monday - Friday, if I'm awake, I'm either working out or working on my goals.
8. I can be as lazy as I want on Saturday and Sunday.

STEP 7: MAKE FAILURE HARD

“Success is the ability to move from one failure to another without loss of enthusiasm.” - Winston Churchill

Making failure hard is about limiting the number of opportunities for you to get off track. Being confronted with option after option throughout the day creates too many chances for analysis paralysis, which will slow your momentum. Make decision fatigue your enemy! Simplify and organize your life to make on-plan decisions as easy as possible.

Try simple yet effective tactics like:

- Setting your gym clothes next to your bed
- Doing important things on your list first
- Scheduling things out
- Being religious about your schedule

Discipline requires consistent action and execution. Make purposeful choices the easiest ones to make, so you have more energy to focus on the hard stuff.

STEP 8: REWARD AND PUNISH YOURSELF

You have to feel the pain of failure in order to experience the ecstasy of success. Effectively reward and punish yourself based on your actions to hold yourself accountable for your behavior. Be very selective in what you apply towards yourself. Don't over-promise so that you set yourself up for failure, or don't punish yourself too harshly. These methods should serve to help you grow, not destabilize you. It's all about reinforcing good behavior.

STEP 9: SURROUND YOURSELF WITH DISCIPLINED PEOPLE

**“You are the average of 5 people [or ideas] you spend the most time with.”
- Jim Rohn**

When you want someone's respect, you will align yourself to their values. Meaning, if you're part of a group with a low set of standards, that's likely all you will strive for. Why aim for more if those around you are content with the bare minimum?

On the other hand, when you surround yourself with those who value discipline and execution, your desire to impress them will push you to adopt those values as well. The type of people who will call out your shortcomings as well as praise your accomplishments are valuable resources in your personal development. Learn to crave approval from those who push you to become better.

Even though it should always start internally, having some external motivation can give you an extra boost as well.

03 | Think about the rules you need in place in order to reach your goal.

Create your very own "Discipline Rule Set" by writing down at least 5 non-negotiable statements that will keep you on track. If you're stuck, borrow from Tom's list above - he won't mind!

1.
2.
3.
4.
5.

04 | Write down a mini-goal that feeds into the larger picture of what you're after, and get on it!

Show yourself you can do it. Repeat.

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QUOTES:

"UNLESS YOU CAN COMPEL YOURSELF TO ACT, YOU'RE NEVER GOING TO BE ABLE TO MOVE FORWARD IN THE WAY YOU WANT."

"BOREDOM KILLS MORE DREAMS THAN FEAR."

"NEVER AIM AT SOMEONE ELSE'S GOAL."

"SINCE THE MOMENT YOU BECAME SELF-AWARE, YOU'VE BEEN BUILDING A SELF-IDENTITY."

"WHAT YOU ALLOW YOURSELF TO REPEAT IS EXACTLY WHAT YOU WILL BECOME."

"WHEN YOU WANT SOMEONE'S RESPECT, YOU WILL ALIGN YOURSELF TO THEIR VALUES."

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