
THE FLOOR AND CEILING APPROACH

REWIRING HABITS FOR UNLIMITED SUCCESS

WRITTEN BY MATT VINCENT

NDY
LIFE

FROM THE AUTHOR

If you're reading this, chances are you're fed up with being stuck. You're tired of the same old routines, the excuses, the feeling that you're not living up to your potential. I get it, because I've been there. Never quite knowing how you found my book or this information but that you took the time to dive in. Here is a little more about me, incase we are just meeting for the first time.

I'm Matt Vincent, and I've spent the last decade transforming not only my own life but helping others do the same. Trust me, I wasn't always the guy you see today—two-time Highland Games world champion, founder of a multi-million-dollar apparel brand, and coach to thousands. In fact, for a long time, I was far from the person I knew I could be. I let my bad habits control me and wasted years waiting for something to change. But when I learned how to truly change my habits, everything shifted.

Over the years, I've overhauled my life in ways most people wouldn't even attempt. I dropped 100 pounds from my heaviest weight, rebuilt my body after total knee replacement at 36, and turned a passion project into a thriving apparel brand, ****NOT DEAD YET****, with over \$12 million in sales. I've taken the hard lessons from years of focused training, constant travel, and a curiosity bordering on obsession with self-mastery, and I've used them to create the life I love most.

But none of this would've happened without a single moment that completely redefined my path.

Ten years ago, my father passed away from pancreatic cancer. He was 62. Losing him woke me up to the reality of how short life truly is. That was my catalyst, the moment I decided to stop living like I had all the time in the world. I chose to focus on the life in front of me, on the present, because it's the only thing that really matters. From that moment on, I made a commitment to build the life I wanted—to reshape my habits, my mindset, and my entire approach to how I live.

This book is about exactly that— how you can take control of your habits and change who you are. It doesn't matter where you're starting from, whether you've failed before or just don't know where to begin. I've been in the darkness, and I've come out on the other side. And I've spent years coaching others to do the same.

This isn't about hype or motivation; it's about real, lasting change. The kind of change that comes from doing the work day in and day out, from facing your excuses, from breaking old patterns that no longer serve you. If you're ready to put in the effort, I'm going to show you exactly how to rewire your habits and, in the process, change your entire life.

You have the power to create the life you want. The question is: Are you ready to do the work? If so, let's get started.

INTRODUCTION

I believed for a long time that achieving and getting by on "good enough" was just who I was. I was never going to be quite good enough. I was waiting for outside validation to give me permission to be great. Seeing other people who were disciplined, focused, and happy seemed so foreign to me—I thought it was bullshit. I failed at entrepreneurship, didn't meet my potential as a college athlete, was a mediocre student, and believed that my options for life were already set in stone.

These traits I had admired for so long just felt like something I could never be. It wasn't really until my late 20s, when I fell in love with strength sports, that things started to click. Then the right combination of life events hit at the right time. My father passed away from pancreatic cancer at 62, and that experience opened my eyes to just how temporary our lives really are. This lit a fire in me to change from always believing there would be time to "let's do it now." This manifested in a complete obsession with the Highland Games, which yielded two world championships and gave me the confidence to start my apparel company, NOT DEAD YET. That has turned into \$12 million in sales and changed the direction of my life forever.

The discipline it takes to become a world champion is what I learned and started to apply to every aspect of my life. It's fully embracing the effort it takes to get the best out of ourselves. The biggest challenge for me through it all has been myself and my mindset. How do I continue to show up and put in the best effort I have that day without letting my emotions, ego, or excuses get in the way of progress?

I'm going to teach you how to make the same changes in your life and what you will gain by doing so.

01 LACK OF DISCIPLINE

Discipline—or the lack of it—is the key to your success, fulfillment, and authenticity. If you're in your 30s and still believe your habits are set in stone, it's time for a reality check. Discipline isn't a mystical force; it's the gritty, relentless pursuit of self-care, nutrition, and physical health. I'm here to show you how to quit floundering and actually master discipline. High performers don't have some secret sauce; they stick to the grind and don't let the BS of the "all-or-nothing" mindset drag them down. It's about understanding the best you have to offer right now and giving that no matter what. It is your consistency that will ultimately get you to your goal, not the intensity of any one day.

My biggest struggle has been around food. I was big while I competed (320 lbs at my biggest). No reason to bore you with telling you how much I love food. Everyone does—it's awesome. But my mindset kept me trapped for a long time. I took a lot of pride in and had an identity built as the big guy—strong, can eat and drink a ton. That was something that would change about me,

and at the time, I saw that as making me more “normal.” I was letting outside validation for that previous behavior around food continue to make choices for me. At the end of 2016, I found myself in chronic pain from knee surgeries, retired from competing, and 70 lbs heavier than I really needed to be.

I had to shift the strategy that worked to become a world champion to this: managing it the best I could every day. It was focusing on progress and what I was learning about myself. How different do I feel with changes in diet? What foods help with eliminating inflammation, and what actually made me feel my best? How do I keep making adjustments to make minimal progress forever? With throwing, I was never going to become my best by practicing one day a month for 5 hours. I needed to show up a little every day and keep moving the needle.

The best way to do this is by understanding what long-term change looks like. It is not perfection, and expecting that from yourself will kill your motivation to continue and then reinforce all the negative self-talk that has kept us standing in our own way this long.

Building discipline is a mental game, not a physical one. Your habits were learned, not etched in stone. I'll teach you to drop the bullshit excuses and take accountability. Change happens through repeated actions, not magical thinking. You'll rewire how you see yourself and keep moving forward permanently. For your long-term goals, you have to apply the Floor and Ceiling approach. What is the best you could possibly do today if the planets are aligned with no distractions, and what is the least that needs to be done to make progress? Because anything is better than doing nothing. You have to show up every day, at least a little.

Eventually, you start to picture yourself kicking ass at any goal you set. Confidence will no longer be a fleeting feeling; it will be your default setting. You'll be unstoppable, no longer shackled by burnout or negative self-talk. You'll learn to love the grind and trust your ability to change your life. The results will speak for themselves. The ability to show up long-term with focused effort is the difference between dreams and reality.

ACTIONABLE STEPS

- **Set Your Floor and Ceiling Goals Daily:** Every morning, get clear on your “floor” (the bare minimum you can do even on your worst day) and your “ceiling” (the maximum effort you can crush when you're firing on all cylinders). Write them down. No matter how shitty your day gets, you can always hit the floor. No excuses.
- **Track Your Habits:** Use a habit tracker to monitor your daily routines. Did you hit your floor goal today? Hell yes. Check it off. Keep stacking those wins and don't break the chain.
- **Reflect Weekly:** At the end of each week, review your habit tracker. Where did you crush it? Where did you let yourself down? Adjust and level up for next week. This is about getting 1% better every damn day.
- **Start Small:** If discipline is a foreign concept to you, start with something you can't possibly screw up. Ten push-ups. Five minutes of deep breathing. Just start. No matter what.

JOURNAL PROMPT

Be brutally honest with yourself—where are you lacking discipline the most in your life right now? What's the one habit you consistently blow off, and why? Write down all the bullshit excuses you use to justify it. Now, flip it—what could you accomplish if you committed to doing the bare minimum (your floor) every single day? What would your life look like in 6 months if you didn't skip out on this? Write it all down. Get real with yourself.

02 FEAR OF FAILURE

That nagging fear of failure? It's keeping you from chasing big goals and living a full life. You've got this invisible wall that makes you believe you're destined to fail, so you take the easy route. But here's the kicker and the most valuable lesson I have learned as an athlete and entrepreneur: the destination doesn't matter. It's the skills and growth you gain from the journey that make the real difference. You're not lacking capability; you're just letting fear dictate your path. The fear of failure is an attachment to an outcome. You have an assumption already built in and talk yourself out of even getting started. Every path to success is lined with the bricks of failure. These mini failures (and the not-so-mini ones) are a built-in part of the path. If you are focused only on the destination and not one brick at a time, you will never make it to the goal.

I used to talk myself out of trying things. What would someone else think? What if I mess up and let people down? Or what if I fail, lose everything, and become homeless? These outlandish ideas would pop up and inhibit me from even really getting started. When I built my first business, I was sure that once we got open, it would succeed. That getting started would be the hard part. Now, running my fifth business, I realize how I got in my own way of having a chance to succeed with that mindset. I took every small failure personally and let my own insecurities around not knowing what I was doing ruin relationships, my business, and back me into a smaller and smaller corner of what I even thought I was capable of.

After the failure with the bike shop, I spent the better part of a decade in outside sales working in the oil and gas industry along the Gulf Coast. Sales taught me to let the little failures go. Cold calling for a few hours a day teaches you that quickly. You have to get through all the little failures and continue to adjust. The failures teach you; they help you continue to learn and grow. When you set the floor and ceiling idea to this, you focus on progress. Some days you move mountains, and some days you move a grain of sand. It takes a certain amount of sand to prepare you to move mountains consistently, so keep moving sand, and over time you can guarantee success.

Stop focusing on the end game and start embracing the journey. Failure is just a stepping stone, not a dead end. High performers don't dodge failure; they use it to sharpen their skills. Learn to trust the process, and you'll find that fear is just a distraction. The better you get at listening to that fear and realizing whatever it is that creates the most of it for you is likely the exact thing you need to give all your focus to.

The unlock starts slow and builds over time with your mindset. You'll start seeing challenges as opportunities rather than roadblocks. You'll chase goals with fierce determination and turn small failures into lessons. Embracing the discomfort will unlock the unlimited success you're after. Overcoming these failures and self-doubt is where the magic really lies. That gives the power back to you and allows you the freedom to pursue anything.

ACTIONABLE STEPS

- **Write Down Your Fears:** List out your top three fears that are keeping you stuck. Be brutally honest with yourself. Now, write down the absolute worst-case scenario if those fears came true. Then write down the best-case scenario if you faced them head-on. Which path do you want to walk? Your choice.
- **Reframe Failures:** Every time you fuck up, don't just brush it off—write it down. Then figure out what you learned from it. Failures aren't roadblocks; they're stepping stones. Use them to your advantage.
- **Take a "Fear Action" Every Day:** Pick one small action that scares you, or makes you uncomfortable, and do it. Could be making a tough call, hitting a workout when you'd rather not, or speaking up in a meeting. Prove to yourself that fear doesn't control you—you control fear.
- **Share Your Fears:** Find a friend, a mentor, or jump in the community and say your fears out loud. Fear loses its power when you face it head-on.

JOURNAL PROMPT

What's the one thing you want to do but haven't because you're afraid of failing? Don't sugarcoat it. What's the absolute worst-case scenario if you try and fail? Write it all out in detail. Then, what's the best-case scenario if you succeed? What would you gain from that experience, even if you don't reach your ultimate goal? Now ask yourself—are you willing to stay stuck because of a fear that might not even come true? Write down why or why not.

03 PROCRASTINATION

For many, procrastination is the thief of dreams. It's a seductive force that lulls you into indecision and distraction, feeding your excuses. This habit breeds anxiety and self-doubt, and before you know it, you're stuck in a cycle of helplessness. Procrastination isn't who you are; it's what you've allowed yourself to become. Remember that you have the ability to override that feeling with action. I don't care how much you feel the couch lock or indecision spiral taking over; you can still get up to find food or pee. That is proof that you can still take physical action. Take any action; do anything that moves you closer to the person you ultimately want to become. It's in that action and inevitable momentum that we shift how we feel.

When my knee started going bad at the end of 2016, that journey out of chronic pain was three years of rehab and surgery. I wasn't excited to do rehab or really do anything, for that matter. Every single day was the same: feeling buried under that warm comfort zone of "what's the point?" As the daily anxiety built, the depression grew, and eventually, my self-worth left, I was trapped in this quagmire of watching my dreams fade out and a life of comfortable mediocrity solidify.

Luckily, I snapped out of it. I recognized that all the ways I was feeling were, in fact, my brain begging me to do something. All that darkness was created by the procrastination, and the light was taking action now. Doing anything to spark the fire and keep breathing air into it. By setting my expectations in a way that kept me focused on today's effort and the new habits the life I wanted required, I clawed out of it. Procrastination, just like taking action, is a habit. It takes practice to overcome. When you practice procrastination, you get better at it. This concept allowed me to rewire out the lazy, avoidant, distracted part of me and replace it with a focused, self-motivated, and proud version of myself. I get to chase my dreams now, confidently knowing I will keep myself accountable for what I choose is important to me.

Realize that procrastination isn't your identity; it's a bad habit you can break. By focusing on the action rather than the outcome, you'll start taking control. Consistency is key, and by showing up for yourself day after day, you'll rewire your habits and get out of the "later" loop. Every day that you choose to do it later, you are teaching yourself not to trust yourself. You are also stealing time from your future self, where they are living the life you are after. You are selling out your dreams for whatever you have chosen instead. Be aware that every time you choose the couch, doom scrolling, porn, or another episode of "The Office" instead of your dreams, you are telling yourself they are not that important.

When you make this shift, you'll reclaim control over your actions and ditch the indecisiveness. Procrastination will become a thing of the past as you take decisive steps toward your goals. Self-trust will become second nature, and you'll honor today's choices as critical to your future. Don't waste the time you have now thinking there will be time later. Now is the best time to start anything or do anything. It is going to take time anyway. Get started and keep showing up.

ACTIONABLE STEPS

- **Use the 5-Minute Rule:** Pick a task you've been dodging and commit to doing it for just 5 minutes. That's it. Once you start, the momentum will kick in. Most of the time, 5 minutes turns into a full session. Just get off your ass and start.
- **Create a Daily "Do It Now" List:** Write down three tasks you've been putting off and knock them out first thing in the morning. No dicking around—just do it. Build the muscle of immediate action.
- **Cut Your Distractions:** Identify your biggest distractions—social media, TV, whatever—and set strict limits. 30 minutes a day, max. There are apps that can help if you have no self-control.

- **Reward Yourself for Taking Action:** Set a reward for when you complete a task you've been avoiding. Tough workout done? Treat yourself to a massage. Finished that project? Take the rest of the day off. Make getting shit done a rewarding experience.
- **Share Your Fears:** Find a friend, a mentor, or jump in the community and say your fears out loud. Fear loses its power when you face it head-on.

JOURNAL PROMPT

What are the top three tasks you've been putting off for days, weeks, or even months? List them out. Next to each one, write down the feeling or thought that's keeping you from starting.

What's the story you're telling yourself about why you can't get started? Now, flip the script—what's the simplest action you can take right now to start on each of these tasks, even if it's just for 5 minutes? Write down what you'll do and when you'll do it. Make a commitment.

04 LACK OF CLARITY AND FOCUS

No clarity or focus? You're stuck spinning your wheels. You think you're supposed to have a crystal-clear purpose, but that's just a mental block. Minimal commitment and constant distraction keep you from diving into what excites you. Focus isn't a gift; it's a skill you can develop with practice. It's great business trying to sell it, though. The more that someone can convince you that you are incapable of focus, the more you start to believe that the answer is external. This is the biggest crock of shit I have ever seen.

ADHD is something I have struggled with and was diagnosed with, like so many others in my generation. This became part of my identity, and I really believed that I couldn't focus. Due to this, I would never be a good student, become successful, or become good enough at anything to matter. It wasn't until much later that I noticed I have a great ability to focus on the things I find interesting. When I got locked in on a subject matter I was curious about, learning was easy, and I entered what I recognize now as a flow state.

It wasn't my inability to focus that was holding me back. It was trying to focus on the things that I was "supposed" to focus on instead of hyper-focusing on the things that I was interested in. That gave me the ability to recognize in myself that I had the ability to focus. It was no longer out of my grasp. Now that I admit I can do it, can I figure out how to get better at it? Just like anything else, I figured out how to make progress through practicing it. With boundaries in place and routines to improve my focus, I have taken the power back into my hands. Finding some tactics like going for a short walk, physical training, breathwork, and journaling, focus is now one of my greatest strengths.

Focus and clarity are built through effort and practice. By tapping into flow states and understanding what works for you, you'll sharpen your focus. Distractions will no longer hold you back as you learn to direct your energy and protect your progress. Using the guidepost of the Floor and Ceiling approach keeps the day's effort clearly defined and gives us that clarity

needed to execute confidently every day, despite how we feel in the moment.

Imagine what you can do once you master the art of focusing on daily progress and making success inevitable. Distractions will become a non-issue as you hone your ability to concentrate. Your clarity and focus will propel you toward your goals, and you'll become unstoppable. You realize it is every little choice you make that keeps stacking the cards in your favor for success. You can do this while thanking yourself for the change and ability to focus. You can do this and be excited every day for the progress made instead of always viewing things through the lens of what is lacking. Embrace the clarity of knowing what your direction is and focus on solving each step of the problem one at a time.

ACTIONABLE STEPS

- **Identify Your Top 3 Priorities:** Sit your ass down and figure out your top three priorities in life right now. Health? Business? Relationships? Write them down and keep them in front of you every damn day. If it doesn't align with one of these, it's a distraction. Cut it.
- **Time-Block Your Day:** Break your day into chunks and assign specific tasks or priorities to each block. This takes decision-making out of the equation and keeps you focused on what actually matters.
- **Practice Mindfulness Daily:** Spend 5 minutes a day doing a mindfulness exercise—deep breathing, meditation, whatever works for you—to clear your head and sharpen your focus.
- **Go on "Distraction Diets":** Take one week every month and cut out a major distraction completely. No TV, no social media, no junk food. See how much clearer and more focused you become.

JOURNAL PROMPT

Where in your life are you feeling the most lost or unfocused? What areas do you find yourself constantly spinning your wheels without making progress? Write down all the distractions and shiny objects that pull you away from what really matters. Now, list your top three priorities for the next six months. How do these priorities align with your daily actions? What's one distraction you can cut out today to get closer to your goals? Write down your plan to refocus.

05 NEGATIVE SELF-TALK

That voice in your head? It's your worst enemy if you let it be. Negative self-talk is a habit that sabotages your dreams before they even have a chance. When you start believing you're a failure, you seek out evidence to confirm it. This destructive cycle must end. No one is ever going to be as mean to you as you are. No one is going to torment you or challenge you more than yourself. There isn't a high performer, professional athlete, guru, or executive worth a damn who doesn't live with a monster inside them.

Being hard on yourself is necessary for growth. But those of us who never learned how to interpret that voice can get crushed by it. There were a number of years that I tore myself apart because of comparison to my older brother. I just wasn't going to be as good as him at anything that mattered. The outside validation about my worth formed that voice in my head, and every time I failed, it was because I wasn't good enough, and inevitably I knew I was going to fail anyway. I was a failure.

If this is the voice that occupies your head, I am sorry. Please know that you can choose to change it. You can learn, as many of my clients have, how to reframe and rewire that voice to become your biggest asset for success. This voice in your head is a habit. Maybe it has become the default voice in your head, but chances are I bet you know it isn't your voice. Mine was a combination of teachers, coaches, my father, and others reminding me of all the times I fell short and letting that evidence compound over time into a self-belief. To change that habit, we have to consciously take the wheel and choose to speak to ourselves with the love and respect we want from the world around us.

Through setting daily boundaries and practices around meditation, journaling, and gratitude, I have shifted how I view myself. That voice has been completely reframed into a voice that challenges me to be my best. It's my actions I choose when answering that call that builds the evidence toward me being an action taker, problem solver, capable, and resilient. Building awareness out of the positive changes you're making, the ability you have to change, and how much you love the version of you that you are becoming gives that power back to yourself. It's the actions you continue to choose and the habit you build around acknowledging them that will free you from that voice.

Overcoming negative self-talk isn't easy, but it's crucial. Understand that your thoughts aren't who you are—they're just a current state. By reframing your inner dialogue and building self-confidence, you'll start seeing yourself as a powerful force. This is going to take real time, like decades. Think about how many reps of negative self-talk you have had. Well, we have to decide to do the reps in favor of how we want to view ourselves. Saying "I'm great and I love myself" is a great start, but the way you speak to the universe is through actions. You do the things that make you proud of yourself. You thank yourself for showing up. You focus on the progress, not the distance to the goal.

Undoubtedly, you'll break free from the chains of self-doubt and start seeing yourself as capable and powerful. Your self-worth will no longer hinge on others' opinions. Confidence will become your default setting, allowing you to tackle any challenge. That negative voice will always exist, but you can choose to let it be the loudest one in your head or take actions, build the habits, and celebrate the progress, leaving it as a whisper. The choice is yours.

ACTIONABLE STEPS

- **Reframe Your Inner Dialogue:** Every time you catch yourself talking shit about yourself, flip it. Instead of saying, "I'm a failure," say, "I'm learning from this mistake." Your thoughts shape your reality—so make them count.

- **Daily Affirmations:** Write down three affirmations that counter your most common negative thoughts. Say them out loud every morning and night. Feel like it's cheesy? Who cares? Do it anyway.
- **Gratitude Journal:** End every day by writing down three things you're grateful for and three things you did well. This isn't some soft crap—this is how you rewire your brain to focus on the positive.
- **Stop the Comparison Game:** Every time you find yourself comparing to someone else, stop. Instead, compare yourself to who you were yesterday. Are you better today than you were then? That's all that matters.

JOURNAL PROMPT

What's the most common negative thought that pops up in your head when you're feeling down or when you've messed up? Write it out exactly as you hear it in your mind. Who's voice is that really—yours or someone else's from your past? Now, write a new narrative. What's a more empowering way to talk to yourself in these moments? How would you speak to a friend who's going through the same shit? Write down your new self-talk script and commit to using it next time.

06 UNHEALTHY ROUTINES

Old habits die hard, especially when it comes to diet and exercise. Temporary fixes lead to frustrating setbacks and a return to old patterns. You might believe progress requires an all-or-nothing approach or that there's a magic ingredient missing. This mindset traps you in a cycle of excuses.

I was trying to lose weight for about 3 years with really minimal success. The biggest problem was the inconsistency in my routines. It was this chase of perfection in the plan, in the prep, and execution that I focused on like it was magic. As soon as I slipped up, I got the biggest case of the "Fuck it's" and resorted back to old habits. Of course, progress wasn't being made at all. I was all in, or I was all out. Back and forth, month after month, further allowed me to latch on to beliefs of why I was different and this wouldn't work for me. I blamed the coaches. I blamed my genetics. And I blamed everyone around me. Once I truly took accountability for my life and my actions, I was able to change my habits. Now, I have lost a hundred pounds since my heaviest day and have a great connection to food and how to fuel myself to feel and be my best. I still have cookies and feel the most proud of my habits around food as I ever have.

The truth is, every single one of those strategies would have worked to some degree had I just stuck to it. It is the habit that decides the outcome way more than the fine details of what the habit is. I was trapped in an unhealthy routine of swinging from extremes instead of continuing to improve my habit. The biggest piece that needs to happen for your unhealthy routines to change, no matter what they are, is admitting you are choosing it. Once we can admit it is

something we are choosing, then we are just going to have to practice choosing something that aligns with where we want to go.

We have to change the action to that routine and work on reminding ourselves why it is important to us. This is where we make those shifts and set the boundaries to keep us always seeing momentum. Don't let that all-or-nothing approach steal gratitude for the daily progress that will get you to the goal.

You don't need motivation to act; you need the satisfaction that comes from doing what you're avoiding. Replace old habits with ones that align with your goals. Change requires daily effort, but it's about consistently choosing actions that support your growth. You choose the path toward your goals or the path away from them. Remind yourself that our actions decide what is really important to us. We get to choose our actions. Just because you have done it one way doesn't mean you have to continue. You have to accept the responsibility of choosing the routines that benefit you most; otherwise, I suggest you quit pretending you want the outcome.

By transforming your routines, you will boost your mood, reduce limiting beliefs, and enhance your progress. You'll gain consistency, self-confidence, and a deeper understanding of what it takes to succeed. No longer will you feel stuck; you'll be unstoppable. We often hear it, and I have said it plenty: we are where we are because of the routines and habits that we have right now. Decide what the habits are that you will need to reach your goal and start developing them. Do it out of love for who you are becoming instead of out of hate for where you are. Creating routines that align with the best version of you is self-care.

ACTIONABLE STEPS

- **Replace One Bad Habit:** Pick one shitty habit that's holding you back—overeating, smoking, whatever. Choose a healthier alternative and start replacing it today. Small steps lead to big changes.
- **Establish “Non-Negotiable” Routines:** Set up daily routines that are non-negotiable. Drink a glass of water first thing every morning. Stretch for 10 minutes. Read 10 pages of a book. These are your new “floors”—the habits you don't skip, no matter what.
- **Batch Your Temptations:** Don't fool yourself into thinking you can go cold turkey on everything. Instead, batch your temptations—plan a cheat meal or a rest day, but don't let it turn into a habit. Keep it contained.
- **Track Your Progress:** Monitor how often you stick to your new routines versus slipping back into old habits. Reward yourself for consistency, and make adjustments as needed.

JOURNAL PROMPT

Identify one unhealthy routine or habit that's dragging you down right now. Write down every detail—what triggers it, what excuses you use, and how it makes you feel afterward. Now, brainstorm three healthier habits that could replace this routine. Be specific. What's the smallest change you can make today to start shifting away from this bad habit? Write down your action plan and how you'll hold yourself accountable.

07 LACK OF ACCOUNTABILITY

Struggling with accountability? You might believe that outside support is necessary for success. This mindset can lead to harsh self-judgment and difficulty regaining momentum. Comfort becomes your enemy, and you let it override your goals. It's not just support we are often looking for, but it's validation. It's easier to show up when you feel obligated to do it. There is a weird point where you can find yourself more willing to show up for others than you are for yourself. The lack of accountability comes from whatever the goal you want to achieve is honestly not important enough to you. Over time, when we build the habit of letting ourselves off the hook, we get really comfortable with letting ourselves off the hook. This is not who you are, but it is a choice, just like anything else.

The lack of accountability is the overarching problem behind any of the previous points in the book. I had to set some hard lines with myself to build the radical accountability I have now. The choice has to be made. Either this goal we chose is important to us and deserves our best, or I have to quit pretending it is and beating myself up for falling short. Take the action that shows it matters to you. Everything in my life and how the rest of it goes is on me to figure out. Getting to live out my dreams, the relationship I want to be in, and how I experience the world are on me to figure out. There are problems to solve, trauma to overcome, and habits to change that may or may not be my fault, but they are my responsibility to overcome. If I don't, then I am the one who continues to suffer by not getting to live the life I want. This life is very precious, and I have no idea how much of it is left. Neither do you. All of us are born one way, but we will all die looking like our habits.

Only six years ago did I radically change my ideas around accountability. Now, I make it part of the strategy. Between meeting with peers, coaches, and journaling, I know exactly what direction I want to go and what it takes to get there. When you're in love with progress and the life you're creating with your habits, you show up excited instead of obligated. No longer do I dread work, training, or taking care of myself. I realize that doing those things and showing up the best I can today for my goals is what keeps the fire lit. Accepting that there are going to be days, weeks, months, and sometimes years when you don't feel like you're making progress. Be able to show up. Be able to listen to the results of your effort without taking personal failures and use those to sharpen the next attack.

It's the Radical Accountability that keeps me showing up. It's understanding that good and bad days are part of the ride. The beginning of any journey or new growth is loaded with hard days.

When you start recognizing what that means, sharpen your aim and start digging in. The resistance is begging you to get better. Honor the challenge and your ability to learn by showing up. Once you accept that mindset and get better at building it, showing up becomes the habit. The biggest way I have found to shift this accountability in myself is to set a boundary that I am only around people who are accountable as well. People that don't complain or make excuses show up and give their best. People that aren't fragile and can handle it when life throws some heavy waves your way. This deepens that connection and amplifies the ability to stick with and accomplish any goal you have.

The standards you set for yourself dictate your reality. Accountability to these standards is key to success. By committing to yourself and surrounding yourself with a supportive community, you'll strengthen your ability to grow through challenges.

By choosing Radical Accountability, you'll become unstoppable, free from needing external validation. You'll find power within yourself and embrace habits that reflect what's truly important. Accountability will become your strength, keeping you in control of your path and progress. You see how when you take control of the parts of your life that are actually in your control, everything starts falling into place. You become accountable for your habits, your friends, what you eat, and what you consume. You start creating the life you want. The terms are understanding the one rule: Your life is decided by the actions you take and how you overcome resistance to change. Take accountability for every one of your actions and reactions. Surround yourself with people that hold the same standard for themselves.

ACTIONABLE STEPS

- **Create an Accountability System:** Get an accountability partner, or join the community. Check in weekly about your goals. Be brutally honest about where you're crushing it and where you're fucking up.
- **Use a Habit Tracker:** Write down your goals and check them off daily. Seeing that visual progress builds momentum. Keep it going.
- **Weekly "Review" Meetings with Yourself:** Spend 15 minutes every Sunday reviewing your week. What did you achieve? Where did you drop the ball? Adjust and plan for the week ahead. This is where real growth happens.
- **Eliminate Comfort Zones:** Regularly do something that pushes you outside your comfort zone. Whether it's public speaking, trying a new sport, or picking up a new skill—challenge yourself constantly.

JOURNAL PROMPT

Where in your life are you currently failing to hold yourself accountable? Be specific. What are the commitments you've made to yourself or others that you keep breaking? Write them all down. Now, dig deep—why do these things not feel important enough to follow through on? What's the real reason you're letting yourself off the hook? Write down one new boundary or rule you'll set for yourself to build stronger accountability. How will you enforce it?

SO NOW WHAT?

Congrats—you're healed, and you will never have a bad habit again. All your days will be easy, and motivation will never leave. I wish.

This information will either change your life or do nothing for you. It's your choice to make. It doesn't matter if it's this book, working 1:1 with me, or attending retreats. You can go to therapy or drink ayahuasca. If you don't make the choice to integrate the information you're learning and put it to work by creating new habits, then you're just jerking yourself off. Quit taking courses, hiring coaches, and wasting your money if you're not going to choose to apply it. Make the change to your habits and mindset. Rewire how you see the habit and the challenges around sticking with them. Respect the days they feel more elusive as a real chance to show the universe how important the change you want is.

You are in full control of your habits and your actions. The sooner you take accountability for all of it, the sooner you can choose to change it. Remove the judgment for not doing better yet or continuing to make mistakes. You are going to make mistakes; there are always going to be problems. It is how you respond that decides where your life goes. Implement the Floor and Ceiling approach to setting your goals and give yourself a target you can hit every day. Enjoy sucking at stuff and love getting better at it. See what you can improve on once you set the boundaries around making it a habit. It can be 5 minutes some days and some days 5 hours—either way, you show up. You get better at the habit of showing up. You get better at managing that voice in your head. You create better habits on what makes you feel your best so that you can show up as your best. You create habits about how you talk to yourself and how you let yourself react to stress.

Integrating new habits and self-talk took me a long time, but it has amplified my progress toward my relationship goals, financial goals, and physical goals more than anything I have tried. I put together this coaching with NDYlife to help my clients find their way to taking that Radical Accountability to their goals and changing their lives. Remember, it is the life in front of you that determines today's choices and tomorrow's choices. I teach how to change that mindset and rewire the habits that keep you in your way. You are going to spend the rest of your life with you; make your body and mind your biggest ally in that journey. Be fit enough mentally, emotionally, and physically to handle all the unavoidable stress that comes with being alive. It is an honor to have this body, mind, and ability to learn. Go and see what you are truly capable of.

ACTIONABLE STEPS

- **Integrate the Knowledge:** All this reading is great, but now it's time to put it into action. Knowledge isn't power until it's applied. Get to work.
- **Review and Adjust Regularly:** Sit down every month and review your progress. Are you sticking to your new habits? What's working? What's not? Make the necessary adjustments and keep grinding.

- **Celebrate Every Win:** Don't wait for some big-ass breakthrough to pat yourself on the back. Celebrate the small wins. Every step forward is a win. Recognize it.
- **Stay in the Fight:** This journey doesn't end with this book. Keep showing up, keep putting in the work, keep evolving. You're on a lifelong mission to be the best version of yourself. Embrace it.

If you found the information in this book helpful and are looking for mindset and accountability coaching from Matt Vincent reach out here:

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Not Dead Yet Life is a strong, supportive, and radically accountable community come be part of it or attend one of our Retreats.

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