



DISCIPLINE

**From Intention to Decision
to Transformation**

Brian Marsh - The Potential Coach



DISCIPLINE

From Intention to Decision to Transformation

The Third Step in the Distract, Dismantle, Discipline Framework

Table of Contents

1. Introduction: The Final Piece of the Puzzle
2. Redefining Discipline: What It Actually Means
3. The Two-Part Foundation: Intention and Decision
4. The Power of Intention
5. The Moment of Decision
6. The Architecture of Discipline
7. Building Discipline That Lasts
8. When Discipline Breaks (And How to Restore It)
9. Your Transformation is Complete (But Never Finished)
10. Your Next Steps: Living Your New Identity

INTRODUCTION

The Final Piece of the Puzzle

You've changed your thoughts. You've redirected your attention away from what doesn't serve you. That's **DISTRACT**.

You've identified your limiting patterns. You've dismantled the old habits and built new ones. You've optimized your environment. You've created the conditions for success. That's **DISMANTLE**.

And now you're standing at a different place.

You're not the procrastinator you were. Your thoughts have shifted. Your habits are changing. Your environment supports your new identity. Progress is visible.

But here's what every person who's reached this point tells me: **I can feel the difference, but I need to know how to sustain it.**

Because change is one thing. Sustaining change is another.

This is where **DISCIPLINE** comes in.

But I want to be clear about what I mean by discipline, because most people misunderstand the word.

When you hear "discipline," you probably think of punishment. Forcing yourself. White-knuckling through difficulty. Denying yourself pleasure. Grinding through pain.

That's not what I'm talking about.

Discipline, in the context of transformation, is the consistent alignment of your behavior with your intention.

It's simple, but it's profound.

Discipline begins with intention. A clear, conscious choice about who you're becoming and what matters to you.

Then discipline is the daily decision to honor that intention, regardless of circumstances, mood, or obstacles.

That's it.

It's not about force. It's about commitment. It's not about suffering. It's about alignment.

And here's the beautiful part: When your life is aligned with your true intention, discipline doesn't feel like punishment. It feels like coming home.

This ebook is about understanding how to build that alignment. How to set an intention that's genuinely yours. How to make decisions that honor that intention. And how to sustain that through the inevitable challenges that show up.

Because transformation isn't a destination. It's a way of being. And discipline is how you live it.

Let's go there.

REDEFINING DISCIPLINE

What It Actually Means

The word "discipline" comes from the Latin word "disciplina," which means "instruction" or "learning."

It's not about punishment. It's about practice. It's about becoming.

Here's how I define it:

Discipline is the practice of choosing alignment over comfort.

Every single day, you're faced with choices. Small ones and big ones. And each choice is either moving you toward your intention or away from it.

Discipline is choosing to move toward it. Even when the comfortable option is available. Even when no one would judge you for taking the easier path. Even when the short-term reward of comfort is tempting.

You choose alignment instead.

And you do it not because you're forcing yourself. But because you've made a decision that your intention matters more than temporary comfort.

The Three Levels of Discipline

Discipline operates at three levels:

Level 1: Behavioral Discipline

This is the most obvious level. It's what you do. Your actions. Your habits. Your daily practices.

"I'm going to sit down and work on my project for 90 minutes." "I'm going to have that difficult conversation." "I'm going to follow through on my commitment."

Behavioral discipline is visible. It's measurable. It's what other people see.

Level 2: Thought Discipline

This is more subtle, but equally important. It's the discipline of directing your thoughts.

This is DISTRACT applied consistently. It's the moment you catch yourself spiraling in doubt and you consciously redirect toward possibility.

It's the moment you notice comparison creeping in and you refocus on your own journey.

It's the moment you feel fear and you acknowledge it but don't let it drive your decisions.

Level 3: Identity Discipline

This is the deepest level. It's the discipline of living from your new identity, even when your old identity is trying to pull you back.

"I'm someone who follows through" – and you act like it even when procrastination is tempting.

"I'm someone who produces" – and you show up to do the work even when you don't feel like it.

"I'm worthy of success" – and you stop apologizing for your ambition.

Identity discipline is the foundation of the other two.

All three levels matter. But they build on each other.

If you only have behavioral discipline without thought discipline, you're white-knuckling through life. It won't sustain.

If you have behavioral and thought discipline without identity discipline, you're still seeing yourself as broken or flawed. You're just managing it well.

But when you have all three—behavioral, thought, and identity discipline—you're living from genuine alignment.

THE TWO-PART FOUNDATION

Intention and Decision

Discipline is built on two things: intention and decision.

They're different, and both are essential.

Intention

Intention is your *why*. It's the deep reason you're doing this work. It's what matters to you beyond the surface-level goal.

Most people focus on goals. "I want to be more productive." "I want to finish my project." "I want to earn more money."

Those are important. But they're not intentions. They're targets.

Intention is deeper. It's the values underneath the goal.

"I want to be more productive because I want to feel proud of myself and live without guilt."

"I want to finish my project because it represents my capability and my commitment to my vision."

"I want to earn more money because financial security means I can show up for my family without stress."

See the difference? The intention is the *meaning* underneath the goal.

And here's why this matters: When things get hard—and they will—the goal alone won't sustain you. But the intention will.

When you're tired and tempted to procrastinate, the goal of "finish the project" might not be enough. But the intention of "I'm someone who honors their commitments and lives with integrity" will get you through.

Decision

Decision is your *commitment*. It's the moment you say, "This is what I'm going to do, and I'm making this choice right now."

Decision is different from intention. You can have a clear intention without making a real decision. You can know what matters to you and still not commit to honoring it.

But decision is the turning point. It's the moment you stop dabbling and start committing.

Decision has power because it changes you. When you make a real decision, something shifts. You're no longer exploring options. You're on a path.

And that path has consequences and commitments and a direction.

Most people never actually make a decision. They kind of want to change. They kind of want to be different. But they never actually decide.

Discipline is impossible without decision.

Because discipline is the daily choice to honor your decision, again and again, regardless of circumstances.

THE POWER OF INTENTION

Knowing Your Deep Why

Before we talk about building discipline, you need to get crystal clear on your intention.

Not your goal. Not your productivity target. Your intention.

How to Identify Your True Intention

Ask yourself these questions, and answer them honestly:

Question 1: What would be possible if I actually followed through?

Not in a surface way. In a deep way.

If I stopped procrastinating, what would become possible? Not just “I’d finish my work.” But what would that mean for your life? For your sense of self? For your relationships? For your impact?

Question 2: Who am I becoming through this work?

Transformation isn’t just about changing behavior. It’s about becoming someone different.

Who are you becoming by honoring your intention? What kind of person are you becoming by choosing alignment over comfort?

Question 3: What matters to me beyond achievement?

Strip away the external markers of success. Strip away what you think you’re supposed to want.

What actually matters to you? Integrity? Impact? Freedom? Presence? Growth? Contribution?

Your intention is rooted in what genuinely matters to you.

Question 4: What’s the cost of NOT honoring this intention?

You’ve already calculated the cost of your old patterns. Now calculate the cost of staying small.

If you don’t follow through, if you don’t honor your intention, what does your life look like in 5 years? 10 years? 20 years?

Question 5: Who would I be if I lived this intention every day?

Imagine yourself one year from now, having consistently honored your intention. Who are you? How do you carry yourself? What’s your relationship to yourself? How do others see you?

Writing Your Intention Statement

Once you’ve answered those questions, write your intention statement.

Not a goal. Not a target. An intention.

Here are some examples:

“My intention is to live with integrity by honoring my commitments and following through on what matters to me. This matters because I want to respect myself and be someone others can count on.”

“My intention is to produce work that reflects my capability and my vision. This matters because I want to contribute meaningfully and prove to myself that I’m more than my fear.”

“My intention is to live without the constant guilt of procrastination and the anxiety of unfinished work. This matters because I deserve peace, and my family deserves a present, non-stressed version of me.”

“My intention is to build a life and business that reflects my values, not my fears. This matters because authentic success means nothing if I’m not living authentically.”

Your intention statement should:

- Be rooted in genuine values, not external expectations
- Connect you emotionally (not just intellectually)
- Point toward who you’re becoming, not just what you’re achieving
- Feel true and important when you read it

Write this down. Somewhere you can access it regularly. Because you’ll need to reconnect with it when discipline gets hard.

THE MOMENT OF DECISION

Choosing Commitment

Intention is beautiful. But intention without decision is just a nice idea.

Decision is where commitment lives.

What Real Decision Looks Like

Real decision is not ambivalent. It’s not “I’ll try.” It’s not “I hope I can.”

Real decision is: “I am doing this. This is non-negotiable. This is my commitment.”

Here’s the powerful thing about real decision: It changes you psychologically.

Once you’ve made a real decision, something shifts. You’re not exploring.

You're committed. And that commitment has power.

Research on decision-making shows that once you've made a genuine commitment, your brain starts looking for evidence to support that decision. Your RAS (Reticular Activating System) starts filtering your environment to notice opportunities that align with your decision.

It's like when you decide to buy a certain car. Suddenly you see that car everywhere.

When you decide "I'm someone who follows through," your brain starts looking for evidence of your reliability. And you start noticing opportunities to prove it.

How to Make a Real Decision

Step 1: Get Clear on Your Intention

You can't make a decision without knowing what you're deciding about. So be clear about your intention.

Step 2: Acknowledge the Cost

What does this decision cost you? What are you giving up? Most people avoid this. But real decision requires acknowledging the cost.

Maybe you're giving up the comfort of procrastination. Maybe you're giving up the ability to blame circumstances. Maybe you're giving up the identity of "future self will handle it."

Acknowledge it. Because you're choosing your intention over what you're giving up.

Step 3: Make the Decision Out Loud

This is important. Say it out loud. Tell someone. Write it down publicly.

"I'm committing to finish my project by [date]." "I'm deciding to honor my intention to produce meaningful work." "I'm choosing to be someone who follows through."

The act of making it public changes something. It moves it from private thought to public commitment.

Step 4: Identify Your Non-Negotiables

What specific behaviors are non-negotiable to honor your decision?

For “I’m finishing my project by [date],” maybe it’s:

- I will work 2 hours every weekday on this project
- I will not check email until after 10am
- I will turn my phone on silent during my work blocks

These aren’t suggestions. They’re non-negotiable commitments to your decision.

Step 5: Build Accountability

Tell someone. Get an accountability partner. Share your decision and your non-negotiables.

This does something powerful. It moves your decision from internal to external. It creates social commitment, which is more powerful than self-commitment.

The Power of This Moment

The moment you make a real decision is transformative. Not because the decision itself does anything. But because it changes you.

You’re no longer uncertain. You’re no longer exploring. You’re no longer a victim of circumstance.

You’re committed. And that commitment is the foundation of discipline.

THE ARCHITECTURE OF DISCIPLINE

How to Build It to Last

Discipline isn’t something you find. It’s something you build.

And it has an architecture. A structure. Understanding that structure helps you build it intentionally.

The Four Pillars of Discipline

Pillar 1: Clarity

You can’t be disciplined about something unclear.

Clarity is about knowing exactly what you’re committing to. Not vague.

Specific.

Not: “I’m going to be more productive.” But: “I’m going to work on my project for 90 minutes every weekday morning, before checking email.”

Not: “I’m going to follow through on things.” But: “I’m going to send the three emails I committed to by Friday, and I’m going to do the research for the proposal by Wednesday.”

Clarity is about specificity. It removes ambiguity. It makes it possible to know if you succeeded.

Pillar 2: Commitment

This is the real decision. The non-negotiable commitment.

Not “I’ll try.” But “I am doing this.”

Commitment is public. It’s acknowledged. It’s real.

Pillar 3: Systems

You can’t rely on willpower or motivation. You need systems.

Systems are the structures and practices that make honoring your commitment automatic.

Some examples:

- A scheduled time block for your important work
- An accountability partner you check in with
- A tracking system so you can see progress
- Environmental design (phone away, workspace optimized)
- A ritual that signals to your brain, “It’s time for this”

Systems take the burden off willpower. They make the desired behavior easy and the alternative difficult.

Pillar 4: Resilience

You will fail. You will slip. You will have moments where discipline breaks.

That’s not failure. That’s part of the process.

Resilience is the ability to fail without quitting. To slip without spiraling. To get back on track quickly.

Resilience is built through expecting failure and having a plan for it.

How These Pillars Work Together

Clarity tells you what you're building. Commitment gives you why it matters. Systems make it sustainable. Resilience keeps you going when life happens.

All four are necessary.

If you have clarity and commitment but no systems, you're relying on willpower. It will run out.

If you have systems but no clarity, you're working hard on something unclear. You're not sure if you're succeeding.

If you have clarity, commitment, and systems but no resilience, you'll quit the first time you slip.

Build all four pillars.

BUILDING DISCIPLINE THAT LASTS

The Practical Framework

Now let's talk about how to actually build discipline in your daily life.

This is where the rubber meets the road.

The Daily Discipline Practice

Discipline isn't built in big moments. It's built in small, daily moments.

Every morning when you wake up, you make a choice: Am I honoring my intention today, or not?

Every time you feel resistance, you make a choice: Do I follow through anyway, or do I give in to the resistance?

Every evening, you make a choice: Did I honor my commitment today? If not, what happened?

These small, daily choices compound into discipline.

Here's how to build it:

Morning: Intention Setting

Before your day gets crazy, spend 5 minutes connecting with your intention.

Read your intention statement. Visualize yourself honoring it today. Ask: "What does it look like to live this intention today? What's one action I can take that proves I'm committed?"

This isn't about motivation. It's about alignment. You're reminding your brain of what matters.

Throughout the Day: Moment of Choice

You'll face moments of choice. Times when the easy option is available.

Check email instead of doing important work. Procrastinate instead of having the difficult conversation. Scroll instead of working on your project.

In these moments, you have a choice.

Discipline is choosing your intention.

It doesn't require perfection. It requires presence. Notice the moment. Recognize the choice. And choose alignment.

Some days you'll choose it easily. Some days you'll struggle. Both are okay.

When You Slip: The Reset

Inevitably, you'll slip. You'll procrastinate. You'll avoid. You'll choose comfort over alignment.

This is when resilience matters.

Don't spiral. Don't shame yourself. Don't give up.

Simply reset.

Ask: "What was I intending? Have I lost sight of it? What do I need to do to get back on track?"

Then you recommit. You get back to your systems. You honor your intention.

The slip doesn't erase your progress. It's just a moment. A chance to practice

resilience.

Evening: Reflection and Acknowledgment

Before bed, spend 5 minutes reflecting.

“Did I honor my intention today? If so, celebrate it. If not, what happened? What will I do differently tomorrow?”

This reflection does two things: It builds awareness of patterns. And it celebrates progress.

Because even if you only honored your intention 80% of the day, that's progress. That's discipline building.

The 90-Day Discipline Building Timeline

Real discipline isn't built overnight. But it's built faster than you think.

Days 1-7: Awareness and Reconnection

You're practicing the daily discipline routine. Morning intention setting. Moment of choice. Evening reflection.

You're probably slipping often. That's okay. You're building awareness of the gap between intention and action.

By day 7, you know what it feels like to honor your intention. You know what it feels like to slip.

Days 8-21: Consistency Building

Now you're getting more consistent. Some days you nail it. Some days you struggle. But overall, you're honoring your intention more often.

Your systems are solidifying. The morning ritual feels more natural. Your accountability partner is helping keep you on track.

Days 22-45: Momentum

This is when things shift. Discipline starts to feel more natural. You're honoring your intention more consistently.

You're noticing results. Progress is visible. Momentum is real.

This is where you start believing in yourself. Where the new identity solidifies.

Days 46-90: Integration

By now, discipline has become more automatic. You're not thinking about it as much. You're just doing it.

The systems are integrated into your life. The intention is always with you.

Most importantly, you're seeing how different your life looks when you honor your intention.

By day 90, you won't want to go back.

WHEN DISCIPLINE BREAKS

And How to Restore It

You will have moments when discipline breaks. Times when you fall back into old patterns. Situations where you completely abandon your intention.

This isn't failure. This is part of the process.

But you need to know how to handle it.

Why Discipline Breaks

Discipline usually breaks for one of three reasons:

Reason 1: Loss of Connection to Intention

You've been so focused on the daily grind that you've lost sight of why this matters.

You're honoring your commitment because you feel like you have to, not because you genuinely want to.

And eventually, that kind of obligation runs out of fuel.

Reason 2: Overwhelm or Life Circumstances

Something big happens. You get sick. There's a crisis. Your life gets chaotic.

And suddenly, your systems fall apart. Your discipline disappears.

This is normal. But if you're not careful, temporary overwhelm becomes permanent pattern.

Reason 3: Hitting an Invisible Ceiling

Sometimes you reach a point where your identity hasn't fully shifted yet, but your behavior has changed significantly.

There's a mismatch. And your old identity starts fighting back.

You're achieving things the old you wouldn't have achieved. And part of you feels like a fraud. So you self-sabotage.

How to Restore Discipline

Step 1: Acknowledge Without Shame

You slipped. You broke discipline. That happened.

Don't shame yourself. Don't tell yourself you've failed. Don't spiral into self-criticism.

Simply acknowledge: "I slipped. That's a data point. What happened?"

Step 2: Reconnect With Your Intention

Read your intention statement. Sit with it. Feel it.

Remind yourself why this matters. Reconnect with the deepest reason you committed to this.

Often, reconnecting with intention is enough to restart discipline.

Step 3: Look for the Gap

Where did things break down? Was it:

- Loss of morning intention setting?
- The systems falling apart?
- A specific trigger that pulled you back?
- An unaddressed limiting belief?

Identify the gap.

Step 4: Adjust Your Systems

Sometimes the slip reveals that your systems weren't strong enough.

Maybe you need more accountability. Maybe you need better environmental design. Maybe you need a different trigger or ritual.

Adjust what's needed.

Step 5: Restart Small

You don't rebuild discipline by making grand gestures.

You rebuild it by taking one small action that honors your intention.

Do the one thing. The small thing. And then celebrate it.

That small win builds momentum. One day of honoring your intention becomes two. Two becomes a week.

Step 6: Increase Support

Sometimes the slip is a sign that you need more support.

Maybe it's time to reach out to an accountability partner. Maybe it's time to invest in coaching. Maybe it's time to find a community of people doing similar work.

There's no shame in asking for support. In fact, it's a sign of wisdom.

The Deeper Work: Addressing the Root

Sometimes discipline breaks repeatedly. Same place, same pattern, different year.

This usually means there's a deeper belief or fear underneath.

Maybe you're achieving more success than you believe you deserve, and you're self-sabotaging.

Maybe you're afraid of disappointing people if you're too visible or too successful.

Maybe you're still holding a belief that you don't deserve what you're building toward.

These require deeper work. Work that might benefit from coaching or therapy.

Discipline is powerful. But it can only take you so far. At some point, you have to address the beliefs underneath.

YOUR TRANSFORMATION IS COMPLETE (But Never Finished)

Let me be clear about something important: Your transformation isn't about reaching a destination.

It's about becoming.

You've worked through DISTRACT. You've redirected your thoughts. You've built awareness of what your mind is focused on.

You've worked through DISMANTLE. You've identified and broken apart limiting patterns. You've built new habits and optimized your environment.

And now you're working through DISCIPLINE. You're making real decisions. You're honoring your intention. You're choosing alignment over comfort.

This is powerful work. And it's transformed you.

But here's what's true: You're not done.

Because transformation isn't a destination. It's a way of being.

You don't reach a point where you've "finished" transforming. You reach a point where transformation becomes your normal. Where you're always growing, always evolving, always becoming.

And that's actually beautiful.

Because it means you don't have to stay the same. You don't have to get stuck at a certain level. You keep going.

The procrastinator has become a producer. But the producer can become a leader.

The person who followed through has become someone others trust. But they can become someone who also leads others toward their potential.

The person who honored their intention has built a meaningful life. But they can continue to expand the meaning and impact.

Transformation never ends. You just get better at it.

The Integration

At this point, DISTRACT, DISMANTLE, and DISCIPLINE aren't separate steps anymore.

They're integrated into how you live.

When a negative thought shows up, you don't think about "Oh, I'm doing DISTRACT now." You just redirect naturally.

When you notice an old pattern returning, you don't think about "I'm in DISMANTLE mode." You just adjust your environment and your habits.

When you face a moment of choice, you don't think about "I need to exercise DISCIPLINE." You just choose alignment.

It all becomes one seamless way of being.

And that's when you know the transformation is real.

LIVING YOUR NEW IDENTITY

Beyond Transformation

Here's what happens when DISTRACT, DISMANTLE, and DISCIPLINE become integrated:

You don't think of yourself as someone who's fighting procrastination anymore.

You just are someone who produces. It's not a struggle. It's not effortful. It's just who you are.

You don't constantly manage your thoughts. You naturally think in ways that serve you.

You don't white-knuckle your way through discipline. You naturally do what you committed to because you want to.

This is the deepest transformation: Not changing your behavior despite who you are, but becoming someone whose natural behavior aligns with their values.

You're not a procrastinator trying to be a producer. You're a producer.

You're not someone with low self-worth faking confidence. You're someone who knows your value.

You're not someone fighting yourself. You're someone living in alignment.

What Becomes Possible

When you reach this place, things become possible that weren't before.

Bigger projects. Bigger impact. Deeper relationships. More joy. More peace. More presence.

Not because you're working harder. But because you're no longer working against yourself.

Your energy isn't divided. Your mind isn't fighting your behavior. Your identity isn't contradicting your actions.

You're unified. And unified people are powerful.

The Paradox of Discipline

Here's the beautiful paradox of discipline:

The more disciplined you become, the less you need discipline.

Because discipline is the bridge between who you were and who you're becoming.

Once you've fully become who you intend to be, discipline isn't something you have to exercise. It's just how you naturally are.

A disciplined person doesn't struggle to be disciplined. They just are.

A person with integrity doesn't struggle to keep their word. They just do.

A person who produces doesn't struggle to work. They just do what matters to them.

This is the goal: Not to be constantly fighting with yourself. But to be someone whose natural way of being aligns with your values.

YOUR NEXT STEPS

The Real Work Begins

You now understand the complete framework: DISTRACT, DISMANTLE, DISCIPLINE.

You understand how to redirect your thoughts. How to identify and dismantle limiting patterns. How to set an intention, make a decision, and build discipline that lasts.

You have the knowledge. You have the framework. You have the tools.

But here's what separates people who change from people who just learn about change:

Doing the work.

And here's the truth: Doing this work alone is possible. But it's harder.

Without accountability, it's easy to slip back into old patterns. Without guidance, it's hard to know if you're on the right track. Without support, the inevitable challenges can feel insurmountable.

That's why people work with coaches. Not because they don't know what to do. But because doing it is easier with support.

In my coaching work, I help clients:

Understand where they are in the framework — Are they still struggling with DISTRACT? Ready to move to DISMANTLE? Building DISCIPLINE?

Create a personalized progression — Not everyone moves through these phases at the same pace. Some people need more time in one area. I help you know what you need.

Navigate the invisible obstacles — Things come up that you don't expect. Beliefs that you didn't know were there. Fears that emerge when you start to

grow. I help you work through them.

Build real accountability – So you actually do the work, not just think about it.

Measure real progress – Not just tracking habits, but seeing how your life is actually transforming.

Continue the journey beyond transformation – Because once you've integrated DISTRACT, DISMANTLE, and DISCIPLINE, what's next? How do you keep growing?

Right now, you might be thinking:

- “Should I try to do this all on my own, or do I need support?”
- “How long should each phase take? Am I moving too fast, or too slow?”
- “What if I hit an obstacle I can't overcome myself?”
- “How do I know if I'm actually making real progress?”
- “What's the investment if I want coaching support?”

These are all valid questions. And they deserve real, personalized answers.

That's why I offer complimentary breakthrough consultations.

In a 30-minute call with me, we can:

Assess where you are in the framework – Which areas are you strong in? Which need more work?

Identify your highest-leverage opportunity – What would make the biggest difference in your life right now?

Create a personalized 90-day plan – Specific actions, milestones, and expectations based on your situation.

Explore coaching support options – If you decide you want deeper work with guidance and accountability.

Answer your specific questions – Everything from timeline to investment to what success looks like.

This isn't a sales call. It's a genuine breakthrough conversation. Many people tell me that this one call clarifies more than months of trying on their own.

And more importantly, it gets you unstuck. It gives you a real plan. It helps you stop spinning and start moving.

→ [**SCHEDULE YOUR FREE BREAKTHROUGH CALL WITH BRIAN**](#)

(No obligation. No pressure. Just a conversation about where you are and where you want to go.)

Here's the truth: You've read three ebooks. You understand the framework. You're ready.

The question isn't whether you know what to do. The question is: Are you ready to actually do it?

And if you are, a breakthrough call is the fastest way to get clear on how.

→ [**SCHEDULE YOUR FREE BREAKTHROUGH CALL WITH BRIAN**](#)

Your transformation is waiting. It's not about perfection. It's about progress.

It's not about becoming someone completely different. It's about becoming who you've always known you could be.

The framework is clear. Your intention is waiting. Your decision is calling.

Let's bring it to life.

I'm looking forward to talking with you.

Brian

P.S. — Here's what I know: You didn't read this far because you were curious. You read this far because something inside you knows you're capable of more. That knowing? That's your intention. That's your calling. Honor it. Make the decision. Build the discipline. And then watch what becomes possible.

P.P.S. — The people who transform are rarely the ones with the most time or the easiest circumstances. They're the ones who decide it matters. And they do it anyway. Be that person.

P.P.P.S. — Remember: DISTRACT, DISMANTLE, and DISCIPLINE aren't separate. They're integrated. And integrated people are unstoppable.

REFLECTION QUESTIONS FOR YOUR BREAKTHROUGH CALL

Before you schedule, think about these questions. You'll want to have clarity on them:

1. Where are you in the framework right now?

- Struggling with DISTRACT (redirecting thoughts)?
- Working on DISMANTLE (building new habits)?
- Ready to build DISCIPLINE?
- Trying to integrate all three?

2. What's your biggest obstacle right now?

- Self-doubt?
- Lack of clarity?
- Inconsistency?
- Not seeing progress?

3. What would change in your life if you fully honored your intention?

- In your career/business?
- In your relationships?
- In your sense of self?

4. What support do you need to make this real?

- Accountability?
- Guidance?
- A community?
- Clarity on the next steps?

Having these answers ready will make your breakthrough call even more valuable.



About Brian Marsh — *The Potential Coach*

Brian Marsh has spent over 30 years coaching high achievers through transformation. His Distract, Dismantle, Discipline framework is rooted in timeless wisdom and modern psychology, designed to create real, lasting change.

Through the complete framework, thousands of clients have:

- Shifted from procrastination to production
- Moved from self-doubt to genuine confidence
- Built lives and businesses aligned with their values
- Unlocked their full potential

If you're ready to integrate DISTRACT, DISMANTLE, and DISCIPLINE into your life, Brian is here to guide you.

[\[SCHEDULE YOUR BREAKTHROUGH CALL WITH BRIAN\]](#)