The image features a dark silhouette of a man's head in profile, facing right. The background is a vibrant green with a pattern of white gears of various sizes. A semi-transparent brain scan or MRI image is overlaid on the right side of the man's head. The text is centered over the silhouette.

# MINDSET MASTERY SECRETS FOR OPTIMAL HEALTH

by Carolyn Hansen

# About Carolyn Hansen

.....

**CAROLYN HANSEN** is a noted Holistic Health and Wellness Coach who hails from Whangarei, New Zealand where she owns an Anytime Fitness Gym. She has gained a reputation online as an authority on health, exercise and weight loss matters and is the author of several thousand health and fitness articles along with eBooks and programs that can be found [here](#).



She has devoted more than three decades to the fitness industry, both offline and online, teaching people the simple secrets to getting into better shape, losing weight, and improving health.

Her main goal is to change the paradigm of health care from sickness care to wellness care and will be showing people how to live longer, healthier lives while avoiding the many mistaken beliefs and practices that diminish health and longevity.

She will encourage you to become stronger and stay that way through each decade of your life, maintain your health, wellness and vitality and to ensure your “health span” matches your “life span”.

[Click Here To Discover The Carolyn Hansen Catalogue](#)

# Contents

.....

About Carolyn Hansen	...2
Introduction	...5
Past Failures As A Cause Of Low Self Confidence	...11
The Importance Of Self-Beliefs	...12
Embrace Change To Get What You Want	...14
Taking Stock Of Yourself	...16
How To Motivate Yourself To Get Healthy	...22
A Visualization Tool That Works Like Magic	...24
How This Has Worked For Me	...26
Refuse To Settle For Less Than The Best In Life	...28
The Importance Of NUTRITION - Mess This Up And Nothing You Do Will Matter	...31



<b>The Importance Of EXERCISE</b> - Why You Should Place A HIGH Value On It	<b>...33</b>
<b>The Importance Of VALUES</b> - How They Affect Our Motivation Levels	<b>...37</b>
<b>How To Discover Where Your Health Status Ranks In Your Life</b>	<b>...39</b>
<b>How To Get To THE CORE Of Your Motivation To Get Healthy</b>	<b>...44</b>
<b>Developing Positive Thoughts</b>	<b>...46</b>
<b>How To REALLY Get Motivated To Achieve Peak Health</b>	<b>...50</b>
<b>The Secret To Supercharging Your Motivation To Get Healthy Today</b>	<b>...52</b>
<b>So, What's In It For Me?</b>	<b>...58</b>
<b>Using Reality To Motivate You</b>	<b>...62</b>
<b>What Comes Next?</b>	<b>...66</b>

# Introduction



**IF YOU HAVE EVER** struggled to stay on the healthy diet plan you devised for yourself or commit to an exercise program once and for all, you will have very likely wondered WHY it is that you are having such difficulty with the task.

Well, this program was written to show you why it is that even with the never-ending array of nutrition and exercise plans that are introduced to the public each year, you still find yourself in much the same position year after year—unsatisfied with your current health state, worried about the future, and feeling unsure how to take action to get to where you want to be.

Inability to make progress in this area can be VERY frustrating. Especially as you are likely to have been successful in many other areas of your life—including your career, family, and relationships. You have likely achieved a great deal of progress in those areas.

But when it comes to mastering your eating and exercise habits, you are much more likely to find yourself in a constant state of struggle. Something that you think should be easy to master continually proves you wrong and sends you in a downward spiral of frustration.

In all of this, you must remember that if you keep doing the same thing—you keep doing the same type of program over and over again—you are going to get the same results.

If you want to see different results—you want to actually move forward with your progress, you need to do something different.

Fortunately, I have some good news for you. I have prepared this program in order to help you locate the missing pieces of why your inner motivation to eat right and exercise regularly is lacking.

If your goal is to achieve and maintain the healthiest body you’ve ever had while preventing disease in the future, then this program could turn out to be one of the most important ones you will embark on this year.

.....

I say this with some confidence as we will NOT be exploring yet another diet or exercise program. This program goes well beyond the conventional approaches to health management, as you will soon discover when you progress through these pages.

The ideas you will be exposed to are a direct result of my experience working in the fitness industry, which I have done now for more than 30 years—much of it time spent working directly with people just like you.

The truth is that there are many nutrition and exercise programs that will work if you follow them. They are designed wisely and for those who carry out the protocol, health benefits are realized.

There is no problem getting your hands on the actual information.

Where the problem lies is putting those ideas into real-life action.

In other words, the key is to find a way to DO IT and stick with it.

If you were DOING IT and DOING IT NOW, consistently, I am confident you would be able to achieve real results for yourself, and nothing could keep you from creating that youthful, slim, and healthy body that you dream about.

But for the majority of us, this proves to be more of a pipe dream than anything else. Two thirds of us are overweight, and that number is climbing, so clearly, something is wrong with our approach. It may not be the protocol we are on, but rather, *our approach to using that protocol*.

The problem, in my opinion, is that there is very little focus on the MINDSET required to achieve long term success in the art of health and well-being.

Too many “teachers” will tell you how to live your life for improved health and well-being, but they will not teach you how to stick to the path once you are on it.

What I find is that for most people, it is NOT a straight path, and it is very easy to wander off the path and not be able to find your way back.





.....

From the day you are born, you are developing habits. You take on habits of your parents, your friends, and your role models. If you've been surrounded by unhealthy people all your life, chances are, you are very similar to them.

To break these habits is hard. And that is why you struggle. Not because the approach you're using wasn't good enough. Not because some "magical" supplement didn't work. Not because you have bad genetics.

It's because you have conditioned yourself to, in a sense, fail. You have trained your mind and body to want things that are unhealthy for you and now trying to tell it something different is very, very difficult.

It fights you. And, most people give in.



For many people, their path to ultimate health and well-being involves a great deal of trial and error, which stretches over a long period of time. It is also not easily learned. Especially as it is quite difficult to convey the essential HOW (to do it) that needs to be clearly understood before one can put the process into action and benefit from it. Nonetheless, that is EXACTLY what I set out to do when I sat down to write this program.

I am taking a leap of faith that somehow I will manage to convey the essence of the process, despite the limitations imposed by having to write down something that is in large part intuitive and difficult to translate.

In the pages that follow I will be attempting to provide you with the tools you need to learn the HOW bit that I have eluded to already—how to follow through with the ideas you learn about healthy living, since “staying on the path” is arguably the hardest part.

.....

You will also need to take a leap of faith. Faith that you can tap into the SAME source of inspiration that I am able to tap into to keep myself and my clients on the path to successful health and lifestyle improvements. The great news is that what one person can learn to do, so can another, so put your anxiety aside and start believing in yourself. *You can do this.*

What I am really talking about, of course, is tapping into a well-spring of motivation. But even more than that, creating the motivation out of thin air and riding it for all it is worth.



Motivation is the really elusive piece of the puzzle. But once you have it in place everything begins to seem so much easier. Motivation is the loss of resistance to change. This is the thing that everybody wants, but few know how to achieve.

But that is exactly what this program is all about.

Once you have tapped into that motivation, staying on track for the long haul becomes that much easier.

If you count yourself among the two thirds of the population that falls into the “at-risk” for disease category—if you feel that you are stuck, or trapped, in a corporeal form weighed down by too many years of unhealthy choices and bad living—no one would blame you for thinking that your feel-bad body has failed you, and let you down somehow.



.....

The more important point, which I can infer because you went out of your way to pick up this program, and you are still reading it now, is that you understand you need to find the motivation to start getting healthier, even though that goal may have eluded you until now.

You also understand, not surprisingly (I hope), realize that in order to lead a long and healthy life, you need to stop putting so much junk and highly processed food into your body.



What many people fail to realize is the #1 contributing factor to a wide number of different diseases is 100 percent entirely within our control.

That factor?

Your food choices.

Most people will dread the thought of going on any sort of “healthy eating plan” because they know from past experience that it can be a soul punishing experience. You probably feel exactly the same way.

Despite this, the truth of the matter is that most of us already know how to eat healthy, and any basic approach designed to remove processed food from your diet and encourage more balance from all 5 food groups—lean proteins, whole grains, fruits and vegetables, healthy fats, and dairy, will work. At least for the short term.

The real problem is that this is often as far as people are able to take it. They simply do not know HOW to put this knowledge into action by creating everyday meals that work for them and their health.

So while they know that stopping at the drive-thru for that double cheeseburger with fries is doing nothing for their health, they don’t know how to do it any other way.

This is why 95 percent of people cannot stick to a healthy eating plan. They think that preparing and cooking proper meals will take hours and hours each week is just not something they have.

What's worse is that the minute you start banning certain foods—you tell yourself you will only eat vegetables and proteins each day and no sweet food will ever pass your lips again, is the minute you *obsess* about those sweet foods.

While before you felt like you always wanted them, now you feel like you *need* them. 24/7. It's all you think about.



Realize that being healthy does not mean feeling deprived. It's about balance. Those who go to any extremes will likely never succeed—unless of course you truly do not want to have the odd piece of chocolate or slice of cake from time to time.



Most people do, so the key is learning how to eat these foods on occasion and in moderation. When they are no longer on the “banned” food list, making healthier choices the rest of the time gets that much easier.

The root of your problem with sticking with a healthy eating approach will not be magically removed through the application of the latest nutrition or exercise program. Nor will a New Year's resolution, a few CD's or videos, or a new gym membership get the job done.

These are mere expressions of the **PROCESS** to achieving your goal. But until your mind is working with you, no progress is likely to be made. You need to *personally decide that this is what you want. Not because you “should”, but because it is what YOU want.*

# Past Failures As A Cause Of Low Self Confidence



**PAST FAILURES WITH MAINTAINING** a healthy eating plan and workout program can accumulate and have a huge adverse effect on your self-confidence and your self-beliefs about your ability to succeed with your efforts.

This can cause a snowball effect and eventually, you lose the ability to muster up the much-needed motivation to lose weight. You simply run out of horse-power deep inside. It's so much easier to say "What the hell? Why am I even bothering?"

Past negative experiences can foster damaging beliefs like "I can't eat right", or "I'll never overcome my genetics", or "I'm already too far gone", or other equally harmful thoughts.

This kind of thinking kills our motivation and stops us from trying again. No-one likes to keep banging their head against a brick wall.

Could junk thinking have been what's gotten you here in the first place?

It is important to accept and acknowledge your struggle with food, and that your current state of health has likely come from harboring some bad ideas and attitudes about food and exercise.

Your body listens to your mind, so be very careful what you tell it.

This could be misinformation about nutrition and exercise that you have inherited as "accumulated wisdom" through the years. Or it could be plain old self-delusion. I call it junk thinking and if you have it, it will cause you to self-sabotage yourself time and time again no matter how many diets or exercise programs you begin.

# The Importance Of Self-Beliefs

.....

**IF WE CONTINUE TO** keep failing at something, like staying on track with your nutrition plan, we tend to beat ourselves up. If we do this enough, the image we have about ourselves changes. We feel less good about our capabilities, and this in turn damages our self-esteem.

Without a doubt, your self-esteem is an integral, foundational key to your long-term, lasting, health promotion success.

**Your self-esteem plays a huge part in whether or not you will:**

- Place enough value on yourself to transform your body, and thereby transform your life
- Take the necessary action to create that transformation

If your self-esteem is at a low level you will not value yourself enough to truly GO FOR IT in life, much less allow yourself the freedom to live in a fit, healthy, and strong body. You will not believe that you deserve to have that. In fact, if you cannot even imagine it, you certainly will not be able to believe that it is an attainable goal for you.

**Fact:** People do NOT get what they want in life, they get what they believe they deserve.

You can WANT to have a fit, strong, healthy feel-good body for the rest of your life, but if you do not take action to transform your inner and your outer self, so that they are more in alignment, you will continue to have low self-esteem. This will not help you reach your goals.

Low self-esteem will keep you stuck, frustrated and unhappy.

.....

Low self-esteem will only serve to drag you down, and it will hold you down, all the while slowly equalizing to itself the other parts of your life so that so that you end up with a plummeting social and career life, and an overweight, unattractive, feel-bad, unhealthy body.

“ Low self-esteem is like driving through  
life with your hand brake on.

Maxwell Maltz

If this seems to describe your own situation then the KEY to overcoming this problem is to first realize that these beliefs are completely FALSE and invalid. The truth of the matter is that there are probably millions of people who have been in exactly the same position as you, who have successfully swapped their feel-bad, disease riddled, injured body for a new feel-good fit, strong, energetic and HEALTHY body.

They have turned their health around, and more importantly, they are living this way every day forward. If others can do it, then why not you?

## The other side of the coin – high self-esteem

When you have high self-esteem you will find it takes very little effort to:

- Take healthy, consistent action steps to improve your eating and exercise habits to improve your health or combat disease and manage any conditions you currently have.
- Believe that you deserve to have what you want... and then GO GET IT.
- Seek out a proven road map to follow that will solve your dilemma once and for all to create a fit, healthy, strong body for yourself – without the struggle.



# Embrace Change To Get What You Want



**IT MAKES SENSE THAT** we must make changes to get what we want from life.

To improve health we have to accept that we have to take some ACTION. We have to eat and exercise in a different way than we have in the past, and we have to be consistent with those actions, day after day.

We have to commit for good and maintain motivation even when it seems like we aren't making progress because at times in this health journey, progress is not noticeable over the course of a week, but only becomes clear after months of effort have been put in.

In order to succeed, these actions have to be doable if we are to finally unhinge ourselves from our current situation and move on.

You may have heard this famous quote before: "If you think you can, or you think you can't, you are right." I believe Henry Ford said it.

Well, it is true, and that should excite you because it means you are the one who really holds the key to making YOUR dreams come true. This is the dream of finally getting to live in a fit, strong, healthy body—and to be able to do it without all the struggle that people usually endure. The best part of all? You get to keep that body for the long haul.

The reality is that if you feel stuck and trapped in a feel-bad, at-risk-for-disease body, it is because YOU are the one with the STUCK thoughts—the ones that are holding you where you are right now. But like I said, you should feel excited, because I am going to address this situation and change it for you.







When you decide to learn HOW to think your own thoughts differently, and change the beliefs that are keeping you stuck in a body that isn't healthy, it will be at that point that you start thinking new, freedom-forming thoughts that will set you free from the on-going struggle with yourself.

When YOU take responsibility for the fact that YOU have created the very same body that is causing you so much trouble and worry, you will be able to see that YOU are the one with the power to change that. No one else has that power.

But just because you step up and take responsibility for where you are now does not mean that your predicament will magically change overnight. There will be things you need to master before you can help yourself.

For example, you will need to learn HOW to change your thoughts and beliefs—the very ones that got you stuck in that in-need-of-improvement body in the first place.

If you don't do THAT, you will just keep going round and round on that hamster wheel of frustration and struggle.

It may seem something like a revelation to you when you finally discover why it is that in the past you have started new nutrition and exercise programs only to quit them when you came to the first hurdle.

After all, simply adding layer after layer of action (new nutrition or exercise programs) on top of a foundation of faulty thoughts and beliefs can only continue to give you the same results you have been getting.

We have to be willing to change, but those changes have to be easy and effortless. If they are not, we will not be able to stick with them. But if we never TAKE ACTION to eat and exercise in a different way one thing is for sure, we will never improve our current situation, and that will surely limit who we are and who we might become.

There are some tools that we can use to help us change our thoughts and beliefs. Some of the tools that I am about to present will resonate strongly with you when you implement them and allow them to go to work for you.

Some may not seem quite so important, but I urge you to keep an open mind since the more of these tools you take on board the more effectively you can change those problem thoughts and beliefs, and the stronger your motivation will become. This is what will help you to drop body fat effortlessly. So, let's get started...

# Taking Stock Of Yourself



**TRY TO IMAGINE** for a moment what your life is going to be like if you don't get healthier—or worse, if you continue to experience more and more poor declining health or current disease.

You know what you feel like now and all the problems you face, but how will this progress 6 months, 1 year, 2 years from now? How does this make you feel?

Focus on this image in your mind.

You know you don't want to feel any worse, so how much more intensely will you not want it in two months or twelve months' time when things will have very likely progressed and gotten worse?

Is this acceptable to you?

Now switch the mental picture to the opposite side. Think about what it would mean if you could actually DO it (successfully stick with a healthier eating plan and combat any health issues you are currently facing).

Where will you be two months from now, or one year from now? Imagine that healthy, happy feel-good body doing all the things you want it to in life—pain free and energized.

How will you feel? Pretty great, huh?

Doing this exercise can boost motivation levels, and the more you do it, the more you will move in the direction that you want to move. It will help you to start believing that this is all possible to achieve.



.....

Here are some more very simple and powerful questions you can ask yourself today. Think of it as an opportunity for YOU to GET REAL with YOU.

1. How many healthy eating and exercise plans are available on the market today?
2. How many health and lifestyle focused fitness trainers are available to you on the market today?

Is it clear to you that number one and two questions above relate only to the physical action that must be taken in order to achieve your goal of improving your current health status?

The number in no way relates to whether you will be able to implement ANY of this physical action at all, because it has NOTHING to do with implementing the right MINDSET.

Of course, I agree that there must be physical action, consistent physical action with how you eat and how you exercise in order to get the results you want.

However, if you do not actually DO IT because you are not mentally prepared for it, then how will you ever get what you want?

**Now, answer this question for yourself:**

**Question:** Given the massive number of healthy eating plans /exercise programs readily available on the market today, along with the fitness professionals who are 100 per cent focused only on the physical action...

If eating/diet and exercise (physical action) was the answer, if it were truly the solution, then would any of us be overweight today?

At this point, if I am lucky, you may have just had one of those “ah ha” moments where a light bulb goes off inside your head, and something occurs to you that had never occurred to you before:

If a physical action plan were enough, would ANYONE be overweight?

In other words, if it really is all so darn easy then why doesn't everyone simply DO what they know how to DO?

.....

Even if you did not have all of those fancy exercise programs, healthy eating plans, books, CDs, videos, the gym membership, and all of the rest of the information you have collected over the years on how to achieve lasting health..

Even if you have none of those things in front of you, would not your common sense tell you that eating quality whole foods, drinking clean water, and doing some regular exercise would be good for your body improve your health and help to prevent disease?

You know it would. But what good does that knowledge do you, without you consistently acting upon it?

**The simple truth:** It is not about the physical action plan. It is about what we DO with it. Stop seeking for the next best approach and start seeking a way to simply *do an approach*.

If you are living with deep seated beliefs and fears that send you into self-sabotage over and over again, and which wreck your efforts, if you are not even able to get yourself started much less be consistent in your actions, then you must see by now that getting to your goal of not only getting onto a healthier path but staying that way is a tall order.

Is it any wonder that you feel frustrated, discouraged, confused and unsure about what on Earth is the solution to all of this?

Well, here it is in a nutshell—the key is your master control center. Your own brain. Your mind. Your inner programming.

Now, for a moment imagine that you have the mind of a healthy, doctor turned personal trainer who knows all there is to know about peak healthy living.

She has the mental thought processes that allow her to do—and keep doing—all the right things to maintain the healthy, slim, disease-proof body—the one that keeps her looking healthy and fit at all times.

Let's say you had access to and could download the software that runs her brain in the area of nutrition and fitness, and you could install that same software into your own brain.

.....

The reason you would be interested in doing this is that the mind software she is running is something that you do not have access to at the moment.

How do we know this to be true? Well, look at her healthy, fit, and strong body. Does your body look anything like hers?

Now, let's imagine that this same healthy, lean, fit individual was running the exact same software that you are currently running.

Yes, she would end up with the body and health conditions that match your own.

But don't fret. We can give ourselves that magical software upgrade, and that is what this program is all about. We can change the software, and that is the KEY to helping you to achieve the body and the health you desire.



Once installed and running, the software will magically start working for you—and just like magic, that healthy body will “appear”.

But the REAL magic in all of this is that you will finally **get out of your own way!** You will no longer fight yourself, eat the wrong types of foods and too much of them, avoid exercise, sabotage yourself, stop yourself from getting started or stop yourself from continuing with your plan of action.

Once you have upgraded YOUR software you will automatically become the person who has no problem taking the actions that lead to the body you want.

All this comes by changing your mind—the software running your brain.

change your **mind**  
change your **body**  
change your **life**



.....

This is what I do with my clients, and now I want to do it with you. I want to upgrade your software so that you can go to the next level by yourself, all without a fight or a struggle because your software is now appropriate to achieving and maintaining the kind of body that you want for yourself.

Until you get to THE CORE of why you are not already taking the necessary consistent healthy daily actions to create the body of your dreams, then no nutrition or exercise program can “fix” the symptoms you are having to deal with—which is your unhealthy feel-bad body.

Without action, nothing changes, and until you are able to stay consistent with those healthy actions, how far do you think you will really get—and how healthy will you really stay into the long-term future?

After all, you don’t want to keep going around in circles over and over again. Getting healthy and then falling off the program.

Instead, you want to unlock a new YOU—a YOU that stays healthy without thought.

This is the reason you picked up this program to begin with.



So, if you are serious about getting the body and level of health you want then hang in there because we are just getting to the good stuff...

Getting to the root of why you are not taking healthy consistent actions that have the power to permanently solve your body and health problems is our main priority here.

Once the reasons for this state of affairs has been uncovered you should be able to achieve that body of your dreams. More importantly, you should be able to KEEP IT FOR GOOD.





When the change has been achieved you will find that you are drawn to healthier foods and a healthier lifestyle. If you want to have some chocolate, or a cookie, or a piece of cake, you will be able to have that without the fear of eating the whole bar of chocolate or the whole cake or packet of cookies.

You will be effortlessly in control and will not feel the urge to lose control and go back to your “old ways” where over-indulgence in food was commonplace, setting yourself up for diabetes and other health problems along the way.

Just imagine how fantastic it will be to no longer be a slave to food or your weight? I want you to love the body you live in, and you will, once you get more motivated to ditch the bad habits for good.

# How To Motivate Yourself To Get Healthy



**WE HAVE IT BACK-TO-FRONT** when we want to improve our health. We tell ourselves that we will feel better about ourselves after we make those changes that need to be made. But it does not work that way, we need to feel better about ourselves **SO WE CAN GET HEALTHY IN THE FIRST PLACE.**

Wanting to be healthier but having little or no motivation to do what it takes can be such a frustrating experience. Often people don't even know why they are not motivated—or what they can do about it.

Problems with motivation levels are often caused by the part of you that instinctively resists change (the assumed to be safe option).

Here's why this can happen, and what you can do about it...

## Lack of self-sufficiency

The very first step in becoming more motivated is to convince yourself that you genuinely have plenty of valid reasons for wanting to feel better and improve your health. For most people, being told by a partner, a doctor, or friends that you're at risk for disease or need to start living healthier is not going to help you at all.

You need your very OWN reasons for getting healthier. The reason for this is that when others try to impose change upon you it only serves to strengthen that part of you that wants to remain the same. This is because most of us have an independent streak and just don't like being told what to do by others.

.....

So to make REAL change in your life, YOU are the one who must supply the reasons for doing so. It is ALL about YOU, and now we will look at just where YOU fit into the big picture of getting into better physical shape, improving your health, and preventing disease.



# A Visualization Tool That Works Like Magic



**I AM GOING TO** present a visualization tool that might seem a little strange the more we get into it. But for now, try to keep an open mind and play along. At the end of it, I'll detail more about the origins of this technique and why it has worked so well for me and for many of my clients.

Picture in your mind a horse and cart and imagine for a moment that this is an abstraction of all that is YOU. Your physical body is the cart (piled up with your broken-down body and other possible baggage). The horse is your mind. We want the horse to get the cart moving and keep it moving towards the place we want to end up (which is fit, healthy and happy).

The only way to ensure this is to look after the horse first and foremost. The performance of our horse is the absolute number one priority. This means we have to give that horse our utmost care.

We have to feed it properly with the correct type of food—every single day. We have to make sure it has clean water at all times. We have to give it enough physical movement so its muscles are strong enough to pull that cart day after day. We also need to give it time to get quality sleep so it can renew itself and make sure it's not too stressed and overburdened with our demands.

When we look after our horse the way it deserves to be looked after, we can be fairly sure it is going to be the strongest most capable horse it can be, and will pull that little ole cart with strength and speed. The horse will get the cart moving and keep it moving in the direction we want to go, and do it in the fastest possible way.

If we neglect our horse, well, you can guess what is going to happen, can't you? That cart is not going to be going anywhere soon, as the horse will weaken, become sickly, flabby, and won't even feel like moving at all, much less pull a cart.

.....

It's really quite amazing, the results you get once you recognize and begin to take better care of your horse. Right now, do your best to visualize a picture of YOUR horse.

Can you see it standing there with the cart hitched to it? Is it sleek and strong with its head held high? If it isn't, adjust that picture so it is sleek, healthy and strong, and then hold on tight to that picture.

You will need to be able to instantly recall that picture from now on, every day. Multiple times each day, as you eat and move in new and better ways.

This is the very core of your mind—your inside—your inner programming. THIS is the way to get permanent results with your weight loss efforts.

This is something you will never find offered in any nutrition regime or exercise plan. The actual eating of healthy foods is just the physical component, and physical action is responsible for about ten percent of the changes you bring about in your body when you attempt to get healthier and prevent disease.

Ninety percent of the work that must be done is on the inside, making your horse better, stronger and fitter.

**That's if what you want is to:**

- Make the changes required to how you eat and how you exercise
- Stay consistent
- Feel great about YOU in all aspects of your life, including both the physical as well as the psychological/spiritual.

# How This Has Worked For Me



**BEFORE WE PROCEED** with exploiting this visualization tool for all it is worth, and it really has worked incredibly well for me over the years, I feel that it is worth spending a moment to tell you about its origins. After all, I am going to be talking about that horse quite a bit in what follows, so I would like you to understand why.

My personal struggle with my body and the heavy weight I was at ended many years ago when I learned about the horse. Once I discovered it (or created it in my mind) that was all I needed to be able to stop and think clearly about the little things I was doing that were adding up and pushing me toward being what I did not want to be, which was overweight, unhealthy and frustrated about my inability to control the situation.

I think the horse visualization sprang into being and seemed natural to me because I am an animal lover. I have several animals I care for as pets and my commitment to ensuring their long-term health and enjoyment of life is very high.

Also, as a child I grew up in a rural setting, where I had a lot of exposure to farm animals. So for me, the horse was the perfect fit for my visualizations.

Adding the horse to my life just meant that I had another (imaginary) animal to care for. So it was easy and natural for me. Every time I thought about eating something I should really be avoiding, or thought about missing a gym session, the horse seemed to pop into my mind. The thought of neglecting it was enough for me to turn away from the negative action and pursue a positive one.

Before this point in my life I was much more inclined to neglect myself (I ate the wrong types of foods and too much of them, and I did not get in enough quality exercise). But once the horse was in my mind I was much more motivated to take good care of it.

I still use the horse visualization today, many years later. I can conjure it up in a heartbeat—black with a shiny coat and a proudly arched neck.



.....

I've shared the horse with you in the hope that you too can use it to change and improve your own life, and at the same time acquire that body that's fit, healthy, and disease free. It is hard to believe that something so simple can have so much power, but it can.

Self-visualization is such a powerful positive technique that top athletes, or anyone wanting to improve certain areas of their life, are able to use it to help them get what they want. It works perfectly for increasing motivation to get healthier, and the more you use it, the more effective it becomes.

Other people I have worked with have found that just using the horse along is not enough—they need more help to stay on the right path, so I will explain alternative strategies in a moment.



The KEY is to find one or maybe two of the tools outlined in this book and get them working for you.

Now, let's return to the visualization process again, and begin to put that horse to work...

# Refuse To Settle For Less Than The Best In Life



**ONCE YOU GET A PICTURE** in your mind of that sleek, shiny, healthy horse pawing the ground with its hooves, so keen to get moving, you will start to see that living the remainder of your days in a feel-bad, unhealthy, unhappy, and disease-riddled body is simply not an option for you.

To reach your fitness and health goals you must GO AT IT from the point of view that settling for anything less than the best for yourself is nothing less than disrespectful and undeserving of yourself.

You are worth way more than that.

This is about making up your mind and deciding that YOU really do deserve the best. That means you deserve to look and feel your best, you deserve to enjoy excellent health, greater mental clarity, more stable emotional health and high levels of energy, all bundled up in a fantastic body. Really, you need to decide that you will not settle for anything less than this.

Treat it like a birthright that until now you mistook for an “option” that would be nice if it had dropped into your lap. Hint: nothing good in life ever simply drops into your lap—you must decide what you want from life, and then go GET IT.

Do not be like most people who settle for less than they should from their life. Let OTHERS make the mistake of not placing their health at the top of the totem pole of priorities and instead take it for granted.

Let THEM suffer poor health and end up with diseases that burden them not only physically but emotionally as well.

.....

## These People Are All Approximately The Same Age *Which Life Are You Designing?*



*This One...*



*Or This One?*

Yes, it would be great if you could help others see the light too, but the truth is that the only person you have total control over, the only person that can benefit from your passion to live a much higher quality life, is YOU.

You have the power to flip the switch to go after something BETTER for yourself and your life. In doing so, you refuse to settle for less than you should. This means that you will not settle for spending the remainder of your days trapped in a body you are not happy with. You will not spend your days enjoying anything less than excellent health and levels of energy.

Even if you have never in your life made your health a priority, you can begin TODAY. It is never too late, no matter what your age, to begin benefiting from making good decisions about how to live your life.

The moment you GET IT and start acting on this truth is the moment you no longer belong to the crowd that is willing to settle for less than they deserve in life.

When you decide to ditch your “feel-bad” unhealthier-than-it-should-be body and go after a feel-good, strong, energetic, and fit body, you do more than just decide to put into effect a health enhancement program that will pay off.

You also make a declaration about who you are and what you are prepared to accept for your life. It may as well be tattooed on your forehead for all the world to see, it is that apparent in the nature of who you have become.

No longer will you settle for making an adjustment or two so any conditions you have are simply tolerable. Now it is about putting your health first. It is about looking after YOUR horse.



This means you will no longer entertain any notions of embarking on short-term quick fixes and useless exercise regimes that have no chance of providing you with long-term health boosting results.

Instead you will be choosing a healthy eating plan and a proper strengthening exercise program—both of which are sustainable long-term and can be maintained as part of your lifestyle—all without the struggle.

The benefits of this strategy are many and far-reaching in their effects, and you will finally be able to get off that dreadful merry-go-round of ill-health while avoiding the negative feelings that accompany each fruitless cycle.

# The Importance Of NUTRITION

- Mess This Up And Nothing You Do Will Matter

.....  
**THINK LONG TERM:** aim to choose a healthy eating plan that will work for you.

It is worth keeping in mind that you could work out every day, and have motivation levels coming out your ears, but if you are constantly providing your body with poor nutrition you will continue to GAIN weight and see continual health problems. Nutrition is that important.

Most people who wish to get healthy will often choose very restrictive programs that are almost impossible to stick to after the first week or two. Sure, they want to lose as much weight as possible to reduce their risk of disease in the shortest possible time.

But, you must ask yourself, at what cost? Sure, you might lose weight on those extreme approaches so you think you are at a lower risk of heart-disease and diabetes, but if that diet was so unbalanced that now you're suffering from nutritional deficiencies, you may be putting yourself at risk for new conditions such as anemia, osteoporosis, and low energy levels.

This approach is flawed. It is just not sustainable. Most of the weight lost will return shortly after the diet is abandoned and you are back to square one, only even less healthy than when you first started.

You should think of a quick fix plan as a Band-Aid for your symptoms—which is being overweight and feeling like you've lost control of your body, both of which may well be true.

While you may lose some weight to get closer to an ideal healthy body weight when you throw yourself into a restrictive diet plan, it is not something you can stick to long term.





.....

You will most likely gain all the weight back, and you may even end up heavier after the “program” than before you began it.

So, our new way of thinking has to be all about the PURPOSE of going on a healthy eating plan, which should always involve long-term thinking. The goal is always to provide ourselves (and our horse) with the highest quality nutrition. This is what we need to be strong and energetic.

We need to be able to pull our cart all day and not get too tired, or sluggish, which would slow our progress toward our ultimate goal, be it to lose a few pounds or completely transform our body.

The eating plan solution that will work best for you is one that will move you closer to your desired health level, but also help you keep motivated to stick with it. The number one question to ask yourself is this: “Could I stick to this eating plan for the next two or more years?”

If not, then it is probably not the right plan for you. The time spent getting your eating plan sorted out (even if it takes weeks or months) is never wasted time because the right plan will make the process of losing excess body fat and keeping it off a much more enjoyable and smoother process.



# The Importance Of EXERCISE

## - Why You Should Place A HIGH Value On It

.....

**UP TO THIS POINT** I have not said a great deal about exercise, other than to imply that you need to be doing it as part of your effort to get healthier. So, in this section I am going to linger for a little on why this should be such an important element of your overall action plan.

If, when you go through the questions in the self-motivation strategy sections to follow, you discover that exercise does NOT rate very highly on your totem pole of life priorities then I strongly suggest you rethink this and perhaps return to this section to remind yourself why.

Let me spend a moment telling you why you don't want to depend totally on rewiring your attitude towards food for all of your health improvement efforts.

There is something like an 85 percent chance that you are one of the millions of sedentary workers that spends the majority of their day stuck sitting behind a desk, or a keyboard. If that wasn't bad enough, chances are also very high that once you leave work you do little better at home, and likely spend the evening sitting as well.

You might surf the web, you might relax in front of the TV. If you are spending some portion of the evening exercising to make up for the time you spend at work bound to your desk, then you are exceptional. The fact of the matter is that most of us are sitting motionless for the majority of our waking hours.



It is easy to think this is normal behavior (in our modern world it really is) and that it is therefore okay (a big NO on that one). The trouble is that we tend to lose sight of what this reduction in physical activity actually means for the human body.

.....

Evolutionarily speaking we were built for movement—and plenty of it. For all but the last 100 or so years of our 2.5 million years of evolution we spend most of our day running around doing one thing or another just to be bringing in enough food to survive.

Unfortunately, now that we have stopped moving it is easier than ever to lose muscle mass and replace it with fat.

One of the consequences of this is that our hormonal system suffers. Hormones control much of how our body and mind functions from day to day, and some of them are normally only released during vigorous physical activity.

I could tell you about all of the hormones that are stimulated by exercise which increase the renewal of cells and tissues in the body or fat burning throughout the day. Obviously this is important to your fat loss results if losing weight is something you are interested in. But at the moment I just want to discuss how exercising affects your MOOD, since motivation levels can be substantially affected according to how you feel psychologically.

As an example, endorphins are nature’s “feel good” hormones. They are manufactured in the brain in response to many things, including physical activity. Endorphins calm you, and relieve stress. They elevate your mood long after the exercise session has stopped, and therefore make it much easier to follow the ACTION STEPS that you know you must take to achieve your goals. Endorphins help to keep us mentally and emotionally stable.

Unfortunately, the widespread lack of exercising we see today in the general population has in part been responsible for a sky rocketing increase in depression (especially among women) and the prescribing of drugs to combat the condition. Close to 10 percent of the western world now takes mood-enhancement drugs for a once rare condition that is now very common.

One of the consequences of “loss of happiness” (which is how people will describe the feelings that go with lowered endorphin levels) is the desire to replace what has been lost with “filler”, which often comes in the form of comfort food - chocolate, ice-cream, jelly donuts... Emotional eating can really get in the way of any attempt to follow a sensible healthy eating regimen.

So adding exercise to your series of ACTION steps does more than simply help you to build fat-burning muscle tissue, it conditions the brain. Exercise helps to lessen those food cravings. It elevates self-esteem, and reinforces the idea that the new way of thinking that you have implemented recently is working for you.

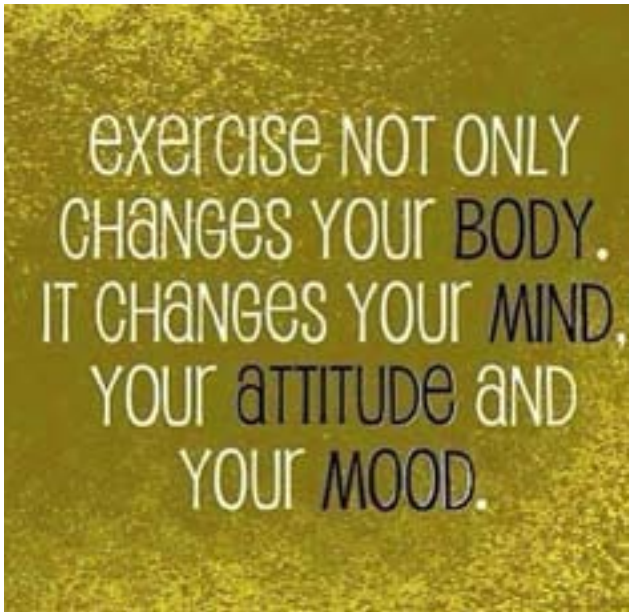


In other words, physical activity helps dissolve any “empty feelings” and provides you with a sense of more power and control to knock your body back into shape.

Exercise is so often an overlooked tool in the arsenal of health promotion strategies available to you. Here are a few more reasons why you should make it a regular part of your lifestyle.

#### **Proper exercise will do the following:**

- Balance your body’s hormones. These are the chemical messengers that tell your body to store fat or to burn it up for energy. The better balanced your hormones, the quicker and easier it is to lose weight, therefore reducing your risk of heart disease, diabetes, and stroke.
- Boost your metabolic rate (your body’s engine). When you have a more efficient metabolism you burn more fuel (calories) every minute of the day and night, preventing high cholesterol levels and other body weight problems associated with disease.
- Reduce stress, tension and anxiety.
- Release “feel good” hormones that boost feelings of well-being.
- Help you to be happy with your lot in life—optimistic, enthusiastic, cheerful and positive.
- Make you feel good—helping raise your self-esteem and improve your quality of life.
- Promote your overall health.



Many people regard exercise as just another tool to help them look better. But the real power of exercise comes from making you feel better. If you feel good, then everything is easier—being active, eating better, getting tasks completed, being a better parent, partner or friend.

If you want proof of this just ask someone who is active and see what they say. Chances are, they will tell you that exercise plays a big part in the way they feel. Looking good physically is just a bonus.

Exercising, therefore, is a powerful means to strengthening your self-motivation, right down deep at THE CORE. When you harness the power of exercise and get it working for you, you will find it is so much easier to get yourself moving, to make better food choices, and to do the things you need to do to reclaim your strong, healthy body.

# The Importance Of VALUES

## - How They Affect Our Motivation Levels

.....

**OUR MIND SOFTWARE** determines the priorities we place on our everyday tasks and activities and the values we associate with each of them. This affects what and how we eat, and how active we are from day to day. This in turn affects our very health status. Our food and exercise related values and priorities effectively run our life, for better or worse.

If our body has become unhealthy or overweight it is likely that not enough value has been placed on the lifestyle behaviors that keep us fit and healthy. If this was not the case these behaviors would already be integrated into your daily life.

Eating quality (non-processed) foods and engaging in proper (strength building) exercise is vital for not only losing weight but KEEPING IT OFF and maintaining better health for years to come. So the first thing we need to examine is how much value and priority you are currently placing on these two important behaviors.

If you are presently unable to formulate a sensible plan for eating and exercise, and stick with it, the most likely reason for this is that you lack the motivation and drive in your life to deal with the issues that surround it (like being overweight and stressed about the health you are in). You have fallen into the same trap that so many people do by simply not placing enough value on their health.

Let's also not forget that we have our horse to look after. We want the best for it, because our horse is the means by which we get what we want from life. It is our primary means of transportation, not just in space, but time.

To get to your ninetieth birthday you are going to have to place a high priority on what you feed your horse and how you exercise to keep it strong. Your horse is the KEY to increasing the value of your health and fitness, and ultimately losing the excess body fat and reducing your risk of disease.



.....

The good news is that as we nourish and strengthen our horse (yes, I am talking about both YOU and ME dear reader) we AUTOMATICALLY move easily and more naturally towards the things that we place a high value on in our lives.

When we make a conscious effort to increase our health values, then the ideas of eating healthier and getting enough proper exercise AUTOMATICALLY go up a few notches on the totem pole of priorities.

This in turn pumps up our motivation to get healthier. So, if you are not feeling this right now in your life, or you have lost it, the first thing to do is to think of the horse again.

Keep the horse in your mind, and remember that you will want to feed it well and exercise it because you care about this horse. The better you take care of it the higher your motivation levels will become, and soon they will become unstoppable.

the  
difference  
between  
who you  
are and  
who you  
want to  
be is what  
you do.



# How To Discover Where Your Health Status Ranks In Your Life



**THE MORE WE ANALYZE OUR** values and priorities, the easier it is to modify them and elevate their status so that we can give them the importance in our lives that they deserve.

To that end, I want you to ask yourself the following questions. Write the answers down on a piece of paper with a pen. Avoid typing out your answers on a keyboard as that is not nearly as personal as the physical act of writing, and we want this process to be VERY personal.

## Question (1) :

**How important is it to you to be able to go through life in a feel-good healthy body?**

We all have important priorities in our lives involving family, career, relationships, socializing with friends, leisure activities and so on. What we are trying to achieve here is to become more aware about what elements of our lives currently have priority over all the others.

Often we are so busy living our lives that, for the most part, we are not really consciously aware of what is truly important to us.

But until we DO know, it will be difficult to change the status quo.

Write down all the things in your life on which you place value, then organize them into a list in the order of their priority.

### To get this done:

- Make a list of all the priorities in your present daily life that you can think of. If it helps, write a number from 1 to 10 next to each item, with 10 representing the highest priority and 1 representing the lowest (those are the ones you had trouble deciding whether or not they should be added to your list).

- Next, take the list and write it out again, but in order of highest to lowest priority. So those things you consider to have the highest priority will be at the very top. Then comes the second highest priority, and so on.
- You want this list of prioritized items to be based on your current daily ACTIONS. Do not rank the priority of an action based on where you *think* it should fit into the list. Look to your daily actions to tell you exactly what your priorities are right now.

If you spend no time trying to make sure that you eat healthy foods, but you have “Eat healthy foods” ranked in position 3, is that realistic? The answer should be no. Change the priority of that item and move it to a spot that makes sense. Go through the list again, checking that you are happy with all the prioritized actions you have written down. Once you are satisfied with your sorting, stop.

Now, take a look at what you have written down on that piece of paper. Where do your health goals fit into your list of life priorities? Do they rank high enough for you to be taking daily ACTION on them? If they do not, is there any other set of actions that you have listed which have priorities overshadowing what should be your more important health goals?

As you examine your daily life it is easy to see where time is being frittered away on activities that are not that important. How much television do you watch? How much time is wasted on social media websites, surfing the internet, chit chatting on the telephone, texting, going out to have fun (though we all need at least a little fun time), mindless shopping and so on?

Could it be that you have let some of these less important activities take priority over more important areas of your life, such as your weight and your health? Your itemized list of current daily activities will give you this important feedback so you can intelligently make the necessary changes to help increase your motivation levels.

## Question (2):

**What is it going to take for you to make the necessary changes in your life?**

I am conscious of the fact that I am somewhat playing the “scare card” when I say this, but you really need to take stock of the potential for an unexpected health crisis when you ignore the early warning signs, which can be as simple as belly fat that cannot easily be removed.



You really do NOT want to wait until a health crisis sets in before you seriously consider taking better care of your horse. I can assure you that if you are having trouble getting your priorities in order, a health scare will speed up the process like nothing you could possibly imagine.

Often we don't recognize the negative consequences of living with poor health or excess body fat because the changes are so small and subtle. But make no mistake, they are adding up in every cell and tissue of your body.



Why risk the potentially irreversible or even fatal consequences of neglecting your health? Why wait for some awful wakeup call to threaten your life before you decide to rightly make your health a priority?

Think about that for a bit (no, think about it a lot). Try to see this as a WAKE UP call which hopefully prods you into taking the right actions. This whole exercise should help you to realize that your health is THE most important thing in your life. Without your health nothing else matters. NOTHING.

### **The final question to consider is this:**

Are you finally ready to make your health (your horse) a priority? Are you ready to make the changes you know, deep down, you need to make while there is still time to do so?

If so, then this exercise has been well worth the time.

The beauty of this exercise is that it exposes the basis of your current life values system according to what actions you are taking from day-to-day. You most likely have not even been aware that you are valuing some quite inconsequential actions over your health (like maybe kicking back and watching 90 minutes of soaps each day when you could have been exercising for the same amount of time in front of the television).

.....

You can now address these conflicting lifestyle habits so that your value system supports and is congruent with what you truly want in your life.

**After all you CANNOT be unhealthy or overweight:**

- unless your lifestyle allows it
- unless you allow yourself to eat the wrong foods and too much of them
- if you've made time for proper exercise each week

Without a doubt, the most powerful way to make important changes in your life is to spend time identifying your values and priorities and then adjust them based on whether they are likely to move you towards your goals, or keep you from reaching them.

This is a golden opportunity for you to get to THE CORE of your own personal issues of why you are not staying on track with the health programs you choose.

Be aware, though, that shifting away from old ingrained patterns of behavior that no longer serve you, and which were part of your old values system, will take some effort on your part.

New more positive habits take time to build. But as the saying goes: "Habits are like cobwebs at first, cables at last". As time goes on, fragile new ACTIONS soon become WHO YOU ARE as opposed to *just something you do*.

As long as you keep moving towards the new habits and behaviors they will strengthen and be reinforced like a building erected with strong foundations—and it will then take a very big storm to knock it down.



Keep motivating and assisting yourself during your journey by continually reminding yourself WHY your health is now such a high priority for you. As you make your transition, keep visualizing what you will look and feel like if you do not DO THE ACTIONS required of you, and you continue to neglect your health (and your horse). Remember, for many people, fear is the bigger motivator over reward.

It is important to keep up with the positive visualizations that allow you to fully appreciate the benefits you will experience both short term and long term as you continue to take ACTION.

Allow yourself to really enjoy and be excited about how you are going to feel and function in just a few short weeks/months from now.

Those images will mirror and reflect the higher value you have now placed on your health, weight, physical strength and fitness and general well-being.





# How To Get To THE CORE Of Your Motivation To Get Healthy



**I WANT TO TALK** for a moment about the subject of negative thinking, because most of us are prone to doing quite a lot of it—especially when it comes to pondering about our body.

We live in a world where the idea of constantly “doing” “being” “getting” “giving” is King. In other words, taking action (such as when you go on a nutrition plan or start a new exercise program) is considered to be more important and relevant than to work with your thoughts.

But as I have tried to point out several times already, simply taking action will yield you very mediocre results at best, and zero results at worst, if your thoughts and self-beliefs are “out of whack” with the goals you are pursuing.

If you have a mind full of self-defeating negative thoughts, it is going to be impossible to achieve substantially measurable results when your goal is to make important positive changes in your life.

After all, you have no doubt been telling yourself how to make these changes already... for how long now?

Here are a couple of proverbs that spring to mind which I think sum up this situation nicely: “As you think, so you become” and “Wherever you go, there you are”.

As always, your mind leads the way, no matter what you attempt to achieve in life.

.....

We literally shape our reality according to the thoughts we dwell upon during every single moment of every single day. If you are carrying excess weight, putting your health at risk, it can usually be tracked back to the nature of the thoughts you are entertaining rather than the food you are eating. To free your body you must change your thoughts.



# Developing Positive Thoughts

.....

**BEFORE YOU EMBARK** on any sort of eating plan or exercise program, and especially if you have racked up failed attempts to stick with it in the past, you need at the very least to examine the way you think, and if necessary change your thoughts so they are more in line with the result you want.

If you want to improve your health, lose weight and have a well-toned body, then if it is truly going to happen, your thoughts must be congruent with that end goal.

See if you recognize any of these destructive thought patterns as part of your regular thinking:

- Do you constantly worry and obsess about your health?
- When you skip a workout, do you immediately think about the consequences this will have on your health?
- Do you find it hard to participate in social occasions or other activities because of your health problems?
- Do you believe that being unhealthy is your destiny in life and it's just too difficult to change your ways now?
- When you catch a glimpse of yourself in a mirror or shop window does it trigger negative feelings about your body and health?
- Do holidays or special occasions cause you distress at the thought of your eating getting out of control, and further setting yourself up for health implications down the road?

We act how we think and feel. When we remove the negative thought, with it goes the drama and pain.

.....

If you have been thinking about, or even tried, getting healthy for some time you might find it surprising to discover that these thought patterns have been operating in your mind at a sneaky subconscious level.

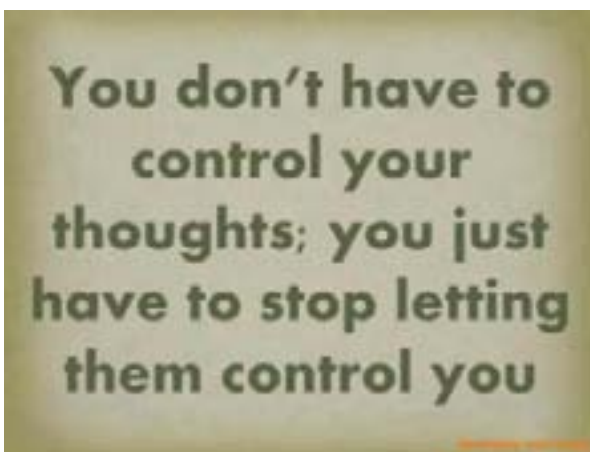
This kind of thinking is part of the very CORE of your health issues, and past failures with nutrition and fitness programs only amplify the negative emotions and set you up for repeated failure in the future.

It is not your fault that you experience these thoughts. They are only to be expected if you have not consciously attempted to replace them with positive thoughts that work in entirely the opposite way to get the results you really want.

Up until now, you have simply been going about it the wrong way. You have been trying to take action before you have worked on changing your thoughts. But once you identify the negative thoughts, change them to positive ones, and **get out of your own way**, then it all becomes so much easier.

Be on the lookout for these “thought villains”, as they most definitely are not your friends. They are out to cause you harm. They kill your motivation to either eat right or get into better shape, or both.

This is probably the main reason you have found it all to be so difficult until now. These negative thoughts work directly against you. They bring you down, sabotage your motivation, and leave you with a feeling of helplessness.



Now that you are aware of these rogue thoughts you have the power to deal with them. As each one presents itself in your mind kick it to the curb. Dismiss it immediately. Do not allow it to take hold and inflict further damage upon you.

One way to deal to these thoughts is to install (through visualization) a big “CANCEL” button on the palm of your left hand. This has a direct link to your brain through your hand, arm, shoulder and neck.

.....

When a negative thought or feeling shows itself, simply push the CANCEL button with a thumb or finger from the opposite hand (or do it in your mind). Visualize that cancel signal travelling through the wiring to your brain and immediately cancelling out the negative thought.



Replace each negative thought immediately with a positive thought. The language of the subconscious brain is symbols and images, so have a happy feel-good memory ready to replace the cancelled negative thought.

By focusing on a feel-good memory every time you catch a negative thought or feeling trying to sneak its way into your subconscious you are helping to rewire your brain by creating positive neural pathways which override the negative ones.

By pushing that CANCEL button and taking the time to stop the negative thinking when we recognize it, we are in effect slowing down the “firing” of that neural pathway. By then refocusing on a feel-good memory we take our negative fear-based (lower brain) thoughts and replace them with a higher brain function.

The more you do this the better you will get at it and you will soon have the skills to stop any negative thoughts dead in their tracks. Eventually they will no longer even bother to present themselves as they will get nowhere with you.

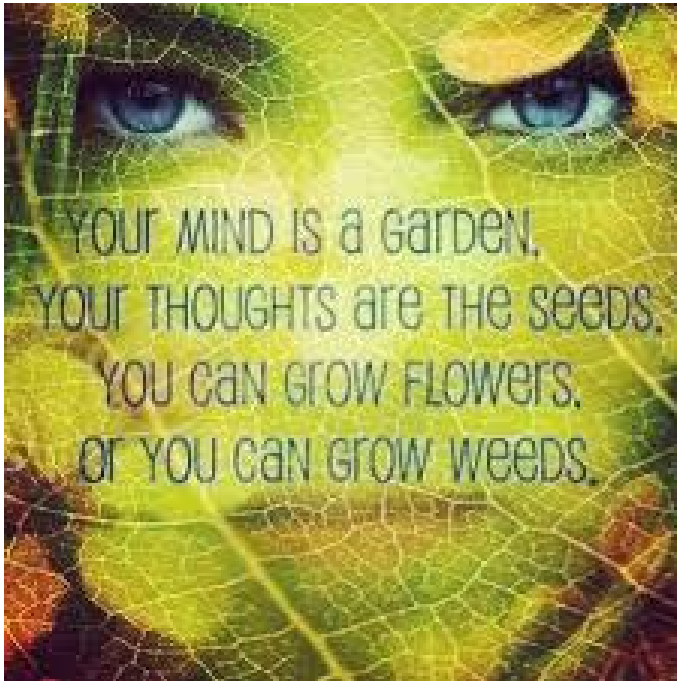
Always keep in mind the fact that your thoughts are more important than the actions you take. If you keep yourself in a constant positive frame of mind, you will be able to keep your motivation to achieve optimal health strong and resilient.

Think of the new thoughts and self-beliefs dropped into your subconscious mind like seeds planted in the soil. They will continue to grow and intensify over time. You will find you will automatically make better food choices, will eat less and begin to enjoy exercise.



.....

When this happens, you will not only achieve better health far more easily, but you can feel confident the chances you sustain better health for the long haul will be that much higher.



# How To REALLY Get Motivated To Achieve Peak Health



**SURPRISE, I HAVE SAVED** the best till last! These next few pages will guide you to the nitty gritty and THE CORE of your motivation.

Spend some time reading this material, then follow the instructions to take your motivation to get healthy to even higher levels.

This is where the REAL results are. If you skip this step you will be losing out on one of the most valuable self-motivation techniques available to you to achieve that feel-good, fit and healthy body that you can live with quite comfortably for the rest of your days.

The majority of people who seek to improve their health or rid themselves of excess fat do it because they are primarily interested in how it will improve their physical appearance. After all, we all would like to look and feel as good as possible, and our body weight plays a major role in whether or not we are able to succeed with this.

No one really likes to see their body out-of-shape and flabby. The human species has admiration for and is naturally attracted to well-toned, sturdy, slim bodies. But underlying that “superficial” attraction is a built-in preference for healthy bodies.

This is sad because at the end of the day, what really will impact your quality of life is how healthy you are. It doesn't matter if you are a size 2 and get all the attention in the world, if you're run-down, weak, and tired from eating so little food, you won't have enough energy to even enjoy it.

And, if you die at an early age, how long will you have enjoyed life?

Your top focus should be on reaching optimal health. Obtaining a body that is at a healthy body weight where you feel confident, but at a weight that allows you to feel strong and resists disease as well.



Skinny, dieted down people are very often at risk for disease because their immune systems are weaker.

Health is what you really want here.



# The Secret To Supercharging Your Motivation To Get Healthy Today



**IF THERE IS A SECRET** to knowing how motivation works it is in recognizing that your willingness to do anything in life is fully controlled by the degree to which you perceive your actions will elicit either PAIN or PLEASURE.

Therefore, your motivation is going to be strongly influenced by what you associate each of these actions with in your mind. This is the driving force behind all that you DO and all that you AVOID DOING on a daily basis.

If you are not regularly doing something that you think you should be doing (such as healthy actions that lead to better health or weight loss) it's because you associate some form of pain with doing it. If you are doing something that will get you to where you want to go, it is because you associate pleasure with doing it.

Of the two “driving force emotions,” pain is the stronger short term motivator. This makes pain (whether real or perceived) the most important factor as it is the one that can easily derail us. This is because, for the most part, our brains are wired to move away from pain.

Most people who attempt to start a healthier lifestyle will fail because their mind associates the processed involved in taking steps to achieve success (consciously or subconsciously) with pain (eating healthy but bland food, or settling for less food than they desire, or exercising) and pleasure with not maintaining their comfortable habits (eating whatever, whenever and kicking back rather than exercising).

This perception of pain versus pleasure causes an internal struggle between opposing thoughts to carry out either one action (that would lead to success) or another (that would not). Most people are simply prone to self-sabotage from within.

So unless you are somewhat exceptional in this regard, you will very likely end up going off track with your healthy eating plan, or skip workouts, even if you believe that you really want to ditch those bad habits that are presently wrecking your life.

.....

The KEY to lasting motivation and long term health success is to make the emotional force drivers of “pain and pleasure” work FOR you instead of AGAINST you. To do this we need to REVERSE the pain and pleasure associations currently established in your mind.

In other words, the key is to change the thought patterns controlling your brain and have them associate pain with failing to exercise regularly and eat healthy and nutritious foods.

Likewise we would have you associate significant pleasure with eating healthy whole foods (i.e. non-processed foods) and consistently engaging in a proper (strengthening) exercise program.

It is easier and simpler than you may think to rewire the associations in your mind so that you can benefit from the new configuration. After all, the end result will be



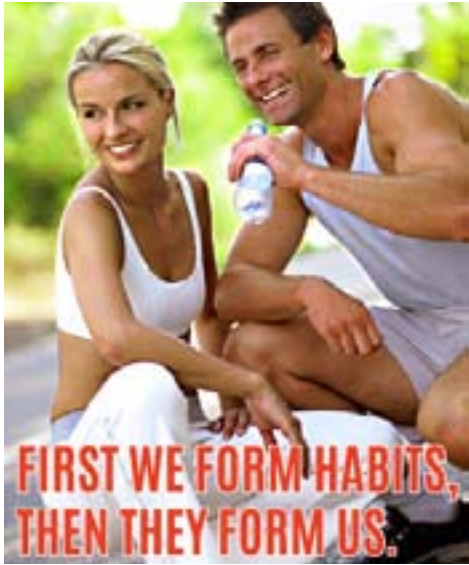
improved health, and as your mind gains evidence of the benefits that result from the new course of action it will lessen any resistance it has to the new way of thinking.

In other words, you will gain more and more motivation to proceed with your goals. You will WANT to eat healthy foods and work out. As a result, you will get healthy naturally. More importantly, you will be able to KEEP IT DOING IT effortlessly.

**This powerful technique of reversing the pain and pleasure associations begins with asking yourself two simple questions:**

1. What will it cost me if I do not take the actions required to help me get healthier right now?
2. What massive and immediate pleasure will I gain by taking actions that help me get healthier right now?





By asking yourself these two questions you are suggesting to your mind that it should be associating pain with the act of procrastination, and with NOT taking the immediate action steps that you know will help you to achieve health (such as eating the wrong types of foods or too much of them, or skipping workouts).

At the same time, asking these questions helps you to associate pleasure with taking action right away to improve your well-being (because you will picture how good you will feel and look when you are healthy, energized and well).

**As you ask yourself these two questions, consider the following. If you don't take action to help yourself achieve a better health state now:**

- What will it cost you in terms of your self-esteem and self-confidence? How will you feel about yourself and your capability to perform everyday tasks, now and in the long term?
- What will it cost you in terms of your health, both now and long term? What *could* it cost you?
- What will it cost you in your relationships and opportunities (career or otherwise), both now and in the long term? What *could* it cost you?
- What else will failing to take action to improve your health now cost you in other important areas of your life, both now and in the long term? What *could* it cost you?

**And when you DO take action to improve your health right away:**

- How will it make you look and feel, both now and in the long term?
- How will it increase your self-esteem and self-confidence?
- How will it benefit your health, and your energy levels?
- How could it improve your relationships with friends, family, and other loved ones?
- How else could taking action to get healthier result in massive pleasure and positive benefits in your life, both now and in the long term?

.....

The key to making this technique work is to take the time to visualize your answers to the initial two questions, and think of things that create strong emotions of pain and pleasure for you.

The stronger you can get yourself to FEEL these emotions as you ponder the questions (and visualize the answers) the stronger your motivation will become to take the actions needed to move toward your goals.

By doing this exercise you will be able to completely rewire your mind and give it that software upgrade to make the pain and pleasure motivation drivers work for you.

### Some tips relating to the ACTION STEPS you need to take

After completing the pain/pleasure exercise above to help you create a strong emotional response, the key to cementing the new associations in your mind is to get straight into some sort of ACTION. Use the motivational fire and continue to fuel the technique by immediately acting on it. This is critical.

The best time to use this technique is first thing in the morning before eating your first healthy meal of the day, or before a workout. You should also use this technique anytime you feel your motivation drop and you feel like going off track with your healthy eating plan or skipping a workout.

By taking a few minutes right now to learn how to correctly put this tool to work you will discover that it quickly creates within you powerful motivation to start taking steps to create better health, both now and long-term.

This is because implementing the techniques outlined below will quickly shift your focus and reverse pain and pleasure associations in the moments you feel unmotivated, and are prone to procrastination (it is giving in to these feelings that is at the very CORE of why you to have been unable to maintain your program).



.....

At the risk of repeating myself, let's spell out the action steps for this process, which is one that you can repeat as often as needed for up to a month or so for the associations to really sink in and take root.

## Action steps to implement this technique:

1. Set aside 5-10 minutes of quiet, uninterrupted focused time. If possible, do this first thing in the morning—before you eat your first healthy meal or do a morning workout. If necessary, set your alarm clock a little earlier so you can fit this in before your regular routine. You can also do it last thing at night as you look back at the day and think about which actions you have taken that will move you closer to your goal of achieving optimal health.
2. Think of your health improvement goal (the healthy body you want to see reported when you take your blood pressure, your cholesterol level, your fasting blood glucose or your body weight along with the feeling of accomplishment that goes with knowing you look as though you had stepped into a new body).
3. Ask yourself: If I don't take action to boost my health, what will it cost me? Take a minute to visualize the consequences of maintaining an unhealthy body for an extended, possibly indefinite amount of time.

Even though it may be uncomfortable, really allow yourself to feel the pain of failing to take action. Make it as strong and as real as you can.

4. Take a deep breath, quickly clear your mind.
5. Now, ask yourself the next question: If I do take action to get healthier, what massive and immediate pleasure will I gain?

This time, take a minute to visualize and feel the pleasures you will experience as a result of taking action to improve your health. Think about how these benefits spill over into other areas of your life (more energy, less pain, less worry, and so on).

Once again, as you visualize and imagine how good you will look and feel, really allow yourself to feel the sheer pleasure of what the future holds for you and make it as strong as you can.

6. Take some IMMEDIATE action. Motivation is created, fuelled and reinforced by ACTION.

So, get to the gym for your next workout, or go outdoors for some interval training. Eat a healthy meal, or prepare your meals for the rest of the day. You need to DO something that moves you closer to your health enhancement goal.



By using this proven motivational technique each day over an extended period of time (like 30 days) you will literally “rewire” or upgrade your mind software.

By reversing the old self-sabotaging pain and pleasure associations that used to work against you (both on a conscious and subconscious level), the new associations will begin to work FOR you, slowly escalating your motivation and helping to keep you focused on healthy actions that move you towards eventual health improvement success.

## So, What's In It For Me?



**AS I HAVE POINTED OUT** in the previous section, one of the most powerful ways we can motivate ourselves is to find the reason(s) **WHY** we want to get healthier and how this will benefit us. In this section we are going to look at another one-time exercise that can help to supercharge your motivation to do so.

Short term motivation is not difficult when you're crippled in pain by a bone break or you suffer from a heart attack. During these extreme scenarios, your motivation will be sky-high to do anything you can to prevent this from occurring again.

It is much harder, however, to conjure up sufficient motivation to keep us going for the long haul, so that we not only get healthy, but stay healthy forever.

As I have said, the act of building a big vivid picture of your very own **WHYS** can be very powerful. These are your very own unique reasons for wanting to become a healthier individual.


You need to understand very clearly how your life will be better if you **DO** improve your health. You need to get your **WHYS** crystal clear.

This understanding is an important part of establishing a goal. So ask yourself: **WHY** do you want to really want to get healthier?

**Grab a piece of paper and start writing your list. Here's what your list might look like:**

- So I can be around when my grandkids are born
- Because I am sick and tired of feeling sick and tired
- So I can like my body instead of disliking it
- To give me more confidence to start dating again
- To have more energy for all of life's daily tasks
- So I can stop worrying about my health



- 
- So I can come off medications
  - So my children will not be constantly worried about me
  - To improve my flexibility and remove the load on my knees
  - To have more energy and stamina during the day
  - To slow the ageing process
  - To reduce the likelihood of my life being cut short from some awful disease
  - To make me a happier person
  - So I can give more to the people that love me

Some people are more motivated by the thought of being able to move TOWARDS a pleasurable goal—the thought of being energized every single day, the notion of no longer having to inject with insulin, or the thought of working out without pain. The younger you are, the more likely this is to be the case.

Other people may be more motivated by the thought of being about to move themselves AWAY from painful or scary scenarios—such as ending up with diabetes, withdrawing from other people and becoming more and more isolated, or having to spend extended periods of time in a hospital.

You might find that the more pleasurable goals do not work so well for you as a source of motivation. They simply might not carry enough of a sense of purpose.

If so, try to think what your life is going to be like if you don't achieve a better health status. If you continue to get sicker and sicker (far more likely than the reverse scenario), how miserable and unhappy will you be?

Write down the possible scenarios for your future life. Will being overweight and not taking care of yourself make you more likely to suffer health conditions like sleep problems, knee or hip replacement surgery, diabetes or heart disease? Will it put you at risk of cancer?

In case you are not sure about the answer to the last question, it is “yes”—if you are carrying around excess weight, not eating properly, and not exercising, your chances of suffering some chronic health condition at a later point are very high.

Might poor habit-induced chronic disease curtail time you might otherwise have been able to spend getting to know your grandchildren? Or worse, might it mean that you may not even get to meet them?



Paint that picture big and bold and write everything down, even if it is very personal. It should be clear to you when you have done this exercise what direction your motivation is taking—whether it is “towards pleasure” or “away from pain”.

You should feel a stir inside you and want to take ACTION. You should also feel that any negative consequences to being unhealthy that you have just now uncovered are suddenly unacceptable to you.

These are your very important WHYS and are what will drive you forward. If you have done a good job discovering the true sources of your motivation you should be feeling a readiness to break old bad habits and make some new changes to your lifestyle.

If you do NOT feel this way yet then you need to do some more work on your WHYS. Spend more time carrying out this exercise. It is important, because your WHYS represent the foundation for your motivation.



It may take several attempts to get to the truth of the matter, and may take days or even weeks. But the time you spend on this will be well worth the effort as without the WHYS you will just continue doing what you are doing right now and getting the results that you are getting right now. This, of course, will not get us anywhere, and our goal is CHANGE.

If necessary, write yourself an essay that is rich in detail about how your life will be—whether better or worse.

Build on this picture until you have a very clear and strong sense of purpose. When you have completed this exercise and the purpose is there, you will be much closer to taking the necessary action that will bring you the results you desire.

If you feel you are too busy or stressed to complete the exercise then you will simply not have the focus that is needed to identify the WHYS required for you to see how you will be able to make the necessary changes. You might have to dump some obligations or activities from your life to make room for this vitally important self-awareness process.

This uncovering of your WHYS and the deeper purpose that will motivate you for the long haul cannot be skipped over. Think of it like a part time job and give it the same focus and time that you would with that. Do not worry about the extra time you spend on this process. It is only performed at the start of your journey, while you are building some positive forward momentum.

Soon you will get familiar and comfortable with your new behaviors and new habits. But at the start, or if you begin to slip back to your old ways, you will need to remind yourself every single day about your WHYS, over and over again. This will help you to keep your personal “deeper purpose” fresh in your mind so as to continually upgrade your mind software.



Keep these WHYS close to you in a small note book or on a piece of card so you can access them every morning and night. Keep the reasons why you want to get healthier foremost in your mind at all times.

There will be some ACTION required each day after you move through the process of discovering your WHYS, whether it be to stick with your eating plan or get in a session at the gym on the scheduled workout days.

Going through your WHYS each day will remind you why you need to take that ACTION today, what the payoff will be if you do, and what the cost will be if you do not.

# Using Reality To Motivate You

.....

**ONE OF THE MOST POWERFUL** tools you can use to motivate yourself is to contemplate the reality of where you are right now. Do you possess an accurate picture of your own reality? Or are you hiding from it? Are you being truthful with yourself, or are you deluded? This is a really tough one to figure out!

Do you ever take stock of your life and really focus on it, without emphasizing the negative aspects (we all have them!) and without sugar coating your reality either?

Have you taken a mental picture of yourself recently and thought to yourself that you do not look healthy and fit?

You can use your waist measurement as an indicator or measure of your general health. If it is over 35 inches for women, or 38 inches for men, you are at higher risk of developing serious health conditions.

Maybe you are getting a comment here or there from helpful friends or family as they gently try to get you on track, but you ignore them.

Maybe none of these ideas in this program resonate with you. But if you take a long hard look at yourself and ask the right questions deep inside then you will find the answers. Remember, the goal of all this is to help you find the KEY to building your motivation.



Until you do find and face your personal reality, the truth about where you really are at with your weight, the condition of your body, your overall health and ultimately your life, you will not be able to achieve the kind of solid, unstoppable and never-ending motivation that you need to ultimately win the health improvement battle.

.....

Sure, you might get some short motivation spurts, a day or two here and there, a week maybe of getting to the gym or improving your eating. But you will not get to what lies deep inside—AT THE CORE—and that is where the real secrets, beliefs and choices associated with long-term sustainable motivation are to be found.

Once you have cemented in your mind the reasons, or WHYS, that will drive you from this day on to seek out the health or the body you have always dreamed about, your INNER picture of who you intend to become will slowly work its magic on the OUTER you.

This happens because your physical ACTIONS begin to line up with your new “inner programming”.

With your software upgrade fully installed and configured you will begin to experience the excitement of watching the outer transformation come with relative effortless—and all because you have transformed your INSIDE first.



The result of all this is that your inner self will ensure you perform ACTIONS both supportive of, and congruent with, the goal of creating the body that is healthy and disease free.

**Before implementing this software upgrade, you are much less likely to be able to stay consistent with healthier actions, and instead you are more likely to:**

- allow yourself to overeat
- avoid doctors visits
- eat when you are not hungry
- avoid exercise
- neglect sleep
- abuse alcohol
- continue to stay stressed out



.....

These actions are symptomatic of an INNER self that is perfectly matched to the feel-bad, unfit, unhappy body you may feel trapped in right at this very moment. Keep in mind that the INNER and the OUTER selves always match up over time. So if you change the inner then you can change the outer.

And when you do, when you transform your inner programming—that software upgrade—you can drop that fat like a hot potato, and do it without the kind of struggle you may be used to until now.

**Consider this for a moment. How good will it feel to finally be able to:**

- Stay consistent with your ACTIONS
- Get results that LAST
- Feel really good inside
- Love how you look in the mirror
- Feel proud of yourself
- Love how you eat
- Enjoy proper exercise
- Look forward to your workouts
- Look forward to wearing a bathing suit, in public!
- Take ACTIONS that feel good and natural to you
- Feel good in your body and your LIFE

I always recommend to my personal training clients that they try to focus on adding goals and actions to their life, rather than concentrate on deleting things.

For example, in the way of eating you could add—more small meals each day, more protein, more home cooked meals, more good carbohydrates, more healthy fats, more vegetables and so on. See if you can think of some more possibilities.

In the way of exercise you could add—more intensity into your strength training program, one or two interval training sessions each week, a “fun” hike, swim or biking session with a friend, some new exercises.



You could help a family member or friend get started on their health improvement journey, or look for new ways to be more active.

Add more quality sleep time, read a book, soak in a bath, add some rewards when you meet small goals and milestones. In other words be nice to yourself—look after your horse.

# What Comes Next?



**WELL, NOW YOU HAVE** been exposed to tools that have proven to be helpful for myself and my own clients. Use these tools to help match up the YOU on the INSIDE to the YOU on the OUTSIDE and you will begin to see great changes in your body.

As I am sure you will agree, this is a very exciting prospect.

By this point you should be completely convinced that you are in no way destined to be stuck with what you have on the inside or the outside, unless you choose to keep yourself stuck.

You have the POWER to make CHANGES.



When you make the changes to the inside and become the kind of person who naturally and effortlessly performs ACTIONS that are congruent with the kind of body you would love to live in, then that body will appear.

In the past you may have discovered just how easy it is to sabotage your healthy eating and exercise plan—to lose control and eat the wrong things, to overeat, or to avoid exercise. The healthier actions can be just as easy and effortless.

Now that you have reached the end of this book you have all the tools you need to put into place a plan of change.

You have the ability to rally all the motivation you need to begin your journey towards the kind of body and peak health that makes living every day a pure joy.

.....

But first let's raise a glass as a toast to YOU for allowing yourself to seek real change in your life by upgrading your mind software so that you too can run on autopilot, doing what you need to do to achieve that fit, energized and healthy body.

It's time to let go of the struggle, and everything else that is standing in your way so that you can finally welcome in an optimal health state that will allow you to lead a long and satisfying life.

**For more tools and resources that will assist you in attaining your goals and achieving the success you desire in life, please visit:**

**<http://CarolynHansenFitness.com>**

