



ZAG COACHING

Specialists in automated health & wellness

Consumer Awareness Guide To Health And Wellness



Provided as an educational service by:



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Read this guide and you will discover the following:

- 1. What the Drug, Diet, Weight Loss and Fitness Industry does NOT want you to know**
- 2. Why 90% Of People Fail When Dieting**
- 3. The Number #1 SECRET TO PERMANENT WEIGHT LOSS**
- 4. How The Diet and Exercise Industry Get You To BLINDLY Trust Them So You GLADLY Handover Your Money While Receiving NOTHING In Return**
- 5. The REAL Reason You Are Never Motivated To Eat Healthy And Exercise!**
- 6. How To GUARANTEE You Are ALWAYS Motivated To Eat Healthy And Exercise**
- 7. Why You Constantly SELF-SABOTAGE And Don't Know Why**
- 8. Finding Your Root Cause Of Your SELF-SABOTAGE - Your Ticket To PERMANENT RESULTS**
- 9. How to COMPLETELY ELIMINATE SELF-SABOTAGE Once And For All**
- 10. How to GUARANTEE A New Healthy Habit ALWAYS Sticks**
- 11. My Greatest Lesson To YOU**
- 12. The #1 CRITICAL Thing You NEED TO KNOW That If Not Addressed Will Unravel Your Best Laid Health and Wellness Goals**



Luke Charlton is the founder of ZAG Coaching Ltd. A health and wellness company that helps make it possible for people that place high value on their time become their absolute mind and body best.

Luke has developed a system designed for the ever increasing fast paced world and the time challenged person. One that automates your health and wellness so you don't have to think about it. So you can prioritise the things that matter most.

Experience from 1000's of hours in the gym trialling a multitude of fitness programs. From 1000's of hours researching and testing diet and nutrition strategies. To 100's of hours working with clients from Australia, to Jamaica, to Canada, to the UK, have culminated in this new approach to health and wellness.

One that aligns your MIND, BODY, DIET AND ENVIRONMENT in a completely holistic program.

If you are ready to challenge your assumptions about health and wellness, and are ready to experience a new paradigm where you will discover a system to reach your health and wellness goals with the least amount of effort possible, then you will be glad you met Luke Charlton.

A Personal Note

First, a personal note to you from ZAG Coaching Ltd. CEO, Luke Charlton:

Dear Reader,

It is no secret that maintaining good health and wellness is important. It improves your relationships, self-confidence, self-respect, and respect from others. It greatly affects your energy, focus, productivity at work, and greatly affects your decision making abilities. Ultimately, it affects the quality of life you have in all areas - mental, physical, spiritual, emotional, financial, career, and your relationships.

However, in a world exponentially increasing in speed that saps more and more time away from us each day, our health and wellness is becoming more and more de-prioritised. Coupled with the abundance of easily accessible unhealthy foods, and our increasingly sedentary lives due to advances in technology have made it easier than ever to let go of something that so hugely affects our quality and success in life.

But getting results, or more importantly, permanent results in your health and wellness is not easy - or so some would like you to believe.

Why?

Because you are without doubt deceived and misled by the MULTI-BILLION dollar Drug, Diet, Weight Loss and Fitness Industry!!

Whether it's the promise of losing 10lbs in 10 days from fad diets, taking a pill to curb your appetite, or only having to workout 5mins to get the body of your dreams. They promise you results and they promise them today!

This coupled with BILLIONS of dollars worth of advertising and clever marketing strategies ensures you put YOUR MONEY in THEIR WALLETS. More than that though, the results you want, the results they promise, if ever reached are TEMPORARY.

In an industry with so much misleading advertising, confusing claims and downright bad information - how are you expected to get to your healthiest, most energetic and happiest self?

You start by reading this Consumer Awareness Guide. In this fact-filled book, you will discover:

- What the Diet and Fitness Industry Does NOT Want You To Know
- Why 90% Of People Fail When Dieting
- The #1 SECRET TO PERMANENT WEIGHT LOSS
- How The Diet and Fitness Industry Get You To BLINDLY Trust Them So You GLADLY Handover Your Money While Receiving NOTHING In Return
- The REAL Reason You Are Never Motivated To Eat Healthy And Exercise
- How To GUARANTEE You Are ALWAYS Motivated To Eat Healthy And Exercise
- Why You Constantly SELF-SABOTAGE And Don't Know Why
- Finding Your ROOT-CAUSE Of SELF-SABOTAGE - Your Ticket To Permanent Results
- How To ELIMINATE SELF-SABOTAGE Once And For All
- How To GUARANTEE A New Healthy Habit ALWAYS Sticks
- My Greatest Lesson To YOU and the #1 Critical Thing You NEED To Know That If Not Addressed WILL Unravel Your Best Laid Health And Wellness Goals

This guide has been written to help you understand good Health and Wellness - your path to a longer, more successful, and higher quality of life. Now, with this knowledge, you can make an intelligent, informed decision.

If you have any questions around Health and Wellness you are encouraged to email us at info@zagcoaching.com. Our business is committed to educating consumers and we are only too happy to help.

Sincerely,

Luke Charlton
CEO, ZAG Coaching Ltd.
Specialists in Automated Health and Wellness
luke@zagcoaching.com

Just Some Of The 100's Of Lives That Have Been Impacted

"I have felt amazing in the last few weeks. My negative patterns seem to have been removed and I'm left with a feeling of clarity and focus! I have also lost close to 10lbs in 3 weeks!

Thanks for all the work with me so far. I owe you the world! :)" - **Greg Crossfield, Web Developer**

"Luke was able to keep me on target and help me with simple structures that were useful to achieving my goal. Luke brought me back to the basics of setting manageable goals and how to overcome resistance. I can apply everything I learned to my other goals" - **Natalie Ible, Professional Coach**

"The more I hear this guy, the more I want to change my life!! Thanks Luke!!" - **Philip Muller, Facial Recognition Specialist**

"Luke's been an inspiration over the past year. Knowing him has made me want to better myself every day" - **Angelo Maralit, Development Coordinator**

"You were amazing Luke! You have made a big difference!" - **Kate Keating, Australia**

"Before my session with Luke I really struggled with staying motivated, especially in the morning when I would wake up and I knew I needed to go to the gym. The biggest thing I found helpful was playing with aspect pain versus pleasure" - **Laura Chaput, Advertising Sales Manager**

"He's committed, hard-working and great at helping me set competitive but achievable targets. With Luke around I've been able to give more towards my goals!" - **Rahul Shankar, Engineer**

"I found Luke's coaching to be most beneficial in keeping me focused on tasks at hand. The sessions were certainly very timely in getting me through a particularly difficult stage in me personal life, and I appreciated his dedication and enthusiasm.

I still have a long way to go, but I feel more able to enjoy the journey" - **Gaynor Evans, Editor**

"Luke helped me to achieve significant change in my diet and fitness goals. I left every session feeling motivated and knowing that I could achieve everything I wanted. The changes I achieved through coaching with Luke has transformed the way I approach all situations, he has given me the confidence to know I can accomplish anything and I now focus on all the positives in my life" - **Mikaela McGrath, Web Development**

"Luke got to the core of the problem and got me completely motivated in a way that I never thought possible" - **Rebecca K., Graphic Designer**

"The sessions were excellent. Luke enabled me to set achievable goals so that I would master tasks that I had struggled with for ages. He guided me to positive outcomes but did so in a manner that I was the one taking control of the situation.

The sessions were incredibly valuable to me. I have learnt more about myself and when faced with hard tasks, rather than just giving up, I set limits, and praise myself for the smaller achievements that build towards the main goal.

Thank you Luke for allowing me to learn this about myself" - **Rose Evans, Nurse**

"I honestly believe the two weeks between sessions I have already seen results! I feel empowered and very motivated" - **Sarah Dawson, Corporate Strategies**

Definitions Of Health and Wellness

Health as defined by the World Health Organisation:

"Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity"

Wellness as defined by the National Wellness Institute:

"Wellness is an active process of becoming aware of and making choices toward a more successful existence"

Good Health and Wellness then, is an active, continuous pursuit that must take a **complete holistic approach**. One that looks at the WHOLE body - mental, physical, spiritual and ALSO takes into account ones own environment - social, home and workplace.

WHAT Health and Wellness is NOT

Knowing what Health and Wellness is **not**, is just as important as knowing what it **is** when it comes to making an effective decision on your personal approach.

Health and Wellness is **not** going on a cleanse diet. It's **not** going on a salad diet, a low fat diet, a low sugar diet or ANY diet. It's **not** a meal replacement program. It's **not** depriving yourself of your favourite foods! It's **not** measuring or timing meals. It's **not** hating what you eat. It's **not** counting or restricting calories. It's **not** dreading exercise or being demotivated. It's **not** killing yourself in the gym every day. It's **not** packing on huge amounts of muscle. It is **not** a segregated approach. It's **certainly not** about treating symptoms (i.e. weight gain). It is **not** a one size fits all approach. It is **not** using willpower. It is **not** dealing with constant and never ending stress because "that's life". It is **most definitely not** sacrificing quality of life for your end goal. And finally, it is most positively **not** a constant struggle!

1. What The Drug, Diet, Weight Loss And Fitness Industry Does **NOT** Want You To Know

We're in an obesity epidemic. More than 60% of the population is either overweight or obese and this figure is rising! What's more scary is it's starting to flow onto our children. Kids as young as 8 are now being tested for high cholesterol! This may be the first time in recorded history that the next generation will have a shorter life expectancy than previous.

Yet at the other end of the spectrum we have a THRIVING Drug, Diet, Weight Loss and Fitness Industry (which from now, will be referred to as the "Diet and Fitness Industry"). It's an equation that doesn't make sense - everyone continues to gain weight, yet the Diet and Fitness Industry is booming because we continue to buy their products and services. Shouldn't it be the other way around? We lose weight and get healthy from purchasing their products and services, OR we continue to gain weight even after buying their products and services so therefore, we STOP buying their products and services?

Actually, with some investigation it's an equation that makes perfect sense. Because if people lost weight, improved and maintained their health there would be no need to invest as much of our money in that industry. We would be properly educated and our results would be permanent. But less people needing their products and services would mean there would be a marked decrease in the Diet and Fitness Industry's bottom line. Now that's NOT a good equation.

So how do they keep you coming back for more? How do they keep you buying products that appear to work but don't really? Well that's easy. They give you what you WANT - **NOT** what you really **NEED**.

They give you:

- Jennifer Aniston or Tom Cruise on the front of a magazine and "The Secret To Their Sexy New Body"
- A "Revolutionary Diet" that will shed 25lbs in 7 days
- An "Ab-doer 4000" that will give you rock hard abs in just 5 minutes a day
- A pill that will "Increase Metabolism and Reduce Hunger Signals"

What they're REALLY giving you:

- An illusion
- A temporary fix
- A simple answer to a complex equation
- Mis-leading, harmful information

What you really **need**:

- Transparent outcomes
- A way of eating healthy you can stick to **long term**
- An exercise plan you LOVE, can stick to, and one that gets **actual results**
- Correct information
- A complete holistic approach to health and wellness

What the Diet and Fitness Industry ultimately want is for you to get TEMPORARY RESULTS. But they want to do it in such a way that YOU appear to be the one that is at the cause of your temporary results. When you "yo-yo" with your weight or fail to get your 6 pack abs they want YOU to point the finger squarely at yourself. They don't want to be anywhere near that finger when it's pointed, and they've spent BILLIONS to get it that way and to make sure it stays that way.

But it is THEY that fail to educate their clients and customers properly on what they **really need**. Because again, if everyone got permanent results the Diet and Fitness Industry would look a whole lot different - as would their bottom line.

So if you continue to buy into their lies you will continue to get RIPPED OFF, and continue to get TEMPORARY RESULTS!

2. Why 90% Of People Fail When Dieting (What the Diet and Fitness Industry DEFINITELY does **NOT** want you to know)

Weight loss is a simple equation - Calories IN Vs. Calories OUT. If you expend more calories than what you consume you WILL lose weight. Even when sitting around doing nothing all day you are still burning calories. It's what is referred to as your BMR - your Base Metabolic Rate. The amount of calories your body burns each day to keep itself functioning and alive.

An example might illustrate this point better. Let's say your BMR is 1500 calories. You lie in bed all day and do absolutely nothing and you still burn 1500 calories. If you were to eat 1300 calories worth of food you would still be in the negative. Effectively losing 200 calories worth of "weight". Weight here is referred to as muscle, bone, water and fat. Because if you're sitting around doing nothing all day you'll be losing a lot more than fat. In fact, you'll mostly be losing the things you DON'T want to lose - muscle, bone and water. While keeping the thing that you DO want to lose - FAT.

In the same example let's say you go over your BMR for that day by 300 calories. You've eaten 1800 calories worth of food but you're still lying in bed doing absolutely nothing. You have excess energy and it needs to be stored. This would obviously cause you to gain weight, a concept we're all familiar with. But it will be mostly the weight you DON'T want - FAT.

At which stage you would now head to the gym or exercise to "burn" some calories to help with your weight loss. To help get your calorie burned for that day above the energy you've consumed. So if you've burnt 500 extra calories that day from exercise it would effectively raise your energy output to 2000 calories. Putting you ahead of the 1800 calories consumed by 200 - effectively causing you to LOSE weight.

So you don't actually need exercise to lose weight. You can do absolutely nothing as long as you're eating under your BMR. That's why when it comes to PURE WEIGHT LOSS, exercise can be seen as a weight loss accelerator, and one that is also not essential.

Not exercising though, would be a terrible terrible idea! Something I definitely DO NOT advocate. You MUST include exercise into your daily routine not only because of the tremendous health benefits - reduced risk of heart disease, diabetes, high blood pressure, and increased energy, focus, happiness and the list goes on (which in of its own should be reason enough), but also because we are superficial creatures that love to look good and attract our ideal partner.

You must incorporate exercise into your routine because as mentioned above, if you lose weight by doing nothing you'll be losing the things you don't want to lose - muscle, bone and water. The things that give your body shape! The things that give you sex appeal. The things that when you look at another magazine of Jennifer Aniston or Tom Cruise you think - "how did they get that part to look like that?!"

So if it's as easy as calories IN vs calories OUT, and using exercising to speed up the process - why do we find it so hard to lose weight?

Answer this question first - have you ever lost 10kgs? 5kgs? 2kgs? 1kg?

Of course you have. We have all lost weight and we all know how to lose weight. Even if it's just 1kg. And how do we typically go about our weight loss? Well we first address what we're eating or how much we're exercising of course! Which makes complete sense when we're talking about the simple weight loss equation Calories IN vs Calories OUT. And this is EXACTLY what the Diet and Fitness Industry sell us - a simple answer to a simple equation

But have you also experienced this? You lose the weight, and then you put it back on again. You lose weight and then you put MORE back on. You "yo-yo". So The issue is NOT that we CAN'T LOSE WEIGHT. The issue is that we cannot MAINTAIN THE WEIGHT WE'VE LOST. **The equation isn't so simple after all.**

Why then, do we continue to invest our time and money in something that is seemingly ineffective at achieving long-term results?

For two reasons:

1. The Diet and Fitness industry bring out a new fad-diet or new fan-dangled exercise machine what feels like every week. They employ clever advertising tactics and marketing strategies to have you believe that this NEW "BLOOD PLASMA DIET" or this NEW "AB-DOER 4000" will be THE ANSWER to ALL your weight loss problems. It will promise to change the way you look and feel.
2. The Diet and Fitness Industry make you believe that dieting and exercise is the ONLY answer.

This then puts YOU in their **money making cycle**:

You're overweight, so you look for a solution. All that you find is what's forced down your throat on the internet, tv and radio by the Diet and Fitness Industry. You give one of these "revolutionary" new approaches a go because you trust them. You think - "Hey, it's easy, relatively cheap and it's worked for others, so surely it will work for me?"

So you give their revolutionary new diet or exercise machine a go. The first week is SO EASY. You're completely motivated and you tell yourself this "blended wheat grass, potatoes and onions" diet doesn't seem that hard to stick to. And hey, you're starting to see some serious results! You've lost the 10lbs in 10 days as they had promised (albeit mostly water weight - or didn't they mention that?).

But as the weeks roll on the motivation dies and you slowly start eating the way you love to eat. OR you reach your goal and think "FINALLY, I can go back to eating the foods I love to eat"! Oops - BIG MISTAKE!

Didn't they tell you that you have to maintain this diet FOREVER to make these results permanent? Of course they didn't. So you go back to your previous habits. The habits that caused you to gain weight in the first place. But they're the habits that make you happy. Until of course you put the weight back on again.

You're overweight, so you look for a solution, the Diet and Fitness Industry present one... and the cycle continues...

But DON'T point your finger at the Diet and Fitness Industry! Look at all the other people that got these amazing results from this same diet or exercising machine that you've just tried. YOU are the one to blame for your results. YOU should have TRIED HARDER. YOU obviously LACKED COMMITMENT. YOU obviously LACKED WILLPOWER. That's the difference between people that get permanent results and people that yo-yo right? WRONG!

There are literally THOUSANDS of diet books out there. All with contradictory information. Some say you can't eat carbs after 4pm. Some say you can never eat sugar or sweets. Some say you can only eat blended Cods liver with lemon juice for 12 weeks and then you can introduce carrots! Mmm... delicious?

Do you notice the common theme there? They're ALL telling you what you CAN and CANNOT have. They're ALL restrictive!

Diets DO NOT work because they work against a DEEP psychological law known as the LAW OF RESISTANCE.

- The Law of Resistance states: **Whatever you resist PERSISTS**

When a diet says you cannot eat carbs after 4pm, what do you think about once the clock gets near or on 4pm? CARBS.

When a diet says you can never eat sugar or sweets ever again, what do you think about all the time? SUGAR AND SWEETS.

When a diet says you can ONLY have blended Cods liver with lemon juice, what do you think about all the time? Pretty much every other food on the planet you can't have!

And this is precisely what the Diet and Fitness Industry know, and use against YOU, to keep you in their **money making cycle**. They want you to lose the weight, they want you to feel deprived of the very things you love to eat, they want you to go back to your old eating habits and they want you to gain the weight back again. Most importantly, they want YOU to look to THEM for help when you're once again feeling like CRAP!

Well what do you know - another "tried" and "tested" diet has just found its way into the mainstream media!

If you continue to IGNORE the LAW OF RESISTANCE and continue to DIET you WILL continue to YO-YO and WILL continue to hand over YOUR MONEY to an industry that does NOT have YOUR best interest at heart!

3. The #1 SECRET TO PERMANENT WEIGHT LOSS! (What the Diet and Fitness Industry ABSOLUTELY **DOES NOT** Want You To Know)

You see, there is a fundamental difference between those that get stuck in the **money making cycle** and those that get **permanent, long-lasting results**. What's more, these people are NOT on a diet. Not only that, they are never deprived of the things they love to eat. How can this be? And how do we get long-lasting results?

Have you ever noticed how some people absolutely LOVE to workout. And for them missing a day at the gym would be absolutely DEVASTATING. We call them "Fitness Nuts". Or how some people absolutely LOVE to eat healthy 24/7. For them, eating sugar or sweets would be almost UNBEARABLE. We call them "Health Nuts". How is it that they can maintain this lifestyle with ease? While the rest of us lack motivation to workout, or yo-yo with our weight and don't eat as healthy as should.

Simply, why is it that they BEHAVE one way and we BEHAVE another way?

Let's first define behaviour: Behaviour is an outward action performed in response to a given situation. A response that is first processed and calculated in the **MIND**.

And THAT is the fundamental difference between the "Fitness/Health Nuts" and the rest of us. The way in which their **MIND** reacts to specific situations.

Therefore, it is the **MIND** that holds the key to PERMANENT LONG-LASTING RESULTS. It is the **MIND** that must be addressed FIRST if permanent weight loss, or ANY type of goal is to be achieved. THAT is the SECRET to permanent weight loss, and THAT is ABSOLUTELY what the Diet and Fitness Industry **DOES NOT** want you to know!

They're only interested in the quick fixes. They're only interested in treating the symptom (i.e. weight gain) and not the **root cause**. This can only be found by first addressing the **MIND**. If they refrain from addressing the root cause, your weight gain or unhealthy habits WILL continue to persist. What does this mean for them? \$\$\$

It'd be like a patient coming to His/Her Doctor with the symptom of a rash. Asking no questions of the patient, and only taking quick glance at the rash the Doctor then prescribes the patient a rash cream. The patient uses the cream but the rash continues to come back. So what does the Doctor do? Gives them more cream! The Doctor gets his money, the patient gets their temporary fix, only to come back in a couple of weeks with the same rash and the same Doctor prescribing the same cream!

If however, the Doctor had have done some further investigation by asking the patient some QUESTIONS, He/She would have found their patient was allergic to dairy. So instead of treating the symptom with cream, they would have now found a way to remove the rash for good - by modifying the patients diet to remove dairy. This approach would therefore address the **root cause** and **NOT** the **symptom**.

So you can see by focusing solely on diet and exercise for excess weight you are in essence treating the **SYMPTOM**, and not the **ROOT CAUSE**. And we don't know what the root cause is until we further investigate your **MIND**.

If you fail to address the MIND FIRST, and continue to treat your WEIGHT GAIN or UNHEALTHY HABITS with quick fixes such as diets or nicotine patches, you will continue to STRUGGLE and continue to get TEMPORARY results!

4. How The Diet and Exercise Industry Get You To BLINDLY Trust Them So You GLADLY Handover Your Money While Receiving NOTHING In Return

Why would one keep going back to their Doctor if their results were temporary? Quite simply, TRUST. When you pay for the services of someone that is an "expert" in their industry you TRUST that they know what they're doing. Even more so you TRUST they have your best interests at heart. Just like the trust you place in your Doctor you TRUST that the Diet and Fitness Industry know what they're talking about. And you TRUST that they have your best interests at heart. After all, they are the "experts" right?

But as we've seen, in an industry that constantly takes advantage of its consumers and gives nothing in return, how do they command such TRUST? Or more aptly - BLIND TRUST.

By leveraging two little known psychological LAWS these Diet and Fitness "experts" have been using for YEARS to gain YOUR TRUST and TAKE YOUR MONEY! The LAW OF MILGRIM and the LAW OF ZIPF.

- The LAW OF MILGRIM states: **The marketplace will BLINDLY believe the words of an expert**
- The LAW OF ZIPF states: **Your ideal clients INTENTIONALLY NARROW CHOICES to those who are ON TOP - FOREVER!**

These LAWS are NOT "hoodoo" but are AUTOMATIC SUBCONSCIOUS DECISION MAKING PROCESSES that make our LIVES EASIER. Could you imagine going to see your Doctor and EVERY SINGLE TIME you questioned their credibility?

That would obviously be stupid. No, all you do is go to their office, see their nice certificates on the wall (which I'm SURE you've done background research on), know that others are using the services of your Doctor, so you TRUST that they're credible, TRUST they know what they're doing, and TRUST they have your best interest at heart.

Well, the Diet and Fitness Industry take advantage of these SAME PSYCHOLOGICAL LAWS. But use them in an UNETHICAL WAY, and use them to YOUR DISADVANTAGE!

For the Diet and Fitness Industry to get you to BLINDLY TRUST them all they have to do is leverage MILGRIM's LAW and ZIPF's LAW by:

1. Painting themselves as the experts of their industry. Well that's easy, they just spend BILLIONS of dollars on marketing, advertising, and paying others to say they've gotten the results you want.
2. After the above is put in place, the second law takes care of itself. Because you see them as the experts you disregard most other competition you don't perceive as an "expert", and therefore you discount other more effective approaches. This perception in turn further pins them as the "experts" and the "ONLY" option in the market place. Which REALLY means YOU keep going back to them even though you're NOT getting the results you've been promised!

The **money making cycle** continues up and up!

The Diet and Fitness Industry understand how much PSYCHOLOGY is involved in getting YOU to choose THEM every time over their competitors. They understand how important the **MIND** is when it comes to decision making. That's why they spend BILLIONS researching consumer behaviour.

So that begs the question - if they understand how important the **MIND** is, why don't they pass this information onto their customers? Surely, if the **MIND** is this important in making a purchase and they spend BILLIONS in research, then it goes without saying that it must have some type of hold over whether we achieve our Health and Wellness goals?

This is a no-brainer (no-pun)(ok a little pun). But of course they DO NOT want YOU to know this. They do NOT want YOU to know that the very thing that's **MOST ACCESSIBLE** to you, the very thing that's going to give you **LONG-LASTING CHANGE**, the very thing that's also **FREE**, is the very thing you need to address **FIRST** - the **MIND**. Why?

Because a MIND FIRST APPROACH does NOT bode well for their bottom-line!

They know how powerful the MIND is - but they **DO NOT** want **YOU** to know!

If you fail to take advantage of the most POWERFUL creation known to man - YOUR MIND - you will be FOREVER fighting against yourself and wondering why the results you've been promised are TEMPORARY or NEVER come to fruition!

5. The REAL Reason You Are Never Motivated To Eat Healthy And Exercise

Now that we know about the major role and impact of our mind, let's return and examine a bit closer these "Health Nuts" and "Fitness Nuts". Why do they REALLY HATE to eat unhealthy food? Why do they REALLY find it UNBEARABLE to miss a workout? Why do they REALLY BEHAVE one way while we BEHAVE another way?

Because unknowingly, they're leveraging the TWIN-FORCES that DRIVE ALL OF OUR BEHAVIOUR. These TWIN-FORCES affect EVERY SINGLE FACET of our lives - mentally, spiritually, emotionally, physically, our relationships, our finances, our careers and EVERY SINGLE DECISION we make. These forces are controlling YOU right now and they are controlling ME!

I often ask this question while giving a presentation - "How is it that I'm up here while the majority of you would NEVER take my place and speak in front of an audience?"

In fact, a lot of people rate their fear of public speaking higher than their fear of death! Though, I've never heard of someone leaving a suicide note stating they just "offed" themselves because of a presentation they had in 20 minutes. Nonetheless, we do know that the fear of public speaking is ranked quite high on the list of fears.

So how is it that I LOVE speaking in public while most don't?

Because of the TWIN DRIVING FORCES - **PAIN** and **PLEASURE**

When someone doesn't want to stand up and speak in public what do they immediately associate? PAIN! The PAIN of embarrassment, of forgetting their lines, of wetting themselves. Whatever images they love to torture themselves with! The funny thing is the "PAIN" is all in their head! But that's not the point. It's the PERCEIVED PAIN that's real. Therefore, it's the PERCEIVED PAIN that's going to drive their behaviour. And at the other end they could also see not speaking as PLEASURABLE. Because by saying "no" they get to stay COMFORTABLE.

The LAW OF PAIN AND PLEASURE states: **Everything YOU and I do, we do EITHER out of our NEED to AVOID PAIN, OR our DESIRE to GAIN PLEASURE**

The caveat to that rule is this - **MOST will do MORE to AVOID PAIN than to GAIN PLEASURE.**

For example, what would drive you more - STOPPING someone from stealing \$10,000 you've earned over the past 12 months? OR the OPPORTUNITY to earn \$10,000 over the next 12 months?

Most will say they would rather STOP someone from stealing the money they've earned. And this is NOT a bad thing. What IS important is knowing which one you are so you can USE THAT TO MOTIVATE YOURSELF!

So the question still hasn't been fully answered - How is it that I LOVE to get up in front of a crowd and speak while the majority don't? Do I not associate ANY pain to getting up and speaking in front of a crowd?

Absolutely NOT. I get nervous. I fear forgetting my lines, losing my place and embarrassing myself (maybe not wetting myself). But I associate MORE PAIN to NOT getting up there. Why?

Because I associate that if I don't get up and speak in front of a crowd then the vision of the life I want to lead will NEVER happen. And that is a HUGE pain for me. Plus, I gain A LOT of PLEASURE from the adrenaline rush, the feeling of freedom, and also knowing that I'm up there doing something that others cannot or don't want to do. Speaking also gives me a HUGE leg up in my career, and massively accelerates my progress which there saves me a tremendous amount of time - all PLEASURE!

So in the instance of public speaking my associations to PAIN and PLEASURE are different. I leverage the DEEP psychological LAW OF PAIN AND PLEASURE by linking a HUGE amount of PAIN to NOT speaking, and a HUGE amount of PLEASURE TO speaking. And it is through leveraging the LAW OF PAIN AND PLEASURE that DRIVES and MOTIVATES my behaviour to stand up in front of an audience.

Now you can see if we go back to these "Health/Fitness Nuts" that in the instance of health and fitness their associations to PAIN and PLEASURE are different too:

- If they're a "Health Nut" that moves AWAY FROM PAIN they could associate that eating sugar as making them FAT (PAINFUL)
- Or if they're a MOVE TOWARD PLEASURE person they could associate saying NO to eating sugar as PLEASURABLE because it's moving them toward greater health and vitality
- If they're a "Fitness Nut" that moves AWAY FROM PAIN they could associate missing a workout with LOSING muscles gains (PAINFUL)
- Or if they're a MOVE TOWARD PLEASURE person they could associate not missing a workout as PLEASURABLE because it's moving them toward the vision of their ideal body

This is human psychology at the DEEPEST level. It's HARDWIRED into our nervous system and is our basic survival mechanism. Whenever something PAINFUL or PLEASURABLE happens to us our brain physically registers it in our nervous system.

It's why you only burn yourself ONCE on the hot plate as a kid (hopefully). It's why footballers who severely injure themselves never come back quite the same player even if the Doctor says they're just as fit and strong as they ever were - because the physical and emotional PAIN is still registered in their system from the incident, so this in turn drives their future behaviour - OVER-CAUTION ON THE FIELD.

Most importantly, it's why you're completely motivated at the start of your exercise and diet routine but then lose your way after only a few weeks!

Whenever there is an aspect of business I know will push me way beyond my comfort zone, something I know is good for me but will make me very uncomfortable - for example, speaking in front of a large audience - I look at the below two pictures for motivation.



Pain - 9-5 Life



Pleasure - Dream Car

Going back to a 9-5 represents a HUGE amount of PAIN to me, and moving toward my dream car brings a huge amount of PLEASURE. But my dreams will only come into existence if I decide to do that which I'm most fearful of! This therefore, makes moving forward MUCH easier. Why? Because I've leveraged both PAIN AND PLEASURE.

The point is, not only must you know about what YOUR pain and pleasure motivators are, but you have to take the next step and leverage this knowledge. Just like these "health nuts" that hate eating junk food because it's PAINFUL, you too need to link a huge amount of pain to eating unhealthy food. OR a huge amount of PLEASURE to eating healthy food. Whichever motivates you more.

And just like these "fitness nuts" you too need to link a huge amount of PAIN to missing a workout, or a huge amount of PLEASURE to working out. The more you do this the more it becomes an automatic behaviour. But it all starts with by leveraging what motivates you at a DEEP, DEEP level - PAIN and PLEASURE.

If you fail to leverage the LAW OF PAIN AND PLEASURE, your DEEPEST psychological motivators, you WILL continue to eat unhealthy food and WILL continue to be demotivated to exercise!

6. How To GUARANTEE You Are ALWAYS Motivated To Eat Healthy And Exercise

Fortunately, we can change what PAIN means to us and we change what PLEASURE means to us and we actually do this EVERY DAY. A great example of this that everyone can relate to is procrastination.

Back in my teenage years I used to procrastinate A LOT. Mostly when it came to schoolwork. I was however, FANTASTIC at focusing on video games for 12 hours straight. But when it came to school work, or more specifically ESSAYS, I would procrastinate. I would get the essay 8 weeks out from the due date and would I do it then? No. Would I do it 4 weeks out? No. 1 week? no. The night before? Yup! How come?

Because it was too much effort to get it done and out of the way 8 weeks, 4 weeks and even 1 week out. The PAIN of DOING the assignment was much more than NOT doing it. I was also getting PLEASURE from not having to do it as well. It would free me up to do other more important things (see video games above).

So I would leave it until the night before and "pull an all-nighter" as they say. I knew that if I left my essay until the night before then all of sudden, like magic, I would be completely motivated to get it done. In fact, there was so much motivation that it didn't even feel like an effort! How come?

Because I hit my PAIN/PLEASURE THRESHOLD and my associations had swapped. At that point, the night before, it had become more painful NOT to do the assignment than TO do it. Because if I didn't get the assignment done then I would essentially flunk the course. Which would mean I'd have to take it again, which would mean another 6 months of boring lectures and another 6 months of procrastinating on essays. Which would quite simply mean A LOT OF PAIN. So this association to PAIN motivated me to get it done all in one night!

So your PAIN/PLEASURE associations swap when you hit that threshold. When continuing the same behaviour is TOO PAINFUL or NO LONGER PLEASURABLE. This then spurs you into action to change your behaviour.

And we have all experienced this when it comes to losing weight or getting in shape. Again I'll use myself as an example. Many years ago I was 92kgs and OVERWEIGHT. One day I looked in the mirror and DID NOT like what was staring back. I especially DID NOT like the way I felt. I had hit the PAIN/PLEASURE threshold. I thought to myself "this is it. I've had enough! It's time to lose weight. It's time to eat healthier, and start exercising more!" Sound familiar?

Did I however, find the newest fad-diet on the market? Nope. Did I buy an ab-doer 4000 so I could shed 20lbs in 20mins? Nope. Did I take a closer look at the reasons for my weight gain, and then systematically and strategically change my approach according to what I found PAINFUL and what I found PLEASURABLE? Yup! And I am very proud to say that I lost 22kgs over 6 month period and have kept it off ever since! NO STRUGGLE, while still eating the things I loved to eat. And this is an important point! It's NOT about eating crappy health or "rabbit food" you don't enjoy!!

So in a nutshell my approach was to find what behaviours were causing me the most PAIN and magnified it, and what behaviours I wanted that brought me PLEASURE and magnified those.

You need to CONSTANTLY link what you find PAINFUL and what you find PLEASURABLE to your unwanted and desired behaviours otherwise you will NEVER be motivated to eat healthy and exercise!

7. Why You Constantly SELF-SABOTAGE And You Don't Know Why

Linking a TON of PAIN to your unwanted behaviour, and a TON of PLEASURE to your desired behaviour is often enough to keep us motivated and headed in the right direction. But sometimes old habits, or more specifically PATTERNS OF EMOTION OR BEHAVIOUR, persist.

We are, as they say, creatures of HABIT. Almost EVERYTHING you do every day is PATTERNED EMOTION or BEHAVIOUR. From the way you get up the morning, to the way you brush your teeth, or the why you're ALWAYS late or ALWAYS early. To the way you sit in your seat, think out a problem, react to your spouse when they're annoying you, or the way you always seem to crave something sweet after dinner or eat too much at a buffet.

What about when you drive home from work and can't remember how you got home because your mind was in another place!

ALL PATTERNED.

The worst part is, that even when you KNOW a pattern isn't good for you, like eating too much at the buffet, you still do the behaviour anyway! You're literally on AUTO-PILOT!

This gives you a huge insight into the ABSURD amount of POWER your SUBCONSCIOUS MIND has! Scientists show that 95%-99% of our BEHAVIOURAL RESPONSES come from the programming in our SUBCONSCIOUS MIND. Therefore the CONSCIOUS MIND provides 5%-1% of our COGNITIVE decision making activity!

This is ALL PATTERNED because the SUBCONSCIOUS MIND reacts AUTOMATICALLY to situations with PREVIOUSLY STORED BEHAVIOUR RESPONSES. This all without our knowledge or control from the CONSCIOUS MIND!

To give you some numbers. Your SUBCONSCIOUS MIND can process 40 millions bits per second while your CONSCIOUS MIND can only process 40!! Yes, 40. That's like pitting a CALCULATOR against a SUPER COMPUTER!

So why would you rely on your CONSCIOUS MIND to modify your behaviour through WILLPOWER (a FINITE energy source), when you have a much more POWERFUL ALLY in your SUBCONSCIOUS MIND waiting to be utilised much more EFFECTIVELY and EFFICIENTLY?

Logic says that you wouldn't. And it's this piece of logic that has been hidden from you the Diet and Fitness Industry!

The good news is that you CAN utilise your SUBCONSCIOUS MIND to work for you. You CAN change the patterns that aren't working for you. Both the ones you notice and the NEGATIVE SUBCONSCIOUS patterns you're unaware of.

And we do this using the exact same method the Diet and Fitness Industry use to get you to buy their products and services that don't work. However, where they leverage MILGRIM'S LAW and ZIPF'S LAW to affect your buying decisions, we will invoke two different but equally powerful Laws to change our SUBCONSCIOUS PATTERNS and make sure they stick! The first

Law will help us identify ALL the subconscious patterns not working for us, and the second will help us condition and reinforce ANY new empowering pattern.

The Law we use to notice our unwanted subconscious patterns is quite well known and also very powerful. Many have leveraged it's power to make themselves into millionaires, billionaires, top sports athletes and top CEO's running Fortune 500 companies.

It has also helped to create some huge changes in my life. Leveraging this Law helped bring some incredibly amazing business opportunities my way, which gave me the confidence to follow my dream and move from my home town in Canberra, Australia, all the way across the other side of the world to London, England.

Some might know this Law from the book "The Secret" but it's one that has been around for 100's of years. The Law I'm referencing of course is the Law Of Attraction.

The LAW OF ATTRACTION states: **When your SUBCONSCIOUS RETICULAR ACTIVATING SYSTEM is activated it will SHIFT PERCEPTION and CHANGE BEHAVIOUR.**

Whether you believe in the Law of Attraction or not is irrelevant. This version of the Law is specifically referencing a scientifically proven part of your subconscious called the reticular activating system (R.A.S.).

Your R.A.S. is the part of your brain that notices patterns and looks for evidence to provide "proof" for your beliefs. Beliefs are the stories we use to make sense of the world. So when you give your mind something to focus on i.e. "I have \$10,000", your R.A.S. is activated and starts to look for patterns, and evidence/ways for you to get \$10,000.

Here is a more practical example you can employ right now that will provide better proof of this Law your R.A.S. at work:

At the end of this paragraph I want you to CLOSE YOUR EYES. After that I want you to OPEN THEM and in a 5 second period (doesn't have to be exact) I want you to count all the BROWN items in the room. Once done I want you look back to this page and answer the next question below (and don't cheat). OK READY - CLOSE YOUR EYES, OPEN, COUNT BROWN ITEMS- GO!

I hope you didn't cheat.

Ok here's the question...

Without looking, how many GREEN items are in the room?

I bet you weren't expecting that question! I also bet it was extremely difficult to answer. Why? Because by giving your R.A.S. the colour BROWN to focus on that's what you noticed and that's what you got more of. By giving it something to focus on you also got less of everything else in the room.

So it is true that you get more of what you focus on, and much less of the things you don't. **BONUS TIP:** If you always focus on the things that aren't going right in your life then that's what you're going to get MORE of!

So, now it's your turn to leverage the Law of Attraction for your Health and Wellness. **Activate your R.A.S. by noticing the patterns that aren't working for you.** By doing this you'll begin to notice EVEN MORE of the SUBCONSCIOUS PATTERNS of BEHAVIOUR that are causing you grief unknowingly. The patterns that are causing you to SELF-SABOTAGE!

If you fail to IDENTIFY your NEGATIVE SUBCONSCIOUS BEHAVIOURS by leveraging the Law of Attraction you'll be FOREVER fighting against yourself. "Spinning your wheels", SELF-SABOTAGING and not making ANY progress. The scariest part is YOU WON'T KNOW WHY!

(Reinforcing any new habit will be discussed in section 11 - My Greatest Lesson To You)

8. Finding Your Root Cause Of SELF-SABOTAGE - Your Ticket To Permanent Results

Before you remove the NEGATIVE SUBCONSCIOUS PATTERN you must INVESTIGATE your current pattern further. You must get to the **root cause** and find out what POSITIVE INTENTION your NEGATIVE PATTERN is giving you.

That's right. There is in fact, a POSITIVE intention behind ALL NEGATIVE patterns of emotion or behaviour. They ALL benefit us in some way because they ALL serve a SUBCONSCIOUS underlying NEED. For example, you may have a habit of smoking but you do it because it RELIEVES STRESS. Possibly a NEED for CERTAINTY/COMFORT. Or you may overeat but you do it when you feel LONELY. A possible NEED of LOVE/CONNECTION.

A previous client of mine had NEGATIVE PATTERN of eating terrible food on the weekends. After further investigation we found that her monotonous diet through the week cause her to crave bad food on the weekend. The underlying need here was UNCERTAINTY/VARIETY. ALL NEGATIVE PATTERNS have a NEED ROOTED within them.

There are 6 HUMAN NEEDS embedded within all of us. They are the underlying explanation to all our patterned behaviour. They were developed by Anthony Robbins and are now a whole school of psychology.

Paying attention to these will give you greater freedom in life. You will understand why you continue to do the things that you don't want to do. Most importantly though - it will put you in a power position to change ANY unwanted behaviour.

The **6 HUMAN NEEDS** developed by Anthony Robbins are as follows:

1. **Certainty/Comfort** - Certainty that we will have food to eat, a house to live in, a secure job. Certainty that we can achieve an emotion when needed. For example, certainty that a cigarette will relax us, or that watching a football game will make us happy.
2. **Uncertainty/Variety** - The second need appears to be in conflict with the first however it's a paradox. They are actually working together. We all need certainty however, too much is not a good thing. When we can predict everything we become bored. So we need uncertainty and variety in our life to keep things interesting. The uncertainty of being in a destructive relationship, the uncertainty of watching sports, or the variety of changing your workout routine. Uncertainty and variety brings unpredictability and excitement into our lives.
3. **Significance** - The need to know that we matter or that we're different in some way. Some get significance from a uniform, a title like a "Dr.", or some people join a gang. Some people even get it from being the best cleaner in their house!
4. **Love/Connection** - A need that is quite self explanatory. However, just note that some meet this need without others. For example, they may meet it through connecting with themselves, or a higher power.

The first four are our **primary needs**. We ALL meet these needs in one form or another. We all have certain vehicles of behaviour we use to meet these needs - either positive, negative or neutral.

Very important note: When a behaviour meets 3/4 of these primary needs it will become a habit!

The final two are the ultimate needs. These are not met by everyone, but are what will give you the most happiness in life if you do manage to meet them.

5. **Growth** - Everything in this world is either growing or dying. If you're not trying to become better in some form than the person you were yesterday you will never be truly happy.
6. **Contribution** - Giving and contributing to something bigger than yourself is the easiest and ultimate path to happiness. When you contribute and give you make an impact on those close to you, your community, and the world at large.

Failure to INVESTIGATE your NEGATIVE PATTERN for the ROOTED UNDERLYING NEED will mean your EFFORTS up until this point AND going forward will be COMPLETELY WASTED. You WILL continue to go back to your NEGATIVE PATTERN even though you KNOW it isn't good for you!

9. How To ELIMINATE SELF-SABOTAGE Once And For All

Once the NEGATIVE SUBCONSCIOUS PATTERN has been identified and investigated you must ELIMINATE it. Your patterns of EMOTION and BEHAVIOUR work very similar to that of a record player. The record spins round and round with the needle in the groove. The groove being your pattern of emotion or behaviour playing OVER and OVER again. If you didn't want that groove to play over again, what would you do?

Well you'd either take the record out and snap it in half, or grab something sharp to scratch back and forth until the groove is no longer "playable". Funnily enough, our patterns are broken the exact same way!

When you notice you're "playing out" one of your negative patterns, you must change your behaviour immediately. Either your **language, focus** or **physiology**. Tip: A combination of all three works best! Do this enough times, or "scratch back-and-forth" enough times, and you will have ELIMINATED or BROKEN that pattern.

Failure to ELIMINATE your NEGATIVE EATING, EXERCISE and EMOTIONAL PATTERNS will ensure you keep participating in these NEGATIVE behaviours automatically! You will be a SLAVE to your SUBCONSCIOUS MIND!

10. How To GUARANTEE A New Healthy Habit ALWAYS Sticks

Once you have IDENTIFIED the NEGATIVE SUBCONSCIOUS pattern, INVESTIGATED it, found the underlying NEED, and ELIMINATED it from your SUBCONSCIOUS, you MUST then REPLACE it with an EMPOWERING POSITIVE BEHAVIOUR!

An EMPOWERING BEHAVIOUR is one that uses a different "vehicle" to meet the same NEED as your previous pattern. So if you smoke to relieve stress and meet your underlying NEED of COMFORT, what else can you do to relieve stress and meet your NEED of COMFORT?

Read a book? Have a hot bath? Meditate?

It doesn't matter what EMPOWERING BEHAVIOUR you choose as long as you A) ENJOY IT and B) it meets the NEED(S) of the PREVIOUS NEGATIVE PATTERN.

If you fail to REPLACE your old NEGATIVE PATTERN with a new EMPOWERING BEHAVIOUR that meets the CORRECT NEED(S), you will once again continue to go BACK to your OLD NEGATIVE PATTERN because your UNDERLYING NEED(S) still must to be met!

11. My Greatest Lesson To YOU

When you have your NEW EMPOWERING BEHAVIOUR with the correct UNDERLYING NEED you must turn it into an EMPOWERING PATTERN. To do this you MUST leverage the LAW OF POSITIVE REINFORCEMENT.

- The Law of Positive Reinforcement states: **Any pattern of EMOTION or BEHAVIOUR that is CONTINUALLY and POSITIVELY REINFORCED will become an AUTOMATIC and CONDITIONED response**

Nothing has more greatly changed EVERY aspect of my life for the better than the Law of Positive Reinforcement. I was first affected by its power at the age of 20 when my girlfriend at the time managed to drag me along to the gym. I had tried the gym on various occasions before but I never saw any results.

I believed I wasn't the type of person that could ever be dedicated enough to see a result. This **deep rooted belief** caused a NEGATIVE PATTERN in my SUBCONSCIOUS which manifested itself with me being sporadic in my attendance. "Why go to the gym if I "KNOW" I'm not dedicated enough?" (Underlying need of COMFORT/CERTAINTY).

This time however, I was DETERMINED to see results because I was completely FED-UP with the way I LOOKED and FELT. UNKNOWINGLY I had began by leverage the LAW OF PAIN AND PLEASURE.

I could see others were getting results so I wanted to REALLY find out the answer to my most BURNING question - why wasn't I? I began by MODELLING other people that were getting results. (MODELLING someone successful I've learned, is THE FASTEST way get the RESULTS you want!) I started asking a LOT of questions. I began to educate myself on multiple fitness and nutrition forums around how to put on muscle and lose fat. When I realised I had been doing pretty much everything wrong diet and exercise wise I became ENTHRALLED! I wanted to know MORE! I wanted to put this new found knowledge to the TEST!

The problem though, was that this **deep rooted belief** about my dedication persisted. My SUBCONSCIOUS MIND was still working against me. This time though was different. With my new found knowledge I knew that to keep myself motivated to attend the gym I had to start by setting a POWERFUL GOAL (unknowingly again, leverage the Law of Pain and Pleasure). My powerful goal back then was to see a change in my body. I had seen strength increase before but NEVER a change in my body. I didn't care HOW small it was. I knew that if I could see even just the slightest change then this **deep rooted belief** would be broken because then I would KNOW that I could be the type of person dedicated enough to see a result.

So every week for 5 months I never missed a scheduled workout. But unfortunately I didn't see any results either. Even though this time I was exercising and eating right. By the 6 month mark I was running on pure willpower. A FINITE energy source from the CONSCIOUS MIND. My motivation was starting to wane and I new I couldn't last much longer without seeing any results.

FINALLY, by the 7 month mark I saw results! My arms chest and shoulders had grown! I felt GREAT and had SUBCONSCIOUSLY given myself POSITIVE REINFORCEMENT to spur on more motivation to continue. The POWER of the Law of Positive Reinforcement was starting to take effect! All I needed now was for other to notice.

By the 10th month this came to fruition. Once others began to notice my results and I was receiving even more positive reinforcement from their comments which meant my motivation to workout SKY ROCKETED!

It was at this point that my **deep rooted belief** about whether I could be dedicated enough to see results had been broken. And it was through the Law of Positive Reinforcement that helped to break it and instil a new EMPOWERING BELIEF within me. That I WAS the type of person that could stay dedicated even through the hardest of times, when results were no where to be seen.

This new empowering belief then spread to EVERY OTHER AREA of my life. I became more dedicated in my career and studies, causing me to progress much faster. I become much more dedicated even in the smaller tasks like cleaning the house EVERY week on a set schedule, or making sure my bed was made EVERY DAY. These habits still continue to this day.

Most importantly, this new empowering belief instilled in me a sense of calm and confidence when it came to losing 22kgs in 6 months a few years later. Even though I was 92kgs and overweight, I KNEW I had the dedication to lose it all.

The second best part about this scenario was that my pain/pleasure associations around going to the gym and eating healthy had PERMANENTLY CHANGED. This ALL from CONSTANT POSITIVE REINFORCEMENT of a behaviour!

No longer do I feel demotivated to workout - I LOVE working out. It's actually more PAINFUL for me NOT to workout. Crazy I know - go ahead call me a "Fitness Nut" (although I don't mind missing a workout here and there). And no longer do I eat like crap because I LOVE to eat healthy. Although of course I enjoy my favourite sweets (Oreos) when I feel like them.

Back then I never knew of the Law of Positive Reinforcement and it's ability to CHANGE and CONDITION the subconscious mind. I never really thought about how I became so dedicated not only around the gym but in ALL areas of my life. It wasn't until people started questioning and asking me how, that I had to go back and examine my PATTERNS to find where this "dedication" came from. Was I born with it? NO! Are these "Fitness/Health Nuts" born with it? NO! It was something that was conditioned within my subconscious mind by leveraging the Law of Reinforcement. And something that can easily be conditioned within yours.

What I also discovered was that the Law of Positive Reinforcement also leverages the Law of Pain and Pleasure. It leverages our DEEPEST psychological motivators. And this is true not only in the mind of humans, but in the minds of ALL animals on this planet.

Have you ever wondered how an animal trainer gets a bird to perform a trick? To pick up a tiny basketball in its beak, walk across the ledge, and place it in the hoop? It's ALL done by leveraging the Law of Positive Reinforcement.

At first the bird's movements are random. But when the bird exhibits that ONE movement the trainer wants, it gives the bird a bit of food (Positive Reinforcement aka PLEASURE). The trainer does this OVER and OVER again until the bird knows it has to perform that ONE movement to get the food. From there the trainer builds on each movement. Until eventually the bird knows that in order to get food it must pick up the tiny basketball in its beak, walk across the ledge and place it in the hoop!

Powerful stuff! All done by leveraging the Law of Positive Reinforcement with the Law of Pain and Pleasure. And you too can condition yourself (and others without them knowing if you so wish) by leveraging these laws to modify your behaviour to a desired outcome.

What you must realise though, and what's most important, is how this whole process started. It simply began when I made the DECISION to go to the gym. When I made the DECISION stick it out no matter what until I saw a result. When I did start seeing results I got POSITIVE feedback not only from myself but from others too. When this started to happen OVER and OVER again the Law of Positive Reinforcement took hold and REPROGRAMMED my SUBCONSCIOUS MIND to link more pain to NOT exercising than TO exercising.

This is what I HAVE to share with you because I know how URGENT this information is NEEDED by the public. I could have give you a giant list of the most healthiest foods you need to eat, or the best exercise strategies to reach your particular goals, but that's not what you **NEED**.

That's a **symptom first** approach. We need to flip the equation and start with a **root cause** approach - a **MIND FIRST** approach.

We're living in an obesity epidemic that's getting worse. One which is fuelled by the misinformation and shady activities of the Diet and Fitness Industry. The power of this Law for PERMANENTLY changing your unwanted emotions and behaviour is INCREDIBLE. To FAST TRACK YOUR PROGRESS and SHORTCUT THE PROCESS that I went through with the months of agony, you MUST do the following:

When you find the new EMPOWERING BEHAVIOUR you want to turn into an EMPOWERING PATTERN, you must give yourself POSITIVE REINFORCEMENT EVERY SINGLE TIME you perform that new pattern. Get it from yourself, from others, and anywhere you can. Just make sure you do it OVER and OVER again until it becomes an AUTOMATIC RESPONSE.

And THAT is how you AUTOMATE your MIND for Health and Wellness

When you leverage the POWER and PROGRAMMING of your SUBCONSCIOUS MIND so that your response to EATING and EXERCISING are AUTOMATICALLY PREDISPOSED to the HEALTHIEST CHOICE and the HIGHEST AMOUNT OF MOTIVATION YOU NEED TO EXERCISE.

If you fail to POSITIVELY REINFORCE your new EMPOWERING BEHAVIOUR and leverage the LAW OF POSITIVE REINFORCEMENT, you will fail to PERMANENTLY change your PAIN/PLEASURE ASSOCIATIONS around EATING HEALTHY and EXERCISING.

This means: FOREVER THINKING about and enduring the STRESS associated with your CONSTANT STRUGGLE to maintain good health.

Which means: FOREVER being DEMOTIVATED to eat HEALTHY FOODS and EXERCISE

Which REALLY means: FOREVER FAILING TO REACH PERMANENT PEAK HEALTH

12. The #1 CRITICAL Thing You NEED TO KNOW That If Not Addressed WILL Unravel Your Best Laid Health and Wellness Goals

As stated in the very first line - we're in an obesity epidemic. Well that's not entirely true - WESTERN SOCIETY is in an obesity epidemic. Eastern countries are seemingly doing quite fine. Although this is changing for those that are becoming more Westernised.

However, there is a fundamental difference between the East and the West that enable the East to EASILY maintain a healthy body weight throughout their entire lives, while the West easily maintain statistics of over 60% of the population being overweight or obese.

This fundamental difference is also the reason why people that have the highest life expectancy live in places like Okinawa, off the coast off Japan. And not places like the United States where they have state-of-the-art medical facilities and research.

There is one fundamental difference is something you NEED to STRATEGICALLY address to GUARANTEE your Health and Wellness goals aren't SABOTAGED and are FULLY AUTOMATED. If not addressed, your best subconscious programming up to this point WILL come UNDONE!

Up until this point we have addressed you and only you. It goes without saying that you are NOT an entity floating around in space trying to reach you Health and Wellness goals. No, you

have an **ENVIRONMENT** to contend with. An environment that WILL have DEVASTATING EFFECTS on your best laid Health and Wellness plans if not STRATEGICALLY MODIFIED!

And THAT is the fundamental difference between countries struggling with obesity rates and those that aren't. The people of Okinawa, can easily maintain a healthy weight their entire lives because they live a much more simple life, free from a lot the speed and stress that comes with living in Western society. But most importantly, they're constantly immersed in an environment that has wholesome healthy foods. They literally have have no other options but to eat healthy!

Now I'm not saying we all need go live off the coast of Japan (or a similar environment). But what we can do is learn something from this. We too need to immerse ourselves in a similar way if we want easily maintain our weight or get in shape. So although we may not be able pack up and move our family into the middle of the jungle, what we can do is STRATEGICALLY MODIFY OUR ENVIRONMENT to be in line with with the healthy lifestyle we want to live.

To emphasise this point - have you ever been into the home of a true "Health/Fitness Nut"? Do they surround themselves with Snickers bars and Oreos? Or whole foods consisting of lean meats, vegetables and fruits?

Obviously the latter because WHY would they want to place any undue stress on their healthy lifestyle by placing unhealthy food in the environments they frequent most? So the next question is - WHY would you do the same, and place unhealthy foods in the environments that you frequent most?

You're just placing unnecessary stress on your mind because you're working against a fundamental law which we've already discussed - the Law of Resistance - whatever you resist persists.

I cannot overstate how CRITICAL this is to your Health and Wellness goals. If you want to COMPLETELY REMOVE THE STRESS placed on your MIND from THINKING and WORRYING about YOUR HEALTH AND WELLNESS. If you want to optimise the 1%-5% of your COGNITIVE thinking power you use to make IMPORTANT EVERY DAY DECISIONS (for example, about YOUR FAMILY, COMPANY, or BUSINESS) you MUST STRATEGICALLY MODIFY your ENVIRONMENT!

Most people will state that the environment in which a child grows is HUGELY CRITICAL to their development and how they turn out in life. This is not debatable but FACT. It is also FACT that that the state of the ENVIRONMENT in which a person tries to reach their Health and Wellness goals will be HUGELY CRITICAL to their SUCCESS.

This is because when we are interacting with our environment we are unknowingly triggering off behaviour responses within our SUBCONSCIOUS MIND. This is why it's SO IMPORTANT for you to understand how your environment impacts your Health and Wellness, and how to identify the patterns of emotion or behaviour that aren't working for you.

The way we notice these ENVIRONMENTAL SUBCONSCIOUS TRIGGERS is by leveraging the 4 DEEP PSYCHOLOGICAL LAWS we've already discussed in this guide. And this is EXACTLY what I did to EASILY lose 22kgs in 6 months!

- The Law of Resistance - what are you CONSTANTLY RESISTING in your ENVIRONMENT that you could remove?
- The Law of Pain and Pleasure - how can you motivate yourself to exercise by STRATEGICALLY placing PAINFUL and PLEASURABLE objects in your ENVIRONMENT?
- The Law of Attraction - what NEGATIVE PATTERNS are in your ENVIRONMENT that you need to ELIMINATE?

- The Law of Positive Reinforcement - what can you use in your environment to POSITIVELY REINFORCE your EMPOWERING BEHAVIOUR?

You must further pay attention to the pitfalls in your environment that trigger unwanted behaviour. They are different for everyone so activate your R.A.S. to pickup these detrimental patterns.

Below are some common pitfall triggers that occur when interacting with our environment:

- MOST PEOPLE use EXTERNAL QUEUES from their ENVIRONMENT to let them know when they've had enough to eat, and not their INTERNAL QUEUES. For example, the size of their plate.
- MOST will eat MORE when there is a greater variety of food to choose from. For example, at a buffet.
- MANY will MISS a workout when their ENVIRONMENT changes. For example, the temperature, rain, or unexpected guests.

So when you pickup on one of these behaviours you would like to eliminate, like over-eating, or lack of motivation to exercise - look for the environmental trigger. Then either change your approach to that trigger (for example if you're dealing with a person), eradicate that trigger, or modify it so it works FOR and not AGAINST you.

And THAT is how you AUTOMATE your ENVIRONMENT for Health and Wellness

You CANNOT UNDERESTIMATE the CRITICAL IMPACT YOUR ENVIRONMENT has on YOUR HEALTH and WELLNESS. If you fail to STRATEGICALLY MODIFY YOUR ENVIRONMENT to be IN LINE WITH with your HEALTH AND WELLNESS GOALS, you WILL be FOREVER fighting against an "INVISIBLE FORCEFIELD" blocking you from achieving SUCCESS!

13. BONUS: 10 Nutrition and Exercise Myths That Will Challenge Your Assumptions

1. You Should Eat Many Small Meals During The Day To Raise Your Metabolism

One of the biggest lies sold to you by the Diet and Fitness Industry. Not only has it been disproven in MULTIPLE controlled studies, but it's actually been shown that being in a constant fed state severely raises your risk of getting colon cancer. The 4th highest cause of death from cancer!

When you refrain from eating for a while or fast, a process known as autophagy cleans waste products from your cells. So not only is eating irregularly NOT bad for you, it can actually be GOOD for you!

2. Natural Sugar Is Better Than Processed Sugar

Whether it comes from sugarcane, honey or your box of morning cheerios - sugar is made up of the carbohydrate sucrose. Which when broken down is made of two main compounds - glucose and fructose. And that's exactly how the body sees it.

Yes, natural foods will contain more vitamins and minerals, but the sugar that gets digested from these is the same sugar you find in your unhealthy processed foods. They all come down to glucose and fructose.

Some foods will have higher amounts of glucose than fructose and vice-versa. What you do want to AVOID is foods high in fructose. Fruits are ok because of the fibre that accompanies the sugar which nullifies its negative effects.

But you MUST avoid foods high in fructose, such as those containing HIGH FRUCTOSE CORN SYRUP. Fructose can only be digested in the liver which immediately gets converted into fat. This is secreted into the blood as VLDL particles. This leads to elevated triglycerides and cholesterol.

Diets high in sugar, and especially high in fructose, have been linked to a SEVERELY heightened risk of diabetes, cancers, heart disease and host of other problems. It even triggers you to eat more!

3. Eating Too Many Eggs Is Unhealthy

This myth has persisted because eggs happen to contain a large amount of cholesterol. And because the word cholesterol has a very negative connotation eggs have gotten a "bad wrap". What many people don't know however, is that there are 3 types of cholesterol - good cholesterol (HDL), bad cholesterol (Small LDL) and benign cholesterol (Large LDL).

Studies have proven that not only does eating eggs NOT increase your risk of heart disease, but they are actually GOOD for you because they primarily raise your good cholesterol (HDL).

4. Saturated Fat Is Bad For You

A few decades ago the heart disease epidemic was linked to the consumption of too much saturated fat.

This was from HIGHLY FLAWED studies with political agendas that have now been proven to be completely wrong. In 2010 there was a review article published which looked at 21 prospective epidemiological studies with a total of 347,747 subjects. Which resulted in findings of absolutely NO link between saturated fats and heart disease.

Saturated fats raise the amount of good cholesterol (HDL) in your system. It also changes the BAD cholesterol (Small LDL), to the BENIGN cholesterol (Large LDL).

So don't worry about the high amount of saturated fat in NATURAL foods - cocoa nut oil, fish, meat, nuts etc.

Though, be wary of and AVOID any foods containing TRANS-FATS and HYDROGENATED OIL. Extremely bad for you. These are usually found in processed foods.

5. Low Fat Foods Are Good For You and High Fat Foods Will Make You Fat

While on the subject of fat these are two great myths to expose. The reason why low fat foods are NOT good for you is because they are usually HIGHLY PROCESSED. The manufacturers take into account that you buy into first and second myth (high fat foods will make you fat), so they remove the fat, the part that gives the food its flavour, and replace it with sugar or artificial sweeteners.

Further, eating fat will not make you fat. Although fat does contain more calories per gram than carbs, protein, and alcohol, it gets converted into ENERGY and NOT FAT just like anything you put into your body.

6. Lifting Weights Will Make Women Too Muscular

Good lord! Out of all the myths that ever were, this is the most frustrating one.

Women ABSOLUTELY, POSITIVELY and SIMPLY DO **NOT** have the genetic makeup to put on large amounts of muscle.

The primary muscle building hormone is testosterone. Per day men on average secrete 6-8mg. Per day women secrete **0.5mg**.

So if you're a woman, not only should you NOT be afraid of getting too "bulky", but you should be doing EVERYTHING YOU CAN to hold onto the muscle you've got!

7. You Can Spot Reduce Fat For Ripped Abs Or Toned Arms

This is almost as frustrating as the last myth and another lie sold you by the Diet and Fitness Industry. If this were true, wouldn't people in wheelchairs have incredibly "ripped" arms?

They don't because you CANNOT spot reduce fat. Doing 1000's of crunches per day will NOT give you a ripped 6 pack! It might make the muscle slightly bigger, but underneath all that fat how will you see them?

In men, most fat is stored around the waist, and in women around the hips and thighs. But in general, when losing fat the body removes it EVENLY from all areas.

8. High Reps Tones Your Muscle

A muscle CANNOT be shaped or "toned" with high reps. A muscle either gets bigger or smaller. Fat cells too CANNOT be shaped or "toned". They either get bigger or smaller. It's as simple as that.

9. Exercise Is A Great Way To Lose Weight

Exercise is actually an extremely INEFFICIENT way to go about your weight loss. That is because the body is INCREDIBLY EFFICIENT at using the energy you've given it. Or shall we say, your body has great RETURN ON INVESTED CALORIE.

Millions of years of evolution have ensured that. How else were we able to survive on such little energy when food was scarce in our "hunter and gatherer" days? It is only until recently (relatively) that food has become so abundant.

This is also why they say if you eat a Snickers you'll have to run on the treadmill for over 1 HOUR just to burn it off!

10. Using A Scale Is A Great Way To Measure Your Fat Loss Progress

A scale is simply a measure of your TOTAL WEIGHT. It does NOT tell you how much fat you've lost or gained. Neither does it tell you how much water, muscle or bone you've gained or lost.

There are body composition scales out there now that claim to do these things. But they too are a waste of time. These are the factors that can change your daily "body fat" reading:

- High vs low quality scales
- Time of day
- Daily fluid intake
- When you last ate
- Whether you trained that day

Not only are scales NOT a good way to measure your weight loss progress, but if your weight goes up from your previous weigh-in it will leave you feeling like crap. And it might simply come down to you taking in more fluids for that day!

Give up the scale!

SUMMARY

In summary to this guide:

1. Ignore those "experts" that tell you what you "NEED" before asking questions. Are they addressing the **symptom** or **root cause**? **Be wary** of those that are just telling you what you want to hear!
2. Give up the diet and bogus exercise machines! Remember **the best diet is the one you don't know you're on!** The best exercise is the one that completely motivates you! **Be wary** of your reasons for starting a diet or exercise routine you know you won't enjoy.
3. You MUST address the **MIND** First - Ignoring the vital part the mind plays in your Health, Wellness, and decision making abilities will be HUGELY DETRIMENTAL to your future success in ALL areas of life. **Be wary** of those that discount its role in achieving your goals!
4. You MUST leverage the power of your **SUBCONSCIOUS MIND**. It's responsible for over 95% of your behavioural and emotional responses. Get it working FOR YOU and not AGAINST. **Be wary** of the decisions that your SUBCONSCIOUS MIND makes without you even knowing!
5. You MUST IDENTIFY, INVESTIGATE, ELIMINATE and REPLACE your NEGATIVE PATTERNS. **Be wary** of missing any of these steps. Each is as important as the one before or after.
6. You MUST STRATEGICALLY ARRANGE YOUR ENVIRONMENT to ACCELERATE and AUTOMATE your Health and Wellness goals. **Be wary** of your DAILY ENVIRONMENT and how it triggers your NEGATIVE PATTERNS.

FINAL MAJOR POINT

You MUST take a complete HOLISTIC approach to your Health and Wellness. You CANNOT have a healthy body without also focusing on the mind. You CANNOT have a healthy mind without also focusing on what you're eating or how you're exercising. Your MIND, EXERCISE, and DIET are ALL interlinked. You cannot succeed in one without also focusing on the other two. And you cannot succeed in any without taking into consideration the impact of your ENVIRONMENT. **Be wary** of those that take a segregated approach to your Health and Wellness. Those that focus their services on one specific area without also addressing each of the other key areas to your Health and Wellness success - MIND, EXERCISE, NUTRITION and ENVIRONMENT.

You CANNOT have PERMANENT success in one without also addressing the others.

Make Health and Wellness WORK FOR YOU - 3 Key Principles

1. **STOP DIETING** - Study after study shows diets **do not work**. Give them up! See points 2 & 3 for making it work!
2. **SUBCONSCIOUS MIND** - Make use of your subconscious mind. It's responsible for over 95% of your behavioural and emotional responses!
3. **ENVIRONMENT** - Be aware of environmental factors working against you. Strategically arrange your environment to be in line with with your goals!

THANKS AGAIN!

...for taking the time to read our CONSUMER AWARENESS GUIDE TO AUTOMATED HEALTH AND WELLNESS! We hope you have found the knowledge both helpful and enlightening. It is a culmination of YEARS of observation, research, self-reflection, testing and dedication.

We trust you now understand how much of your success hinges on your ability to take advantage of, and leverage your most valuable asset - your mind. Your ability to educate yourself on the way in which you make and stick to decisions. And your ability to educate yourself on the way your mind, body, diet and environment work together to create a completely holistic approach to your health and wellness.

Lastly and most importantly though, it's your decision to take 100% responsibility and apply this knowledge that will ultimately decide your future success.

If you have any questions or comments regarding the material, or would like to know your most Critical Subconscious Decision Making Processes and Environmental Barriers and how they're holding you back, please contact info@zagcoaching.com.

Our business is dedicated to consumer education and service. We are only too happy to help with any queries you may have. We look forward to hearing from you!

Sincerely,

Luke Charlton
CEO, ZAG Coaching Ltd.
Specialists in Automated Health and Wellness
luke@zagcoaching.com

P.S.

LIMITED OFFER

For a strictly limited time only we are offering a Strategic Automation Health and Wellness Assessment (**\$500 Value**). Discover your most critical subconscious hurdles to Health and Wellness Automation and the next steps to overcome them. See next page for the full LIMITED OFFER.

Automate To Dominate Your Health & Wellness

"You were amazing Luke! You have made a big difference" - Kate Keating, Australia
FREE Strategic Automation Health and Wellness Assessment! - Discover Your Most Critical Subconscious and Environmental Hurdles! - "Don't Prioritise You Health - Automate it!"

Taking care of your health has never been more important? Why? Because it's NEVER been easier to eat unhealthy food and fall into a sedentary lifestyle. This is especially true for busy people with limited time.

When you DO take care of your Health and Wellness however, it shows you: Lead by example, and therefore can persuade others much faster and easier. It shows that you respect yourself and therefore demand the same respect from others. People will look up to you, and not down. It shows that you can "do it all", even when your schedule is "out of control". It allows you to remain energised, focused and more productive for MUCH longer periods. It undoubtedly allows you to make better decisions in life and business. It allows you to outperform those younger than you. It allows you to exude a look of youth, health and confidence. It definitely gives you higher levels of self-confidence and gets you noticed before others. It most definitely causes others to listen more intently when you speak. It especially makes your spousal, family and business relationships much stronger. And most of all, it gives you a much LONGER and much HIGHER quality of life!

BUT, are you sick of the STRESS from worrying about your POOR EATING HABITS and LACK OF MOTIVATION to exercise!?! Sick of the CONSTANT SELF-SABOTAGING internal dialogue? Or simply sick of fighting against yourself when it comes to your Health and Wellness?

IMAGINE you could take COMPLETE care of your Health without having to prioritise it!

IMAGINE being AUTOMATICALLY pre-disposed to make the healthy food choice and LOVE it!

IMAGINE being AUTOMATICALLY MOTIVATED to exercise EVERY DAY!

All of this IS possible for the time poor person. WHEN you leverage the POWER of your SUBCONSCIOUS MIND and STRATEGICALLY ARRANGE your ENVIRONMENT to be IN LINE WITH WITH YOUR GOALS! So you can reach them with the LEAST amount of EFFORT and THOUGHT POSSIBLE. This the 1st Health and Wellness Automation Principle of ZAG Coaching Ltd. - **"DON'T MAKE ME THINK"**

As a busy person in this world you have already got enough STRESS going on in your life. STRESS from your JOB, your LACK OF RECREATION, your FAMILY, your SPOUSE, or maybe even STRESS from a PREVIOUS TRAUMA. Most importantly though, STRESS from your LACK OF TIME to address the things you KNOW are important, but you just don't have the time to prioritise them. STRUGGLING with your Health and Wellness and wondering why you're always failing to eat healthy and exercise is another form of STRESS you DON'T NEED.

DON'T PRIORITISE YOUR HEALTH - AUTOMATE IT

This is your chance to have **Luke Charlton and His Team**, assist you in AUTOMATING your Health and Wellness. To get your SUBCONSCIOUS PATTERNS and ENVIRONMENT working FOR and NOT AGAINST you! It's easy! You can do it!

Yes Luke! I WANT to discover my most Critical Subconscious Decision Making Processes and Environmental Barriers and how they're SABOTAGING my Health and Wellness! I WANT to discover how to AUTOMATE my Health and Wellness so I don't have prioritise or think about it - **SO IT JUST WORKS!** Sign me up to receive my **FREE 30 Minute Strategic Automation Health and Wellness Assessment! (\$500 VALUE)** I understand the Health and Wellness Audit will help me get clear on the barriers that have stopped me from making progress in the past. But most importantly, provide direction to fully accelerate what I need to do to DOMINATE and AUTOMATE my Health and Wellness.

Full Name: _____ Email: _____

Telephone: _____ Best Time To Call: _____

Please email to info@zagcoaching.com