

# Turning “Shoulds” into “Musts”!

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Even though this question may seem obvious, your conscious reasons to lose weight will determine the strength of your resolve. **The more emotional your reasons to do something, the more powerful will be your willpower.** “Shoulds” are weak and ineffective motivators. “Musts” summons action when your old habits are trying to pull you back to the status quo.



When thinking about why you must lose weight, it's easy to get stuck and come up only with the generic reasons we all share. You must find reasons unique to you and your life.

To find your “Musts”, ask yourself **“What are the most important things in my life?”** Then associate losing or damaging those things by not changing. Think of all the worst-case scenarios and possibilities for painful consequences. Use your imagination and consider all the possibilities. Remember your brain is designed to avoid pain, so the more painful your reasons, the more your brain will help you toward what you want! Also think about the incredible possibilities or awesome things you could miss out on if you didn't change.



Be sure to brainstorm all the possibilities both good and bad, and then ask this question: *“Am I 100% sure that it won't happen?”*

For example you might write down: *“My husband could leave me for someone thinner.”* Or *“I could have a heart attack out hunting when there was no help and die.”* Or *“I could get the confidence to open my own business.”* Then ask yourself: *“Am I 100% sure this won't happen?”* If the answer is *“No, I can't be 100% sure it won't happen”*, then you CAN assume it WILL happen! Don't let your brain trick you into the assumption that it probably won't happen!

Musts are also EMOTIONAL! The more you EXPERIENCE emotion, the more it moves you. Get somewhere alone and REALLY THINK and stir yourself up! Talk out loud. Look in the mirror at your stomach. Think about how you are living a PISSY settling. Get pissed that you have let your BRAIN screw with you this long! GET pissed!!! Get mad!

**You've got to hit a point where the switch is flipped to: “I won't settle for this S#\*t ANYMORE!!! (This is your breakthrough moment....when you have it you'll know!)**

Once you find your “MUSTS” you'll be keeping them on your mind and programming them into your subconscious so they automatically guide you and help you develop your new habits.

## ASSIGNMENT:

What are the 4 most important things in my life?

- 1.
- 2.
- 3.
- 4.

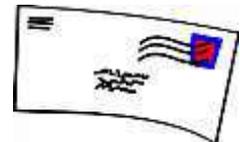
Reasons why eating unhealthy, not exercising and living in an unhealthy body will hurt, destroy, damage or affect these things that are so important to me.

- 1.
- 2.
- 3.
- 4.
- 5.

What awesome things could happen if I changed?

- 1.
- 2.
- 3.
- 4.
- 5.

Write a letter to me as if you were trying to convince me to take you on as one of my few exclusive clients. Explain in detail **why you won't settle for living overweight anymore**. Keep a copy in your binder. Your letter will be kept completely confidential. Please include your phone # and e-mail address. You could win a phone coaching session with me! Value = \$129! -Dave



Send to: Dave Erickson, PO Box 414, Sparta, WI 54656 **(PLEASE DO THIS! IT IS VERY POWERFU**

