



ROUND 1

UNCOVERING YOUR **BURN** & ATTAINING **BELIEF** IN YOURSELF

SETTING THE FOUNDATION

No matter what industry or discipline has brought you into this playbook, YOUR next level must begin by addressing the belief you have in yourself.

In our work with some of the top athletes and business professionals in the world, we've uncovered that building unshakeable self-belief begins by connecting to what we call the **BURN**.

In this first round we're going to set the foundation by helping you connect to your Burn and showing you the 5 key factors for attaining belief in yourself.

This is going to require you to be honest with yourself and your story. Be vulnerable, be present, be where your feet are. Your next level starts now.

To make the most out of this round, refer to the "Round 1" videos from Ben in YOUR Mental Toughness Academy:
www.BenNewman.net/MTAcademy

UNCOVERING YOUR **BURN**

Here in Round 1 we're going to inspect and craft a belief system to build upon. Everything you do in life stems from YOUR belief system.

Now, I'm not going to tell you what to believe, but we are going to take a deeper look into your mental toughness structure.

I've found over the last 15+ years of working with some of the world's top performers in both business and sports that there is something that **DRIVES** them to that greatness.

And it goes deeper than just their **WHY** or their **PURPOSE**.

The Burn is what really lights them up to believe anything is possible. It's the mindset that causes them to fight on a different level.

I'm a firm believer that the same Burn lies inside each and every single one of YOU.

When you uncover it and connect to it on a consistent basis, it will light YOUR why on fire and drive YOU to take the necessary actions.

The Burn in your heart, that underlying passion will help YOU fight through anything in your life and emerge on a different plane than that of where YOU started.

My deep inner passion to constantly become the best version of myself stems from a few things. However, my biggest driving force (**BURN**) is to carry on the **LEGACY** that my mother left behind when she died of a rare muscle disease when I was only 8 years old.

She lived in a way that was so selfless and incredibly profound that I've crafted my life around the lessons she left me inside of a blue mead notebook. I have created an environment to remind myself of that every day. (We will talk about that later)

UNCOVERING YOUR **BURN**

My Burn will always be the same - to continue writing my mother's story. It will never change, and it will always cause me to show up differently.

This may not be the case for everyone. For some their Burn may be materialistic, but it's important to recognize a materialistic Burn is temporary.

If it's going to be a goal or something you're fighting for, once you reach it, you must redefine and reconnect to something deeper.

That being said, it's also okay if your Burn changes over time based on your different stages of life, adversities you may face, etc.

This is not rocket science. There is no equation to finding the perfect Burn, and it's not something you are glued to from here on out.

All that matters is you understand your Burn and connect to it daily. With that you will create an environment that drives accountability and causes YOU to do what it takes.

This is about attacking the next level and becoming YOUR best self. **The Burn ignites it all.**

Use this area to brainstorm ideas of what YOU think YOUR Burn might be...

Want to hear how some of the highest performers in the world connect to their Burn? Check out The Burn Podcast on all podcast platforms and YouTube!



www.bennewman.net/theburn/

THE **BURN** JOURNAL CHALLENGE

Now that you've explored your Burn, I have a challenge for YOU.

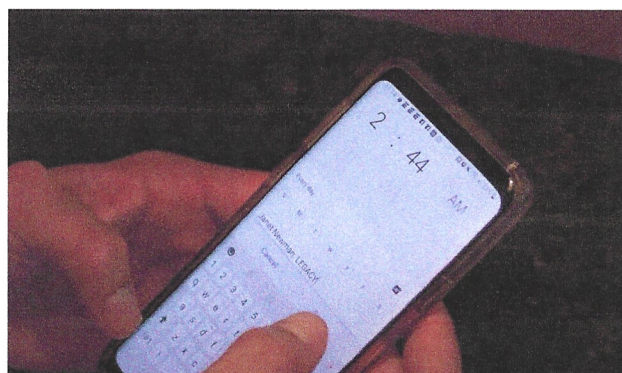
Over the next **30 days** I want you to challenge yourself to connect to your unique Burn every single day using what I call, "The Burn Journal Challenge." Now, you can use a physical journal (how I do it) or you can start a journal in your phone. Whatever works for you. Every morning for the next 30 days you're going to write your Burn in this journal and connect to it.

This will help you decide if the Burn you wrote down is powerful enough or if you need to dig a little deeper. When you've truly uncovered what your current Burn is you will be flooded with energy and passion to take the necessary action in your daily life.

Your greatest level of performance relies on your ability to connect to your true Burn.

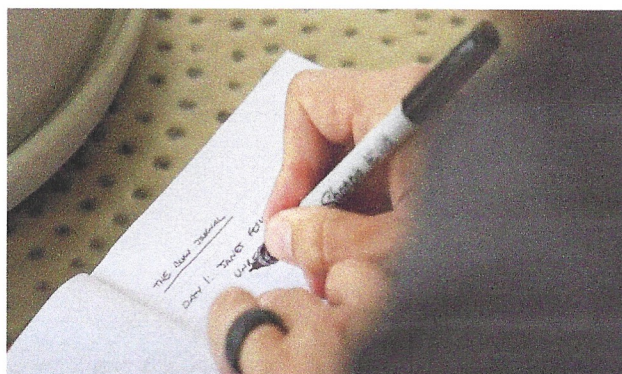
STEP 1: YOUR ALARM

I'm not saying you have to wake up the same time I do every day, but whenever you set YOUR alarm clock, go in and rename the alarm to YOUR Burn. Mine says "Janet Fishman Newman. LEGACY." After seeing that, there's no way I'm hitting snooze. I lock in, and I'm ready to ATTACK.



STEP 2: THE JOURNAL

Grab a small journal or notebook and commit to writing down your Burn every morning for the next 30 days. This is what I mean by "connecting" to your Burn. This will help YOU build the environment that it takes to consistently connect to this inner FIRE and allow it to light up YOUR actions to a whole new level of consistency.



FIVE FACTORS TO ATTAINING BELIEF IN YOURSELF

True mental toughness starts with attaining belief in yourself. I'm not talking about the surface level belief or happy go-lucky positivity. I'm talking about honest and deeply rooted foundational belief that is based on the truth. Here are the 5 factors that contribute to attaining true belief in yourself.

1. ACCEPT THE TRUTH

Realizing and identifying with the person you are today is the key to becoming the person you want to be. Remember the lesson Pierce learned: we never actually *fail* in life. We just don't always get the results that we want. You cannot live a lie. You have to acknowledge and identify with what is most important in your life to ultimately, "*Attain Belief in Yourself*."

2. SPEAK THE TRUTH

You may be reluctant – even scared – to talk about or acknowledge past behavior and habits that you regret. However, avoiding it only serves to amplify the pain and make us feel like victims. Get the truth out into the light by talking about your experiences with a trusted friend or a professional.

3. BREATHE THROUGH THE TRUTH

Even though every fiber of your being wants to react by believing that your actions up to this point have been correct, know that you can change. Avoid acting from a place of pain or anger. The best way to reclaim your dignity is to behave rationally and treat yourself lovingly – which will keep you from self-destructing.

4. PROCESS THE TRUTH

Give yourself time and space to find your equilibrium. Believe confidently and whole-heartedly that making these changes will prompt you to develop a stronger foundation. However, recognize that this will take time – and give yourself that time.

5. CREATE A PLAN BASED ON THE TRUTH

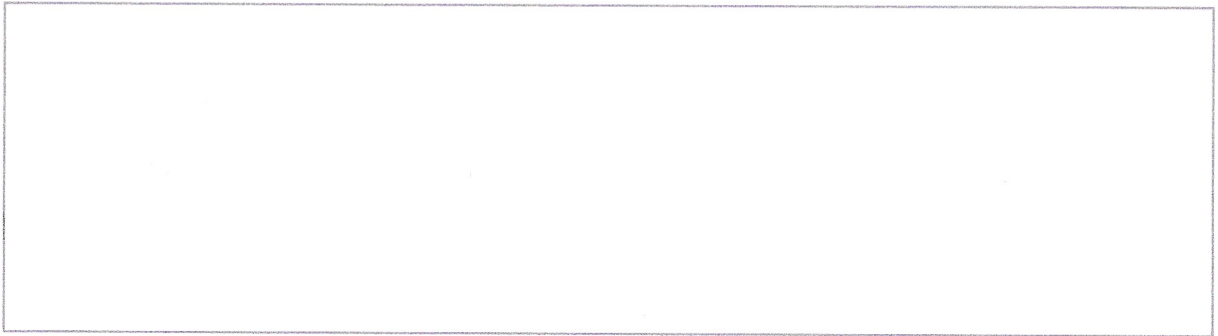
Don't expect things to be perfect right away; you can't simply flip a switch and have a new life. Old behaviors and mindsets often come back into the realm. Stay strong and acknowledge that you must continue to believe and actively engage in this process in order to experience concrete change for your future. With this in mind, define how do you to live your life from now on.

YOUR VISION

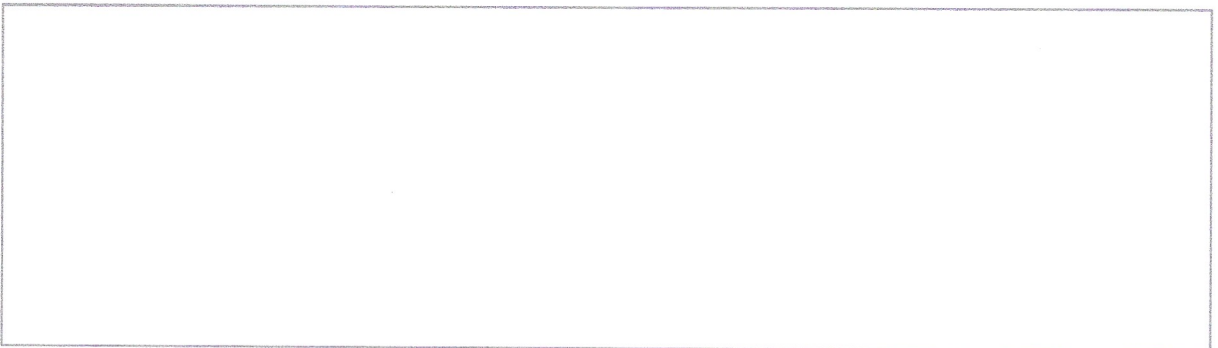
WORKSHEET #2

Use this section to really think through what YOU want out of YOUR life. Open YOUR heart and mind and dump it onto this worksheet below. Don't hold yourself back. Think BIG and get extremely clear on exactly what YOU write down in each of the boxes. This is the foundation of our work together inside of this playbook.

YOUR BURN



PERSONAL GOALS



PROFESSIONAL GOALS

