

What are your REAL goals?

One of the major problems I believe that causes weight loss failure, is the common mistake of focusing on the wrong goal. Usually the goal is stated in vague terms like “I want to lose weight”, but some narrow it down to more specific numbers. Weight loss is your outcome goal. However, focusing on an outcome goal tends to foster do-whatever-it-takes approaches to the outcome of losing weight. This usually means forcing yourself to do things that feel painful and restrictive until that outcome is reached. But when the road to any outcome is difficult and painful, do you want to keep going down it? A do-whatever-it-takes approach to the outcome of weight loss nearly always guarantees gaining the weight back.



You're not running a race

Losing weight takes doing certain things differently. Losing weight permanently takes doing different things permanently. Most people approach weight loss like running a race. They run and run and endure pain and when they get to the finish line they raise their hands in the air in victory and stop running. Do you want to go through weeks and months of ups and downs and painful restrictions only to get to your goal, stop running and then watch all your efforts melt away?



We all know you've got to keep doing what it took to get the weight off to keep it off, but our brains don't work that way. Our brains are designed to focus on the present and not think about the future. Children demonstrate this well and we adults try to train our brains to think about the future, but when it comes to emotional subjects, we tend to focus on the now. A sad example of this fact is when a father kidnaps his kids during a nasty custody battle because he wants to be with them but ends up in jail and loses his custody rights completely.

Human behavior is full of “what were you thinking?” examples that prove this theory of how our brains work. To break past this, we must know that our brains like to focus

on the benefits we are receiving now or could receive if we just “order before time runs out!” How much unused stuff (junk) do you have at your home that seemed like a good purchase at the time?

What your goals should be

If your outcome is to become a good swimmer, you should learn to love water and going to the pool or lake. If your outcome is to lose weight, you should learn to love what produces a healthy weight body. When you learn to love what CAUSES the outcome, the outcome becomes automatic!

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The barrier to pursuing the correct goals

On the surface, this seems like a no-brainer. But why then do so many people NOT do this? The answer lies in our common thinking that what you believe and what you do is fixed. This comes from how we associate our identity with what we do and what we believe. We hold on to our identities like a child holds on to her favorite “blanky”! Beliefs such as: “I’m not an exerciser...I’ve never been good at it.” “I hated riding bike when I was a kid.” “I could never love eating just a salad.” “I need my crackers after work.” “I can’t drink just water....that’s horrible.” “Geez...life would not be worth living without food rewards!”

These kinds of attitudes demonstrate our self-destructive thinking when it comes to change. We focus on change as being “bad” rather than the potential of it being good. We focus on what we are losing and not on what we could/will be gaining. This keeps us totally stuck and doomed to failure.

How do I change this?

The first step is ALWAYS awareness. Know that your brain will be trying to keep you thinking in fixed ways. When you hear yourself say: “I could never learn to love exercise” or anything else you must do to live in a healthy weight body, ask yourself this question out loud:



What if I did learn to really love _____ how would my life be better?

- What if I did learn to really love exercise...how would my life be better?
- What if I did learn to really love eating less meat....how would my life be better?

- What if I did learn to really love drinking water....how would my life be better?

Conscious thinking reprograms your subconscious feelings

By pausing your subconscious reactions, you give YOU the time to think about how making the change would make your life better. For example, let's say you don't like to drink water, you might find these ways that learning to love water would make your life better:

- I would save myself up to 400 calories a day, making a major impact on my weight
- I would greatly reduce my risk of getting cancer
- I increase my metabolism making losing weight easier every day
- I wouldn't feel so tired because dehydration can make you feel tired
- My body will flush out toxins better causing every cell of my body to function healthier
- I will be proud to show people I'm a healthy water drinker and not get teased about all the pop I drink.
- Water is free or cheap. I figured I'll save \$500 or more a year!

When your brain signals you to "want" the soda, you simply pause and consciously think about these ways your life would be better and it will give you the power to overcome your old automatic habit. With practice, these new reasons to choose water will become programmed as your new subconscious thinking, and choosing water will become your new automatic habit!

Convince yourself by doing research!

So if you want to develop a love for drinking water but don't really know any compelling reasons why you should, then go find those reasons! You can find TONS of information just by using a search engine like Google and YouTube.

You'll find many benefits and reasons to drink water and you might even find a video of someone talking about why they drink water that you might find very convincing.

Video has a more powerful effect on what you believe, so be sure to check for videos online!



What if I don't want to give up what I like?

Here's where people get really stuck. They might learn to like water, but they still prefer to drink sugar pop. They just don't want to give it up. Remember, your brain is designed to avoid danger and any change is an unknown, so your brain responds with a fear-based reaction. So



understand that it's your brain and not YOU that doesn't want to give up old habits. These feelings are not really YOU, but only your subconscious programming—your emotional associations and conditioning.

So remember when you “feel like” not giving something up, it's not really YOU with that feeling; it's your old subconscious programming. I know YOU want to be in charge of YOU and not let your subconscious programming, which is based from the past, control your life! In essence, when you believe your feelings are true and act on them, **you are letting your past experiences run your future life assuring you of more of the same life in the future!** If you want a different future, you'll need to make this distinction and become aware of the thoughts and feelings that spring-up from your subconscious and just see them for what they are....just feelings from old experiences popping up and then decide to keep moving forward with what you want to do despite those feelings!

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In addition to understanding the difference between your thinking and your brains thinking, you can ask yourself this question:

If I decide to dislike _____ , how will my life improve?

- If I decide to dislike drinking Soda, how will my life improve?
- If I decide to dislike eating ice cream while watching my favorite TV program, how will my life improve?
- If I decide to dislike desserts every night after dinner, how will my life improve?

“Trading up” rather than “Giving up”!



Does the salesman at the car dealership have to pry you out of your old car because you don't want to give it up? Of course not, you're eager to TRADE UP to a new better model. Why is this? Your brain easily focuses on how crappy your old car is and how awesome your new car will be so you have absolutely no problem (except for sentimental reasons) to part with your old car.

This is how you should choose to think about the changes you will be making that will create permanent weight loss for you! Think about “trading up” your life to a new a much better life! Focus your thoughts on how learning to love water, learning to love carrots, learning to love going for bike rides every evening, will turn YOU in to a healthy, smiling, sparkle-in-your-eye winner! No more tired, trying to get by, my life stinks as much as my fat rear life! It's time to TRADE UP to get the healthy weight body you want automatically from the new better ways you are living your life!

Your Assignment

Using the attached “Trade-Up” sheet, go over the habits that produce a healthy weight body.

Become aware of negative reaction from your subconscious programming. *“I could never exercise daily...I'm too busy”* or *“I could never just drink water with my meals”*. These are old beliefs from your past that have nothing to do what you can do in the future, but you'll need to convince your subconscious of this or you will always “feel like” doing what you've always done!



Print off several of the “Change your Mind” sheet to work through and change your subconscious programming by consciously proving to yourself how your life will be much better by making the change!

This exercise may seem elementary, but the conscious process is very powerful in making a big dent in your subconscious programming that is keeping you stuck on old habits!