

FREE GUIDE • GOAL SETTING

Setting & Achieving Goals

The 12-Week Goal System

A practical goal-setting and achievement guide for women over 40. Based on neuroscience principles and real-life accountability coaching.

"Difficult goals activate motivation, increase focus, and push your brain into neuroplasticity mode. Hard goals create growth."

8

Steps to Your Goal

12

Weeks Per Cycle

1

Priority Goal at a Time

Jax Stys is a Certified Life Coach and host of The Midlife GlowGetter Podcast. As of September 2026, she has lost 200 lbs, paid off \$45K in debt, and rebuilt her entire life using systems like this one. This guide is built from real experience and neuroscience, not wishful thinking.

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The Power of One Priority Goal

Most women fail at goals because they try to change everything at once. More goals do not create more success. **Focus does.** Your brain is designed to perform best when it has one clear target. One mission. One priority.

This system is built around choosing **one main goal** for a 12-week cycle and giving it your focused energy. You may have smaller supporting habits, but your priority goal is the one that gets your full attention, planning, and discipline.

1 Choose Your Priority Goal

Ask yourself:

- What is the one goal I want to pursue right now?
- What would make the biggest impact on my life?
- What would I feel proud of accomplishing in 12 weeks?

Your goal should be:

- **Challenging but realistic**
It should push you without breaking you.
- **Exciting enough to pursue**
You should feel something when you read it.
- **Slightly uncomfortable**
Growth lives just outside your comfort zone.
- **Clearly measurable**
You need to know when you have achieved it.

♦ Example Priority Goal

"I will lose 30 pounds in the next 12 weeks by walking every day, tracking my food, and strength training four times per week." Specific. Measurable. Exciting. Yours.

2 Define Your Action Plan Using Verbs

Goals don't happen because of wishes. They happen because of **actions**. Write your goal in action language (not "I want to" but "I will").

Example Daily and Weekly Action Commitments:

- I will walk every morning for at least 30 minutes.
- I will walk 10-15 minutes after each meal.
- I will stretch every morning for 10-15 minutes.
- I will strength train 30 minutes, four days per week.

- I will meal plan and meal prep every Sunday.
- I will prioritize protein and fiber every day.
- I will track my food daily.
- I will drink 100 ounces of water daily.
- I will avoid soda and sugary drinks.
- I will weigh myself every three days.

"I want to be healthier" does nothing. "I walk every morning at 6am" changes your life.

3 The Daily Goal Journaling Ritual

Every morning, journal your priority goal. This is not casual journaling. **This is brain training.** Repetition rewires your brain toward your goal.

Each morning:

- Write your priority goal
- Write your action commitments for the day
- Write one affirmation for the day

Then create a visual anchor:

Write your affirmation on a post-it. Use a different color every day. Place it somewhere new each day: your planner, bathroom mirror, refrigerator, car dashboard, laptop, or closet door. This keeps your brain from tuning it out. **Novelty keeps your mind alert. Your brain pays attention to what changes.**

♦ Why This Works

Your brain has something called the Reticular Activating System (RAS). It filters information and highlights what you focus on most. When you write your goal daily and change where you see it, your brain keeps it active and starts seeing opportunities you would have missed before.

4 Accountability Is Non-Negotiable

Willpower fades. **Accountability works.** You do not have to do this alone. And actually, you should not. Research consistently shows that people who report their progress to someone else achieve their goals at a significantly higher rate.

Find a daily accountability partner:

- A friend
- A coach
- A family member
- A support group or community

Example daily check-in questions:

- ☐ Did you walk?
- ☐ Did you eat on plan?
- ☐ Did you drink your water?
- ☐ Did you complete your workout?
- ☐ Did you journal your goal this morning?

Success thrives in visibility. What gets seen gets done.

The 12-Week Execution Framework

Your brain works best in **12-week performance cycles**. Long-term goals feel overwhelming and distant. Short-term cycles create urgency and focus. Structure your year into: 12-week execution cycle → 1-week reset and reflection → Repeat.

5 Measure What Matters

You must quantify your progress. What gets measured gets managed. Track more than just the number on a scale. Track everything that reflects growth.

Body composition scale Your primary measurement	Sleep patterns More sleep = more results
Energy levels Rate 1-10 each morning	Clothing fit Often more telling than the scale
Measurements Track every two weeks	Mood and focus Your mindset is data too

Progress builds motivation. Motivation sustains discipline.

6 Initiate the Goal Each Day

Every morning, ask yourself: *"Do I want to pursue this goal today?"* Rate your motivation from 1 to 10.

If you score 6 or above: Spend 1-5 minutes visualizing the outcome. Imagine how you will feel when you succeed. Picture the confidence, the energy, and the pride.	If you score 5 or below: Spend 1-5 minutes visualizing what happens if you quit. Picture staying stuck. Picture the regret. Picture the disappointment. Then choose differently.
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Your brain is driven by emotion. Learn to use that in both directions.

7 Sustain Action with Brain Tools

Visualization Control

Narrow your focus when you feel overwhelmed. Broaden your perspective when you feel stuck. Use your visualization intentionally, not randomly.

Random Rewards

After reaching a milestone, flip a coin. Heads = treat yourself. Tails = no reward. The randomness actually *increases* dopamine and motivation. This is backed by science.

Biology First

Burned-out brains do not achieve goals. Your brain needs quality sleep, proper hydration, strong boundaries, and a clean, supportive environment. Take care of the hardware.

8 Use Your Motivation Windows

Your brain has three natural focus peaks each day. Schedule your most important goal-related actions during these windows. This is when discipline feels easier and your brain is primed for performance.

WINDOW 1	WINDOW 2	WINDOW 3
30 minutes after waking Best for: journaling, visualization, first workout	3 hours after waking Best for: deep work, accountability calls, hard decisions	11 hours after waking Best for: second workout, evening walk, planning tomorrow

The Final Truth

Do not wait for inspiration.

Do not wait for motivation.

Do not wait for the perfect moment.

Set the goal.

Schedule the actions.

Track the data.

Show up daily.

Discipline creates freedom.	Structure creates results.	Consistency creates transformation.
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Your next 12 weeks can change your life. Start now.

Want accountability coaching? Reach out: Hello@JaxStys.com • jaxstys.com/contact • DM @JaxStys on any platform