

“Skills & Tools” that must be learned BEFORE you start your Journey!

Most all other weight loss programs jump right into “new” or “secret” eating and exercise behaviors without learning the skills & tools that allow a person to develop a liking (even loving) of the new behaviors rather than just endure them in hopes that they will stick!



Without the proper tools & skills to successfully navigate the journey, you will run into slip-ups and failures and that’s where most people begin to think: *“this is impossible, I might as well get used to being fat”* and they eventually go back to the behaviors that are comfortable and give them pleasure rather than pain.

The skills & tools I speak of have to do with getting yourself to actually want to and like to do what creates a healthy & fit body—to make eating healthy and exercise a part of one’s daily routine and to LOVE IT! That’s how I went from depressed and overweight to a gym owner passionate about living fit and helping others feel alive and strong! Yes, I still drink beer, eat fried food and cookies...but I limit them and make it a part of my balanced lifestyle. That’s the key...BALANCE!

You can still have fun stuff, but you’ll need to develop your inner LOVE for exercise and eating healthy. You may hate exercise and think that you can’t control your eating....but that CAN easily change if you want to and if you just suspend your doubt and really listen and learn what I will be teaching you over the next several weeks.

Think about it. If people can develop a Love for something painful and disgusting like inhaling the smoke from a burning cylinder of tobacco, you and anybody else can learn how your brain works and use that knowledge to MAKE YOUR BRAIN LOVE exercise and eating healthy!



The truth shall set you free, and first we need to learn the truth about how your brain, thoughts and beliefs work so you can go about **pleasant successful change** rather than another **unpleasant forced attempt!**

Here are 9 “SKILLS & TOOLS” you’ll need to understand and learn BEFORE you start your Journey:

1. **Learning can only occur when you suspend doubt and are able to self-examine**
2. **The difference between your subconscious thinking and your conscious thoughts. You have a brain that produces thoughts; YOU are not your brain.**
 - a. **How automatic thoughts run your life and where do they come from**
 - b. **How you program your subconscious**
3. **The Why-You-Do-What-You-Do sequence**
4. **The Law of Reinforcement—how habits are formed**
 - a. **(pleasure and pain)**
5. **How your emotions motivate you, not your decisions**
 - a. **Developing emotional reasons why you must lose weight**
 - b. **Using emotion to change habit patterns**
 - c. **State management tools**
6. **How your parenting screwed you up!**
 - a. **I’m not good enough**
 - b. **Fear of failure**
 - c. **Need for approval**
7. **How your Needs can screw you up**
 - a. **What you really need: Significance, Purpose and a Compelling Future.**
 - b. **Woman’s needs vs. a Man’s needs (eliminate the pain in your relationships)**
8. **How to use your negative emotions to help you**
 - a. **What meaning are you giving things?**
9. **Mindfulness and how to stop automatic thoughts that produce automatic feelings**
 - a. **How do you control your thoughts?**

Learning and then mastering these nine understandings will allow you to un-lock your potential to achieve permanent weight-loss. Without them, you'll keep achieving permanent weight-loss frustration!

These "Skills & Tools" will not only allow you to cultivate and develop the new actions that will allow you to live in the body you desire, but they will allow you to live in the happiness, success and peace of mind you desire for your life and for those you Love.

I want to start losing weight now!

What do I do for exercise and dieting?

I understand completely. You're motivated now and want to start seeing some results on the scale! As you learn how your brain, thinking and beliefs work, affect and motivate you, you will automatically start to do things differently. However, you want to be sure not to jump into anything that is a radical change from what you are used to. **Any positive changes you make must be ENJOYABLE.** If you want to start taking walks in the evening, start with an enjoyable 15 minute walk. Don't go for a knee-aching 5 mile walk that causes you to be sore for the next 2 days. Same with your eating; Don't do anything radical that will cause you pain. **Pleasure reinforces behavior; Pain causes you to avoid the behavior.**

Once you master the above Nine, you will be able to SUCCESSFULLY tackle the eating and exercise patterns and habits that stand in your way to the health & body you desire. Trying to change these habits on your own before learning these tools will result only in more frustration and further reinforcement of your negative associations with food and exercise!!

If you feel like buying and eating healthier foods, and you enjoy them, go for it. Perhaps the easiest thing you can do now is to look at what glaringly damaging things you may be doing. Things like going into the kitchen before bed and standing at the cupboard and eating a handful of crackers or chips, or eating a bunch of cookies, candy or treats before bed, or scraping the food off the pans and eating it rather than tossing it, or keeping a bag of candy in your desk at work.

But if you feel pain in trying to stop these eating habits, don't try to force them to change now.

The main thing is that I don't want you to feel guilty about anything you currently do!

The emotion of GUILT kills your ability to change because it makes you feel unworthy of better. Any crazy or destructive eating habits you have you will later be able to attack and KILL with the tools you learn during our first weeks together! You will have the tools & skills to live the life

you want, have control and feel happy, proud and successful! **I think this is worth the wait don't you?!?**

As we go along, I will give you simple additional things you can do to start incorporating the eating and exercise habits into your life to help you produce fat loss. But our main focus during our first several weeks will be learning how your brain works and **how to use it to help you** successfully make the changes you desire! Without this training, it will just be another forced weight-loss program that will eventually fail.

So don't see these first few weeks as "something you need to get through", but instead see these first lessons as the true KEYS to your success! If you're like me and get excited about ideas to improve your life, you will become intrigued and fascinated with learning more about how a person's brain and thinking works and the massive potential for success or failure in life it entails.

Live by Choice! -Dave