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90 days to a new you...

90 days. 12 weeks. 2016 hours. Three months. This is a lot of time to make BIG changes.

“The way to get started is to quit talking and begin doing.”

—Walt Disney

Days 1-30

Getting Started: The Mindset and The Tools

You have decided to take on a quest like many before you; to change. Let's discuss the absolute necessities in being successful for these 90 days and beyond. We are going to start with the mental make-up and move into the physical tips and tricks.

It is important to start off in the right direction (and at the correct speed) and have a full understanding that long term success is not about finding the magical diet or exercise plan. You will not find the perfect workout plan and your friend did not discover the magical solution even if they are losing 10 lbs. this week (watch them next week and next month).

Start where it starts. You have to have a commitment to changing the habits that got you where you are. Discover them and consistently and systematically change them. There is enough reliable information available about how people change for good and the entire process of long term change to know that there is no magical solution. We'll deliver some simple strategies to aid you in the fight against fads and mental madness. Let's discuss some of the things that we (e3 Health and Weight Management Solutions) have discovered working with more than 10,000 clients. We have seen the good, the bad and the plain insane.

Let's get started.

Vision, Belief, Persistence, Learning

The first essential is having a vision. Do you know what exactly you are trying to achieve? The more specific that your goals are the more real your vision becomes. Try taking a few moments to write down who you want to be. Try not to stick only to physical goals but include athletic performance and family activity goals. In my experience I have seen more clients be successful when there is a goal that is “bigger than just vanity”. Having goals (in addition to the weight loss), such as spending more quality time with your children playing, or running a 5K are essential. There are numerous studies that have shown when people write their goals down they are more likely to achieve them (40% more). It doesn't take much time and it only helps. Furthermore, make a portable cheat sheet to carry with you. Once you have determined who you want to be then carry that person with you. It's a helpful reminder of what you are accomplishing.



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Second: *Believe that you can do this.* The chances are pretty good that you have lost a decent amount of weight before. Maybe you have kept it off and wish to lose more or like many of us your losses were only temporary and you've regained most if not all of your lost weight. That was the past. There were different circumstances and a different understanding of what it takes to be successful. Believing in yourself in the face of past failures shows that you are strong. Staying positive where most others are negative will help you remain focused.

We have found that simply believing that you will be successful will have a tremendous impact on your actual success. You will rebound from setbacks quicker and stay positive more often.

Third: Persistence:

One of my favorite sayings is "Don't let perfect get in the way of good".

There are numerous environmental and lifestyle landmines that you'll face. Your kids will want Mc D's and you'll eat a few fries, Valentines Day, Halloween and Easter bring chocolate by the wheelbarrow, summer brings cotton candy and hot dogs etc... Striving for perfection simply sets you up for difficult, tedious times that mentally torment you. Striving for perfection will only lead you to frustrations and failure.

You will eat foods that you feel like you shouldn't. You'll drink alcohol and miss workouts. It will not prevent you from being successful. Persistence means you will accept these 'mistakes' and move on from them. Understanding that we are humans and we are not perfect allows you to enjoy life's little pleasures and still succeed. Control yourself and indulge occasionally, but be smart and do not over-indulge. That's just gluttonous and counter productive, it won't help you. Realistic Goal Setting and Properly Managing your Expectations are two more keys to Long-Term Success. Remember, "Don't let perfect get in the way of good".

Last: Learning

You need to keep a journal. Journaling your Eating and Exercise allows you to do your detective work. It will reveal trends (Good and Bad) and allow you the ability to change the habits that are hurting your progress. When you do not have documented information you are reliant on memory and guesswork. Can you recall everything that you've eaten and drank for the last 2 weeks? I can't either, but it is incredibly important information if you want success. Your habits will determine your outcomes and knowing your calorie intake along with your trends will aid you to make logical decisions. Journaling will help you determine your best practices list. A list of things that you do that work for you is a key tool to long-term success.

Now that we have our heads on straight, we're thinking logically and we are committed to this process let's get all of the tools we need for success.

1) Breakfast.

Eat it everyday. Breakfast boosts your metabolism and prevents mid morning ravenous hunger. Avoiding hunger at all costs! I have never seen anyone make a solid, logical food decision while they were starving. Beginning with breakfast



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and insuring that you eat at least 3 meals and 1-2 snacks everyday will aid you in avoiding these mindless choices that we regret later.

2) Complimentary sessions:

Go see a Weight Management Specialist to find out how many calories you can eat daily and how many you need to burn. Use your Complimentary Personal Training Sessions to revamp and reenergize your workouts. Find new strategies to burn more calories and challenge your stability, balance, coordination and strength. Get into the mindset of “controlled chaos” workouts. Use everything in the Fitness Center and at home to keep moving.

3) Food Journal, Nutrition Scale

Go to the Member Service Desk in your health club and ask to purchase a food Journal and a Nutrition Scale. When you eat foods (and liquids) with labels it is easy to accurately determine how many calories you are consuming but what about foods without labels? Did you REALLY eat 3 oz. of chicken or was it actually 4.5 oz.?

4) Celebrate your achievements

“We have 50-60,000 thoughts a day. 90% of them are negative.”

—Deepak Chopra

While you are carrying your ‘cheat sheet’ begin writing down your list of accomplishments. Write down the fact that you had an extra workout this week, ink the note that you only had 2 drinks this week when normally it is 4-5. These are all positive steps and should be rewarded. Weight loss is a long hard road, there are tons of outside obstacles and many times “life gets in the way”. If you keep moving forward and incrementally changing habits from bad to better you will start to see positive changes for good.

5) Supplement your diet.

Let’s face it, no one eats properly everyday and exercise actually increases your nutrient needs. Take an e3 WMS Multi Vitamin for nutritional insurance and to help stave off muscle tissue loss.

Use the Lipid Mobilizer during your cardio workouts. The ingredients help you to use fat as fuel during exercise. If you want to maximize your results then this is the way to go.

When you speak to your Weight Management Specialist they will customize a supplement solution for you.

6) Don’t try to tackle everything at once

Pick two or three things that you can change this week that will have a great impact on your results. This is usually enough to jump-start your program and begin to see results. Remember that Rome wasn’t built in a day and you will not see dramatic changes overnight. Use photos to judge your progress along with how your clothes are fitting and circumference measurements. Don’t rely too



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much on the scale readings, they tend to move up and down a little everyday so only check your weight once every two weeks or even better yet only once a month. This will give you a clear understanding of what's happening.

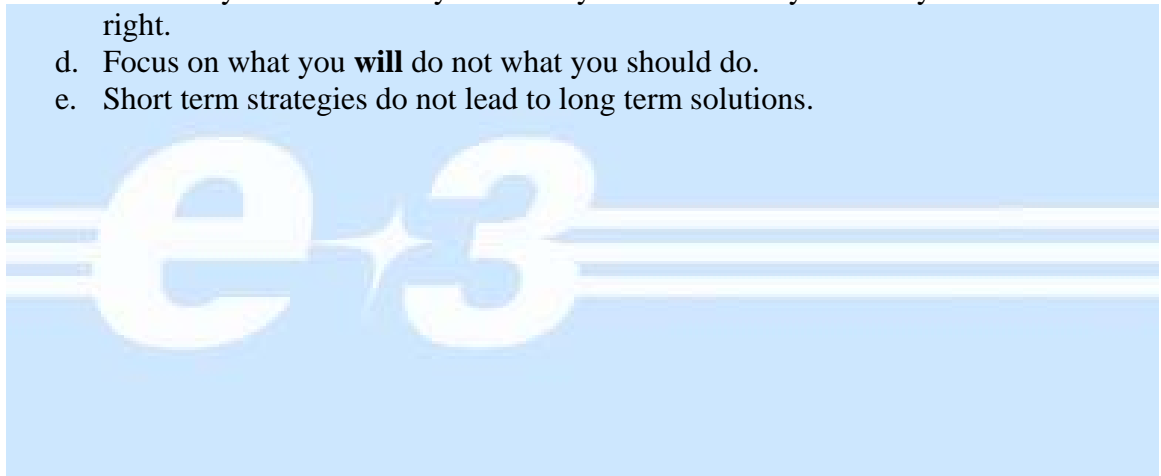
- Your Weight Management Specialist can take your photo and take measurements in your meeting.

7) Get Active

The New Year is here and **90 days** from now it will be time to begin shedding clothing layers. Take advantage of the weather and get outside and do a few activities that you enjoy.

8) The *e3 Health and Weight Management Solutions* sayings:

- a. Philosophy: R.P.M. A → B
 - i. Realistic, Palatable, Maintainable
- b. Don't let perfect get in the way of good.
- c. Whether you believe that you can or you believe that you can't you are right.
- d. Focus on what you **will** do not what you should do.
- e. Short term strategies do not lead to long term solutions.





Days 31 – 60

“You cannot solve a problem with the same mind that created it.”

—*Albert Einstein*

“No action, no change. Limited action, limited change. Lots of action, change occurs.”

—*Catherine Pulsifer*

“Not in his goals, but in his transitions man is great.”

—*Ralph Waldo Emerson*

Welcome to the second month of your full on assault of changing your body. Last month we reviewed setting ourselves up for long term success by preparing mentally and arming ourselves with all the necessary tools we'll need. This month we will discuss the physical side to our continued success. Here is a cute little saying I picked up from one of my business associates, it really explains how to attain and maintain long term success: “Prior Proper Planning Prevents Poor Performance”

I have discussed with you numerous times before the importance of having a plan. This is mainly what this article is about. I use this simple four step approach: **GOAL, PLAN, EXECUTE, MEASURE SUCCESS.**

There is no doubt that by maintaining your journal you began to realize all of the ‘hidden’ calories that we consume. It’s frustrating that we can beat ourselves up in the gym for 90 minutes to burn a measly 600 calories and then put it all back in to our body with 1.5 glasses of wine. However, with the ‘honesty covenant’ that we have with ourselves there is no frustration. When we keep a food and exercise journal we have credible, detailed information to aid us in making logical decisions. Remaining logical is of paramount importance. Working out consistently is hard work. Trying to change your body for good is even harder. Stay focused!

**Numerous studies report that we under report our calorie intake by up to 25%. If we use a typical 2000 calorie menu plan that equals 500 calories. WOW! How does this happen? Well, do you really know how many calories were in the pasta you ate last night or the bagel that you had this morning or the piece of chicken for lunch? Was it 4 or 6 ounces? Don’t guess. Do you know for sure?

Workout = Upside down and inside out.

Here a few principles for review. Working out improves your health, fitness and longevity. Initially when you begin a new workout regimen the physiological changes are significant. Your Nervous System is working incredibly hard to figure out how to handle all of these “new, unaccustomed” stimuli that it’s experiencing. You end up burning a significant amount of extra calories every day in an attempt to recover from this new experience. The downside is...this does not last. Our body is designed for survival. That means that it is great at conserving and storing energy. This is a true disadvantage to those of us trying to reverse the amount of stored energy that we have.



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Here are a few items that you need to know. Chances are you have or will experience most of them. The good news is you are not the first person and we now how to deal with it.

1. Bottom line to weigh less: E(energy) IN vs. E(energy) OUT. If you are attempting to lose weight/fat you need to expend more calories than you consume. If you are not losing weight you are not in a deficit. Stop coming up with reasons or excuses and review your intake in it's entirety, then review your exercise plan to insure that you are maximizing your efforts in the gym.
2. Working out initially burns a significant amount of extra calories.
3. Working out for the goal of Long Term Fat Loss is different in methodology from working out for Fitness and Health.
4. Many people will experience a rise in hunger and appetite as a result of initiating a new workout plan.
5. Exercise increases the need for nutrients. If you are simultaneously dieting you are in a nutrient deficit. This can begin to ruin your 'metabolism'.
6. The body strives for "the path of least resistance". This means that it likes to be efficient. This is counter productive towards any Fat Loss goal. Mentally, you are striving to burn more calories; physically your body is trying to figure out how to burn less...
7. If you are exercising for the same amount of time and at the same intensity on the same machines for more than a month you are allowing the body to become efficient. (S.A.I.D. Principle)
8. Consuming a meal (Breakfast) is entirely underappreciated and the importance of S.A.I.D principle often overlooked for Fat Loss.
9. Most people weigh themselves too frequently. You will most likely not lose 2 pounds of fat overnight, nor will you gain 2 pounds of fat. We all experience temporary and frequent fluctuations. Weigh yourself every two – three weeks for an accurate measure of what's happening.
10. Many people never maximize their effort. I am a huge advocate of coming to the gym frequently. It burns calories, maintains tone, and improves overall health. All of these are great! But, if you are attempting to alter your body composition it takes a bit more than just showing up. An all out effort as frequently as possible will increase your calorie per minute burned. When you don't have it to give show up anyway and work out. When you do have that 'tweaked' mental state – use it! Lift heavier, run faster, jump higher, do more repetitions. As NIKE says: Just Do IT! RIGHT NOW!

The Assault Workout:

I like to name my workouts. It gives a sense of ownership. Plus, workout intensity is just as much of mental strength as it is physical strength. You have got to get 'geared up' to workout hard and burn calories. A few names that I use frequently: Achievement, Personal Best, No Excuses, Assault, No Nonsense, Do It, Do It Again!, 1 more!... I think about the name and what workout images it conjures up. Generally, if you're driving over to the gym and visualizing the name and the workout you will improve your mental state. The "I am going to the gym and working out because I have to" mentality morphs into "I am going to rip the doors off of this place". Bottom line is if the goal is



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fat loss, increasing your intensity burns more calories per minute and that improves the efficiency of your workouts.

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A few alterations to try to get out of your rut:

1. Lift heavier. Like I previously mentioned with intensity you'll get out of your comfort zone and produce different results. Ladies, don't worry about "getting big". It takes a lot more than just lifting a little heavier to produce dramatic gains in musculature.
2. Lift Lighter and do more repetitions. Just the opposite of the above. If you are used to training with heavier weights then decrease your weight by 15-20% and do as many repetitions as possible. Your body will respond very differently.
3. Circuit train. Do a strength training move followed by a cardio move and don't stop. If you do a chest press, then do a ladder drill. You won't give your body a chance to slow down and you'll end up burning more calories in less time.
4. Superset. Pick two or three exercises in a row. Similar to above do them all in succession without rest. Try not to make them all for the same body part.
5. Choose a different cardio machine every two weeks and vow to kick your own butt every time. Cardio machines are where I see many people go wrong. They get on a treadmill, get really good at walking/jogging/running on the treadmill and never, ever leave. The body adapts to everything. Pick something else to boost your calorie burning.
6. Sleep. You don't get enough. Get more. It aids in recovery and will reenergize you for your big workout tomorrow.
7. Do partner training with a personal trainer. This one act overcomes many obstacles. It sets an appointment that you'll keep because not only are you paying for it but someone else is counting on you to show up. We skip too many workouts for not good enough reasons. This also makes training more affordable and fun.
8. Add tools and toys to spice up your work out. Stability balls, tubing, bands, cables all add new and different challenges to a stale routine.
9. Do not under any circumstance let me see you looking for the closest parking space to the front door of the gym unless you have 3 + kids a gym bag, a stroller and a broken foot.
10. Make your 3+ kids a workout. Push-ups, sit-up and running challenges against your kids is a ton of fun! They like it and you need it! Plus you'll be laughing a lot and that will help to "tone" your stomach.
11. Also, if they are young use them as weights for no other reason that to move. Lift them up and do 10 -20 squats and lunges.
12. Take a Group Fitness Class that you have not tried before. You will find that when you work out with other you will work harder for longer. You will burn more calories and have more fun.



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Day 61 – 90

We all have two choices:

To accept who and where we are in life

Or

To strive for what we can become and where that can take us!

-Mark Stevens

Borrowed from Brian Tracy:

The 100 Absolutely Unbreakable Laws of Business Success

The Law of Direction:

Successful people have a clear sense of purpose and direction in every area of their lives.

The steps to success:

- 1) *Decide exactly what you want.*
- 2) *Write it down* in clear, specific, detailed language.
- 3) *Set a deadline.* If the goal is large set subdeadlines (see above).
- 4) *Make a list* of everything that you can think of to do to achieve your goal.
- 5) *Organize your list into a plan* based on priorities and sequence.
- 6) *Take action!* Do not delay.
- 7) *Do something everyday* (no matter how small) that moves you toward the goal.

Day 61: It is review time. Let's take a second and take stock of where we are vs. where we would like to be. What actions are you taking that are helping you reach your goals? What actions are preventing you from success?

New habits are forming and you have eliminated or minimized many old habits but have you accepted TOTAL SELF RESPONSIBILITY. This means that you are in CONTROL. You are aware that you control how much you eat or do not eat. You control how much you move or do not move. You control your environment, it does not control you.

Successful people do not give up. We understand that setbacks are just part of the process and we learn to accept them and continue moving forward. Here are a few books that will help further educate you on continued success:

- 1) The e3 WMS Book of Fitness Answers
- 2) How to stay Motivated on the deck of the Titanic – Norm Bossio
- 3) Focal Point – Brian Tracy

Contact us directly RDeVito@e3wms.com

We will send you a worksheet to help you set specific goals and aid you in creating a Realistic Action Plan.