

Fit  **Life**

Fitness Lifestyle Center

WEIGHT-LOSS

SOLUTION





Welcome to Fit4Life and our Weight Loss Solution Program! Losing weight isn't easy; there is ONLY one path to successful permanent weight loss. Permanent life-long weight loss comes from two things:

1. Loving exercise
2. Loving healthy eating

When you love to exercise and want to, you do it. When you love eating healthy, you want to and you do it—automatically. When you exercise and eat healthy, the outcome of a healthy body is automatic and permanent.



The big problem

People try to get the outcome of weight loss and still prefer to NOT exercise and prefer to NOT eat healthy. In other words, most folks want to lose weight and do as little exercise as possible and keep eating the same foods they are used to enjoying in the past. So the problem for most people who want to lose weight is they dislike exercise and dislike eating healthy so it's a constant battle between what they feel like doing and their willpower.

Trying to change without actually changing

Most people try to change (get weight loss) without actually changing what they like. Gastric surgeries are perfect examples of how even the medical community perpetrates this insanity. A person is obese because he has developed an excessive use of high-calorie pleasure food as a method or "vehicle" for them to feel good—to get out of stressful emotions. This is the same as a person who excessively uses alcohol to feel good. So rather than helping that person develop other vehicles (ways) to feel good, the doctor cuts out or surgically changes the stomach. This doesn't help the true reason the person was over-using food for pleasure! This is why many that have stomach-alteration surgery still struggle with their overuse of high-calorie foods to feel good.

But I can't change who I am

A common self-destructive belief is that a person's current habits and preferences are an unchangeable part of who they are. Nothing could be further from the truth! Please remember this and teach it to your kids or grandkids: No one IS their behavior!

Each day and each moment we CHOOSE what we do. We choose to smile at the person we walk by. We choose to take a shower or brush our teeth or not. We choose to drive the speed limit or not. We choose what foods to buy at the grocery store. We choose what we eat and how much we eat. We choose if we go for a walk after dinner or not. Each day you make literally thousands of CHOICES! What you have in your life is what you have chosen in the past, it is not your genetics or DNA. Your past choices don't have to be your future choices. Ask yourself this empowering question each morning on your drive to work: "*Who do I choose to be today?*" Define that person you want to be and then choose it!

Your brain has preferences and habits—YOU don't

A very important distinction that will help you successfully lose weight permanently is to understand that your BRAIN has preferences and habits—YOU don't! We all say things like "*I don't like green beans*" or "*I love chocolate*". The truth is that YOU don't like or dislike anything, only your brain stores past experiences and signals them back to you as feelings. So if you've had past negative experiences with green beans, your brain will "dislike" green beans. If you have had past positive experiences with chocolate, your brain will "like" chocolate. When you "see" and understand that ALL your preferences and habits are your brain's programming and NOT who YOU are, you are able to then make changes in your brain's programming to get the preferences and habits YOU want!



Why is this so hard?

You have been "listening" to your brain for a long time! It is designed to protect you and get your attention with feelings and that internal voice that is there every moment of your life. The main function of your brain is to protect you so it needs to have your attention to help you. Your brain will make you FEEL like doing what it is programmed to like and dislike. Your brain's signals are designed to be very compelling. But once YOU realize your brain's programming is only a record of the past, and you want a new



future, you can move past the feelings it produces that automatically compelled you before.

For example, you have an old habit of eating while watching TV. You decided to stop doing this because you want to lose 40 pounds. When you make this change, your brain will send you signals (feelings) to keep doing the old habit because it was comfortable.

Your brain sees discomfort (something new) as a threat and is trying to protect you by sending you feelings to compel you to go back to the old.

Now that you understand this, you can thank your brain for doing its job so well, and then tell your brain that we're going to get comfortable with this new eating routine now.

Why people fail at weight loss

1. They reinforce old programming, making it impossible to change.
2. They don't understand what causes motivation so they keep trying to use their willpower in the wrong place.

How does this happen?

Typically when someone decides to make a change and lose weight, they have hit a point of threshold. Maybe it was a comment someone made, a bad doctor visit, they stepped on the scale and they were shocked to see they were over 200 or 250—SOMETHING triggered them out of their acceptance of their weight. So with new determination, most people set off full-steam ahead. They start exercising and feel uncomfortable, sore and embarrassed. They start forcing themselves to eat healthy foods and restricting all the foods they enjoyed causing a lot of negative feelings. But by doing this, their prior negative beliefs and feelings about exercise and healthy eating are actually REINFORCED! So they keep using their willpower to exercise and eat healthy foods even though they continue to experience negative feelings (and negative reinforcement) while doing so.

FACT: ONLY when you experience POSITIVE feelings does something become a habit.

Any habit you have is because you experienced repetitive positive feelings each time you did it and your brain then



programmed it as a habit and do it automatically (your subconscious automatically does it—NO willpower needed!)

So can you see the problem? Can you now see clearly why your past weight-loss attempts didn't work out like you wanted? Can you see why you ran out of "willpower" to stick with your exercise and/or new healthy eating plan?

To succeed permanently at weight loss, you **MUST** learn to experience **POSITIVE** feelings when exercising and eating healthy to reinforce it as a new habit in your subconscious brain.

The BEST path to PERMANENT weight loss

Here's how to do it CORRECTLY:

Focus only on exercise and make it **FUN** and enjoyable. **Most people make the FATAL mistake of trying to exercise on their own.** Why is this a fatal mistake? Because your only exercise "partner" is your brain **WHO HATES EXERCISE!** So imagine your brain as another "you" ...there's two of you in the gym, **YOU** and your brain. Your brain is constantly talking about how this hurts, it's uncomfortable, that person is staring at me, wondering if that other person in the gym thinks you're fat, wants to leave, wants to skip doing the stretching.....on and on negativity you hear this internal voice.

With an exercise partner like this, eventually solo exercisers quit coming...they say they "Lost their motivation" or they "Got too busy" etc. What really happened is they had an exercise partner who **HATED** exercise! They never got a positive exercise partner to help them reprogram exercise as fun and something they want to do.

KEY: You MUST find a POSITIVE exercise partner!

How is this done?

1. Hire a good personal trainer who loves to exercise.
2. Join a group class like "Boot Camp" where you have others who make exercise a positive and fun experience.

Start by reprogramming your brain to enjoy and want to exercise by either hiring a trainer to work with you or joining a group class. Exercise is the foundation of





good health. Exercise makes you feel good. Begin to incorporate at-home exercise by going for pleasant walks or bike rides and focus on your breathing fresh air, clearing your head to focus on your blessings. Doing this you will ENJOY your walks and/or bike rides. When the weather is bad, do the same on your basement treadmill or bike. Daily exercise at home and weekly visits to the gym because you ENJOY it is the KEY to living in a healthy body.

After you have established exercise as something you really enjoy, you will feel more positive; you will have more energy and feel stronger. This then allows you to begin the next step in your transformation: reprogramming your brain to like eating healthy.



www.spartabootcamp.net

Developing Exercise Independence

As your love for exercise develops, you'll naturally want to learn more and be able to use the gym on your own. Learning to use the equipment in a gym is an important part



of learning the lifestyle of exercise. Our *Circuits4Success* program is an excellent beginners program that gives you the most effective workout possible for your time. After you learn Circuits4Success Level #1, you may choose to leave the group Boot Camp class or continue with it once a week for a fun group experience. www.circuits4success.net



Step #2: Learning to Love Eating Healthy

After a couple of months of enjoying exercise and feeling the benefits, you are ready to begin to tackle your old eating programming. This is more difficult than learning to love exercise because food and eating for pleasure is very deeply programmed into your subconscious brain. Also cooking and eating healthy is difficult when others around you are eating unhealthily. Here's what changing to loving healthy eating takes:

1. Family support
2. A gradual step-by-step approach
3. Someone to guide and support you (a healthy eater)

Our program "Defeat Cravings" does exactly this.

www.defeatcravings.com



What you can do right away

Everybody wants to see results right away. To see results while you are focusing on reprogramming your brain to love exercise, you must keep any eating changes very simple so they don't cause feelings of restriction and discomfort that would destroy the good feelings you are trying to establish. Here's what I recommend:

1. **Start drinking only water.** Eliminate drinking your calories. If you are a milk drinker, you can get your calcium and protein from different choices. Juices are full of calories and sugar. Better to eat the fruit. Soda is a no-brainer. Diet soda has potentially unhealthy chemicals so why not just drink what 80% of your body is made up of—WATER!
2. **Start taking smaller servings at dinner and reduce or eliminate desserts and PM snacking.** Going to bed hungry causes your body to burn fat all night long and it's better for your body. You will wake up feeling better and more energized. The time between coming home from work and going to bed is the "trouble zone" that you can start to work on. You can keep eating much the same foods, just take smaller portions. An easy way to do this is to start eating off a smaller plate.



3. **Don't eat at home in the morning.** Eat a yogurt or fruit at work at 9am or whenever your morning break is. When you wake up, your blood sugar is low so your body is burning much more fat in the AM just from your daily morning activities—especially if you went to bed hungry! Coffee is also a powerful appetite suppressant so for many people it is easy to move their breakfast back a couple hours.

4. **BECOME AWARE.** EVERY client I have ever worked with has been unaware of the number of calories they were consuming. Start reading labels and becoming aware of the calories in the foods you typically eat. One client was blown away to learn that his habitual coming home from work snack of two cheese sticks and couple handfuls of dry roasted peanuts was over 1,000 calories!



5. **Think LONG-TERM. Don't make changes to your diet too fast!** It is best to make changes gradually and focus on them so they are positively reinforced. How do you know if you are overdoing it? You FEEL overly-restricted. You feel like your eating isn't enjoyable---eating has become a burden...you keep looking forward to the weekend so you can eat what you really want.

6. **Start thinking about how YOU want to eat more for PURPOSE vs. just for PLEASURE.** Before you were eating for mostly or only PLEASURE. What you ate was guided by taste and from habits like eating something salty while watching TV. Now with the new goal of living in a healthy body, you will eat more for PURPOSE first. Reading labels and becoming aware of what you are feeding your body becomes more important than just what currently tastes the best to your brain. Start by shooting for eating 50% for PURPOSE and 50% for PLEASURE. Eventually, when you have mastered exercise into your life, you can move toward eating 80% for PURPOSE and 20% for PLEASURE. A healthy relationship with food includes some eating for pleasure.



However, you will soon find that eating healthy BECOMES pleasurable to you! For example, I started eating salads for my lunch a couple years ago. I didn't like salads so I had to start by soaking the salad with French dressing. Over time I lessened the French and went to lower calorie dressings. Today I only use olive oil and balsamic vinegar as a dressing and LOVE my salads full of raw veggies! Eating my lunch salads is 100% pleasurable to me now. During the defeat cravings program we will work on HOW you use you use your mind to start loving healthy eating like I did with my lunch salads.



Dave Erickson, owner
Fitness and Weight Loss Expert

Congratulations on beginning this life-changing journey to the REAL YOU! Living in a healthy body is the way your creator designed you to be. Your body is the vessel for your life and if you think about it, what could be more important than learning how to maximize this one body you have?

I am thankful to help teach and coach you to YOUR best life!

Dave

CALL TODAY: 269-0444 or e-mail: success@getfit4life.net