

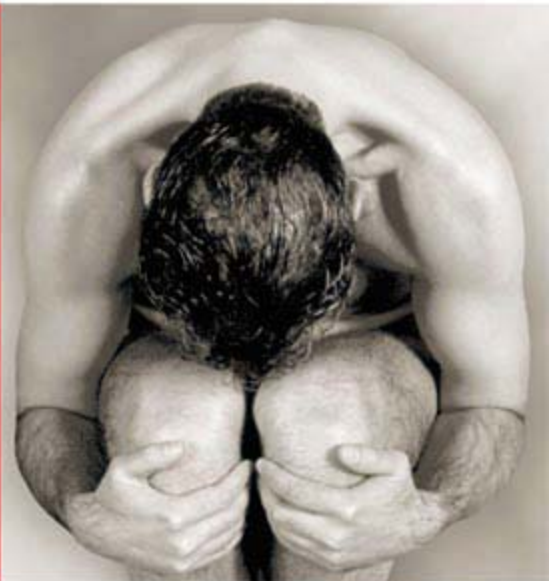
# THE LONG



# HARD

# FIX

CREATE THE  
CRITICAL MINDSET  
THAT POWERS DIET  
AND EXERCISE  
SUCCESS



# JONATHAN FIELDS

# THE LONG HARD FIX



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CREATE THE CRITICAL MINDSET THAT  
POWERS DIET & EXERCISE SUCCESS

Jonathan Fields, J.D., A.C.S.M. H/FI

This book is intended for informational purposes only. It is not a substitute for the advice of a physician or other qualified health care professional. You should consult your physician or health care professional before adopting or implementing any new exercise, diet or health program to make sure it is appropriate for you. You should also consult with a licensed mental health professional before beginning any program that deals with emotional issues/ challenges. THE AUTHOR, CONTRIBUTORS, PUBLISHER AND PROMOTER, ENVISION LIFESTYLE SOLUTIONS INC., EXPRESSLY DISCLAIM ANY LIABILITY ARISING, DIRECTLY OR INDIRECTLY, OUT OF THIS BOOK.

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To my dad who set in motion a keen love of, and relentless desire to arrive at, the truth.

To my sister, who inspires me with a selfless warmth rare upon this planet.

And, to my family, friends, clients and colleagues whose place in my life makes each moment richer and each challenge more meaningful.

Onward, then, to the first of many.



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## Preface

In my tenure in this field, I have worked with millionaires and billionaires, singers and actors, bankers and lawyers, television and radio stars, CEOs and CFOs, super-moms and dads, heirs and heiresses and even a former Miss America. From this coterie of clients brimming with power, fame and wealth, a single individual, Lou, stands out for one exquisite reason—he and he alone, has figured it out.

Lou appeared one Saturday, about six months after I opened my first facility. Though nervous about his first ever steps into anything resembling a gym, his joy was contagious. With a thick head of wavy red hair, a beard to match and a smile that hinted at a lifetime of extraordinary giggles past with much to come, you couldn't help but love Lou. On our first day together, I sat with him, as I had with all of my clients, and asked a simple question, "What is your goal?" I had asked it a hundred times before and, without fail, one of three answers emerged: to lose weight, to get stronger and to become healthier. When it came time for Lou to respond, though, he nearly left me in tears. "To spend more time laughing with my wife and son," he said.

As I came to know Lou over the next few years, I discovered that, for him, all roads led to this one end. It was the reason to do anything and everything, the driving force behind literally every choice and action in his life, including his desire to improve his health.

He could never share enough stories about how he, his wife

and teenage son would pile into his vintage convertible GTO and cruise around together crying over jokes, screaming and singing at the top of their lungs and poking fun of passersby for hours. He couldn't get enough of his two angels, nor them enough of him. Indeed, anyone who stood in Lou's presence was left wanting for more.

Lou's life wasn't simple. It wasn't without challenge or sorrow. He wasn't the wealthiest guy on the block, he didn't live in the biggest house, he wasn't a CEO or captain of industry, but he was, and still is, bar none, the richest person I've met. And, as time passed, the lesson he was sharing with me, quite unintentionally, dwelled ever deeper in my mind and my heart.

You can improve your clothes, your title and bank account. You can lose weight, transform your health, become stronger and enlarge your muscles. Indeed, the truths you discover in this book will create more powerful change in your body than you imagined possible. But those changes have meaning and impact only in the context of what they will allow you to do with your life. For Lou, these changes were simply a vehicle to devour an ever-expanding universe of moments with family and friends. Indeed, to him, that was the ultimate measure of success. And, for everyone who reads on, it is a measure that cannot be embraced enough.

Lou changed the way I think about fitness. In fact, he changed the way I think about life. In writing *The Long Hard Fix*, I have, unabashedly, torn a page out of his playbook (though, if asked, Lou would laugh mercilessly at the thought of his pursuits rising above the level of mayhem, let alone to the exalted grandeur of a playbook). The experience that lies within guides you through a process that integrates dramatic physical change with a rare depth of meaning, a voracious sincerity that is, at times, more than a bit jarring and a relentlessly dogged pursuit of joy. It takes you to a place you never imagined you could go and then gives you the tools to define and devour all that place has to offer.

My sincerest hope is that you find learning it as enjoyable and rewarding as I found figuring it out.

# Part 1

*An Unusual Solution*



## The Quick and Easy Road to Nowhere

Year-after-year, books, videos and programs that promise to be the last diet you'll ever need fly mercilessly off the shelves. Lengthy treatises and quick fixes tell you, in excruciating detail, how to eat and exercise. Yet, somehow, surrounded by an ever-expanding smorgasbord of advice, 95 percent of us fail miserably at our goals. One hundred million are overweight, a third of those are obese and, for the first time in history, adult diseases related to weight and inactivity rain down upon our kids.

How can this be? Hundreds of books, supported by reams of research done in the finest labs show us how quick and easy it is, if you just stick to the program. Wait a minute. What was that last part? That's it, the part about *sticking to the program*. Well, what if you don't live in a laboratory? What if you are not actually part of a controlled study group? What if you know nobody's watching or, heavens to betsy, you live in the real world? Where is the part in all those books and programs that teaches you how to stick with a program through screaming kids, tireless hours, demanding bosses and the taunting siren song of seven layer cake at three in the morning? Surely, you must have missed that chapter.

Or, maybe in a mad dash to tell people exactly *what to do*, the industry has somehow forgotten to share with you the single most critical element—*how to keep doing it long enough to expe-*

*rience wildly satisfying results!* Books that take hundreds of pages to tell you to “eat less and exercise more” abound, but when it comes to mindset, we are left fumbling in the dark. “Be committed, persevere, buck up,” we are told and off we go to fail. Ninety-five percent of the pages of virtually every diet and exercise book are devoted to *what to eat and do*, with only a handful of pages left over for a smattering of tips on motivation. And 95% of us, the folks who read those books and try those programs, fail. Coincidence?

People, it’s time to get off the “I’m fat and tired and I’m gonna die that way” bus! It’s time to move beyond the quick “do this, eat that” fixes that sell marvelously but leave you unequipped to succeed, overweight, out of shape and more depressed than when you began. It’s time to dive into the outrageously powerful mindset toolbox that, for the first time, gives you the ability to stick with your program long enough to experience the extraordinary, life-altering change you so desperately desire.

*The Long Hard Fix* distills the elements of aggressive, visionary-style success into a very straight forward, executable mindset program and then uses it to fuel to the seemingly impossible vision of massive physical renovation. It then teaches you a simple way to move your body that returns joy to the process and a refreshingly straightforward way to eat that returns sanity to your endeavor.

*The Long Hard Fix* treats you with intelligence and shows you what to expect in advance. There are no gimmicks or tricks, no supplements or magic bullets. It’s not easy and it’s not hokey. And, very quickly, you will understand that, just like those kids you’ve raised, the challenges and the choices are there forever, the rewards are extraordinary and the investment is not optional.

In one immensely empowering journey, this book guides you through the most effective, robust taste of success you will ever experience. No more glossy-coated recipes for instant skinny with syrup on top. It’s time for the long, hard fix.

## You are Not Alone

In January 2000, I enrolled 1,400 people around the world in an online version of the program that lies ahead. I mentored this group through 12 immensely challenging weeks that pulled no punches. The transformations not just in weight, but in every element of so many of these individuals' lives was simply staggering:

This has changed my life like you would never believe . . . It's amazing, when you know you look good without anyone having to tell you . . . I don't know the last time I felt tired. My 5 year old told me on Sunday that she loves the fact that I don't get tired quickly now when I play with her . . . My friends all want to know what diet I am on, so I had to tell them I am not on a diet, I have just changed my lifestyle. *-Carol Coppin*

I've lost 50 pounds and am working on getting to an overall 155. I feel better than I have in years, and people are now taking me seriously again for the first time in a very long time. I never realized how being overweight was affecting all areas of my life. So my health is much improved and bless you for the knowledge gained! *-Debra W.*

I think the program is wonderful . . . I have lost a total of 23 inches and have absolutely loved your psychology on exercise. I am now more active and enjoying it more than ever. I feel very lucky. *-Lorie H.*

I started out as a skeptic . . . but the continuing, gentle inspiration, the information as to "why," and the personal contacts, not to mention the fact that all of that is helping me to succeed beyond my wildest expectations,

has made me a real zealot for the program . . . keep up the wonderful work. *-Debbie*

I wish I could tell the whole world what this program has done for me. The last three months have been so life-altering it's amazing. I have lost 17 lbs. and continue to lose . . . I have such energy . . . I think my boss saw the change not in my appearance but in my attitude. I was promoted & have enrolled in school . . . I feel like a kid again. *-Amie M.*

. . . if you could see a picture of my inside, my mindset, my happiness, my total being, YOU WOULD NOT RECOGNIZE ME from 12 weeks ago. I Believe it was my own work that got me where I am today BUT you gave me the keys to open the toolbox. *-Betsy Haley*

*The Long Hard Fix* teaches you how to tap into the intensely driven mindset that inspires extraordinary, *lasting* weight loss, health and vitality and then walks you, step-by-step, through 84 of the most outrageous, empowering days of your life.

But, I must caution you, if you simply skim this book, skip the chapter-by-chapter Action Sections and jump into the 84-day plan of action, you will fail miserably yet again! If this is your intent, keep your money. Like other books and programs, I provide a detailed plan of action that tells you *what* to do. In *The Long Hard Fix*, though, the plan of action is little more than a finishing touch. Without the psychological building blocks that inspire consistent daily action, *any* plan is useless as a tool for serious, long-term change. And, it is this very element that is missing from literally every program available today.

Participate aggressively and mindfully in this program and the change it will create in your body, your confidence and your health will leave you and those around you awestruck.

**The Mind is a Terrible Thing to Ignore.**

*The Long Hard Fix* program has grown out of my experience overseeing the lifestyle change programs of thousands of people, from Fortune 500 CEOs to television and radio celebrities to neighborhood moms. Indeed, this program is very much an outgrowth of the dramatic transformation that took hold in my own life in early 1996. After graduating law school, I joined the United States Securities & Exchange Commission to prosecute insider trading. Three years later, I was ready for a change, so I moved on to the prestigious 400 lawyer Debevoise & Plimpton law firm in New York. I earned six figures and bought whatever I desired. I also worked 90-hour weeks, had little control over my life and lost contact with nearly everyone who I cared about.

The most distressing aspect of my existence, however, was the horrific decline in my health. My eating habits fell apart. Dinner tables gave way to closing tables. Meetings replaced workouts. E-mail replaced walks down the hall. And slowly, I began to notice the insipid emergence of a new appendage—my own personal 20 pound belly cruller. Brief huffing moments at the top of the interoffice stairs gave regular pause to confirm its arrival. To be honest, had I stayed that course, I might not have been around long enough to enjoy my savings or my life. Indeed, during my tenure in the law, I underwent emergency intestinal surgery twice from the effects of severe exhaustion and stress.

While the salary and the prestige were overwhelming, I struggled with the fact that I had waning genuine interest in what I did or where it would lead. I don't mean to demean this general path. For many others, the tremendous rewards, financial, intellectual and social, are well worth the sacrifice. My interests simply lay elsewhere.

In fact, the only thing that truly kept me in it was fear—fear of starting over, fear of failing at something else, fear of being broke, a thousand different fears. That fear, in fact, had taken control of my life. After about a year, I relented. During one 73-hour stretch in my office, I sat wondering how I would survive the next morning and I began to cry. Thoughts wandered to a fighter pilot friend, Dan, who pushed off a job with an airline to fly with the Air National Guard. “Do you know what it feels like,” he would tell me, “to wake up itching to go to work because you love it so much? Do you know how great it is for my son to see his dad passionate about his job? Do you know how easy it makes it to be passionate about every other part of my life?” The answer was no, but I was damned if it was going to stay that way. Eight weeks later, I took a leave of absence and never looked back.

What followed were six months filled with endless furrowed brows and kookoo swirls to the head. Being asked, “what do you do?” at parties sent chills down my spine. “Well, I used to be a hotshot lawyer,” I'd answer. Then I was stumped. You don't find too many 30 year-old New Yorkers curled up with Kerouac these days. I told my friends I was sampling a mid-life crisis, so I could decide whether I'd have one at 40. But what I was really doing, to everyone's surprise, was methodically creating a list of everything I dreamed of having and doing and figuring how to get it.

I knew I wanted to have an impact on people. I love teaching, speaking and, for years, had been an avid outdoor athlete and competitive gymnast. The natural choice, it seemed, was personal training, speaking and adventure guiding. I worked out a plan of action, gathered up my friends and family and went for it. Drawing on more than a decade of competitive gymnastics,

rock climbing and an obsession with the study of exercise physiology and human performance, I pursued the first of many certifications as a fitness professional. From there, I joined the staff at CASA, a very exclusive Upper East Side studio with clients ranging from national celebrities to Fortune100 CEOs. After six months, yearning to take the next step, I left CASA to launch my own facility specializing in adult lifestyle change.

Two and a half years later, I was no longer in the hot seat. In fact, my Wall Street friends, as well as my clients, had begun coming to me for advice. I co-founded a private lifestyle and fitness facility with an incredibly accomplished and compassionate staff. In less than 2 years, we expanded twice and grew to accommodate a sizable team of trainers and instructors and hundreds of clients. I looked forward to my days and drew my rewards not just from money, but from the gratitude in my clients' faces when my team and I changed their lives. And because I was having so much more fun at what I was doing, I was able to parlay that passion into incredible personal and financial rewards.

My experience there launched what became my ultimate quest. I sought to understand why some clients succeeded wildly, while others just muddled along. *Even more perplexing was certain peoples' ability to achieve extraordinary professional visions, but fail miserably in effecting even modest change in their health and bodies.* And so, in 1999, I sold my interest in the facility, launched a new consulting group in the heart of Manhattan, The Envision Group, with its the tongue-in-cheek virtual communities, Envisionfit.com and DietsSuck.com, and delved full-time into my vision.

Starting with my own and my clients' journeys, I began to analyze the skills, the knowledge, the lessons and the experiences that had resulted in extraordinarily powerful life and physical transformations. I began with my own metamorphosis. I then looked at the journeys of my busiest super-achieving clients, from multinational CEOs to celebrities. I expanded my

studies to the lessons of some of the greatest professional and athletic visionaries and achievers of this century.

The critical breakthrough in the program's development was the integration of specialized mindset training. Thousands of hours of personal training and years of research exposed how, when it comes to physical renewal and weight loss, most people lock themselves into behavioral patterns that virtually ensure failure. Once that happens, all the rules, guidance, exercise, nurturing and game plans on the planet become useless. I learned words like “motivation,” “discipline,” “determination” and “persistence,” the age-old battle cries of the diet and fitness industry, mean *nothing* to most people, because they have no idea how to get them. And, I discovered that, unless you can first find a way to shake people into believing that massive physical and health transformation is both necessary and possible, no attempt will succeed.

I then built upon these core ideals to design a step-by-step program that recreates the mindset necessary to drive profound physical transformation. This is the state that fuels virtually every major success story, regardless of the intricacies of any exercise or nutrition plan. It is the universal key to large-scale transformation. The process is not always easy or even pleasant, but, after decades of drivel, it is your introduction to the truth. In Part 2 of this book, I will walk you through each step in the creation of this mindset.

## **Diet and Exercise *Do* Work.**

I also came to realize that, if adhered to, virtually any combination of diet and exercise that creates a caloric deficit, i.e., makes you eat fewer calories than you burn, *does* work at reducing weight in the beginning. Where they most often fail is in *keeping weight off*. And the reason always comes back to the way your diet and exercise interact with your mind. If you hate the exercise you have chosen and your diet wars with your lifestyle,

you will never adhere to either. You will quit and, a year later, join the 95% who regain every pound. So, what is the answer? Remove boredom and psychological barriers to participation and engage your mind.

Rather than adopt an effective form of exercise you despise, find a style of movement you love, master it and make it effective. Fact is, exercise isn't awful, your **choice** of exercise is awful! Don't run on a treadmill. Fence, play badminton, catch or frisbee. Don't lift weights, do power yoga. If you feel like climbing the walls, make it a rock wall. You wanna dance, then dance! The benefits are the same. You lose weight and build muscle, but one activity inspires joy and commitment, while the other incites relentless boredom and attrition.

Same thing for diet. Make it intelligent, make it healthy and **make it fit your life** and you'll make it effective and enduring. Eating six mini-meals a day and drinking twelve glasses of water may speed your weight loss. But it will lead to frustration and failure if your job requires you to argue two motions in the morning and chair a four-hour meeting in the afternoon. "Excuse me, Your Honor, before we begin, I'm going to have to request pee breaks every seven to 10 minutes for the next hour. Is that an issue?" It always comes back to creating a program that minimizes physical and psychological barriers, maximizes joy and cultivates an intensely driven mindset.

## What about Genetics, Physiology and Special Foods?

"What about the obesity gene, metabolic rates, calorie percentages, insulin, carbohydrate, protein and fat? Aren't they the answer?" All play a role and all can be manipulated, but in the end, the deciding factor is what goes on in your head.

Genetics absolutely affect weight. To say otherwise would be ludicrous. They do not, however, doom you to obesity. In fact a

growing body of research points to the conclusion that genetics account for 25 to 40 percent of your propensity to become obese. While this percentage is significant, it is far from determinative. Indeed, it tells us that 60 to 75 percent of obesity and weight gain are about something other than “family fate.” A big chunk of that number comes down to behavior and you know where that leads us—back to mindset.

This realization has, in fact, led the weight loss community to become obsessed with finding a way to “hotwire” your mind to inspire sustained lifestyle change. Indeed, they have been able to encourage significant weight loss in patients with surgery and medication that alter behavior, but leave alone metabolism and genetics. Options range from gastric banding to serotonin manipulating drugs. Gastric banding, in very simple terms, is when a doctor reduces the amount of food the stomach can hold, forcing you to eat less. Translation—surgical willpower. Serotonin-regulating drugs either enhance the amount of serotonin, a chemical that increases feelings of satiety, in the brain or make it stick around longer. This reduces your desire to overeat. Translation—pharmaceutical willpower. Even though they do nothing to regulate your metabolism or “turn off” your obesity gene, both medical options are highly effective at reducing weight, especially in morbidly obese people, because they create a change in mindset and behavior.

But, just like hotwiring a car, these fixes usually stop working after a certain period of time and carry the risk of potential side effects that range from heart valve defects, death and surgical complications to the cost of the drugs, medical monitoring and questions about long term repercussions. They put your body at risk, empty your wallet and ignore the fact that these same changes in behavior may be cultivated without the risk, side-effects and added expense.

What about special food combinations or percentages? The latest wave of weight loss programs seem to promote specific foods and balances rather than calorie control. Increase protein, cut

carbs, change the percentages. Special diets that claim to manipulate insulin, glucagon and cortisol in the body are all the rage. They may, in fact, induce all of the metabolic changes claimed. But are any of these schemes really any more effective at long term weight loss and health promotion than basic calorie management and inclusion of adequate amounts of fruits, vegetables, fiber and other vital nutrients? While I continue to monitor the research, the answer to date is a resounding no!

If we look at the National Weight Control Registry, the largest recorded survey of sustained weight-reducers in this country, we would see an amazing thing. The registry contains the names of more than 3,000 people who have lost at least 30 pounds and kept them off for more than a year. In fact, the average registrant has lost 60 pounds and kept them off for more than five years. Amazingly, the single nutritional rule that unites all of these success stories is eating fewer calories, NOT focusing on any particular food balance, percentage or group. Indeed, the types and combinations of foods vary across the board. This tells us that, when it comes to weight loss, no single special food or food group is the answer, less food is. What gives us the ability to eat less and include vital nutrients? Right again, mindset. Create your action mindset and minimize physical and psychological barriers and you have the key to sustained nutritional excellence. On to exercise.

Do I even need to do this one? We all know the gospel here. Exercise works. It reduces weight, improves health, energy and sleep and helps manage anxiety and depression. The list goes on. Heck, if you are looking for the miracle cure, exercise is about as close as we get. If we look back at the National Weight Control Registry and countless other studies, we see that sustained weight loss and health promotion virtually always requires regular exercise. So, why do 150 million able-bodied American adults refuse to get off their keesters and move? You guessed it. It comes back to the mind. We have allowed ourselves to be pigeonholed into the limited forms of movement that are com-

mercially available on a massive scale, yet marginally effective and horrifically boring. Years of this have led us to believe that all forms of exercise genuinely suck! Not so, *The Long Hard Fix* will show you how to break free from the astoundingly mind-numbing exercises that have pervaded the fitness industry and find forms of movement that maximize joy and inspire action.

It seems that this “mind” thing just keeps popping up no matter where we look. The reason is simple, because your body is very similar to a car. Your genes create the engine, your food is the gas, exercise keeps everything running smoothly . . . and mindset is the key that turns it all on. Without it, you can never get very far. Oh, sure, you can have someone tow you to the top of Big Ole’ Commercial Diet Hill and then just coast to the bottom with the engine off. Unless you have the key that turns your engine back on, though, you’ll never make it up the next hill.

## **The Program in Action.**

So, how do you use this book? First, you’ll notice it is fairly short. The last 85 pages are actually a day-by-day workbook that you will use to power your results. The prime audience for this program does not have the time for lengthy diatribes that are more testament to the author’s brilliance than hard, hitting, executable knowledge. For those with the time and interest, detailed background information may be found at our web site, [DietsSuck.com](http://DietsSuck.com), or other sites mentioned throughout. Just follow the step-by-step checklist on the next page. It will guide you quickly through the Program’s three Start Up Sections—What You Think, How You Move and What You Eat—then into the 84-day Plan of Action.

Before you begin the Plan of Action, though, be sure to visit [DietsSuck.com](http://DietsSuck.com) and enroll in the **free** 100-day e-mentoring program designed specifically for this book. The added support, stories and insights from the e-mentoring program have been tremendously helpful in ensuring the success of many during

the 84-day experience. Together with the book, this *free* virtual inspiration will help make *The Long Hard Fix* the most outrageous, transformational experience of your life.

## Success Checklist

Check each box in the order listed as you complete each step in the program. When you put the final check in the final box, you will have accomplished what you never thought possible!

- Read the Introduction
- Complete the Vital Fear Action Section
- Complete the Extreme Desire Action Section
- Complete the Readiness Action Section
- Complete the Support & Accountability Action Section
- Read the How to Move section
- Complete your Personal Motion Profile™ in that Section
- Arrange to sample your activities
- Sample and Choose your Activities
- Read the Nutrition Framework™ Section
- Complete the Nutrition Framework Action Section
- Complete the Kickoff Questionnaire
- Review the 12 Week Plan of Action
- Begin the Plan of Action and follow it for the next 12 weeks
- Complete Milestone Comparison Reports and check off each week
  - W1  W2  W3  W4  W5  W6  W7
  - W8  W9  W10  W11  W12(Final)

**CELEBRATE YOUR NEW BODY AND LIFE! SHOW IT OFF!**



# Part 2

## *What You Think*

Virtually any rational program of exercise and nutrition will be effective if you stick to it. But, in order to stay true, three things must happen. First, you must create a mindset that will inspire action, not just today, but forever. Second, you must remove or lessen the main psychological and physical barriers to exercise and diet. Third, you must bring “joy” back into the process. How do we do this? We begin with the four critical elements capable of building the unstoppable Action Mindset.



### Flipping the Switch

*After 35 years of heavy smoking and 25 years of trying to quit, a 62 year old man watches as a woman, struggling with the anguish of emphysema, takes her last gasp, convulses to the floor and dies in front of him. With that, he takes his last puff of a cigarette—ever. He quits. Cold turkey. No assistance, no patch. He just stops.*

*A 30-year old addict rambles mercilessly in and out of rehab for 12 years until, one day, he is overcome by images of his estranged brother, his abandoned three-year old giggling daughter and his addict friend, 10 years further along than he, spasming in the corner of a crack house in the South Bronx. In a moment of unsurpassed resolve, he launches a massive change in behavior, breaks his addiction and stays clean for life.*

*A woman in her late thirties, struggling with her obesity through dozens of failed diets for nearly twenty years, passes by a dingy street-level apartment and, glancing in, sees a sad, obese woman in her sixties, in a dimly lit room watching television alone. Transposing the face of the woman with that of her own, she is overcome with her own potential for loneliness and immediately*

*commences an aggressive two-year lifestyle transformation campaign that yields a 200 pound permanent reduction in weight.*

*What was the common element, the astoundingly powerful trigger that allowed each of these individuals to initiate an immediate, profound and sustained change in behavior? The creation of Vital Fear.*

Vital Fear—an emotion so deeply rooted, it inspires an immediate and profound change in behavior. It is not exactly a warm and fuzzy concept. Talking about it isn't easy and experiencing it is even tougher. Especially when it comes to our health and bodies.

It is not that we don't know the facts. Rather, it is that, when it comes to steering our choices, nobody wants to rock the boat. Gentle persuasion is the rule. Nurture and befriend. Gradual changes. Don't use words like morbidly obese, high risk, impotent, depressed or walking heart attack. Keep it friendly. We don't want to upset anyone, nor do we want to be upset. So, we resort to the age-old alternative, we sugarcoat.

There are, of course, exceptions to the rule, those who simply tell it like it is. The doctor who sits you down and says, "We've got a real problem." And, there are even unfortunate divergences, like the moronic personal trainer I recently overheard in a gym, urging a client to "get over here, chunky-boy."

But, for the most part, those whose opinions you hold highest, gild the lily. Not out of malice or ineptitude, but just because it is easier and it is what has always been done. The problem is, however, that "what has *always* been done"—sugarcoating, gentle persuasion, coaxing and baby steps—has also *never* really worked.

Indeed, it does a huge *disservice*. It lulls you into complacency and robs you of the motivational anxiety that, coupled with an effective plan of action, transforms itself into outrageous joy and a life that is extraordinary and vital.

What do you think is the single most powerful motivator for

dramatic adult lifestyle change? Tight jeans? No. Big date? No. Recent divorce. Getting warmer. The real big one is a major health crisis—the diagnosis of colon cancer, the heart attack or stroke that is survived or the friend, colleague or lover lost. A desire to be healthier, sexier and more energetic is always there. But, in adults, the pursuit of radical lifestyle change capable of redefining your body and existence is almost always launched, plain and simple, not out of desire, but out of a certain *vital fear*. And, far too often, when the fear fades, so too does the lifestyle.

This book builds upon that realization to immerse you in what most others avoid. Much like Dickens' *Ghost of Christmas Future*, it takes you by the hand and leads you through a sensory experience of your own fate that cultivates *your* vital fear and inspires an immediate change in *your* lifestyle choices.

Some might view this approach as unforgivable or even plain mean, somewhat like the experience of the New Jersey teens during the infamous 1978 *Scared Straight* documentary in Rahway Prison. And, but for a critical distinction, I would wholeheartedly agree. Where Rahway fell short was in failing to realize the experience was only a beginning and not a complete means. It did not provide these kids with a believable, innovative, highly-effective plan of action to transform their lives *after* the prison experience. It left them hanging and, in that, there is little justification. This very lapse, however, is *The Long Hard Fix's* greatest asset. We use your vital fear to create an immensely powerful jumpstart experience. It is the kick in the pants that gets you up off the couch and the switch that turns on life. But it is only the first step. We then take you by the hand, rebuild your drive to succeed, teach you how to move and eat and walk you through 84 of the most empowering, physically and mentally transformational days of your life.

Onward, then. In the three steps that follow, we will tap your vital fear and use it to get you up off your own couch.

## Step 1: Consequences & Reality

To cultivate your vital fear, we need, first, to take an honest look at the real-world consequences of your current choices.

As a little kid, you believed you were physically invincible. Weight was not much of an issue. Then you moved into your teen years and became acutely aware of your weight during virtually every waking moment. If you didn't chide yourself, others were sure to jump in with the old, "Hey lard ass!" or "Fatso!" Today, however, the problem is even worse.

Physical education is vanishing from schools. Team and club activities are being dropped and computers, TVs and video games are taking center court. An increasing number of kids are eating more, exercising less and becoming heavier at a younger age. So much so that diseases previously thought to have dogged only adults, like Type-II or "adult-onset" diabetes, are quickly trickling down to the younger generation. Even more frightening, recent research has shown that the process of atherosclerosis, or the deposit of our body's equivalent of sludge in our arteries, begins during *childhood*. While kids are quite aware of their excess weight, however, the negative consequences that consume their thoughts are almost universally more social and psychological. Being picked last in gym, being called names, hiding in the corner at dances and never getting kissed.

As you age, these same psycho-social consequences linger, but now health challenges and consequences *also* begin to sneak into your daily experience. Your blood pressure drifts up, your arteries begin to narrow, your blood glucose becomes elevated and your level of baseline stress builds. You pant or sweat easily while playing with your kids, you tire quickly and wonder why the dry cleaner keeps secretly tightening your clothes. Inevitably, you acknowledge the things you can see on the outside, like getting fatter, and you believe in the consequences you can see, like looking worse in clothes and feeling less attractive. *But*, for some reason, you still view the internal "health-related" impact, the one you can't see, with a suspect eye. You refuse to acknowl-

edge it exists and, as a result, just don't buy into the negative *health* consequences. They are simply not *real* to you. Since you cannot fear something that you do not believe is real, you never allow yourself to experience the *vital fear* necessary to change your behavior.

The problem is that your *downside*—the combined physical and psycho-social consequences of your lifestyle choices—is *terribly* real. In fact, it intrudes upon virtually every aspect of your life and, with each year, will limit your abilities and your happiness on every level. “If these things are so real,” you ask, “then why, in a nation full of bright people, won't anyone acknowledge them and do something to change?” Two reasons—futility and invincibility.

### Futility

There is a pretty good chance that, after years of failed attempts, you do not believe anything will ever truly transform your body and health. Why, then, should you face your unpleasant reality if there is no way to fix it? It's futile. So instead, you to simply pretend the problem does not exist. It's easier that way, less painful. It may even inspire you to excel in other areas of your life to take the focus away from your unhappiness. And, who could blame you after a lifetime of letdowns.

Now, what if you stumbled upon a way to succeed, to recreate your body and health that actually worked? What if you were given the tools to use your discontent to fuel a transformation that was real, that you could touch and see and feel? One that would last? Then it would be alright to acknowledge the true state of your body and to feel the fear and anxiety, because you would have the ability to transform it into joy, vitality and health. In the chapters that follow, I will guide you through just such a program.

## Invincibility

There is still something else that stands in the way, however, a lingering fantasy from childhood. You don't feel sick, unfit, unhealthy or depressed at the moment or more likely, you ignore the slowly increasing signs. You cannot **see** the changes occurring inside. You've accumulated a lot of toys, money or power that make you feel like you can do anything. You are adored, admired, revered or respectfully feared by others. You have, in fact, become invincible once again! You walk through life believing those "things" happen to other people and jest that, even if "the big one got me, I'd have lived life on my terms." Cameryn Manheim, in *Time Magazine* (Nov. 8, 1999), wrote, "I would rather live 60 years of epicurean joy than 120 years of ascetic misery. You could give me eternal life, but if it were in a world without chocolate, I'd pass." O.K. So that was tongue-in-cheek, but it touches a nerve.

It is, without a doubt, better to be larger, fit and confident than smaller, unfit and depressed. But, more often than not, a growing beltline goes hand-in-hand with a creeping decline in your ability to devour life's abundance. Cameryn's remark concerns me on two levels. It ignores the possibility of deriving "epicurean joy" from healthier choices. Indeed, the fitness industry has done a less than stellar job of inspiring this revelation. Part 3 of this book will change that. It also belies the fact that, as a general rule, you don't live out your fantasy for 60 sixty years and then simply die at 60 and a day. The process of decline is far more insipid, slowly leeching your ability to experience 'epicurean joy' with each passing day.

Thanks to modern medicine, you don't often go out in a bang the way you used to! Oh, it may start with a bang that you live through and then, day by day, wish you had not. Or, it may take the more stealth approach, slowly gnawing at your ability to do the things that made life so joyful. It may not begin until you are 40, 45 or 50. But, be assured, it will begin. Things will happen

inside your body that you cannot see and do not want to admit to feeling. Your arteries will slowly stiffen, become inflamed, constrict and thicken with plaque. Your cells will begin to mutate. Your lungs and heart will begin to work a bit too hard and these “things” will slowly transform those little moments that made you giggle into longer moments that make you wheeze. Playing with the kids, walking up stairs and searching for your sexuality in the mirror becomes increasingly more challenging. Eventually, wheezing, sweating and button popping sessions converge to create one of those major crises that leave you very much alive, but asking the question, “how could I have been such an ass?”

It is time for a reality check. Your lifestyle choices DO create very real changes in your body that lead to very serious consequences. So, hold onto your hats. Here we go.

### **Here is what these changes will do:**

- Every 53 seconds one of you will suffer a stroke.
- Every 3.3 minutes one of you will die from stroke.
- If you survive, 29 percent will die within 1 year and half will die within 8 years.
- Every 29 seconds, one of you will suffer a coronary event.
- Every 55 seconds, one of you will die from a coronary event.
- More than 2,600 of you will die EACH DAY from cardiovascular disease.
- 1 in 10 of you who are women will develop heart disease before age 60.
- 1 in 3 of you who are men will develop heart disease before age 60.
- A third of you who smoke will die from it and it won't be a pretty death.
- More than 1,500 of you will die EACH DAY from cancer.

**Moreover, in the next 12 months:**

- 1.1 million of you will suffer a heart attack.
- Of those, 250,000 will die within 1 hour of onset of symptoms.
- 500,000 women will die from cardiovascular disease.
- 600,000 of you will suffer disabling strokes.
- 50 million of you will struggle with high blood pressure, edging toward a crisis.
- 798,000 of you will be diagnosed with diabetes.
- 12,000 to 24,000 people will lose their sight from diabetes.
- 77,000 of you with diabetes will die of heart disease this year.
- 5.4 million of you will walk the streets with undiagnosed diabetes.
- 129,400 of you will be diagnosed with colo-rectal cancer.
- 56,600 of you will die from colo-rectal cancer.
- 179,300 of you will be diagnosed with prostate cancer.
- 37,000 of you will die from prostate cancer.
- 171,600 of you will be diagnosed with lung cancer.
- 158,900 of you will die from lung cancer.
- 19 million of you will struggle with depression.
- 10 million of you, 80% of whom are women, will feel the impact of osteoporosis.

Which group might you be in? Do you think any of these people looked or felt that much different than you might before joining the list? Or, were they your neighbors, friends, colleagues and lovers? And, what of the more subtle aspect of your downside? The uncomfortable tightness in your clothes, the lack of confidence, feelings of insecurity, mounting discontent and inability to squeeze the passion out of each day. These too are very real. The common element in all cases is that ***inactivity, lifestyle***

***and dietary negligence play a substantial role in whether you make the list or not.***

**Here are just a few of the ways the choices you make contribute:**

- You increase your chances of getting colon, rectal and prostate cancers dramatically by remaining physically inactive and eating a diet high in saturated fat diet, low in fiber and deficient in fruits and vegetables.
- Living an inactive life has the same risk for lung disease as smoking a pack of cigarettes a day.
- Your body sheds 1/2 pound of muscle a year after age 30. This causes your metabolism to slow, your weight to rise and your ability to stay active to deteriorate. The only way to stop this is exercise.
- Smoking is estimated to be responsible for approximately 47% of bladder cancer deaths among men and 37% among women.
- Women become more likely, every year they approach menopause, to fall prey to osteoporosis, falls, hip and other fractures. Hip fractures are the biggest reason for admission to “old folks” homes. Most residents never check out . . . until they check out.
- Postmenopausal women who remain inactive are almost twice as likely to develop diabetes than those who exercise regularly.
- You double your risk of getting colon and rectal cancer if you are a man and your waist is over 36 inches or, if you are a woman and your waist is over 32 inches.
- Failure to do even modest exercise, such as walking two miles every day, doubles your risk of heart attack.
- Without intervention, the average person gains 1 1/2 pounds of fat every year after the age of 30.
- If you have diabetes, you have a 200% to 400% greater chance of dying from stroke and/or heart disease.

- If you are a woman who does not exercise between the ages of 35 and 55, you may expect to gain about 27 pounds of fat during that time and lose 8 to 10 pounds of muscle.
- Your choices may destroy your kids' health and confidence. Inactive and overweight children are more likely to become inactive and overweight adults. This puts them at higher risk of premature death and disability from a myriad of diseases, let alone social alienation and depression. Parents, not friends, have the greatest influence over a child's acceptance of activity and healthy lifestyle behaviors. And, children respond to **actions**, not to words. Failure to lead by example may have devastating long term effects on your child's health.

Supporting information, statistics and studies may be explored in greater detail at <http://www.americanheart.org>, <http://www.nmha.org>, <http://www.nof.org>, <http://www.cancer.org> and <http://www.intellihealth.com>.

### The Ghost of Vitality Future.

*“Ghost of the Future,” he exclaimed, “I fear you more than any spectre I have seen. But as I know your purpose is to do me good, and as I hope to live to be another man from what I was, I am prepared to bear you company, and do it with a thankful heart. Will you not speak to me?”*

*- A Christmas Carol, Charles Dickens, 1843 -*

We have one more step left in your journey to belief. Remember the classic show *Scared Straight?* A group of kids who were potential career criminals were taken into a maximum-security prison to witness firsthand their potential futures. I have my own version of that. So, turn off the television, find a quiet

spot, grab onto my hand and read on. These few minutes will not be fun, but they are quite necessary:

*The night pours down around us as we push through the scarred, gray swinging doors, into the frenetic drama of the cardiac ICU. You take a breath in and the acrid mist of antiseptic and ammonia wash over your palate. Stand here, next to me against the yellowed wall as the cold permeates through your shirt. Just stand and watch as sallow fleshy bodies sprawled along gurneys with tubes pulled out of blood-encrusted punctures bathe in sweat, gasping through nose tubes. Fluid filled lungs aching to inhale. Some awaiting the ghastly crack of the rib spreader, others returning with massive, stapled zipper scars bisecting their chests and running the length of their thighs. Now . . . glance down at the gurney before us as one of the faces slowly changes to yours. My God, you think, these are not faces of old men or women. Where are my children, you wonder . . .*

*We walk solemnly to the oncology ward. The elevator opens and we step out. Slowly, we shuffle along the pitted linoleum, glancing into rooms to catch a glimmer of the frail bodies in their final moments of life. Their minds struggling to figure out whether they want to die now to end the pain or live a few more hours to talk one last time with their children. You peek at the faces and, once again, these are the faces of people just like you. And then, in the last room, you come upon a child of 14, stricken with cancer through no cause of her own. So close to the beginning and yet so much closer to the end. She is pale, her translucent skin holding in her living remains. And you hang your head, ashamed that you have been given the gift of a healthy body and you choose to offer it up to these same ravages when she received no such choice. These are the things you have chosen to embrace.*

*As we walk, I tell you stories of people I've known, just like you, who have left families fatherless, motherless, or ripped apart because of the care and attention that was demanded to take care of a disease ravaged parent or partner. Maybe you already know some of these people, I ask? If you do, I ask you to close your eyes for a moment and place yourself in their or their families shoes. Maybe they were a friend and you've lost them. Remember how it felt. Close your eyes and feel it.*

*We leave the hospital and walk over to Central Park to sit and watch. We see an older couple walking silently, slowly, hand in hand, basking in their own history. Two others, younger, full of life, sit across on a bench, joking, bantering, supposing to inadvertently touch now and again. A mother saunters by, her young daughter clutching at her finger, looking around in wonderment. A woman in her fifties sits, content, gently smiling as she takes in the sun. All of this unfolds in front of us. And all of this, you already know, is what you risk never having or slowly destroying because of the choices you have made.*

*We return home to your bedroom where you lie, eyes closed, recalling that intense confidence and sexuality that bubbled out of you in leaner, fitter times and that now drifts further and further away. You picture yourself in your mirror slowly becoming heavier with each passing year, watching your vitality slip away. And then, your focus turns to your children, who have learned from your actions and behaviors to follow in these same footsteps. A chill trickles down your spine as you begin to understand that each passing day bestows these same unfortunate sorrows upon them.*

*Now you just sit for a moment and ask yourself if this is what you want . . . or what you fear.*

If you still refuse to believe, even just a little bit, in your downside, repeat this phrase, “I accept responsibility for refusing to take actions that will allow me to lead a life of sustained joy, passion and vitality and for further teaching my children to emulate my actions and refusal. I also accept responsibility for the impact of my choices on my health, confidence, sexuality and career, my lover, my spouse, my children, my nieces and nephews, my colleagues and my friends. I just don’t care enough to make the effort.” The choice is yours. Make it knowingly.

## Step 2: Personalize Your Downside

We arrive here one step closer to flipping your vital fear switch. But the words ***downside, consequence and harm*** are still too general to inspire true vital fear. Don’t worry, we will soon move on to embrace the excitement of your massive transformation. Bear with me for just a few more minutes. You need to define and personalize your downside. Look at your life today and ask these eight questions:

- 1 How old am I?
- 2 How do I feel about myself?
- 3 How does my health, inactivity and weight ***limit my life*** personally and professionally?
- 4 How does my health, inactivity and weight ***hurt my family and friends***, the people I care about?
- 5 How does my health, inactivity and weight ***diminish*** my sexuality and desirability?
- 6 How does my health, inactivity and weight ***deteriorate*** my state of mind?
- 7 How does my health, inactivity and weight ***impact*** the lives of my children?
- 8 What do my inactivity, weight and choices ***teach*** my children?

**ACTION SECTION:** Create a very vivid picture. Now answer the questions in your mind and then **WRITE YOUR ANSWERS DOWN:**

How old am I? \_\_\_\_

How do I feel about myself?

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How does my health, inactivity and weight **limit my life** personally and professionally?

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How does my health, inactivity and weight **hurt my family and friends**, the people I care about?

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How does my health, inactivity and weight  
**diminish** my sexuality and desirability?

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How does my health, inactivity and weight  
**deteriorate** my state of mind?

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How does my health, inactivity and weight  
**impact** the lives of my children?

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What do my inactivity, weight and choices  
**teach** my children?

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Now, go one step further. Very few of us have reached a balance in our health and weight. We are very likely in the midst of some trend in our physical state. It could be anywhere from a few weeks to a few decades old. Chances are pretty good, also, that if you have read this far, you know the trend is not a happy one. This trend is part of your downside. It represents not just what your life will be like tomorrow if you don't do something dramatic, but what it will be like years from tomorrow. So, look ten years ahead and answer those same questions:

**ACTION SECTION:** Move 10 years into the future. Assume you have not made any changes in lifestyle and the trend you are in now has continued. Create a very vivid picture. Now answer the questions:

How old am I? \_\_\_\_

How do I feel about myself?

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How does my health, inactivity and weight **limit my life** personally and professionally?

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How does my health, inactivity and weight **hurt my family and friends**, the people I care about?

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How does my health, inactivity and weight **diminish** my sexuality and desirability?

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How does my health, inactivity and weight  
**deteriorate** my state of mind?

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How does my health, inactivity and weight  
**impact** the lives of my children?

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What do my inactivity, weight and choices  
**teach** my children?

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This is your detailed downside. It the underbelly of your physical state today, tomorrow and in the distant future if you keep on your current course. Now ask the question—is it the outcome you desire or the outcome you fear?

### Step 3: Tap Your Vital Fear

If you have defined a clear, honest downside and you believe it is real, then, provided you are of sound mind, you cannot help but deeply fear its impact. This fear is your *vital fear* and it is an immensely powerful tool. Now, what do you do with it?

Vital fear gets you off the couch. It shakes your soul a bit, makes you realize what is really at stake and fills you with the desire to change course. To leave you here, however, would be unthinkable. In the pages that follow, we compliment this *vital fear* with *extreme desire*, an extraordinary adjunct that rebuilds your belief in your ability to achieve what has eluded you for a lifetime. We add *readiness skills*, a personal *support team* and an immensely innovative, highly-effective approach to exercise and nutrition. Then, we tie it all together in a step-by-step, detailed 84-day plan of action that redefines your body, your health and your life. Now, the fun begins.

Vital fear gets you up off your couch. Now what? If you jump right into the nuts and bolts of your exercise plan, you are more likely to succeed than before. But, this program is designed to deliver “profound” results, not small changes. To do that, we need to further strengthen your drive with the addition of vital fear’s compliment, Extreme Desire. You know what you *don’t* want, now you need to find out what you *do* want and why. Then, you need to believe you can get it.

### Step 1: Know What You Want.

**You’ve gotta have a vision!** Don’t worry, I’m not going to wander too far off into self-help-land, here. You don’t even need to call it a vision. You can call it a mission, a target or use my favorite phrase made popular in James C. Collins’ bestseller *Built to Last*—“Big Hairy Audacious Goals.” Whatever floats your boat. The point is, you need to create a very clear, well-defined goal that is intensely personal, deeply meaningful and madly desired. This is your vision. It is grand in scope, aggressive in nature, it is not instantaneous and its attainment is not easy. It is, however, more powerful in its motivational ability than all the “reasonable, measurable and easily attainable” goals you have been told to pursue for years.

It is time to leave behind the modest notion that you are bounded by the least common denominator and step into the

world of the extraordinary. I know, that goes against everything you have ever been told or tried. For sure, it will challenge the boundaries of your comfort zone. But let me ask you this—have any of those supposed “sage” teachings ever actually worked? If they did, you wouldn’t be reading this now. All I ask is that you try it. Once you do, you’ll never turn back.

**Visions equal power.** Visions are capable of inspiring an unparalleled level of focus, desire, action and choice. Bill Gates, in his book *The Road Ahead* said,

People often ask me to explain Microsoft’s success. They want to know the secret of getting from a two man, shoestring operation to a company with 17,000 employees and more than \$6 billion a year in sales. Of course, there is no simple answer, and luck played a role, but I think the most important element was our original vision.

Steve Jobs, Martha Stewart, Richard Branson, Thomas Edison, Marie Curie. These people didn’t set out to create a computer, a quilt, a magazine, a light bulb or a picture machine. Maybe they started that way, but once they began to believe in their abilities, they set out to change the world, theirs and ours. The rewards of the visions they were seeking were so astonishing, so capable of infusing their lives with adventure, respect, friendship, accomplishment and vitality that they were willing to make them lifelong priorities. And the impact they would leave on the world would serve as an extraordinary legacy. This is the power of a vision and it applies equally in your ability to transform your body and health.

**Indeed, for most of you, the smaller you think, the faster you will fail!** For years, you’ve been told to break your goal into small chunks and forget about the long-term challenge. Take baby steps, that way you won’t get spooked or let down. Guess what else you won’t get—*thin, healthy and happy!* Use your own experience as proof.

It takes the same effort, the same restraint, the same sacri-

fice on a day to day basis to lose five pounds as it does to lose 50. Day in and day out, you've got to work out, eat less, resist cravings and urges and restructure your life—and for what? To lose five or 10 pounds?! Be serious. Five or 10 pounds?!

I'm sorry, but, with the exception of a precious few, that number is likely so meaningless in the context of what it will do to your life that it will never be able to motivate you to consistently make and act upon the right choices for very long. If the answer is, however, to lose 30, 50 or 150 pounds, to regain your own and your wife's respect, to be desirable again for the first time in 15 years, to not die young and to be fit enough to devour life, now you've got a vision capable of inspiring sustained, intelligent action. This is not to say that small, short-term goals are useless, but the real importance of these milestones is to continually fuel the belief that your ultimate vision can and will be had. Grand actions require grand visions!

**What stops people from thinking “grand?”** Simply put—fear and conditioning. You fear being judged a “dreamer” when you go public with your seemingly fantastic vision and then being dubbed a failure if you don't make it happen. This fear is, in fact, very often based on a belief, ingrained for years or even decades, that you are not able to succeed at anything grand and desirable. For your whole life, you have been told to walk a steady path, live a centered life, do everything in moderation and avoid risk. **Risk.** It's a dirty word! Avoiding it shields you from the pain of the lows when you fail. But it also leads to a far greater tragedy. It purges your life of the outrageous highs, those moments that make life extraordinary, when you succeed.

Theodore Roosevelt said:

It is not the critic who counts, not the man who points out how the strong man stumbled, or where the doer of deeds could have done better. The credit belongs to the man who is actually **in the arena**; whose face is marred

by the dust and sweat and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms, the great devotions and spends himself in a worthy course; who at the best, knows in the end the triumph of high achievement, and who, at worst, if he fails, at least fails while daring greatly; so that his place shall never be with those cold and timid souls who know neither victory or defeat. (Paris Sorbonne, 1910)

And, more simply, from Bob Dillan, “Those who are not busy being born are busy dying.” The point is this—the real genius of great visionaries is not brilliance in the technical sense of the word. Rather it is the ability to put their fears on the shelf, break from the notion that they must be mediocre, dare to think huge and then continually take action on their visions. For a rare few, this comes naturally. For you, this outrageous mindset will come from the process you are in right now. In the pages that follow, you will learn the skills, knowledge and day-by-day plan of action that will allow you to take your first giant step toward life-altering change in your body, weight, health and life. But, first, you must define exactly where you are going.

**What *exactly* do you want?** Everyone wants to lose weight, be more desirable, sexually attractive, healthier and stronger, more productive at work, more confident and respected and agile enough to participate aggressively in life. The power of your vision, however, is in the details.

It must be intensely personal, deeply desired, clearly defined and dramatic for the time frame! As dramatic as safety, physics and physiology will permit. Lose 25 pounds in 12 weeks and never regain it, cut 75 pounds in a year, lose 50 pounds and finish a marathon or dramatically change your health risk profile. These are certainly life-renewing, they’re challenging, they push the envelope and they are doable. Losing 250 pounds in 12 months, however, or running a three-minute mile are beyond the realm of what is either safe or physically possible.

*The Long Hard Fix* program breaks visions into 12-week periods. Many of you will have a vision that, pursued passionately, may be achieved in its entirety in 12 weeks. For you, this program will be a vehicle to not only foster your belief in this method, but also to achieve your ultimate vision. If your quest requires a longer time frame, though, for example, losing 100 pounds, don't cheat yourself by giving up just because you can't accomplish the whole thing in only 12 weeks. Complete the Vision Statement below. Make it aggressive and intelligent for the timeframe. Then create a second vision statement for your Ultimate vision. Use your first Vision Statement as the foundation to launch into a series of 12-week visions as you storm toward your Ultimate Vision

**Reality Check.** “This is idiotic!” you say, “What happened to the real world approach?” Not so fast. What if I rephrased all this vision “stuff” in terms of business? You wake up in the middle of night in a sweat. Your mind is literally buzzing with excitement. You've been working on this idea for a business and, somehow, in your subconscious, it all started to click. But the concept is still very general. You can feel in your bones that this may be the big one—the grand idea that changes your life forever. The one that makes you rich beyond your wildest dreams and excited to go to work every day. So, what do you do? Do you walk into your \$150,000 a year investment banking job the next morning, pull your boss aside and say, “I'm outta here, little man! I've got a fuzzy concept that just might make me rich!” Or, do you spend a little more time thinking about this concept, fleshing it out, defining it, testing it to see whether you believe in its long term potential and then writing it down in detail? Enough said. If it helps, look at your vision statement as the mission statement in an ultra-growth, entrepreneurial business plan.

### **ACTION SECTION: Define Your Vision Statement.**

Focus on the next twelve weeks and ask this question. “If I believed I could succeed wildly at a dramatic change, what would

my body, health and life look like?” Remember, think grand but physically possible. Glance through the questions below and return. Keeping the questions in your mind, create a very detailed picture of what you will look and feel like and be capable of after 12 incredible weeks. This is your Vision Statement. Make it color, bring it up close. Then, if you have an ultimate vision that goes beyond 12 weeks, create a second vision statement to capture its power. Now, go back down to the questions and write:

Guidelines: For weight loss, use one to two pounds a week as a guide. For muscle gain, add one pound of muscle a month. For aerobic challenges, five to 10% improvement a month is challenging but achievable.

### Vision Statement

Describe in detail what you will look like after succeeding wildly on this program. What are you wearing? What size is it? How does it fit?

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How much weight will you lose? What will you weigh?

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How will others see you?

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How will your spouse's, partner's or lover's perception of you change?

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What other dramatic changes will you achieve in weeks?

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**ACTION SECTION:** Record your Vision Statement in spoken form. Using an audio cassette recorder or other digital voice recorder, read your answers to the above questions, one at a time, as you record your Vision Statement. You may play music that you enjoy in the background. We will use this tape/recording every day in the 12-week plan of action.

## Step 2: You've Gotta Know Why.

*What you want* is the door, *believing you can get it* is the lock, but *why you want it* is the key. You can bang your head on the door all you want, without the key, you're stuck with a wish and a headache. When you understand *why* you want your vision, then the pursuit of that vision becomes not just dramatic, but meaningful, and that creates intense, behavior-altering desire. Many clients have come to me and said, "I want to lose 30 pounds" and then I ask why. They look at me like I'm crazy. "What do you mean 'why,' because I want to be skinny." And then I ask again "why." Usually, they take a few more moments to answer this. It seems so obvious, but this is the question nobody asks. Maybe your workaholic, overweight colleague is suffering through cardiovascular disease and you, being in the same boat, are scared. Maybe you are sad because you feel undesirable at your current weight. Maybe you are upset that you struggle for the energy to be more involved in your child's play. The reality is, the reason is different for everyone and it gets down to emotions not beliefs.

### **ACTION SECTION:**

Return to your Vision Statement. ***Why is it so important that you succeed?*** How will it make you FEEL!!!? ***What will this complete physical transformation give you that you want so badly?*** ***WHY MUST YOU SUCCEED?*** Write it down:





lenges. And, you will need to make a choice each day—believe you can succeed or not.

If you believe you can succeed, you will take the actions every day that are necessary to attain results. The more you see results, the stronger you believe in your ability to succeed and the more committed to your endeavor you become. This launches a belief/results cycle that inspires ever-increasing action, delivers phenomenal results and fuels an unstoppable mindset.

If, however, you choose to not to believe in your ability to succeed, then each challenge will bring less inspired, more sporadic exercise and poorer nutrition choices. This, in turn, will yield unremarkable results that further deteriorate your belief in success and lead to even less action and commitment. This destructive cycle spirals you quickly into completely abandoning your endeavor. It virtually ensures failure, *even in the context of a program that, followed doggedly, would have yielded dramatic results.*

No matter what all the quick-fixers tell you, massive change brings massive challenge. To succeed, you need to accept the fact that your success or failure is not a matter of fate, but of choice, and you need to choose to believe in your ability to succeed.

But how do you **create** that belief if its just not there? As far as you are concerned you've got an ironclad reason not to believe you can do this. "Its frickin' impossible!" You've tried a million times and failed! Why is it any different now? Because, as you will learn in a moment, your disbelief is grounded not in intelligent experience, but in a frighteningly powerful mind trick created by years of failing at ineffective solutions. Let's use the case of the four-minute mile as an example.

For years, the international running community believed that running a mile in under four minutes was a physical impossibility. Thousands of the most elite, well-trained runners in the world had tried and failed. The human body, people believed, was just not designed to permit such a speed. It was, for all intents and purposes, impossible. Then, one day in 1954, a man named Roger

Bannister stepped onto the track and shattered the four-minute mark, proving to the world that human beings did, indeed, have the ability to run that fast. In the year that followed, 37 more broke the four-minute barrier and a year after that, 300 more followed. Today, thousands have done it. What allowed all of these people to magically do what had previously been thought to be impossible? It wasn't a change in physiology or training. It was, in fact, that, in one defining moment, their falsely-held limiting beliefs were destroyed and replaced with a belief in their ability to succeed and a relentless drive to share in the glory. This same paradigm applies to dramatic weight loss and physical change.

For decades, you and most everyone you know have failed miserably every time you tried to get lean and fit. All this failure has led you to believe that dramatic weight loss is simply impossible, no matter how hard you try. But, here is the catch—just like the sub-four minute mile, it's not that it can't be done, rather, it is that you've never seen it done or been given the opportunity to experience success yourself. I will introduce you to the thousands of Roger Bannisters of the weight loss world who will obliterate your limiting belief, prove that your vision is eminently possible and then I will give you the tools to achieve it.

Starting to sound a little like Saturday morning TV hokey, right? Not quite! Listen, I'm a New Yorker. And, in addition to being an achievement coach, I'm also a businessman, a lawyer and possibly the world's biggest skeptic. Indeed, many of my clients have come to me with the same mindset. In developing *The Long Hard Fix* program, I've had to be sure the information is so powerful and so true that even the biggest skeptics believe it and build upon it. There are armies of motivational speakers, therapists, gurus and others touting hundreds of different methods to re-program your mind for success, to make you believe. These include thought-stopping, affirmations, neuro-linguistic programming, biofeedback and meditation, among others. Over the years, I have experimented with many of these techniques

with an open mind and, indeed, many of them work. The problem is this—to the average New Yorker, they are the Amway of positive thinking. There may be some real benefit, but most people I know get hives and run screaming the second you broach the idea.

I remember running early one morning with a client as he recounted a story about his sister. The two grew up in a small town in upstate New York. He moved down to the city and she stayed. A few years ago, she was up early one morning and caught a motivational infomercial. She ordered the program, followed each step like clockwork and achieved every one of her goals within six months. She got a great job, a husband, a car and a new house. After telling me this story, my client added, “the funny is, if she lived in New York City, it never would have worked. We’re too smart for that crap!” Well, this program has been designed for all us “smart” folks.

### Creating Belief

What would it take to undo years of belief meltdown, overcome fear and make you believe you can achieve wild success? I posed this question to our team of 1,400 online challengers and the top four answers were (1) seeing others succeed, (2) believing in a specific method, (3) visualizing success and (4) tasting personal success. So, here we go:

**Meet the Roger Bannisters of the Weight Loss World:** Thousands of regular people have been able to do what you think is impossible! While you and others have tried and failed countless times, thousands of others just like you *have* succeeded wildly at dramatic, lasting weight loss and physical conditioning. We need only look to the 3,000+ names on the National Weight Control Registry as proof. These are people who have lost at least 30 pounds and kept it off for over a year. In fact, most people on the list have lost closer to 60 pounds and kept it off for more than

five years. Just like you, they tried so many times before and failed. Yet, they didn't give up. They all realized the problem was not that it couldn't be done, but that they simply hadn't found the right method yet. So, they kept trying until they found what worked and, as a rule, they didn't turn to the "fad diet du jour" to succeed. They implemented sensible, personalized lifestyle change programs and reconditioned their minds to succeed. These documented successes tell us one thing—anyone who says it's not possible is just plain wrong! It is possible, very possible, the real question is not "if," but "how!"

**The Method works:** I have worked with, mentored and directed the transformation programs of more than 1,500 people who tried and failed so many times before. Fantastic results are possible, they happen, it is just a matter of finding the right guide and the right approach.

**Testimonials:** Check in at our website, [www.DietsSuck.com](http://www.DietsSuck.com) and spend some time reading the wealth of comments in our Long Hard Fix Page from others just like you. You will meet friends who are succeeding using the very same program every day and, of course, we encourage you to share your stories as well.

**Visualize Success:** By the time you complete Part 2, you will have created a very powerful set of visualization resources that will help cultivate a sustained belief in your vision. We will tell you how to use them in greater detail in the 12-week plan of action.

Seeing and hearing about thousands of people just like you who have done what you believed was impossible opens you up to the fact that a massive change is possible. But, for many, it doesn't leave you completely convinced that *you* can do what they have done. That is O.K. For now, it is enough just to have broken your belief that you are doomed to failure. Once you

begin to implement the lifestyle changes in this book and program, your own results will prove, beyond any doubt, that you, too, have found an intelligent, no-holds-barred methodology that will allow you to recreate your body and health for life. For now, all I ask is that you remain open to the possibility, commit to the program and let these next twelve weeks be your proof.

This is the final step in cultivating your Extreme Desire. You know exactly what you want, you know why you want it and, now, you believe that it is possible to succeed and you will let your results continue to fuel that belief. With the cultivation of your vital fear and extreme desire, you are now equipped with two outrageously effective tools for success. But, we add a few more pieces to your toolbox before you head off to the lifestyle renovation zone.

So, here you are all dressed up for the ball, but are you really ready? Are you ready to allocate anywhere from 15 to 60 minutes a day, every day, to exercise?

All the great attitude in the world won't make you lean and fit if you are not willing and able to give a certain amount of time and energy to your quest every single day. This is no easy feat. Our most precious commodity is no longer money, but time.

As a beginning personal trainer a number of years ago, one of my greatest challenges was to get people to allocate time to exercise when I was not with them on their off days. Clients would continually tell me they wanted to go for a run, but just didn't have time. So before you kick off your grand adventure, you have to make a choice. Is your transformation important enough that you are ready to give up a small chunk of your most precious commodity every day. No rain delays, no running late, no big meeting. Are you willing to make this as great a priority as your job?

If not, then you might as well stop right here. But if the reason is that you think you just don't have the time, I'll tell you right here, right now, you are wrong, *dead* wrong.

Take the example of the now legendary queen of the internet digerati, Esther Dyson. Dyson is one of the most powerful people in Silicon Valley. She founded Edventure Holdings, has invested hundreds of millions in and helped grow some of the most famous dot.coms in the country and heads up the worldwide

standards committee for the internet, ICANN. Dyson also flies a reported 250,000 miles a year. That is 5,000 miles a week. If anyone has a valid excuse for ‘blowing off’ exercise, it would be Dyson. But, even with her excruciatingly busy schedule, as she has reported many times, she spends one hour, every single morning at 4:00a.m., swimming. That’s right—swimming! Dyson is, unequivocally, one of the busiest people on the planet. If she can do it, anyone can, because time is never really about time, it is about priorities.

The “I don’t have time” excuse really translates to “this is not a high enough **priority** for me to fit it into my day.” We assign priority based on how much joy, power and ability a particular activity or person adds to our lives. In the case of exercise, most people associate the endeavor with feelings of boredom, discomfort and stress. We have been bombarded for years with activities that are maniacally mind-numbing and that take us away from other things that we perceive having a higher priority, like work and family. And as much as the fitness culture would have us believe otherwise, we have trouble buying into the notion that the act itself can add joy, power and ability to our lives in any meaningful way. As a result, exercise ends up low down on the priority list and we don’t make time in our days for it.

In Part 3, you will learn an approach to exercise that dismantles your belief that exercise must, by its very nature, be devastatingly dull. You will actually learn a way to move that will add joy to your life. This change alone will raise exercise many rungs on your priority ladder and make it worthy of your precious time. But, beyond this, you must also understand that exercise is the oil that keeps your engine running while you voraciously consume all the challenges, joys and richness that work and family bring. And, just like a fine racing machine, the harder and longer you drive without it, the more likely you are to experience tramatic engine failure!

I have worked with some of the busiest, highest profile professionals and celebrities in the world. These are people whose

time is so in demand they could easily work 24-hour days and not do half the things they would like. I have also worked with young mothers raising kids, keeping a house and working part time jobs. Somehow, when shown how critical exercise was, they all found ways to bring a daily program of health into their lives. Plain and simple, they made a choice. They decided that no matter how much time their jobs demanded, their health was a priority. They realized the one thing that allowed them to push so hard and spend so much time on other areas of their lives was the fact that they had bodies that could take the punishment.

They also were intelligent enough to see the flip side of that equation. That the very body that allowed them to work so hard was, in fact, beginning to fall apart, and without this body, they had no career and, indeed, no life. So they made time. And do you know what they realized, without fail? The world waited for them! The deals got done, the kids got picked up, the cases were won and at the end of the day, they got to bask in the peace of mind that came with renewed health, a leaner body and a revitalized existence.

So, are you ready yet? Are you ready to make exercise a priority and commit the time and the energy? Here is one last tidbit, just in case you are still on the fence. You know how people are always telling you that you can get so much more done when you are fit? Well, here some interesting proof. NASA studied a group of employees to determine how exercise affected their productivity. They found that the employees who exercised were twice as productive during the last two hours of their eight-hour day as those who did not. What does that mean? NASA's fit employees accomplished in seven hours what unfit employees accomplished in eight. Guess what, that gave them an extra hour to exercise every day! The message is that you really do operate on a higher level at work when you exercise regularly. In a way, exercise creates time.

Now, are you willing to make this a priority? To commit 30 to 60 minutes a day during the week and 30 to 90 minutes a day on

the weekends to pursue your outrageous transformation? If the answer is yes, then lets go. If not, I encourage you to revisit the last section on Desire. There is simply no justification for the excuse that goes “I don’t have time.” Find it!

Nobody, not even the greatest professional or athletic visionary, does it alone. A 1999 University of Pittsburgh study demonstrated this point beautifully in the area of health promotion and weight loss. In that study, only 24% of the participants who lost weight without social support kept it off for six months, compared to 66% for those who lost weight with social support.

*The Long Hard Fix* program is no different. It is greatly enhanced by the recruitment of a team to support your effort. Indeed, **any** program you choose to follow will be vastly more successful with the help of others. From these allies, you will draw support, encouragement and guidance and to them you will, at least in the beginning, be held accountable. That's right—accountable! As much as you are beginning to believe you can succeed, at least in the beginning, you may need a little help staying the course.

### Your Inner Circle

Your inner circle should include a small group of friends, family and close colleagues. These people will be your basic support network. You will need to explain to them that you are about to embark on a program that is very important to you and would like them to help you stay true to your plan, at least in the beginning. Tell them a little about the program and its demands

and ask that, as part of your team, they regularly ask you about it and monitor your compliance and encourage you.

Request that they suspend judgment and simply be there to support you. Remember that these people might not understand or believe in the program because of the fear and programming for mediocrity we all battle with. Actually, for this reason, ***we very strongly encourage you to enact this program along with a friend or small group of friends and strive for your visions together. If you cannot find them nearby, look for them on the community boards at our website.*** Who will make up your Inner Circle?

**ACTION SECTION:** Choose five people who will make up your Inner Circle.

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Your Mentor.** Almost without fail, great businesspeople will point to a mentor as a key element in their success. A mentor must be sincere, insightful and willing to take an active role in your journey. She must also be credible. Credibility comes from conviction, clarity, sincerity, intelligence and a history of prior success. These are elements that I have tried to bring to each of my personal clients and my speaking audiences. This program has been designed to allow you to rely largely on the lessons in this book for much of the knowledge and inspiration provided by a mentor. It will serve, to a great extent, as your teacher and your guide as you progress through the program. You may also turn to our website boards to seek advice from my team and from some

of the people who have already participated in this program with great success.

**Experts in the Field.** Very few of us are experts in the area of our vision. When Thomas Edison was working on the light bulb, he kept failing until he brought in a more educated young electrical engineer. Richard Branson created a music and aeronautical empire without knowing how to cut an album or fly a 747. They saw fantastic opportunity, but knew that to succeed on a grand scale, they would need to rely upon others who are experts in the many different specialties that make up their vision. Well, your quest is no different.

I drew upon my experience transforming bodies and lives to provide a selection of highly effective activities that may be combined in a different way for each person to produce maximum gains and create a plan that may be continued for life. And, I have enlisted the counsel of my wife, Stephanie, who is an extraordinary registered dietitian, quoted in magazines nationally, to create the nutritional guidelines that follow. As you begin to develop a better understanding of your body, your activities and your nutrition, however, you may desire more personalized guidance from specialists in the activities you have chosen or from experienced nutrition professionals who may further refine your program to ensure safety and accelerate your results. I will discuss this more in the activity and nutrition sections.

**Surround Yourself With Success.** Find people who have already achieved physical transformations or who are further into the process than you. Make these people a part of your daily life. This is a prime rule of business visionaries, but when it comes to our personal life, we do the opposite. Why? Because being around fit, lean, energetic people is a constant reminder of personal failure *when you are not pursuing your own physical vision*. It makes you uncomfortable. Newsflash! When you are aggressively pursuing your program, you won't feel intimidated any more, you'll feel connected and supported. Take a chance and try it! Return to basic rules of business super achievement. Surround yourself

with health achievers and use them as resources and your intimidation and fear will very quickly fade. In fact, you will be amazed at how much respect and friendship these other achievers will begin to show you once they see how genuine your effort is.

There is another big reason to surround yourself with success. In creating and pursuing a powerful vision, you will be pursuing the very thing that has eluded and terrified the vast majority of people. Misery loves company and if others see you trying to succeed, it may make them uncomfortable being around you. Their response may be to attack you so you fail and make them feel better. This often is not a conscious effort and it happens with eerie frequency among spouses and family members. Most people have never created or achieved huge success, because they've never had access to, or belief in, a method that would walk them step by step through the journey. So, they don't understand how very possible it is and they will have trouble supporting it. Constructive criticism is great, but the impact of destructive criticism can be stifling. Once your critics actually see you flying down the road to success, they will beg to know how you are doing it. Your achievement will be your biggest advocate. But until, then, the presence of positive, success-oriented friends will help keep you focused and put criticism in perspective.

**Create Accountability.** What is the single greatest value of all of these people? External accountability! It is the same reason that most people go to a personal trainer: to have someone to whom they are held accountable. It is an essential and powerful element of this program. Your Inner Circle will know about your activities, your desires and your plan. Make sure you choose people who you not only trust, but also who you know are strong enough to play an active role and not just allow you to stray. They will have the task of checking up on you and holding you to your plan until your results become self-motivating. This will not take long. Once you begin to experience results, your belief in your ability to achieve your vision will grow stronger and, along with your desire, become a powerful motivator.

**Maximize your environment.** Now that your Inner Circle is in place, it is time to focus on your physical environment—your home and your office. Take a look around these locations. As you do, you will notice a variety of foods and other items that will conspire to taunt you into straying from your vision. Well, its time to clean house and do a little rearranging. Get rid of all the foods you know are subject to impulsive consumption. You know, the celery, the carrot sticks and the sprouts. Just kidding. Don't we all wish these were our craving foods. Clear out your cupboards and make a commitment to keep them healthy during the program and thereafter. That goes for your office cupboards as well. Even if you allow these foods in your program, don't keep entire packages of them in your home or office. More on this later.

Now it is time to dive into the fitness and nutrition innovations that will power your program.

# Part 3

*How You Move*



### Exercise & the “Ugh!” Factor

When you were a child, you ran around all day, played catch, climbed trees, swam, danced around, jumped rope, hopped and bounced off walls until you passed out. Back then, you called it play and you loved it. But now you call it exercise . . . *and you loathe it*. Indeed, every time you think about working out, your entire body forms the word, “Ugh!” What changed?

What most people don’t realize is it’s not the *work* part of exercise they hate, it’s the *boredom!* Somewhere in your journey from kid to grownup, you went from mind-engaging, ever-changing, attention demanding activities to mind-numbing, repetitive movement. From kick-the-can to the treadmill. From jazz to the stepper. From play to exercise. Why? Because, as life becomes fuller and schedules get tighter, you turn to the seemingly easiest, most efficient option to satisfy your fitness needs. This inevitably leads you to the steps of the nearest gym. In an effort to maximize returns and get as many people in and out as quickly as possible, however, most facilities allocate the majority of floor space and budget to legions of treadmills, rowers, steppers, weight and other repetitive-motion machines. This mode of exercise squeezes in more members per square foot and requires fewer

staff. And, while it yields admirable profits and offers workout efficiency, it is also excruciatingly, relentlessly dull.

The industry knows this and has responded primarily by adding reams of televisions, radios, web terminals and computers. Again, this simply treats the symptoms and leaves the disease untouched. Facilities spend vast amounts of money to *distract* you from the fact that the options they provide, while efficient, are astoundingly devoid of joy. They lead to early dropout, derail health goals, create a strong aversion to exercise and lead many to dispense with a part of life that, approached differently, would be a source of great joy.

Like it or not, most of us are not elite athletes looking to jump higher, sprint faster or pummel more defenders. We just want to look and feel great, be healthy and have the ability to live life to its fullest. And the more fun we can have along the way, the better. After years of relenting to typical mind-numbing exercise, however, we have all but given up on the possibility of using the words “fun” and “workout” in the same sentence. Exercise, to us, translates to drudgery and our mission is simply to get it over with as quickly as humanly possible.

Interestingly, the gym industry is not any happier about this than we are. With a nearly 40% annual drop-out rate and an inability to attract and satisfy 150 million adults desperate for a solution, the current mode of operation costs facilities tens of millions in extra advertising and lost revenue every year. So strong is the aversion to gyms that, according to American Sports Data, 93% of Americans believe exercise will improve their lives, but only 11% can bring themselves to join a gym. Even so, the industry continues to squeak out a nice profit and, with rare exception, hasn't been willing to take the extra steps or invest the funds necessary to transform the typical gym experience into something outrageous. So, where do we go from here?

## The Exercise Solution.

***Engage the mind and the body will follow!*** If you want to love exercise again, you need to break out of your exercise box. Shift your mindset away from the futility of the pure “physical efficiency” model of exercise and back to the mind-engaging ambrosia of play.

Indeed, the demand for “play” or “activity-based” exercise has begun to fuel a recent explosion in alternative forms of movement among adults that actually engage the mind, cultivate passion and inspire joy—activities like martial arts, power yoga, dancing, team sports, boxing, badminton and rock climbing. This renewed mindset is also inspiring a return of many distraction-based exercises, like the treadmill and stationary bike, back to their mind-engaging roots. More people are walking, cycling and running outside and on trails where the mind becomes much more involved, challenged and focused on the activity and the ever-evolving environment.

And, as demand for this style of movement grows, the industry is starting to listen. Indeed, there is a movement afoot to cut deeply into the status quo. The commercial fitness companies who “get it,” the handful of visionaries who have been willing to take big chances and create a wealth of innovative, fun, exciting programming are now emerging as the industry leaders. Facilities like New York’s Crunch Fitness or Chicago’s East Bank Club bring a better balance to their offerings and, in the process, demonstrate to the industry that this approach not only adds life to members’ lives, but is fantastically profitable. As activity-based exercise explodes and the financial model based on this approach proves profitable, the rest of the industry will follow.

Now, how do we apply all this knowledge to your program? First, we shift your focus away from minutes, miles per hour, repetitions and calories. We figure out your Motion Profile™—what makes you tick, what jazzes you from a movement standpoint. Then we build on this to find or create the most mind-engaging and downright “exhilarating” workouts of your life. We find things that require you to pay intense attention, change constantly and challenge your mental as well as your physical abilities. Remember what you loved to do as a kid. Think about all the great options available to kids now. When it comes to exercise, your psychological need for engagement is no different than when you were a kid. In fact, with the added stresses of adulthood, your need for activities that not only get you healthy, but clear your mind is even greater. You need to *regress* to *progress*. I’ll help you out with this process below. Once you have found your activities, you can do them alone, with a partner or a group. You can do them at home or at a facility, whichever works best for you.

**But does it really work.** Will this mind-engaging movement be as effective as your typical gym-based exercise? Absolutely! Even more so. Look, there may be more traditional or “scientific” ways to exercise that are slightly more effective at burning calories or building strength in a given time frame. But, if you hate them, you quit and lie on your couch after two months, those super-efficient exercises end up being no more effective

than a tub of wings, a bucket of Bon Bons and an e-z chair. Think about it:

Option 1: Run for thirty minutes on a treadmill every day, hate it so much that you quit, never to return to the gym after six weeks. Total calories burned after one year—10,000 = 3 pounds burned off.

Option 2: Dance/play for thirty minutes a day for six weeks. Bump it up to 45 minutes after that because you are having so much fun and continue indefinitely. Total calories burned after one year—50,000 = 15 pounds burned off.

It's time to shift your focus from what works in a controlled, "test tube" environment to what works in "in the real world!" And the key here is not what burns the most calories in the lab, but what makes exercise so enjoyable, engaging and fulfilling that you will do whatever it takes to add more to your life every day.

## Create *your* personal Motion Profile™

Now, it's time to learn a little more about *your* personality, *your* likes and dislikes and *your* current physical state. Below are a host of potential types of activities. Each one has the ability to be incredibly fun and also form the foundation for a highly-effective program. Activities are broken into two categories: Cardiovascular (C) and Combined Cardio & Resistance (CR). Browse though the list below. Check any option that sounds like it might be interesting, rewarding or fun. Look for anything you might like to try. When choosing, don't think about whether you'd be embarrassed or afraid. Put those thoughts out of your mind and react on more of a split-second instinctive level. Make sure, however, that you select at least one activity from the Combined Cardio & Resistance category.

Activity	Hate it	Enjoy it	Don't care	Might Try	Want to try
Walking C					
Outdoor / trail jogging/run C					
Ropes course CR					
Rock climbing CR					
Indoor rock climbing CR					
Mountain biking CR					
Road biking C					
Trampoline CR					
Gymnastics CR					
Mini-tramp CR					
Hiking C					
Swimming C					
Pogo sticking C					
Dancing C / CR					
Rope climbing CR					
Obstacle course CR					
Boxing CR					
Aerobic Kickboxing CR					
Karate/martial arts CR					
Batting cage CR					
Tennis CR					
Dodge ball CR					
Fencing CR					
Baton Jousting CR					
Soccer C					
Volleyball CR					
Basketball CR					
Badminton C					
Baseball C					
Softball C					
Lacrosse CR					
Swing dancing CR					
Funk dancing C					
Ballroom dancing C					
African dance CR					
Handball C					
Catch C					
Paintball C					
Free weights R					
Circuit training CR					
Aerobic step C					
Spinning C					
Color war C					
Horseback riding CR					
Flag football CR					
Tag C					
Adult gymnastics CR					
Fields/track events CR					
Yoga CR					

Activity	Hate it	Enjoy it	Don't care	Might Try	Want to try
Tai Chi C					
Pilates CR					
Agility/boot camp CR					
Weight machines CR					
NIA CR					
Other					

**Narrowing the activity field.** Now, we are going to create or find your activities and design a program based on them. If you are like most people, you have probably chosen activities that engage your mind, constantly change and require your absolute attention. And, you have probably pictured doing them with at least one other person. For sure, most of us are social beings. We may not like large groups, but, in the end, most people enjoy sharing experiences with others. If not, do not be alarmed, be glad. You are actually much easier accommodated than most.

## Narrow Your Motion Profile

As always, before beginning any program of regular activity, I strongly advise you to seek the advice of a qualified physician or health care professional and, if advised, participate in a pre-exercise evaluation. And, of course, always start slowly. Remember how long it may have been since you last exercised. Start smart and you'll have the rest of your life to excel.

Your job, over the next 24 hours (no, you cannot take longer) will be to look in the phone book, papers, periodicals, call friends and family and find out how you can sample each of the activities you checked. You may resort to an activity club, a private instructor, gym, studio, league, stable, local Y or any other qualified place. Or, you can put together your own group. A fun, easy home option is activity/exercise videos. One of the most extensive resources for videos for almost any activity on the planet is Collage Video. You can even watch samples of videos at their website before purchasing ([www.collagevideo.com](http://www.collagevideo.com) or call 800-

433-6769). Or, if you just want to try a few before buying, many video rental stores and, even some libraries, offer activity videos for rent for very little money. Very often, people are drawn to walking outside, either alone or with friends. This, of course, is among the easiest of all activities to try.

Look for a setting or video that offers both the activity and the interaction level that stimulates you. Remember, it's all about finding a selection of activities that you want to do. Get the schedules for any potential places, get the videos delivered overnight or try renting a few at your local video store and commit to sampling **at least 2 and up to 5** different kinds of activities from the above list in the next 7 days. You may find your activity immediately or it may take a few days. It sounds like a bit of an effort, but, for crying out loud, we are talking about creating massive change in your life, **so make the effort!** If you are not willing to commit to this small challenge, how do you imagine you will commit to changing your life? Make this small effort your first challenge. As I mentioned before, many of you will enjoy power-walking outside from the beginning. Try classes, traditional exercises, dancing, whatever you checked "Enjoy it," "Might Try" or "Want to try." Do not delay. Do not procrastinate. Do not futz around. Do not give up here! If you are able, find an expert who can help guide you in this endeavor. Remember, this program will change your life **if you do it**, but it'll get you nowhere if all you do is read it. Act on it, now!

And, of course, remember, you are just beginning, keep your level of exertion down to minimum and keep the timeframe short (often a few minutes will suffice). Focus instead on whether you enjoy the "style" of movement. As you try each activity, rank your general enjoyment of the activity from 1 to 100. Once you are done, the top two to three activities will form the foundation for the physical part of your program. We will return to these later when we create your actual Plan of Action. If you need, try the next five activities from the list.

Activity	Rating (1 to 100: 100 is best)
1.	_____
2.	_____
3.	_____
4.	_____
5.	_____

## Transform Boring Exercise

For a very small percentage of you, there will be few, if any, activities that truly engage your mind and are fun to do. I have yet to work with the person whom I cannot introduce to movement that is fun, but if you believe, after a serious effort, you are one of these folks, don't despair. You have two options.

**Option 1:** Take the least “offensive” activity you can find (this will almost always be walking) and add in the most-*portable* distraction possible. For most people, this is will be a portable tape, CD or MP3 player or radio. Play music, books on tape or any other content that engages your mind and makes the time spent more enjoyable. I recommend a *portable* distraction, because it is easier to travel with and makes it more likely you will stay active when you are away from home or the convenience of a TV. While this will never be as much fun as movement that, by its very nature, engages your mind and makes you smile, it is the next best thing. Just be extra careful to pay attention to your environment, especially traffic and others around you, when using your tapes, CDs or a radio outside.

**Option 2:** There is a second option, a way to make repetitive-motion exercise as rewarding as mind engaging exercise. You can *make it* mind-engaging. It just takes a lot more practice. To do this, you turn off the TV and induce something called the “relaxation response” during the exercise. Induction of this mental state is actually one of the reasons you feel great after mind-engaging exercise. Athletes commonly refer to this as be-

ing in the “zone.” When you are there, nothing else exists, nothing else matters. And even though you are exercising, your respiration, blood pressure and heart rate are measurably lower than they would be doing the same exact thing without the mental focus. This extraordinary state has been shown in a myriad of clinical studies to reduce stress and anxiety and increase immune response and the duration and quality of sleep.

Mind-engaging exercises induce this state almost automatically. The very nature of the activity requires intense focus. When I was in high school, I was a competitive gymnast. I specialized in parallel bars. Every time I began a routine, the second my fingers felt the bars, the world vanished. For the next two minutes, I lived and breathed only the rapidly changing movements of my body. There was no crowd, no music, no gym. In fact, I knew that if I heard anything before my routine had ended, my concentration had broken and I would fall. Same thing with ball-based sports like basketball. The nature of the game demands that you focus intensely on the elements of the game—the ball, the players, and the hoop.

Distraction based exercises, simply by their nature, do not induce this same level of concentration. Running on a treadmill, for example, does not require intense mental focus. You can, however, train yourself to enter into the “zone” while running. For a lucky few, this happens naturally. For everyone else, you do it by focusing your mind on your body, your steps or your breath. You actually create a sort of moving meditative state. This is a topic that is beyond the realm of this book. But I would encourage you to explore it further. You may want to begin by reading Dr. Herbert Benson’s breakthrough book *The Relaxation Response* or Jonathan Kabat-Zinn’s *Full Catastrophe Living*.

## Music & Movement.

Music, by its very nature, is not *bad* in conjunction with exercise. In fact, it is often wonderful and sometimes even nec-

essary. You should feel free to bring music into your activities when (1) it is used as an integral part of the form of movement itself and (2) it simply enhances an activity you already enjoy. Dancing, for example, is certainly not much fun without music, but, for most people, with music it is wonderful. Rock climbing, for me, is an activity I love. Often, when climbing inside in a controlled environment, a little music adds to the fun.

### **Exercise Intensity**

While any movement is better than none, our goal is to find activities that are not just a hoot to do, but also will be “highly effective” at changing your body and your health. To be highly effective, an activity must eventually be done at a level of intensity that burns significant calories and builds muscle, cardiovascular health and bone mass. Indeed, once you have chosen your activities, the main guidance during your Plan of Action will regard duration and intensity. Often, you will need to gain a basic understanding of a form of movement and foundation level of fitness before you can make it more intense. For example, I do a lot of boxing and kickboxing with my clients. It is a phenomenal form of movement that burns a lot of calories, builds muscle, conditions the cardiovascular system and helps speed weight loss. It also happens to be incredibly empowering and outrageous fun. But it takes a number of sessions to really begin to be able to execute the movements and progressions at a level that will be as safe and effective as we desire for as long as we desire. This is perfectly O.K. It is why we start you with a very modest activity schedule in the Plan of Action. By starting slowly, we keep you healthy so that you can really excel in the second half of the program.

Once you begin your program, I will give you guidelines with regard to intensity in the Plan of Action, but you need to learn how to estimate how hard you are working. In the fitness industry, we often perform something called a graded exercise test, also called a maximal or submaximal exercise test. This lets us project more accurately the heart ranges and workloads that should guide your personal level of exercise intensity. Ask your physician, fitness and/or healthcare professional whether this would be appropriate for you in light of your personal, medical and orthopedic history.

Below also are two generally accepted ways to monitor intensity. I will describe each and then, in your daily program journal, I'll tell you how long and how intense each activity should be, according to these measures. The two measures of intensity are *rating of perceived exertion* and *heart rate*.

**Option #1—Rating of Perceived Exertion (RPE):** This is a common rating system to assess your level of exercise. It is more subjective than measuring heart rate, but it is easier to use and doesn't require any additional equipment. It may also be the method of choice for people who take certain medications, such as beta-blockers for hypertension, where the heart rate is artificially altered and, thus, a less accurate indicator of exertion. Rate your level of exertion every few minutes during your activity by matching up a number on the left side of the chart with your feelings of exertion at the right. For example, if you feel you are working "somewhat hard," you would find that level on the right and match it up to an RPE of about 13:

Rating	Level of Exertion
6	
7	Very, very light
8	
9	Very light
10	
11	Fairly light
12	
13	Somewhat hard
14	
15	Hard
16	
17	Very hard
18	
19	Very, very hard
20	

**Option #2—Heart rate:** This is another common rating system. The theory is that your heart rate increases with your level of exertion and so, we can measure how hard you are working by measuring your heart rate. (the heart rate/exertion relationship is actually far more complex than this, but, for our purpose, a simple description will suffice). In the Plan of Action, we will recommend a range in which you should keep your rate. This is known as your training range or zone (TZONE). The Upper Limit (UL) represents the top of that range or the highest your heart rate should go and the Lower Limit (LL) is the lowest it should go once you are warmed up. Your maximum heart rate (MAX) is the absolute highest your heart rate should ever go during exercise. We will never approach your MAX in this program. There are two widely accepted formulas to find your MAX and the UL and LL of your TZONE. We will use the easier of the two. It is not quite as tailored to individual levels of fitness, but it is widely accepted and, keeping safety in mind, a bit more conservative.

**MAX:** 220 - your age = \_\_\_\_\_

**TZONE:** The upper limit (UL) of your TZONE is 85% of MAX

**UL:** 0.85 x MAX = \_\_\_\_\_ beats/minute

The lower limit (LL) of your TZONE is 60% of MAX

**LL:** 0.60 x MAX = \_\_\_\_\_ beats/minute

Monitor your heart rate during your activity. You can do this by taking your pulse either at your wrist or very lightly at your neck for six seconds and then multiplying by 10. As an alternative, you can use a wrist watch heart monitor. I **strongly** recommend this. Wrist watch heart monitors are available in fitness/sports stores for as little as \$40 these days. The monitor makes it much easier to find an accurate pulse when you are moving around.

How do you know whether to use RPE or Heart Rate? Unless you are taking medication that alters or suppresses your heart rate, i.e., beta-blockers, I usually recommend starting with heart rate, preferably using a monitor. Again, check with your doctor. If you are unable to use heart rate, then use the RPE. Indeed, the heart rate formulas are just approximations and do not always work for everyone. So, if you feel that RPE better describes your level of intensity, use that instead. When we get to the Plan of Action, you will see that I have given you target ranges for RPE and for the UL and LL of your TZONE for each day of your program.

## Duration & Frequency

How long should I exercise for? How many times a week do I do my activities? How hard do I work? This is all laid out in specific detail in the Plan of Action. As you progress in the program and your strength, skills and endurance build, you will be able to participate more often, with more intensity for a longer

period of time. In fact, as you get better at the activities you enjoy, you may find yourself desiring to participate even more than the recommended level. Try to stay to the program, though. We build an intelligent progression into the Plan of Action that will best prepare you to not only do well during the program, but also to prepare yourself to devour life for years to come. You want to do enough to change your body and your health, but not so much that you risk injury or medical crisis.

**What about Repetitions, Sets,  
Weights & Machines?**

Lifting weights falls under the category of “resistance training.” To be sure, resistance training is important in your transformation. It builds all important muscle, or lean body mass, and helps preserve bone density. More muscle lets you do more in life, it makes your body burn more calories at rest and it makes you look better. A common myth, however, is that lifting weights is the **ONLY** way to get the benefit of resistance training. This is simply not true.

When I was a high school gymnast, not one person on my team ever touched a weight, yet the gymnasts were the most physically developed athletes in the school. Moving 12 years later, I remember the first time I tried a power yoga class. It took me that long to bring myself to try something I pictured my grandmother doing. It turned out to be one of the most challenging and invigorating workouts of my life. It addressed strength, endurance and flexibility and I loved doing it.

If you happen to be one of the few people that truly enjoys lifting weights, go for it. Or, if you have orthopedic or other challenges that require a high level of control over the resistance, you and your fitness professional may choose weights. If you are like many people, however, and you loathe the endless sets and

repetitions, you will be happy to learn that many other types of activities integrate resistance training without you even knowing it. Many styles of hatha yoga, for example, provide a tremendous resistance training element that builds muscle without the monotony of weight lifting. Kickboxing and boxing do the same. Anything that requires you to exert force against or “resist” an object, even yourself, is resistance training. So, the message is, resistance training is an important part of your program, but there exist any number of far more enjoyable ways to integrate it into your program than lifting weights.

In fact, I strongly believe lifestyle or activity-based movement is far better at creating real, life-enriching functional strength than most traditional weight workouts. This is because it develops better balance, agility and, most importantly, core strength. Your ability to move your body in a challenging manner is always limited by the weakest link. This is virtually always the core, or the muscles around the stomach and lower back. Most traditional weight programs allow you to strengthen your limbs beyond a point that can be safely supported by your core. This is done by using artificial supports for your body, like benches, chairs and belts during outer-body, arm and leg exercises. You chest press on a bench, leg press on a seat and shoulder press in a chair. This prepares you to bench, leg and shoulder press more weight and allows you to increase the size of specific muscles, but the first time you go to shovel some snow, pick up the garbage or play ball, you throw out your back. Sure, your chest, arms and legs are strong enough to lift the pail, but your core never quite caught up, because you used the supports as a crutch. It is like building a luxury hi-rise with the strongest steel, but pouring the foundation out of Silly Putty. One good wind and everything comes crashing down.

I know of one self-proclaimed expert who tells people not to participate in fun, mind-engaging exercise when just beginning. Doing so, he claims, will lead to injury. In support of this theory, he recounts a story of an out of shape, overweight man in his

fifties who, after years of being virtually inactive, played two hours of aggressive tennis and then ended up with leg injuries. This is a ludicrous statement and a ridiculous example. The injury he decries has much less to do with the nature of the activity than with the inadequacy of preparation. If that same person had walked into a gym for the first time in years and tried to squat 300 pounds, he'd end up in the same ER with the same injuries. The point is, any activity, whether it is weight lifting, basketball or yoga requires intelligent initiation. You must start slowly, let your body learn and adapt and then **gradually** pick up the pace.

Your job as you begin to recover your health is to train for life, not for the gym. By allowing your body to slowly condition itself around natural “core-limited” activities, you are far more likely to develop the real, functional strength that will give you the ability to aggressively participate in the activities of life.

## Exercise and travel

Travel poses one of the biggest challenges to sticking with a life renewal program. It is not, however, the death knell it is perceived to be. These days, virtually every hotel either has its own exercise facility and trainers or has relationships with local facilities.

The real challenge, then, is finding a way to continue your mind-engaging activities while you travel. Here is the solution. First, most people know in advance if their job involves travel. It doesn't usually just sneak up on you. This gives you the opportunity to prepare for the challenge before it arises.

Call ahead to the hotel concierge or health club manager and ask them for places or professionals in that area who offer the activities you desire. If you are using videos or other easy to pack accessories, like a jumprope, bring them along. Schedule your exercise sessions into your calendar for the duration of your trip before you leave. If the trip is longer than a week, schedule your workouts a week in advance. ***Treat these exercise appoint-***

*ments like meetings and afford them the same level of respect.* If all else fails, bring your favorite CD or tape and, at the end of the day, close your hotel room door, crank up the volume and make your own dance party.

## Exceptions & Modifications

The Action Mindset is the critical element in any successful endeavor, be it losing weight or climbing Mt. McKinley. The approach to exercise presented in this book, however, is more specifically tailored. It is meant to provide a solution for working adults with everyday bodies and real lives. People who are looking to lose weight, gain strength, get healthy, feel more desirable and be able to participate in life more fully. It is not intended to be the final word for those with more high-level athletic or bodybuilding goals. And, it is not intended to address the needs of those who are undergoing, or transitioning from, injury recuperation, illness, physical rehabilitation or other medical condition. Those are the subjects of another book.

For the vast majority of us, though, mind-engaging alternatives provide all the benefits mentioned, remove the monotony and boredom and add fun and fulfillment to your life. After following this program through a number of cycles, you may reach a point where you become so fit, your visions progress into more specific athletic, bodybuilding or physical endeavors. At that point, you should re-examine your program and again seek the guidance of qualified health and fitness professionals in tailoring a more directed program.

# Part 4

*What You Eat*



### **Calories, Carbs & Fads**

I have always been fascinated by the psychology of human performance. It is probably that fascination that has led me to spend so much time investigating and developing expertise in the area. Over the past few years, I have focused that expertise more precisely on physical achievement and transformation. To be effective as a coach, I have had to develop a strong understanding of not just the achievement mindset, but the sciences of exercise and nutrition. While I believe I am very well researched in the area of nutrition, though, I come from the school of thought that says personal fitness trainers and lifestyle coaches, no matter how skilled are not registered dieticians.

In fact, every time I get a little a little too big for my nutritional britches, I am gleefully knocked down a peg or two by my favorite, well-known New York City nutritionist. She is, in fact, an impeccably pedigreed registered dietician, having graduated NYU *summa cum laude* and interned at Massachusetts General Hospital. She has provided counseling services for Columbia Presbyterian Medical Center and Canyon Ranch in the Berkshires in addition to her own private practice and spoken nationally. And to my wonderfully good fortune, she is also my wife, Stephanie. The depth of her knowledge and the quality of her counsel regularly awe me. The discussion that follows is, in fact, very much a collaborative effort.

Over the years, Stephanie and I have spent thousands of hours discussing, debating and, at times, battling over the details, nuances and pros and cons of virtually every diet known to woman. One of the toughest issues we've confronted as counselors is the diet that provides real short-term results, but may have serious long-term health consequences. A new one comes out virtually every week. Or, let me rephrase that. An old diet is retooled and given a new book cover virtually every week. If you don't believe me, take a look at the original 1972 copyright date on the hot, new *Atkins* craze.

The thing is, when you get past the fancy explanations and kooky concoctions, virtually every diet out there works by making you take in significantly fewer calories than you burn. Do this and you lose weight. You may eat fewer carbs, more fat or mounds of cabbage or protein. You may even end up experiencing all the changes in physiology, insulin, blood glucose or fat transportation claimed. But, when you sit down and do the math, you also inevitably end up eating far fewer total calories. Indeed, even on an Atkins-style diet, many people end up getting so bored of eating the limited selection of high-fat, high-protein foods required that they inadvertently end up eating far fewer total calories than before. Cut your calories significantly and most anyone will lose weight.

But then comes the fallout. The rapid return of weight as soon as you go off the diet that didn't set up your mind for continued success, teach you how to eat intelligently and healthfully and maintain your results for life. The inevitable psychological effects of repeated yo-yoing, spiraling your weight slowly higher with each attempt. And the well-documented, increased risk of heart disease, stroke, diabetes and cancer from diets that sacrifice carbohydrate and fiber in the name of saturated fat and protein. So, what do you do?

Throw away all the fads, magic foods, combinations, percentages, fat-burners and miracle cures. For weight loss, these four simple principles stand tall:

1. *Create a caloric deficit by eating fewer calories and moving your body more.*
2. *Choose foods with a higher volume/calorie ratio, so you can still eat a lot of food.*
3. *Keep your program flexible, so that it works with your personality & lifestyle*
4. *Eat consciously. Eat to fuel your body when you are hungry, not out of habit or to calm your nerves when you are anxious.*

That's it. End of story. Find a diet that does this and combine it with the outrageously powerful Action Mindset and you will lose weight and keep it off. In just a few moments, we'll give you an example of just such a diet. And, in the detailed Plan of Action that follows, we'll provide daily recommendations. But, first, let's spend a few moments on the four principles.

- 1 *Create a caloric deficit by eating fewer calories and moving your body more.*

Once you move past mindset, weight loss comes down to math. Let's say you need 2,500 calories a day just to maintain

your weight. If you eat only 2,000 calories a day, your body needs to get the extra 500 calories from something other than food. Much of that extra energy is found in your fat cells. Your body empties energy stored in your fat cells into your bloodstream and uses that to make up the shortfall. This shortfall, by the way, is called a caloric deficit. You may create a caloric deficit by eating less, exercising more or a combination of the two. If you create a caloric deficit every day, then, over time, the energy stored in your fat cells gets used more and more. That makes your fat cells smaller and you thinner. Of course, this is grossly oversimplified, but it illustrates a simple lesson. The “nutrition” part of losing fat comes down to calories, not magic combos, percentages or foods.

For 2 1/2 years, Stephanie operated a company in New York City called Healthy Palate. It delivered gourmet, low-fat, reduced calorie fare to peoples’ homes in pre-packaged, portion controlled containers. By the way, for any of you who think healthy food must taste horrible, you are wrong. This food was out of this world. So good, in fact, it landed her a prominent place in a feature article in *New York Magazine*. The recipes used real food, oil, sugar, red meat, pork, chicken, whole grains, pastas, breads and lots of fruits and vegetables. People ate things like chicken parmesan, meatloaf with mashed potatoes, a variety of gourmet pastas, stir-fried ginger chicken, caesar salad, cheesecake, chocolate mouse, french toast with maple syrup and lemon cookies.

The main difference between this fare and a gourmet restaurant was that Stephanie redesigned recipes to reduce saturated fat, sodium and calories and she tightly controlled the portion size and total calories of each meal. The meals were, however, rich with carbohydrate. A number of her clients ate her fare for breakfast lunch and dinner. Guess what, the weight started falling off! Clients would call her after a number of months to revel in memories of mouse cake and mention, as an aside, that they had lost 25, 30 or 40 pounds. The moral, again, is that, with rare exception, it’s not the *percentages* or *dining order* of nutrients that makes you fat, it is the *amount* of total calories.

So, why do health practitioners have such a hard time selling the basic portion control and healthy eating diet? Two reasons. One, because, it's not exciting or new. People have a hard time rallying around something that they've known about their whole lives. There is nothing fancy to buy or read or chart. No breaking research to trumpet and no doohickeys to play with. Age-old methods almost always lose out to flashy quick fixes. Two, because the vast majority of intelligently created eating plans still lack a powerful mindset program and the flexibility to drive the vision and make it adaptable to individual lifestyles.

In the program that follows, we will show you how to create a caloric "deficit" through smarter eating and increased activity. This will force your body to open up the fat cell floodgates as a source of energy and jumpstart a long-term, large-scale reduction in weight.

*2 Choose foods with a higher volume/calorie ratio, so you can still eat a lot of food.*

What in the world does that mean? O.K. The easiest way to explain it is with an example. Two Reese's peanut butter cups contain 250 calories, take about 30 seconds to eat and, I don't know about you, but they don't exactly leave me feeling full. On the other hand, for about the same number of calories, you could eat a bowl full of strawberries *plus* a slice of honeydew melon *plus* a juicy apple *plus* a cup of fresh grapes. And, that's just a snack. Now, which one do you think will make you feel fuller? For almost everyone, it is the latter. The reason is that the fruit has a great deal more *volume* and weight than the peanut butter cups and volume is a big part of what makes you feel full. This volume comes, most often, from the water and natural fiber found in many foods, like fruits and vegetables. So, when choosing your foods, look for items that contain more water, more fiber and more volume. The more volume there is per calorie, the more total food you can eat, the fuller and more satisfied you will feel and you will still lose weight. Imagine that. You may find that you

can even eat even more food than you eat now and still lose pounds.

If you'd like to learn more about volume, we would recommend you take a read through *Volumetrics*, by Barbara Rolls, Ph.D. and Robert A. Barnett or *Picture Perfect Weight Loss*, by Dr. Howard M. Shapiro. The former is more clinical with detailed descriptions and studies and the latter has a lot of great pictures that show you, visually, how much more food you can eat when you include volume in your choices.

### *3 Keep your program flexible, so that it works with your personality & lifestyle.*

Mindset and ease of compliance are critical factors. There may be a lucky few whose lives and personalities just happen to work well with the specifics of a particular commercial diet, but they are just that—a lucky few! For everyone else, good luck fitting your square appetite into their round diet. The challenge of any book is to provide a robust solution for a wide range of people with different lifestyles and desires. It is impossible, in a book format, to provide a program that is as tailored to your personal needs as one designed by a skilled registered dietitian. We have, however, gone the extra mile to provide a level of flexibility that makes a program *doable* for a wide range of people.

We build on the four guiding principles above to present the Nutrition Framework™—a straight-forward approach to eating that is capable of delivering exceptional results for a large cross-section of people. Indeed, it has already created profound change in bodies of many prior participants in this program. And, once you know it, you know it. There is nothing else to buy.

This approach puts you in the driver's seat. It gives you the ability to adapt the program to your lifestyle on the fly. It lets you move between levels of commitment as your demands change, without gutting the power or intent of the program. It gives you flexibility and that, combined with your Action Mindset, makes this program significantly easier to comply with.

4 *Eat consciously. Eat to fuel your body when you are hungry, not out of habit or to calm your nerves when you are anxious.*

It sounds reasonable, but we know how challenging this simple notion truly is. There are three simple steps to making this happen.

First, complete all of the exercises in Part 2 to create the Action Mindset. This powerful tool will be immensely helpful in giving you the drive to make the nutrition choices that will transform your body.

Second, at least in the beginning, before you eat **and** while you eat, be very aware of your hunger. Ask yourself “am I hungry?” or, if you are already eating, “am I **still** hungry?” Take a moment and really consider the question. Very often you will find yourself eating just out of habit or when you are anxious. You may even feel downright full and still continue to eat. So, start with the simple question. Ask it and answer it. You may end up doing this hundreds of times a day in the beginning (If you do, that tells you something right away!). Over time, you will become more aware of your hunger naturally as you eat and drink and the conscious question will become less necessary.

Finally, if the answer to your hunger question is “yes, I am genuinely hungry” and you have calories left to eat for the day, then go ahead and eat. If, however, the answer is “no, I am not genuinely hungry” or, often times, “I am actually a bit bloated,” then **stop eating or drinking right then and their on the spot!** No questions. No “one last bite.” Wherever you are in your grazing pattern, stop. It is black and white. This will be immensely easier to follow, by the way, once you have already cultivated the Action Mindset from Part 2. Starting to see a pattern?

\* \* \*

***As we move into the nuts and bolts, please understand, unlike other programs, the Nutrition Framework does not claim to present the end-all-be-all of diets for all people. There is no such animal!*** This is simply one approach derived from the Four Guiding Principles that is highly effective and sustainable for a broad range of people. You should feel free to apply the Four Guiding Principles above to create your own program. You may also integrate our Action Mindset and activity program into any other sound dietary program that meshes with your personality and lifestyle or seek the advice of an experienced registered dietitian. Indeed, *any* program defined by the Four Guiding Principles and aided by the Action Mindset or some equivalent will yield immediate and powerful results.

And, as always, be sure to check with your physician or healthcare professional before beginning this or any new dietary program.

To accommodate your desire both for weight loss and flexibility, we give you three simple sets of guidelines to move between. One produces steady results, one produces faster results and a third gives you the fastest results. To keep it simple, we even call them the “BASIC,” “MID,” and “PEAK” Preferences. We use the word “Preferences” instead of “Guidelines,” because, in reality, that is what they are—conscious choices or preferences to take specific actions toward your vision. Not surprisingly, as you navigate from BASIC to PEAK, the level of commitment also increases.

While weight loss, alone, will often create a dramatic improvement in health and reduce risk of disease, many of you also will seek more aggressive health maximization through a better *balance* of foods. For you, we have provided an additional checklist of Health Promotion Preferences. These are individual recommendations that may supplement the Weight Loss Preferences. We strongly encourage you to check with your doctor or healthcare professional and, if appropriate, add as many of the Health Preferences as you feel comfortable with. You have the flexibility to become more or less committed, depending on your current lifestyle demands.

The one absolute is to never commit to anything less than the BASIC Weight Loss Preferences. This ensures the achievement of at least a BASIC level of results. The mindset tools from Part I will set you up to do this.

To make things even simpler for you, in the Plan of Action, we will recommend which Preferences to follow every day in order to maximize all-around results while always staying well within the bounds of safety. As an alternative, you can frame your own plan.

The Preferences are all supported by a wealth of mainstream, published research in the fields of weight management, disease prevention and health promotion. You won't find anything fad-dish or edgy. It is simply unnecessary. We had a big debate about whether to include all of the research in the book, provide it over time through the e-mentoring program, post it on our website or refer readers with inquiring minds to respected websites that provide vast archives of supporting research. The challenge was that the depth of this research goes far beyond what we could include here without unnecessarily distracting most readers who would prefer to immediately begin their programs without wading through background. In the end, we decided to treat this book more like a jumpstart manual that can be immediately implemented. Those who wish to learn more about the basis of each individual Preference are encouraged to pull up the extensive abstracts, articles and studies readily available at the massive online health sites, including [Intellihealth.com](http://Intellihealth.com), [WebMD.com](http://WebMD.com), [Women.com](http://Women.com) and <http://navigator.tufts.edu>. We also will supplement the recommendations with background information during the course of the program through our mentoring e-mail program, available *free of charge* at our site, [DietsSuck.com](http://DietsSuck.com). This, we hope, will satisfy all camps.

## Weight Loss

Most of the emphasis here is on simple calorie control and volume. Why? Because, its easy to follow and IT WORKS. We also strongly recommend that you create a healthier *balance* of food with Health Preferences that give you more guidance on the *types* of foods to eat.

The PEAK Preferences have been designed to encourage you to lose between 1 1/2 and 2 pounds a week after the first few weeks (you may lose more in the beginning due to water loss). More than that is NOT healthy, so do NOT, under any circumstances ever drop your calories below the PEAK level without medical supervision. MID and BASIC Preferences will yield a slightly slower weight loss. Remember also to consult with your physician or other qualified health care provider before implementing this or any weight loss program.

### **ACTION SECTION:**

**BASIC, MID and PEAK Calorie Preferences:** In order to make the Preferences under Weight Loss as effective as possible, we need to take a few seconds to customize them by figuring out your Baseline Energy Needs. Sounds complicated, but its actually very easy. Just plug in the few numbers below and you are done:

**PEAK** = \_\_\_\_\_ (weight in pounds) X 10 = \_\_\_\_\_

**MID** = \_\_\_\_\_ (weight in pounds) X 10 X 1.05 = \_\_\_\_\_

**BASIC** = \_\_\_\_\_ (weight in pounds) X 10 X 1.15 = \_\_\_\_\_

These are your BASIC, MID and PEAK Calorie levels. They guide how many calories a day you will consume. For example, lets say I weight 165 pounds, then my daily calorie levels are as follows:

**PEAK = 165 X 10 = 1,650 calories a day**

**MID = 165 X 10 X 1.05 = 1,733 calories a day**

**BASIC = 165 X 10 X 1.15 = 1,898 calories a day**

**If your Starting Weight is 180 Pounds or More, You may elect to try the Aggressive BASIC, MID and PEAK Preferences below.** A number of online participants whose starting weight exceeded 180 pounds asked for a set of more aggressive Preferences tailored specifically to a more full-bodied starting weight. For those who fall into this group and wish to pursue their weight loss visions more aggressively, but still stay within the bounds of safety, you may use the below Daily Calorie Preferences:

If your starting weight is above 180 pounds, you may use the following Preferences. For men, add 100 calories to the Preferences under each of the above columns:

<b>Starting Weight(lb)</b>	<b>Daily Calorie Levels</b>		
	<b>PEAK</b>	<b>MID</b>	<b>BASIC</b>
180-190	1,620	1,720	1,820
191-200	1,660	1,760	1,860
201-210	1,700	1,800	1,900
211-220	1,740	1,840	1,940
221-230	1,780	1,880	1,980
231-240	1,820	1,920	2,020

241-250	1,860	1,960	2,060
251-260	1,900	2,000	2,100
261-270	1,940	2,040	2,140
271-280	1,980	2,080	2,180
281-290	2,020	2,120	2,220
291-300	2,060	2,160	2,260

If you are in the weight range above and you are losing weight under the Standard Preferences and are happy with your progress, great, just stick to it! Remember, this program is about intelligence and power, not quick fixes.

In the Plan of Action, as you will see, we recommend starting at the PEAK level for the first 4 weeks. Once you have figured out your levels, you can just plug them into our Plan of Action if you like. There are a few more items in addition to the recommended calorie levels under each of the three categories, so copy your personal calorie levels below to complete each level and then follow them.

### **BASIC Preferences—Steady Results**

- Calories:** Daily BASIC Calorie Level \_\_\_\_\_ (copy from above)
- Water:** Drink at least 6 (8 oz) glasses of water or other non-carbonated, calorie-free beverage a day or try to gradually increase to that level. Even mild dehydration may decrease your metabolism by up to 3%.
- Fiber:** Eat 15-20 grams of fiber a day. From a weight loss perspective, this helps you feel full and increases chewing satisfaction. Try to gradually increase this to 25 to 35 grams for more benefit.
- Volume:** Choose foods with a high water or fiber content to maximize the quantity of food in relation to calories consumed.

**Monitoring:** Weigh/measure yourself every other day (contrary to the recommendations of many weight loss advisors, studies of people who have lost weight and maintained results reveal a nearly universal commitment to almost daily monitoring of weight. But understand, your weight will fluctuate on a daily basis, due to water weight alone. Look for the weekly trend and use things other than your weight, such as clothing fit, to measure your success). Also, keep your food diary and join in the web boards and e-Mentoring Updates.

### MID Preferences—Faster Results

**Calories:** Daily MID Calorie Level \_\_\_\_\_  
(copy from above)

**Water:** Drink 8 (8 oz) glasses of water a day

**Fiber:** Eat 20-25 grams of fiber a day. Try to gradually increase this to 25 to 35 grams for more benefit.

**Volume:** Choose foods with a high water or fiber content to maximize the quantity of food in relation to calories consumed.

**Monitoring:** Weigh/measure yourself every other day (contrary to the recommendations of many weight loss advisors, studies of people who have lost weight and maintained results reveal a nearly universal commitment to almost daily monitoring of weight. But understand, your weight will fluctuate on a daily basis, due to water weight alone. Look for the weekly trend and use things other than your weight, such as clothing fit, to measure your success). Also,

keep your food diary and join in the web boards and e-Mentoring Updates.

### **PEAK Preferences—Maximum Results**

- Calories:** Daily PEAK Calorie Level \_\_\_\_\_  
(copy from above)
- Water:** Drink 8-10 (8 oz) glasses of water a day
- Fiber:** Eat 25-35 grams of fiber a day
- Volume:** Choose foods with a high water or fiber content to maximize the quantity of food in relation to calories consumed.
- Monitoring:** Weigh/measure yourself every other day (contrary to the recommendations of many weight loss advisors, studies of people who have lost weight and maintained results reveal a nearly universal commitment to almost daily monitoring of weight. But understand, your weight will fluctuate on a daily basis, due to water weight alone. Look for the weekly trend and use things other than your weight, such as clothing fit, to measure your success). Also, keep your food diary and join in the web boards and e-Mentoring Updates.

### **Health Promotion**

The Health Preferences below are a powerful adjunct to your desire to lose weight and create a healthier balance of food within a weight loss program. You are free to commit to whatever level challenges you. Choose the individual Preferences that work best with your personality, health status/concerns (always review with your physician or healthcare provider) and lifestyle.

- 1. Water:** Drink 8+ (8 oz) glasses of water a day
- 2. Fiber:** Eat 25-35 grams of fiber a day, found in whole grains, vegetables, fruits, legumes and other foods.
- 3. Grains:** Choose mostly whole grains, i.e., whole wheat bread, brown rice, oats, barley, millet, quinoa, amaranth, whole grain cereals and others. This helps to ensure you get plenty of fiber, vitamins and minerals. Minimize intake of refined carbohydrates.
- 4. Fruits/  
Vegetables:** Eat seven or more pieces/servings a day. Choose a variety of colors: red, yellow, orange, green and purple. These are rich in vitamins, minerals, fiber and phyto-nutrients, protective substances that offer disease-fighting properties. A diet high in fruits & vegetables is your best insurance policy for optimal health.
- 5. Fats:** Aim for no more than 20 to 25 percent of total daily calories. Avoid/limit saturated fats (animal fats, i.e., meat, poultry skin, butter, cream, cheese), tropical oils (palm kernel and coconut oil), trans-fats (found in many margarines, cookies and baked goods) and anything that begins with “hydrogenated.” Choose more monounsaturated fats, like olive, canola and peanut oil, nuts and avocado. Add omega-3 fats found in either fatty fish or vegetable sources (flax, soy, dark leafy greens).
- 6. Protein:** To estimate how many grams a day you should eat, multiply 0.4 times your body weight in pounds. For example, if you weigh 200 pounds, your protein goal for the day would be:

$$0.4g \times 200 \text{ lbs} = 80\text{grams/day}$$

As an alternative, you may also use 15-20% of total caloric intake. Your protein needs will vary somewhat based on your weight, age, activity level and medical/health status.

Choose mostly low-fat sources (i.e., chicken/turkey breast, fish, egg whites, legumes, soy foods & dairy products). Limit lean red meat no more than 2 times a week. Incorporate fish rich in Omega-3 fatty acids, i.e., salmon, mackerel, halibut, at least 2-3 serving/week

**7. Vitamins/  
Minerals:**

*Multivitamin/mineral supplement:* 1/day with 100% of Daily Value. Post-menopausal women and men: take an iron-free form.

*Vitamin E:* 100-400 IU (natural d-alpha tocopherol)

*Vitamin C:* 200 mg

*Calcium:* 1,000 to 1,500 mg/day, through food and, if necessary, supplementation. Choose low fat dairy products, calcium fortified foods (i.e., fortified orange juice & soy milk), collard greens, winter squash, almonds and broccoli. If you take supplements, take them in divided dosages (no more than 500 mg at a time).

**8. Alcohol:** 1 serving a day MAX

These Preferences further enhance the health promoting nature of your nutrition program. And, as with the Weight Loss Preferences, the more you commit, the more powerful the results will be.

## Keep it Going Forever!

That's it! Powerful, flexible and immensely effective. Combined with the Action Mindset, it's virtually unstoppable. And,

because the Nutrition Framework is based on flexible, straightforward, healthy, gimmick and fad-free lifestyle modification, you can stay with the Preferences forever (barring special situations, i.e., pregnancy, illness, injury or other conditions requiring medical intervention). After the 12 week program is over, you may choose to set a new vision and reapply the program or simply continue with a comfortable level of the Preferences as you build a healthy, vital lifestyle.

The only category you need to change, once you have reached your final weight vision, is your Daily Calorie Guideline. All you need to do is raise your calorie level to the Final Maintenance Level. This is:

**Maintenance Calorie Level = \_\_\_\_\_ (final weight in pounds) X 10 X (1.3 to 1.5, depending whether you exercise 3, 4 or 5 times a week) = \_\_\_\_\_ cal/day**

Use this final calorie level as a guide and simply pay attention to how your body reacts. You may need to raise or lower the level between 100 and 200 calories to find a balance. It is interesting to note that of the 3,000+ people listed in the National Weight Control Registry who have lost an average 60 pounds and kept it off for at least 5 years, the average caloric intake is about 1,400 calories a day. Setting your calories is not an exact science, so it is o.k. if it takes a few weeks to find your balance. And, of course congratulate yourself on the wonderful gift you have earned!

# Part 5

## *Kickoff & Milestones*



# Kickoff Questionnaire

This questionnaire will give you definite starting points from which to measure your success. We will use it as a point of comparison as you complete your Milestone Reports every week.

**Body Measurements:** Remember, there are no judgments here. This is just a record of where you are starting from. There are two ways to do this, one is more objective, the other, however, may be more meaningful:

**Option 1: Traditional Measurements.** Use a flexible fabric or paper measuring tape. If you do not have one, use a piece of string and then place it against a ruler.

Neck (measure around center of neck) \_\_\_\_\_ inch  
Shoulders (measure 3" below top of shoulder) \_\_\_\_\_  
Chest (measure at level of nipple) \_\_\_\_\_  
Waist (measure at narrowest point or navel) \_\_\_\_\_  
Hips (measure at largest point of hip/buttock) \_\_\_\_\_  
Right thigh (measure at largest point) \_\_\_\_\_  
Right calf (measure at largest point) \_\_\_\_\_  
Right upper arm (at largest point) \_\_\_\_\_  
Right forearm (at largest point) \_\_\_\_\_

**Weight:** \_\_\_\_\_ pounds    \_\_\_\_\_ time of day

**Height:** \_\_\_\_\_ feet    \_\_\_\_\_ inches

**Body Composition:** \_\_\_\_\_% of your body is fat. (Use this if you have access to a professional trained in the measurement of body composition. Many personal trainers and dietitians provide this service.)

**Option 2: Personal Measurements.** You can use this either instead of or in addition to the traditional measurements. Pick an item of clothing that you cannot fit into anymore or that you can only wear with great difficulty. You may also pick a physical challenge that is deeply personal. Now, write down what you have chosen below, how difficult the clothing item is to fit into or how hard the challenge is to complete. Use this as a starting point and a measuring point for each weekly Milestone Report as you progress.

**Clothing:** \_\_\_\_\_

**Challenge:** \_\_\_\_\_

**Basic Health Profile.** If you know these measurements or can have them taken as close to your program start date as possible, please do so and fill in the information below:

**Cholesterol:** HDL \_\_\_\_\_ LDL \_\_\_\_\_ Ratio \_\_\_\_\_  
Triglycerides \_\_\_\_\_

**Blood pressure:** \_\_\_\_\_ over \_\_\_\_\_

**Resting heart rate:**

\_\_\_\_\_ beats per minute. Take your pulse when you first wake up.

**Overall Enjoyment Profile:** Please rate the following indicators of your mental state (1 is Terrible / 10 is fantastic):

<b>Quality of sleep</b>	_____ (1 to 10)
<b>Duration of sleep</b>	_____
<b>Daily energy level</b>	_____
<b>Daily stress/anxiety</b>	_____
<b>General mood</b>	_____
<b>Quality of time</b>	
<b>with friends</b>	_____
<b>Quality of time</b>	
<b>with family</b>	_____

**Other: Write in any special items that you would like to track as part of your vision:**

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**Pictures.** Take your BEFORE pictures in either snug fitting exercise clothes or, if you are comfortable, in a bathing suit. For men, it is best to remove your shirt. Take a front, back and side picture. I know you would rather skip this part. DON'T! Just think how great you will feel when you hold you second picture up next to it in 12 weeks. Tape them to the page below and, if possible, have two more sets made. One set goes on the fridge door and the other gets carried around in your purse or wallet:

These are your starting points. In 12 weeks, you will not believe how radically different your Baseline measurements, pictures and life will be. Make sure you have completed everything, taken your pictures and put this information in a safe place. If you like, you can use your pictures to help motivate you. Just do not skip this step. I can't tell you how many times people forget what they really looked and felt like in the beginning only to be blown away when I hold their "After" picture up next to their "Before" picture. Don't take this moment away from yourself!

## Weekly Milestone Reports

Complete the columns below one week at a time, on the same day of the week, at the same time of day each time. In the “Final” column, record the difference between your Kickoff measurement and your Week 12 measurement (Week 12 – Kickoff). This will show your total improvement. Do not skip a week, even if you think you will not like the results! Take the measurements and use them to fire up your commitment for the next week. Begin now by copying your Kickoff information.

Measure	Kickoff	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6
Neck (in)							
Shoulders							
Chest							
Waist							
Hips							
Thigh							
Calf							
Upper arm							
Forearm							
Weight							
Pant Fit							
BP/Other							

Measure	Wk 7	Wk 8	Wk 9	W 10	W 11	W 12	Final
Neck (in)							
Shoulders							
Chest							
Waist							
Hips							
Thigh							
Calf							
Upper arm							
Forearm							
Weight							
Pant Fit							
BP/Other							

We are now ready to begin the 12-week journey that will recreate your body, your health and your life. Read through the 84-day Plan of Action and Daily Journal that follow and take two minutes to set up your first day in your daily journal.

Then be sure to enroll in the *free* 100-day e-mail mentoring program at [DietsSuck.com](http://DietsSuck.com) for regular inspiration and information and keep in touch. My greatest joy is to share in the reinvention of your life.

# Part 6

## *Plan of Action*

84 Outrageous Days  
That Will Change Your Life



# The Daily Action Journal

This final section is an 84-day workbook that tells you exactly what to do and eat every day and gives you a place to record it. The Daily Action Journal empowers your program by giving you one place to plan, one place to inspire and one place to find accountability. It prompts you to stay involved in the process and inspires you to embrace the challenge. And, as you move through each day and week, tracking your challenges and successes, it serves as irrefutable proof of the changes that, piece-by-piece, will begin to transform not only the way you look, but the way you embrace life.

## How to Use it!

The Daily Action Journal is so easy to use, it literally starts itself.

**Step 1:** Fill out one page in the morning for each of the 84 days of your program. Each day requires you to do a few minutes of thinking and planning. You will quickly find that these few minutes invested each morning will have more impact than years of prior effort. So, let's not waste any time getting started. The rest is pretty self-explanatory.

**Step 2:** Once a week, complete your weekly Milestone Comparison Reports.

**Step 3 (Optional):** If you like, you may purchase a calorie guide for a few dollars at any book store to carry with you. These list thousands of foods and their calorie values and are often helpful for learning the caloric, fiber and nutrient content of foods without labels. Corrine T. Netzer has published a number these. For you computer people, you may also want to check out DietLog ([www.dietlog.com](http://www.dietlog.com)), a program for Palm-based handheld organizers that lists thousands of foods. Look also at a software program called Lifeform for PC-based computers ([www.fitnesoft.com](http://www.fitnesoft.com)), a tool that lets you track food and activity on a daily basis.

**Step 4: ADD LIFE TO YOUR LIFE!**















































































































## *Day 56*

### **Nutrition Guidance for Today:**

Recommended Weight Loss Preference: **MID/PEAK**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### **Daily Nutrition Journal** (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

### **Activities: schedule 4 to 5 days a week.**

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	<i>or</i> PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

### **Mindset:**

**COMPLETE EIGHTH MILESTONE REPORT**

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.

## Day 57

### Nutrition Guidance for Today:

Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### Daily Nutrition Journal (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

### Activities: schedule 5 days a week.

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	or PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

### Mindset:

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.

# Day 58

## Nutrition Guidance for Today:

Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

## Daily Nutrition Journal (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

## Activities: schedule 5 days a week.

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	or PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow’s activity in your datebook.

## Mindset:

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.

*Day 59***Nutrition Guidance for Today:**Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8****Daily Nutrition Journal** (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

**Activities: schedule 5 days a week.**

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	or PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

**Mindset:**

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.

## Day 60

### Nutrition Guidance for Today:

Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### Daily Nutrition Journal (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

### Activities: schedule 5 days a week.

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	or PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

### Mindset:

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.



## *Day 62*

### **Nutrition Guidance for Today:**

Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### **Daily Nutrition Journal** (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

### **Activities: schedule 5 days a week.**

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	<i>or</i> PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

### **Mindset:**

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.

## Day 63

### Nutrition Guidance for Today:

Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### Daily Nutrition Journal (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

### Activities: schedule 5 days a week.

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	or PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

### Mindset:

COMPLETE NINTH MILESTONE REPORT

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.



## Day 65

### Nutrition Guidance for Today:

Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### Daily Nutrition Journal (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

### Activities: schedule 5 days a week.

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	or PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow’s activity in your datebook.

### Mindset:

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.

## Day 66

### Nutrition Guidance for Today:

Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### Daily Nutrition Journal (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

### Activities: schedule 5 days a week.

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	or PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

### Mindset:

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.

## Day 67

### Nutrition Guidance for Today:

Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### Daily Nutrition Journal (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

### Activities: schedule 5 days a week.

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	or PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow’s activity in your datebook.

### Mindset:

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.

## Day 68

### Nutrition Guidance for Today:

Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### Daily Nutrition Journal (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
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_____		
_____		
_____		

### Activities: schedule 5 days a week.

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	or PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

### Mindset:

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.



## Day 70

### Nutrition Guidance for Today:

Recommended Weight Loss Preference: **MID**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### Daily Nutrition Journal (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

### Activities: schedule 5 days a week.

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	40-50 min
_____	or PRE: 13 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

### Mindset:

COMPLETE TENTH MILESTONE REPORT

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.

*Day 71***Nutrition Guidance for Today:**Recommended Weight Loss Preference: **MID/PEAK**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8****Daily Nutrition Journal** (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

**Activities: schedule 5 days a week.**

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	45-55 min
_____	or PRE: 14 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

**Mindset:**

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.



*Day 73***Nutrition Guidance for Today:**Recommended Weight Loss Preference: **MID/PEAK**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8****Daily Nutrition Journal** (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

**Activities: schedule 5 days a week.**

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	45-55 min
_____	or PRE: 14 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

**Mindset:**

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.



## *Day 75*

**Nutrition Guidance for Today:**

Recommended Weight Loss Preference: **MID/PEAK**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

**Daily Nutrition Journal** (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
_____		
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_____		
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_____		

**Activities: schedule 5 days a week.**

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
	Heart range: LL+10 to UL	45-55 min
	or PRE: 14 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow’s activity in your datebook.

**Mindset:**

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.



*Day 77***Nutrition Guidance for Today:**Recommended Weight Loss Preference: **MID/PEAK**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8****Daily Nutrition Journal** (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>

**Activities: schedule 5 days a week.**

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	45-55 min
_____	or PRE: 14 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

**Mindset:****COMPLETE ELEVENTH MILESTONE REPORT**

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.





## Day 80

### Nutrition Guidance for Today:

Recommended Weight Loss Preference: **PEAK**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### Daily Nutrition Journal (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
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_____		

### Activities: schedule 5 days a week.

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
_____	Heart range: LL+10 to UL	45-55 min
_____	or PRE: 14 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

### Mindset:

- Listen to vision statement audio or reread vision statement
- Reach out to your support group
- Review Part 2, if necessary.



## *Day 82*

### **Nutrition Guidance for Today:**

Recommended Weight Loss Preference: **PEAK**

Your personal calorie limit for today: \_\_\_\_\_

Health promotion items (circle any): **1 2 3 4 5 6 7 8**

### **Daily Nutrition Journal** (list *everything* you eat and drink):

<i>Food</i>	<i>Servings/amount</i>	<i>Calories</i>
_____		
_____		
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_____		
_____		
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_____		

### **Activities: schedule 5 days a week.**

<i>Types(choose)</i>	<i>Intensity</i>	<i>Duration</i>
	Heart range: LL+10 to UL	45-55 min
	or PRE: 14 to 16. (Check Chapter 8 for your levels).	

Schedule tomorrow's activity in your datebook.

### **Mindset:**

Listen to vision statement audio or reread vision statement

Reach out to your support group

Review Part 2, if necessary.





## Final Results

How did you do? Look at the Milestone Comparison Report to see how your measurements have changed. Now answer the questions below to see how your mindset and behavior has changed.

**Overall Enjoyment Profile:** Please rate the following indicators of your mental state (1 is Terrible / 10 is fantastic):

<b>Quality of sleep</b>	_____ (1 to 10)
<b>Duration of sleep</b>	_____
<b>Daily energy level</b>	_____
<b>Daily stress/anxiety</b>	_____
<b>General mood</b>	_____
<b>Quality of time with friends</b>	_____
<b>Quality of time with family</b>	_____

**Other: Write in any special items that you would like to track as part of your vision:**

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**Picture:** Now, take your AFTER picture, hold it up next to your Kickoff Picture and smile! Better, yet, e-mail us your experience and a copy of the pictures at [info@dietsuck.com](mailto:info@dietsuck.com), so we can smile with you!

## **What now?**

This is not the end, my friends. It is, instead, the beginning.

***DO NOT STOP HERE. IF YOU DO, YOU WILL  
VERY LIKELY GIVE UP ALL YOU HAVE  
ACHIEVED!***

You now have the tools to accomplish just about anything in life. Take a step back. Revel in your achievement, but not for too long. Starting with today, it is time to fill your life with an endless stream of adventures. So, set your mind to your next vision. If you started with a longer term Ultimate Vision and you want to lose more weight, write down the details in your next Vision Statement as you storm to your final goal. If you want to keep the same weight and get stronger or lose more body fat, write it down and make it specific. If you want to train for an adventure, start your journey now.

Think about what you can do now that you could not do before and use your newfound mindset and ability to build on your experience, build on your success, build on your power and make the next step happen! Make these last 12 weeks the first, rather than last, step in an extraordinary life.

## About the Author

Jonathan Fields is an American College of Sports Medicine Health/Fitness Instructor, nationally certified personal fitness trainer, Spinning, prenatal and kickboxing instructor, achievement coach, rock climber and highly acclaimed industry innovator. He is a member of IDEA, the American Council on Exercise, the American College of Sports Medicine and, amazingly enough, the New York State Bar Association. Jonathan's story is founded in a remarkable personal transformation—from elite securities lawyer at one of the top law firms in the world to eternally driven achievement coach and trainer with a mission to reach back into the world he came out of and radically transform lives with intelligence, compassion and innovation.

Fields graduated Benjamin N. Cardozo School of Law in the top 5% of his class, *magna cum laude*. He was the managing editor of *Law Review*, a West Law Scholar and published in the area of bankruptcy. He then joined the United States Securities & Exchange Commission and eventually moved on to the elite 400-attorney Debevoise & Plimpton law firm in New York City, where he advised private investment funds and multi-billion dollar institutions.

Then, in 1996, in an impassioned return to the lifestyle and the career that burned inside him, Jonathan left the law behind and returned to his true mission—renewing people's lives through fitness and achievement counseling. He immersed himself in the field, drawing from his extensive background as a competi-

tive gymnast and outdoor athlete and his obsession with the study of physiology and human performance. Jonathan sought his professional certifications and joined the team at the renowned CASA studio, a New York oasis for media superstars and corporate titans. While at CASA, he worked with numerous high-profile celebrities. His unique ability to actually stand in his professional clients' shoes set him apart from the beginning and gave him a rare credibility. After only 6 months, he departed CASA to build his own thriving private practice in NYC.

Jonathan soon after brought his powerful vision out to the Montclair, New Jersey area, and founded Sedona Private Fitness. In only 2 years, Sedona grew into one of the most successful private life-change facilities in the Northeast. Jonathan amassed thousands of hours of hands-on counseling experience with clients from top syndicated radio hosts to Multi-national CEOs and oversaw the programs of hundreds of others. Out of these experiences grew the elements of his powerful Long Hard Fix program.

Two and a half years later, yearning to counsel clients in New York and bring his expertise to a national audience, Fields sold Sedona and launched The Envision Group, a New York City lifestyle and fitness industry consulting group. This venture instantly spawned a worldwide virtual mentoring community, EnvisionFit.com, where Fields has enrolled and guided nearly 1,400 participants in a specially-modified, interactive version of *The Long Hard Fix* program.

Jonathan has also written for various national magazines and speaks on lifestyle change, professional achievement and fitness marketing. In Fall 2000, Fields added to his interactive endeavors his wonderfully irreverent, tongue-in-cheek commentary on the industry, DietsSuck.com, to provide a “friendly neighborhood place to read and post the funniest, most off-the-wall, warped stories about all things diet and exercise.”

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