

# THE COOKIE JAR METHOD

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The cookie jar is a place in my mind where I put all things bad and good that shaped me. Some people try to forget the bad in their life. I use my bad for strength when needed, great lessons learned. In that cookie jar, I pull out whatever I need for the task at hand – David Goggins

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## What is the cookie jar method?

Simply put, the cookie jar is a storage container for past achievements and failures that you've overcome. It is something to revisit when you need that extra push, something that keeps you going when you feel like giving up. This can be in your mind or a real cookie jar.

It's about remembering the times that obstacles have been put in your way and you could of given up or you but didn't, the times when you stepped outside of your comfort zone and achieved something. Whatever the case may be and whatever you've overcome this should go in your cookie jar for when things get tough.

## Take action: Stock your cookie jar

1. **The jar:** You need a cookie jar, now if it's for when you are struggling to get work done at home you can buy an actual jar as this will be more useful but, if it's for running or going to the gym, you don't want to be carrying a glass jar with you so create an imaginary one in your head.
2. **Preparation:** Grab a pen and a piece of paper or prepare your mind.
3. **Create your cookies:** Write down, or make a mental note, of all the challenges and obstacles you have encountered, overcome and succeeded in achieving your end goal. No matter how big or small the accomplishment write it down.
4. **Fill it to the top:** Make as many notes as you like and remember to keep topping up your jar as you reach new achievements in life.
5. **Dip in to the cookies:** Whenever you are struggling and have lost faith in yourself, dig into your cookie jar and remind yourself just how badass you are!

