

Feel Great!  Bee Great!

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GET OFF YOUR A** and DO SOMETHING!

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The Baby Boomers Guide to
Getting Fit and Staying Young

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By Joe Blumenstein
& Jon Sumple

joeblumenstein.com

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Acknowledgements

I wouldn't have survived the book publishing process without the support of my loving family. When I started this project, my self-proclaimed "words of wisdom" sounded more like regurgitated psychobabble. There were times I even yelled out in frustration, "Who am I kidding? No one's going to read this stuff!" But the family never let me get derailed by my self doubts. They helped me get unstuck when I struggled to transfer thoughts to paper and they constantly encouraged me to keep plugging away. No ifs, ands or buts about it, I wouldn't be where I am today without their love and encouragement. Thank you Sandi, Alison and Casey. I love you more than words can say.

This book's voice has little to do with my writing expertise and everything to do with my co-author, editor and friend Jon Sumple. Our relationship began a year ago over an introductory dinner where we hit it off immediately. In a matter of

minutes, I realized we shared the same passion for life and business, which is basically “people come first.” Jon started writing anything and everything I asked him to and captured my persona with every word. He translates my thoughts and passions into understandable paragraphs, and I’m grateful for his help.

In addition to Jon, I’d like to thank Craig Berry and Ken Brophy; the other anchors who have helped develop the Joe Blumenstein brand and take my JOEBEES free range bee pollen® to the next level (www.joebees.com). Team JOEBEES is working hard to inspire people to reach for and achieve their dreams. Bottom line: The four of us are “doing the do.” (Keep reading and you’ll know exactly what I’m talking about!) I have to give another shout out to my daughter Alison for coining the term “JOEBEES.” Thank you, sweetheart!

Finally, I’d like to thank my JOEBEES family. You have inspired me to reach high, and I am truly grateful for your loyalty. This book would not be possible if it wasn’t for you.

Joe Blumenstein
March 2009

www.joeblumenstein.com
www.joebeesblog.com
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Forward

Joe Blumenstein approached Cleveland’s ESPN 850 WKNR radio in 2007 in an effort to get his new business, JOEBEES, off the ground. Joe was so convinced his product was going to change people’s lives that I couldn’t help but be seduced by his passion and enthusiasm. There’s not much to tell other than I tried it and it worked. The rest is history.

Joe has been advertising daily for nearly two years in the Cleveland market, and I can attest that he is helping people by giving them more energy and getting them activated. He’s become somewhat of a local celebrity here because he makes an effort to connect with people emotionally. Joe cares and really listens to what people have to say. It’s unusual in this day and age to find someone who wants to help the world be a better place, a healthier place.

When Joe told me he was writing a book about common sense, I wasn't surprised. It drips from the guy. There's no "secret ingredient" in what Joe says, but how he relates his experiences is truly inspirational. I think everyone who's ever been challenged by weight fluctuations or energy woes will learn a thing or two from Joe. He'll be the first person to tell you he's not an expert, but that's what's so appealing: Joe is the real deal.

Read this book and then start spreading the word. Get it into the hands of everyone you know and make Joe a celebrity in your town, too. When you find someone who is oozing integrity, you want the world to know.

Joe, it's about time the world got to know you.

Tony Rizzo

*Fox 8 Sports Director (Cleveland)
Host of the Really Big Show
on ESPN 850 WKNR Radio (Cleveland)*

Introduction

Why am I writing a book about healthy living? I'm not a doctor, I don't have a list of fancy credentials after my name and I've never authored a single book. I'm just an "average Joe" who practices commonsense living every single day. Nothing fancy or complicated, just good ol' common sense and a commitment to living the life I want.

It's worked for me so far, and I've inspired many folks along the way with my philosophies. In fact, when I share my moments of clarity, I'm often told, "Joe, you should write a book about this stuff." Well, I only had to hear it a few hundred times before *choosing* to *do* something about it!

Like I said, I'm not an expert by any means, and most of what you read here may ring a bell. While the principles may sound familiar, I intend to inspire you to action. If you've heard this all before,

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I have just one question: Are you doing anything about it? Ah, therein lies the rub – the doing.

There's a big difference between *knowing* what to do and *doing* what you know. Results come from the doing, not the knowing. Common sense, right? But just because we know what's right doesn't mean we always *do* what's right. It's partially human nature, but I also believe our general sense of "oh well" is escalating thanks to decreasing attention spans and increasing daily distractions.

I could read self-help books until the cows come home and not change a lick about myself unless I *choose* to apply the knowledge. And if you're like most people (me included), you have dozens of self-help books whose crisp, unturned pages have never seen the light of day. Why? Because *we're more interested in finding answers than we are in applying them*, and we get excited every time someone dangles a shiny new object in front of us. So instead of actually doing something, we're spending more time searching for what we could be doing. Yikes! Doesn't sound like a whole lot of doing to me!

Imagine a world where Thomas Edison only *thought* about inventing the light bulb. He'd be just another dreamer, and we wouldn't even know the guy's name. Instead of pondering ideas, Edison created more than 1,000 prototypes before discovering a design that illuminated the world. He never gave up and was the poster boy for the

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adage, "if at first you don't succeed, try, try again." Edison developed bulb after bulb and failed time after time, yet kept pushing and learning through every failure. Once he got it right, though, he didn't stop. He spent his life perfecting it.

That's your challenge if you want to feel great every day: Find what works for you, keep learning and spend the rest of your life doing what it takes to reach your goals. Just thinking or reading about healthy living doesn't do a body good – getting educated, developing a plan and then "doing the do" are the keys to achieving your goals. That's why I'm starting the *Feel Great, Bee Great* series of books. I want to help you formulate and activate a plan that works for you. By the time you're done reading this first of hopefully many books in the series, you'll have plenty of inspiration to *do something*.

This book is presented in a simple, conversational format. I think it's best if you read from cover to cover rather than jumping around. Once you're done reading, you'll be creating goals you can commit to. If you find it hard to commit, then your goals aren't realistic. Develop goals that rock your core and jazz your soul, and then make a promise to yourself, your friends and your family that you're going to achieve your goals no matter what.

So far so good? Great, because coming up with goals is the easy part. Motivating yourself when you're tired or the weather's crappy or you're

tempted by a pint of creamy deliciousness from the freezer is the hard part. "Doing the do" is your biggest challenge. You must make the choice to change, develop a plan that will get you there and then do the hard work. Once you make the choice to change, you'll be surprised by how easy it is motivate yourself to get going.



Too many goals are made in passing and never given any serious thought. Think New Year's resolutions. Yelling "I'm gonna shtop drinkin' " while hammered at a holiday party may be a New Year's resolution by definition, but it's not likely one to be kept. Set goals you'll be proud of and you'll have a better chance of success.

I make no guarantees other than this: Your life will transform when you *choose* to change and "do the do." It won't be easy, because nothing in life ever is. You will have to *choose* every minute, every hour and every day for the rest of your life to be the person you want to be.

Getting where you want to be is a journey that starts with a single step, but it's also a journey that never ends.

Common sense, right?

So let's be like Nike and just do it, okay? I'm living proof that it can be done. One of my goals for 2008 was to write a book. A year ago, I didn't know book publishing from astrophysics. Organizing? Researching? Writing? Editing? I learned one step at a time, slowly but surely. Here we are a year later, and I can put a big, fat check mark next to that goal today. Mission accomplished! Now that I've done the work, the next book will be even easier.

So what's your goal? Do you want to make changes in your life? Are you motivated to "do the do"? Are you ready to do it for the rest of your life?

If you don't have all the answers right now, that's okay. Keep reading and you'll be "doing the do" in no time.

Ready? Let's start doing.

• 1 •

Hurt so good

Deepak Chopra has his *Seven Spiritual Laws of Success* and Stephen Covey has his *Seven Habits of Highly Successful People*. Now Joe Blumenstein has his *Seven Words That Will Transform Your Life*:

Get
Off
Your
Ass
And
Do
Something

There, I said it. And, you know what? I mean every word to the core of my being. It's direct, yes, but it drives the point home better than any other statement I can think of. Too many "gurus" promise results by suggesting there's an easy road to success.

Not me. Everything you read in this book requires work. Hard work. But I promise that your life will change if you commit to these seven words. Let me repeat: YOUR LIFE WILL CHANGE IF YOU COMMIT TO THESE SEVEN WORDS.

The transformation is all in the doing, though. You can't wake up every morning, look in the mirror and mumble through your morning breath "get off your ass and do something" and expect results. Lasting change takes determination, repetition, ongoing learning and constant adjustments. And most importantly, it takes patience to get to where you want to be. If your goal is to lose weight and get fit, you must make a lifetime commitment to getting off your ass and doing something. Not for two weeks, six months or even one year. *You must commit to changing your daily routine for the rest of your life.* You need to exercise regularly, eat healthier and sleep soundly as part of your daily regimen in order to get where you want to be and, most importantly, stay there.



When it comes to fitness, I was exactly where I wanted to be entering the new millennium – or so I thought. While I didn't always eat the healthiest of diets, I knew what I was putting into my body. I knew what was good and what was bad; and for the most part, my diet leaned heavily toward the good stuff. But I never denied myself guilty

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pleasures. I ate delicious food whenever the munchies struck. At the same time, I had been running 4-5 times a week for more than 30 years and was in great shape for a guy pushing 50.

The "so I thought" part is important because, like many aging athletes, my mind kept saying "more, more" while my body said "less, less." I listened more to my head than my body and kept on pushing because I enjoyed being active. From 2000-2003, I continued my running regimen, but noticed it was feeling more and more like a chore. The aches and pains lasted longer, too, and I seemed to have less energy. In hindsight, I was burning myself out and didn't realize it.

The wheels came off in December 2003. Strangely enough, it was also the best thing that ever happened to me. A water skiing accident left me with a severe spinal cord injury and I needed surgery to fuse two vertebrae in my neck. It was a tragic event for me. I was in excruciating pain and immobilized for weeks. Instead of being an on-the-go-Joe, I lost my fitness edge and the desire to be active. I was a pathetic, emotional mess during the year it took me to recover and it was no picnic for anyone who had to listen to me wallow in my despair and self-pity.

So how is this unfortunate event the best thing that ever happened to me?

It put me on a path of revitalization.

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Before the accident, I was fatigued and often apathetic about my running program. After the injury, I started telling myself, "This is part of aging, so you better get used to it." I was coming to terms with it no matter how much I didn't want to. Cue the violins for the poor Joe pity party!

Toward the end of my recovery, my wife Sandi helped me focus with one simple phrase: "Stop acting like a baby." She couldn't have been more right. I was whining because it was easier than "doing the do" to get back in the race. I suddenly realized I had a choice: Accept that impending "old age" was getting the best of me and learn to cope with it or find a way to re-energize and get active.

After a few days of self debate, I chose the latter. My friends and family helped me regain a positive focus, but it wasn't their influence that pushed me down the path I would ultimately go.

What pushed me? I was driving to work one morning and heard a radio ad for a bee pollen supplement that restores energy. I can't quite explain why that particular message hit me so hard, but it was like being bonked on the head with a clarity stick! I suddenly realized what had been declining over the years wasn't my desire to be active but my level of energy. I wanted to run every day because I knew it was good for me, but at the same time, there was no gas in the tank.

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I was at a point where it would've been easy to give up and accept whatever the golden years had to offer. Fortunately, I heard the radio ad again a few days later, wrote down the number and placed an order. While I wasn't expecting miracles, I was hoping for a surge that would push me into a more active state of mind. I wasn't skeptical, I was hopeful. I wanted this to be the tipping point, so I waited with much anticipation for the bee pollen to arrive. When it did, I scoured the label to learn what I was about to put in my body. I liked what I read and started taking the product right away. Bingo. I had more energy after only one week!

That moment was magical. Was it really that simple? Could taking bee pollen restore the energy that had been slowly draining? My inquisitive nature put me on a path of discovery and I started learning everything I could about bee pollen. I talked with my doctor and was encouraged to keep taking pollen if it gave me a boost. I visited health stores and talked to the folks on the floor. I was a Google maniac, spending nights and weekends scouring the Internet for more info. Before I knew it, I was a bee pollen expert.

I even contacted a bee pollen manufacturer, spoke to its leaders and found out how its capsules were made. Through conversations, research and trying different bee pollens, I learned there were different grades of effectiveness based on the quality of the source and the purity of the manufacturing process. Common sense told me that a purer, all-

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natural pollen would be even better, so I started searching for the best possible product on the market.

After several weeks, I came to the conclusion that *no manufacturer on the planet* delivered a Cadillac product. I was shocked. If the stuff works, why not provide the best possible pollen to consumers? I became passionate about finding raw resources that could deliver the best of the best. After researching and testing many options, I found only one that satisfied my expectations. I had no intention of becoming a bee pollen provider when I started down this path, but I had to see if a purer, all-natural product would deliver even higher levels of effectiveness and energy. I worked with my beekeeper and developed a prototype supplement that I started taking immediately.

The effect was exactly what I thought it would be: more energy. After only a few weeks, I truly felt younger. I woke up every morning energized and raring to go as soon as my feet hit the floor. One day I told myself, "Joe, it's time to get off your ass and do something" before hauling myself down to the gym and signing up for a spin class. Within six months, I was rocking with the best spinners in the room!

Now that I was exercising again, I was sleeping better, I was rested when I woke up, and I wanted to be active every day. I felt less stress and had a greater overall feeling of well-being. Six months

earlier, I was ready to throw in the towel and accept that my aging body had had enough. I'm so glad I heard that radio ad and obsessively followed my curious instincts!



I "did the do" and reclaimed my life. Bee pollen restored my energy, renewed my vitality and inspired me to get and stay fit. It was only natural to see if other people would have the same response I did. So I started sharing it with family and friends. The feedback was overwhelming. Nearly everyone had the same reaction – they felt energized. It didn't take long before they told their friends and so on, and so on, and I found my bee pollen in demand. JOEBEES was born!

I never expected my quest for energy to become a business. I wasn't ready for it, and I seriously questioned whether I had time to start a new business at this point in my life. But the more people I shared it with, the more positive feedback I got. People were calling and saying their lives were changing thanks to JOEBEES. This moved me tremendously and I vowed to do whatever I could to help people reclaim their vitality.

If it wasn't for the water skiing accident, I wouldn't have discovered JOEBEES. If it wasn't for JOEBEES, I wouldn't have connected with so many wonderful people. And if it wasn't for all my supportive

JOEBEES family members, I wouldn't have been inspired to write this book.

I knew I had a great product in JOEBEES, and I was confident people would benefit if they tried it. The ultimate challenge was helping people understand that bee pollen is a catalyst for transformation. If it re-energized me, it could do the same for millions of others facing similar challenges.

What was missing was the "how." I needed to show *how* to successfully re-energize and reclaim your life. It didn't come to me overnight, but after talking to hundreds of Baby Boomers, I discovered a recurring theme.

The older we get, the more we lack the energy, desire and motivation to be as active as we were at a younger age. We're busier and more distracted than five, 10 and 20 years ago. When we're younger, we burn the candle at both ends and have plenty of energy to keep chugging along. But as we get older, the energy and passion of youth is often replaced by sedentary and easier activities. When kids arrive, our lives are all about shuttling them from place to place (with love!) which leaves little time for taking care of ourselves.

I get a kick out of phrases like "I was running errands" or "I was running around like crazy." Chances are there was very little "running" involved and a whole lot of sitting and driving!

When you “run” the kids to the ball game, what happens? You corral them into the car, drive to the park and then sit and watch them. Yet in our minds we were very busy running around. Busy? Yes. Running? No.

The truth is all this “running around” is both time-consuming and tiring. So what do we do to recover? Based on what I heard from my Baby Boomer friends, they go home ... and sit down. When I asked, “What do you do in your spare time?” the top two responses were watch TV and surf the Internet. I can’t tell you how many people told me they sat in front of the tube from after dinner till bedtime *every* night. The Internet surfers were just as bad, falling into the rabbit hole for hours a night.

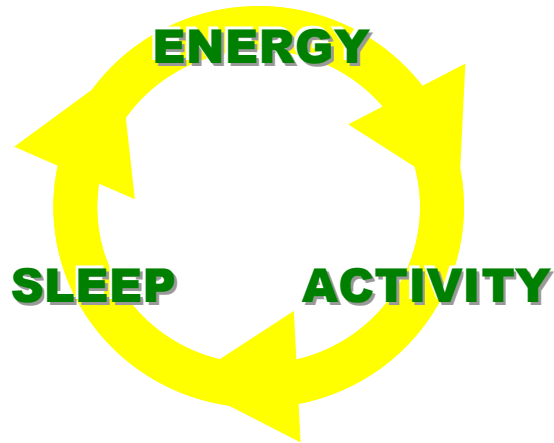
This is our excuse for not exercising? Mindless Internet surfing and TV watching are increasing our waistlines because they prevent us from getting off our asses and doing something! One woman told me she had little time for exercise given her busy schedule. So I asked if she would share her typical day with me. Within a few minutes, I learned she had a long list of must-watch TV shows every night. I made a simple suggestion: Buy a stair stepper and use it 30 minutes a night when watching TV. She hemmed and hawed a bit, but I kept encouraging her. Long story short: Three months later she was exercising 60 minutes a night, five nights a week and lost 20 pounds.



I also learned it’s common to accept our lot in life as we get older. We develop this “it is what it is” mentality and believe there’s not much we can do about it. I experienced this laziness after my injury, so I know exactly how it feels. But the truth is we *can* do something about our lot in life. We can transform. We just may need a little help getting there, and that became my purpose. I discovered during my conversations that people want commonsense advice and simple guidance on how to get to a different place. So I spent some time analyzing the path I took in reclaiming my vitality, and the “how” became pretty obvious. In fact – you guessed it – it’s all common sense! I did three basic things:

- I boosted my energy.
- I started an exercise regimen.
- I got restorative sleep.

Bee pollen was my energy catalyst, spinning and running were my activities, and committing to a full night’s sleep ultimately led to more energy and activity. It’s a circular pattern where each element drives the other. I call it the **Wheel of Vibrancy** (see illustration on page 23).



Wheel of Vibrancy

All three elements working together help you maximize a healthy lifestyle – energy begets activity begets sleep begets energy and so on. Once you commit to exercising with your newfound energy, your body needs rest to recover and get stronger. It doesn't get more basic than this.

The next time you're at a family gathering, watch the young kids to see the Wheel of Vibrancy in action. They'll eat (energy), they'll run around until they drop (activity) and they'll sleep like logs (recovery). Then they wake up refreshed and ready to do it all over again. I'm not suggesting you eat chicken fingers, play hide n' seek or fall asleep in your parents' arms, but I think the picture is pretty

clear: We need energy, we need activity and we need rest to be the best we can be. Did you notice that I didn't mention changing your diet? Diet is important, and we'll talk more about that in Chapter 4, but I don't think it should be placed ahead of exercise. Some experts may argue with me, but my premise is simple: Eating the healthiest of diets won't inspire me to exercise, but committing to an exercise regimen almost always leads to a desire to eat healthier.

It's what I believe, and I've talked to many people who are living examples that exercise leads to healthier living. If you need proof, turn the page ...

• 2 •

How to lose 129 pounds

I was at the grocery store one day scanning the back of pasta boxes when a stockperson asked if I was a label reader.

"Not really," I replied. "But I do like to compare carbs, sugars and fats from time to time."

"You trying to lose weight?" he said, introducing himself as David.

"Maybe a few pounds."

"I've got the answer for you, and you don't need to diet or join a gym. You need to do only one thing."

"What's that?" I asked.

"It's really simple. Are you ready?"

I nodded.

"Walk. That's all you have to do. And I'm living proof," David said while flashing an ear-to-ear grin.

I spent the next half hour leaning on my cart and hanging on to David's every word. I couldn't help but think, "How lucky am I to bump into this guy while writing this book!" I was riveted and kept asking questions to learn as much as I could about David's incredible transformation.

A year ago, David had a stroke at the young and vibrant age of 38. A major contribution to David's health condition was his weight – he tipped the scales at 431 pounds. He went on to say, "after the stroke, I had no choice. I had to do something. I had to take control of my life, and it was totally up to me."

First, his doctor insisted he stop drinking soda. "That was hard. I was addicted to the sugar, but I knew I had to stop or it could kill me." The doctor also encouraged him to elevate his heart rate every day with some form of cardio exercise, so David vowed to walk a five-mile exercise loop near his home.

After several days of procrastination, he strapped on his walking shoes and hit the road for the first time. The first few weeks were agonizing both mentally and physically. He could only manage to walk a mile before getting exhausted. "I was getting passed left and right. It was pretty discouraging."

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The challenge was even more difficult because David was walking around a loop. When he got tired, he had to turn around and walk back to his starting point. David never gave up. He chose to keep going and before long, he was walking nearly four miles – two miles out and two back.

One day after turning around for his return trip, a cyclist that passed him daily stopped directly in front of David and asked, "Do you know you're nearly half way when you turn around? Just keep going and finish the loop." The guy hopped back on his bike and sped off. David was irritated by the comment but also motivated in an "I'll show him" way to complete the entire circuit the next day.

Thanks to the cyclist's challenge, David completed the entire loop before sitting down on a bench to bask in his accomplishment. A few minutes later, the same cyclist rode up, patted David on the back and struck up a conversation. He was a cardiologist whose daily routine was five laps on his bike followed by another two on roller blades for a total of seven laps or 35 miles. And get this: The guy is 70 years old! This inspired David to push even harder. "It didn't seem right in my mind for a guy in his 70s to run circles around me!" The cardiologist also told David the ideal heart rate for his age and weight, and said as long as he stayed above that heart rate, he would continue to lose weight. It was that simple.

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After five weeks, David lost 30 pounds. He eventually increased his daily walks from five to 15 miles, and in six months he weighed in at 302 pounds, losing a whopping 129 pounds! And he's not done. David wants to lose another 50 pounds, and recently added an easy weightlifting program to his daily walks. "I know I'll get there because I want to."

Wow. What an inspiration! After I left the grocery store, I was motivated to hit the gym and spin like I had never spun before. Hell, I wanted to climb Mount Everest, surf Hawaii's Bonzai Pipeline and ride the Tour de France all before dinner! David's transformation is so inspirational because he did it all by himself. He didn't have a personal trainer, he didn't join a gym and he didn't go on a fad diet. He simply did the hard work that was required to reach the goals he had set for himself.

Let's be honest, David's motivation was his will to live. He knew that if he didn't lose weight he was certain to face additional medical challenges in the near future – challenges that he shouldn't be facing at such a young age. He knew he had to get active and he chose walking. "I've never slept better than I have since I started walking. I know that the exercise is helping me sleep more soundly and the sound sleep restores my energy for the next day of walking."

Ding! Ding! Ding! David gets it!

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Is David any different from you? No. Chances are you don't need to lose 150 pounds, so you're already ahead of the game. All you have to do is be like David and get off your ass and do something.

My buddy Mike had a similar story. His back had been causing problems for years – at best he had trouble sleeping and at worst he was curled up in the fetal position unable to move for several days. His doctor told him the best prescription was to walk every day with a goal of dropping 30 pounds. Mike wasn't thrilled with the doc's advice initially, because he wasn't ready for the hard work. He confessed he was hoping there was surgical repair that would make the pain go away! Mike was more open to going under the knife than he was to walking for an hour a day, so he didn't do anything at first. A few weeks later, back spasms landed him in bed for a few days. A week after that, he was lacing up his sneakers at 6 a.m.

Mike didn't have as much weight to lose as David did, so his initial results weren't as dramatic. He lost only seven pounds after four months of walking three miles a day, but he didn't give up. Instead, he increased his daily walks to five miles. Good thing, too. In month seven, he shed 18 pounds! It just took his metabolism a while to kick in. In a little under a year, Mike met his goal, his back felt great and he was sleeping like a baby. Surgery never crossed his mind ever again because he committed to a lifestyle that left his back pain free.

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Like David, Mike didn't alter his diet – he likes pasta way too much! After years of nagging pain, he decided to do something about it, logged the hours of hard work and got the desired results.



I'm always baffled by people who put their health on the back burner. The procrastinators who think they're going to start that walking program next week, next month or next year are the ones who never do. They'd rather spend time talking about what needs to be done rather than "doing the do."

So, which one are you? Are you a doer or a talker? Do you make promises to everyone but yourself when it comes to your health? Do you put everyone's needs ahead of yours? If so, that's wonderful for those around you, but what about you? What are you doing *daily* to make sure you live a long and healthy life?

It's time to be like Mike and David and take control.

• 3 •

I will never motivate you

We're bombarded by hundreds of messages *daily* telling us we can get where we want by taking shortcuts. Sorry. Uh-uh. Ain't gonna happen. And if you're one of the millions spending billions on fad diets and exercise machines, you need some serious reprogramming to realize there is no substitute for commitment and hard work. We've all been down *Easy Street* before, because we want to believe there's a silver bullet that will work for us just this once. I've been there a few times, but I learned my lessons quickly. There's no easy way around it – you have to “do the do.” Without effort and commitment, failure is guaranteed 99% of the time.

Let's look at the pictures on the next page to illustrate the point. If you're closer to picture A than picture B, do you really think you'll get rock-hard abs with only eight minutes of exercise a day? Really?

I mean, really? Can you expect abs of steel if you're sporting a belly made of Mint Chocolate Chip?



It's going to take years of hard work for the person in picture A to look like picture B. The reality is it takes time to achieve transformational results. If you're five pounds overweight, you'll get there much faster than if you have to drop 100 pounds. Common sense, right? Then why do so many of us fall for advertising messages that have us believing we can go from picture A to picture B in mere weeks?

It's simple: We desire the outcome more than the effort it takes to get there.

Read that line again and ask yourself how many quick-fix pitches you've responded to because you were excited by the end result. ALL OF THEM!

That's why these advertisements are so effective. They get us believing we can look that great, too.

Advertisers know how to push the right emotional triggers and get desired responses. The infomercial that screams "transform your body in 30 days" features wall-to-wall models with flawless bodies. Common sense says these people are exceptions rather than the norm, but we get swept away by the belief that we're one rep away from looking like an Olympian. I'm in pretty decent shape, and I know it would take me several months to look like the guy on the tube flexing away with vein-popping biceps and washboard abs.

Here's a homework assignment: The next time one of those infomercials comes on, watch it all the way through to see how many times you hear the host say, "your individual results may vary." He or she rarely, if ever, speaks these words. But if you look closely, they usually appear in small type at the bottom of the screen during the sales pitch. The advertisers want you focused on the models and the image created in your mind rather than the reality, which is more truthfully "your results most likely will be nothing like what you see here."

All of the models showcased in infomercials are committed to daily exercise regimens *and* strict diets to achieve their results. They work hard at it because it's their job to look stunning! You can't get "muscles like these" in 30 days unless you quit your job, restrict your diet, log a few hours of

cardio every day on top of using their prescribed exercise equipment. Do you have time for all this in your already busy day of "running around"?

Speaking of reality, when was the last time you saw an infomercial with models fresh off the set of "The Biggest Loser"? NEVER. I'd like to see an infomercial with dozens of out-of-shape models doing the actual workout demonstrations. Let's see how long it takes before they get tired or frustrated or even angry with the host! The product wouldn't sell because no one wants to witness the effort required to get the desired outcome. It's too overwhelming! They just show the end result and wait for the phone lines to light up.

One thing I love about infomercials is the attitude of the hosts and guests. Boy, are they ever giddy! Their Cheshire-Cat grins look surgically implanted and their vocabulary is riddled with superlatives and positive affirmations. They have your attention for 30 minutes and will keep fanatically cheering until you make a purchase. But what happens to the cheering two weeks later when the product arrives at your doorstep? It's awfully quiet when you open the box, isn't it? From that day forward, you are on your own.

Which brings me to another one of my commonsense beliefs: Motivation comes from within. I don't believe there is such thing as motivational videos, speeches or books. I find all of these things inspiring, but not necessarily

motivating because motivation is entirely up to me. For example, when I saw the movie *Rocky* 30 years ago, I was *inspired*. I got so pumped up by the training scenes that I wanted to go running as soon as I walked out of the theater. The movie provided an emotional trigger that stirred me, but I had to motivate myself to do the actual running – get running shoes on, go to the park and then hit the pavement.

I like to ask the question, “What motivates you?” I get a variety of responses, but the one I hear most is *money*. So let’s take a closer look at money as a “motivator.” If you’re in a sales job that provides an opportunity to make unlimited income, you are *inspired* by your commission plan, bonus opportunities and trip incentives because they all stimulate the desire to succeed. However, just because you’re stimulated to do something doesn’t mean you’ll do it. People who make boatloads of money in sales do so because they are self-motivated. The inspirational stimulus is provided and they drive *themselves* to win.

If motivation was externally driven, then we all could be successful salespeople if we’re “motivated” by money, right? But many people fail in commission-driven jobs because they don’t do a very good job of motivating themselves to do what’s required to succeed. Dangling the carrot doesn’t guarantee success, but hard work does.

The same principles apply to fitness and health.

Inspiration is what gets you excited. Maybe a photo from 10 years and 30 pounds ago inspires you to say, “I want to look like that guy again!” Congrats, the inspiring photo drove you to set a goal! With your goal expressed to the universe, there’s only one question left: What are you going to do about it? Self-motivation along with external inspiration is what will transform you into the trim guy in the photo. Still not convinced? I debated this premise with a friend at the gym one day. He was certain that having a personal trainer was motivating him to work harder. I disagreed and said I could prove that the motivation was coming from within. We performed a little role play with him as a personal trainer attempting to “motivate” me as I sat at a bench press machine.

My friend did his best sis-boom-bah impression, clapping his hands and cheering me on while I sat perfectly still on the bench not flinching a muscle. Noticing I was playing hard to get, he got more animated and I just continued to sit motionless. There was plenty of external stimulation, but no reaction from me. Not a peep. After a few minutes of tolerating my stubbornness, he threw in the towel and confessed to understanding my point: No matter how much positive stimulus I got, nothing happened unless I *chose* to do something.

Making the choice to “do the do” – no matter what “do” you choose – is the key to success. There is no cutting corners or relying on other people. It’s just not that easy. Living the life you want means

identifying the place you want to get to, developing a plan to achieve the goal and committing to the work that will get you there.

It doesn't matter if we're talking about your relationship with your kids, your love life, your job, your financial situation or your health. The "get off your ass and do something" philosophy applies to every aspect of your life. You will get desired results if you do the work necessary to get there. It's as simple as that.

• 4 •

Dieting sucks

Diet schmiet.

I don't like the word because it conjures thoughts of *rapid weight loss* or *quick fixes* or even fantasies of *maybe this diet will work for me this time*. Not good. "Diet" is most often stated as a process of losing weight through calorie reduction over a defined period of time – "I need to go on a diet." Personally, it bugs me that the word is only mentioned in reference to weight loss. Why? "Dieting" is a temporary process where I see a healthy "diet" as a lifelong commitment.

I was having coffee with a friend recently and we discussed this very point. I told her that most people don't understand that "diet" isn't just about losing weight, it's about eating smart. I shared that healthy people eat healthy diets and unhealthy people eat unhealthy diets, which leads to the need to – you got it – start dieting. She agreed

wholeheartedly. I continued to say most people think of the word “diet” as something you do when you need to lose weight rather than the process of eating healthy every day. Then I proved my point. The coffee shop was filled with the regular Saturday morning crowd, so I picked out a few familiar faces, introduced myself and told them I was having a discussion with my good friend about healthy eating. Then I asked a simple question: “I’m just curious, what is your diet?” All five of the people I talked to that morning delivered a similar answer: “Oh, I’m not on a diet.”

The truth is we’re all on a diet of something. A diet consists of the food groups you eat habitually. Some of us eat healthy diets of grains, fish, fruits and vegetables and others binge their way through bags of potato chips and cases of soda pop. In order to transform from sedentary and puffy to active and firm you need to stop thinking about the word “diet” as a short-term process. No more, “I’m going on a diet.” The phrase needs to be banished from your vocabulary ASAP. Like yesterday, okay?

I recently saw a TV show where the announcer said “Kodiak bears survive on a steady diet of salmon and berries.” I didn’t hear him mention that Kodiak bears binge on wayward kayakers and then go low-cal to look svelte for salmon season! That, unfortunately, is a more accurate description of the human food consumption cycle: Eat junk until we get fat, then modify our caloric consumption to lose weight. And what happens once we lose the

weight? We eat until we’re fat again! Gain. Lose. Repeat. It’s a vicious cycle.

While Kodiak bears and a very small percentage of Americans live on healthy diets of salmon and berries, it’s not the diet of choice for most. The food pyramid recommended by the United States Department of Agriculture (USDA) illustrates the foundation of sound “diet” (as opposed to “dieting”) principles. Unfortunately, too many people still pound down the pepperoni pizzas, Philly cheese steaks, hot fudge sundaes, chocolate-frosted donuts, French fries and mocha-choca-latte-ya-yas – and sometimes all in one day! While these items are delicious, they don’t do your waistline any favors.

I’ll let you in on a little secret: You *can* eat the foods you like and not gain weight. Take, for example, Tour de France riders and the incomparable Olympian Michael Phelps. During the mountain stages of the Tour, a rider will consume a 6,000-calorie breakfast and another 6,000 calories on the bike. That’s a whopping 12,000 calories and dinner’s not even included! Not to worry, though, because they burn upwards of 15,000 calories during the day’s ride. They can consume massive amounts of calories because they need fuel to sustain their energy. Want to eat huge meals? No worries – just burn the calories by exercising.

If you’re wondering how Phelps won eight gold medals, maybe his Olympic-size appetite gave him

an edge. A report during the Games detailed how Phelps plows through 12,000 calories daily when training and competing. Here's the Phelpsian meal plan:

Breakfast: 3 fried egg sandwiches, 2 cups coffee, 5-egg omelet, bowl of grits, 3 pieces of French toast, 3 chocolate chip pancakes

Lunch: 1 pound pasta, 2 ham and cheese sandwiches, energy drink

Dinner: 1 pound pasta, 1 large pizza, energy drink

At the time, I remember hearing people say, "It's impossible to eat that much food in one day" or the even more popular refrain, "I wish I could eat that much and not gain weight." Well, guess what? It *is* possible, and you *could* eat that much every day under one condition: You'd have to "be like Mike" and burn 12,000 calories daily, too! Phelps swims 30-35 hours a week *and* he hits the gym. If he didn't eat all those calories, he wouldn't have the fuel to swim circles around the competition. Same applies to you. If you're eating more calories than your body needs for fuel, you'll gain weight. If you burn more than you eat, you'll lose weight. Easy as pie. Okay, maybe not the best analogy, but I think you get the picture.

Let's remember that it's not as if all Tour riders or Phelps are genetically blessed. They get off their asses and literally work their buns off daily to

maintain superior fitness levels. While you and I might not be training for the podium, we *can* set realistic goals that will help us *Feel Great and Bee Great* for years to come. It starts with understanding some simple math, and you may want to break out a pad, pen and calculator for this next section. The concepts are simple enough that you can plug in your weight and follow along easily.



One pound is equal to 3,500 calories. If you eat 3,500 calories more than your body needs, you'll gain a pound. On the other hand, if you reduce your caloric intake by 3,500 calories or burn it through exercise, you'll lose one pound. Simple enough.

I find it interesting that most people try to lose all of their weight by reducing calories alone. Exercise isn't part of the equation. Dieting without exercise is a challenge because after you hit your goal weight, you are more than likely to ease up on calorie reduction and the pounds will creep back faster than you can say hot fudge sundae.

A healthy rule of thumb is to lose 2 pounds per week. Assuming that your weight is generally steady and your caloric intake is consistent on a daily basis, all you have to do is eliminate 230 calories per day and you'll reach your goal. Another rule of thumb is that you burn .01 calories per

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pound of body weight per minute just through your daily routines – getting out of bed, brushing your teeth, sipping coffee, walking to the car, etc. So if you weigh 150 pounds, you burn roughly 1.5 calories per minute (*150 pounds x .01 burn rate per minute*) or 2,160 calories a day (*1.5 x 1440 minutes in a day*). As long as you consume an average of 2,160 calories per day, you won't gain or lose weight, you'll maintain. (See the chart on page 44 to calculate your daily caloric need to maintain your current weight.)

Let's say your goal weight is 150, but you currently weigh 200 pounds. If that's the case, you burn roughly 2.0 calories per minute (*200 x .01*) or 2,880 calories a day (*2.0 x 1440*). Using the rule of losing 2 pounds per week, it would take 25 weeks to drop 50 pounds. If you were dieting only, you'd have to reduce your daily caloric intake by 230 calories from 2,880 to 2,650. On the other hand, if you burn an extra 230 calories a day, you wouldn't have to change your caloric intake at all and you'd still lose the same amount of weight.

A 200-pound person burns roughly 300 calories an hour walking at a moderate pace of 3 MPH. So if you can walk three miles in one hour, you'll lose those 50 pounds in 25 weeks without changing your caloric intake. Sweet! As I mentioned in Chapter 1, I believe it's more important to focus on the exercise side of the equation for one simple reason: People who exercise regularly are more likely to eat smarter. I rarely see serial dieters who

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	You	Example
Current weight	_____	200
Burn rate per minute	x <u> .01</u>	x <u> .01</u>
Calories burned per minute	_____	2.0
Minutes per day	x <u> 1440</u>	x <u> 1440</u>
Required calories to maintain current weight	_____	2880

Eat more calories than your body needs, and your weight will increase! Reduce the number of calories you eat and/or burn calories through exercise, and you will lose weight.

are itching to go out for a run. Dieting doesn't lead to exercise, whereas exercising often leads to a better diet. It's common sense as far as I'm concerned.

Now let's look at the best of both worlds: Reduce your caloric intake by 230 each day *and* walk three miles a day. What happens? You'll increase your weight loss from 2 pounds to 4 pounds each week, reducing the amount of time to lose 50 pounds from 25 to 12.5 weeks! Notice how we didn't spend

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much time talking about what kind of foods to eat? You can continue eating as long as you're burning calories. If you take exercising seriously, there's a chance your caloric intake will actually increase as you get closer to your target weight because you'll need the fuel to keep you going. For example, if you get your weight down to 150 pounds and you're burning 1,000 calories a day riding a bike, you'll be able to consume 3,650 calories daily and not gain weight!

You see, IT'S ALL ABOUT EXERCISING!

This is the most effective way to lose weight and maintain it: Establish an exercise regimen and then eat the calories you need to maintain your desired weight.



What thrills me most about the changes with the USDA food pyramid is it now stresses the importance of exercise. According to the www.mypyramid.gov website, we should find balance between food and physical activity. Hurray for the government! They're finally talking about the importance of exercise. But let's be perfectly clear, the only reason the government changed the pyramid is due to the meteoric rise in obesity and diabetes in the U.S. Simply put, the fattening of America has become a national health crisis.

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It's fantastic that our government noticed the problem and is doing something about it through education, but this national dilemma also has led to a business boom in the dieting industry. No wonder there have been more fad diets launched in the past few years – there's gold in them thar bellies! The dieting profiteers know that as long as there is a new quick-fix book rolling off the presses every few months, there will be continued interest in dieting rather than a lifetime commitment to a healthy diet and exercise.

Anyone who has done the fad diet circuit knows that yo-yoing – losing, then gaining, then losing, then gaining – is not the answer. Most chronic dieters say every time they stop dieting, their weight skyrockets past their pre-diet number. Here's the best example I've heard regarding this phenomena ...

A friend of a friend was on the management team of a company that was promoting healthy living and weight loss to its employees. To show support and walk the walk, all seven members of the team went on the same low-carb diet. It made business lunch options simple because they all ate the same food: meat, meat and more meat.

Within a few months, the executives lost a combined 150 pounds! How cool is it to work for a company where leaders actually lead by example? Awesome, right? Only until the merry band of no-carbers bailed on the maintenance strategy and

gained the entire weight back *plus* another 30 pounds within six months of *starting* the diet. Yikes! So let me get this sure-fire winner of a process straight:

- Go on a diet to show the world you can lose weight.
- Look great after shedding unwanted pounds.
- Start chowing again and blow past your initial weight in a matter of six months.

What does this prove? That dieting works, if only temporarily? What kind of model of healthy living does this project on society? In my opinion, it *encourages* yo-yo dieting rather than promoting a healthy diet you can maintain for the rest of your life. It sells an awful lot of books, too, for the simple reason people are more interested in the end result than the effort it takes to get there. Lose 30 pounds in 30 days? Sign me up! Books fly off the shelf every time a new fad diet is introduced, padding the wallet of the author and eventually your backside, too, if you're a chronic dieter.

If the management team committed to a low-carb diet for the rest of their lives, they very well may have kept the weight off. But they didn't and they couldn't. Getting fit and staying there requires a healthy diet *and* exercise for life. You really can't have one without the other and expect to be fit for an extended period of time. You need to find an

exercise program that works for you and a sensible diet that doesn't push you off the deep end. Your success is all about "doing the do" and sticking to it year after year.



If you're like most Americans, you have a love-hate relationship with sweets. You love the decadent taste and the way it makes you feel in the moment, but you dread the dimples it creates in places where dimples don't belong. I have to admit, sweets are scrumptious, but at the same time, I know they're not good when consumed in mass quantities. While I won't walk wide circles around a piece of red velvet cake, I won't eat three towering slices at one sitting either. I'm not saying you shouldn't eat certain foods, but I am saying you should eat less of some and more of others. Eat smarter and you will be healthy.

Hippocrates, the father of modern medicine, delivered a timeless message hundreds of years ago that's direct, profound and, unfortunately, often neglected in modern times: Let food be thy medicine and medicine be thy food. He didn't say, "Let sugar, preservatives and fat be thy path to healthy living"! If you want to be healthier, the message is clear: Put all-natural ingredients into your body and your body will get what it needs.

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Unfortunately, we live in an age where convenience drives our dietary habits and more often than not we eat processed foods that are not healthy. What you need to do – if you care about your long-term health – is learn more about foods that are all-natural and good for your body. A balanced diet that includes all of the categories listed on the USDA food pyramid should be your foundation. Just eat plenty of the good stuff, a little of the not-so-good stuff and exercise daily. I'm no doctor, but that's a darn good prescription for healthier living.

Here's a little tip that will help you drastically reduce the amount of sugar and preservatives in your diet: Shop the perimeter and avoid the center aisles at grocery stores. The perimeter contains mostly natural foods like fruits, vegetables, dairy and meats, while the center aisles contain foods loaded with ingredients that prolong shelf-life.

Good for manufacturers because it reduces spoilage. Bad for you because it increases girth.

It wasn't always all about the money, though. Back in the day, long before the phrase "processed food" existed, families lived on farms where they harvested fields, raised cattle for beef and dairy, and housed chickens for eggs. Everything a family consumed came from the back 40 acres so it was only a matter of minutes for food to go from vine to plate. Talk about fresh! Life was pretty darn healthy, too, because you worked the family farm for exercise and reaped its bounty for your meals.

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Hippocrates would have been dancing in the streets! There were no pesticides or preservatives so foods kept their naturally occurring vitamins, fibers and minerals at the highest levels possible. No wonder diabetes, obesity and heart disease were practically non-existent.

Along came sugar. Initially, it was a luxury item for afternoon teas in 18th century Europe before Industrial Revolution production enhancements led to a global sugar boom. Once sugar became a commodity, it was used as a sweetener for beverages and foods, as well as a preservative for canning and jarring to extend the shelf life of harvested foods during winter months.

If you need an indicator as to why obesity has skyrocketed in recent decades, all you have to do is look at sugar consumption statistics. Before the 20th century (pre-1900s), Americans consumed an average of 5 pounds of sugar per person annually. Today the number is a staggering **135 pounds** per person each year! That's more than 2.5 pounds consumed every week!

The fattening of America has reached such an alarming level that researchers from the Centers for Disease Control said in a 2002 *Journal of the American Medical Association* article that as many as **47 million** Americans may have *metabolic syndrome*. In layman's terms, metabolic syndrome is defined by the appearance of several medical conditions such as insulin resistance, obesity,

abdominal fat, high blood sugar and triglycerides, high blood cholesterol and high blood pressure. According to the experts, metabolic syndrome is caused by “poor diet” *and* insufficient physical activity. So, from where I sit and what I believe to my very core, it’s important that these reports are blaming the faltering health of America on both diet negligence *and* a lack of exercise. So listen up America: It’s not about “going on a diet,” it’s about eating a healthy diet *and* exercising every day that you’re on God’s green earth!



Wouldn’t it be much easier and less frustrating to stick to one sensible diet rather than yo-yoing for the rest of your life? Your weight wouldn’t fluctuate like the stock market. You wouldn’t be shimmying into too-tight jeans or constantly buying clothes to fit your ever-morphing body size. You’d never have to ask the love of your life, “Do I look fat in this?” or the mother of all scary questions, “Do you think I’ve gained weight?”

In my conversations with Baby Boomers, I’ve learned that many people stop caring about body image as they get older – not because they don’t want to look great but due to the fact that it gets harder and harder to lose weight after gaining it. Our metabolism slows as we age, so a steady diet of pancakes and pastries shows up more readily on

our guts and thighs. What used to be firm and sexy in our 20s gets softer and scarier every year.

I’m here to tell you the only reason you haven’t succeeded in keeping the weight off is you don’t have a plan you can comfortably commit to. Yo-yo dieting doesn’t work and it only amplifies stress and depression over time, which eventually feeds your body’s dis-ease and leads to eventual disease. It’s time to stop this vicious cycle. You can reclaim your vitality and get a fit body by committing to a lifestyle of healthier foods and regular exercise. And I’m going to help you get there.

In closing our discussion about diet, I want to share a little fact I learned on my road to becoming a bee pollen expert. The reason we let bees harvest pollen rather than develop technology to do it for them is simple: They’re really good at it. Pollen gathered directly from flowers by bees is superior to anything we could harvest mechanically. Why? Bees are extremely discriminate about the quality of the pollen present on a flower. They avoid the grains that produce allergic reactions and only select ones that have significant nutritional value for the hive.

We could learn a thing or two from bees when it comes to diet. Ice cream or fruit smoothie? Sugar flakes or oatmeal? Candy or carrot stick? I bet I know what the bee would choose.

• 5 •

Is Blue No. 2 good for you?

“If I told you to jump off a bridge, would you?”

I’m sure you’ve either heard this phrase from dear ol’ mom and dad or shared it with your kids in a moment of befuddlement. It’s a question that comes up when poor choices led to less than desirable outcomes, and the message is simple: *Do you always do what someone tells you even if it isn’t good for you?*

Usually, the offender knows he or she made a bad decision, and a momentary loss of sanity is to blame. But not always. Sometimes we “jump off a bridge” every day because we think we’re doing the right thing, especially when following the lead of a “trusted” advisor.

Take multivitamins, for example. All you hear from brand-name multivitamin manufacturers is how you should take XYZ brand every day because it’s good

for you. But is it really? Do brand-name multivitamins contain be-all, end-all ingredients? You know, all-natural ingredients from top to bottom that do nothing but aid your overall health?

In my humble opinion, brand-name multivitamin manufacturers are more concerned about profits than they are about your overall well-being. And I say that simply because I read the labels. Let’s get this straight: I don’t think the manufacturers are trying to pull a fast one on consumers. They can’t because they’re required to list the ingredients on the label. Take one look at the ingredients of your multivitamin and I think you’ll agree.

If you haven’t read the label of your multi, grab a bottle right now and check it out. The top of the label includes a list of vitamins and nutrients. That’s the good stuff. But what about the fillers – the not-so-good stuff? Look at the bottom of the label and you’ll see a list of additional ingredients.

Does the ingredient *caffeine* appear? If you take multivitamins at night, this may be the reason why you don’t sleep well.

How about *titanium dioxide* coloring? It’s a synthetic also used as a coloring for paint and sunscreen.

Do you see *Blue No. 2* or *Yellow No. 6*? Any time you see a number after a color, it means the dye does not occur in nature and is synthetic.

Sucrose? It's a code word for sugar, and it's there to make vitamins taste better.

Sulfur dioxide? It's a chemical compound used in multivitamins as a preservative. It occurs in nature as a gas, and it's one of the compounds found in acid rain.

Pretty darn scary, huh? And if there's any chance you don't believe me, just visit www.wikipedia.com, enter an ingredient from your multivitamins label in the search box and click "Go." There's no doubt in my mind you will be floored by what you read. Do you think putting these ingredients in your body day after day and year after year is good for you? I don't and that's one of the reasons I don't take multivitamins.

A vitamin's purpose is to supply nutrients your body doesn't get through daily food ingestion. Let's repeat that again: ... nutrients – *not fillers, preservatives and synthetics* – your body doesn't get through daily food ingestion. Common sense tells me that I should avoid unnatural ingredients when it comes to supplementing my diet. The leading brands aren't the only game in town; they just sell more product because they have the deep pockets for mass advertising.

Ingredients aren't the only concern. The bioavailability – or what's absorbed vs. what's wasted – is important, too. If your multivitamin isn't manufactured in a way that quickly sends

ingredients into your bloodstream, it doesn't matter what vitamins are listed on the label. They simply won't make it into your body beyond your stomach. If the nutrients can't be broken down and absorbed into your bloodstream, they become waste and are expelled from the body. You literally flush money down the toilet!

When you take multivitamins with limited bioavailability, you're not getting what you paid for. And here's the kick in the head: There is *no way to determine* a multivitamin's bioavailability by reading a label.

How does that make you feel? It gets me pretty riled up, I can assure you that!



If there's a smidge of a chance you're still skeptical, that's okay. Especially since you've been told for years that you should be taking multivitamins daily. I have to say, however, I wish more people were as skeptical about the ingredients in their multivitamins, too! Our good friend Hippocrates never said "Let fillers, synthetics and preservatives be thy path to healthy living"! But, in a sense, isn't that what multivitamin manufacturers are saying based on the ingredients they include in their products?

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The big question I ask friends about multivitamins is, "Do you notice a difference when you take your multi?" I've never had anyone respond with a resounding "yes." It's usually a puzzled look followed by "should I?"

Why not? One of my JOEBEES clients, Betty Terrion of Maple Heights, Ohio, decided to stop "jumping off the bridge" and gave up multivitamins at the spry age of 74. Betty explains why: "I never felt a difference taking vitamins; I took them because I thought they were good for me. Now I only take JOEBEES bee pollen because I notice a big difference in my energy level."

Betty should be the "Get Off Your Ass and Do Something!" poster girl given where she was a year ago and where she is today. A mother of nine and grandmother of 26, it's no wonder Betty found herself exhausted on a daily basis. Being the matriarch of a large family is hard work, and most people would say Betty earned the right to relax during her golden years. Except for one small problem: Betty wasn't ready to hang up her walking shoes.

"I've had an eventful and delightful life," says Betty, "but I wasn't happy with my lack of energy. In fact, I was embarrassed by it." Over the past several years, Betty's arthritic knees slowly hampered her mobility to the point where she woke up every morning, said her prayers, made

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breakfast for her and husband, and then went back to bed to rest for 30 minutes.

"I was always tired, and I had no energy," Betty says, noting that she often declined outings with friends due to her lethargy. "Instead of going out, I'd make excuses to stay home. The lack of energy depressed me something awful."

Betty's life changed dramatically after she discovered my bee pollen while listening to a radio advertisement one day. After a few weeks of taking JOEBEES, Betty felt a significant shift in her energy. On a scale of 1 to 10, she was a self-professed 4 before taking the bee pollen and now she's a 9.

"I have more, so much more energy, which I'm thrilled with," Betty says. "It's made me feel younger, too, because I'm doing so much more than I was before." Instead of going back to bed in the mornings, Betty now uses her treadmill for 15 minutes seven days a week and has a goal of boosting her daily regimen to 20 minutes.

Betty wanted to make sure her physician approved of her new routine and she got the green light when the doctor said, "If it makes you feel good, keep doing it." That's when my bee pollen replaced her brand-name multivitamin in the medicine cabinet and the rest is history.

Betty's newfound energy and commitment to a fitness regimen surprised her entire family. "They

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were always asking me, 'what in the world has gotten into you?' and all I said was 'JOEBEES'," says Betty, who turned her husband, two sisters, two daughters and a grandson onto the product, and with similar results for all.

"I'm thrilled to pieces. I have so much more energy throughout the day, and it affects my attitude in a positive way," says Betty. "I'm up and ready to go nowadays, accepting invitations with friends rather than making excuses. I'm a completely different person and enjoying my newfound energy."

Who says you can't teach a grandma new tricks? Betty is 74! How old are you? What's stopping you? If Betty can "get up off her ass and do something," you can, too. She found an energy catalyst in the supplement JOEBEES, developed an exercise regimen she was both comfortable with and committed to, and she gets plenty of restorative sleep. It's the formula that can work for anyone and everyone.



Wouldn't life be better if we had more energy, were active, stayed fit, slept better and felt wonderful every day just like Betty? If you're ready for a positive change, start learning more about all-natural supplements that can boost your energy and inspire you to get active. JOEBEES is helping thousands of people every day reclaim their

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vitality. It's a catalyst that can give you the oomph to get off the ol' derriere and get busy.

If you're still reading at this point, it means you're serious about changing your life, and for that, I commend you! If I could shake your hand, I would gladly do it because nothing excites, energizes and inspires me more than people who are willing to make changes for the better. Remember, I'm an average Joe, who discovered a supplement that helped me regain control of my health and vitality. It wasn't part of a business plan and it literally happened by accident. Now, I'm dedicating my life to helping people reclaim theirs. Buying and reading my book is the first step, and hopefully you're feeling inspired.

If a lack of energy has prevented you from exercising, I suggest you check out my website (www.joebees.com) to learn a little more about JOEBEES. If you like what you see, try it for a month and then let me know how you feel. If there's any reason you're not satisfied – any reason at all – I will refund your order completely. It may provide you with an energy boost and be the catalyst you need to start an exercise program that will help you *Feel Great and Bee Great!* So, give it a shot and see if you can transform your life just like Betty did.

I'm rooting for you and I know she will be, too!

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“Fountain of Youth” revealed

Newsflash! You can look and feel younger by starting an exercise regimen! While this little tidbit might not make the 11 o'clock news, I personally think it's worth shouting from rooftops.

Exercise is the key to longevity, yet it doesn't get nearly as much attention as all the magic elixirs that promise to reverse the aging process. Drugstore aisles are filled with stuff touting the latest and greatest advancements in wrinkle destruction and age spot removal. Youth-in-a-bottle is a multi-million dollar business with one minor glitch: The products may do a nifty job of making you appear younger, but they don't do squat when it comes to helping you live a longer life.

Exercise does. Creams don't.

I don't know about you, but I'm more concerned about adding years at the end of my life than hiding the crow's feet around my eyes. And I know just how to do it: Exercise regimentation.

Need proof? A 2008 study published in the *Archives of Internal Medicine* suggests that people who exercise regularly have cells that “look” younger than those who prefer parking in front of the TV every night. This specific study is important because it shows a direct correlation between exercise and its positive impact on cell development and longevity.

Test subjects that participated in 100 minutes of moderate exercise each week showed cell development that appeared five to six years younger than subjects who were active only 16 minutes a week. Amp up the effort to 3 hours of moderate to vigorous activity each week and the cell development appeared nine years younger than the least-active subjects.

While the study doesn't state that exercise increases longevity by a certain number of years, it does encourage people to include exercise as part of their daily routines. It certainly inspired me to keep running and spinning! It's all about commitment to a process that will restore your vitality. It's hard work, yes, but worth it tenfold if you look and feel younger in the process.

Fitness expert Dr. Kenneth Cooper said it best: "Fitness is a journey, not a destination. It's not what you did six months ago that counts – it's what you did yesterday, and what you will do tomorrow."

So what's your roadmap to success? How will you fit exercise into your busy schedule? When are you going to start "doing the do?" And how will you make sure you stay committed?



It all starts with planning. As the old saying goes, "Fail to plan, plan to fail." Let me make it perfectly clear: You must choose to make a difference in your life. No one is going to force you to commit to an exercise regimen. Remember, no one dangled grocery store David from an open window. It was his choice and his choice alone. He made a commitment and then followed through by walking every day. Now, walking is just as important to David as eating and sleeping.

David didn't get there overnight and neither will you. First and foremost, you must establish goals and develop a plan for meeting those goals. To help you dig a little deeper, it makes sense to answer a few important questions. I strongly suggest that you purchase a journal, open it to the first page and begin entering your answers to the following questions. A diary of your journey is a great way to track where you are now and where

you want to be in the future. It also provides a great historical overview of your progress. Here are the questions ...

Why do you want to lose weight? So your clothes fit better? To be more comfortable in your skin? To feel healthier? To live longer? To look more attractive to the opposite sex? Because your spouse doesn't see you as desirable as you used to be? All of these are legitimate reasons. It's important that you clearly define why you are beginning this journey. The goals should be based on what you want for yourself rather than what someone else wants for you.

I strongly suggest that you stand naked in front of a mirror and evaluate your body from head to toe. What areas do you want to change the most? What are your best features? What changes do you envision in one month, three months, six months? Write down everything that you're feeling. Remember this is your journal and no one else needs to see it, so be as brutally honest about what you see and what you want to accomplish. This honesty will drive you in setting your goals, and more importantly, you will feel a tremendous sense of accomplishment when you look back on your transformation. There's a good chance you'll be asking yourself, "Did I really feel that way?" Trust me; your attitude will be different about the person in the mirror once you start seeing results.

How much weight do you want to lose and by when? If you want to lose 100 pounds, you need to set realistic goals and your window better be a long-term one. You must give yourself time to see results. If your expectations are unrealistic, you will abandon your plan before you really get started. Besides, what's the rush? You're committing to a lifelong journey, right? Take the first step, keep moving and never look back.

How are you going to lose the weight? You know my feelings about fad diets, so don't bother writing in your journal about some new crash diet you want to try. The weight will come off when you reduce your caloric intake and/or burn more calories than your body needs to stay at its present weight. I strongly suggest you do both.

The easiest way to reduce calories is through portion control. Cut down on the second helpings and replace sugary snacks with fruits or veggies. Write in your journal how you intend to modify your diet, and start keeping track of your daily eating habits. Experts say that it takes 21 days to create a new habit or eliminate an old one. So realize you are not going to change your ways overnight. Give yourself three to four weeks with any new routine and monitor your progress daily.

As for exercise, choose an activity you know you won't give up on and commit to it. Commit to exercising 3-5 days a week working up to at least an hour each day. If you haven't exercised in a

long time, walking is a safe way to start. Set simple goals, too. If the idea of walking a mile is intimidating, walk to the end of your street and back. After a few weeks, walk to the next driveway and keep adding a little more every day. Before you know it, you'll be walking one mile, then two, then five. Maybe you enjoy tennis or biking or rollerblading or stair-stepping or using a treadmill. It doesn't matter, just start "doing the do" now and the transformation will be underway. Whatever activity you choose, make sure you check with your physician before starting your program.

What is going to keep you committed? If you hate going to the gym, but buy a gym membership, you're not going to stick with the program. You need to find an exercise regimen that excites you and gets your blood pumping. Every day. I also think it's very important to let the world know what you're doing. Tell friends and family you're beginning a lifelong fitness journey and ask for their help in staying on track – especially during the first 21 days! Once your regimen becomes a routine, you'll be self-motivated and require less outside encouragement. Until you're hopping out of bed every morning and whistling a happy tune on your way to exercising, ask your wife, husband, son, daughter, dog, etc. to be your cheerleaders.

I like to use the analogy of a boat's outboard motor when encouraging people to stick with it. Whenever you start the engine, it sputters and spits and coughs and spews. It's not pretty. But

after a few minutes, you can ease the throttle and start moving slowly. There may be a few more pops, but it's not long before the engine is warmed up and you're motoring along with a smile on your face. So don't be afraid to ask for encouragement until your motor is revving every morning!

How often are you going to re-evaluate your goals? Weekly? Monthly? Quarterly? If you're keeping a journal, you'll be able to review your progress and see if you're headed down the right path. Make sure you record your weight at least once a week. This is the best way to see if you're getting the results you want. Remember Mike, the guy with the back problem? By keeping a journal of his daily efforts he was able to monitor his weight loss. When he noticed he reached a plateau and the weight wasn't coming off as quickly as he had hoped, he simply increased the number of miles he walked each day. He adjusted his regimen to make sure he was getting the desired results.

Who is going to support you? Some people enjoy exercising alone. Others hate it. If you're in the second group, you need to find an exercise program that is group oriented. Whether it's golf (without the electric cart!), tennis, mall walking or bike rides, having people who depend on you to complete the group will help hold you accountable.

I saw this theory in action when I was driving home one afternoon. Six elderly men riding bikes approached a stoplight at the same time I did, so I

rolled down my window and asked how often they ride and how long they've been riding together. I was pleasantly surprised to hear they've been riding 10 miles a day and five days a week for more than six years! One of the gentleman offered, "I wouldn't be doing this if it wasn't for these guys. It gets me out of the house, keeps me out of trouble and the Mrs. loves the muscular legs!"

If you need a group activity but don't have people to join you, check with your local parks and recreation department for group activities. Local bike shops usually have group rides in the evenings and on weekends, and there's always someone looking for a fourth on the golf course. Don't let being without a group be your excuse for not "doing the do." Take charge and create a group if you have to!

I can't stress enough the importance of keeping a journal. Jot down what the weather was like and how you feel physically and emotionally before and after exercising. Over time, you'll begin to see what works for you and what doesn't. Are mornings better than evenings? Do you feel better when it's colder or warmer? Are you more inspired exercising alone or with friends? This is your dialog, so write whatever pops into your head. It's the best way to monitor your progress and inspire you to keep going. Record milestones or personal records, too, and celebrate these accomplishments in big way. You deserve being rewarded for all of your hard work, so pull out all the stops when you

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beat your best time or increase your distance from one to two to three miles! Document how you feel in the moment of this accomplishment and refer to it whenever you need inspiration.



Need a few ideas to get you started with an exercise regimen? Try these on for size:

- Walking/Mall Walking
- Jogging/Running
- Jumping Rope
- Rollerblading/Ice Skating
- Yoga/Tai Chi
- Road Biking/Mountain Biking
- Rowing/Kayaking/Canoeing
- Tennis/Racquetball/Handball/Squash
- Hiking/Backpacking
- Square Dancing/Belly Dancing
- Snow Skiing/Cross Country Skiing/Snow Shoeing
- Water Skiing
- Stair Climbing
- Aerobics Class/Spinning Class
- Treadmill/Elliptical Trainer
- Swimming
- Volleyball
- Calisthenics
- Judo/Karate/Tae Kwon Do/Kick Boxing
- Weight Training

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It's always a good idea to mix up your activities so you don't get bored and, more importantly, to engage a variety of muscles. Remember, whenever you begin a new activity, start slowly and listen to your body. Just because you can walk five miles and feel great doesn't mean you're ready for an advanced aerobics class. And don't be afraid to take a day off if your muscles are sore or you're feeling a little off. The last thing you want to do is burn yourself out. Three to five days a week of aerobic activity is best, but don't push too hard. And if you miss a day or two or three, don't try to make up for it with an extra-long session. Just pick up where you left off and keep going. Remember, you're on a never-ending journey.

Everything I've shared in this chapter is common sense. You've heard it all before, but have you ever done something about it? No more excuses. Now is the time to get inspired, motivated, energized and activated. It's time for you to "do the do!"

• 7 •

The Buzz

As I said in the Introduction, I'm not an expert with a long list of credentials. I'm an average Joe who wants to instill a little common sense into his fellow Baby Boomers' everyday habits – habits that will help them get energized and revitalized.

As I was putting together my initial draft of the book, I had a brilliant idea: A book of commonsense tips from an "average Joe" wouldn't be complete without input from other average Joes and Joannes. So I reached out to my JOEBEES family members and asked them to share their stories and commonsense ideals. I was overwhelmed by the number of responses and the quality of the insights. I hope you find as much inspiration in their words as I do.



Three rules to wealth: Make your health a priority. Not just physical but all types of health; spiritual, mental, sexual, etc. Be selfish in taking care of these. Next is the connection with family and friends. Last is the careful use of our most valuable resource, "free time." This is where true wealth can be discovered: Spending your free time with family and friends in good health.

Brian Mollet



I can't stress enough how much JOEBEES has helped me. Once you're taking it, after a few weeks and especially a few months, you start to reflect on how you felt before JOEBEES to how you feel now. The subtle changes have had a huge impact on my quality of life. It has helped my PMS symptoms, increased my energy and the HUGE one for me is I am not getting sick like I used to. I was always getting sinus infections & bronchitis. Since taking JOEBEES I have not been sick! Yeah! Keep up the good work, Joe. The personal affection you have shown to all of us is what makes your product the best!

Annette Quigley



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One thing I do very well is control the type of food I buy. When I go to the grocery store, I buy lean and fat-free foods like ground turkey instead of ground beef, skim milk and other fat-free versions of food in general. No junk food. No chips, no cookies, candy, etc. If it's in the house, I will eat it because I will NOT waste food. Common sense really. I don't go strictly organic and I'm not afraid of processed foods – I just choose the healthier ones. I have complete control over what I eat, so if I screw up, it's my fault. Plus, having a girlfriend who is fit and eats healthy really helps! JOEBEES has been unbelievable, too. The energy just keeps coming and coming. I ran out of my first batch a while back and didn't have the money right away to replace them. So I bought a bottle of a cheaper brand locally and was not happy. JOEBEES is the real deal.

Andy Fichter



Throughout the years, I've tried various exercises and training programs to get in shape or stay in shape. I've gone through periods of time where I just didn't have the energy to exercise. What I've found, however, is that once I force myself to start something (running, strength training or whatever), my overall energy level increases. I truly believe that if you don't feel like you have the energy to exercise, that means that you need to

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start your exercise routine today! I'm sure others will find, like I did, that an exercise routine actually gives you more energy and stamina to keep you going through those "high drain" work days (and hopefully "play days" as well).

Mark McDermott



I will always remember a phrase my mother told me not long ago: *I have to keep moving all the time or otherwise I start to ache.* My mother is 74 years old and she does 100 reps of a back exercise recommended by her doctor before she starts her day. She line dances 3-4 times a week (she teaches, too!) and goes bowling twice a week! Another person that inspires me is my son Zach. If I had one third of the energy he has I would be so pleased! So you see Joe B., bee pollen and a steady dose of good cardio workouts every day is my method to keep up with my mom and son! My wife Gayle and I motivate each other to keep on keepin' on! Thanks for being there for us, it means a lot. We support and believe in your product and hope many others soon will, too!

Stan Witowski



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The biggest motivator for me to work out is what lies ahead as we get older – I don't want to lose my independence. This means walking, bike riding, jogging, golfing and simple things like getting in and out of a vehicle to go grocery shopping or visiting friends, etc. If we don't groom our bodies to keep our muscles active and flexible, these simple tasks will be either difficult to do or maybe not possible to do at all. Why would you work your whole life but neglect your body so that you can't enjoy your retirement years? You need to take care of your body so it can take care of you ... don't wait until it's too late. That's why I eat healthier and work out routinely. Mix up those workout regimens, too, so they don't become stagnant and you are just going through the motions. Stay positive and with JOEBEES you will have the energy to keep moving forward in a positive manner!

Ben Ryba



Use common sense: Eat properly, get at least 8 hours of sound sleep a night, have a healthy and loving relationship, exercise often and meditate daily. I start EVERY day with a brief meditation. It starts my day off right and I revisit the topic throughout my day.

Kathleen Delgado

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I try to live life with a positive attitude and not dwell on negative things. You know, only worry about the things that you can change, otherwise there's nothing you can do about it and it's just a waste of energy and time. Also, no matter how bad things in your life might seem (aches and pains, money, etc.), somebody always has it worse than you do and they push on. Thanks for asking and listening.

Mechelle Sanchez



Choose an exercise and/or exercise program that you ENJOY. If you HATE going to the gym, you'll find excuses not to go. If you twist an ankle and get frustrated every time you try to jog, you'll give up fast. I LOVE bike riding and kayaking and at least for the biking, don't have to depend on someone else to go along. I even bike to work whenever possible.

Gail Bennett



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In an interview, Muhammad Ali once said his body is a temple and he would never consume anything that would harm him. I took that message to heart and to this day, I am very careful about what I put into my "temple." I was skeptical of JOEBEES like I am with all products that promise wonderful results. I am 67 years old and in good shape; however, I lead an active life working over 60 hours a week. Needless to say, I needed a boost. So, I put JOEBEES to the test. I took it for two months and then I stopped for a month. That's when I realized that JOEBEES really does work wonders. I'm back on the JOEBEES wagon and feeling great. My energy is restored. Thank you.

Dan Denino

P.S. Hey Joe, imagine what Muhammad Ali's record could have been had he taken JOEBEES. Wow!



I was the lead singer and co-writer for my first group, *The Outsiders*. We had many hits including our biggest song, "Time Won't Let Me." Then I put together my second group, *Climax*, and we had the multi-million selling song, "Precious and Few."

I still work festivals and fairs with acts like *Herman's Hermits*, *The Grass Roots*, *The Turtles*, *Gary Lewis and the Playboys*, etc., so I think eating

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right and getting exercise are very important to keep me going. I think the most important thing is a good night's sleep, especially as we get older. JOEBEES helps me sleep soundly and it gives me energy in the day.

Emmett "Sonny" Geraci



During my adolescence, I was stricken with ulcerative colitis - so severe that I was hospitalized for over a month. At my worst point, I was being fed through the arteries leading to my heart and was allowed only one ice chip a day. I was 6' tall and weighed 98 lbs. This illness ultimately led to the complete removal of my large intestine, a three-surgery process that seemed to take over a year away from my childhood.

The rest of my life has been a battle to stay hydrated and sustain energy. In my 20s, things seemed to be going well until I suffered an obstruction in my large bowel - an unfortunate consequence caused by internal scarring from my previous surgeries. Since that setback, I have had recurring bouts of inflammation caused by the internal reconstructive surgery. While I have learned to live with this condition, I never felt my energy level was where it should be.

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After hearing your ad on the radio, I decided I had nothing to lose in trying your product. Wow! Joe, I can say with certainty that I am a machine on your free range bee pollen. I am in the best shape of my life, performing Olympic-style movements I had never before attempted and tackling high intensity sprint workouts for cardiovascular health. In addition, I have continued my strict diet aided by the intake of various protein shakes mixed with my daily fruits and vegetables.

So you want to know my mentality about eating and working out with discipline? Survival. I feel that my body is my temple and I've been given a perspective that only few can appreciate. I'm grateful for every day and even more grateful for the health and energy to work out the way that I do. I don't want to waste any day that I feel good. I would tell others to treat every day as if they are in training to tackle the unknown waiting around the corner. Maybe for some, that's just the flu or a cold and for others, it's a more dangerous condition. Every day wasted on the couch eating potato chips is another day of neglect to the gift we've all been given – a chance to live a more fulfilling and healthy life.

Joe, while your product is only one piece to my total health, I feel it's been an integral one in providing me energy and fortifying my immune system. Thank you.

Ryan Niro

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As an older parent of a 12-year-old, I incorporated my son's athletics into my workout. In an effort to keep him off the couch and developing skills, we spend 2-3 days per week at the athletic field running, throwing, hitting, etc. It keeps me motivated and I enjoy spending the time with him working on a skill. We compete against each other and push each other and have fun doing it. For example, we will run sprints or intervals on the track, and then switch to a football activity or shag fly balls. It doesn't matter if the sport is in season or not, we just do it for the fun of it. I am not looking forward to the day when he no longer is interested as it has helped to make us close!

Lou Gregorcic



I encourage everyone to just get off the couch and **DO SOMETHING YOU ENJOY**. If you don't enjoy it you won't do it, and a year from now you will be further in the hole, health wise. The best thing I did 2-1/2 years ago (when my vacation pictures came back -- yuck!) was call the gym and sign up with a personal trainer. It's fun, it's hard and you feel so righteous! I am stronger now at 51 than I was at 25. But you don't have to spend a lot of money. Buy a tai chi DVD, learn to belly dance or sweat to

the oldies. Dust off the gym membership and learn how to work the machines. Get a new pair of cool sneakers and go for a walk around your city. Walk your dog. If you don't have one, walk your neighbor's dog. Rake the leaves, mow the grass or wash the car. Just do something every day. You'll love how you feel, and you will sleep like a baby, too.

Sharon Frazier

Epilogue

This book was a labor of love for me. Being my first effort in publishing of any kind, the process was a challenge but one I enjoyed tremendously because I was so focused on the purpose. I didn't write it to become a famous author or shop my wares. That was never the intent. Did I talk about my product, JOEBEES? Of course I did. I couldn't help myself because I know for a fact that it's changing lives! Bottom line: I wrote this book because I want to help people. And I want to help you.

It's time to start "doing the do." And I want you to know that I'm here for you – whether it's to answer questions or be a long-distance cheerleader. Drop me a line at joe@joebees.com, let me know how you're doing and I will respond. You have my word.

So here's to "getting off your ass and doing something." Here's to commitment and hard work. Here's to healthier and happier living.

Here's to a new you.

Afterward

Joe B. and I have always shared the same passion for life. We both grew up in Miami, and when trading stories many years later, I wondered if we'd often crossed paths before we officially met some 22 years ago. We shared the same memories of landmarks in South Florida, the same recollections of people and places that shaped our community, we frequented the same restaurants with our parents in the '70s, followed the same sports teams and rock bands – it was a wonder we had never met before we did.

Well, I think we had. Joe is the brother my parents never told me about. When we did officially meet, we connected like siblings. We attended concerts together, enjoyed the same foods, hung out with our families on weekends and holidays – Joe even treated my mother like she was his own.

Joe's passion for excellence extended to his exercise regimen. We are both runners, and loved to tear up the pavement 10 to 15 miles per week. When Joe had his spinal injury in 2003, I could see in his eyes it was more than physical. Joe missed the everyday workouts that had become part of his daily regimen, but he was never one to let a "little" injury get in the way. When I saw him work through the pain and get back on his game, it reassured me that he was the real deal.

Then came JOEBEES. I watched him develop and tweak his product into something that helped him recover 100 percent. Then I witnessed the excitement that flowed through every pore in his body when he finally was able to share his secret with the world. JOEBEES became the conduit through which Joe could take his passion for helping people to the next level, too. "It's not about making money," he always says to me, "It's about helping people."

Well, you've just taken the first step by reading this book. Welcome to the family. Now let's get off our asses and do something!

Joe Johnson

*Morning Drive Radio Host
Majic 102.7 Miami/Fort Lauderdale
& Beatle Brunch Radio
www.brunchradio.com*

Resources

Check out these sites for more information:

www.joemblumenstein.com
www.joebeesblog.com
www.joebees.com

I want to help in anyway I can, so drop me a line and let me know how you're doing!

joe@joebees.com

About the authors

Joe Blumenstein lives in Pembroke Pines, Florida, with wife Sandi and two daughters Alison and Casey, where he spends his time managing his JOEBEES business, running and having a good time. Joe is hell-bent on helping the world learn more about getting energized and activated through www.joebees.com and www.joemblumenstein.com.



Jon Sumple recently relocated from South Florida to Seattle with his wife Karen and son Kyle. He spends his time "doing the do" on his road bike and walking his Jack Russell terriers, Kida and Tazo. Jon began his career as a sportswriter before moving into marketing where he spent 23 years honing his skills as a highly regarded writer, strategist, leader and listener. This is his first published book.