

# POTENTIALLY YOU

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Permanent fat loss, inner peace, and financial security — *without* exercise, meditation, or spending a dime

GEORGE DIGIANNI



Potentially YOU  
By George Digianni  
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*"Since you're going to be thinking anyway, think BIG!"*

Donald Trump

# FOREWORD

When I met first George, I soon discovered that he wasn't just knowledgeable about the human body; he also had a lot of wisdom about the mind and how people can transform themselves. We connected in many ways, because I'm extremely interested in living a healthier, fitter, lifestyle, and yet, I'm also interested in continually transforming my mind.

Throughout my life, I have coached high achievers all over the world, including the CEOs of companies like Wal-Mart, Samsung, and Firestone. Many times I've worked with entrepreneurs to help them achieve better results. I also coach people through the process of clarity, focus, and execution.

George's book will help you think through and uncover patterns in your life, habits, or thoughts that simply aren't serving you anymore. It will teach you to uncover your blind spots. When I coach people through strategic acceleration, I talk a lot about blind spots. Blind spots are a hazard in your inner life, just like they are when you're driving your car. It's a seemingly invisible thing that can cause danger, and ultimately, disaster.

Are you doing anything you shouldn't be? Do you have old thought patterns or habits that get you into ditches? Is it hard for you to hang onto money, no matter how much money you make? Maybe you're already very successful and you want to become even more successful and healthy than you are now.

Regardless of your position in life, reading this book will help you uncover and overcome destructive patterns in order to transform your life, using the tools George provides throughout this book. At the very least, George has plenty of wisdom on living healthier and becoming fitter in both your mind and body. Turn the page and enjoy.

Tony Jeary

# INTRODUCTION

I decided to write this book to do more than help people become aware of themselves. I wrote it to give people in-depth insight about their thoughts, actions, and their impact on their environment. It is my hope that, by using the steps, tools, and skills that I propose in this book, you will be able to become liberated from your own negative thoughts. When you accomplish this, you are no longer at the mercy of circumstances, your past, or other people when it comes to determining the course of your life.

If you are both mentally and physically exhausted from the effort expended as you rebel against yourself or your own life, wouldn't you be open to experiencing a new approach, one which will grant you insight, empowerment, and execution?

In this book, you will learn to overcome your obstacles, and instead, turn them into opportunities. You will learn that the manner in which you maintain, fortify, and move your body can be slightly altered to bring about a more Efficient You.

Have you asked yourself questions such as this – *Why me?... How can I?... What will it take to...?* , or do you bury your head in the sand and hope for some magic pill? Worst of all, is it more appealing to simply read or listen to the words of someone else who simply tells you what you want to hear? If you feel lost and that you need direction, you may already be this person, and you may not have realized it until just now.

If the latter is how you normally operate, with all due respect I must ask, in the words of Dr. Phil, *"How's that working for ya?"*

When losing your keys, having an accident, being forgetful or irresponsible with your money, ending up in yet another dead-end relationship - does it ever occur to you to connect the dots? It may all stem from not having a vision of a new norm, one that is clear and has actions related to it that move it along.

This book will guide you at your own pace to make progressive changes, without feeling the need to be perfect, or creating more tension along the way. There's no sense in making this harder than it has to be.

I will help you naturally create and become the image you hold in your mind of your full potential, the one you feel is hiding inside, just waiting to be seen. This is the ideal you we want to help emerge and flourish, without the typical resistance associated with "change."

The first part of this book, Chapters 1-6, was created to help you gain insight about how you operate and why you continue to get what you have in life. Some

of these things you get in life may be good, while others are comprised of not-so-good feelings, circumstances, and people that continue to rule your life.

The second part of *Potentially YOU* is more of a workbook to help you devise a Life Plan, similar to the way that a person creates a business plan when they decide to start a business. Having a plan can create successes in many unexpected and wonderful ways. This will help with everything from accomplishing milestones to raising money to understanding the type of people you want on your team. I strongly encourage you to go through the steps outlined in my “*Business Plan to Life Plan*” workbook.

Your Life Plan may change over time. You may add more to it as you accomplish more tasks or overcome emotional challenges that once held you back from your true potential. A Life Plan is not static. Rather, it's dynamic, and requires changing your strategy and adding milestones as you progress.

Keep in mind that you wouldn't add more to your plan if you didn't accomplish the tasks you originally created, so don't add more than you can handle in your Life Plan. Only add more as you progress and reach milestones by accomplishing each task.

Regardless of the tools I provide here, if you're not ready to have all you want in life, from losing fat and being consistent with your exercise efforts, to inner peace and financial stability, then you will not change, and may even create more anxiety along the way.

And then, all you'll have is another book to add to your collection in your library of hope.

Creating a new norm doesn't have to be scary. It can just be doing something old in a new and different way. Now, it is time for you to create a new story.

# C1: CARE BEFORE AWARE

Recently, I sat down with two medical doctors to discuss how I could have a study performed on obese and fatty liver patients while they were using my program. We all had the same desired outcome and concern of how we could get through to people who ate horribly, didn't exercise, and had no desire to change. As you can imagine, we all had strong opinions about how to tackle this epidemic.

Why should they change their ways? *Oh, you have high blood pressure? You have high cholesterol? Diabetes? Acid reflux?*

Their answer is invariably the same. *We have medication for that.* After all why should anyone change or be scared into changing, when they could just take a pill to fix it, right? That's the mentality of millions of people, and it's also the basis of our out-of-control healthcare.

This book will change any person's life who applies these suggested tools for sustainable change. The unfortunate part of writing this book is that it may be written in vain for the masses. Only those seeking change, whatever that looks like for the reader, will benefit.

This brings me back to my conversation with the doctors, and what one of the doctors believed was THE key factor to change. She said "It all comes down to awareness." Something in me said that's not correct. I immediately blurted out, "*Care before Aware*". Both doctors asked what I meant by that. I said, "*Awareness has no support or sustainability until you care and desire for change*".

One doctor said the majority of people she sees with fatty liver issues are from the Latin culture, while the white population is second. When mentioning the aesthetic signs of her patients with fatty liver issues, she said they had large bellies, forty-plus pounds to lose, and that some even poked fun at their belly as if it was a joke. He said they didn't correlate being overweight with being sick. It's as if this way of living is *expected* of them.

This concerned me greatly. How could we, as educators, affect change? Not just a small change, but a *massive* one, large enough to make a difference? If the masses of unhealthy people don't care enough to be aware, then we continue to enable them by using Band-Aids to support our health issues, dysfunctional family life, and habitual overspending. Eventually, the model must self-destruct. This is already occurring, and we are all witnessing that self-destruction and suffering at some level.

How can you, the person reading this book, with a desire for some kind of sustainable change, help me and every other passionate educator affect the masses who don't care and who contribute to the *problem*, rather than the *solution*?

In my experience, we can profoundly affect change, one person at a time, by being an example of our own change. Shout it to your friends, family, and even

the entire world, through observation and through voicing your success – even with those who may not care enough to take the second step to optimal health, wealth, inner peace, and awareness.

You and your family can say NO to foods that contribute to the problem and not the solution. You and your family can say NO to spending money you don't have, which contributes to the problem not the solution. You and your family can say NO to your self-destruction, and begin to believe you are worthy of success, *whatever* that looks like to you.

While on our recent vacation, my fiancé Samantha and I were in line to have omelets made, and didn't want our eggs to be cooked in vegetable oil (*never* use this oil – it's unhealthy and dangerous). The couple next in line jumps up and volunteers to take our extra oil! As you may have guessed, with a care-free mentality toward health, they had some extra pounds to lose.

Who loves having to take medication? Who loves not sleeping well? If we have knowledge of how a particular food is bad for us or how a particular choice may not be in our best interest why do we do it anyway?

Please, don't get me wrong. I love brownies and pizza, and I eat them. But I also compensate for them in a way that will not ruin my health or make me feel guilty. There is more about how you can *have your cake and eat it* too later in this book.

How will this book change your life, compared to other books you may have read, felt good about, and simply put aside, only to later become excited by the next book, believing that it will be the one that will change your life? This book will help by allowing you to change at your own pace and preventing any feeling of too much pressure. I know this, because I will refer to *progression, not perfection*.

The chapters in this book are insightful, and full of stories about people you may relate to. Regardless of the change you desire - financial security, health, love, inner peace - they all affect how you physically treat yourself.

It doesn't matter if you're thin or fit, because at some level you are adversely affecting your health if the pendulum is permanently stuck on one side. Yes, even those of you who exercise too much as you will see how this can be true when you read about my life.

Act as you read. Waiting until you read this entire book before making use of these tools may affect your outcome and put your life on hold. If you continue operating in your current norm, you'll continue experiencing the same results you had prior to picking this book up.



## C2: SELF AWARENESS

### ***The Importance of Self-Awareness***

We all have obsessive thoughts at times which run our lives, creating layer upon layer of daily stressors that never seem to let up. Traffic, children who don't want to eat their dinner, running late for work, financial challenges, anxiety, being over-fat, not motivated, unhealthy, can't seem to get ahead in life, being taken advantage of, not appreciated...the list spirals out of control.

We have all experienced the non-stop mind chatter to some extent, even though, at the time, we may have felt we were the only ones in the world being overwhelmed by our minds. Many people have their priorities upside-down. You've met such people. Chances are, you've been one of them, at one point or another. What are you putting first in your life?

We, as humans, tend to put our body before our mind, instead of our mind before our body. The "body" can also represent finances, careers, or anything else you lack. Putting your body before your mind is, in my observation, a recipe for failure. It's like walking or running in old, comfortable shoes – they're comfortable, but the loss of integrity of the shoe will not continue to support your desire to travel many more miles. How long we keep those shoes on before we get new shoes is up to us. Do you focus on how uncomfortable the new shoes are or their potential for taking you further than your old shoes ever could? It's a choice; how we think and how we feel is a choice.

Success is a natural state of being, but we're conditioned to believe differently. We aren't born with mental limitations about ourselves. Rather, we're shown how to live, and taught to act with a self-worth that is either healthy or unhealthy.

Unfortunately, at the age of 18, we're not just considered a grown-up who is expected to sustain him or herself by finding a job after college; we're also responsible for our feelings, thoughts, and actions toward ourselves and others.

We can change our shoes by ourselves, by purchasing them with our own money. We're responsible for discarding the old ones when the time is appropriate, as well as being fitted with the ones that helps us look good, feel good, and perform as we desire.

However, if we choose to put shoes on that work against our ability to take the steps necessary to achieve our potential, how can we expect to move in the direction that we want or that is best for us, without causing more discomfort? If we do not recognize our thoughts, mannerisms, and actions, how can we decide where to go in our new shoes?

I cannot emphasize enough how developing self-awareness equips you to make either *powerful* or *powerless* choices. In order to make the right choice,

you have to know what is right, as well as how you're impacted by your current choices.

From a young age, my gift has always been, without a doubt, the gift of discernment. I easily recognize problems and solutions, and help others see themselves in a new way. My heart for counseling outcomes comes through objective guidance, which

has always felt very second nature. Even back in 6th grade, I fondly remember helping teach English to a Spanish girl. Later, she wrote a letter of appreciation in my yearbook telling me it really helped her fit in.

Quite often, teachers, trainers, psychologists, MDs, and the like have an overwhelming desire in their heart and follow their passion in helping guide others. Everyone has their own unique gifts and desires. Maybe you've quietly held onto a few that you have never shared. Do you have a gift you're selfishly holding back from giving to others? Why? While your gift and passion may not be teaching, it may be to develop software that could save lives, or perhaps to write music to soothe the world.

You may be thinking – “What does this have to do with being more fit, losing fat, and having consistent motivation for exercise?”

The commonality lies in *self-expression*. People who do what they love have a natural tendency to love themselves. When you love yourself, making better choices for yourself becomes automatic. Regardless of what those choices involve, whether it's healthier eating, or saving money instead of living pay check to pay check, you show up in your life deliberately wanting more. You are fully realizing *your best self*.

I chose to get into the fitness industry when I was a junior in high school, because I was skinny and lacked self-confidence. My motivation to get fit and take martial arts was fueled by being bullied and intimidated by boys larger than me. When I took martial arts, it was a big commitment that led to a big transformation. I earned a fourth degree black belt.

I was featured on *Ripley's Believe It or Not* and *You Asked For It* for my ability to deflect pain after being struck in vital areas of my body. An example? I was kicked in the groin by famed former Dallas Cowboys football punter Mike Saxon, and could bend a butter knife with my throat. I say this not in an attempt to show off, but as a way to share the power of the mind when fueled by fear, desperation, or a strong desire to succeed.

My passion and discipline to be strong and healthy swiftly inspired me to help others succeed in attaining their health and fitness goals. Soon I was training celebrities such as Michael Dell, Dennis Rodman, Marc Cuban, and several other high-profile people, as well as guiding thousands of others throughout my career in health, fitness, and personal development.

For the last decade, I have been helping people achieve results by empowering them to see why they continue to repeat destructive patterns. I have shared tools that have changed the lives of many people, by helping them identify their true potential. I tell the truth and let people know what they need to hear, not what they want to hear.

### ***Developing Self-Awareness***

My desire throughout this book is to help you identify triggers and help you clearly define obstacles that prevent you from having legitimate success with your health, finances, love, or any other area of lack. Together, we will work to identify how to overturn unconscious self-sabotage and misdirection into purposeful results.

Below are just a few questions that you need to answer honestly about yourself:

- Do you do just enough in life to get by?
- Are you aware of the direction your life is taking you?
- Which direction do you take when you go out to eat?
- Which direction do you take when making the decision to have a life partner? How do you define their role?
- Which direction do you take when someone pulls an emotional trigger?
- Do you move in the direction of nurturing yourself? Or do you detour toward self-destruction?

These questions are designed to cause you to evaluate your life. Since the most successful people in the world are self-aware, I want to ignite you to create this transparent awareness within yourself. I encourage you to answer every question by writing down what you feel and think. Reading each question without contemplation of how it may have affected your ability to succeed may not make the impact I have designed for you in this book. In order to make the impact I have in mind, you need to read each question, and contemplate how it may have affected your ability to succeed in all your endeavors.

Do you have a vision for your life? Or, do you wake everyday going through the motions? People with clear vision and intention drive towards their goals with positive focus and never major in the minors of life. You will rarely hear these people complain about the weather, the news, or anything that doesn't pertain

directly to their vision. They do not struggle with yo-yo dieting, because they are too busy executing those daily tasks that will bring their vision into reality.

You probably know someone who has too much time on their hands. Are you in contact with this person often, and if so, are you aware of their words? Do they complain often? Is their complaint one that affects their ability to reach their potential, or do they lack a vision altogether?

Try to recall if they initiate forward-thinking ideas, and how they treat people in a social setting. Are they nurturing or positive? When you leave them, do you feel inspired – do you think or act differently? Or, do you feel drained, with a desire to be alone? Or do you perhaps want to be around others who move positively in the direction of their potential?

My intent is not to tell you what's right or wrong. Rather, it's to enlighten you to become aware of yourself and those around you.

We are so busy today that many people are unaware they are living in a severely stressed state. Ask yourself these questions:

- Are you aware of daily stresses?
- Are you always in "survival mode"?
- Do you feel stress while sitting in traffic?
- Do you experience daily financial stress?
- Are your children and family life overwhelming you?
- Do you take medication, whether over-the-counter or prescription daily?
- Do you eat sugared foods, regardless of the portion size such as bread, pasta, candy, etc.?...

If you answered yes to these questions about stress, then you live in survival mode, and are creating more stress, which will prevent fat loss, quality sleep, and will add to your cravings of poor food choices.

Running away from family will not fix your stress. Quitting your job may help, but only if you have performed your due diligence for your next move. Exercise and changing your food choices would make a big impact, but how could that "fix" the stresses you cannot control, such as traffic and others actions?

You're reading this book for a reason: maybe you desire to correct your direction, but the more stress you experience, the less inclined you are to move towards realizing your true potential. It becomes unimportant. Or, it's still important, but there are other things on your radar, like simply surviving, paying bills, or getting through another day.

Some people are simply unaware that they are walking in a direction that will move them further away from the health, security, happiness, and peace they seek.

If we sprinted in a direction we didn't want to go, we wouldn't have the time to recognize the brick wall (emotional obstacle) coming at us too fast. This obstacle prevents us from making the changes we need to stop, thereby sabotaging our desired results. Walking is more sustainable and easier than sprinting, so why not adopt the same mentality on the path to your desires?

Turning away from our healthy mind and body, losing the confidence we expressed, and the excitement we once had didn't happen overnight. Often, it's a slow fade. We can use this same slow pace with positive, instead of negative, results when we create a vision of a new norm, complete with the emotionally-supportive tools needed to succeed.

No one says, *"I want to be fat", "I want to be poor", "I want to be angry at the world", "I want to be on the verge of a heart attack", or "I want to be disliked by my co-workers."* Often, an insidious life happens as we unconsciously walk in that wrong direction. Sometimes, we walk unconsciously until we slam suddenly into a startling, game-changing event (heart attack, divorce, bankruptcy, or 50lbs of weight gain, just to name a few).

If you're reading this book, then you're aware that something has to change. You have stopped your death march, realizing the need for an alternate route, a new normal.

Have you identified the direction you're moving towards? If you've walked in a direction away from your true potential and desires for any length of time, you are painfully aware that there have been deeply-rooted habits that took you there. These are the very habits that have kept you from the tools needed for success. Whether it be optimal health, wealth, inner peace, or all the above, this book will be your life-raft, saving you from drowning in your old habits.

Self-awareness is a common thread among highly successful people. Change comes from self-awareness and input of the results we receive from our decisions. By embracing awareness, you will move at a faster pace and begin running straight toward your goals. This is because your new habits will make better sense to you and begin to propel you in your new, positive direction.

Preparing to go on vacation, Samantha made sure to bring fiber and coconut oil to help balance blood sugar and absorb some calories of the poor food choices we knew we would be making. During the first 5 days of our trip I ate deserts,

waffles, and other poor food choices. Some by design, but mostly, because we just had to eat what was in front of us.

On the fifth night after dinner, we went back to our room, and for the first time on our trip we had some of the fiber we packed. You may wonder why we waited five whole days to have the fiber we needed to help absorb some of the bad calories. Guess what? *So did we!*

The fiber was in clear plastic bags next to and touching the supplements we took every morning, afternoon, and night. I was responsible for doling out the pills. I had to literally move the clear plastic bags of fiber out as a way to get to the pills every time we took them. I even put the pills in plastic bags to bring with us since we would not return to the room for hours.

So then why didn't we use the fiber until dinner on day five?

*Because my mind was caught up in the activities of the day.*

My current norm of dispensing our supplements hadn't changed, but adding fiber to our daily regimen was not on my mind. It took taking the fiber after days of poor eating and recognizing that we were feeling bloated and fat to get us focused on our original intentions. For the last part of our trip, which would last another three days, our new norm would be to implement adding fiber to our supplement regimen prior to leaving the room.

Sometimes, our intentions are not executed, due to our mind being focused on something or someone else. How do your intentions derail you from making healthier choices?

I have several, not just overweight, but *morbidly obese* friends, who are resistant to change. I love spending time with them, because they give me perspective and insight. We've been friends for many years, and they feel comfortable enough to share how their journey doesn't line up with where they once saw themselves.

They are aware that their path is wrong, but it's "comfortably uncomfortable" for them to remain where they are. Yet they continue to look toward the branches of the tree for answers, rather than realizing that the trunk was a beginning point for their desires.

People often believe fat is just a side effect of getting older. They expect it and just give up. They let go of experiencing how great it once felt to be alive, vital, and full of energy. What was a natural and automatic response was slowly traded for the norm of passivity and the comfort of staying in their current norm.

They just stopped their line of sight too short and didn't realize that, down the road, loomed a train wreck. Your health, like that train, has such a powerful force and, if derailed, can result in massive collateral damage. The wreckage involves every area of life...financial, psychological, relational, and physical.

What am I saying here?

Slow down and operate your machine and your health with care. Keep it in good working condition and functioning properly. Be aware that the tracks may change direction up ahead. Slow down and listen to these next questions and think about your answers. It's not higher education or head knowledge, it's taking inventory of what this life has in store, or, if mismanaged, what it will cost you and those who love you.

- Are you married?
- Do you have children?
- Grandchildren?
- Do you truly love them?
- How important are you in their lives?

That might feel uncomfortable, but let's talk a moment about sacrifice.

See, in order to get more of what you want, you have to sacrifice. If you're not here to see your children or grandchildren grow up, does that benefit their future? If you were not here for your significant other anymore, how would it affect them? What could you have taught them? How could you have kept them safe if throwing caution to the wind and playing roulette with your health was not more important?

Now, I'm not sure if many people really see life this way. I mean, who wants to die? No one I know. Yet we live as though we do. We are often cavalier, as if we enjoy how we look, feel, and act toward ourselves and others. But deep down inside, our hearts are broken. Some people have to wait for a heart attack, stroke, or cancer before they wake up and change their current norm of poor eating, their perception of themselves, and their life choices.

Be motivated by these issues – because they are truly life-or-death motivations. Stop and reflect on what I've just written. Through my observations and coaching experience, all of this self-reflection is critical in order to advance beyond our current norm and into the life we keep hoping will change upon waking one day.

Some of the most successful people in the world have gotten that way because they are self-aware. If you never do a self-assessment and then make course corrections and necessary changes, how will you grow?

*“Men talk as if victory were something fortunate. Work is victory. Wherever work is done, victory is obtained”.*

Ralph Waldo Emerson

Emerson was and still is one of America's most forward-thinking teachers. Here, his quote is saying that luck is not something that just happens, but rather, it is something that we decide to make happen ourselves. You make your own luck.

If you cannot recognize the results of your thoughts, how can you move in the direction of your true potential? Our potential, and all we desire, doesn't just happen one morning when we wake. If you desire fat loss, health, and the constant motivation to exercise at any level, then you must bring it into existence with direction, and then execute daily tasks to move you in that direction.

I have used many modalities of self-reflection to be a better person and to serve others properly. One of the most profound ways has been by reading the writings of the most influential and successful people ever to walk the earth. One of those people is Ben Franklin.

Ben's friends expressed their concern that he came across as arrogant when he fervently engaged with friends and new acquaintances about his idealistic opinions. Ben appreciated the feedback and made immediate changes. He decided to alter his approach to winning people over by actively listening, asking questions, and showing interest in others' opinions.

He said *“The modest way in which I approached my opinions proposed a readier reception and less contradiction; I had less mortification when I was wrong and more easily prevailed with others to give up their mistakes and join me when I happened to be in the right.”*

Self-reflection is an imperative first step on the path to transforming and securing your future. What do you want your life to look like? And who do you want to become? It's time to be a little uncomfortable.

If you voluntarily made yourself sick by discarding healthy food and exercise, if you couldn't provide for yourself and your family, would you regret it? Imagine yourself in a hospital or home, unable to work, or fearful of how you will return to normal. Was the heart attack, stroke, or other illness preventable? Did you invite it into your life?

Do you feel angry with me for asking these questions? Are you afraid to look at reality – to accept responsibility for years of disrespecting your health – both



mind and body? Once you allow yourself to become uncomfortable and get real with yourself, go to that place of honesty in your mind, where no one is exempt and ask yourself what would you have done differently?

Write a response to all of these questions until there's nothing left to write anymore. If you're in a place where you feel helpless, the words will come. There's no reason to force what you can write. Keep in mind that you can use these tools in any facet of your life where you desire more or something different.

Feelings can evoke the perfect thoughts and words for you. No one has to see what you wrote and you can even discard the paper afterward.

You owe it to yourself to talk freely, with integrity. It's time you became a captive audience and listen to every word you have to say. I strongly encourage you to let go and allow yourself to feel. Tell your family you need an hour to yourself. Turn off your cell phone, and do this. Yes, guys, these tools are for you, too. Applying these tools will create great strength.

If you died today, how upset would your family be? You could even ask them how they would feel, if that works best for you. Most people don't have the communication skills to verbalize that kind of emotion. But go there anyway.

Timing, and the approach to any sticky or uncomfortable question, can be just as important as the answer, since it will create a new form of communication in a potentially uncomfortable setting. Some people (mostly men) are not interested in talking about their feelings. This tendency leads to problems in all aspects of life, from work to relationships.

I wasn't strong in this area until I realized the daily stress I experienced was too much for me to handle. I needed help letting it out in a healthy, professional, or personal setting. So I sought out a psychologist to talk to, and in the process, I became more self-aware and, also, a better communicator! After acquiring the tools for healthy communication and gaining relief by the healthy flow of conversation, I felt lighter.

Motivation and courage superseded the unpredictable feelings that were triggered from just pushing it under the rug. This new-found courage allowed me to take on larger challenges and created a new norm for how I communicate. This new way of communicating granted to me newfound success in my relationships.

Another benefit many men may be able see is a decrease in frustration towards others, or life in general. This is what happens when you understand what you're feeling and can convey it in a tactful way, thereby creating a better outcome.

Years ago, when I was a personal trainer, I observed that many couples struggled and I witnessed several marry and divorce. In every situation, there were signs of a struggling relationship which were easy to see for those who exercised in a gym setting. If the situation was chronic, the female would work out more than she ever had before. In the past, she struggled to lose 10-15 pounds and complained about it, always searching for a quick fix.

When her relationship began to deteriorate, however, it was easier to lose that last 10lbs because of her increased obsession with working out. The excess fat she wanted to lose wasn't the real issue anymore. She lost that weight fast, because she committed to exercise in order to drown her sorrows and keep herself busy to prevent from feeling...thinking...or whatever it took to deal with the situation!

Some people get fat simply because they're happy or complacent in a relationship, or because their spouse isn't healthy and doesn't work out. Then, when a breakup occurs, they get fit again.

You may say "this is healthy, isn't it?" Well, not entirely.

If the motivating factor to lose fat is due to stress then the answer is no. Some women would become addicted to exercising for hours every day of the week, and often would become too thin. Some females were told not to come back, for fear of becoming hurt in the gym due to their anorexic condition.

Addiction to working out is no different than an addiction to alcohol, sex or prescription drugs. It's just a response to stress. Males in these struggling relationships would stop coming to the gym altogether, and handle the stress of a breakup differently.

One of the things I learned about relationships is that when a couple accepts each other in matrimony, they have accepted how each other looks, among other things. In sickness and in health might mean emotional sickness, stress, and gaining weight as an outcome. If you are with someone who needs to lose a lot of weight, you may find that your habits tend to match theirs. As a result, you may eat poorly, go to the same restaurants they do, and live a sedentary life. But what happens when you decide enough is enough?

One day, something clicks and you decide to change your habits. You begin to make a conscious decision to eat well and start exercising. In the beginning, your significant other supports you by trying this new way of life. You both lose 20lbs, but your partner doesn't want to keep up. Your alliance will now change direction, because your once-supportive significant other has fallen off the

wagon and expects you to do the same. You resist returning to old habit and, deciding to continue, and the next thing you know, you've lost 30, 40, or even 50lbs.

Now, your significant other is not only lacking in support, but they're unconsciously trying to sabotage your results by eating ice cream and fried food in front of you. Arguments begin about where you will eat, and they will complain that you're not spending time enough at home because you're in the gym too much.

Suddenly, you have new friends and jealousy begins to rear its ugly head in the relationship. At this point, you're probably tempted to align with people who think a lot like you, versus the one at home who doesn't. You stuck to your desire to lose 100lbs and you've finally succeeded!

Never before have you been so fit and felt as good as you do. It shows in your mannerisms and confidence. You're getting attention from the opposite sex, and revel in the change. I'm sure you could imagine what comes next: Infidelity and divorce.

This is not an isolated story. This has actually happened and is still happening everywhere – it's not uncommon for a couple to grow in different directions. If one moves in the direction of their true potential and becomes a model for others in some form, and the other doesn't, it is often met with resistance and results in discord and strife in the relationship. Do you sabotage your significant other when they choose to move in the direction of their true potential? Or do you support them?

Become self-aware about your role in the success of your life, and others. A healthy couple decides to marry, they align with one another's' desires, and begin their journey with intentions of everlasting love. All is going well.

They have a child, and normal disagreements begin because they didn't have a plan about how they would raise the baby. It is manageable, however, and tolerated. The female, before the baby, was fit, healthy and loved making time to exercise with her husband. She is a great mother, always with her little man, and she makes time to be with other mothers to share stories and do things together. These activities bond them in a deeper way than before, when she was single.

Now, because of the demands on her time as an excuse, the mother discards exercise and begins to eat poorly. Not only has she failed to lose the baby weight, but she begins to gain weight. Stress enters the relationship, sex all

but comes to a halt, and their once-loving relationship has changed. This is a common issue, and more often than not, the male at some point has cheated.

Am I saying this is how it must happen? Or happens with everyone I have observed? No – of course not. However, the combination of a roaming eye, changes in time spent together, and desire to have sex with his wife is more prevalent than most people know. How could this happen? Why would this relationship fall apart? They were so in love.

In my observation, they didn't have a plan or means to express what was most important to each of them. They forgot that continued self-respect and commitment to their original intent needed to continue.

The man wanted his wife to stay fit and wanted to exercise with her. He didn't care that she gained weight – rather, he was not happy she that she abandoned exercise altogether. I have heard from men many times how they signed up for one thing, and a few years later they had another.

Now, this is not one-sided, because females have shared stories with me of how their husband would not help at home anymore, but instead continued to go out with friends to the bars after they were married. These complaints caused similar issues. They said their husband stopped trying, began to work more, or wanted to stay home all the time. He had in effect stopped dating them.

After years of observing people with many more stories than these, not all negative, I began to make a statement on my radio show that seemed to ring true for so many. *"Get married, get fat, get divorced, get fit."*

When we're in the market to find love, we exercise, take care of ourselves at some level, and attain our goal. After marriage, many become complacent and allow themselves to believe that just because they're married, they can stop trying. The challenge is over, so why try? While I am not convinced this is a conscious thought process, I do believe it's an underlying presence.

In contrast, those who divorce tend to become fit again. My observation has been the female who was 20-30lbs overweight and was cheated on decided to, out of revenge and anger, become fit again. Now, she looked amazing. She made herself and her health a priority, which is what the husband wanted in the first place.

Does this mean he is excused for this behavior? Absolutely not!

However, in my observations and through the many stories I've been a sounding board for, relationships have warning signs. It's our job to identify

them when expressed and take them seriously. We should not dismiss what our significant other may say just because they mildly complain or do so in a joking manner.

Many people lack proper communication skills. They don't talk about their issues for fear of hurting one another, or because they do not want to have an argument. As a result, the issue is not addressed but instead pushed under the rug.

While many millions of couples have long-lasting relationships, my stance parallels that of having a poor quality of health and living until you're ninety. If I had to choose between living until I was seventy, being happily married with my wife while leading a healthy lifestyle, only to die because I was hit by a bus, versus living until ninety while merely tolerating my wife and on more medication than my grandparents ever saw – I'll take the bus, please.

## C3: WHAT'S YOUR STORY?

Are you aware of your story? Awareness is more than noticing your weight on the scale, the cold you're suffering through, or the unexpected bill that came in the mail. It's important to be aware of the conversations that you have with others, the ones that play in your mind all day and night, and keep you exactly where you don't want to be.

Some people wonder why they can't find a significant other, struggle to pay their bills, and just can't seem to catch a break. People who are stuck in their story often tell people that they just met about their childhood struggles or how they were unfairly treated by a colleague or boss seven years ago. They're stuck in that story and haven't picked up another book with a different story to share.

- Have you had a less-than-ideal childhood?
- Did your family struggle to put food on the table?
- Did you not have the academic ability or talent that your friends and colleagues had?
- Have you ever identified what propelled you to choose the career you have?
- Could this be the motivating factor behind your success today?
- Or, did those experiences condition you to feel unworthy of success?
- Were you spanked or constantly yelled at by a parent as a child?
- Do you exhibit similar behavior toward your own children today?
- Or, are you walking another path by choosing healthier parenting tools?
- Do you believe you're the only one who has strange thoughts?
- What benefit do you gain from telling someone how angry you are about something that doesn't progress you, in your life, toward optimal health or financial security?
- Do you see yourself in these examples?

Everyone has a story. Many of us had a less-than-happy experience in our childhood that affected our self-worth, ultimately impacting our ability to achieve the things that we desire. Why, then, are there many highly successful people who came from troubled families, while others are on the street holding signs that read, "*Will Work for Food.*"?

As early as six years old, we form our story and perception of ourselves, the world around us, and what we believe others think when they see or engage with us. Some people choose to accept

their story while others choose to change it. Some people don't believe their story is holding them back until they're faced with a desire which makes them want to tell a different story. Then, they begin saying and doing things differently than they normally did before.

There are many people who were raised in a drama-filled home, and never let go of that. As a result, along with every success they have, there is drama attached to it.

Some people who are stuck in their story struggle to lose weight and keep it off, because they know no success without failure. They are good at beginnings, but not at sustaining the results that they achieved.

Would you prefer to be complimented for your successes, or your failures? Are the people to whom you best relate, such as friends or colleagues, adding to your story? Or, do they present you with information challenging you to change your story?

Whether it's your best friend or significant other, the people that you attract who have similar historical patterns of failure will continue to support your way of thinking because they benefit from you being like them. If you didn't have this common interest or didn't nurture each other's emotions, then you most likely would not have them in your life.

I ask this with all due respect. How often do you see a fit person who loves to eat healthily, enjoys exercise, and is financially secure, marry or have as a best friend an overweight person who has no regard for eating well, detests exercise, and struggles to live paycheck to paycheck?

What would they have in common? Could you imagine how the conversation would go if they were trying to pick a place to eat? After all, splitting the bill may not be an option if one person can't afford to eat out.

My scenario is not meant to offend anyone. Rather, it's meant to demonstrate that people with similar interests tend to surround themselves with those who are like them. If you like your current reality and the support that you have from your family and friends, then there's no need to change.

Do you find that you feel a great deal of excitement at the beginning of a relationship, but struggle to maintain that relationship just a few weeks or months later? Is your new friend or significant other failing to meet your expectations? Are they different than they were in the beginning?

Perhaps they stopped calling you or you stopped calling them because you realized you had less in common than you thought – even though you initially spent hours speaking about all your similarities and shared interests.

Did you take the time needed to really get to “know” this person? Maybe once this person realized that you didn't align with their needs, they decided that they

wanted to find someone else who could support their desire for growth or their need for a more drama-filled life than you are giving them.

An interesting study was performed with several overweight friends who shared common interests and moved 500 plus -miles apart. The researchers found that people who share the same interests also experience similar health outcomes and weight fluctuations. Even more interesting is the fact that when these friends moved far away from one another, as long as they stayed in contact by phone on a weekly basis, they continued to lose or gain weight in a manner that mirrored their friends' weight loss or weight gain patterns within 5lbs!

It's easy to get stuck in your story. Constantly repeating it to yourself and others over and over begins to give that story solidity in your life, making it more difficult to walk a different path. Changing the story that you've been repeating time and again over the years may take a great effort. You'll have to etch another story, one infused with truth, healthy perceptions, and new friends who don't support your drama-filled story. I don't say this to discourage you, but to guide you to the path that you say you desire.

Ask yourself; would you rather continue being "comfortably uncomfortable" with a story that continues to bring failed attempts to be healthy and progress toward your true potential?

Or, could you commit yourself to making small, relatively easy changes that result in new comforts and success?

If you're ready to walk a different path with people who are stronger than you financially, physically, emotionally, or in any area that you find yourself lacking, then you may want to begin changing your story and model it more closely to those who have what you want.

- If you were never exposed to the skills necessary to save money, what will it take to learn?
- If you were not exposed to balancing a check book, who could you consult with about how to do so?
- If you were not exposed to what a healthy relationship looks like, who do you know that has one you could you model your relationship after?
- If you weren't exposed to eating healthy or regular exercise, what research and free information can you find online that will help you get started with the process?
- Do you believe we have the power to change our story in a split-second?

I believe that, when we have a deep desire and the proper motivation, we can change our stories in a heartbeat. Here's a great example of a situation in which you might want to change your story to fulfill a desire.



When filling out a resume or speaking to a potential customer or client, do you share your fears or limitations? Or do you share all of your strengths, accomplishments and desires? The story that you share on a resume is usually well thought out, planned, and written down.

Which story do you tell when you're on a first date? Is it one that would make the other person want to run away? Or, is it one that gives your date the impression that you could have a healthy relationship?

Have you noticed how fun a new career or relationship is in the beginning? Can you honestly say you were yourself in the beginning? Since we generally accept that we have the ability to change our story when we need or desire a particular job, can you see that you have the same ability to change the story that you tell yourself and your closest friends?

Unfortunately, after beating our chests about our accomplishments when filling out a resume, we subconsciously revert back to our old story and behaviors after we are done interviewing. Why?

Let's take a look at the Reticular-Activating System. The Reticular-Activating System (RAS) is a set of nuclei connected in the brain. The RAS works in conjunction with the law of attraction (in fact, the law of attraction probably wouldn't work without the RAS). The RAS plays a very important function in the human body, allowing us to breathe, sleep, walk, and even have a heartbeat. The RAS is one of the most important parts of the brain that allows it to function.

You draw into life what you put out. You get what you give. When we observe someone doing something, the same pattern of brain activation that allows that person to do what they're doing (e.g. lifting up their right hand or smiling) is mirrored in the brain of the observer. Our actions cause similar action-representations in the brains of others.

Brain imaging has shown that fear activates an almond-shaped collection of nerve cells in the brain called the amygdala. When you show people fearful facial expressions, the amygdala activates as if those people were experiencing fear themselves. We feel the fear because we're connected to other people and their brains instantly. That's why you may feel drained or anxious around other people who are anxious. Similar principles apply to happiness.

An analogy that comes to mind was shared with me by my buddy and best-selling author and speaker, John Assaraf. John told me to think of our RAS in the following way:

*Imagine you and I were on a boat. The boat is on autopilot heading north. We're sitting in the back of the boat, and you ask me to change our direction to head south. I turn the boat around to head south and return to the back of the boat. Will the boat continue heading south or north? Of course, it will begin to turn back north because I didn't turn the autopilot off.*

While I know you're intelligent and understand these scenarios, without consistent effort and taking action to change our thoughts, how can we expect to attract anything different than what we have?

I follow Joel Osteen on television for my weekly church session. One of Joel's sermons discussed the importance of being aware of your "I AMs." He mentioned the importance of recognizing your thoughts and words that begin with "I am", because whatever words follow is what will ultimately come following you into your life.

Joel's message is profound, but it's not new. While I share similar messages with you in my book, it can be argued that Napoleon Hill's *Think and Grow Rich* was the first to shed light on the power of thought to attract what we want or don't desire in life. Others may argue that the Bible or Buddha were the first to popularize these ideas.

People often lose confidence in their ability to attract what they want, and so revert back to old beliefs by allowing their childhoods or other stories from their past to rule them. The question is, can we become conscious and aware of these thoughts and choose to change them? As I said earlier, through my experience as a behavior coach and many observations, I believe the answer is a resounding "YES!"

This mind-set and tenacity helped remove the story which held me back from achieving success in different areas of my life, and removed my self-imposed obstacles to success. No one can think or act differently for you. Why not begin changing your story this moment? What does that new story look like?

Is it reasonable to expect one day to wake, and have your life magically changed and aligned with all of your desires? You might long for financial security, a healthier lifestyle, inner peace or a loving and healthy relationship. But how could you possibly achieve these things without ridding yourself of the story that has held you back all of these years? Is it really possible to change both our conscious and sub-conscious thoughts and behaviors?

Have you woken up one day with everything you ever wanted? Now, you may have found the love of your life and have amazing children, but I'm obviously

not addressing what you have. This process is about addressing what you don't have and being motivated to achieve more than your current reality.

When are you your true self? When you're surrounded with your family? When you're alone in your car listening to the radio or shopping for groceries? Do you seem to transform into "someone else" when you're uncomfortable? What persona do you seem to take on when you're trying to close a deal?

Contemplate for a moment how liberated you might feel if the person that you truly are could come out to play in all scenarios. If you're not your true self when trying to make a sale, the odds are that prospective customer will pick up on it.

Do you have colleagues who are able to sell the same product as you with much greater success? Are they better than you? Stronger than you? More talented than you? Maybe, but maybe not.

Maybe they're simply able to be themselves in challenging or uncomfortable situations, without undue anxiety or concern about the outcome of the deal. Perhaps they're able to be in the moment of the deal, rather than thinking about how people perceive what they say and how they act. These successful, happy colleagues may not let ego get in the way. Those who do have ego issues may lose the deal to those who are not tied up in what people think of them.

What does this have to do with being healthy and fit? When we hide behind the story of we want to be, we can sometimes come across as we are not. When we're not able to be our true selves, we can end up getting angry in traffic, having strained personal relationships, and making poor choices that negatively affect ourselves, our families, and our health.

To reiterate, I strongly encourage you to write down your answers to these thought-provoking questions. You will be amazed at the outcome and the epiphany you may have in the process.

After allowing myself to express my thoughts and emotions with no apologies, I feel more liberated than ever before. I finally feel like my true potential is shining through to serve others. I'm allowing it to happen by being vulnerable enough to share who I am with the millions of people who read my articles, interact with me in my seminars, see me on television, and listen to my radio show. I'm able to do so because I've abandoned concerns of what others think of me. My true passion has overridden my fear.

What story about yourself do you want to tell and live by? And how can that story propel you in the direction that you want to go, while helping others?

## C4: THE POWER OF CHOICE

For many years, I was out of balance. My priorities didn't ensure my success in business or love. Everything I did surrounded my body, my looks, and how I performed physically. I had to be the biggest, toughest, best martial artist and strongest person in the gym.

Why did others lack motivation to push themselves when they exercised? Why did they constantly make excuses for not exercising for three or four days per week? At that time, I didn't understand why people were weak, and couldn't eat well for a month or abstain from alcohol.

I didn't drink alcohol until I was thirty, two years after visiting a therapist on a weekly basis, who suggested I relax and have a drink. I originally met this suggestion with resistance, since I had an addictive personality. If I adopted a way of life or thought process, I would run with it.

During my third and final year of therapy, armed with the insight I learned along the way, the concern of becoming addicted to drinking alcohol to relax became a moot point. Why? I had become aware of my current norm, my perception vs. reality, my reaction to emotional triggers, my obstacles, the empowerment of choice, and a vision of what a new norm could look like.

Many people who I believed were weak actually had strengths I lacked, and gave me great advice to succeed in business and in

love. Their advice not only worked for them, but many others who lived by the same suggestions. A new perspective helped me identify why I believed some of my clients or friends were weak. Who the heck was I to say these successful business men and women, or house mothers, were weak?

The desire to change my outcome and mentality toward others had come full circle and now resonated with my soul's purpose. I had acquired amazing tools to help others succeed, yet, I still didn't "get" it. It's not that I was close-minded; I just lacked the years of personal application and refinement that would help me sharpen those tools and teach them to the public.

Years of trial and error helped me recognize the need to develop a healthy perspective and mental balance while helping others do the same. Walking my talk became more important than how I looked, because my clients had no interest in becoming a meathead whose main priority it was to have a perfect body.

Ten years later, 30lbs and no longer the strongest, biggest, and toughest person, I felt liberated. Like a snake shedding its skin, I emerged with abundant

courage, and was truly the strongest I had ever been. I was using a different muscle; my brain. I experienced a rush of memories. Instead of 90% of my diet being perfect, today, only 70% is perfect, while the other 30% consists of eating foods like brownies, pizza, and hamburgers.

Allowing others to be where they are, when they're supposed to be there, has been liberating for me, and has strengthened my relationships with those who want to work with me.

My friend Bart has the best life. He is a billionaire, happily married, has traveled the world, is always happy, and wants for nothing. One day, while out walking my dog, Buddy, I ran into Bart. As I stopped that day and spoke to Bart, the conversation ran a little longer than our normal discussions. I realized quickly, after sharing some struggles I was facing in my business, that I'm not alone after all. Everyone has the same human condition. Here's a man who still works, invests, and puts himself out there. He loses a lot of money, only to turn around and make a lot more right back.

*"There are always challenges and I never stop learning from them," Bart told me. "Once I realized money wasn't the key, I just accepted that challenges were inevitable – then the important thing was how I chose to perceive and overcome those challenges. Because of this, I'm liberated by feeling less stress."*

During my first of three years attending Harvard Business School, I learned about "customer-centric" needs. This hit home for me, because I learned the importance of understanding what people want, instead of telling them what they should want in the health and fitness arena. Sixteen years ago, my personal training business was successful, but limited. Why? My mind didn't align with my clients' needs. Success continued for me because I followed my passion for helping others succeed.

Just because I work hard doesn't mean my success is assured. I realized if I worked day and night on my business, I could become wealthy but was I moving in the direction of my true potential? No. Just because you work hard on a relationship, and want it to work, doesn't mean it will, if it doesn't align with your true desires.

Is your work more important than your health? We tend to work hard to make something happen, and often, get in our own way. We can choose to move in the direction of our true potential by being open to change and by consistently using tools that take us out of our current norm into a new norm that brings us, and those we interact with daily, closer to our true selves.

In my 23 years in the health and fitness industry and as a behavioral change coach, I have had the pleasure of working with people who taught me how to listen to their desire to affect positive, consistent change and create a new norm in their life.

Learning for me has always been fun, provided I was being taught the way I learned best. Identifying how we learn best and choosing that route while taking on a task can help us excel. The power of choice, for most of us, began at an early age. We were shown how to choose between safety and possible danger with the "stranger danger" belief our parents imprinted on us as a child.

As we grow older, we become more discerning of who and what is in our best interest, but we can still lack awareness of some situations and people, if we are not exposed to someone who intends to hurt us in more ways than just financially.

At times, we are not exposed to the model of a healthy relationship and we choose the guardian who we modeled growing up. We may even really dislike the person we choose to enter into a relationship with. How many times have you said you didn't want to act like your mother or father, and one day you turned into them? Before we can choose a new norm we must recognize the current one.

When we leave our parent's home, we have also become an adult with our own permission to make adult choices. This includes everything from choosing the car we will buy, the people we date, where to shop, which food to buy, and choosing whether or not to leave the lights on in our home. We can even choose not to clean behind our ears.

When I moved to Dallas in 1991, I realized I was an adult and had to pay my own bills, balance my checkbook, and otherwise perform all the basics of taking care of myself and making adult choices. One day, while I was very hungry and grocery shopping (bad combination by the way – I don't recommend it!), I put cookies, ice cream, frozen pizza, organic chicken, veggies, and a few other healthy items in my basket.

I was excited to go home and tear into the bad food first. Yet on my approach to the check-out counter, my adult mind kicked in, and I realized for the first time since leaving my parent's home almost a year earlier that I was all grown up. I didn't have to rebel against healthy food, or hear, "please turn the light off" ever again. In an instant, I pulled all of the bad food out of my cart and told the clerk I didn't want it. Yes, I'm sure they were not happy with me, but it was worth the liberty and the empowerment I felt when I gave myself permission to choose between what was in my best interest, as opposed to being told what to do.

Are you still rebelling against someone from your past that has no influence over your decisions today? Even if they are still in your life, if you're an adult you have a choice. If you continue to rebel, you might be hurting yourself and may rob yourself of the health, financial wealth, and inner peace we all deserve.

I took this new mind-set and applied it to my personal training sessions. I began to ask out-of-the-box, emotionally-stimulating questions of my clients. These thought-provoking questions helped me learn more about the choices they made that had them seeking guidance from an outside source to learn how to eat and exercise properly.

If your parents didn't exercise or eat well, then you were most likely not exposed to which foods to choose for optimal health. Now you're not getting off that easily, because we all know fried food is unhealthy. Soda and bread, regardless of how many grains it has, detract from our health. Yes, even diet soda. The phosphoric acid in all soda robs your bones of vital nutrients and decreases your immune system by 60% for five hours. Add sugary food, and it's no wonder people have two or three colds and the flu each year.

But, I digress...

Here are just a few of the fifteen questions I would ask my clients. Some of the questions would be tailored to the person and would not necessarily apply here.

- What excites you when you wake every morning?
- What are your aspirations?
- What daily struggles do you have that keep you from consistently exercising or eating well?
- How do poor health choices affect your family?

Years later I would ask, "Do you know what your true potential is?" Basically, I was asking whether or not they had identified why they were put on this earth. I gave myself permission to think outside of the box – to be different than every personal trainer and face ridicule by others who felt I was wasting my clients' time and money.

These questions helped my clients make a choice for healthier food that same day. It set us up for success from our next session on. Most trainers or teachers struggle to get their client/student to do what is needed to achieve the results they desire. At the time, the client may feel as though it is the trainer's fault for not getting them fit, or that the diet they were on didn't work, when in actuality, many times a lack of results is due to user error, combined with not owning the poor choices they make.

Giving myself permission to choose set me apart from the rest of my colleagues. My technique imbued a thought process others were missing in their efforts to help their clients become, and stay, motivated. These questions also stimulated conversation that helped them become aware of their life on a deeper level, and to consider the direction of their life, as well as the choices they made on a daily basis.

You may wonder why a personal trainer would ask these questions, when their client simply wants to exercise and lose fat. When someone hires a personal trainer it can be for several reasons such as: knowledge, fat loss, muscle gain, motivation, accountability, and guidance. Most of the time, each of these reasons would expand and overlap into the others.

Most trainers make an appointment with their new client, and then workout on that first appointment. I believe an initial physical and emotional assessment is needed first, to ensure the successful and sustainable results for which my client is paying me. How does this protocol differ from any coach or teacher who intends to make a positive and profound difference in another person's life?

Choosing to understand how your client, customer, or student learns, what their desires are, or what their obstacles are, makes that person feel special and understood. I chose to form a plan that aligned with their needs, rather than go with the flow of what others did.

Ask yourself these same questions to help you identify your motives explaining why you fail or succeed in health and business.

- Have you given yourself permission to think for yourself, while aiding others to meet their desires?
- How can you be this teacher for your family?
- If you're in sales, what do you know about your clients and their desires?
- Are you trying to sell someone on what you think they need, or are you actually fulfilling a need of theirs?
- Have the choices you've made as a parent, partner, teacher, or employer benefitted others?
- How does this help you lose fat for good?
- How will you become motivated to exercise with consistency and stop yo-yo diets?

You can choose to save a portion of your income or spend it all. You can choose how you want to be treated, or you can allow others to treat you anyway they wish. You can choose how you will treat others, just as you can choose who to let in your life and who to keep out. Your new norm is all up to you. All



of this was a direct result of a "choice" – I'm not a believer in chance. I believe we meet everyone for a reason, even the clerk at the grocery store we may not have said hello to because we were too busy on our cell phone.

Self-help guru Joe Vitale mentioned the Law of Attraction and how we choose all we want in our life, even a car accident. I strongly encourage you to become aware of the conversation in your head, because it is the choices you're not even aware of that you're making, every minute of every day, that are bringing you the health you say you do not want, the relationship you have, and even your financial status.

Here is a story I that had the pleasure to be part of. This story is one that many of us may be able to relate to, since it has so many layers which affected the subject's health.

One day, I had a meeting to add new features to my business. I met with a company owner who was 5'11, 54 years of age, and well over 300lbs. The meeting went well, but we decided it wasn't the right time for me to move forward. As I left the meeting, I couldn't help but wonder how much longer the owner of the company would be alive. Of course, I decided not to wait for him to ask me for help. Most people in his situation don't want help from a fit person who can't possibly relate to them, especially when that person broaches the topic of fitness and weight loss at a business meeting.

I immediately cancelled my next meeting and purchased some health supplements. I came back to his office, shared my concern for his health, gave him the supplements, and offered my help if he wanted it. He opened up and told me that his father had died the previous year. He also voiced his concern that both he and his son needed to lose weight. He knew he needed help, but he was so engrossed in his business that he didn't take the time to start making the appropriate changes.

At that moment, we started a friendship that would save him from himself physically and also strengthen him emotionally. He so appreciated that I took the time out of my day and purchased supplements to support him that he was open to my suggestions. Without asking for a dime, I began working with him on using the techniques you've read about so far.

Slowly, my new friend became more conscious of the food he was eating, and started preparing food to bring to work. When he hosted parties, which he did regularly, he began choosing healthy food platters in addition to the less-healthy ones that others would dive into. His drinking slowly became sipping a glass of wine when he was out with friends.

I sent him daily reminders to eat, rather than skip meals, as well as other suggestions that would keep him focused and motivated. If he wanted my continued help, he knew that he had to do some homework, to help him let go of what had kept him trapped on a figurative hamster wheel, peddling in such a deadly direction.

Because he was passive, he wouldn't deal with stress or face his problems. His inner stress demonstrated itself in the form of poor eating, drinking, and obsessively struggling to achieve greater success in business. He excelled at starting businesses, but when his business started to gain steam and success, he would invariably sabotage it. We also discussed how these destructive behaviors manifested themselves in his personal life.

Every technique you read in this book, he performed on a daily basis. Day after day, he worked hard to move in the direction of his true potential. Months later, he had lost 75lbs, separated himself from the toxic people who held him back from success, and loved himself for the first time.

Did he stumble along the way? Of course. But he benefited from removing those people from his life who didn't support his weight loss, or who sabotaged it by pressuring him to drink or eat unhealthy food. His transition helped him attract healthier people in his personal and professional life. He even closed down his company and started another that took off and is still successful today.

My friend is now able to move more easily when doing simple things, like standing up or sitting down, without using his hands for assistance. He breathes more easily. Before being coached and using my body makeover program, he had gone to the dentist and was told that his blood pressure was 186/148. They wanted him to go to the emergency room, and although he didn't go as he should have.

After implementing my exercise, eating, and coaching techniques on a consistent basis, he returned to the dentist the following year and his blood pressure had dropped by more than half, to 130/73. He tells everyone his success has nothing to do with drugs, "*only George's program.*"

You see, a nutrition or exercise program is only as good as the person who applies it with consistency. Most people fear change, but every one of you has a conscious desire to live differently in some way. We're motivated to be different or have more, so we continue to try. How can we live differently if we don't choose to change how we think and operate?

As adults we are responsible for our choices. Remember when in the last chapter I said "*Some people choose to accept their story, and others choose*

to change it"? Choice can be hard or easy, depending on how determined we are to walk a different path in life. We have the power to change, but often feel hopeless, unless we are motivated to choose something other than walking down our "current norm" path. We can choose to shed old patterns or continue with the frustration and symptoms of being unhealthy that keep us from experiencing our true potential.

How can being unhealthy or financially destructive prevent us from achieving our true potential? When there is a huge imbalance in our thoughts, that imbalance is translated into being 100lbs overweight, living paycheck to paycheck, or being financially successful yet removed from our family. We tend to forget about, or perhaps are not even aware of, what's missing, until our life comes to an abrupt halt because of a heart attack stroke, cancer, divorce, or we realize that we have no retirement savings.

On the radio, I often speak of people merely treating a symptom and then believing the problem is gone, only to have it show up in other ways, such as another problem causing you to take even more medication or have yet another surgery, rather than identifying the cause, or better yet, preventing the cause and thus avoid having to treat any symptoms in the first place.

Americans don't live in a preventative mind-set. We live in a fix-it-when-it's-broken mentality that keeps us in a place of constant worry and emotional or physical pain. We stay in a virtually permanent "fight-or-flight" that state our bodies were not designed to handle. Therefore, it shows up in millions of cases as disease. A friend of mine is a talented doctor who said, "*George, there are no diseases, only inflammation.*" We create inflammation by the food we eat, chronic unnecessary over-medication, and mental stresses that consume our thoughts, overtax our bodies, and keep us from our true potential.

When buying healthy food or picking up a piece of candy at the front desk of an office, are you making a conscious choice to have these so-called foods? Or, is it reactive? Is it habitual? If you were to ask yourself prior to eating those foods about whether or not it was a good choice, would you think twice about your decision?

Now, I know many people would say they would still have this food, and, while I would agree with that in most cases, I would also ask you to consider how being consciously aware and giving yourself permission to choose something better would begin to change your reflex.

Let's put this another way. If your child, whom you love dearly, was sick with the flu and they were about to make a choice to do something you know would

make them worse, such as eat ice cream, or go outside and play in the rain, or anything else you knew was not in their best benefit, wouldn't you step in to prevent them from becoming even sicker?

You would most likely stop them from getting out of bed to go outside and play in the rain, and instead make soup or some other healthy food for them, to help them become well again. You made a *choice* for your child, even if they resisted your effort to help. Children don't always make the best choices – that's why as parents we help them, guide them, and choose for them until they become adults.

Unfortunately, some of us are not aware of being an adult ourselves, and often don't make the best choices in our own lives, especially during a time of stress or lack of awareness. We have shed the need for our parents or guardians to advise us, yet we act as though we are children who don't know any better, habitually throwing caution to the wind.

So let me ask another silly question – do you believe you have permission to choose? *You are certain to have thoughts like, well of course I do, George, I choose to eat fast food, I choose not to work out, and I choose my addictions all the time.*

In my mind, I don't see that as choice or empowerment. I see that as disempowerment and lack of strength. When we are empowered we gain self-respect. The person who respects themselves doesn't throw caution to the wind by making consistently poor choices that affect their health, and possibly, their families' future.

Your children don't have permission to choose the proper food or behavior, so as a parent, you have to guide and choose for them. When choosing their outfit or something for your child they didn't want, sometimes they may throw a tantrum or otherwise rebel against your choices for them. As an adult, when someone suggests a particular style of eating or exercise, or anything that may advance you in life, often instead of embracing those proven methods or beneficial suggestions, you likewise summarily dismiss them or otherwise rebel. What doesn't make sense to me is, why would you, as an adult, dismiss or rebel against someone or something that could help you get more of what you want?

Years ago, when I was about 29 years old, I had negative thoughts impeding my ability to change my current norm. I was in a huge transformational stage of my life, and spent days, weeks, and years learning how to change my mind and destructive thoughts. This one tool made me aware of how many times my mind would think unproductive or negative thoughts that were keeping me from my

true potential. As a countering technique, I would silently use the word “done” whenever I noticed a negative thought had entered my mind. I believe I used “done” at least 100 times per day.

You may wonder how I accomplished anything throughout the day. I was surprised to learn how often my mind would wander while driving, listening to music, reading, or any time my attention was not in a tightly-focused, conscious state of doing something. Being consciously and consistently aware of negative thoughts was my first step, and changing them was the second.

One day, while at a well-known coffee house, I observed a mother next to me speaking to her two-year old son about what he had just done. She had purchased chocolate milk for him, and he had thrown the milk on the floor. I will never forget how she handled her son.

She asked him if that was a good choice. She didn’t lose her temper or scold him, hit him, or tell him not to do that again. She empowered him to think for himself. He sat there for a moment and finally answered her with “no.” She then picked up the sealed container and put it on the table again. He was empowered to make a better choice by her asking if what he did was the right thing to do, and so, didn’t knock it off the table again.

Wow, I thought, the power of persuasion without being told not to do something over and over again, hit, yelled at, or punished. It was then I made a choice to adopt this way of parenting once I had a child.

We have the power to choose any direction we want to go. I believe one reason we fail is due to lack of knowledge and exposure to something better than we already know. Does that mean we are excused from our actions and their outcomes? No, of course not.

It means that, when you want something different or better than what you have now, the answers are available. It’s our job to search for and apply those positive and empowering answers with consistency to reap the reward of a new, healthier behavior.

Does this way of parenting make life easy? Are there certain circumstances that will require more tools than simply asking if what they did was a good choice? I’m sure there are additional supportive tools, but what a great start to healthy communication between the parent and child.

If we give up when whatever we try doesn’t work at the pace we want it to, then how can we expect to walk a different path in life?

In my first book, I mentioned how too many people want what I call “yesterday results”. For too many people, tomorrow is too far in the future to be fit, rich, happy, or healthy. Today won’t work either, because they want it yesterday or they don’t want it at all.

Many of us spite our future success, because of the expectations we have for our potential that are formed when we rely on our success to happen within our time-line. We choose to be impatient, rather than observe and appreciate the steady positive changes happening to us when beginning to move in a direction we want to walk, instead of the one we presently follow.

*Socrates, while being held in a prison and facing death, was in great spirits and continued to teach from his cell to those who believed in his message. While listening to him speak, they wondered why he was not angry for wrongly being placed there. Socrates said “no man is in prison who doesn’t want to be there”.*

We can choose to model ourselves after those who lack all we desire, or model ourselves on people who have what we desire and who are liberated from the constraints that once held them back from their true potential. You may be aware of the tools, behaviors, and thought processes of the model you’re intimately involved with, or maybe your model person is someone you researched and learned from their example about what you wish to have, how you wanted to act, or what you wanted to be like.

I must ask again, although in a different way – why should your life to change if the people you continue to model yourself on express behaviors you don't want? Are you satisfied with your choices? Do you have a life you do not want?

Make a list of all traits and things, tangible or intangible, that you desire in life. It could be one trait or many, and it can be a list of what you lack or what you wish to have. Ask yourself if the people who surround you have those traits and all that you desire. If the common denominator of the people in your life lack in what you desire, then you may want to change the people you model or pattern yourself after.

After putting your list together of traits, tools, financial status etc. begin to identify and search for those people who have the lifestyle you desire. It may be five people, ten people, or even more. In my experience, there's not one person who has everything I desire. You may want to find more than one person to emulate.

If an individual has a financially secure life with behaviors and/or thought processes you wish to emulate, what can you do today, and hereafter, every day, to model your behaviors and thought processes on theirs?

As I mentioned earlier, Donald Trump said *"Since you're going to be thinking anyway, think big?"* If I find myself being limited within my business, I remind myself of this saying and how highly-successful people often use this same tool. If you lack motivation to be fit and to exercise with consistency, who can you model your behavior after that has those traits? It doesn't have to be an athlete or someone who has a perfect body. Your role models can simply be chosen simply for the way they operate and think.

If you wish to have children who respect you and who have open communication with you, you may want to adopt some of the tools I mentioned, along the lines of the lady who asked her child about the choice he made above.

What traits can you choose from your family and friends that can move you in the direction of your true potential? If they don't exhibit any of the traits you want, it doesn't mean you have to cut them out of your life. Sometimes this can happen, like with my new friend who changed his life completely, only including healthy friends who supported him.

Although that may be the best scenario in some cases, it's not always one most people can realistically take, or even be willing to take. A more palatable stance may be to minimize what you share with them if they don't support your direction, and begin emulating the people who possess and implement the tools you wish to have. We don't necessarily have to meet the people we wish to model.

The Greek philosopher, Epictetus, once said, *"If a man has frequent intercourse with others in the way of conversation, entertainment, or simply familiarity, he must become like them or change them to his own fashion. A live coal placed next to a dead one will either kindle or be quenched by it."* No matter how you say or think it, those we surround ourselves with become like us, or we take on their traits or behaviors.

Have you ever heard of a situation where a straight A student began to fail and became addicted to alcohol or drugs? There are times when people who want to fit in, or be a cool kid, begin to exhibit poor behavior and fail in school.

They had no intention of doing anything dangerous or of doing something that would ruin their life, yet they were not strong enough and/or experienced enough to be able to self-identify the personal changes in their behavior that took them on a different path. This subtle, yet profound change also happens to you when you begin to emulate and surround yourself with people who live their life moving in the direction of their potential.

The power of choice, although difficult at times, can liberate us from ourselves and the outside world, or imprison us to a life of utter turmoil. We can choose to be happy for successful people who walk the path of their true potential. Or, we can be jealous and spiteful of the fact that they have a life we only wish we could have.

Once we choose to be happy for people who have the body we want, the financial status we desire, the family life we hope to have, only then can we begin to model ourselves after them. Subjecting ourselves to the bondage of envy and anger keeps us from aligning with all we desire and from the very people we wish to emulate, who, in most cases, would be willing to help us succeed if we but asked for their support.

While attending Harvard Business School, one of my classmates, who owned the family business with her brother, was struggling with the brother's demonstrated lack of motivation. He didn't pull his weight, and often caused strife within the company. The brother was talked to several times, with no resolution. This classmate struggled with bringing another professional into the company and firing her brother, because the entire family got together every Sunday and on holidays and birthdays.

The concern was how firing the brother, whose son also worked at the company, would adversely affect the relationships within the family, and perhaps cause too much strain. The choice may sound simple to you if you have never been faced with this issue. Should you get rid of the brother, to prevent decline of the company, and thereby save the family business, or, be constantly faced with the inability to grow and potentially hire someone new who can appreciate their position and strive to do a better job?

However, until we're faced with a tough, no-win decision like this, we really don't have a clear-cut answer. There are always choices we can make. If you have unhealthy friends who do not support your desire to be fit, to learn and grow, to associate with the right people, and to change and endeavor toward a better direction in your life, model yourself after other people who can help you on your journey.

Making a choice to end unhealthy relationships with people who are holding you back from your true potential or desire for a healthier direction in life is not always easy, but hopefully, you now recognize you do have a choice. If during the next year from today you choose to keep unhealthy people in your life and not craft a healthier you, and if on this day one year from now you have the same body, financial state, behaviors, etc. will you truly be okay with that?



If not, envision one year from now and ask yourself what would that conversation sound like? *"I could have...would have... should have...if I only... am I satisfied with my choices?"*

My experience about people, through observing others who have made positive and difficult choices for themselves, their family, and their future, is that they have experienced relatively small or short-lived downsides in the immediate period after making a decision to choose a different path. This is opposed to those who were too afraid to make a choice that would bring continued struggle for years to come. Are you satisfied with the choices you make on a daily basis?

Some thoughts never die, so allow me to repurpose a particularly profound one from my first book; Progression, not perfection. Move in the direction of your true potential progressively, and you will experience your true potential. Try to be perfect in the process, and you will push it further into the distance. It's a choice!

See how I linked this all together here?

**New norm + choice = A GREAT NEW LIFE!**

## C5: LIVING WITH EXPECTATIONS

We tend to work hard to make something happen, but often end up getting in our own way. Sometimes, we keep pushing off achieving our true potential into the future by stroking our ego, trying to force something to happen, or following a path not meant for us.

Before you know it, you're fat, unhealthy, feeling sluggish, and trying every diet and pill on the market to lose weight and instead do the work for you, simply because you won't make time.

When your child wants to play ball with you, or wants you to play on the ground with them, can you? Or is it too difficult to get up and down, so you don't even try.

Isn't it ironic how many medical doctors, trainers, chiropractors, nutritionists, and the media are still touting the importance of eating healthy and exercise, yet we're unhealthier today than we have ever been? At the same time, we have more medication and are living longer than ever before.

Allow me to be silly for a moment, and ask you eight questions:

1. Do you expect your body to change without exercise?
2. Do you expect that consuming fried food and/or sugar a
3. couple of times per week will keep you healthy, provided that you eat well the rest of the time?
4. Do you expect to be exempt from the dangers of sugar?
5. Do you expect challenging situations will one day end if you work hard enough on your relationship, career, or health?
6. Do you expect to be promoted or keep your job without showing up and performing well?
7. Do you expect that the choices you make today will not affect your future?
8. Do you expect to wake up one day and have all you desire?
9. Do you expect your life to be different without making a consistent, conscious change to leave your current norm?

Though we may be intelligent enough to answer these questions in a truthful manner, our actions often do not align with what we know to be true. And since we are so intelligent, why do we expect anything to show up in our lives differently than what we believe?

Years ago back in high school, a friend of mine took steroids, because he was tired of being skinny and being picked on. He had a deep desire to get big, so he used a 6-week cycle of taking steroids. The usual changes began to happen. He experienced an increase in hunger, pimples began to break out over his face and body, he became more aggressive, and, yes, he gained weight rapidly.

At the end of his cycle he gained 30lbs! People were amazed at how fast he gained weight, and he was the talk of high school for that entire year. He went from being a skinny, defined kid to a hefty, fat kid. His expectations of taking steroids meant he thought could eat all he wanted and not work out often, or even at all, to get big muscles. He never had any motivation to exercise, nor did his family, and he also had poor eating habits, as well.

You may have had a picture in your head of what this person have looked like after taking steroids and gaining weight, correct? What you may not have anticipated is why he was the talk of the school.

Whether there is some chronic condition for which we are taking medication on a regular basis, or whether we suffer from one which we have attracted voluntarily, by living a poor lifestyle that doesn't resonate with optimal health, both protocols are examples of conditions in which we are addressing the symptoms, not the actual cause of our concerns.

Am I saying we should not seek tools such as medication or a therapist to aid us in our journey in life? Absolutely not! However, from a health perspective, if you consume prescribed or over the counter medication for a stressful issue in your life, one which you invited through your actions, why should you expect your condition to improve, unless you address the cause of the problem?

It could be any of the following: Heart/stroke concerns, joint pain, digestive issues, or any other medical condition, you must

still keep in mind that you're not addressing the cause, only the symptom. A medication of any kind is not adding to your health, but rather detracting from it. Medication robs you of vital nutrients. How can we expect to become healthy relying on medication?

It's impossible, yet they market to doctors, who then pass information on to us, making us believe that what we are taking is good for us, or will fix a condition, while we are continually choosing behaviors that feed the cause. This information is not my opinion; it is fact which I learned from several medical professionals. One such professional was Dr. Alan Xenakis, who wrote a book called "*When Good Medicines Do Bad Things to Healthy Bodies.*" This is a long conversation, and one which I know a fair amount about, but since I'm not a doctor, we must leave it there.

My point that medication fails to fix the cause can be likened to someone who visits a therapist, and after sharing all that is bothering them, and then expects the weekly sessions alone to fix their symptoms. You discard any useful, but

uncomfortable, information or tools the therapist has given you to move beyond those symptoms. This keeps you visiting the therapist, because you are too afraid, or maybe on some level enjoy the drama, or lack of it, in your life. Living with expectations can be good, provided those expectations align with your current belief system and desires.

Linda and her husband are good friends of mine. Linda was inconsistent with her exercise, and while claimed she was eating well, she drank wine every night and would complain about not losing fat. She would say *"I know I need to lose weight, but it's so hard. I don't eat a lot."* She would ask for my help every once in a while, and I would enlighten her about her choices, but she didn't apply the changes unless I was around her.

Ironically, her husband, a well-informed doctor who agreed with my nutritional suggestions, had her hormones dialed in and placed her on supplements to address her deficiencies. He was just as knowledgeable as me when it came to nutrition. Linda really didn't need me, but how many people acknowledge their significant other as having the tools to help them in the areas they lack?

One day, she sent me a text asking for my help. It was not an ordinary text; she wanted to meet me for my input on how to change her current norm. Putting my busy schedule aside, we met at a coffee house and sat down for a while. She shared how fed up she was and how she really wanted my help.

Now let me say at the start, that I am the first person to help anyone who is ready for positive change. I have been exposed to many different personalities and dealt with thousands of people who lack happiness as a result of their health, relationships, or any of the other life challenges many of us experience.

Needless to say, I can easily recognize when someone is actually ready for change, versus the mere need for my sympathetic ear or a quick fix. So, after listening to Linda's plea for help, I recognized and shared that she was not ready for the change she desired. You may think I'm contradicting my stated desire to help people, but Linda was not ready for change. I would be ready to move mountains to help her when she was truly ready.

This was about the time in my life my coaching business was taking off, and, while I wanted to help, I knew I needed to be as efficient as possible. I would not have served anyone well by giving her many hours' worth of ideas and pouring my heart out to help her, knowing she would discard everything as soon as she left my presence. This may seem harsh, but I knew how she operated. A gift I have had my entire life is the ability to read people; many times, before we even speak.

Linda was disappointed with my assessment, but recognized her desire was not from a place where she was ready to accept and utilize the tools for success. Rather, her request came from a place of want, filled with excuses. Linda knew I was correct, and asked, “How can you see that?”

It was too difficult to explain, but I will say when someone is making excuses about why they just cannot give up unhealthy food, or how difficult it is to abstain from alcohol for a period of two or three months, it’s not hard to recognize compliance as being an issue. I could easily help her win the battle, but she would need to consistently apply the tools to win the war. When she was ready, I would be there for her.

Three weeks passed, and then something clicked. Linda was fed up with hiding herself under a sarong when she wore a bathing suit. Here’s the kicker - Linda was ready for change, and, for the first time, she didn’t seek my help. A week or so later, she began eating well, exercising daily, and began focusing her determination on abstaining from alcohol. I thought it was ironic that she didn’t call me to discuss her success. Instead, it came up in conversation over dinner, after the fact.

Linda knew what to do all along, both from my input as well as her husband’s, and she took that knowledge and ran with it. Over a month later (and 35lbs lighter) she was excited to exercise and eat well. Unfortunately, if I’m being honest, a couple of months later, Linda began drinking again, and lost the motivation to exercise. You might say that she lost her motivation to focus on herself.

Has this ever happened to you? Have you experienced some level of success, and felt great about yourself and your life, then one day, the light switch was turned back to its off position?

Linda’s mind-set and motivation were not in alignment with why she wanted to lose weight. Her determination came from frustration, and lacked both a coherent plan and the tools for dealing with everyday obstacles and triggers.

How can you identify with this example? In your single, dating days, have you, or friends you know, ever complained about a certain gender, saying you believe “*all men are...*”? Or “*all women are...*”?

My experience and observations have shown me that, when this happens, people are complaining about how they were treated in most or all of their relationships, but what they didn’t recognize was that they were dating the same person, in different skin. Regardless of your situation, if we continue to attract the same person, same situation, and same results of losing fat and gaining

it back, we must, at some point, look at ourselves and take responsibility. We need to stop blaming the outside world.

Allow me to remind you that the definition of insanity is “performing the same action over and over and expecting a different outcome.” While you’re intelligent enough to understand that, my question to you is, why do you choose to walk on a path that represents anything other than what you want?

If this resonates with you, your mental intelligence does not align with your emotional, hence my intention for engaging you in some of these uncomfortable scenarios. If one word or phrase makes an impact to help you turn and walk in a path you have desired for months or years, or at least identify that path, then I believe I have done my job.

Just providing these couple of tools can make a profound impact. You’d be surprised at the momentum you can gain from some of the adjustments and stories I’ve written so far. It’s highly important for the sake of any changes you may have already made to consistently apply the tools that helped you walk in the direction of your true potential.

If you expect to begin making changes and settle for feeling good, as if you have suddenly changed years of self-worth beliefs and behaviors without putting in a consistent effort, you may just be putting yourself in same situation as the story of the psychotic person who stopped taking their medication, just because they “felt fine”.

In my experience and observation, too many people become motivated to change an uncomfortable norm, without first identifying why they have walked in the direction they have for so many years. They need to recognize the challenges they may face, and learn how to avoid losing all of the rewards they have achieved, only to find themselves at the starting line, again.

Have you walked in a different direction without considering your personal and unforeseen life challenges? Did you have a plan for how you will respond, versus react, when faced with these challenges?

Have you heard of George Puttenham's *The Arte of English Poesie*, where he cautioned against “*putting the cart before the horse?*” When coming from a place of reactive doing, versus planning and responding, people often break into a sprint, and thus, hit an unseen proverbial brick wall, when instead, they could have seen that brick wall on their walk, and navigated around it to avoid destruction. Failing to plan creates a much higher rate of failure. I will tackle planning for success in the coming chapters.

How many times have you expected a certain outcome or fast result by taking a pill, or relying on a friend or professional to tell you what you want to hear? Have these examples failed you? Do they challenge you to give up the "comfortably uncomfortable" norm you have?

Changing your current norm to match that of a new norm takes effort, both mentally and physically, regardless of the challenge. Consider every short cut you've ever taken, from the ever-changing monthly diet your best friend told you was the best, because he lost ten pounds in ten days, yet somehow didn't work for you, to the get-rich-quick deal that didn't pay off, to the inevitable blaming of others for your lack of success.

By now, you may be exhausted and ready to get off of the hamster wheel. Your life is your responsibility. Knowing what your new norm could look like, and actually planning for it, will move you toward your true potential and liberate you from your self-imposed bondage.

A small handful of people who have listened to me speak in person or on the air, or who perhaps paid for my personal coaching, expect me to change them. They don't want to participate and change their current norm to a new norm, due to fear or laziness.

Are you ready to move in the direction of your True Potential? I've successfully used these techniques and tools to help positively and profoundly change the lives of countless people who are still making consistent progressive changes to date. Walk with me on the path to sustainable success.

## C6: CURRENT NORM, NEW NORM

So, what is a "new norm"? If you look at the big picture, a new norm is really about choice. The power to choose gives you the strength and the ability to influence your own life – and the lives of others! A new norm signifies a change in the thoughts, processes, and habits which affect who we attract and how we operate on a subconscious level.

People need a new norm when what they're doing isn't working, or when it's sabotaging their success. But how do they know? The truth is, sometimes they don't.

At times, people are stuck in a pattern of sabotage or self-defeating thought patterns without even recognizing it. Stuck is never a good place to be.

No matter who you are, where you live or how much you earn, chances are you've been through ups and downs. There have been seasons when you wanted more out of life than you had at that moment, and there have been times when you were stuck. If I met someone today who shared their frustration about why they couldn't lose fat, or said that in their relationships, they continued to meet the same person in different skin, I might say something like this:

*"What if I told you I had three tools that could help you identify why you continue repeating these patterns, thereby liberating and guiding you in a new direction, enabling you to create a new norm?"*

Inside these pages are tools you can use. I've incorporated relatable stories and tools to help you move you from where you currently are to the direction of your true potential (at your own pace). But remember, it's ultimately up to you. At the end of the day, it all comes down to choice.

Imagine making progressive changes without the pressure or need to feel perfect along the way. It's your choice. What changes are you in need of making? If you could change three things about your life, what would they be?

Start self-reflecting and creating awareness about the things that you would like to change, achieve, and transform. Anything is possible, as long as you focus on your dream and apply the right tools.

I meet many people who apply perhaps 60% effort toward achieving what they desire, and yet still expect 100% of the results. The truth is, they won't get 100% of what they want. Transformation comes from dedication, commitment, and clarity. It comes from making direct, conscious choices, each and every day. If you're ready for change, the tools in this book can help.



You can't change your health until you change your food, you can't change your food until you change your mind, and you can't change your mind until you recognize the need for change.

The only way to affectively change subconscious thoughts and behaviors is with conscious thoughts, efforts, and a desire for change. Before seeking any permanent change, identifying your current norm and the norm you desire is a crucial step.

Here are a few examples of what my "current norm" was in my 20's.

At that age, I was a personal trainer, and I'd wake up at 6 a.m. to eat. Then, I'd go to work from 7 a.m. until 8 p.m., seven days per week, with a 2 hour break during the day. Ninety percent of my diet was perfect and I didn't drink alcohol. I exercised once or twice per day, each and every day. My life revolved around my looks, how I performed in martial arts, and how strong I could be at the gym.

If someone didn't agree with my opinion, I would become defensive. I cared too much about how others perceived me, and that restricted my ability to move toward my true potential. I lived paycheck to paycheck, and would buy things to make me look better or as though I had the money to afford something above my income.

Through my awareness and tenacity, I overcame that way of life, and my new norm has taken a 180 degree turn. The good news is, my new norm didn't take twenty years to come. It took only a short time to reprioritize and let go of the things didn't serve what I really wanted. Change came drastically, and I have seen the same occur for so many others.

Today, I'm much more centered. My business has become a great success, but I no longer feel the need to show off by having a fancy car or expensive watches in an attempt to fool myself or others that I'm something I'm not. My "friend pool" has grown into an overflowing amount of people who support, as well as benefit, from my new norm.

So, what am I showing you here?

What I'm presenting is simple. Once I became aware of the thoughts, actions, and results associated with my norm, it was easy to adjust and attract the things I desired, by creating a new norm, without forcing it, and walking on a different path. Here are some current norm examples that you may have experienced or could be living with day-to-day, with the same routine.

- Some people date the same person in different skin and wonder why all men or women are "X"
- Others hate their job, and complain daily about colleagues or their boss.
- A norm for some might be lack of routine or structure.
- Here are a few questions to consider...
- Does your current norm lack motivation for consistent exercise and eating healthy?
- Does your current norm consist of putting others' desires before yours?
- Does your current norm cause you to run from uncomfortable situations and conversations?
- Does your current norm consist of an inability to commit or be satisfied in a relationship?
- Does your current norm consist of addictions, work, drugs, alcohol, exercise, etc.?

Look at the different scenarios below and how each desired outcome can use the same tools for success:

- Does your desire to have consistent success with eating healthy and exercise need a clear, well-defined vision and plan with tasks, priorities and execution?
- How important is it to have a specific, detailed vision, and to communicate that vision with your friends, family, and partner, giving them a chance to make an informed decision of whether or not your vision is aligned with their beliefs, goals, and capability to support and compliment yours?

Some people who begin to create a new norm often have friends who stay "comfortably uncomfortable" in their current norm, making it difficult for them to be able to support one another.

Or just maybe you had a clear vision and some individuals in your life became out of alignment with that vision for your health and motivation to succeed, while others continued to support you with what was originally communicated to them.

- Have you ever experienced for yourself or known someone who has ever been in an unhealthy relationship, yet decided to marry that person, because they believed it would get better?
- What plan and changes did they make to advance to the level of marriage?
- Do you know someone currently in an unhealthy marriage who has decided to have a child to solve their marriage issues?

- Did they have a vision of a new norm and plan of how they would raise that child?
- How important is it to have a specific, detailed vision of your parenting thoughts and goals, and to communicate that vision with your partner, giving them a chance to make an informed decision of whether or not your vision aligned with their beliefs, goals, and capability to support and compliment yours?

What's the common denominator? The common denominator is having a clear, well-defined vision and a plan with tasks, priorities, and execution. Now this may seem too overwhelming to address in every part of your life, but those who are most successful in ways you are not have a vision, a plan, and execute that plan daily.

You do not have to use all of these tools - only the ones that help you have more of what you lack. You may say *"George, what happened to just living life and allowing it to just work itself out? It worked when my grandparents were alive!"*

In modern society, unfortunately, many of us rarely have the mind-set of our grandparents, neither for work nor family ethics. Some of our grandparents used the tools mentioned above to succeed in business, by having a vision and unwavering belief system. Some of our grandparents came from different countries, and therefore, appreciate the freedom and opportunities we are all exposed to by living in America.

If we have never been in a situation of real want and need, we tend to take our surroundings for granted. We lack appreciation for a significant other if we didn't struggle to find love at some point. We disregard our health as an adult, just as if we are still able to eat whatever we wanted, like in our teens or twenties, without gaining weight. Or, just maybe our genetic make-up is one that most are jealous of.

In my experience, highly successful visionaries lack in other ways, such as having a nurturing, supportive family. For example, how many highly successful business people do you know who have children who act out, or lack the motivation their parents have? I've often said that the way to ruin a man is not through fighting or lawyers. Rather, it's through dividing his attention.

Einstein paced his home for hours each day contemplating his equations. He was highly focused, yet failed in his personal life. Does this mean we cannot be happy and have success?

Absolutely NOT! We can have both.

Our grandparents settled for what they had, and if they didn't like each other, they at least tolerated their relationship and found a way to make it work. Does this mean we should accept the same lifestyle? Accept being unhappy to just make something work? No way and not today!

Which brings me back to the question – why can't we just wake up and live and be like our grandparents?

Today, women have a voice and are increasingly successful in leading businesses. They are respected, and the norm is that they don't need a man to exist. Does this new mentality and freedom to create success in a man's world change the dynamics of an intimate relationship? Darn right. Does that also affect family life and your health? You bet!

In our current norm, thoughts and actions such as sitting at dinner with our family have been pushed down on the priority list. Mothers who work and have a life of success are not cooking as much, if at all, and the children learn to fend for themselves on food that is largely devoid of nutrients. They learn by example. I'm not telling you anything new here, although I have observed intelligent parents who were fit and had fat children. They wonder why their child struggles to fit in at school, or why they cannot get their child to eat healthy food.

Allow me to be extreme for a moment, and no, the scenario above is not extreme. In fact, it's an extreme thought you may fight me on, but let's have a little fun, anyway. Remember the first time you gave your child birthday cake? You wanted to see their face and reaction. If you have video of this, I encourage you to revisit that first reaction. Believe it or not, it may not have been as positive as you remember.

Imagine only ever having healthy food from your mother's breast, formula, or baby food, and then trying pure sugar. You have just begun to set that child up for failure. And perhaps, you continue that set up today. Do you reward or head off a possible issue with your child with some type of treat? Do you give them a sugared food to stop them from annoying you while you are on the phone? I'm not here to tell you you're a bad parent, or that you're wrong. I am simply here to make you aware of where you or your family is with their health.

I observed a sad but very real and often-repeated story with millions of children and caregivers or parents while sitting in a coffee shop. While waiting for a friend of mine to arrive, I noticed an autistic boy about twelve years old walk in with his caregiver.

She appeared to be his nanny, and she sat him down in a big soft chair, said a few words to him and walked up to the counter. He was excited but quiet,

and you didn't even know he was there unless you saw his mannerisms. He continuously moved his head from side to side or played with his hands. His caregiver returned with a slice of lemon cake and gave it to him. Soon after he consumed it, he began acting out. He jumped up and down on the chair and began using a loud voice. Care to know what the caregiver did to control him? Nothing. My guess was that his behavior was normal and expected, so she allowed him to act out.

It amazes me how people don't correlate certain behavior with an introduction of food that does not resonate with adding to the body's health.

Do you have more than one child? When the second child was born, did they act out and throw a tantrum, or treat that new child with poor behavior because they were jealous?

You may say, "*Well George, they're just being kids.*" No, you introduced them to something new, and didn't plan for the new norm that would be present when that child arrived. Did you observe your child's current norm and recognize the change to a new unwanted norm by them?

It's no different with pets, when you have one dog, and later introduce another, let's say aggressive dog. What plan was in place? Did you expect them to just get along without issue?

I digress...

The above situation with the autistic child happened three times in my presence; same child, and same caregiver. On the second and third occasion, I decided to time the change in behavior from time of consumption to acting out. It took 3:03 minutes the first time, and I timed his change at 2:45 minutes the second time.

After observing this for the third time I decided to mention it on my radio show because I was angry. Angry at how that struggling child, who knew no better, began to struggle at a level he did not deserve, because something was introduced and consumed that affected him negatively. We want our children to be healthy and disease-free, but we do the exact opposite, and actually attract disease or enhance it by the food we allow them to ingest.

I'm quite sure, that on some unconscious level, people in this scenario must like paying a lot of money on a monthly basis for medication to help this child, and like to see him suffer. If that ruffles your feathers, you may be in a place to be aware and ready for change.

If you're wondering why I ranted about sugar for a first birthday, then promptly mentioned a story about an older boy's struggle with autism, allow me to share what you may not know that could save your life, or the life of someone in your family. I'd like to share some information expressed by Dr. Jeremy Webster, a chiropractor and nutritionist who has been on my radio show many times and voiced his concerns of how sugar adversely affects everyone, to some degree.

*“There are those who were told and believe they will have a disease or some ailment because it's in their family history. And there are others who are unaware of a predisposition to a particular disease. In either case, a predisposition does not mean an ailment is inevitable. Allow me to share with you how to voluntarily invite disease, and possibly, any family history of disease. It's called Epigenetics (gene expression). Which means our environment triggers our genes to express themselves.”*

Basically, what you put in or on your body directly affects what will turn on or turn off (remain dormant) in your genes. There are those who were told and believe they will have a disease or some ailment because it's in their family history food, sugar, common store-bought chemicals used in your home or on your skin, manmade additives, and have deficiencies from food devoid of nutrients, and certain genes may inappropriately turn on or express themselves. This expression could, and often does, lead to disease.

We are calling to diseases that we do not have to have, and helpless children who are given fun, feel-good food on a daily basis today have diseases that were unheard of in children approximately thirty-five years ago.

How does your current norm affect others? Does your current norm adversely affect others? Our health often suffers due to lack of priority, awareness, self-respect, or sense of responsibility for eating poorly, and an overall lack of motivation to be consistent with exercise. We have shaped our children by our example, and their perception of others and themselves affects their success or failure. If you agree children learn more by example than by what we tell them, what changes can you make that can, in time, help them?

Today, we are those children. We were shaped by our parents and grandparents, and have since become adults who are supposed to be responsible for our actions with our own children, who cannot fend for themselves.

What does all of this have to do with the lack of health, fitness, and the body you desire? Can you identify or recognize how any or all of these, stories show up in your own life? If so, can you also identify parallel examples of how they

contribute to eating poorly, or a lack motivation and planning? Or, is it easier not to look at it, and stay "comfortably uncomfortable", and simply deal with life as it comes?

There is no wrong answer, but if you're unwilling to change your eating and exercise habits to be consistent and healthy, then I strongly encourage you to look at those who are affected by your lack of desire to change, and the future you are creating in their life. How will they suffer? Do you want them to suffer with disease? Be bullied in school due to being overweight?

Do you live with the belief that it's too late? There's a common denominator present in everyone who wakes and either goes through the motions or instead pushes past their comfort level. Can you guess what that is?

Hope! We all *hope* we will be wealthy, hope to have a successful relationship, hope that the next diet works, *hope* for our children to appreciate us, *hope* that our significant other will change, and *hope* that our addictions will one day disappear. You're all reading this book because you're not willing to give up. You have *hope* for change, whatever that looks like in your life.

We cannot stop our thinking, but we can, through conscious awareness and planning, change our current norm to align with a new more desired norm, at any age. My book and tools, if applied, will help you create a vision for a new norm, one that will allow you to walk in the direction of your true potential.

# C7: DO OVER

Below are statistics from 2013 of people who cared to change, detailing the percentages of who are successful and in which categories

- In 2013, there were 317 million Americans.
- 45% make New Year's resolutions.
- 8% are successful.
- 24% never succeed.
- Type of Resolutions (Percent above 100% because of multiple resolutions)

Self-Improvement or education-related resolutions	47%
Weight-related resolutions	38%
Money-related resolutions	34%
Relationship-related resolutions	31%

News Years Resolution Statistics	
Percent of Americans who usually make New Year's Resolutions	45%
Percent of Americans who infrequently make New Year's Resolutions	17%
Percent of Americans who absolutely never make New Year's Resolutions	38%
Percent of people who are successful in achieving their resolution	8%
Percent who have infrequent success	49%
Percent who never succeed and fail on their resolution each year	24%
Age Success Rates	
Percent of people in their twenties who achieve their resolution each year	39%
Percent of people over 50 who achieve their resolution each year	14%

Which category do you fall in with your New Year's resolution? Are you in the success category? If not, have you identified what has prevented you from achieving the results you seek?

Below are my top 10 reasons why people fail to achieve the desire for change.

My top 10 reasons why we fail.

1. You didn't plan ahead.
2. You forgot why you were motivated to make these changes.
3. You didn't plan for obstacles and setbacks.
4. You stop if you can't be perfect.
5. You didn't have a strong support system.
6. You took on too much, too fast.
7. You had no one to hold you accountable.



8. It wasn't that important in the first place.
9. You're afraid of success (sabotage).
10. You agreed to change for someone else.

In my observations and interactions with thousands of people, I believe I have identified two of the setbacks that keep people from their desires to change from their current norm to have more of what they want.

These are *perfectionism and lack of planning*. Does a perfectionist mentality keep you from having more of what you want? If so, what will it take for you to realize no one will ever be perfect?

This perfectionist mentality often paralyzes people, preventing them from taking the crucial first step toward their desires.

The second category, which I believe is just as powerful, includes the people who fail to plan ahead for challenges and how they will overcome setbacks.

Remember when you were young and played sports in the school playground? There was no referee, so you worked on the honor system. We were not always honest, and people on the opposing team would have a different call about the ball being in bounds than you did so you called for a do-over.

The do-over gave you a chance to try your skill again. It gave you another chance to prove yourself and to others you could succeed. How many do-overs did you have? Were you limited to one per game? There were no limits on do-overs.

All too often, people who begin to change often experience a setback, for whatever reason, and believe they lost all of the hard work they put in for weeks, months, or years. While America is filled with lazy people who don't want to take responsibility for their life, I believe there's another portion of the population that puts too much pressure on themselves to commit or succeed.

Being too hard on yourself can prevent you from changing old, unwanted habits. Some people are too afraid to move in a different direction or try a different skill, for fear of losing the game. When do you give yourself a break?

Some of you may be thinking, "*George, this do-over mentality is easy - I'll just give myself a do-over every day.*" No, just as if you were in the playground with your friends, if you call a do-over every time you're up at bat, no one is going to want to play with you anymore. And if your intention is to eat healthily, lose fat, lower blood pressure, and stabilize blood sugar, giving yourself a daily do-over without progression may end your chance to do-it-over again.

The Do-Over mentality can keep you walking in the direction of your true potential and help you advance to the next level of play. Let's remove the pressure of innings, keeping score and timelines. *Measure your progress*, regardless of how fast or slow the changes are. The good news is, as you progress beyond your current norm, reliance on the do-over will decrease. I invite you to add this do-over mentality in your life when you decide to make a positive change.

Challenges are normal and inevitable, so recognize them as life's opportunity to problem-solve and prevent that same challenge from occurring again. At the very least, you will have adopted the tools needed to move beyond that challenge without the fear and setbacks it may have created the first time you were faced with it.

What's not normal is those people who become paralyzed by challenges and wonder why this or that always happens to them.

If you experience a setback in your diet, addiction, or family life, instead of chalking it up to bad luck or playing the victim, maybe you can give yourself a break and know you're not alone. Give yourself a do-over.

Rich people, poor people, white, black, short, tall, healthy, unhealthy – we all experience challenges every day. No one is immune. Some challenges come in the form of a flat tire, bumper-to-bumper traffic, financial struggles, sugar cravings, heart disease, or cancer. While for others, they may come in the form of having to wait for an extended time on hold when calling the cable company.

Which challenges affect your emotional state and sabotage your success? One man's challenge is another man's opportunity.

What am I saying?

One person may be challenged while being stuck in traffic, while another may see it as an opportunity to visualize the outcome of their resolution, the smile on their child's face when they return home, or a life's desire coming into fruition. Setbacks or challenges do not determine success or failure. It is instead your perception and how you problem-solve and dealt with that challenge that determines the outcome.

Several acquaintances of mine are billionaires, and, while they can buy anything they'd like, they're constantly faced with challenges, some bigger than most of us can conceive.

One of these friends said, *"George, the difference between a rich person and poor person mentality is how they identify and solve problems. Do they see this*

*as a problem or a challenge? And are they willing to problem-solve to find the best solution?"*

Most people choose to avoid it, give up, or allow the challenge to paralyze them, thereby preventing them from advancing. Often, these people end up repeating the same challenge again.

This same person said he lost everything he worked for twice in his life. He was certainly upset, and could have just given up, but he looked at the setbacks as opportunities which gave him the tools to change his approach the next time. How could this person's loss differ from someone who binged for a whole day by eating the worst food on the planet after being consistently healthy for weeks or months?

You had the tools to succeed for those weeks and months and *cannot* physiologically change or lose your hard-earned results in one day. Give yourself a "do-over" and begin where you left off. If you have been addicted to alcohol or drugs, falling off the wagon doesn't mean you're weak or a loser. It's simply time for a do-over.

Another effective action step to help you when feeling challenged could be *pausing before acting*. I call this "*the power of the pause*". Pausing can be the difference between forfeiting, or strategizing and winning when no one else believed you would. Let me explain...

We can hope for change or for our desires to come to us all day long, but unless we are willing to give ourselves a do-over, and approach challenges as a way to problem-solve, and then acquire tools to move beyond challenges, how could we succeed beyond our current status in life?

How could problem-solving and acquiring new tools be passed down to our children to help them succeed? Back to the baseball analogy – if you miss the ball, but don't change your approach the next time you're at bat, why would the result be any different?

When you are about to revisit an old unwanted pattern of eating sugar, or the addiction, *pause*. Think of how you can perceive this as one of life's challenges, and problem-solve by responding versus reacting.

A do-over does not begin on Monday or Jan 1st. If you're playing a game with your friends and say "do-over", the next play doesn't take place days later. It begins right away.

If you're not willing to or too afraid to play the Game of Life for yourself, ask yourself how your actions and fear of change are affecting your children and

their future. Does your child lack motivation or discipline? Have you been the example they need you to be? If you've not been the parent, brother, sister, friend, or colleague you wanted to be, give yourself a do-over and begin now by incorporating the first of my three actionable tools for success.

Make *insignificantly significant* changes that do not disrupt your emotional state to the point of failure or sabotage.

Giving yourself a do-over may just be powerful enough to save your life and keep you on track to a healthy body, mind, family, and finances.

Revisiting an old or unhealthy behavior can, at times, be a blessing. Of course, certain addictions revisited can have a chemical effect which could cloud your judgment and awareness, thereby preventing you from doing over again.

Recognize how you feel after a setback. What can you change in your plan going forward? If you revisit living paycheck to paycheck and spending money you didn't have, did you experience buyer's remorse?

Give yourself a do-over, and become aware of how you feel prior to acting on that behavior again. Could taking the item back empower you or reverse the buyer's remorse? I've had several coaching clients do this, and it gave them strength that they never thought they could have. They had their "fix" of buying something, and then felt empowered when they returned it for a refund.

What's the cost of not giving yourself a do-over? If you believe you failed yourself and others, and feel out of control just because you fell off the wagon, you risk subconscious thoughts rushing back which can take over your behaviors and progress.

## C8: THREE ACTIONABLE STEPS FOR SUCCESS

These steps can help you create awareness of your many successes, and build upon them with the suggestions in my book to create more frequent success. We are all successful at some level. Are you aware of your successes? Have you celebrated your successes?

How do you define success? All too often we define and celebrate success by measurements limited to marriage, buying a new car, new home, or the birth of a child, but fail to celebrate daily successes and instead put our focus on what we don't have.

It's just as important to recognize and celebrate the small successes, as they are just as important and impactful as the large ones.

Do you drive a vehicle? Have you ever learned to drive a manual transmission? You successfully learned to drive – a small, but significant, success at the time. Do you have your driver's license? You are successful.

Have you lost any amount of weight and kept it off? You successfully created and maintained a new norm of health. Have you provided for your family? You are successful. What other successes could you draw upon where you created a new norm that you and/or someone else benefitted from?

A short time after the success of a marriage, a new born child, a promotion at work, or fat loss, we often revert back to our subconscious mindset that keeps us from building upon these successes and gaining other things we say we want. Awareness of all past and current successes is a great tool for creating more success, more often.

For those of you who have wanted to be healthy with consistency, I feel the need to repeat this again...

Keep it firmly in your mind: You can't change your health until you change your food, you can't change your food until you change your mind, and you can't change your mind until you recognize the need for change.

How can you apply that same mindset to other areas of your life where you desire more success?

You may be thinking *"I have a lot of those successes, but they are not the level of success I want"*, or *"my past success is certainly nothing to brag about, I am*

*not talented like other successful people”, “I am always in debt, and struggling to be financially secure”, or even “I am never going to be able to control my cravings for bad food”.*

I encourage you to identify as many successes as you can, write them down, and keep them with you. Then, I encourage you to try these actionable proven steps I have used to help hundreds of people to create greater more frequent success in their life.

### **My First Actionable Step**

Make "insignificantly significant" changes.

If you've failed to achieve and attain the health, wealth, or inner peace you've desired in the past, making *insignificant significant* changes that do not disrupt your current belief system can easily create a new norm, or, at the very least, less resistance to change.

What am I saying? If you try to change too fast and take steps too big for you to maintain, you may trigger an emotional response that resists your efforts for sustainable change. Using old techniques that have failed you in the past, regardless of the program you used, could add to your historical patterns of failure. This could be preventing you from achieving the level of success you desire.

If you eat unhealthy and would like to eat healthier, begin by making insignificantly significant changes. Maybe use half of the bread when eating a sandwich, or dip your salad in the dressing instead of changing the type of dressing. These are easy changes for you to make. Maybe drinking water between every bite of food could be a non-threatening addition to build upon.

For those who struggle with motivation to exercise, maybe you can perform three push-ups or body squats daily at home, bathroom, office, or exercise facility. If you're trying to be more financially secure, maybe you can save loose change daily, or one dollar per day by giving it to someone you trust to hold onto it for you.

Now, although you may be strong enough to perform more repetitions or save more money, striving for too much too soon may have been a cause of failure in the past. Creating a new habit with insignificantly significant changes make it more difficult to rebel or fail. Naturally and without resistance, these very small changes will become new habits, resulting in much more significant change, while doing so at your own pace.

Let go of the "*yesterday's results*" mindset. If you lived with an attachment to expectations of a certain timeline for certain results and failed to achieve them, did it affect you on an emotional level? If so, is it best to continue to live with the attachment and expectations of the outcome?

If it takes you a year to develop a new norm that will move you in the direction of your true potential, one that has eluded you for years, would you be happy to have progressed beyond your same failed intentions from years past, at any level? Or would you rather not try at all, only to struggle for more years to come by using the same habits?

Remember when I said to write down all success you can remember and keep them with you? We need to support ourselves and be reminded of our success daily – especially during times like these.

Before expanding upon your insignificantly significant change, it's highly important that your first change becomes part of your daily routine, without resistance.

### **My Second Actionable Step**

Piggyback on a current habit.

To be consistent with these insignificantly significant changes, attach them to current habits in your everyday life. Adopting

these new additions can be done prior to brushing your teeth, showering, driving to work, or even before eating each meal.

The examples I gave earlier came from watching clients who found what worked best for them. Here's how some of them applied new habits to their life. One of my coaching clients chose to perform three pushups or body squats before getting into the shower. He said he sometimes showered two or three times per day.

Another coaching client decided to adopt a similar principle. He said before he eats anything, whether it's candy, a full meal at home, or a meal in a restaurant, he does three reps of some type of exercise in the bathroom. Create an insignificant addition that works for you without resistance to change.

If you convince yourself you will do "it", whatever it is, later, later usually becomes "*I will do it tomorrow,*" or forgetfulness. Remember, you can either continue with the patterns you believe worked for you in the past, or try proven techniques that have worked with the hundreds of people I've coached.

Too many of us were not celebrated or properly nurtured as children by our parents, and as adults we must nurture ourselves and break free from the habits that seem to hold us hostage to our desires.

Which brings us to...

### **My Third Actionable Step**

Nurture, Celebrate and Retain

Your brain doesn't know the difference between a winning catch in the Super bowl or excitement for figuring out the answer in a crossword puzzle. As long as we celebrate our success it doesn't matter how we do it. Whether it's out loud, writing it down, or mentally screaming how proud and joyous you are because of that success, you have just set yourself up for more success.

We see athletes celebrate their success with a dance, a high five, spiking a football, or jumping up-and-down and yelling. How do you celebrate your successes? Whether your desire to be consistently healthy, financially secure or have a happy family life, I strongly encourage you to recognize every success and celebrate it.

No matter how seemingly insignificant the change you adopted is, nurture yourself by saying *"Good job, I'm well-equipped, I did it!!"* Try it after performing those three pushups, eating one healthy food per day, every time you put aside one dollar, or any other change that didn't inconvenience you.

These changes should not affect your emotions in such a way that you begin to subconsciously resist your intentions – this will lead to another failure, not a success. Nurturing yourself doesn't mean drinking alcohol, eating bad food, or doing something that is disruptive to your health or your future.

Nurturing yourself means finding a way to make you feel better without relying on someone or something else to make you happy and successful. Proper nurturing can empower us to be strong and abstain from unhealthy nurturing techniques that often hold us back from our desires.

We are adults, and we are not only responsible for our feelings, thoughts and behaviors, but we must also take the responsibility to nurture ourselves to fill in the gaps in our life. Relying on others to nurture and fix you may not make the impact you want or may not result in a lasting change within you.

Just because our perception of ourselves and the outside world was formed by the age of six, doesn't mean you won't benefit from having a cheerleader in



your corner. Having someone cheer you on helps some people stay motivated and focused. It also lets you know who your true supporters are.

Allow me to sum up these 3 actionable steps:

1. Make small, consistent changes that will not cause resistance before building upon them.
2. Piggyback your changes on a daily habit you currently perform that does not inconvenience your time.
3. Be proud and celebrate adding that successful change and the results it brings to your life.

These small consistent steps will naturally create another habit, resulting in more significant changes. You may think some of these steps are silly but if you've failed with other attempts to be consistent to keep excess weight off, stay motivated, or achieve financial freedom, you may want to adopt this "*insignificantly significant*" change mentality.

Become the parent, boss, colleague, and friend you wish to be – and make sure to set your children up for success in the process, by passing this tool on to them. Nurture them, and help them nurture themselves to become highly functioning adults without falling into the pitfalls of poor health, financial struggle, or any other preventable turmoil predicated by an unhealthy, negative mindset.

Celebrate *them* and their successes, *large or small*.

## C9: OPEN FOR BUSINESS

What patterns did your parents exhibit that you can recognize in yourself? Do those patterns align with optimal health, self-worth, and desire for something that is greater than you have today?

What are some reasons people lack the success they seek when they decide to marry, have a child, begin an exercise program, or start a business? Knowledge, planning, discipline, structure, prioritized tasks, execution, and consistency.

Some people may say passion, and, while I agree being passionate about the end result is important, without knowledge, planning, discipline, structure, prioritized tasks, execution, and consistency, passion is useless.

What *exactly* does it take for you to lose and keep weight off, to be a successful parent, or business owner? I cannot answer that question for you. However, I can say there are common denominators in those who have success in these areas. It looks something like this:

*Knowledge, planning, discipline, structure, prioritized tasks, execution, and consistency*

There's a little déjà vu for ya!

What are the common denominators to keep that weight off, or to have sustained success in your health, relationships, and business? Knowledge, planning, discipline, structure, prioritized tasks, execution, and consistency.

My experience and observations have shown me that people who lack planning lack sustainable success. For those who eat poorly, I call it eating blindly. For those constantly in disruptive failed relationships I call it dating blindly. I could go on with several other examples, but you understand my point.

Do you believe a plan for all we desire would create direction leading toward success? Do you have that plan? Do you believe those who lack having a plan prior to starting a business, adopting an exercise/eating program, entering a marriage, or having children could be faced with failure or with a consistent struggle to succeed in these areas?

Highly successful businesspeople devise a business plan prior to starting their business, but why do they leave out one for their family or their health? Maybe it wasn't their priority. I get that. But time flew by and 20 plus pounds were added. Now, maybe they're taking a Statin drug for cholesterol and possibly faced with divorce, but hey, at least they were successful in business, right?

From eating blindly (without vision and/or structure), to having a planned vision (vision with structure), you can begin to create a mindset with much success in the areas you lack, or, better yet, prevent the problems by performing damage control.

33% of all people who make a New Year's resolution to lose fat and become healthy fail within the first three months of the year.

Almost 50% of marriages in America fail. More than half of all startup businesses fail within the first year.

Why?

Could it be the over-excitement for the end results and the impulsive decisions that were made without proper knowledge, planning, discipline, structure, prioritized tasks, execution, and consistency? Can you identify the common theme I'm using here?

When you have a plan, your mind will be focused on the daily tasks to draw in your desire. There is less stress about if or when. Instead it is *what's my next task to complete in my plan?*

Do you own your own business? Is it a good idea for a business to have a business plan? Would a banker or investor take you seriously if you asked for money for your business without a business plan? The obvious answer is no.

Without a plan, if you tried every diet known to man, and had a desire to lose weight and keep it off, do you believe the next diet you tried would be successful? Would friends and family who knew you were trying yet another diet take you seriously?

Could a clear, well-defined life plan and support system dismantle a current norm of failed historical patterns, guiding you to walk in the direction of your true potential? Do you have a clear, well-defined vision of your desire with tasks, priorities, and support system to keep you on track? Do your own high expectations paralyze you, preventing you from reaching your potential?

There are millions of dollars spent to make infomercials today. How will they make all of that money back, you may wonder? On you, the person who was once completely sold on the next greatest diet and exercise apparatus, only to use it for a clothes hanger. You were too lazy to take the clothes off and exercise with it, so it went under your bed or in the closet, and has since been sold in your garage sale.

Did you know that people spend more time on planning their vacation than planning for their health, career, family etc...? How excited do you become when planning a vacation? You see yourself on the beach, skiing, or whatever your ideal scenario is, and the excitement wells up inside of you. You spend hours planning, from searching online for deals, telling your friends and family, buying clothes, and maybe even deciding to diet in order to lose 10lbs. Can you identify with that? Why do we easily get lost in planning a vacation that lasts a week or two, but not our health or family which last a lifetime?

For those of you who don't dream of a new healthy happy norm with tasks and consistency, you may feel as though you're living in a nightmare. Wake up from the nightmare, and create a dream by making a conscious choice to leave your current norm and think big!

By now you can recognize, thinking of the new norm we desire is only part of the equation. In the next section of the book I've created a program to help you achieve a vision of a new norm, and experience relief from the pressure that you and others from your past have adopted as a burden. This plan uses actionable steps that will allow you to begin living your true potential at your own pace.

I call it my Business Plan to Life Plan comparison for creating a new norm. Many people tend to feel suffocated when a professional uses the word "life" or "plan" regarding their health, finances, or any other challenge requiring change with consistency.

You may be thinking, "*Can I just get through today, please?*" Have you felt this way when someone gave you advice that you weren't ready for? If you would rather coast along believing a healthy fit body, a promotion, or the right partner will just magically appear one day, then I will support your desire to stay in your current norm. But if you're sick and tired of feeling sick and tired, and stuck living in the question of "when" rather than "how", then I believe I can help.

My Business Plan to Life Plan comparison is a culmination of some of the techniques I've used with great success in people who had 250lbs to lose, or those who relied on alcohol and pills to ignore an unhappy life. These techniques have worked on every person who applied them with progressive consistency, at their own pace and without force.

Often, people who need to lose weight find themselves relying on the latest fad diet or gimmick, and become frustrated at the lack of continued results, after they complete the diet and/or exercise program.

Progressive results, or at least being in a position of preventing certain areas of your life from spinning out of control, can keep you from being very overweight,

unhealthy, and experiencing that fed-up feeling with your family or business. The trick is to get rid of self-imposed pressure to have yesterday's results.

Another reason I'd like you to implement some, or all, of these tools is not just to guide you, but to give you something to do that takes you from your current norm of thinking and operating into directional thought.

Here's a point in this topic I've broached with people who feel lost and frustrated about their life and have often become defensive. This may not relate to you, but you may know of someone who could benefit from this point below.

It's called idle time, the killer of dreams and motivation for change. It can prevent you from hearing what others are saying that can wake you up from that nightmare. Idle time, in my definition, and for the purposes of this book, relates to people who lack direction, have too much time on their hands, and often fall into the gossip and complaining pool.

I've observed and coached many married females who were financially comfortable, healthy and a mother. I am not picking on females; I'm merely sharing an observation and story from my former years of personal training and current coaching. The stories of several of these females seem to be a model of someone with a happy life. If this story represents a friend or someone you know, the actions and the words coming from her mouth may tell a different story. Her life may look a bit like this.

She complains about the hours her husband works, and of not having enough sex because he travels so much. She needs a break from the kids, and cannot wait to tell you who are the latest to get divorced. To top it all off, she's having the hardest time finding a reliable cleaning lady.

Some people may feel she doesn't have room to complain with her hard-working husband who gave her the plush life and those beautiful healthy children. I'm not discrediting how she feels whatsoever. These are facts from many stories I've been a sounding board for.

The story doesn't stop there, but it paints a picture of someone who, if they were aware of the norm they created, and had a vision of a new norm of what they wanted to accomplish (after the success of motherhood and being a wife), a plan would create direction with tasks that fill idle time.

Having daily tasks would leave no room for what keeps someone from the happiness they desire. When someone has a plan with tasks, gossip, daily complaining, and laziness are rarely present.

A plan with a vision of a new norm and tasks keeps you focused on what needs to be accomplished that day, and the days to come, rather than something that will keep you right where you are or move you in a direction you may not want to go.

Here's a completely different story from the last one.

In 2009, at the height of a deep recession, I was grocery shopping. As I approached the clerk, who worked there for several years, he said, *"Hello"*. I responded with *"Hello, how was your day?"*

His response was *"I cannot wait to get out of here."* Being a business owner I was curious why he felt this way. I asked him why he wanted to leave so badly. He said *"I just can't wait to leave and get out of here"*.

Being a direct and honest person, I asked, *"If you don't like your job why not find another one?"* He said there was nothing else out there. Of course I couldn't stop there. I asked if he was aware of how many people were out of work and would love to have his job. He replied, *"Why would they want this job?"*

My answer? *"Because they need work to feed their family and pay bills. And you know what you have that they do not? A paycheck. Many newly unemployed people could not work here because they're overqualified. You have stability and employment. If you lost this job where would you work?"* He didn't know.

Yes, I had a lot of groceries to fill, which gave me time for chatting.

The next time I saw him, he asked me how I was. I responded with, *"Great, How's your day?"* He replied that really good and thanked me for sharing a different perspective the last time we met. He told me he went home and wrote down all he was grateful for. I was taken aback and very impressed. It's rare to find someone who makes a leap in such a short period of time and conversation.

For the next couple of weeks when I would shop there, if he was working I would notice him before he saw me. To my amazement and delight, he seemed to enjoy his job, and better yet, he told me he began exercising. Over the next couple of months he lost 27lbs. I would stand in his line at times to check on him and chat. I asked what he changed to help him lose weight. He said he committed to stop drinking soda and to doing push-ups every day.

Years ago, when I was a trainer and had a client like him, I looked forward to seeing them, rather than feeling I had a chore to do with people who would complain about not losing weight, yet not apply proven methods for their desired goals.

Less than a year later I was shopping for furniture, and saw this same person working there. He shared how he continued to be grateful for what he had and slowly, without forcing his life, began to change. He was a manager in this new store and loved his new job.

Could all of this have been due to our conversation? My guess is both yes and no. He was ready for change, and my words may have been the catalyst. Maybe a simple adjustment in perception is all he needed.

This brings me back to the Buddhist saying, *“The teacher will come when the student is ready.”*

Every day, part of my morning routine is writing ten things I’m grateful for and for things yet to come. Being aware of what I have, and not taking for granted any of my accomplishments or the people in my life, has kept me grounded, with a healthy perspective of that success.

If you’re ready for change, these words can make a big impact on your life. If not, you may be offended or become defensive at some of these stories.

I felt it important to reiterate this point. People who struggle to be successful in certain parts of their life where there is an emotional attachment to achieve sustainable success, or who hear or see the word “plan” or “lifestyle change” often become paralyzed from pressure. This prevents them from moving forward.

There are also people who become invigorated by new beginning stages, such as the latest diet, new relationship, or anything with a promise of a different and happy future.

However, those same people who thrive on new beginnings often fail to fulfill their desires or fill the void inside enough to take them beyond the beginning stages with continued conscious excitement about or sustained progress toward their desired outcome.

I believe it’s important to identify what a plan is. From my point of view, a plan often has a vision with tasks, an awareness that gives us feedback on whether those tasks we’re implementing are meeting our desires, and an allowance of time to make adjustments when they don’t.

If your intention or desire is to become healthy with consistency in areas such as a diet, relationship, or new career, but your historical pattern often fails to complete those tasks or desired outcomes because of being faced

with something uncomfortable, I suggest creating a smaller task to keep you engaged and moving in the direction of your desire.

It's important to navigate around those emotional, and, at times, debilitating tasks that can create more stress than results. Often, this stress is due to a yesterday results mentality. I cannot stress enough the importance of forward (future) thinking.

When taking on any endeavor with your health, wealth, or any other facet of your life, in my experience, we tend to lack consideration of all of the possible obstacles and how to deal with them, and identifying as many obstacles as possible and not creating a strategy for how you will overcome them leads to frustration, lack of clarity, and failure – all because of lack of planning.

How many times have you decided you were going to lose weight and be healthy? Looking back, while on the diet, did you plan for the obstacles you encountered? How many times have you decided you were not going to date someone *who treats you like...or doesn't have...* only to attract and settle for something or someone other than the decision you made prior to inviting them into your life.

In my experience, there are people who, when on a health and fitness program, lose weight fast, are excited by the reward of fast results, and choose to continue with the program. Then, after two or three weeks, the weight-loss stops or slows significantly, to about one pound per week. This is the point where most people fail to continue with the diet or fitness program.

Desire for yesterday results and dismissal or lack of planning for a familiar known obstacle when on a diet is often followed by disappointment. People lack recognition that fast weight loss was mostly excess water weight, due to the toxic burden from chronic medication, daily unhealthy food, lack of exercise, environment, and other lifestyle choices.

I've often said people who achieve results too quickly are most likely going to lose them just as fast. If you recall, in an earlier chapter, I mentioned the importance of walking in the direction of your true potential, as opposed to running, where you might hit a brick wall. Not acknowledging the fact that your weight loss will significantly slow after excess water is lost leads to one of your brick walls.

Similarly it would benefit us to recognize relationships as dynamic, and how deal with relationship challenges. These factors are more important to your health than you may be aware of. What am I saying?



If you're in an unhappy, unsupportive marriage, it may be difficult to lose weight. You may have to nurture yourself in new healthier ways. People experiencing relationship turmoil often turn towards alcohol, drugs, or some other type of addiction, thereby sweeping their feelings and reality under the rug.

The consequences of this repression have been proven to be very dangerous. People who hold their emotions in, or express them with the addictions I mentioned, are just as likely to die of heart disease as an A type, stress-prone, personality. Discarding how you feel with proper expression creates chronic inflammation. Remember, chronic inflammation is the cause of almost every disease known to man.

Having a plan with tasks to liberate yourself from these paralyzing thoughts and behaviors can change your life within moments. The most important part of any proper eating and exercise protocol are progressive slow results.

Why? Because at that point you're losing mostly fat, which takes longer to be regained than fast water loss, which often returns within days of falling off the latest fad diet.

Can this eating and exercise mentality apply to people working on a business or relationship? You decide. Can you identify other brick walls in the past that you encountered in other areas of your life but had never previously considered?

How about the excitement you had when you first began dating someone and the expectations you had of those new excited feelings continuing without any problems? Or the red flags you chose to ignore in your current relationship, or prior to entering into that failed business deal?

You were convinced that it would work, and the new partner didn't feel right, yet you wanted to believe it would work, because your desire was so great. It blinded you from the truth that you already knew within your heart/intuition.

Planning for your health, your family, your success as a parent, your finances, or any other part of your life is no different than making a will and testament, when it comes realistically facing up to the discomfort of what can happen or will happen.

No one wants to deal with mortality. No one wants to face or discuss something that uncomfortable. However, for those willing to identify obstacles and plan for them, the success of that plan often comes with much less turmoil and resultant helplessness in life.

Business Plans are guides to help you define a desire with a well thought-out idea and plan, containing data and actionable tasks to help set you up for

success. A Life Plan is a guide to help you define a desire with a well thought-out idea and plan, with data and actionable tasks to help set you up for success. Now, I would like to introduce you to the comparisons of a Business Plan and a Life Plan.

I've taken a Business Plan formula and made comparisons with a Life Plan as a road map to success. Use those tools in this plan that resonate with you and help you progress. As you gain success through the rewards you reap, I strongly suggest revisiting your plan to add more tasks that you can easily accept and implement. Do this easy re-visitation until you achieve the results you have been striving for over the years, but failed to achieve.

### **Life Plan Workbook Examining a Business Plan and Life Plan Comparison:**

What I will do is give you a description from a real business plan, and then share my example to help you create your Life Plan. I'd like you to write down and fully engage in your thoughts and feelings, to come up with a plan that will make you succeed with consistency. This process could take hours or days for some people.

Make sure to be *focused*, clear and *specific*. If self-limiting thoughts arise while writing about your desired self, immediately stop them by vocally or mentally saying your personal word to remind yourself to snap out of it and become consciously focused on this task again. Remember mine? *"DONE"*!

Turn your phone off and tell the children that mommy or daddy needs an hour to themselves. If you cannot do this, how can you change your current norm? It's imperative we take control of our lives and influence others to do the same. I didn't say it would be easy, but I can guarantee you will be empowered to expand upon this process as you progress toward your true potential by using these tools.

Horatio Pagani, a wealthy and very successful builder of supercars, said he believes his success came from living in the eyes of a child. There is a common denominator within successful well-balanced people I have observed throughout my life. They all have a child-like mentality that keeps them imagining and asking questions such as *"what if"* and *"how could I"*?

Pagani, like so many other wealthy people, began with nothing, and his success came out of necessity and hard work. He had no money to buy new parts or to hire a team of people to guide him. His first project was rebuilding an old motor from a motorbike he had found in a junk yard. That's is how he first learned how the motor worked.

He was creative, and had several designs of cars drawn out, but his understanding of how a motor worked came from hands-on experience, because he had never attended mechanic school. He had no formal clue about how to build a car, yet he was so passionate about his dream becoming reality that he began to learn on his own.

He started small, studying the tires of a supercar, and how they wore when they touched the ground. After that, he began studying the "why's" and "how's" of the suspension, followed by the body, and so on. The parts he had envisioned for the cars in his mind did not exist, and even if they did, he did not have the money to buy them. So he designed his own car parts, making 70% out of wood or plastic.

We have all heard how ideas are born out of necessity, fear, and sometimes desperation, such as when a person must put food on the table for his family. My question to you is this – *are you in a position of necessity?* Or are you just comfortable enough to remain status quo?

Maybe you take medication and continue to live as you did prior to being prescribed medication. If so, why should you change? You have a crutch. Or maybe you have just enough money to get by and keep you in a stressed state. If so, what will motivate you to change? Do you have to experience a heart attack, financial ruin, or other disaster to become motivated for something better?

The book *"The Danger Zone"* defines what Finders, Minders, and Grinders are. *Finders* are creative, visionaries, and relationship builders. *Minders* care about how they ended up here and how to keep from going backward. They do not care about the future, nor do they want to hear about it. Grinders just show up for a paycheck, and do not try to be innovative or inventive. How does this apply in your personal life?

Are you a Finder? Do you look toward the future of how eating and exercise habits will affect your ability to perform at an optimal level?

Do you have Minder outlook? Do you live in the past and are you content to continue with your current state of health, relationships, and finances?

Or, are you a Grinder, who just wants to show up, yet expects life to change without planning and daily effort?

This workbook will help you identify more about yourself, while devising a plan with appropriate action to move you in the direction of your true potential with ease and grace.

Here is your workbook. It is a comparison of a Business Plan to Life Plan that will help you map out your dreams, and more importantly, execute the actions to take that will help you walk in the direction you seek, at the pace that is right for you.

BUSINESS PLAN DESCRIPTION	LIFE PLAN DESCRIPTION
<p>This is an in-depth review of the different elements of your business that is used to help others quickly understand the goal of your business and its unique proposition.</p> <p>What to Include in Your Business Plan:</p> <ul style="list-style-type: none"> <li>• Describe the nature of your business and list the marketplace needs that you are trying to satisfy.</li> <li>• Explain how your products and services meet these needs.</li> <li>• List the specific consumers, organizations, or businesses that your company serves or will serve.</li> <li>• Explain the competitive advantages that you believe will make your business a success.</li> </ul>	<p>This is an in-depth review of the different elements of you, as a person and as a unique individual, that allows you to understand your goals in life.</p> <p>What to Include in Your Life Plan:</p> <ul style="list-style-type: none"> <li>• Describe the nature of your desired life, as if no limitations existed. Be specific about the desires you're trying to satisfy.</li> <li>• Explain how successfully satisfying your desires could help you to make positive contributions to the lives of others; specifically to the lives of your friends, family and colleagues?</li> <li>• What competitive advantages of</li> <li>• skills do you possess as an individual that can you use to satisfy your desire to be healthy?</li> </ul>

When viewing the two above examples of plans, the first thing that should jump out at you is how similar, even almost identical, they are. You can draw parallels between the two plans, because in essence, the process of planning is exactly the same.

Just as people who are highly successful in the corporate world create detailed business plans to shape the course of their endeavors, so, too, can you, who desire to be highly successful in various areas of your own life create a detailed life plan to shape the course of your own personal endeavors.

These endeavors can take the form of anything you desire, from losing weight, to eating healthily, to better relationships with your loved ones, to financial success and

responsibility. One way that you might look upon a Business Plan or Life Plan is to think of it as a roadmap that shows you step-by-step how to get where you want to go.

### **Lisa's Story**

Lisa is a friend of mine who is a full of life. She's a hilarious person whose voice sounds like Marge Simpson due to her smoking habit. With an infectious personality, the face of a model, and an obese body, she struggled to move beyond her current norm due to her past. The irony is no one in Lisa's family is overly fat.

Lisa and I met over 20 years ago. Her goals? She wanted to lose weight and also be able to boast about having a personal trainer.

After assessing her condition, I told her I would not train her while she smoked, due to the dangers associated with adding intense exercise.

Lisa, who was ready to exercise and already in her workout clothes, didn't expect me to tell her to contact me again when she stopped smoking. In response, she told me she was committed to her health and would stop.

Reluctantly, Lisa left disappointed because I didn't give her what she believed she was ready for that day. She wanted to do it her way. Clearly, her way has not worked before and I believed it was important she let go of her illusion of control and allow a professional who had her best interest in mind step in and help her become healthy. A week later, Lisa told me she stopped smoking and was ready to exercise.

She didn't know working with me would be more than exercising in a gym. She didn't expect homework, just like she didn't expect that I would call her out on smoking prior to exercising with me. I would cancel our session when I knew she smoked. Lisa didn't have it her way. I was taking her from her current norm into a new norm that was healthier for her.

Our training sessions lasted less than one month. What I failed to realized at that time was that people will change from their current norm only if or when they want to. I felt like I failed Lisa. Thoughts ran through my mind... "*If I only said this, or did that*", maybe she would have lasted long enough to gain momentum and change her smoking and drinking habit.

Our relationship didn't end with our training. As our friendship developed, I learned why Lisa reverted back to smoking and drinking. At a young age, Lisa was sexually abused. I then realized nothing that I could have said as a personal trainer or coach could have changed the outcome, until Lisa had three clear distinctions equipped into her personal toolbox.

One was an awareness of her current norm, the second was the payoffs, and the third was her readiness to change with a plan. Giving up control of the outcome is not another distinction in my opinion, since people who are really ready for change give up the need to control and timing of the outcome. In my experience they face it with abandon.

Due to Lisa’s lack of desire or paralyzing fear to leave her current norm, and her stronger desire to stay uncomfortably comfortable, her personal training with me was at a stalemate. Lisa expected me to fix her. She expected exercise and nutrition tips would change her life. She had a desire, but lacked a plan to act on those desires.

A few years later, Lisa and I had one of our deep talks when she revealed, and validated, something I was already aware of. She said, *“George, fat people are not happy being fat, and those who laugh a lot are covering up how they truly feel.”*

Today, Lisa is 47 years old. She never married, is still making me crack up, and is the life of the party, but her health is suffering greatly. She’s more stressed, and more uncomfortably comfortable...feeling hostage and paralyzed while in her story.

Have you have identified the obstacles keeping you from your potential? If not, do this now. You may have already felt resistance, and may be overwhelmed or uncomfortable so far. This is normal. Resistance to change is normal, becoming uncomfortable is normal. You’re not alone.

### Market Analysis

The market analysis section of a Business Plan should illustrate your industry and market knowledge.

BUSINESS PLAN MARKET LIFE PLAN ANALYSIS	
<p>Business Plan Description and outlook</p> <p>Describe your industry, including its current size and both the historic growth rate and the projected growth rate.</p>	<p>Life Plan Description and outlook</p> <p>Describe yourself, including current state and historic growth rate</p> <p>(For example, I like some structure, such as healthy eating and exercise, and I progress best with positive reinforcement. I dislike when I’m unproductive, because it makes me anxious.)</p>

### What to Include in your Life Plan Description and Outlook:

- Write down some examples of your historical patterns of success, e.g., lost weight kept it off, shoot par in golf, graduated college, successful happy marriage, healthy children, financially secure etc.
- Write examples of historical patterns of failure, e.g., disregarding sound advice, yo-yo dieting, inability to consistently eat healthy, inability to commit to a relationship, inability to stay employed, several divorces, being incongruent with your actions etc.
- How could current friends and family support you? E.g., hold you accountable, be a sounding board, change with you to show support, nurture you, etc.
- How could current friends and family limit you from your potential? E.g. sabotage your results, not take you seriously, discount your feelings and desires etc.
- Do you have the support you need?
- How large is your support system?
- Do you need a mentor? Friend? Coach? Psychologist? Personal trainer?
- Do you have a history of success or failure with these people whenever you needed them for support?
- If so, what can you change this time?
- Do the people you seek support from share your similar issues? Yes or No.
- If so, are they the best to seek support and advice from?
- Who can you seek support from? Who can you engage that does not operate like you but has the successes you wish to have? Begin seeking these people out. You may have seen them in your favorite coffee shop, and again or at work. Interview them about their success. People often love to share how they became successful.

### Information About Your Personal Target Market

BUSINESS PLAN TARGET MARKET	LIFEPLAN PERSONAL TARGET MARKET
Narrow your target market to a manageable size. Many businesses make the mistake of trying to appeal to too many demographic areas.	Narrow the target group of individuals that you try to please or that you allow to influence you. Many people make the mistake of trying to appeal to too many others.

## Knowing YOU

- Do you sabotage all the good you attract? For example, do you limit your imagination, live in the answer rather than the question, give up or rebel when criticized, try to please too many people or “wear too many hats” etc.
- Do you feel worthy of financial success, but lack self-worth in other areas?
- Do you help others succeed, but fail to apply your own message?
- What would you gain from narrowing your friend pool by limiting it to include only supportive friends?

What would you gain from narrowing conversations with family members who lack support for your change and excluding anything not to do with your desired growth?

- Write down how operating in a manner that limits your potential serves you to continue on that path.

## Shelly's Story

Shelly, a 36 year old, highly successful psychologist and one of my best friends, who longs for love. Her background is Middle Eastern, where the culture expects a woman to be a mother and wife, while males are expected to be successful in business. Shelly felt a deep desire to prove she could be just as successful in business as her brother or parents.

While Shelly became highly successful, beyond her brothers success, her health suffers. She is and has the type of body that does not hold onto extra weight easily. She has to work at it to hold off extra fat. Shelly also struggles with several colds per year, is always stressed, doesn't sleep well, has never been married, eats when she can remember, and lives in a constant need to impress and make others happy.

If you met Shelley, you would think she has everything she wants in life. She loves her family more than anyone else I have ever met, dresses impeccably well, can fit in any place, goes the extra mile for her patients, and will help anyone any time. I love this woman as a dear friend and would be there for her in any way I could at any time.

Shelly longs for love, but due to the loss of her best friend years ago, it seems as though there is some unfinished business to deal with before she's able to accept a significant other into her life and allow the relationship to flourish without sabotaging it, for fear of losing someone she's close to.

Shelly's stress and constant worry about others is highly dangerous and a contributory factor for attracting illness. She stays in a chronic state of



inflammation, which often attracts disease. Shelly's mother was stressed over a family situation not in their control. The entire family was stressed over it, but Shelly's mother allowed the stress to consume her. Less than a year later, the stressful situation continued, and Shelly's mom was diagnosed with cancer.

She was in the first stage, which is the best stage to catch cancer in. Her cancer had not been developing for years, it manifested over a short period of time. Now, Shelly had even more to worry about.

Thankfully, after several different types of treatment Shelly's mother is cancer-free today. Over the years, Shelly would ask me from time to time if her face looked fat. Since she values my opinion and we are close friends, I feel comfortable telling her the truth, without concern she will hate my honesty or rebel and cause more damage.

She covers herself with clothes to hide unwelcome areas of excess fat, and since she's petite, your answer might be the same as anyone who would answer with, *"You look great! How do you stay so fit?"*

I'm always truthful with her, and tell her what I see. If I were to be like everyone else who tells her how good she looked, would

I do her any service? I want to save my friend from damaging her health...from herself.

If the only thing I can do is be honest by making her aware of her excess weight and chronic stress, then I will have no regrets if something were to happen. She is the type of person who will wait for something to happen before she slows down. I hate that for her.

Do you have anyone in your life you would like to wake up, and help them make some small consistent changes that would positively and profoundly impact their life? Has someone approached you about this, yet you laughed it off, or told your significant other you didn't want to hear what they were saying?

Today Shelly is still on her same path, saving the world, but compromising her health with a smile on her face and the financial security that most would love to have.

If you recall, in an earlier chapter I asked you who would lose and how much damage would you cause to your family and friends if you weren't here

anymore. Did you write down what that experience might look like? If you didn't, I highly encourage you to do that now. I believe it's highly important to know ourselves, before we move forward with these more progressive tools for success.

- What choices do you make on a daily basis that keep you from walking toward your true potential?

### **Distinguishing Characteristics of Business and Life Plans**

BUSINESS PLAN CHARACTERISTICS	LIFE PLAN CHARACTERISTICS
<p>What are the critical needs of your potential customers?</p> <p>Are those needs being met?</p> <p>Are there any seasonal or cyclical purchasing patterns or trends that may impact your business?</p>	<p>What are your critical needs?</p> <p>What are the critical needs of your family, friends, and colleagues?</p> <p>Are you personally available to support them and nurture foundational relationships order to achieve your true potential—in other words, those needs being met?</p> <p>Are there any patterns or trends within these relationships that could impact your movement toward your true potential, either positively or negatively?</p>

### **Your Distinguishing Critical Needs**

- What are the patterns within these relationships that could impede or positively impact your true potential?
- What pattern emerges when beginning to realize success for your efforts?
- Do you lose a little weight and believe it's "good enough", so you begin to cheat and lose focus?
- What pattern emerges when you attract unexpected money in your life?
- Do you spend it, instead of saving or investing it?
- If you're the family member, colleague, or friend of someone breaking away from their current norm to walk in the direction of their potential, what would you need to hear or see from them?

**Size of the Primary Target Market**

BUSINESS PLAN MARKET SIZE	LIFE PLAN MARKET SIZE
In addition to the size of your market, what data can you include about the annual purchases your market makes in your industry?	In addition to the talents and influences of your current contacts, how can you create strong relationships with successful people outside of your current networking pool?

**Modeling Your Potential and Communicating Your Desires to Those You Identified Who Align With Your Desires.**

- Do you need to be right? Are you typically contrary to other's healthy advice, by responding with "I know, but..."
- How could actively listening to people in your pool help you?
- What could you offer in return, to help someone on their quest?
- Who is in your current networking pool that you can model yourself after? A parent? Coach? Friend? Celebrity?
- Who can you rely on to support you during trying times? Friend? Family member? Coach? Psychologist?
- Who in your networking pool is stable and has the tools that you need to stay on your path to success?

I do not subscribe to New Year's Resolutions. As I have stated on my radio show, people who rely on New Year's Resolutions are often reunited with feelings and thoughts of failure from previous years. Isn't there enough pressure to succeed in life? Have you failed to meet your New Year's Resolutions and felt the pressure of the failure, only to spiral downward into a worse place than you were prior to making a change?

Let's take July 3rd. It seems like a good day for change. For that matter, so does February 20th, or today. It does not matter what day or date you begin. It is only important to begin. Putting off change until next Monday, because you didn't get to it this Monday, is a common mind-set and usually the demise of any intention for change. People in your circle may be able to help you today, and may not be available if you wait for tomorrow.

**Pricing and Gross Margin Targets**

BUSINESS PLAN PRICE LIFE PLAN PRICING AND PRICING AND PROFIT
Define your pricing structure, Define your level of comfort, gross margin levels, and any and whether or not you choose discount that you plan to use. to discount your talents and desires.

## Setting Your Price

- What price are you willing to pay for ignoring your passion and talents?
- Are you being selfish, by not acting on your passion, others could benefit from their use?
- How long have you wanted to... (Fill in your own blank)
- Who could benefit from you reaching your true potential?
- If your potential is to lose fat and be healthy, could others benefit by being motivated by your experience? Could you save other people's lives?

A friend of mine, successful restaurant entrepreneur Phil Romano, once said, "Do what you love and the money is your applause." Phil also lived in the question of "Why not?" or "What if?" Ask yourself this question...

What price are you willing to pay for *discounting* your talent?

Years ago, when I trained people, I charged up to \$300 per session. In my beginning years of training I charged \$50 per session. Often, potential clients wanted me to give them a discount if they purchased a package of sessions.

I didn't sell packages like my colleagues did. My belief was that if I discounted my price, I might discount my services. I want to feel good about performing my service. I knew if the customer saw value in using me as their trainer and were uncomfortable paying my fee, the perceived value would create action for sustainable change.

Whenever I was with friends or clients and introduced myself as a trainer, immediately, without fail, I would be asked how to lose fat in their belly, or legs, or how to...etc. I always gave my advice to people in passing, at dinner, to friends, and to friends of friends. I quickly realized how my advice would fall on deaf ears and often not translate into more clients.

More often than not, my advice was mostly met with resistance, because it didn't align with what they wanted to hear, and their perceived value was diluted, since they didn't pay for it. Now, I am more aware of who's ready for change, and also more aware of the proper setting to speak about change.

- Do you discount your health and understand the ramifications associated with throwing caution to the wind?
- What price are you willing to pay by continuing with unhealthy habits? Inviting a heart attack? Stroke? Cancer?

- Are you willing to pay the price of allowing energy vampires to rob you of your joy and potential day after day, and for the rest of your life?
- Have you set boundaries with them?
- Do you know how to set boundaries?
- Who could recruit to teach you about setting boundaries?
- How do these energy vampires affect your family, work, health, and the rest of your life?
- Are you willing to pay the price of living in fear of change?
- How does that help your family or your future?

### Blake's Story

Many years ago, Blake approached me to help him become healthy. He was 238lbs and only 5' 8" tall. He needed guidance, nurturing through positive reinforcement, and support. He had a strong desire to change his current norm to be healthy, happy and fit. Blake's wife was 100lbs overweight, and didn't have the same desire for change.

Blake trained with me four days per week and worked out hard. There were no profound homework skills I could share with him at that time. After one year, Blake lost 90lbs and weighed a much-healthier 148lbs. He was on top of the world. He became a model example for others who would enter the gym and wonder why they didn't receive the results he did.

He was interviewed as if he was famous at times. It gave him a high I don't think he had ever experienced. As he began reaching his health and fitness potential, he found himself in unfamiliar territory, because women began to flirt with him in places such as grocery stores, gas stations etc.

He explained how it made him feel, and he was not happy with his wife continuing to make the choices she did, knowing how it affected their children. His wife, once supportive, became an energy vampire, and didn't support his critical needs and desires. She would try to sabotage Blake's positive results at every turn. She began cooking dinners that would disrupt his health in every way. To avoid her sabotaging ways, he began cooking for himself.

Unhappy with lack of support and sabotage from loved ones, he became ethically-challenged, and made poor choices. Once he reached success, he became clouded, and chose to be unfaithful to his wife. He felt so bad about his choice that he checked himself into an institution for a mental breakdown.

This story leads me to my next exercise question: What price are you willing to pay for success?

## Company Competitive Analysis

BUSINESS PLAN COMPETITIVE ANALYSIS	LIFE PLAN COMPETITIVE ANALYSIS
Your competitive analysis should identify your business operates in comparison to its competition.	Your personal competitive analysis should identify how you operate in a competitive environment.

### Personal Competitive Analysis

- Does being in competition with yourself motivate you to succeed, or paralyze you?

Expectations of a child by a parent to perform at a certain level in sports, beauty pageants, or any other activity forced upon a child can cause stress, and adversely affect their true potential.

- Have you experienced a parent forcing you to live through their desires?

They couldn't play a sport at a high level, so they pressured you to fill the shoes they couldn't. Now, as an adult, you rebel against anyone who tries to push you to be better.

- Does this create an internal struggle preventing you from having a healthy competitive spirit?

Nurtured properly, not pushed, a child can become highly successful in a competitive environment.

- Can you think of some examples of how being competitive can be beneficial when trying to change your current norm?

If being competitive paralyzes you, then I encourage you, before creating a vision of a new norm, to identify why.

- If you cannot win, is it better not to try at all?
- Do you fear others will find out that you're not perfect?
- Are you okay with not being perfect?
- How has not being perfect, or being too perfect, held you back in the past?

A progression, not perfection mentality results in confidence and decreases anxiety. When we recognize progress, as opposed to trying to be perfect, we are less inclined to sabotage our results.

- Are you in competition with your past?
- How often do you relive your past? Do you have your parents' voice in your head, holding you back from your desires?

If you're constantly in competition with your past behaviors and thoughts of failure, it may have proven difficult to move forward. Changing who we're in competition with can help us win the competition we've trained for.

Sit and contemplate whose voice is in your ear, and how often that voice that shows up, especially when you desire something bigger than you currently have.

- Who could you compete with where you know you are sure to win?
- Can you add their voice in your mind?

Maybe it's a child. You know you're stronger and more intelligent than a five year old child. When you seek something greater for yourself and you hear that child's voice say "*you're not good enough, you can't do it*", how would you respond?

- Would you let this little child push you around?

We don't need to beat up the child mentally. Rather, we need to see ourselves as the stronger, more intelligent, and experienced adult who has more knowledge and skill than this little child.

- Are you in competition with siblings, friends, or co-workers?
- Do you enjoy competition?
- Can friendly competition be used as a tool for success?
- What competition could you create with siblings, friends, or co-workers that wouldn't overwhelm you?

### Barriers to Entry

BUSINESS PLAN BARRIERS TO ENTRY	LIFE PLAN BARRIERS TO ENTRY
Barriers to entry, also known as obstacles that make it difficult to enter a given market. The term can refer to any hindrances that an individual faces when trying to gain entrance to a profession.	Barriers to entry, also known as obstacles that make it difficult to enter a new norm, are any hindrances that you face when trying to walk another path toward your true potential.

## Barriers to Your True Potential

What barriers do we often encounter when trying something new? For example, what are some of the hindrances you face when you are tackling an addiction, changing your career, etc.

- Is your significant other a barrier to your success?
- Are friends a barrier to your true potential?
- Is your own mental conversation a barrier to your true potential?
- Are you grieving the loss of a loved one?
- Are you still holding onto baby-weight from twelve years ago?
- Are you still bitter about a divorce that happened five years ago?

I say this respectfully; there's a time to grieve, but if you're still grieving over something that happened years ago, and you cannot change the outcome, it may be time to move on, or it may continue to keep you from the happiness and peace you desire.

- Are others suffering while they watch you grieve, hold a grudge, or stay angry at the world?

Once, I helped a former client of mine lose 100lbs in one year. This was many years ago, without the benefit of the tools I have today. The homework I gave him outside of the gym was focused on his food, journaling, and exercising on days we didn't meet. Along the way, I would give him some incentives to keep him motivated.

12 months later and 100lbs lighter, I took him to dinner at a high-end restaurant. We both chowed down on a great steak and salad. I even had dessert, but my client didn't want any. I wanted him to indulge, but he had no desire for that type of food. I was high on life, because I believed he was on cruise control. Well I was right...he was on cruise control...until he was forced to brake.

I'm sad to report my client had a setback which took him from his current norm of better health. His mother died unexpectedly, and he was not ready or strong enough for that abrupt change and loss.

He called me to stop training for a week to get his affairs in order from the estate. After a week and not hearing from him, I decided to call to see if I could help in any way. I never heard back from him and he never came back to the gym again.

Almost seven months later, I ran into his co-worker in the grocery store, and learned my former client had regained fifty pounds back. I felt horrible for him, and I felt helpless.



To this day, I reflect on some of these people who lost all they worked for, due to abrupt changes in their life they were not ready for, knowing that I lacked the tools to help them sustain their achievements. The co-worker said he was still grieving his loss and didn't seem to care about much.

Grief is something we will all experience in our life. We all have different ways of grieving, but it's highly important to progress through the steps in the grieving process. Otherwise, it can prevent us from being happy, healthy, and looking forward to the next day.

A loved one may be suffering with you or for you. If we quell our feelings or express them in any way that detracts from our life, our children may learn to deal with loss the same way. You may show them, to their detriment, that staying sad, not letting go, losing your joy, and treating yourself in an unhealthy manner is more important.

Journaling, talking with others, exercise, and eating well can all help greatly. It can be very difficult; I am not minimizing grieving, I am just saying do what it takes to move beyond this place at your own pace, but make sure to progress.

If you have experienced loss you cannot change, use some of these tools to help you progress beyond your current norm. Maybe being an example for others who struggle with similar issues in their life can help you heal.

Succumbing to a trigger being pulled often makes people react unconsciously, instead of responding with a conscious mind.

- Have you taken the time to identify the triggers preventing you from reaching your true potential?
- How do you benefit from allowing a trigger to control you?
- If you dealt with an eating disorder and someone unknowing pulls your trigger, do you react or respond?
- Do you know of someone who asks for an opinion, but when it's not what they want to hear, they react in a less than kind manner?

Identify some reactions you have when someone pulls your trigger. Examples of reactive traits after someone pulled your trigger may be, over-eating, a strong craving for sugar, anger, succumbing to an addiction, etc.

- How does reacting benefit you and help you achieve your desires, when you give in to historical habits that always lead to failure?

Giving into an addiction, gaining weight, feeling out of control, more stressed, or less empowered can be very difficult to change. However, by being truly aware,

and by changing from being reactive to pausing to first thinking about how you feel, it is possible to respond.

By using some of the tools mentioned in this book, you can feel confident to change how you currently operate. This change in thought can result in never-before-experienced strength, which can lead to life-changing experiences. In addition to the many people I've coached, I speak from experience. I'm living it now, and wouldn't change any other day for today.

So, I'd like you to write down what those triggers are. When that trigger is pulled, how can you express yourself in a healthier and more acceptable way, while achieving a similar high or fulfillment you received from past unhealthy reactive behaviors?

Another barrier I have observed many times is present in those attached to extreme circumstances.

- Do you know people who will take their health seriously after having a heart attack, stroke, cancer?

Allow me to be silly again by asking questions you know the answer to, but may not have taken the time to contemplate and write down your answers.

- If you smoke, are your chances of dying higher than those who don't?
- If you're an alcoholic, are your chances of suffering, hurting others, and failing to perform with accuracy and safety greater than those of a non-alcoholic?
- If you rely on medication to control blood sugar, cholesterol, and blood pressure while negating healthy eating and exercise, are your chances of suffering and dying higher?
- Can you identify any of these above scenarios as someone disregarding their life and inviting death?
- If you were to die, would friends and family left behind sad?
- Did you leave children or grandchildren behind? A wife? A husband?

If you fit any of the above scenarios, ask yourself how they differ from someone committing suicide. Regardless of the time it takes to die, ask yourself that question.

- If you were gone, how would your loved ones be affected?

Take your time and write every thought and feeling associated with these questions.

- Is it selfish to leave loved ones behind by disregarding your health?

Many people say they want to live a certain way, but do the complete opposite, which can often be worse than doing nothing.

- If you're married, did you begin to incorporate exercise just prior to your wedding by setting a goal to lose weight?

While deciding to lose weight and exercise prior to your wedding day, if you lack the tools needed to plan for obstacles it may lead to failure soon after the wedding if over.

- When motivated to do or have something so badly, do any of these barriers really matter, once you've identified and acted upon your passion of your potential with a plan?
- What desperate measures do you have to experience before you recognize and act on your passion to reach your true potential?

When I was in law enforcement in Newark, New Jersey, I was exposed to some of the most negative circumstances imaginable. Sometimes, unknowingly, smart people make some dumb decisions in life.

- Would you consider an alcoholic homeless person, who urinates in his pants at times, and pushes a grocery cart with all of his belongings, smart or innovative?

Here is an extreme circumstance that is sure to empower you to look at life differently.

- How innovative we can be when we really want to do something badly enough?

At times addicts seem to be most innovative when under pressure to achieve their high. While I was in law enforcement, a homeless person, as I described above, needed to get his fix. He panhandled money for alcohol, quite unsuccessfully, at times. And instead of waiting for enough acquire enough money for alcohol, he spent the little money he managed to accumulate on a loaf of bread and rubbing alcohol.

Now, you may be thinking, *"Well, at least he's going to eat, but what's up with the rubbing alcohol?"* This small amount of alcohol made him more determined to get his high and therefore more innovative.

I got to know him over time and he shared how he would get his fix at times. He opened the bread, held it vertically as any of us would to begin pulling bread

out, but instead he of pulling bread out, he made a small hole in the bottom of the plastic.

He opened the rubbing alcohol and poured the entire contents in the top of the bread and held the bottom of the loaf, where he made the small hole over his mouth. Now, if that's not being innovative with limited resources, I don't know what is.

Has he performed this trick before? Does this technique work to separate the alcohol he could drink without injuring himself? I

have no clue, but his mind seemed sharp enough to find a way to accomplish a task he couldn't wait for.

Many of us feel weak or strapped in some way when we want something. But how strapped are you when you really want something and it consumes your every thought? When I mention some of these techniques to some normally smart and successful people, it's often met with excuses, or they are already familiar with what they need to do, but lack the courage to change.

For a less extreme but still relevant example, I know of an older lady in her 70's that cannot stop smoking. She loves it, and doesn't want to stop. As a matter of fact, she loves it so much that she will bundle up like an Eskimo and sit in her garage in 20 degree weather just to smoke. She cares enough about not having her home smell like smoke that she will brave the frigid weather, rather than simply quit smoking.

- What will it take for you to care enough to address your obstacles and move beyond them to achieve more success in your life?

### **Organization and Management**

BUSINESS PLAN ORGANIZATION & MANAGEMENT	LIFE PLAN ORGANIZATION & MANAGEMENT
This section should include: Your company's organizational structure, details about the ownership of your company, profiles of your management team, and the qualifications of your board of directors.	This section should include: Personal structure, ideal people you intend to surround yourself with, and the details of their qualifications and talents.

## Structure and Support

- Do you perform better by having a routine with structure, or is life better without structure?

This is not to say anyone is wrong or bad for lacking structure in their life. Rather, it's a way to look at where you are lacking and may need structure to create stability and forward momentum. The word structure means arrangement.

- How can you arrange or rearrange certain areas of your current day to help remove obstacles to success?

Here's an example:

Did you know breakfast means *break-the-fast*? How many times have you heard about the benefits of breakfast positively affecting your metabolism? Many women struggle to eat breakfast, and have used the excuse of just not being hungry for years.

When a child is born, how often are they fed? Usually every three hours. What changed? We conditioned ourselves to experience a new norm of being too busy or stressed to eat, and tend to change and focus our attention on other priorities.

How could you arrange your morning to include breakfast? Did you know eating a healthy form of protein when you wake can help regulate blood sugar until approximately 1 PM, and keep you from craving sugar? Did you know eating breakfast can help you lose fat, *without changing anything else in your life*?

- Are you motivated to rearrange or add structure to your day now?

When properly motivated we will move mountains, as I shared with you in previous chapters.

- What else do you desire where motivation would help you change how you operate?
- What else do you suffer with in your life where you may not have struggled in the past? How could you rearrange and recondition your mind without adding more time that could add stress?
- What other structure has fallen by the way-side affecting your relationships?
- Your health?
- Your finances?

I remember many years ago, when I was young, I had rabbit skins hanging on my wall where I would hide money from myself so I didn't spend it. Later in life, while living on my own, I found myself living paycheck to paycheck. I experienced so much stress by living this way that I knew it was time to change how I operated.

As an adult, I committed to saving more by hiding money in different bank accounts. At times I would drive to the bank to add \$5. When the monthly statement came in I wouldn't look at it, to prevent falling back into my unhealthy spending habits. Over a period of time, a new habit was created and handling money became easy, without my having to add it to my bank to prevent from spending it.

- What steps can you make today to add structure back into your life?

Ask people who have the success you desire how they achieved their results.

- Do you surround yourself with people who support your changes?
- Can you identify some examples of ideal people you could benefit from?
- What talents do they have?
- How can they point you in the direction of your desires?
- What role will your support system play?
- Will they be an Advisor? Sounding board? Tutor? Mentor, Coach?

When making a decision and action for change, make sure to be clear and specific by communicating what you need from your support system. Mind reading is not allowed! Communicating changes you'll implement can prevent resistance by others who may be affected at home or work by your new decisions.

- Would it be in your best interest to limit certain people who don't support your decision for change?
- Decide whether to limit your time with some of these people. Are they just great drinking buddies, or is it best to include them in decisions of your life?
- Does your support system share similar health issues as you?

People who you surround yourself with can hold you back from the changes you see, or propel you toward the right people to affect change.

- How could you keep your friends, without allowing them to keep you from your joy and true potential?

I asked a friend of mine who is a therapist, to gain some perspective on the correct answer for my book. He said, *“It would be important for someone seeking change to set boundaries with their friends and family. To let them know their intentions for change and let them know the conversations you will and will not entertain that do not support your desire for change.”*

- Setting a boundary with loved ones can be quite difficult, but ask yourself, how long are you willing to allow others to steal your joy or move you away from your potential?
- Is your support system made up of people who are stronger than you financially, spiritually, emotionally, and physically? If so, you will be propelled in the direction you desire.
- If you’re the strongest person out of your friends, how can you grow and learn what it takes to achieve your desires?

Boundaries don’t have to be limited to a support system. Some successful friends of mine tell me how they always have a salesperson who requests 10 minutes of their time but usually takes 20 or more.

- If you’re a busy person and struggle to find time to exercise, could it be best to set boundaries to prevent

circumstances from affecting your time for exercise, family dinner, or alone time?

- How do you handle unhealthy or unwanted advice?

Often, people will give advice freely when they disagree with an idea or a decision, even when someone is struggling and didn't ask for advice.

- How many people are there in your life who offer sound advice, but you are unwilling to listen to or believe the advice they're giving you, because it does not align with your unhealthy desires?
- Do you think it could be important to recognize advice, solicited or unsolicited, to make sure it's in our best interest, before we disregard it when it takes us from our current norm?
- What boundaries can you set to keep people from influencing your desire to reach your potential?
- Do you know how to set boundaries?
- Can you identify friends, coaches, and other professionals who can assist you with how to set a boundary?

Identify the type of support you need in your new life, and then find the friends and family who could fit that role.

- What can you clearly communicate to your support team to help you be consistent in your desire to reach your potential?
- If someone in your support system falls out of alignment with your desire for your new healthy norm, how will you handle it?

Remember, part of planning is foreseeing obstacles and triggers to avoid those of your normal reactions in the past which may have prevented you from attracting your desires.

BUSINESS PLAN OWNER INFORMATION	LIFE PLAN OWNER INFORMATION
Who owns the business?	Who owns your life?
Who is the decision-maker?	Who makes the decisions in your life that enable you to reach your true potential?
Who benefits or suffers as an end result of the success or failure of the business?	How do you benefit or suffer by realizing for not realizing your true potential?

### Owning Your Power

- You're the leader of your life. Ask yourself how successful you have been at leading.
- Now, ask yourself how successful you have been in the areas you lack?
- What are some examples of traits a leader exhibits?

A leader can influence others, use clear detailed communication, and are open to listening to others. They seek possibilities for growth and they network with others to grow and to help others grow.

- Why do leaders fail?

My leadership professor, Robert Kaplan of Harvard Business School, said it best, "A leader fails due to isolation and the inability to learn." What are others trying to teach you that you resist, or that you think you already know?

- Do you seek successful, knowledgeable people who exhibit skills of success in business, health, parenting, and love?
- Will you allow others to hold you accountable if you steer off course?

These are decisions I believe we could make to keep us on course.



## Heather's Story

Heather was referred to me by a person giving me a facial, and upon meeting me, she commented on how I looked and said, *"I'm going to be a fit as you one day, George"*. Heather was a 54-year-old female who was abused by her father and struggled with excess weight her whole life. She needed to lose over 100lbs.

Naturally, she asked a lot of questions about how to lose weight and what she need to put effort into. Before I blurted out a bunch of information, I listened for certain words of defeat or excuses to the small suggestions I made while in her office. Heather didn't share any.

She seemed sick and tired of feeling sick and tired. Was "change" sustainable this time for her? I decided to help, and didn't ask for a dime for my consulting service. She would have access to me seven days per week. I told her I would only charge her when she began to resist my suggestions and stop doing the homework. This was also perfect timing for my new company, which sold professional-grade, full-body cleanses and fat loss supplements.

I learned by experiences with people like Lisa how to handle people with extreme self-worth issues. I also knew not to give anyone anything that has a hard cost associated with it, because of perceived value. When someone doesn't pay for a service or product they're likely to lack motivation to use it or comply. My gut told me to take the risk by not charging her for my consulting, but she had to have skin in the game to stay motivated.

While talking with Heather, she shared a profound experience that kept repeating in her life every time an emotional trigger was pulled. When Heather would become upset, she would eat poorly and in large portions. She shared how she would go into an ice cream store and order two ice cream cones, but while she was eating them in her car, she would cry uncontrollably, because she couldn't stop. Heather knew the danger she was in, and desperately needed guidance.

I helped her design a plan for success. We went through what she was willing and unwilling to do at this stage. With a plan that worked for her, she said she felt more confident in her chances of success than she ever had before. Heather certainly proved she was ready for a new norm.

Heather lost 35lbs in 21 days, and then asked how she could build upon her homework and use my supplement program again. With continued success

and progress gained by adding more tasks and creating a new norm, she used my supplement and exercise program a total of four times throughout one year. One year after deciding to commit her mind to change, her body followed. Heather lost 110lbs

As the next year progressed, Heather and I would now revisit her plan weekly, instead of daily, and make any needed changes to keep her on track. She began to add more tasks to her plan, as well as implement what she was resistant to when first designing her weight loss plan.

She gained confidence, and was rewarded for her efforts and, over time, with repetition reprogrammed her mind. This was a new sustainable norm, because she moved at a pace that worked for her. She was consistent with new habits; something she had never before seen with her diet and exercise in the past.

Should I take credit for this weight loss? Absolutely not. I don't take credit for the success of people who put in the sweat and mental effort. For those who do take credit for others' success under your tutelage, my questions to you is, do you also take credit for their failure?

Information is available to us wherever we look. Unfortunately, much of the time, we either have blinders on are unable to recognize the people and tools right in front of us, or are not willing to open our eyes for fear of change and success.

I'm so happy to report today, seven years later, that Heather is still on track. She said when she struggles with her triggers, she looks at her plan and applies the suggestions that worked for her in the very beginning, those very same suggestions which prevented her from becoming overwhelmed and sabotaging her success.

When you begin to make changes out of your current norm, do you feel anxious?

- How you deal with it?
- Is it easier to stay comfortably uncomfortable?
- If you wrote down what you felt, could it help you express what's on your mind and prevent you from reacting, instead of responding?
- Do you sabotage your progress when beginning to achieve the life you desire?
- What plan and tools do you have to easily go beyond sabotaging thoughts and actions?

## Research and Development

BUSINESS PLAN RESEARCH AND DEVELOPMENT	LIFE PLAN RESEARCH AND DEVELOPMENT
<p>Investigative activities that a business chooses to conduct, with the intention of making a discovery that can either lead to the development of new products or procedures, or to improvement of existing products or procedures.</p> <p>Research and development is one of the means by which business can experience future growth, by developing new products or processes to improve and expand their operations.</p>	<p>Consider trying new activities with the intention of making a personal discovery that can either lead to new selfdiscoveries, or the advancement and improvement of your journey towards your true potential.</p> <p>Consider an advance is one of the means by which a person can experience future growth, by developing new ideas and/or processes to improve and expand their behaviors and desires.</p>

## Consider and Advance

- What are some important considerations to address prior to making a plan or change in your life?
- What are some important considerations to address prior to implementing tools to create a new norm?
- What are some important considerations to address prior to sharing your plans for change with others?
- What are some important considerations to address prior to inviting someone into your circle of trust?

Perhaps you could consider the behaviors of successful people prior to creating your plan.

- How could these groups of people influence and advance your life?

Perhaps you could consider the behaviors of people surrounding you prior to allowing yourself to be vulnerable with them by sharing your desires, fears, and faults. Maybe you could consider how your desire and change in behavior will affect others.

Once you consider who has the tools to advance your plan with focus, motivation, and communication...add those tools to your plan. I am going to

caution you against trying to advance by adopting too many tools at once, and ending up being overwhelmed by too much change, too quickly.

I encourage you to use one tool at a time, like a carpenter who uses a hammer before picking up a saw. How successful would you be if you tried to use a hammer and saw at the same time? Once you have adopted one tool as a habit and without restriction, add another.

### Marketing & Sales

BUSINESS PLAN MARKETING & SALES	LIFE PLAN MARKETING & SALES
<p>Marketing is the process of creating customers by selling them your company's goods and/or services.</p> <p>Use the same type of products with users, or a vertical strategy where you would continue providing the same products, but would offer them at different levels of the distribution chain.</p> <p>How many salespeople will you recruit for your sales force?</p> <p>How will you train your sales force?</p> <p>What about compensation for your sales force?</p>	<p>Marketing is the process of selling yourself to others.</p> <p>Use the same friends and family in different areas of your plan, or a strategy where you would add to your existing friends and family.</p> <p>How many people will you recruit to support your desires?</p> <p>How will you prepare your supporters?</p> <p>What will you provide for them in return?</p>

### Marketing Yourself to Others

- How will you convince those closest to you that your decision for change is best for all parties?
- Who will you keep close to you and with whom will you share your struggles and decisions?
- Who will you limit your conversations with?
- Are you motivated enough to apply your new focus with the verve and consistency needed to advance?
- Is it in your best interest to hire a coach, tutor, or therapist?
- How will you contend with the external resistance you may receive when beginning this process?
- How will you sell yourself to those who you have yet to meet?

Maybe you could visualize a meeting going the way you want, like an athlete who visualizes the outcome of their performance prior to playing.

- Once you identify how you will market yourself, what is your strategy for implementation?
- Will you clean house and begin all over with a new career, friends, etc.?
- Will you continue with your current situation, by learning to set boundaries and change how others treat you?
- Do you clearly communicate your desires, and only accept advice from those who support you?
- How will you handle rejection?
- What type of support do you need if you begin to lose motivation?
- What actions will you take to move in the direction of your potential every day?

Some strategic tasks could be:

- Create a detailed vision of your new norm and write it down in detail
- Define, write down, and prioritize daily tasks that you can implement to move in that direction.
- Clearly communicate in detail with your support system.
- Identify how you operated in the past when faced with internal and external struggle, create a vision of how you want it to look, and write it down to help set it into your subconscious mind.
- Identify and journal 10 things you're grateful for every day.
- Journal daily about your struggles, successes, and results to stay conscious (aware).

### Executive Summary

BUSINESS PLAN EXECUTIVE SUMMARY	LIFE PLAN DECISIONMAKING SUMMARY
<p>The executive summary tells you where your company is, where you want to take it, and why your business idea will be successful.</p> <p>The executive summary should highlight the strengths of your overall plan, and therefore, be the last section you write.</p>	<p>Your decision-making summary tells your friends and family where you are, where you want go, and how you will be successful.</p> <p>The decision-making summary should highlight your strengths in your overall plan.</p>

## **Your Decision-Making Summary**

Whatever thoughts and actions you're consistent with is what you will receive!  
Consider your experience and background, and write down all past successes, regardless of their relationship to your desired outcome.

Share the strategic examples you wrote down with your support system.

- What strengths have you identified in your plan that you can act upon to fulfill your true potential?

Prioritize key people and tasks to progress daily, regardless of the speed of change.

- What will it take for you to implement one tool you learned?
- If you are truly passionate about change, how will you use some or all of these tools to map out a life plan and be diligent and consistent?
- What can you commit to today?
- How can you make that commitment easily acceptable, with consistency?
- Will you stay stuck in your current story and stay uncomfortably comfortable?
- Or create a new story?

## About the author

Although he has trained the likes of Dennis Rodman, Mark Cuban, and Michael Dell, George DiGianni is no ordinary fitness professional. Founder and CEO of GeneticDirection.com and of *the 21 Day Body Makeover* ([www.21daybodymakeover.com](http://www.21daybodymakeover.com)), a professional-grade supplement and exercise program designed to promote fat loss, increase mental clarity and improve general health, George helps achieve their goals – formally in the gym, now in the boardroom.

With over 20 years of experience as a leader in the health and wellness industry, George DiGianni is passionate about helping others transform their lives and achieve profound positive change through personal and professional development.

Author, talk show host, and behavior modification and wellness coach, George is a widely-sought-after speaker who empowers international audiences to redefine who they are and what they can accomplish.

Arming people with the tools necessary to create a "new normal" for themselves, he runs motivational, interactive training seminars for audiences spanning from corporate executives and entrepreneurs to seniors at assisted living centers. George's honest, direct manner is refreshing, inspiring, and has motivated thousands of people to take action.

Giving new meaning to a busy schedule, George produces the *Train Station Fitness Show* ([www.theticket.com](http://www.theticket.com)) on The Ticket, America's #1 sports talk radio station. He has been on-air with NBC, TXCN, CH 8, Fox Sports Southwest, and WB33, and has made appearances on such shows as *Good Day Dallas*, *CH 4 Morning Show* and, *Texas Accents and Health Connection*.

Also a best-selling author, George wrote, *"Three Minutes to a Strong Mind and a Fit Body,"* which was #11 on Amazon.com's Best Seller List. Set to be published in 2015, George's latest book challenges readers to break through self-imposed limitations and realize new possibilities. He has also penned articles for *Dr. Drew*, *Health and Fitness Magazine*, and *CBS Health Watch*.

George holds an advanced certification from the National Academy of Sports Medicine, advanced training in bio-mechanics, and an advanced personal training and nutrition certification from the Institute of Aerobic Research. Always striving to finesse his business acumen and leadership abilities, George is also completing a diploma in Owner President Management at Harvard Business School.

When George isn't working on his latest book or giving a seminar, you can find him playing the drums, volunteering at his local soup kitchen, walking his

English Mastiff, Buddy, hitting the gym, or enjoying the fact that he hasn't been sick in the last fifteen years.

His motto?

*"You can't change your HEALTH until you change your FOOD, you can't change your food until you change your MIND and you can't change your mind until you recognize the NEED for change".*

To contact George for your next speaking engagement, event or seminar please email [georgedspeaks@gmail.com](mailto:georgedspeaks@gmail.com).



# ADDITIONAL READING

“When Good Medicines Do Bad Things to Healthy Bodies” by Dr. Alan Xenakis

“The Power of Your Subconscious” by Dr. Joseph Murray

“Three Minutes to a Strong Mind and Fit Body” by George DiGianni

## SOURCES

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