

# What's the Plan?

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**Start where the problem is.** If your car didn't run, you wouldn't start by putting new tires on. You'd need to open up the hood and see what might be wrong with the engine. The engine that drives your behavior, what you do, is your brain. Your thoughts, beliefs, attitudes and feelings are what move you! The direction you are moving has to do with these things. If you want to go in a new direction, we best open up the hood and find and fix *these* things!



Because the area of fixing our thinking is new to most, you'll be very tempted to think: *"Why do we have to talk about all this brain stuff, when am I going to get an exercise and diet plan to follow!"* But that would be exactly what the other programs that fail people do. The last thing we want to do is to start our trip to lasting weight-loss with a poorly running engine and out of alignment steering! Our first priority is to make sure your "engine" and "steering" are ready so we are going in the right direction and not down the path of failure...again!

**It will seem slow—you'll want to speed ahead.** Most other programs jam tons of information at you all at once—after all, they promised results in just a few weeks! But, remember, your brain can only LEARN so much at one time. The goal is learning, not exposure. If I gave you everything at once or very quickly you'd never learn anything because your brain would be overwhelmed. This is a major problem with most weight-loss program. You read the whole book in a weekend. You get the full exercise plan and full eating plan all together. My exercise and eating plans will be given to you in STEPS! Meaning you start with an easy first step. Master that, and then you'll get the next step. Master that, and then you get the next step!

**Small steps mastered, leads to permanent success!**

This is how you learn. Once you learned the alphabet, did you forget it? Human tendency is to want to move on to the next thing BEFORE mastery (learning) occurs. This is how you fail!

**Some things will seem strange.** Because the tools & technologies to "fix" your thinking are much different from what you're used to, you'll likely believe some of the things I am going to teach you are "strange" or "weird" and thus think you don't need to do them. I also had

preconceived beliefs about things like meditation, self-talk, Neuro-Linguistic Programming, auto-suggestion, visualization, etc. But these are all the “tools” used to change and build your thinking and associations to get what you really want in life! So **resist** these initial beliefs. Of course anything new is going to seem strange. These are the only tools that WILL fix what needs fixing. What I will share with you **will absolutely change your life!**



**Some things will seem too easy.** Ironic as it may seem, some of the things I’ll be teaching you to do will seem too easy and thus you might decide to skip them. **RESIST THIS!** You will think: *“How can that do anything, I’m skipping this.”* It is very common to feel this way but if you do skip it, you will be skipping out on making the changes that must occur for permanent weight-loss.

**Some things will seem wrong.** It’s easy to think that my teaching should be similar to what you’ve heard before. Your perception of what should work and what doesn’t at times might not be in sync with me. But think about it, if you knew the right way, wouldn’t you be doing it already and succeeding?

Be sure to remind yourself that it’s natural to be stuck in certain patterns of thinking that keep you going down the same path. Your new path will be different and thus you’re going to experience doubt along the way. But reframe your thinking in that if you have doubt, it **MEANS** you must be on a new path toward a new outcome...which means **SUCCESS!**

**Use your willpower where it works!** You tried using willpower to force yourself to eat differently and exercise, but that didn’t last. Willpower isn’t very powerful when you are going up against strongly programmed associations. However, willpower can be very powerful when following simple instructions. Have you ever tried to assemble something without following the instructions and screwed it up. What got in your way? Your desire to get the thing assembled as fast as possible so you could enjoy it. *“Who has time to read and follow directions? I want this thing done fast so I can enjoy it!”* But what usually happens is you screw stuff up (put a long bolt where the short bolt is supposed to go) and it ends up taking **LONGER** than had you just followed the directions!

This same thinking will get in your way when I give you assignments. Use your willpower to BELIEVE that following directions EXACTLY produces the results you want and not following directions leads to re-dos, screw-ups and failure! Use your willpower to just follow the directions! Simple! Because if you do, you CAN'T fail and success will be yours each step of the way.