

Hi & Welcome,

First, I'd like to thank you for taking the time to download and read this e-book. Although it's short and simple in nature, don't be fooled. The next few chapters are all about inspiring & motivating you towards your best level of health and physical fitness ever. Also, every time you read this, you'll gain additional insights into how to become and then feel fit forever.

Myself, I've worked in the fitness industry for well over a decade. During that time, I've come to realize that to enjoy lasting health and fitness, there's something far more important than following the next popular diet or exercise plan. If you really want to improve your chances of fitness success, it's all about motivation. I really, really can't emphasize this enough: **FITNESS SUCCESS IS ALL ABOUT MOTIVATION.**

That's really what this short e-book is all about: motivation. Here I'll be giving you many of the latest motivational tools to help you move towards your ideal weight as you enjoy greater health, energy & well-being than ever before. To date, I've had wonderful success with people in taking their fitness to the next level.

So now... it's your turn. Be prepared to move towards a healthier and happier weight, while you enjoy more energy, greater physical well-being & confidence.

To your success,

Sean Mulderrig  
Feel Fit 4Ever  
December 2,011

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## **7 DEADLY SINS: WHY PEOPLE FAIL DIETS & EXERCISE PLANS**

Until now, you may have tried a few different approaches to losing weight or getting fitter that just didn't seem to work. An interesting statistic is that out of all the people starting a new diet or exercise plan, less than 2% actually succeed in their endeavor. Not a very inspiring statistic, is it? Here's a list of some reasons as to why most people fail in their attempts to become fitter and slimmer:

**1. Body Image is everything.** Your body-image is simply what you see, feel & say to yourself when you look in the mirror. Your body-image then greatly influences your daily behavior. If your body-image is of a "fat, lazy, unhealthy slob" then you will tend to believe & act out that role. Your body-image determines your behavior, your behavior then determines your health & fitness.

**2. No Vision.** Lacking a clear-cut goal fitness outcome leads directly to failure. "I want to tone up or lose weight" is not a goal - it's a daydream. Clarity really is power. "I have a sun holiday coming up & I want to get my body-fat down from 23% to 12%" is definitely a goal.

**3. Procrastination** "Someday" or "when I get the time" or "when I'm ready ...then I'll train." If you've got 2 hours a day to go on the internet or watch television, you've enough time to exercise for 30 minutes.

**4. Instant Gratification.** Instead of focusing on all the benefits of exercise & healthy eating ("I'll have more energy, I'll feel better about myself & enjoy greater confidence, etc"), you may have focused on other activities offering instant gratification (television, going online, eating, glass of wine, beer, etc).

**5. "All Or Nothing" Approach.** People often try to stampede their way to fitness. Going from being a couch potato to training like an Olympian in a single week won't last long! Doing 5 intense workouts a week after doing nothing for a whole year is very stressful on the body. Similarly, a strict high protein-no carb diet can be too-much-too-soon for most of us. Balance is what's required here.

**6. In Denial.** The list of benefits to an exercise & nutrition program is almost endless. However, most people never forecast ahead or consider the long-term consequences of their current behavior & actions. Short-term, it's much easier & less painful to indulge yourself than it is to eat healthy & take some exercise.

**7. Not Possible.** You may be like most people, who just don't think it's possible for them to become fit and healthy. Or that "this fitness stuff is for other people." To enjoy a good quality of life, you need to at the very least, be healthy.

**Now that you know the reasons why  
people fail diets & exercise plans...**

**What's has been your excuse ..?**

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Date: (   /   /2012 )

**So...**  
**now really is the time to  
use another approach...**

**SECTION 1:  
IMAGE IS EVERYTHING**

## YOUR BODY-IMAGE:

### How do you really see yourself?

Based on the huge, pervasive influence of the media, many of us try to mould ourselves into an image of having the perfect body-shape. Super-model Cindy Crawford put it best when she said “even I don’t wake up looking like Cindy Crawford.” Having an unrealistic perfect body image will always set you up for failure. This then leads to increased frustration & lower self-worth as the search for the next diet promising “instant weight-loss!!” begins once again. The cycle continues. A new approach is desperately needed...

So, here it is. To reach & maintain a healthy weight, what’s needed is... **COMMON SENSE!** Instead of focusing exclusively on weight-loss, your focus can now be on developing a healthier lifestyle. It’s time to emphasize **health & well-being above everything else**. To do this, you’ll need to first build a positive body-image that inspires you to eat healthy, exercise regularly & experience true body confidence.

Remember, your “body-image” is simply what you see, feel & say to yourself when you look in the mirror. Your body-image then greatly influences your “self-concept”. Your self-concept is the sum-total of all the beliefs, opinions & judgements you have about yourself all-day, everyday. So, if you’ve a weak body-image, you’ll also have a weak self-concept, whereby your abilities & choices in life are extremely limited. Alternatively, if you have a positive body-image, you’ll enjoy greater self-confidence & more choices in life. So yes, body-image is important.

For real changes in your health & physical well-being, it’s time to face up to your current body-image. If you don’t like your current body-image, you can simply change it for a better, healthier, more vibrant image of yourself. It’s really that easy. Remember, a new body-image creates momentum in life & your life then moves by this momentum. So please don’t underestimate the power of the following simple exercise...

**YOUR CURRENT BODY-IMAGE, YOUR DESIRED BODY-IMAGE**

Today's Date: \_\_\_\_\_ / \_\_\_\_\_ / 2,012

**Your Current Body-Image:**

In terms of your health & fitness, how do you see yourself?

What's your first impression of what you see? Be honest: \_\_\_\_\_

\_\_\_\_\_

Is it a film or a picture that you see? \_\_\_\_\_ A Big or small image? \_\_\_\_\_

Is it dark or bright? \_\_\_\_\_ Is it in black or white or in colour? \_\_\_\_\_

Are you in the centre, to the left or the right? \_\_\_\_\_

How clear is the picture? Is it grainy? Vivid? Something else? \_\_\_\_\_

Is there anything you're saying to yourself? \_\_\_\_\_

What's the tone of your voice like? Gentle? Harsh? Encouraging? Indifferent?

Overall, how do you feel about your current body image? \_\_\_\_\_

**Now... Your Desired Body Image!**

Now create a picture of yourself that's realistic yet exciting!

In terms of your health and fitness, make a picture of yourself that oozes confidence. See yourself enjoying much health, happiness & vibrant energy. You're presenting this to yourself, so present this in the most appealing way possible. Now, what do you see? \_\_\_\_\_

\_\_\_\_\_

Is there anything special you're saying to yourself? \_\_\_\_\_

Now, really feel those feelings that you'd like to have more of, in this shape. This is really daydreaming with a purpose. Regularly creating this desired body-image & experiencing all these feelings will send a positive message to your unconscious about how you'd like to look & feel. This simple exercise can have a dramatic effect on your life... for the better! (Background music is optional).

**Do this for 2 minutes, 2 times a day for 21 days. Notice a difference!**

## HOW HEALTHY ARE YOUR THOUGHTS?

You've just learned how to use your imagination to create a healthier body-image. Now, maybe there's a few other other aspects of yourself that you'd like to change. It could be changing your body-shape, your attitude to exercise, your current food choices, your ability to lose weight. But, how is this really possible?

According to Dr. Deepak Chopra, you have more than 50,000 thoughts a day & 90% of the thoughts you have today, you also had yesterday! Most of us really go through a typical day accessing the same thoughts every day. Is it any wonder that life can sometimes get a little boring?! It's also worth noting that most of those 50,000 thoughts create & maintain all the people, places, things, times & events in your life. Thinking helps to create your life, your reality. In fact, your thinking literally matters! (Pun intended).

Now, the thoughts you have about your health & weight are most often revealed to you through your "internal dialogue" i.e. those little chats you have with yourself about everything in your life. So if that internal talk is harsh, mean & critical, you're more likely to create obstacles for yourself. Such obstacles will then prevent you from missing out on the real opportunities & joys in life.

Up until now, you may have been unaware or unconscious of many of the thoughts that you have each day. Not anymore. It's now time to become more aware of what you're thinking about & begin tuning into your self-talk. Here's a chance to really find out what you're saying to yourself everyday regarding:

- **How You Look (Your Physical Appearance):** \_\_\_\_\_  
\_\_\_\_\_
- **How You Live (Your Lifestyle):** \_\_\_\_\_  
\_\_\_\_\_
- **Your Ability To Lose Weight:** \_\_\_\_\_  
\_\_\_\_\_
- **Your Physical Health:** \_\_\_\_\_  
\_\_\_\_\_



**So now, you may be beginning to realize that  
“BODY-IMAGE IS EVERYTHING”**

Changing how you see yourself

**(“Your Body-Image”)**

will...

Change your behavior

**(as you eat healthy & become more active)**

which will then...

Change your Health

**(as you become & feel)**

Fit Forever

**IT’S REALLY THAT SIMPLE...**

## CREATING SUCCESS IN ADVANCE

The number one reason why few people succeed in losing weight, toning up, etc is because they have weak & boring fitness goals. Having a goal like “I want to lose weight” is hardly going to inspire you to exercise regularly or eat healthy. Instead, you need to set an exciting yet realistic fitness goal that motivates you to regularly take action.

Instead of “I want to lose weight”, how would you feel about fitting into those favourite jeans that haven’t seen the light of day in the last three years? How about reaching a desired clothes size for that upcoming holiday or class reunion? Really, how much more enthused and likely to succeed would you be moving towards a desirable goal as opposed to just “I want to lose weight”? Setting an outcome that’s appealing, inspiring & realistic is an important first step in transforming your health and fitness. So **“DREAM BIG.”** Here goes...

- My health/fitness goal/outcome is:

\_\_\_\_\_ (stated in the present tense)

- What’s really important to me about reaching this is: (My values)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- I’ll know that I’ll have exactly the body-shape or weight I desire when:

\_\_\_\_\_ (evidence of success)

- Having this body-shape or weight will allow me to feel/experience more

\_\_\_\_\_ than I’m currently not feeling.

- In order to succeed, do I need the understanding or support of certain other people (partner, friends, work colleagues)? \_\_\_ If so, who? \_\_\_\_\_

- I definitely know I’ll be celebrating being at this weight or body-shape when: \_\_\_\_\_ (special occasion)

- To help me achieve my desired weight/body shape, I have all the following resources.... \_\_\_\_\_  
\_\_\_\_\_

(Gym membership; nearby park; classes; sports group; Personal Trainer)

- Small actions taken each day often lead to desired outcomes. To move towards MY desired outcome, what am I willing to do today (any ideas)?

_____	_____
_____	_____
_____	_____
_____	_____

Remember, life moves by momentum. By taking one small specific action each day, you'll move closer towards your outcome (e.g. going for a walk, training, clearing all junk food out of the house). So, how much momentum are you prepared to create today?

Only when you've filled out the above, should you progress onto...

**STEP 2:**

**SETTING THE SCENE FOR SUCCESS:**

- A major Movie Director has the budget, the resources & the imagination to create absolutely any experience he or she wants to. In your mind, so do you. This is your chance to become a major Movie Director in your own mind!! Imagine creating the most exciting, inspirational, attractive and appealing experience of you already enjoying your new healthy body-shape & weight.

**“ Imagine having the ideal shape you desire...”**

**What do I see (visual):**

A picture or movie \_\_\_\_\_

In colour or in black & white \_\_\_\_\_

A big or small image \_\_\_\_\_

Vividly, I can see myself \_\_\_\_\_

A clear description of what I see & how I feel that gives me that feeling of “I’m really healthy, I’m in great shape now!” \_\_\_\_\_

\_\_\_\_\_

In this new shape, stepping into a favourite location:  
maybe a social occasion: on holidays; out with family or friends...

What am I’m doing: standing; walking or moving around? \_\_\_\_\_

What would happen if I made this whole experience: \_\_\_\_\_

Even clearer, more vivid? \_\_\_\_\_

Now... how does all this feel ?? \_\_\_\_\_

**What do I hear (auditory):**

Are there any other people there? \_\_\_\_\_

Are there people chatting? \_\_\_\_\_

Any familiar voices? \_\_\_\_\_

What tone of voices can I hear (excited, friendly, chatty)? \_\_\_\_\_

Is there any favourite song in the background? \_\_\_\_\_

An inspirational song that I link to success & happiness \_\_\_\_\_

Now, imagine receiving a compliment from a friend I trust...

What are they saying? What’s their tone of voice like? \_\_\_\_\_

Now, how do I feel?? \_\_\_\_\_

**How I feel (kinesthetic):**

& enjoying my new shape here in this location...

Is it cold, cool, warm or hot? \_\_\_\_\_

Do I feel lighter in this new shape/weight? \_\_\_\_\_

Anything else that I’d like to feel? \_\_\_\_\_

Now... How does this experience feel?? \_\_\_\_\_

## A PICTURE TELLS A 1,000 WORDS

Now, here's a chance to add onto the last exercise. You can probably remember a time when you saw an inspiring photo that had a lasting, exciting effect on you. Whether it was in a book, magazine or on the internet, the minute you saw that favourite dress, house, car or holiday destination, you immediately got that feeling of "Hmmm... Yes! That's it! That's exactly what I want!!"

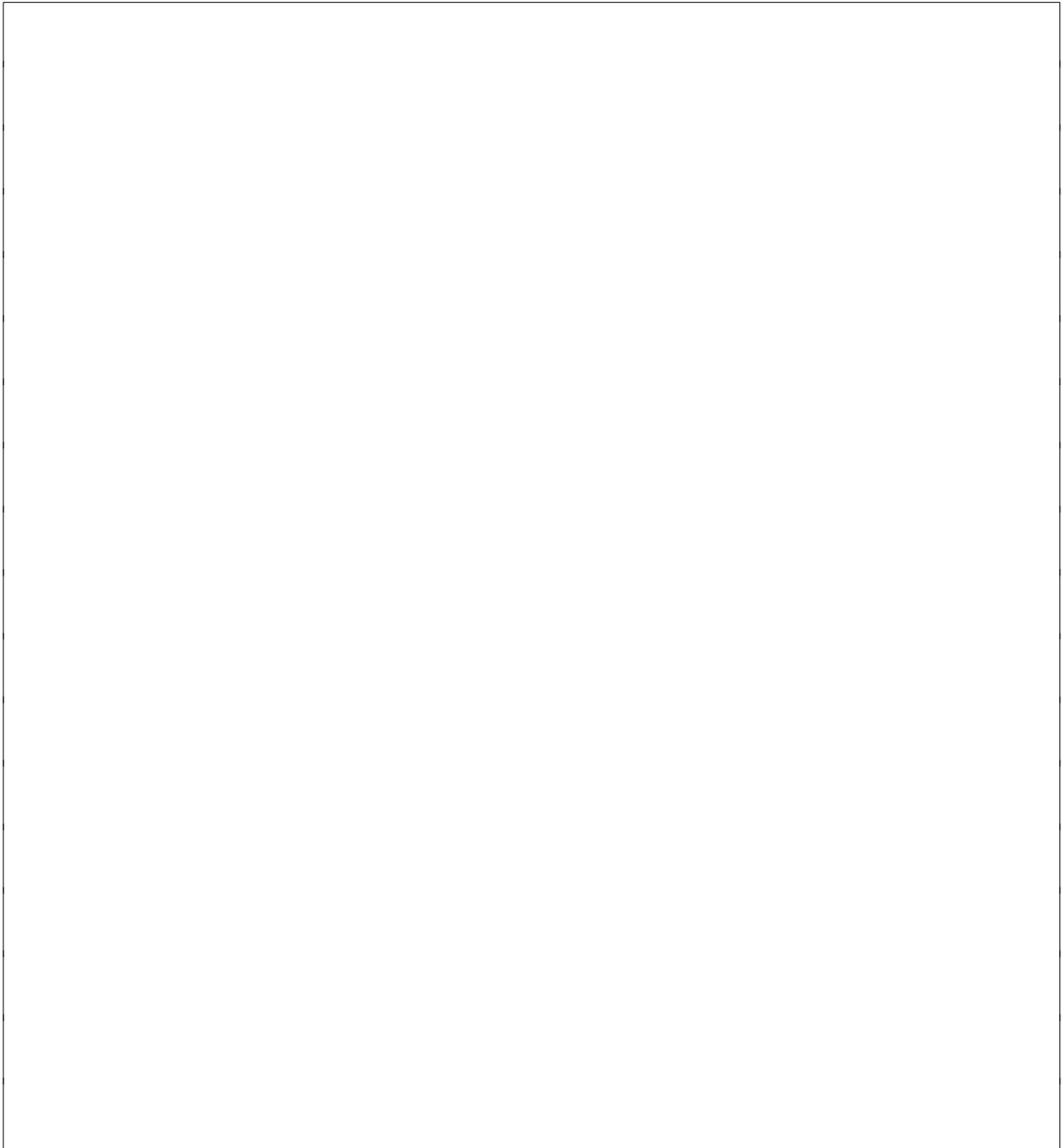
This is because the unconscious mind absolutely loves & emotionally responds to visual images. The unconscious is the domain of all your emotions. What this means is that seeing an attractive picture is much more appealing to the unconscious than reading a 1,000 word essay about the same picture. So, to your mind, a picture is worth way more than a 1,000 words.

This is really where the power of visualisation comes in. Visualising is mentally rehearsing, again and again, what it is that you desire. In sport, many athletes have played hundreds of successful matches or won thousands of races in their mind before ever setting foot on a playing field or running track. Whether in business, sport or physical fitness, each time you regularly visualise a desired outcome, you mentally build a stronger pathway towards success.

Remember, the unconscious really loves and reacts to a strong visual image. So here's an important exercise to do:

Imagine searching through a magazine, old photo album or the internet to find a picture of the body-shape you'd like to have. Something that's appealing, exciting yet realistic **for you**. Remember, if you naturally have a larger body size there's no point in digging out a picture of Kate Moss for inspiration - that's wishful thinking, not visualisation.

What you need to do is find a picture or photo that's appealing, exciting, realistic and "feels right" to you. This means finding an image that with regular exercise and healthier eating, you too can look similar to that image. So your task is to find an image of how you'd really like to look and attach that image to the following page... Imagine being in this picture regularly & exactly how you feel!



Remember...

**“A Picture Tells A 1,000 Words”**

## **SECTION 2:**

### **FOOD FOR THOUGHT**

I can't go into too much detail in this short e-book regarding the whole area of nutrition.

However, I can give you the basic guidelines of nutrition that will take your health to the next level...

## THE 7 WONDERS OF SOUND NUTRITION

Proper nutrition and a common-sense approach to food is vital. If your goal is to lose weight, tone-up or build size, then proper nutrition accounts for over 80% of the work. Getting common-sense nutritional advice that's practical enough to follow is essential for good health:

**1. Nutritional advice needs to be simple** enough that you can fully understand & follow it. You don't have to know about how your body processes food, the exact role of every vitamin or mineral, etc. Chances are you'll just want to know how to lose a few pounds, tone-up or improve your general health. In terms of nutritional advice, simple information works best.

**2. Nutritional advice needs to be practical.** If you're looking to become slim & healthy, you'll need to eat about 3 meals a day and 2 healthy snacks. While eating seven times a day may sound manageable in theory, this will be difficult to follow for someone who works 40+ hours a week. Common sense is the key.

**3. Get the basics right first.** Before you decide to spend your hard-earned money on supplements, ask yourself: Am I eating healthy meals at the moment? Too often people spend money on supplements, when all they need to do is look at what they're eating and make a few common-sense adjustments.

**4. "Invest" in food.** The greatest investment you'll ever make will be in quality food. Although an organic apple may cost twice the price of a regular apple, the nutritional benefits your body gets from that organic apple could outweigh a cheaper commercially grown apple four times over. You don't have to eat organic 100% of the time, but do introduce some organic foods into your diet.

**5. Don't be fooled again.** Much food & drinks on the supermarket shelves are promoted as being healthy, but this is definitely not the case. Take most breakfast cereals that have been "fortified with iron and calcium" Why? Because all the original healthy nutrients have been lost in the production of that cereal. This happens quite a lot. By becoming savvy in food marketing, you won't be fooled again by any misleading nutritional information or slick marketing.

**6. Get wise.** Here's the deal - you're going to be eating for the rest of your life so you might as well know what you're eating!! It makes sense to learn the basics of nutrition. At the moment do you know why eating 4 times a day is more beneficial than eating just once? Should you eat more protein & less carbohydrates, and if so, why? What effect does consuming too much soft drinks have on your body? Learning a few nutritional basics is time well spent.



## THE 7 WONDERS OF SOUND NUTRITION

**7. The Purpose Of Food.** Do you use food to nourish and fuel your body? Or do you eat just make yourself “feel a bit better”? This is an important distinction as all too often people overeat or “medicate” with food if they’re feeling stressed, tired, anxious, etc. This is emotional eating. This is evident, when, after a long day you have the urge to have bread, pasta or pizza instead of something much more nutritious like an omelet with vegetables or a healthy chicken salad.

Ask yourself:

**“Do I use food to  
nourish  
& to fuel my body?”**

Or

**“Do I eat just  
to feel  
better?”  
(Emotional Eating)**

**Be Honest!  
This is an important distinction**

## THE 5 HABITS OF HIGHLY HEALTHY PEOPLE

**1. It's all about the motivation.** You've seen the 1,001 or more self-help book titles about motivation, positive thinking and knowing what you want. Well, a lot of it's true. Over 98% of people fail in their quest for greater health and fitness because they have weak, puny, uninspiring goals. "I want to lose weight" is not a goal but wishful thinking, that is unlikely to inspire you towards action over the coming weeks or months. Clarity is power. Having a clear, realistic & exciting goal that you'd really like to experience will inspire you to take action. Maybe there's those jeans you'd like to fit into again, a race you'd like to run, a favourite clothes size, etc. It all begins with motivation...

**2. Get more people on board.** Although those around you (partner, friends or family) may not share the same enthusiasm towards greater fitness as you, it's useful to let them know about what you're doing & why (e.g "I'm eating healthier & exercising to fit into a certain size jeans" etc). It's only by showing people that you're serious about your health, that they'll generally respect and take what you're doing seriously. Contrast this to just telling a friend that you've "started going back to the gym." If you're looking to make a serious health & fitness declaration in a supportive environment, go onto Facebook & check out "4 Weeks To Feel Fit 4ever".

**3. A healthy body grows in a healthy environment.** To get fit & healthy, you need to create a fit & healthy environment around you. Whether it's at home, in the car, etc; if there's no junk food there - no junk food gets eaten. Simple as that. Now instead imagine having healthier options (water, fruit, natural nut bars, etc) at home, while traveling or at work. How likely will you be to experiencing and enjoying greater health?

**4. Really, it's all about balance.** Most people think that a healthy lifestyle involves "giving up" the junk food they once enjoyed. That's simply not true. How much better would one junk-food meal taste at the end of a week of healthier eating & regular exercise? How much better would you feel about yourself? How much more self-respect would you have? It's all about balance...

**5. Enjoy the process!** Having decided what it is you're working towards (toning, energy, fitting into jeans), find an activity that will take you towards that outcome **that you'll enjoy** to some extent. Remember, swimming or weight-training isn't for everybody. However, Bootcamp or yoga might be something you'll enjoy & really benefit from.

In finishing...

If you've just read my e-book  
Thank you

Now go back & read it again  
But this time...  
Do the exercises  
(if you haven't already!)

These exercises will give you the  
motivation & inspiration  
towards long-lasting  
Health & Fitness

For more information please go to:  
[www.feelfit4ever.com](http://www.feelfit4ever.com)

To book an appointment today:  
[01-4386419](tel:01-4386419) or [086 8466 665](tel:086-8466-665)