



Jon Benson's Hook System:

The Avatar's Diary™



ENTRY 1: MY LIFE SO FAR

Dear Diary,

My name is {NAME}. I put this picture of me on this page to mark the day I started this diary.

As of today, I'm {AGE}. {DESCRIPTION}.

Life is pretty good I guess, but I want to be more than just "{SHORT DESCRIPTION}". I really want to {PRIMARY GOAL}. And I've come to a decision: I'm willing to {MECHANISM} in order to do it.

I know, I know...I've tried to achieve this before...and I failed. And I feel {FEELINGS} about it. But I've grown committed...almost desperate.

It's been a series of events. I suppose my primary motivation is {MOTIVATION}, but I REFUSE to {NEGATIVE SACRIFICE} to achieve my goals. {EXPERIENCE SEEING OTHERS OR AVATAR GO THROUGH THIS}. That was awful for me. There has to be a better way.

So why did I come to this decision? Simple: I'm sick and tired of {PRIMARY COMPLAINT}. That brings me all kinds of hell, like {SECONDARY COMPLAINT 1}, {SECONDARY COMPLAINT 2}, and {SECONDARY COMPLAINT 3}. And if it keeps going, I could end up {ULTIMATE FEAR}.

And I can't go there...I won't go there.

ENTRY 2: WHY NOW?

I guess I've been interested in {TOPIC} ever since {HOW LONG}. People ask me what my experience with {TOPIC} has been like. Well, {EXPERIENCE SO FAR.}

I took {RECENT EXPERIENCE} to get more motivated and interested in searching for answers to {PROBLEM}.

Here lately I've been saying out loud more than once, "{SELF-TALK}"! I know, that's really negative, but that's how I feel.

Not only that...I feel guilty. I especially feel guilty about {TOPIC} when {WHAT TRIGGERS GUILT}.

It's not all bad though. I feel optimistic when {REASON FOR OPTIMISM}.

I've been reading {MAGAZINE 1} and {MAGAZINE 2} lately. They give me a bit of hope and inspiration from time to time.

It reminds me of one of my favorite movies: {MOVIE}. Maybe that's why I feel so good when I watch it.

In fact, I've adopted a "mantra" of sorts. I'll frame it on my wall during this journey: "{MANTRA}".

ENTRY 3: WHAT I WANT & WHY

I've figured it out!

I know at least a few of the things I want out of my {TOPIC} plan.

I want a plan that allows me to {PRIMARY GOAL}...which will also help me:

- {SECONDARY GOAL 1}
- {SECONDARY GOAL 2}
- {SECONDARY GOAL 3}

Now, it can't just be any old plan. This plan has to fit my expectations:

It has to allow me to _____ while still _____.

It has to be a legitimate way to _____. No scammy crap!

It has to come with _____ because I can't _____.

I need to see results within _____.

I can't be something that makes me _____, _____, or _____.

As silly as it sounds now, my ultimate dream is {DREAM}.

Just writing it feels weird! But I know I'll have achieved that dream when {DREAM PROOF.}

And this can't just be for me. And it won't. I've figured out that {WHO} will benefit from me achieving {GOAL}, and here's how: {HOW}.

Also {WHO}...because {HOW}.

And I'll be able to help others too. For example, {HOW}.

I'm excited to start!

ENTRY 4: A LIVING HELL

THIS would be a living hell for me!

If I decided to start {GOAL}, and if I had to one day hang my head in failure and say to all those around me, “{FAILURE ADMISSION STATEMENT}”, THAT would be like hell for me.

Hearing the words, “I told you so.”

I’d have to recruit help from others. I can see myself {EMBARRASSING WAYS TO FOR HELP}.

I think I’d rather die. I can see how that would unfold now:

{STORY OF EMBARRASSING HELP}.

And in the end? The worst: {WORST-CASE FROM ASKING FOR HELP.}

I’m scared to start today. I need to get more clarity!

ENTRY 5: THE HIDDEN CONVERSATION

There’s a “hidden conversation” I have with myself. I have for years. It goes like this:

“{NAME}, at the end of the day, you really just want {HIDDEN DESIRE}.”

I secretly want to feel {FEELING}. More than anything. And it sounds silly as I write it. But it’s true.

Why is that?

For starters, {PERSONAL REASON WHY}.

I also like a certain amount of control...and this would help me feel more in control by {HOW}.

Deep down, I really LONG to {LONGING}. Would this help? Yeah, I think so!

But there are a few things standing in my way:

- THING 1 {DETAILS}

- THING 2 {DETAILS}

- THING 3 {DETAILS}

Can I overcome them? With the right help, I think so.

ENTRY 6: THE FEARS LIST

This is my FEARS LIST. Oh my, I'd feel crushed if any of these happened as a result of my {GOAL}:

What if I find out _____?

What if I feel guilty over _____?

What if I feel stupid trying to learn _____?

What if I feel external pressures like _____?

What if I don't get support from _____?

What if I hear my supporters say: " _____!?" Ouch!

What if I get scammed into something that isn't legit?

What if this costs my family time and money?

What if I end up feeling overwhelmed?

What if my confidence disappears the moment I start?

What if _____?

Sure, some of those things could go wrong and have important negative consequences...

But: it could get even worse.

What if I grow old and have to look back and say, "I never tried"? What if I'm stuck in this life as I am right now?

Am I REALLY ready to {GOAL}?

Here's the "sign from above" I think I'd need to start: _____.

If I were to see THAT, I would jump into gear...even with all these fears and concerns.

ENTRY 7: I REMEMBER WHEN...

I remember when I tried {TOPIC} before.

I tried {FALSE SOLUTION 1}. What a bummer that was. {WHY FAILED}.

Then I tried {FALSE SOLUTION 2}. To say that sucked would be an understatement. {WHY FAILED}.

My last attempt was {FALSE SOLUTION 3}. I think this let me down because {WHY FAILED.} Never again!

A lot of this is my fault. It stems from some really bad ideas I've had for ages when it comes to {TOPIC}, like {MISTAKEN BELIEF 1} and {MISTAKEN BELIEF 2}.

Whatever plan I find will have to steer clear of that nonsense.

ENTRY 8: MY LIFE AFTER

I have clarity now!

The ideal {TOPIC} plan for me: one that would crush all my Fears List items and give me the confidence I need to dive in. Here goes:

One that teaches me _____ in a way I can understand.

One that walks me through _____ - the most complicated part of {TOPIC} for me.

I'd have to see {SHORT TERM GOAL} by {TIME}.

I'd want to see {MID-TERM GOAL} by at least {TIME}.

I'd expect to see {LONG-TERM GOAL} by no later than {TIME}.

AND:

{OTHER BENEFITS YOUR SYSTEM CAN PROVIDE}

Give me THAT, and I can really see a different life for me.

For starters, I would feel like {LIFE AFTER}.

My typical day would go something like this: {FUTURE PACE DAY}.

My mate would look at me and say, "{QUOTE FROM MATE}".

My kids would say, "{QUOTE FROM KIDS}".

And I'd say to myself: "{NEW SELF-QUOTE}".

Now, that's a life worth living for!