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fitness your way  
by Tivity Health

# SET GOALS FOR A FIT 2024

## AND A LIMITED-TIME OFFER

Start 2024 off strong by setting sustainable goals you can stick to for the rest of the year—you'll feel accomplished, invigorated, and healthier than ever.

Join now with \$0 enrollment starting Jan. 1st<sup>1,2</sup>  
Learn more at [blue365deals.com/fyw](https://blue365deals.com/fyw) and use code **FYWENROLL4FREEJAN** when you sign up.



## MORE GYM, LESS MONEY

Fitness Your Way® lets you join as many gyms as you want, wherever you live, work, and play.

Working out should be accessible to everyone.  
Wherever you want to sweat.

- Four gym packages available starting at \$19/month,<sup>3</sup> plus a no enrollment fee offer available Jan. 1–31st<sup>1,2</sup>
- Join as many gyms as you want with access to 13,000+ fitness locations<sup>4</sup>
- Digital only package also available for just \$10 a month<sup>5</sup> (all digital content included with gym packages)
- On-demand videos available 24/7 and live virtual classes like cardio, bootcamps, barre, and yoga from Bernalong®

And even more<sup>6</sup>

- Access 20,000+ health and well-being specialists
- Up to 50% off services like acupuncture, chiropractic, and nutrition
- Plus discounts on vitamins, exercise equipment, and more



## HARNESS THE EXCITEMENT OF A FRESH START BY REVISITING YOUR WELLNESS GOALS AND SETTING YOURSELF UP FOR SUCCESS



### 1. DEFINE YOUR “WHY”

Identifying your “why” is the cornerstone of any successful wellness journey. Maybe you want to improve your overall health, boost your self-confidence, set a positive example for your family, or simply feel more energetic and vibrant every day. Your “why” will be your guiding light, reminding you of the purpose behind your actions. When you know why you’re working towards a goal, it becomes easier to push through obstacles and stay motivated.



### 2. SET SMART GOALS

Embarking on a new fitness and wellness journey can be intimidating if your goals are vague or overambitious. To set yourself up for success, make sure they’re SMART: specific, measurable, achievable, relevant, and time-bound. For example, instead of having a goal to “get fit,” set a specific goal to “run a 5k in under 45 minutes in three months.” From there, you can break down your goal into small, attainable steps. Reward yourself when you hit certain milestones to help you stay motivated.



### 3. CREATE SUPPORTIVE HABITS

Achieving your fitness and wellness ambitions goes beyond setting SMART goals—it involves building supportive habits, too. Start with small, consistent changes, like hitting the gym twice a week. As you become comfortable with your new routine, you can gradually increase your frequency. Remember that building habits takes time, and it’s okay to have setbacks.



### 4. EMBRACE THE JOURNEY

Your fitness journey is a story in the making. It’s filled with ups, downs, plateaus, and achievements. Embrace every part of it because that’s what makes it yours. Learn from the challenges and celebrate every step forward, whether it’s lifting a heavier weight or running an extra mile. If you need a break or a change in your routine, that’s part of your progress. After a long work day, you may opt for an on-demand restorative yoga class at home. On a Saturday morning, you may feel more energized and hit the gym for a group cardio class.

## THIS IS YOUR TIME

January is your time to refocus your energy on health and fitness—kick off the new year with a rejuvenated wellness routine. Join at [blue365deals.com/fyw](https://blue365deals.com/fyw)