

2

Inspiration

Develop Positive Mental Attitude
Towards *Exercise* and *Healthy Eating*



Life is full of choices.

The question is:

‘Are you making the right ones for your health?’

Many of the decisions you make in life require little thought.
They only affect you for the short term.

Others have a far greater impact – like your approach to exercise and eating.

Accepting responsibility for your own actions is crucial to
preserving and prolonging your health and wellbeing.

The *Right* Mindset for Exercise

Let's start with a Reality Check



**Body fat can be a *stubborn* creature to shift!
Losing it takes time, energy, persistence and patience.**

As I mentioned in the introduction to this Program, making a positive change to your body takes time and effort. There are far too many products and services out there on the market offering false dreams that simply cannot be turned into reality. Anyone who says they can offer you dramatic fat loss overnight, without you having to put any real effort in, is simply lying!

Let me be brutally honest with you. I don't care about your weight!



Listen up! Discard your bathroom scales and forget about your weight while you are on this Plan. For some of you that will seem like an impossible task, as I try to prise them out of your hands, but on this Plan you will **NOT** drop considerable weight overnight...

Too many people focus on their weight as the true indicator of exercise success. The truth is, **to burn fat and keep it off, you will need to build lean muscle***. New muscle will raise your fat-burning efforts and ensure that what you do lose in fat stays off for the foreseeable future. **Muscle weighs more than fat**, so in burning fat and building new muscle, your scales will give you the *false* impression that you really aren't losing much weight at all.

IN FACT, you are likely to be losing *considerable* body fat over the course of this Program, while making a steady gain in muscle at the same time, evening out the balance. So although the scales may say that your weight loss has been less than dramatic, a different story will be unfolding in front of your eyes – the body you will begin to see in front of the mirror. This Program will *not only* leave you feeling stronger, but also looking and being fitter and leaner.

You can rest assured that you WILL see a marked improvement in your health and wellbeing by following this Program, PROVIDED that you stick to the plan – more rest, less stress, and more sleep, combined with sensible and regular eating.

**DRAMATIC WEIGHT LOSS WILL NOT
BRING ABOUT SUSTAINABLE RESULTS!**

STEADY LOSS OF BODY FAT WILL.

* Do not be scared by the word 'muscle'. Rest assured that the lean muscle you gain on this Program will be precisely that – lean. This is NOT a bodybuilding plan and there is NO danger of 'bulking up'. Your training will leave your muscles longer and stronger and your body smoother and easier to manoeuvre! Instead of filling out your clothes you will have a harder time filling them... which is a good thing!

The *Right* Mindset for Eating Well

In starting this Program YOU need to face **a few facts:**

A consistent pattern of healthy eating, (combined with effective, regular exercise) will lead to dramatic physical change. Poor nutritional choices and sporadic eating will **KILL your 'weight-loss' progress stone **DEAD!****

Do yourself a favour; eat better. If you really want to see a big physical change in your body over the course of the coming 10 weeks you are going to need to get your head around this fact. Eating when you feel like it, for reward or pleasure, and eating what you like, without any regard for nutritional value, simply won't do!



You have the *opportunity* to achieve a great deal in 10 weeks. Don't throw away what your body could realize aesthetically by continuing to eat as, when and what you like. At the end of the 10 weeks you will only be looking for someone other than yourself to blame for a lack of results, if you don't deal with your eating patterns from the very start.

Put the work in now and reap the physical rewards that will be visible to everyone, not least yourself! Not only will you look better, but you'll feel better – double the reason to change!

Still not sure if you can be bothered to give healthy eating a go?
Then consider this next fact...



5 lb of body fat
(which looks like this!)

is **equivalent** to the weight
of a house brick!



Be **honest** with yourself...

Do you really want to continue walking around this planet with excess body fat hanging off your frame, weighing you down? Of course you don't! Make your life a whole lot easier. Stick to the rules of healthy eating and see the 'yellow goo' start to melt away, bit by bit, week by week.

Your excess body fat didn't arrive overnight and it won't disappear overnight, but one thing is for sure – it will start to shift as soon as you begin to eat better!