

Why my program is the BEST!

When I've told people that I had developed a weight-loss program that taught people how to lose weight permanently, they usually looked at me like I was trying to teach people how to fly!

I knew the task of creating a truly successful permanent weight-loss program was not easy and as such, I rolled up my sleeves and asked myself:

What are other weight loss programs missing?

What do people need to reach the outcome of Permanent weight-loss?

One of the first things I found was the majority of other programs provided information and assumed that learning would occur. They sent you 12 DVDs and a workbook or an e-book or CDs to listen to, some combination of DVDs, CDs and books. But none of these programs first taught you HOW TO LEARN! We take learning for granted. We think learning either happens or it doesn't. If we don't learn, we often blame ourselves and begin to label ourselves as not very smart. But there are DEFINATELY some very important things you can do to DRAMATICALLY IMPROVE your ability to learn things that you really want to learn!

Learning can only occur when you:

Suspend doubt. When you think you can't learn it, you shut off your ability. I remember my grandmothers VCR was always blinking 12:00 because she believed trying to program the clock was beyond her ability. Yet somehow she was able to program the clock on her microwave! Why? She was more confident in the realm of cooking versus video technology.

Doubt kills any ability to learn. Doubt kills any & all motivation

However, attempting to pump yourself up by telling yourself something is going to be easy or that you have no doubts is simply lying to yourself and that always backfires. Being honest and just saying to yourself: *"Hey, I feel scared of failure, but I also feel hopeful"* is what suspension of doubt is and where you can feel the comfort of self-honesty. Suspending doubt, by honoring the truth that the *opportunity for success is always there*, is very effective way to suspend doubt in your mind.

In nearly any circumstance you can “suspend doubt” by choosing to find the potential to learn and succeed—especially when you have a coach who is on your side. You can say: *“I feel doubtful, but my coach believes, so I am going to go with what he thinks.”*



The key to maximize your learning is to first realize that doubt kills you and to commit yourself to suspend doubt even if you feel doubtful. ***Be willing to retry things you have done in the past that didn't work out.*** This is a new day and this is a new time. You may have struck out before, but you'll never hit the ball unless you **suspend doubt** and go back up to the plate again!

Learning the skill of suspending doubt is by far the most effective skill in amping up your ability to learn anything!

As you start to see results in your life and you see how applicable and true what I will be teaching you, you'll begin to more easily **suspend your doubt** week after week, month after month. But even with that being said, you'll have “doubt flair-ups”we all do. That's part of having a brain with a highly developed emotional ability. All you have to do is go back to that neutral place by telling yourself honestly: *“I feel doubtful, but I know this will pass”* and if you feel like skipping your exercise, journal or whatever, fine...skip it. Remember, this is why I want to be in your life for a year, there needs to be time to allow for doubt flair-ups. Doubt and pain is a part of gain. There's no way past it and the best way is to plan for it and know it will come.

Commitment to the Truth and Self-Examination

It is completely common for a person who is overweight to feel less about himself and thus find facing his shortcomings extremely difficult. Our brains are designed to avoid pain—including & especially the pain of thinking we are stupid and inferior. This is completely natural in that our brains are wired to avoid pain. Opening the closet door that contains all the things we are screwing up is extremely hard to do. The ironic self-defeating fact is that those that need to look in the mirror and see what they are doing wrong find it nearly impossible. This is where you **MUST** become aware. Become aware of your natural tendency to lie to yourself to avoid self-examination.

There are people that are afraid to go to the doctor, because they are afraid of what they might find wrong with them. If we are afraid to find out what's “wrong” how can we fix anything we want better? And this is why so many people want a magic “take-a-pill” solution to weight loss.

We'd rather not think about what's wrong with us and work toward changing it. Just give me a magic solution so I can avoid self-examination.

Committing yourself to the truth means being able to look at your current situation and still love yourself no matter where you are. And from this self-acceptance you are then able to examine yourself to find out exactly what you need to learn and become the person you really want to be!

Without a commitment to the truth and self-examination, very little if any learning can occur because one doesn't think they need it!

Learning can be GREATLY improved by:

Repetition. Did you learn the alphabet in one try? How many times do you have to hear a song to know the words to sing along? Remember this simple truth:

Multiple exposures = Remember = Learning

It's amazing to me that we humans really want to be better parents, lose weight, have better relationships, make more money, etc. so we buy books and read them only one time and never learn the material in the book. Yet, we'll listen to our favorite i-pod songs over and over again until we know the words by heart. Wouldn't it be cool to know the "words by heart" to how to lose weight, manage your emotions, eliminate stress, be a better parent and make more money? Only when you remember something, will it have the power to change what you do. Without repetition, unless you're a genius, you won't remember enough to have any impact on your current routines and habits.

Involve more senses. You have 5 senses in which your brain collects information. These are what you see, hear, smell, feel and taste. The more senses you use, the more input the brain gets and the more likely you are to remember. This is why many people find watching a video a better learning tool than reading a book or hands-on training more productive than a lecture. Have you ever written out a short shopping list and then forget to bring it to the store but remember most of the list? Why? You used more senses in writing out the list versus a mental list.



Emotion. The imprint in which an event makes in your memory is directly dependent on the emotion attached to it. Think of emotion as the power of a memory. The more emotion you attach to anything you sense, the more you remember it. Why do you remember a certain smell? There was an emotion attached to it. Why do you remember what the best man said at your wedding? He totally embarrassed you and you'll never forget it!

My program involves all these elements that drastically improve learning!

You will be *involving more senses* because you'll be getting e-mails to read and mp3 files to listen to and videos to watch on all the important topics. I'll also have you writing a few minutes in a journal to add another sense and increase your learning!

You will be *involving repetition* by reading the lesson, listening to me read the lesson and watching a video on the lesson. I'll also have you print off the lesson and put it in a binder to read before sleeping—allowing your subconscious to mull-it over while you sleep. Also, the reason I want to be in your life for at least a year is because that allows me the opportunity to repeat beliefs, ideas and principles in different ways to create more repetition!

You will be *involving emotion* by reading the lesson and contemplating how the lesson directly relates to YOUR LIFE! Here's how this works: We human beings get emotional about things only when they affect us. You don't get emotional about people with rude driving habits until you get cut off on the road by someone. You don't get emotional about a poor teacher at school until your child has a problem with him! You don't get emotional about the high price of gas, until you take a long trip.



I'll have you get into the routine of going to bed a bit earlier so you can read the lesson for the week, contemplate how it affects and relates DIRECTLY to your life, and then write your thoughts in your journal. This will create, develop and record a direct emotional link about the topic into your brain!

Check out this cool video about learning:

<http://vimeo.com/25962693>

