The people that fail to maintain a disciplined lifestyle don’t know what they are doing it for? They have no goals and no targeted end result.

那些没有坚持规律生活方式的人不知道他们那样做是为了什么，他们没有目标，对于最终的结果也一无所知。

Just like the marshmallow test, if you haven’t linked in your mind the better result coming in the future… you’ll most likely take the easy option now, rather than wait or sacrifice for the better option later. You must have clear goals and deadlines.

就像棉花糖实验，如果你大脑中无法想到未来更好的结果，你很可能就会选择当下简单的选项，而不是做出牺牲，等待随后而来的更好的结果。你必须要有清晰的目标并设置最后期限。

Back to the diet example: If you have a clear target weight, body fat percentage, or body image that you must reach within 12 weeks, you will be far more likely to stick to your diet, than someone who has no specific target or goal.

回到那个节食减肥的例子，如果有明确的目标体重、体脂率和自我形象，并明确要求自己12周之内达到目标，那么相对那些没有特定目标的人，你坚持节食的成功率就会大大提升。

Imagine two people who need to arrive at the same destination. One has a navigation system, and their destination is locked in. The other has no idea where they are or where they are going… common sense can answer who will arrive at their destination first… or at all.

想象一下，两个人都需要到达同一个目的地。一个人有导航系统，而且锁定了他们的目的地。而另一个人不知道自己身处何方，也不知道去往何处。稍有常识的人就会知道谁会更早到达目的地，另一个人可能永远都到不了…

Having clear goals is no different! Without clear direction, you will end up in the wrong section!

拥有清晰的目标就像有了导航系统一样。没有确切的方向，你最终会走入歧途。

Successful people are always focused on the end result. They start at the end and figure out how to get there from where they are. Unsuccessful people focus on where they are and how hard it is right now…They never understand that their life will continue to be hard unless they change their approach.

成功人士总是会锁定最终结果。他们以终为始，并弄清楚自己如何从目前的位置到达最终目标。而那些没有成功的人则往往只是关注自己当下的位置以及面临的种种困难。除非他们改变自己处事方法，否则他们的生活将会一直困难下去，但这些人从来不会想到这些。

Set your goals. Make them clear. Make them meaningful. Give them deadlines.

设定你的目标吧！让它们清晰明确，并赋予其意义，同时再设定一个截止期限。

1.**marshmallow test**

 棉花糖实验；

2.**body fat percentage**

 体脂率；

3.**body image**

 身体形象；

4.**far more likely…than**

 比…更有可能；

5.**stick to your diet**

 坚持你的节食计划；

6.**navigation system**

 导航系统；

7.**lock in**

 锁定；

8.**have no idea**

 不知道；不清楚；

9.**common sense**

 常识；

10.**end up in**

 结果是；以…为结局；

11.**figure out**

 想出；想清楚；