



THE GOAL SETTING GUIDE

SIMPLE GOALS.
REAL FOLLOW-THROUGH.



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HOW TO USE THIS GUIDE

This guide works in two timelines at the same time: an 8–12 week outcome goal (your destination) and 14-day habit sprints (your execution plan).

You'll run a 14-day sprint, review what worked, make one small adjustment, then repeat.

Do this 4–6 times and you'll complete your 8–12 weeks with real consistency.

Use it in this order:

- Pick ONE outcome goal for the next 8–12 weeks.
- Choose 2 habits (3 max) that match that goal.
- Set your Good/Better/Best day minimums so you don't fall off on busy days.
- Plan your week.
- Run your first 14-day sprint and track it.
- At day 14, reflect and make ONE adjustment for the next sprint

Quick rules:

- Outcome goals tell you what you want. Habit goals tell you what you do.
- Consistency beats perfection. You are building streaks, not mood-based motivation.
- If your week gets messy, use the Better or Good day plan.

What you need: a pen, your calendar, and honesty about your real schedule.

THE #1 REASON GOALS FAIL

Most people set outcome goals (lose 10 lbs) but skip the system that makes it happen.

Your goal becomes realistic when you **build these three layers:**

- Behavior goals - what you do daily/weekly (protein, steps, workouts).
- Environment goals - what you set up (groceries, cues, schedule, home defaults).
- Identity goals - who you are becoming (I keep promises to myself).

We'll build all three!



STEP 1

PICK ONE OUTCOME GOAL (8 TO 12 WEEKS)

First, pick your focus area. Don't try to pick multiple. Stick to one focus area for guaranteed success. Now, circle one below:

- ☐ Lose body fat (without feeling deprived)
- ☐ Build strength and muscle
- ☐ More energy + less burnout
- ☐ Stop snacking / emotional eating
- ☐ Consistency (the 'I fall off after a week' problem)

How I will measure it (pick 1 to 2):

- ☐ Waist/hip measurements
- ☐ Progress photos
- ☐ Strength numbers (hip thrust, squat, deadlift, push-ups)
- ☐ Steps/workouts completed
- ☐ Energy (1-10)
- ☐ Cravings (1-10)
- ☐ Sleep hours
- ☐ Less food obsessive (1-10)
- ☐ -----

Next, turn that focus into a SPECIFIC target. Write one sentence that includes:

- A number (lbs, inches, workouts, steps, strength PR, sleep hours, etc.)
- A deadline (a date 8–12 weeks from today)
- One “keep” rule (what you want to maintain while pursuing the goal)

Use this formula:

- **By (date), I will (measurable result), while maintaining (habit or boundary).**
Ex: By March, I will lose 5 lbs, while maintaining my social calendar.



STEP 2

WHAT IS YOUR 'WHY'?

Explain your 'why'. Not a fluffy why. A functional why. Tie your goal to daily life.

Finish this sentence:

If I stay consistent for 8 to 12 weeks, I will...

Feel: _____

Be able to do: _____

Show up as: _____

Hard truth: if your goal is not connected to real life, it will not survive stress.

STEP 3

HABITS BY GOAL

Step 3 is where you choose the 2 habits (3 max) that will actually drive your goal. Look at the habit suggestions for your goal and pick the ones that feel most doable, not the ones you think you should do.

Your job here is to choose the smallest set of actions that will move the needle every week—because consistency is what creates results. Aim for habits you can realistically hit at least 80% of the time, even on busy weeks.

Once you pick your habits, commit to them for 14 days before adding anything new—this is about building momentum first, not doing everything at once.



HABIT SUGGESTIONS BY GOAL

Goal A - Lose body fat (without feeling deprived)

- ☐ Protein at 4 times/day (hand-size each meal)
- ☐ Veggies or fruit 3x/day
- ☐ Log your food in an app (like MyFitnessPal)
- ☐ Steps 7-10k/day (or 45-60 min total walking/day)
- ☐ 7-8 hours of sleep/night

Goal B - Build strength + muscle

- ☐ Strength train 3-4x/week (progressive overload, glute focus)
- ☐ Protein at 4 times/day
- ☐ Creatine 3-5g/day
- ☐ 7-8 hours of sleep/night

Goal C - More energy + less burnout

- ☐ Breakfast with protein within 1-2 hours of waking
- ☐ Hydration: electrolytes 3-5 days/week (especially if training)
- ☐ Caffeine cutoff: no caffeine after ____ pm
- ☐ 10-minute outdoor light in the morning
- ☐ 7-8 hours of sleep/night

Bonus (if you're ready): Phone down 30 minutes before bed.

Goal D - Stop snacking / emotional eating

- ☐ Eat 3 structured meals (avoid waiting too long)
- ☐ Protein + fiber at lunch
- ☐ Pause rule: when the urge hits, do a 2-minute reset (water + breathe + delay)
- ☐ Create a planned snack daily

Bonus (if you're ready): Make a stress outlet list (5 options that are not food).

Goal E - Consistency (the 'I fall off after a week' problem)

- ☐ Good/Better/Best day plan (never go to zero)
- ☐ Schedule workouts like appointments (even 20 min counts)
- ☐ Sunday reset: groceries + plan 3 easy meals

Bonus (if you're ready): Weekly check-in with someone (or a coach).

MICRO EXAMPLES

- Fat loss combo: Protein 4 times/day + 30-min walk after dinner
- Glute/strength combo: Lift 3x/week + protein 4 times/day
- Energy combo: Morning light + caffeine cutoff
- Stop emotional eating: 3 meals/day + planned snack



STEP 4

MAKE IT STUPID-SIMPLE (YOUR MINIMUMS)

- **Best Day (ideal):** what you do when life is normal.
- **Better Day (busy):** minimum effective dose.
- **Good Day (chaos):** keep the streak alive.

Fill this out for your 2 to 3 habits:

Habit #1: _____

- Best: _____
- Better: _____
- Good: _____

Habit #2: _____

- Best: _____
- Better: _____
- Good: _____

Habit #3: _____

- Best: _____
- Better: _____

Good: _____

STEP 5

PLAN YOUR WEEK (REALISTIC SCHEDULING)

At the start of each 14-day sprint, map your week. If you plan it, you're far more likely to do it.

Weekly Plan (If you can't do it as written, do the Better Day version_:



Day	Plan (Best and Better)
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	



STEP 6

YOUR IF/THEN OBSTACLE PLAN & HABIT TRACKER

Your sprint plan isn't real until it includes obstacles. Check what hits home for you:

- ☐ Kids' schedules derail me
- ☐ I snack when stressed or tired
- ☐ I skip meals then overeat later
- ☐ Weekends blow it up
- ☐ I'm too all-or-nothing

Write two rules:

If _____ happens,
then I will _____.

If _____ happens,
then I will _____.



Day	Habit 1	Habit 2	Habit 3	Notes
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
13	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
14	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



REFLECTION

END-OF-SPRINT REFLECTION (EVERY 14 DAYS)

Complete this on day 14. Your goal is ONE adjustment, not a full overhaul.

What worked?

What didn't?

What is my one adjustment for next week?

What do I need more of? (sleep, protein, planning, support)

Congratulations on completing this 14 day sprint! Now that you have completed your 14 day sprint, make small adjustments as needed and if you are ready to incorporate another habit, go for it! Keep repeating this cycle until your goal is met!

Want this personalized?

If you want a clear plan (food structure + training + accountability) that fits your life, I can help you implement this without overwhelm.

Choose your next step:

- 1:1 Nutrition Coaching - personalized plan + check-ins
- Gym Dietitian Program - structure + community + progress tracking
- Starter Session - one-time roadmap + next steps

Book your consult or DM me 'GOALS' on Instagram @dietitian.sandra!





Note: This guide is for education and does not replace medical advice. If you are pregnant, postpartum, or managing a medical condition, talk with your healthcare provider about what is appropriate for you.

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