

LOSE WEIGHT
&
FEEL GREAT:

Transform Yourself
the Total Body Way

Billy Hofacker, B.S., CSCS

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Special thanks to my most important team—the one at home!

My girls: Alyssa, I'm so proud of the young lady you're becoming, and Olivia, you are such a joy to our family and to this world.

My wife, Melissa, you are committed wholeheartedly to our family. For that and for so many other reasons I am eternally grateful for you. I love you with all that I am.

Finally, and above all else, to my heavenly Father—Your grace wins every time.

WHAT PEOPLE ARE SAYING ABOUT BILLY HOFACKER

He Keeps Me Motivated

“Billy makes you feel comfortable during every session and you feel like you’re part of a family. Even when the workout is tough, he keeps pushing me to do my best and has a unique way of keeping me motivated.”

– Cathy Fay

Pushes You to Be Better

“As soon as I met Billy, I could tell he didn’t look at people as customers. He cares about the individual and takes pride in helping them reach their goals. I look forward to all of his training sessions as he pushes you to be better physically and mentally.”

– Salvatore Pugliese

Lost Over Fifty Pounds

“Billy has proved to be an amazing motivator and so knowledgeable that when I listened to his advice, I lost over 50 pounds and gained strength I never thought was possible. He has the ability to see possibilities and strengths in people that they do not always see in themselves and helps them to reach goals they never thought they could!

“He genuinely wants to show people how to be happy with their lives and how with a positive attitude your view of the world can change! Billy’s compassion and empathy for others is immeasurable. Billy is a man of character, a man who believes in friendship, who understands the commitment to family, to honesty, and who will build you up, will encourage you to do better, be better. I have seen the impact he has made in so many lives and I am very, very proud to know him!”

– Sam Gilchrist

Walked Through It All With Me

“When I first went to TBBC I was skeptical, but Billy Hofacker was so wonderful and truly cared about what I wanted to accomplish. He walked through it all with me. First training session was tough but he was so supportive and never pushed me too hard. He never made me feel like I was behind or couldn’t do it. He is truly a wonderful coach! This is more than a job for William.”

– Jaime Davino

Doesn’t Matter Your Age or Physical Ability

“I have been an athlete my entire life, but as you get older it gets tougher and tougher to try to stay in shape. I’m 57 and it’s very easy to blame the job or the commute or the expense as reasons to stop exercising. TBBC was my savior. It doesn’t matter your age or physical ability. Billy has created an environment where people of all ages and abilities can take a class together. All come out of it feeling like they got a great workout but never like they had to try to keep up. I know I could try to do this at home on my own but many of us just need that little push. I applaud his system and would highly recommend this to anyone that needs that little push every day to do something for your health as well as physical and mental attitude.”

– Barry Levine

Never Boring

“Billy is truly dedicated to your health and fitness. He has created a family environment and is always motivating and encouraging you do to more, to be better. He talks the talk and walks the walk. He would never tell you to do something he wouldn’t be willing to do himself. He creates fun workouts, which you become addicted to. It is certainly never boring. He will push you past your limits, but only to make you stronger, make you healthier, make you better! Thanks Billy for being a trainer and friend!”

– Raquel Modica

Cares About People

“Billy Hofacker genuinely cares about people and their personal health journey. His motivational skills and positive attitude create an environment where everyone is on the same journey to being healthier, both physically and mentally. Thanks Billy!”

– Patty Werner

Kind and Encouraging

“Billy Hofacker has been so helpful with my weight loss endeavor. He does it in a kind and encouraging way while leading by example with his healthy and focused lifestyle.”

– Bonnie Perlman

Great Motivator

“Billy is so encouraging and a great motivator. He cares about every one of his clients. All the trainers are great motivators also. I feel like TBBC is my second family.”

– Nancy Harms

Vibrant Personality and Energy

“After hearing Billy Hofacker speak at a public event for Toastmasters, his passion for fitness and desire to do his work in the world was evident. I trusted my own instinct and connected with him to join TBBC. His vibrant personality and energy is displayed in his work. A great addition to the fitness field.”

– Patricia Stones

Positive Energy and Guidance

“Billy’s positive energy and guidance have helped me so much. He is a man who cares about people, his employees, and gives back by donating to great causes. Mostly what I admire is his positive motivation to his life, his family, and others. In short I see a great man and great things to come his way in the years to come. Thanks Billy for all you have done for me and others, to make all here at TBBC a family.”

– Warren Hirt

Great Mentor and Motivator

“Billy has become a great mentor and motivator. He’s always there to guide and help me, and seems to truly care about me as a person. He made me feel like a part of his family (the TBBC family). I joined many different gyms before, and somehow I never continued with them. I truly believe that the one reason why I have stayed with TBBC for over 2 years is because of Billy Hofacker and his team. They make you feel like you are always welcomed, and that you are home—it’s a place where everyone knows your name, a place where everyone is glad you came, never mocking you for what you can and cannot do, always motivating and inspiring everyone who walks through the doors. Billy Hofacker is TBBC and I believe he cares deeply for his family and the whole ‘TBBC family.’ I am honored that I am part of his very special TBBC family. Thank you Billy for all that you do!”

– Patricia Stork

Humble and Inspiring

“Billy is first and foremost a humble and inspiring person. He is a person who lives his truth by leading by example. During my interview upon joining the TBBC FAMILY it was evident that Billy was not just about making a sale. He truly cares about making you feel part of the TBBC family. He has implemented this culture throughout the TBBC experience. He shares his pearls of wisdom freely and is a great source of inspiration and motivation. Thank you Billy for all you have done to make my transition process a great experience. TBBC IS LIFE!”

– Sonji Crawford-Clark

Example of Goal Achievement

“What I love about Billy Hofacker is that he absolutely walks the walk when it comes to motivation and self-improvement. He makes himself the example of growth and goal-achievement through hard work and perseverance, and then encourages everyone to join him.”

– Clarice Joos

Best Decision Ever

“Working with Billy was the best decision ever. I’ve joined regular gyms so many times before, and after a few months I just stop going. After 3 months of going to TBBC I had lost just a few pounds and I was feeling discouraged. I received a newsletter you sent out about a member being stuck and all of a sudden she started losing weight when she was about to give up. That really motivated me. I told you how I appreciated that newsletter coming in the mail because it came at a perfect time for me. I managed to lose 35 pounds by March and I was feeling amazing. You are an excellent motivator that cares and appreciates his clients.”

– Maria Jimenez

Energy That Is Contagious

“Billy Hofacker has an energy that is contagious. He is a motivator! Billy gets to know all of his clients and takes a personal interest in their journey. It is truly refreshing!”

– Janice Spicijaric

Thank Goodness for Smaller Belts

“I just wanted to thank you for your motivation, guidance, encouragement and support with the nutrition and fitness coaching. I have lost a total of 23 pounds, which I am sure is more because I have gained muscle from my training with you and I feel great.

“Most importantly I received my blood test results from my doctor and they came down so much in such a short period of time that my doctor said it was ‘remarkable’ how the numbers turned around for the positive.

“I could not have accomplished this without your encouragement and support.

“Thank you again and I blame you for not having any clothes that fit. Thank goodness for smaller belts.”

– Andy Sherman

Gift to Inform, Instruct, and Motivate

“Billy Hofacker was a guest speaker for a program I run called First Place. Every week I have a different speaker share some aspect of health, including physical, spiritual, or emotional health issues. Billy’s vast knowledge of the physical health field was a great addition to our program. Billy has a real gift to inform, instruct and to motivate those he is speaking with. My members very much enjoyed hearing Billy share and have requested we ask him back in the near future.”

– Donna Kirkland

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MY STORY

PEOPLE ASK WHAT caused me to dedicate my life to fitness. Believe it or not, I haven't always been a picture of muscle and self-discipline. In fact, growing up I was skinny and not particularly strong. But, I had an older brother I had to defend myself against. My brother played a big part of my formative years, but it wasn't the warm Leave It to Beaver relationship. Far from it.

I'm the youngest of three. While I have many happy memories growing up and much to be thankful for, life wasn't always easy back then. For example, one time my brother took a bat to my head, leaving a baseball-sized lump.

Everyone has struggles in life. This was mine for many years.

Later, I became stronger because of it.

As I got older I started learning different ways to improve myself.

We all have problems in our lives. They help mold us and make us who we are. I don't regret a thing because my experiences shaped me and I believe God had a plan for my life and for my family all along.

As I got older I became determined to make something of myself. When I was in high school, I began lifting weights and really focusing on sports. Sports served as a great outlet. I was able to forget about my problems. It felt so good to have something I was good at and a part of. And I ran with it. In high school, I played basketball for my town league as well as my school team. Every spare minute I had was spent honing my skills. I eventually made it onto one of the best traveling high school teams in the country. My coach, Amir, served

as a great mentor. He believed in me and started talking about all of my possibilities. He genuinely cared. He would talk to me about my grades, college, and even gave me advice on dating.

I didn't realize it at the time, but the bullying I experienced early in life served as fuel for my fire to get better and stronger. In the summer after high school, I got up before 5 a.m. to do drills at the park. While my friends were watching TV, I was doing push-ups, sit-ups, and jumping rope. I remember being in the gym Friday nights putting just a little more weight on the bar each week. As I struggled through the repetitions, I had a vision of becoming stronger. Every time I felt like giving up, I'd push just a little more.

Soon after high school, I discovered Brazilian Jiu-Jitsu (BJJ). BJJ is a sport and art that requires a tremendous amount of discipline and dedication. It helped me train my mind and my body and to push myself to my physical and mental limits. I received a black belt in BJJ after many years of training and won competitions at the highest level. I also began diving into personal training, and I found my passion in helping others be their strongest, fittest, best selves.

Since I was a young boy, I've grown in a lot of ways. I'm so thankful for where I am now emotionally and spiritually. I've learned to be content and I have overcome anxiety. I'm excited about each day and the opportunity it brings, the opportunity to move closer to fulfilling my potential. The difficulties I experienced caused me to seek God and He's done amazing things in my life. I'm active in my church and I have significance and a purpose now. This is the greatest gift. I met and married the kindest, sweetest, and most beautiful woman in the world, Melissa. We have two precious daughters, Alyssa and Olivia.

Professionally, I've been able to open two private training facilities where my team and I help busy people lose weight and live their lives to the fullest. My team and I are working hard each day to build something special. Based on the feedback we get from our members, we are making a real difference. You will hear many of those awesome stories throughout this book.

Helping my team grow and doing work that matters with them is deeply fulfilling. We are more of a family than a bunch of people

who just work together. I have to pinch myself sometimes because although it's hard work it can feel too good to be true.

I have come so far. I feel that I lived through many obstacles that I was able to overcome. Now I have a great life and this is what I want for others, which is why I wrote this book. You're going to learn a lot. I want you to see good things in your life.

You might not have been beat up by a bully of a brother when you were growing up, but I bet you had your own struggles, whether they were in person or within. Part of the reason I'm writing this book is to show you that you can accomplish your goals, even if you think you have obstacles that are too great.

I believe in you.

ABOUT THIS BOOK

WHILE READING THIS book you may be surprised how little specific exercise information there is. This is intentional. After helping busy people lose weight for almost 20 years, my team and I have developed the most effective fat burning programs possible. And the programs are actually fun!

When it comes to losing weight, here are some things you should know...

- **No One Size Fits All Programs** – When new clients come into our facility we do what we call a Starting Point. Essentially, it's an assessment of where they are starting from. A baseline so we can develop a program and see their progress. Without this information it would make very little sense to provide a program. With that said, if you'd like to get an idea for the best plan for you, schedule a free "Success in Fitness" Strategy Session with us and we'll get you going in the right direction. We'll also make sure it's safe! You can do that by visiting www.lifitnessbootcamp.com.
- **Every Program Works** – Wait, this seems to counter the first point. The reality is they are both true. While there isn't one program that is ideal for everyone, any program (for the most part) can work. The best program is the one that is safe, fun, and that you actually do.
- **It's Not the Main Thing** – Believe it or not, it's not about the Xs and Os or push-ups and squats. This book goes much

deeper. You can find exercise programs by doing a simple Google search. With this book I wanted to focus on the areas that hold most people back. While there is a ton of practical “do this” info, I will go into deeper issues such as mindset, habit change, and emotional factors.

Although there will be some specific weight loss tactics and tips, we will be looking at the bigger picture and going a bit deeper. It’s more than a diet or recipe. I’ll be sharing information on...

- Developing a success mindset
- How to become more consistent
- 10 ways to stop self-sabotaging yourself
- Juggling family and fitness
- Preventing boredom in your fitness routine
- The most important meal of the day
- A simple plan to make healthy food choices
- Beating procrastination
- Much more

The best part is it’s all super simple. You can see fantastic results by implementing one small idea at a time. These mindset and lifestyle attitudes will help you with your weight loss goals and beyond, from the gym to all other aspects in your life.

I’m so excited to be on this journey together with you! The fitness and weight loss puzzle is more of a behavior change thing than a head knowledge thing. Let’s get started!

CHAPTER 1:

MINDSET: HOW TO SET YOURSELF UP FOR SUCCESS

ONE OF THE biggest differences between successful people and their counterparts is their mindset. In this chapter, I'll explain how you can set yourself up for success by thinking BIG. You will also learn the proper way to set goals.

*"Your attitude is either your best friend or your worst enemy,
your greatest asset or your greatest liability."*

– John Maxwell

I've been helping people transform their bodies and lives for a long time, almost 20 years. I've also worked with some of the most successful entrepreneurs and athletes on the planet. I don't say this to impress you. I say it to impress upon you that I have a unique perspective.

The reality is there isn't much difference between the wildly successful people and those whom success eludes. I started with this chapter for a reason. I want to explain some of the small steps you can make regarding mindset that could make all the difference for you. While you may want to get right to the "fat loss tricks," I know that whatever information I provide to you will be of little value if

you don't have a solid foundation. You wouldn't set out to build a house and start with the roof, would you? Trust me on this.

I love the Maxwell quote at the start of this section about your attitude being your best friend or your worst enemy. I've seen it in action. In fact, we have it painted on the wall at our facility. Since I've been working with so many people (well into the thousands) for so long, I can often tell how someone will do just based on their attitude. I've been surprised before, but I can often gauge someone's attitude by the words they use. For example, if they say something like, "I'm fat. I always quit. Nothing works," then I know we have our work cut out. It's no surprise that this individual needs to do some re-phrasing since words are so powerful. This next example might surprise you. When someone says something like, "You watch. I'm gonna be your best success story ever," I cringe. The reason I cringe is...

Actions speak louder than words. This is important to keep in mind as you set yourself up for success on your fitness journey. Behavioral change is not easy (more on that later). The person who starts off bragging has some heavy lifting to do, and they haven't even started yet. Oftentimes, they've had some extremely negative habits for decades. When they minimize that reality they are setting themselves up for failure. Our biggest success stories over the years didn't say much. They listened to us and followed through. They showed up consistently, put their heads down, and charged forward. They made small changes over time.

The Greatest Obstacle to Success: Self Doubt

Meet Donna! Check out an e-mail Donna sent us after her experience on the program...

"Since joining TBBC, I've lost 7 pounds. I know it's not a lot, but what I've gained is a lot more: I feel stronger, more positive, and ready to make a change. Thanks to all the trainers for being patient with me. When I started TBBC, I knew I needed to do something about my weight, but I didn't really believe in

myself at the time. Now, I'm starting to feel like I can actually improve my situation. So, thanks for that!"

What I love about Donna's story is that she did lose weight but I think she gained something even more valuable. She put her head down and got to work, and her results proved to herself that she really could improve her situation. She learned to believe in herself!

The greatest obstacle to success for most people is a lack of belief in themselves. Without it, they risk suffering from...

- **A negative attitude** – We have these negative thoughts (e.g. I don't think I can do this) running around our minds, which can cripple or block our ability to focus on the positive (e.g. I can do this!).
- **Blaming others** – We don't take responsibility for our actions. We blame our genetics, our spouse, our busy schedule, and whatever else we can use as a scapegoat. When we shift responsibility, we waste precious time and energy.
- **Overwhelm** – Without belief in ourselves, we tend to get overwhelmed. And it snowballs. The more we feel overwhelmed, the worse we feel. Ultimately, it becomes a self-fulfilling prophesy and we don't get anything done. A friend of mine, Pat, is so cool, calm, and confident. Worlds could be colliding around him, but he doesn't get overwhelmed. He simply puts his energy into whatever he feels is most important. We can all learn from that.
- **Procrastination** – Once you believe in yourself you won't need to wait until New Year's to make a commitment. You'll realize the time is now!
- **Being unthankful** – When we believe in ourselves, we become more thankful. This leads to a much more rewarding and enjoyable life.

- **Apathy** – When we don't believe in ourselves, we don't bother putting energy into improving. Who cares who we surround ourselves with and where we go? We're doomed to failure anyway.

However, once people believe in themselves, their true power is unleashed and they find the resources they need to succeed. Your potential is an image of what you can become and there will be no stopping you.

Cultivate a Positive Attitude

Can attitude be cultivated? I believe it can. While some people seem to be more positive by nature, there are many techniques to being more optimistic. All of these options are tied to the same main idea:

Be thankful.

While we all have problems and things we wish were different, it's important to be grateful for what we do have. I've noticed the more grateful I become, the more I receive. I don't think that's an accident. Here are some ways to be thankful and attract more positivity into your life...

- **Say thank you** – It sounds so simple but saying thank you is a lost art. Genuinely thanking people throughout the day will make you happier. It will also brighten up the other person's day.
- **Make a list** – Here are two strategies I've used. One is to list 20 things you are thankful for. The other is to set a timer (e.g. 10 minutes) and keep writing things you're thankful for until the timer goes off. These can be done daily or as often as you'd like.
- **Pray** – If you are a person of faith, you can thank God directly. In our house, we pray before meals as well as other events (e.g. going on vacation) to thank God for what He's given us.

- **Share your list with others** – Studies show that children as young as four years old become happier if they practice gratitude early in the day. Once I learned this, I started a new tradition with my family—I had a four-year-old at the time. On the mornings we eat breakfast together, we all share three things we're thankful for. I truly believe this helps our family be more connected and positive.

Take Personal Responsibility for Your Life

One critical way to embrace a powerful mindset and set yourself up for success is to take responsibility for your life.

We all have a tendency to blame other people and our environment for our shortcomings or undesired circumstances. Whether it's the kids' activities, our negative co-workers, the economy, the president, or our parents that screwed us up, we rarely blame ourselves for our circumstances.

One of the most freeing things I've ever done was to start taking personal responsibility for my life. It's all relative, but I had problems growing up like everyone else. At a point in my early twenties, I decided to stop blaming my parents, my upbringing, my friends, or anything else for where I was at in my life. It was so liberating. I felt like I had escaped a prison—a prison in my mind. It was my choices that would determine my fate. This is when I went from being a struggling student to the top of the class. While I've certainly slipped back into the "blame game" at times, I remind myself that I can decide to try my best in any area.

Of course, past decisions by us or someone else may have consequences. That doesn't mean we can't move forward. I believe that even if we can't fully control our destiny, we should act (from an action standpoint) like we can.

In John Miller's wonderful book, *QBQ! The Question Behind the Question*, he talks about effective versus ineffective questions. We can ask ourselves certain questions to eliminate blame, victim thinking, complaining, and procrastination.

Ineffective questions begin with the words Who, Why, and When. Examples are...

- Who is responsible for this mess?
- Why can't my spouse be more supportive?
- When are things gonna go my way?

Effective (QBQ) questions begin with How or What and contain the word "I." Examples are...

- How can I help in this situation?
- What can I do to stick to my nutrition plan?
- How can I get my workout in even though I have a busy day?

Create a Positive Environment for Yourself

The environment we put ourselves in is crucial. I've been studying topics such as fitness, weight loss, and self-development for years and I don't think the concept of environment gets the attention it deserves. Your environment refers to...

- **People** – Who are you associating with? There's a saying that we are like the 5 people we spend the most time with. I think this is spot on. If you're trying to lose weight but everyone you hang around with avoids any form of exercise and eats wings and beer every day, you're headed for trouble. I'm not saying to cut off meaningful relationships. Just be mindful and intentional about who you're spending time with.
- **Food** – What kind of food is lying around at work? How about at home? You're playing with fire if you're trying to lose weight but you have a stash of cookies in the closet. Will power is overrated. Make it easier on yourself by cleaning out those cupboards.

One of our rock star clients, Will, was telling me about some pretty serious bike rides he does with the Emergency Medical Service (EMS) crew he works with. These Memorial rides honor past and present first responders. One of the 7-day rides begins in Boston and ends in Virginia.

Will's face lit up as he was telling me all about the fun, hard work, and camaraderie that goes into preparing for these events. Some of the participants have no problem with the long distances. Others do. Either way, not everyone tries to race ahead. In fact, the goal is for everyone to cross the finish line. When some of the less experienced riders are lagging, more advanced riders will "push them up," as Will says. What this means is they ride next to or behind the slower riders and encourage them to look forward and stay focused on getting ahead... a little at a time.

We all do better when we have people who care about us "pushing us up." These are the kinds of people you want to surround yourself with to set yourself up for success.

Another great example of surrounding yourself with those who lift you up comes from nature. Each year thousands of geese fly from Canada to the southern part of the US to escape the cold winter. We see them flying in V-shaped patterns with one at the front and the others in close formation. The leader actually rotates throughout their long journey. The one in charge has to expend the most energy so when it gets tired it rotates further back in the line where it can get some "lift" while another goose takes the helm.

Scientists have studied geese and their V-formation flying extensively. They've discovered that since they fly so close together in a group, they can fly 70% further than if one of them flew alone. This is due to each goose providing less wind resistance for the one behind it.

Scientists also discovered when one goose becomes sick or injured and has to drop out of formation, two other geese will drop out to take care of it.

Additionally, all the geese in the V-formation are constantly honking except one. The lead goose doesn't honk. It doesn't need to.

The other geese are honking to cheer the leader on and give encouragement. Go, goose, go!

I like to think there are similar relationships among the members of my fitness facility, Total Body Boot Camp and Performance Center (TBBC). It's not only the coaches that care; the members lift each other up as well. You'll want to find your own "flock" because no matter who you are, we all need someone behind us pushing us up and supporting us.

Face Your Challenges One Grain at a Time

Many of us feel overwhelmed and stressed about our to-do lists that never seem to end. We have families, friends, workouts, work, mortgages, bills, etc.

D. Maxwell Maltz points out in his classic book, *Psycho-Cybernetics*, that no matter how many things we have on our plate, they all come to us one at a time. We often get more overwhelmed at the thought of all we have to do rather than the items themselves. Next time this happens, think of the things you have to do as an hourglass with grains of sand falling one grain at a time. In fact, to remind myself of this principle, I bought an hourglass and put it right on my desk with a sign that reads, "One Grain at a Time."

Here is a personal example of how I had to scale things back and just focus on what was in front of me at one point.

I once had to take off from working out for 2-3 weeks. I had a nasty infection in my leg that went from bad to worse, fast. What started as a little pimple on my thigh turned into an infection that wrapped around my entire leg, putting me in the hospital on IV antibiotics. As I sat in the hospital bed for hours, it seemed like days. I wondered if and when I'd get back to my workouts.

I've never taken this long of a break. While I was tempted to go "balls to the wall" when I was cleared, I decided to be smart and ease back into things. I had to crawl before I could walk and walk before I could run, literally.

My body had to once again adapt to the physical stress after being on the couch for a few weeks. Thankfully I recovered well and

was ultimately fine. By taking on the challenges as they came, one at a time, I was able to overcome them.

Be Ready for Battles You Don't Expect

Not to get too philosophical, but it seems like everyone is facing a battle. Here are some of the enemies we all might face...

- **Negative thoughts** – People need to be intentional about what they're thinking and what goes into their minds. The first step is identifying the problem. If you have self-defeating thoughts, realize that that's all they are. Just thoughts. They have no basis in reality. Hopefully this book inspires you to think and dream bigger. You can also read other books about people who achieved great success against all odds. I like to read inspirational biographies at night before bed. I try to learn about people who have made a real difference in the world. This imprints positive thoughts on my mind while I sleep. Then when I wake up I can hit the ground running trying to make a difference of my own. It really works. Just remember. There is always someone who had it much worse than you but still achieved what you set out to do. There are countless people who have lost weight and became fit and happy.
- **The media** – The media is constantly telling everyone how they should feel, how they should look, and what they should want. These are things people should decide for themselves. You are unique and have your own desires. Unfortunately, many men and women are walking around feeling insecure because they don't look like the model on the cover of the magazine. The ironic thing is that the model on the magazine cover doesn't even look like that in real life. It's all a façade. The pictures are artificially airbrushed. What's more, often times the models engage in unrealistic (dehydration) or dangerous (drugs) behavior to look a certain way for a photo shoot.

Run the race you want to run. Don't worry about anyone else. A report was given by a nurse who takes care of people when they are close to death. She asked her patients what their biggest regret was and the number one answer was: "I wish I had been true to who I was and not just lived to meet the expectations of others." You can't worry about what the media or anyone else thinks. Just be YOU and live your life without the regret of trying to be someone you're not.

- **Advertisements** – Every time I see a beer or wine commercial, there's an attractive man or woman in the ad. Rarely do they show the people that are really living that type of lifestyle (going out and drinking all the time). I wonder how the alcohol sales would be affected if the ad showed an overweight man with a bunch of teeth missing or a malnourished woman unhappy with an unfulfilled life.

Marketing divisions of food companies are working hard competing against each other to get people's attention. Thirty billion dollars are spent every year by the food industry on advertising. What's worse, half of that is spent on advertising snack foods, candy, and soda. Unfortunately, the result is expanded waistlines.

Advertisements vs. Kids

Studies show that children eat 45 percent more after being exposed to snack food advertising. That's crazy! This is partly why my wife and I got rid of regular television. We'd rather help establish food preferences in our kids, not the television!

Children are trusting and don't understand the concept of advertising. We're facing an uphill battle because the average kid sees 15 commercials about food products per day. By taking small steps, you can help protect yourself and your children from the harmful effects of advertising.

- **Friends/family** – Yes, believe it or not, the people closest to you can be the “enemy.” If they’re constantly making decisions that aren’t in line with the life you’re trying to live, that battle is very real. Sometimes they may even try to sabotage your efforts. Unfortunately, for some reason they may not want you to be thinner or healthier than they are.

For example, I have a client. I’ll call her Kim. She’s a mortgage broker and co-owner of a successful business. She does private nutrition consulting with me. Kim has an excellent marriage and a beautiful family. Unfortunately, her husband Christopher doesn’t have the best health habits. Christopher loves to go out to dinner and eat junk food while watching television at night. It’s all in good fun, but Christopher actually jokes with Kim and tries to get her to go off of her program.

This kind of thing can make life difficult for Kim. She wants to do the right thing, but always making the right decision can be difficult, especially when she’s tired or stressed. Physical excellence takes dedication and patience. Going out to restaurants frequently and eating high fat and sugary foods regularly will sabotage results. Kim knows this so we worked out a plan.

Kim still goes out to dinner with Christopher but only on her terms: the restaurant has some healthy options and she only goes when it fits in her plan. Kim also implemented a rule that there would be no snacking in front of the television. What’s more, they now go for a 15-minute walk for every hour of TV watching. Finally, we put an accountability plan in place where Kim started sending me her nutrition plan each night. This makes a huge difference, knowing that she’ll report to someone. I’m proud to say that Kim is down 6.5 pounds in just three weeks.

There can be a lot of things that are combating your efforts for a healthier life. These are just some of the ones I want you to be aware of.

Consistency Is the Key to Success

There is a common thread between the EMS bike riders, the geese, the hourglass and my layoff from workouts that I discussed in the last two sections. Slow and steady is the name of the game. As long as we are making progress each day and getting 1% better, we will reach our goals and grow. The tortoise beats the hare every time I read that story.

I like to have my clients think of weight loss like a roll of toilet paper. Think about it. If I gave you a roll of toilet paper and asked you to tear one piece off, what would happen? Would the roll look smaller? Probably not. What if I had you pull two sheets off? It still wouldn't look any different, would it? How about five? Or ten? Most likely, it still wouldn't be noticeable to the naked eye. However, if you keep pulling pieces off, eventually that roll will look smaller. In the same way, if you keep remaining consistent with your exercise and nutrition plan, eventually you will see a difference. It may just take some time.

You'll want to keep this idea of slow and steady in mind when starting and continuing your program. I will expand on the importance of consistency in Chapter 3.