What's your WHY?
Tap into your personal motivation to reach your goals!
You know what you want to do: Lose weight and keep it off. But it’s also important to know why you want to do it. What’s propelling you to make a change—and what positive outcome do you envision? Do you want to feel more confident in your own skin? To buckle into an airplane seat comfortably? To keep up with your family on weekend hikes? The more detailed your “why,” and the more you are able to visualize it, the more powerful it can be. Imagine how good it will feel walking into a roomful of strangers with your head held high. How pleasantly routine it will be to buckle up and settle in for that flight. How wonderful it will feel to laugh and run and play with your family. Whatever your reason(s) for being here, that’s your “why.”

If you’re new to Weight Watchers®, taking the time to create a clear image of what success looks like for you, and reflecting on it frequently, can help you remain focused and motivated. If you’ve been on this journey for a while, now’s a good time to check in with your “why.” That can inspire you to recommit to your reasons or revise them as needed, especially as you’re adapting to the WW Freestyle™ program.

**What to Do:**

**Find Your “Why”**

It can help you stay focused for the long term. Once you define and visualize your “why,” revisit it regularly, since it may change along your journey. Use these steps to bring it to life for yourself.

1. **Answer Off the Top of Your Head**
   Why do you want to lose weight? (For example, “I’m tired of feeling out of breath and slow all the time.”)

2. **Go into Detail**
   What does that look like to you? How would your life be different? (For example, “I could walk farther, climb stairs more easily, and say ‘yes’ to fun things.”)

3. **Make It Yours**
   Using your answers from 1 and 2, ask yourself again, “Why do I want to lose weight?” Take your time, then answer in a specific, personal, and positive way. (For example, “I want to have more stamina and feel stronger to enjoy spending time with family and friends.”)

Connect with your “why” often—especially when you face challenges. It’s a powerful reminder of what brought you to WW and will continue to motivate you along the way.

**This Week:**

Keep your “why” close by: Put a picture on your bathroom mirror, write a letter to yourself, create a vision board, or create your own way to remind yourself of why you are on this journey.

*For Monthly Pass subscribers.
THINK AGAIN
Establish specific, positive intentions to help you shift from a narrow, negative approach to one that’s realistic, forward-looking, and helpful.

YOU MIGHT THINK
“I’d like to feel stronger, but honestly, all that matters is that the number on the scale drops.”

TRY THIS INSTEAD
“Visualizing what I’ll feel like when I’m stronger can help me stay focused and motivated. Sure, it’s great to see the number on the scale drop, but I’m confident in my ‘why.’ ”

YOU MIGHT THINK
“I have so much (more) weight to lose. I’m never going to get there.”

TRY THIS INSTEAD
“I do want to lose a lot more weight, but I’ve already been feeling more energized. I can stay motivated by visualizing my ‘why’ and keeping it close by.”

INSPIRATION FROM A MEMBER!

Ky, a member in Virginia, shares her story, her “why,” and how WW Freestyle™ helps her stay on plan.

What brought me to Weight Watchers:
I was overweight and depressed due to health issues. I wanted my outside to look like the person I knew I could be inside. This program has given me hope, confidence, and a new lease on life. I feel like the real me!

My “why” now: I’m at goal, so I focus on making healthy choices and maintaining my weight loss. It’s more about feeling great than just looking better.

Favorite tool: Connect is amazing! It’s a safe place to talk about struggles we all have and a great place to share. We swap recipes, learn about new foods and workouts, and cheer each other on!

How WW Freestyle works for me: It encourages me to eat healthy without being pushy. I can live this as a lifestyle and not a diet. I eat lots of zero Points foods—but I also enjoy avocados, olive oil, wine, and cheese when I choose to.

My advice to members: Pre-track your week if you can. If you’re having dinner out or a night with friends, it’s better to plan for it so you can really enjoy it. Knowledge is power!

YOUR TURN! What limiting, unhelpful thought have you had about your weight loss journey? Write it. Using the examples above, write a new, helpful thought.

UNHELPFUL
________________________________________
________________________________________
________________________________________
________________________________________
HELPFUL
________________________________________
________________________________________
________________________________________
________________________________________

What’s your motivation? Share #MyWhy on Connect on the mobile app (for subscribers).
**[MEAL FOR ONE]**

**SALMON WITH ROASTED CHICKPEAS AND VEGGIES**

Colorful, flavorful—and zero Points!

0 SmartPoints® VALUE PER SERVING // PREP 5 MIN // ROAST 35-40 MIN // SERVES 1

- 4 oz pink salmon
- Salt and freshly ground black pepper to taste
- ½ red onion
- ½ cup thick strips red pepper
- ½ cup drained canned chickpeas (garbanzo beans)
- Fresh chopped herbs (optional)
- ½ lemon
- 2 Tbsp low-fat plain Greek yogurt

Preheat oven to 400°F. Coat baking dish with cooking spray. Season both sides of salmon with salt and black pepper (and other seasonings, if desired); place in prepared baking dish. Roast until salmon is fork-tender, about 15 minutes. Mix onion, red pepper, and chickpeas; season to taste and add chopped herbs (optional). Roast, stirring a few times, until lightly browned, 20-25 minutes. Squeeze lemon over salmon; serve with chickpea-vegetable mixture and yogurt on the side.

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**Dark Chocolate Peanut Butter Bark**

Preheat oven to 375° F. Coat a nonstick cookie sheet with cooking spray. Place pizza crust on tray and bake until crisp, about 5 minutes. Place chocolate chips in a small microwave-safe bowl. Microwave in 30-second increments until melted, about 2 minutes. Stir occasionally. In a small bowl, mix together powdered peanut butter and water until mixture is creamy. Use a spatula to cover flatbread with chocolate. With a spoon, swirl peanut butter into chocolate. Top with coconut and quinoa. Refrigerate until firm, at least 1 hour. Break into 10 pieces, and serve.

**Zero Points® Recipe!**

- 1 Flatout® Rustic White Artisan Thin Pizza Crust
- 2/3 cup dark chocolate chips
- 3 tablespoons powdered peanut butter
- 2 teaspoons unsweetened shredded coconut
- 2 teaspoons quinoa, cooked & toasted

Preheat oven to 375° F. Coat a nonstick cookie sheet with cooking spray. Place pizza crust on tray and bake until crisp, about 5 minutes. Place chocolate chips in a small microwave-safe bowl. Microwave in 30-second increments until melted, about 2 minutes. Stir occasionally. In a small bowl, mix together powdered peanut butter and water until mixture is creamy. Use a spatula to cover flatbread with chocolate. With a spoon, swirl peanut butter into chocolate. Top with coconut and quinoa. Refrigerate until firm, at least 1 hour. Break into 10 pieces, and serve.

**For a store location & recipes go to flatoutbread.com**