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HOW TO **ACHIEVE THE NEW**

AMERICAN DREAM

*Inspirational Daily Reading to Guide
Your Life, Health, and Business*



My Daily Documents

In today's information world, it's never been easier to get access to the best information in the world. Everything is available online. The problem is figuring out what to pay attention to and what to ignore.

Hi, I'm Craig Ballantyne from Early To Rise, and today I want to share with you 3 daily habits that keep me on track in my business while also helping me generate wealth, wisdom, and a life well lived.

Oh, and there's one BONUS habit I've recently added as well...it's a valuable new exercise I've added to my life and one that I've been sharing with Early to Rise Premium readers for a few weeks now.

These daily habits are a simple set of action steps that you can do in just a few minute each that will make a tremendous difference in your overall sense of well-being, time management, and income.

Our first habit is based on a legend from the days of American wealth icon, Andrew Carnegie. As the story goes, Carnegie hired a man by the name of Ivy Lee to help him with his productivity. Lee gave him this advice, make a list of the top 5 priorities you need to work on, and then start your day at the top of the list, and don't do anything else until everything on that list is done.

So simply, plan tomorrow's workday today. At 5pm, or whenever your workday ends, sit down with your to-do list and prioritize what needs to get done tomorrow. I like to script my workday so I know what I'll be doing at any given hour of the day. I have time set aside for writing the daily Early to Rise newsletter, time for creating products, and even a set-time for email and phone interviews. The more you have tomorrow's workday planned out, the more work you will get done.

Our second habit couldn't be any different. While the time planning is pragmatic, the second habit is well, "out there", I guess you could say. But it's still valuable for a life well lived. It's time to write in my Gratitude and Achievement journal.

Now you might look at your workday planner and say "I'm too busy for this stuff", but that's exactly why you need to do this. We get caught up in the stress and rush of day to day activity and forget everything we've accomplished so far. The G&A journaling will give you a sense of accomplishment, well-being, and motivation to keep working hard. This is our activity to remind us how rich our lives are, no matter what we are struggling with.

It's a two part activity. First, there's the Gratitude portion. In the journal I write down:

G –

O –

Did –

Do –

App –

Here's what each of those means...

G is for Gratitude

O is for Opportunity

Did is for what I accomplished that day.

Do is for what I have planned for tomorrow.

App is for the people I appreciate.

One thing I noticed when I started using this little system was that I repeatedly expressed my gratitude for "my easy life". I know what hard manual labor is, having done plenty of it as a child and during my teenage years in an after school job, and frankly I'm grateful for the fact that I have my own business and income that doesn't require me to work hard for someone else, and depend on them for a paycheck.

You'll find yourself appreciating the little things in life a lot more, and if you find that you're stressed and under a lot of pressure, I promise this exercise will give you a better perspective on how truly great and full your life is...

On the other side of the paper is the achievement portion. Dan Sullivan, another one of my mentors, recommends doing this achievement activity for at least 21 days, but I've decided to make it a lifetime habit.

Your goal is to list up to 5 things that you accomplished that day. It could be a completed project at work, a new contact made, a sales goal, or something similar. It should also include achievements from your personal life as well. It's a fantastic reminder to celebrate the small victories in life. It too will help you realize that your life is already full of amazing people and accomplishments.

Finally, I continue with a review of what I call, "My daily documents". This is a collection of quotes, readings, and tips taken from the most important books and wisdom I've read in my life.

The 6 most important daily documents I review are:

1. The Kekich Credos adapted for both health and wellness and business building
2. Make It Big by Frank McKinney (the chapter titles)
3. The 34 Maverick Business Rules by Yanik Silver
4. My Personal Goals
5. My 2015 Vision for my Businesses
6. My Personal Life Rules (which I shared in Early to Rise)

You'll receive the Kekich Credos (with my interpretations), Yanik's 34 Maverick Business Rules, and my Personal Life Rules in this free report.

Now about that bonus habit:

Based on a recommendation from Early to Rise Publisher, Matt Smith, I've started making a weekly list of the biggest lessons I've learned. I share this list with Matt and another business partner, as well as with readers of the Early To Rise Premium edition. It's an easy task to start, and you'll be reminded of the a-ha moments you had each week, so that you learn from lessons and successes, and that will guide you to the right decisions in the future.

In our next video, you'll discover the power of other people...and how having a mentor and building a network will help you achieve your New American Dream, just like it did for me. Plus, you'll learn about the new Early To Rise International Marketplace that will provide you with the opportunity to strategically grow your business with the help of others. It's an exciting new addition to Early to Rise and I look forward to telling you all about it.

Until then, please share a comment below about your daily habits...about how you plan to get more work done and what you do to live a full and rich life.

Your friend and coach,

Craig Ballantyne
Editor, *Early to Rise*
Author, *Financial Independence Monthly*

The 12 Rules I Live By

The one thing I admire about people who have strong nutrition beliefs is their dogmatic behavior.

For example, a vegetarian, under no circumstances, will ever eat meat. There is no, “well, everyone else is having a burger, so just this once, I will too.”

That’s not how it works.

Not when a vegetarian has a strong personal philosophy that they never, ever, ever eat meat.

And that strong personal philosophy guides them to guilt-free behavior that is congruent with their goals.

I’ve also taught my fat loss clients to develop their own personal philosophy – essentially a set of rules that dictate decisions, and I’ve also created my own rules that determine how I live my life so that I reduce guilt, stress, and wasted emotional energy.

The purpose of this article is not to say that my personal philosophies are wrong or right. Instead, it is simply to encourage you to adopt your own rules for the sake of living a better, more productive stress free life. You may have your own rules in your head, but I encourage you to put them in writing. And you can adopt a set of rules for every aspect of your life, from health to financial to family and business.

These are the 12 rules I live by.

1. I go to bed and get up at the same time 7 days per week (9pm and 5am.) I do not deviate from this schedule unless it is due to an important (and this word is not used lightly) work or social function. I stick to a diet of whole, natural foods, avoid caffeine after 1pm, and avoid alcohol within 3 hours of bedtime.
2. I write for at least 60 minutes first thing every morning.

3. I do not check email before 9am.
4. I do not talk on the phone unless it is a schedule interview or conference call.
5. I create a to-do list at the end of everyday and I follow that to-do list starting first thing the next morning. I perform my daily readings at the end of every workday, and I write in a gratitude journal. **I am thankful everyday for identifying my mission** and what I wanted to do with my life at such a young age.
6. I do not engage in confrontations with anyone, in-person or online. This is a waste of time and energy. **If I have caused harm, I apologize and fix the situation.** However, if someone simply doesn't like something I have done or something that I do or disagrees with me, that is fine, but I'm not going to get into an argument about it. For any confrontation-like situation, I simply take a deep breath, relax, breathe out, and re-focus my efforts back on my work and goals.
7. I am guided by these two phrases:

a) “Nothing matters.” – By this, I mean that arguing on the internet changes nothing...I can only work towards the major, massive goals that I have set for my life...that I have a vision of helping others, and there is no time to let petty arguments stand in the way.

b) “It will all be over soon.” – This servers me in good times and in bad. In hard times, or during intense physical effort or discomfort, I know that it will all be over soon. A small amount of suffering now will be forgotten later when I will enjoy the rewards of my work. And in good times, I will remember that life is short, and I must make things count now, and no matter how good things are going I must never let myself become soft and lazy, **because I have too much to accomplish in such a short time.**

8. Everything that happens to me – good and bad – is my personal responsibility. I blame no one but myself. These are the choices I’ve made – this is the life I’m living. **I will accept the consequences of my actions.**
9. I will not stop until I have helped 1 Million men and women transformed their lives – physically, financially, or emotionally.
10. I will not be the person I don’t want to be. I will not be petty, jealous, or envious, or give in to any other of those lazy emotions. **I will not gossip or speak badly of others**, no matter who I am with or what environment I am in. I will not be negative when it is easier to be positive. I will not hurt others when it is possible to help. I will know the temptations, situations and environments in life that I must avoid, and I will, in fact, avoid them, even if it means loosening relationships with others who “live” in those environments. It’s my life and that matters more than what other people think of me.
11. “I will always keep the child within me alive.” – Frank McKinney. I will laugh everyday. That’s not hard when you have the friends – and dog – that I have. And if they don’t make me laugh, there’s plenty of comedy on Netflix.
12. “I will write with honesty and feeling.” – Ted Nicholas. I’ve long since giving up caring about how others choose to judge me. What matters more than other’s opinions is the number of people that **I can help by sharing advice and encouragement in my writing**. So screw it, let’s do it. Let’s put it all out there. I’m not going to help as many people as I could if I keep the “real info” to myself. I also understand now, better than ever, that sometimes you have to “write to repel” in order to strongly attract the readers you desire.

These 12 rules allow me to live my life with less guilt, more energy, and more productivity than if I did not have these personal philosophies outlined.

I know there will be two types of reactions to this content. First, some will dismiss it – and dismiss me. But to those people, remember the point of the list is not for you to sit there and think, “Oh, what a total weirdo. I never want to hang around with this guy.”

Instead, the point of the list, the idea, the article is to simply stimulate your thinking.

It’s the 2nd type of reaction you can have to this article. This is the reaction of the people who I’m interested in – the people who will realize what’s holding them back is not a lack of knowledge (because the knowledge is out there and freely available), but instead, it is decision making.

Every week you make decisions that leave you full of guilt and remorse, but on the other hand you also make decisions that you know are correct – even though they are difficult to make. Wouldn’t you be better off if you made MORE correct decisions with less effort? Of course, and that is where your rules to live by, your personal philosophies, come into play.

With this post, I’ve given you a model so that you can create your own personal philosophies that will allow you to make the correct decision and fewer decisions that leave you with remorse.

As a result of making more correct decisions, you’ll move closer to your goals and suffer less frustration. Life will be simpler once you start adhering to your own personal philosophies – and not worrying about what others think.

I’d like to hear your personal philosophies and life rules. Just add your thoughts to the comments section here: www.RulesILiveBy.com

With honesty and feeling,

Craig Ballantyne

Editor *Early to Rise*

“The surest way to accomplish your business goals is making service to others your primary goal. The key to success is adding value to other’s lives.” – Kekich Credo #87

The 100 Kekich's Credos – Interpreted for Fat Loss and Business

In the next section you'll discover all 100 Kekich Credos and my interpretations of how they related to my fat loss clients and to my own business mindset. I recommend reviewing one credo each day.

1. People will do almost anything to stay in their comfort zones. If you want to accomplish anything, get out of your comfort zone. Strive to increase order and discipline in your life. Discipline usually means doing the opposite of what you feel like doing. The easy roads to discipline are...
 - Setting deadlines
 - Discovering & doing what you do best & what's important & enjoyable to you
 - Focusing on habits by replacing your bad habits and thought patterns, one-by-one, over time, with good habits and thought patterns

Fat loss

- Deadlines on changing behaviors
- Small changes everyday
- Do the opposite of what you feel like doing – do the hardest exercises for maximum results
- Change your mindset. You are a person who can and will succeed. Truly believe.

Business

- Project deadlines – and meet those deadlines (my tips)
- Time management patterns
- Do not fight change. Go with the flow. Lead for success.
- Early to bed, early to rise.
- Focus on unique ability
- Change your mindset. You are a person who can and will succeed. Truly believe.

2. Cherish time, your most valuable resource. You can never make up the time you lose. It's the most important value for any productive happy individual and is the only limitation to all accomplishment. To waste time is to waste your life. The most important choices you'll ever make are how you use your time.

Fat loss

- Interval training is the answer.
- Spend more high quality time in the gym, but less overall time in the gym.
- You do not have to train for an hour, even if you work with a trainer. Why not get more results in less time?
- Stay active on off-days, but build a better life into this activity.
- Regain your love of activity. Is there something missing in your life – dance, sports, time with family. Make activity part of your life again.

Business

- Block time
- Eliminate unnecessary communication.
- Limited phone and email
- Get one thing done first.

- Do not get sucked into email.
- Set up your environment for maximum productivity.
- Monitor yourself to see where your time goes.
- Set strict sleeping schedule.
- Surround yourself with competent people who can do the grunt work for you.

3. Think carefully before making any offers, commitments, or promises, no matter how seemingly trivial. These are all contracts and must be honored. These also include self-resolutions.

Fat Loss

- Most people refuse to say “no” to anything. Whether it is too many commitments, eating at a fast food restaurant, or eating something you don’t want in order to not “go against the grain”, you end up hurting yourself in order to please others.
- Set your workouts as appointments, as commitments that can not be broken under any circumstance. Respect the commitment you made with yourself.
- Book your reward meal days in advance. Have them only on those days.
- Make contracts with yourself.
- Psycho-cybernetics – change your belief system in yourself.
- Make this a game – a challenge – so that you want to win!

Business

- Most people refuse to say “no” to anything. Whether it is too many commitments, putting other people’s projects in front of your own priorities, or refusing to block off time for your own work, you end up hurting yourself in order to please others.
- Block your time. Do not deviate.
- Schedule tasks based on energy management.
- Schedule days when you are not interrupted.
- Delegate trivial tasks.

4. Real regrets only come from not doing your best. All else is out of your control. You’re measured by results only. Trade excuses and “trying” for results, and expect half-hearted results from half-hearted efforts. Do more than is expected of you. Life’s easy when you live it the hard way...and hard if you try to live it the easy way.

Fat Loss

- Who are the ones on the cardio confessional on Monday’s? The people who did not do their best on the weekend with their nutrition.
- Do your best with everything you have control over. Most people fail to control themselves, and end up only with regrets. They trade minutes of pleasure (i.e. fast food) for days, weeks, months, and years of regret.
- Focus on quality workouts, not quantity. Focus on planning ahead to overcome obstacles, rather than trying to “out-cardio” your bad diet. You’ll never succeed.
- Always hit a personal best in each workout. This guarantees progress.
- Fat loss is easy once you understand how hard it is...and it’s hard if you think it is easy.
- If you sleep through the alarm, you will regret it all day. If you get up with the alarm, you will regret it for 10 minutes and enjoy it the rest of the day.
- Short term pain from discipline equals long-term gain from progress. Long-term pain comes

from lacking short-term discipline.

Business

- Who are the ones who complain about lack of money? The people who spend too much and waste their time on television, drinking, etc.
- Do your best with everything you have control over. Most people fail to control themselves, and end up only with regrets. They trade hours of pleasure (i.e. watching TV all night) for days, weeks, months, and years of regret.
- Focus on improving yourself and you'll improve your lot in life. Focus on planning ahead to overcome obstacles, rather than reacting. Be a driver, not a reactionary. Be the cause, not the effect.
- Always aim for personal bests. Learn one new thing each day. This guarantees progress.
- Success is easy once you understand how hard it is...and it's hard if you think it is easy.
- The morning is vital to your success. Early to bed, early to rise and you will achieve more and have less stress.

5. Always show gratitude when earned, monetarily if possible.

Fat Loss

- Reward yourself for meeting goals. Buy yourself something nice. But not chocolate!
- Be thankful for what you have accomplished. A positive attitude goes further in fat loss – and in life – than a negative attitude.

Business

- Give a gift each day.
- Recognize someone each day.
- Reward affiliates handsomely.
- Pay employees fairly, and reward achievement.
- Pay those who bring you profit.
- Always be thankful for what you have accomplished. A positive attitude goes further in business – and in life – than a negative attitude.

6. Produce for wealth creation and accumulation. Invest profits for wealth preservation and growth. Produce more than you consume and save a minimum of 20% of all earnings. Pay yourself first.

Fat Loss

- At first, this doesn't sound much like a fat loss lesson. But it is. "Produce more than you consume" can be translated into "Burn more calories than you consume".
- Don't be lazy. Don't overeat. Don't make excuses. Stay strong. Get stronger.
- Look at the long-term.
- Everything you do either takes you closer to or further from your goals.
- Schedule your workouts and diet first. Don't succumb to other people's plans.
- If you don't have a plan for success, you are at the mercy of other people's plans.

Business

- Everyday you must create and output new material. This can be hard goods or information. But you can never stop.
- Everyday you must do 1 thing to advance your business.

- Everyday you should start by working on your number 1 priority.
- As Frank McKinney says, “Do your job, do it well, and do it every day.”
- Save your money.

7. You’re successful when you like who and what you are. Success includes achievement...while choosing and directing your own activities. It means enjoying intimate relationships and loving what you do in life.

Fat Loss

- Success is not just a number on a scale or clothing label. It is the achievement of living with maximum energy and having built the habits that make good, healthy choices seem natural to you.
- When you choose to eat healthy and you choose to exercise instead of watching TV, that is achievement. This will help you love life and the people around you more.
- The process is often just as important as the physical progress. A body transformation cannot happen without a mental transformation as well.

Business

- Business is tricky, because we can make choices that will help us succeed financially while possibly compromising our integrity.
- Choose wisely. Choose your business contacts as strictly as you do your friends.
- You can design your life so that you love your job and work when you want to.

8. Learn from the giants.

Fat Loss

- Learn from every single person online and offline that you can. But still apply critical thinking to what you learn.
- You might find more applicable tips from an uneducated woman in your gym who lost 40 pounds than you would from a buff trainer. You never know. But keep learning, and never limit your sources of info.
- Find accountability partners online who have “been there and done that” and overcome all the obstacles that you face everyday.
- Research shows online weight loss support groups – when used frequently – are proven to speed up weight loss.
- Learn from the everyday fat loss success stories.

Business

- First, don’t get caught up thinking the forums you visit on the Internet constitutes “real-life”. Often, it’s just the opposite.
- Don’t just learn from other trainers at your gym. Go to seminars.
- Look outside the industry.
- Get a mentor.
- Get in Mastermind groups.
- Never stop learning.

9. A little caution avoids great regrets. Hope for the best and prepare for the worst. Keep fully insured physically and materially and keep hedged emotionally. Insurance is not for sale when you need it.

Fat Loss

- You need to know your nutrition obstacles. Write them all down, then write down at least 2 solutions for each obstacle. This will help you avoid nutrition breakdowns.
- Plan ahead.
- Do your shopping and cooking and meal prep on the weekends, so that during your busy week you have your meals ready...and you avoid vending-machine regret.
- Always use a structured, professionally workout to guide you. This avoids workouts where you don't know what to do and wander aimlessly through the gym.

Business

- Plan for problems. Be conservative. Have a plan B in place.
- Things rarely go as planned, so be agile.
- Never let your business become big and slow.
- List objections.
- Know what you have to overcome.
- Don't bet the farm.

10. Learn the other side's needs, offer as little information as possible, never underestimate the opposition, and never show weakness when negotiating.

Fat Loss

- Ouch. At first glance this seems to be harsh and cold, but in reality, this applies as much (or even more!) to your fat loss success as any of the other Kekich Credos. Here's why...
- Each day you are negotiating every meal, every calorie, every workout, and every minute of your spare time with other people – from work colleagues to family to friends and to people at the gym and even when in traffic!
- I'm a big fan of telling people only what they need to know when I'm working on a project, and in this case, that might be something you should consider if you're changing your nutrition while working around other folks whose idea of "dieting" is not supersizing a meal and mixing their fountain soda half-and-half with regular and diet coke.
- There will be times when people will try to embarrass you into joining them at Pizza Hut for an all you can kill yourself buffet. And listen, if you're fine with accepting mediocre results, by all means, you can go and have a good time. I'm not here to force you into submission to never having fun. But just remember, you'll pay the consequences.
- Discover why other people are trying to sabotage your plans. What are their motives?

Business

- Again, this sounds harsh, so let me soften this one.
- First, know your client's needs. I know mine are frustrated, so know their problem and offer them a solution. Don't force a solution on them without knowing their problem... unfortunately that is where most folks start and why they fail.
- And never underestimate the opposition to purchasing your product. Make sure you overcome every objection.
- Don't negotiate your time. Be firm. A 10 minute phone call should not become a 30-minute

conversation. Sound boundaries from the outset, and stick to them. It might upset a few people, but it will likely get respect from a lot more who realize how valuable your time is worth.

- Discover their motives. What do they really want?
- Get inside your customer's head.

11. Never enter into nor invest in a business without a solid, well-researched and well thought-out written plan. Execute the plan with passion and precision. Plan and manage your life the same way.

Fat Loss

- Having a plan is one of the most important keys to successful fat loss. The less knowledgeable you are about exercise and diet, the more important this is.
- People who get results in the gym have a written plan/a structured program designed by a professional telling them how many sets and reps to use for each exercise, how long to rest, and every single minute in the gym is planned for.
- The same goes for nutrition. Every meal, every calorie, is accounted for in advance. Nothing is left to chance. If things were to be left up to the client, they'd blow it every time taking the easy way out.
- Spend time at the end of each week planning your next week. Plan as early as possible. Plan out 12 weeks of each new program you start. Plan, plan, and plan.
- Educate yourself with passion. Plan to do activities you love.

Business

- Go with what you know.
- You can't fake knowledge about an industry no matter how bad you want to be in it.
- Build a business on your strengths, or commit the appropriate time needed to study and become an expert.
- Every minute of your workday should be planned and that plan should be followed with minimal deviation if you want to get maximum results in minimum time.
- Design your life around profitable work that you love.
- Do not invest in it if you can't explain it.

12. Success comes quickly to those whom develop great powers of intense sustained concentration. The first rule is to get involved by asking focused questions.

Fat Loss

- You need to know what works for you. I've said time and time again that reading a lot of diet and nutrition books is overkill for most people and causes "Paralysis by analysis".
- It is much better for you to ask focused questions about your needs to a trainer who can guide you personally. Go for individual, focused attention rather than trying to know everything. You only need to know what works for you. TTMEMBERS
- Exercise first thing in the morning.
- Schedule your exercise and do not let it get interrupted.
- Find out what your body needs.

Business

- Find a mentor who has accomplished what you want to accomplish.
- Do not try and re-invent the wheel.
- Become focused, but not isolated, and study the most important aspects of your business (i.e. marketing) and outsource the rest.
- Get work done first thing in the morning. Do not let others steal your precious time.
- Create a work area that allows focused concentration.
- Be prolific.
- Be detailed in your planning.
- Schedule your day and do not let it get interrupted.

13. Protect your downside. The upside will take care of itself. Cut your losses short – and let your profits run. This takes tremendous discipline.

Fat Loss

- Most people allow one treat to become a 3 month orgy of fast food and chocolate, but it doesn't have to be that way.
- If you fall “off the wagon”, cut your losses, don't worry about it, and get right back on track. Immediately. It's minor damage that can be dealt with.
- Sometimes the most important thing for fat loss is to simply stay out of harms way. Rather than focusing on being a perfect eater and trying to lower your calories, just make sure you don't put yourself in any situations where you overdo it.

Business

- Pay yourself first.
- Invest in things you can understand, and don't chase rainbows.
- Do not throw good money after bad.
- Be humble and accept you are wrong, cut the losses, move on.
- Always have a back-up plan in place.
- Don't expect things to go perfectly.

14. The primary purpose of business is to create and keep customers. Marketing and innovation produce results. All other business functions are costs. Prospecting and increasing the average value and frequency of sales are the bedrock of marketing and business.

Fat Loss

- Tough one here...so I'm going to go and stretch for an analogy. Let's re-phrase what he said to this, “Exercise and diet produce results. All other tips and tricks do not.”
- Forget about believing “cold water burns calories”, or “adding lemon to your water burns fat”, or even that there such things as, “negative calorie foods”.
- These are all gimmicks. Ignore them.
- In his quote he focuses on the two things that really get results. Same with my changes.
- Most people get caught up in the tiny things but ignore the real deal.

Business

- Outsource everything but your marketing & product creation.
- Delegate as much as possible.
- Create, implement, and profit.

- Do everything you can to innovate your business and build systems to increase average transaction value and how often your customers purchase from you.
- Lead generation is imperative. Spend as much money as possible to get quality leads.
- Focus on increasing the average transaction value. That is the fastest way to make big leaps in income.
- Raise prices, add more value, and sell more to customers.

15. If it's not proprietary, it won't work. Pay only on performance. Proprietary interest is one of the most powerful forces ever known. Whatever you reinforce or reward, you get more of.

Fat Loss

- You must set goals, and upon reaching them, reward your performance.
- Do not reward yourself unless you reach a goal (outcome or process).
- You have to be tough on yourself. It is not easy to succeed.

Business

- Manage on measurements. Reward performance.
- Reward people more often.
- Find out how long a task takes. If people don't meet that, they need to explain why.
- Rewards do not always have to be monetary. Responsibility and opportunity, along with public recognition keep people happy.

16. Competence starts with guaranteeing your work.

Fat Loss

- I've always said fat loss was easy, if you knew how hard it was. If you understand that, and guarantee to yourself that you will work hard and plan ahead, you will succeed.
- To guarantee your work means to honor a commitment, to accept that you are going to have to work hard. If you guarantee your results, you will have no option to fail.
- Do not accept anything but success. Make the sacrifices.

Business

- You have no business unless you guarantee your product or service.
- Make sacrifices to honor your commitments.

17. Life operates in reverse action to entropy. Therefore the universe is hostile to life. Progress is a continued effort to swim against the stream.

Fat Loss

- It's Saturday afternoon, cloudy, rainy or snowy, you've read the paper, had your coffee, made a light lunch, and now it's time to hit the gym to make up for the workout you missed earlier in the week. But first, why not sit down and "just see what's on TV for a second".
- Two hours later, you're watching the end of when Harry met Sally and you've eaten a banana (because you wanted to "eat healthy"), then you went for a cup of yogurt but returned with a bowl of ice cream, and now you've got your hand in the cookie jar.
- Your workout turned into 1000 calories. That's how it happens.

- You have to have rituals in place to avoid this.
- Motivation tips – goal setting; review goals; music; visualize; cues; rituals; social sup.

Business

- No one really wants to see you succeed. No one wants you to miss wing night because you have a project due tomorrow. No one wants you to do better than them.
- People will try to hold you down. The negative media discourages success and encourages failure.
- You have to fight against all of these things to succeed, but if you believe in yourself you will.

18. Find out what works, and then do more of it. Focus on first doing the right things, and then on doing things right by mastering details. A few basic moves produce most results and income.

Fat Loss

- Perfect lead in to Big 5 movements.
- Master a few basic movements. You don't need Bosu Ball crap or isolation machines. You just need to do these 5 basics and then get out of the gym.
- Track results over time with different programs.
- Same with your nutrition – monitor yourself to figure out what works.
- Interval training works. Do it up to 4 times per and quit doing things that don't work for you (like slow cardio). If your slow cardio program doesn't work at 6 hours per week, it won't work at 8 hours. Don't throw "good hours" after bad.

Business

- Find out what you are good at. Do it. Outsource the rest.
- Unique ability – Dan Sullivan
- Track and test your marketing. Focus on what works.
- If you can spend \$1 to make \$1 on the front end, keep doing it.
- Identify biggest profit centers and focus on that. Don't try to improve weaknesses. Focus on strengths instead.

19. Use leverage with ideas (the ability to generalize is the key to intellectual leverage), work, money, time and people. To maximize profits, replicate yourself. Earning potentials become geometric rather than linear.

Fat Loss

- Lower your insulin and reduce appetite with the right food choices.
- Hang around others who want to lose weight to leverage their knowledge, commitment, support, and success.

Business

- Franchise.
- License.
- Certify.
- Delegate.
- Create done-for-you marketing materials for others to implement.

20. Rationalizations are generally convenient evasions of reality and are used as excuses for dishonest behavior, mistakes, and/or laziness.

Fat Loss

- Everyone justifies their behavior, but until you take responsibility, you will not move ahead.
- If it is in your house, you are going to eat it. Get rid of it. Do not rationalize it's existence.
- So it's the weekend...the time when everyone who is struggling to lose fat falls off their nutrition plan...so here's something to consider: If there is junk food in your house, you're going to eat it. So if you don't want to eat it, get it out of your house. Otherwise, accept the fact you're going to eat it eventually. That's just the way it is, and that's how good diets go bad. It's like putting water on a gremlin after midnight.
- And if family brings it in, then you put it in a place that is extremely difficult for you to access. A high cupboard, out of sight, out of mind. Research shows the harder it is to access, the less you eat. So stop accepting it and make it the next-best-thing-to-not-being-there-at-all.

Business

- Everyone justifies their behavior, but until you take responsibility, you will not move ahead.
- Don't rationalize your procrastination. Glue your butt to the seat and get to work.
- Identify solutions to the obstacles in your life. Eliminate the rationalizations that stop you from getting work done.

21. Always have lofty explicit goals and visualize them intensely. Assume the attitude that if you don't reach your goals, you will literally die! This type of gun-to-your-head forced focus... survival pressure mindset, no matter how briefly used, stimulates your mind, forces you to use your time effectively...and illuminates new ways of getting things done.

Fat Loss

- Everyone can succeed. It is just a matter of discipline and effort. How hard are you willing to work? How disciplined are you willing to be?
- If there was a gun to your head, you could do it. Imagine that if you ate the chocolate bar, you'd lose everything. You probably wouldn't pick up the candy bar, would you?
- You have to set up some type of repercussions.
- You must know the consequences. You must convince yourself the consequences are dire. You must rank the consequences at being extreme, and the benefits of being good as so worthwhile that you stop cheating.
- You must look at what can be, not what is and is going to be if you don't change. You can change and things can be different. It's up to you.

Business

- We can all get more done. We can all do more work.
- We can all stop procrastinating and wasting time.
- What motivation do you need?
- Be an android.
- You have to set up some type of repercussions.
- You must know the consequences. You must convince yourself the consequences are dire. You must rank the consequences at being extreme, and the benefits of being good as so

worthwhile that you stop cheating.

- You must look at what can be, not what is and is going to be if you don't change. You can change and things can be different. It's up to you.

22. The value of any service you have to offer diminishes rapidly once it's provided. Protect your compensation before performing.

Fat Loss

- Your time is extremely valuable. If you don't have a planned workout, you'll end up wasting your life and time without getting results.
- Have a professional design your program.

Business

- Get paid first.
- Take every business venture seriously, even with friends.

23. Incalculable effort and hardship over countless generations evolved into the life, values, and happiness we take for granted today. Every day should be a celebration of existence. You are a masterpiece of life and should feel and appreciate this all the way down to your bones. Aspire to create, achieve and build onto the great value momentum taking place all around you.

Fat Loss

- It's easy to get down on yourself. Far, far easier than keeping your head up and staying motivated on another day of lower calories and interval training. But looking long-term (both into the future and into the past), we can see that things could be a lot harder and things will be a lot better.
- Stay strong.
- Your body is a temple. Do not disrespect the gift you have been given by consuming excess junk food or alcohol on a regular basis.

Business

- There aren't going to be too many easy days, but you should enjoy the challenges.
- Work hard, work honestly, and work to benefit others and you will succeed.
- Continue to be pragmatic and have integrity.
- Now, more than ever, we need good business people.

24. Enthusiasm covers many deficiencies – and will make others want to associate with you.

Fat Loss

- Social support.
- Research shows that working out with someone else who is successfully losing weight will help you lose weight.
- Being a grumpasaurus about being overweight or having to be on a diet will not bring you results...nor will it help you with social support.
- So be positive. Encourage others. And others will want to help you.

Business

- People buy from people.
- The resume no longer matters.
- You create the story...you create the persona.
- Have a “Can-do” attitude.
- Don’t find every reason that something can’t work.
- Provide solutions, not problems.

25. Working for someone else gives you little chance to make a fortune. By owning your own business, you only have to be good to become wealthy.

Fat Loss

- Weird analogy here, but don’t use cardio programs on machines. Instead, use manual interval training.
- The cardio programs suck, but any decent interval program should give you more results in less time.
- Depending on the calorie counters on cardio confessional machines is the biggest fraud in fat loss today.

Business

- Starts a side business from home. Working from home is a great way to live, and being in charge of where the money goes is better than depending on a paycheck.
- No risk, no reward.
- You can’t ever depend on someone else. If you do, you are setting yourself up for disappointment.
- Outsource, delegate, and get stuff done!

26. Religiously nourish your body with proper nutrition, exercise, recreation, sleep and relaxation techniques.

Fat Loss

- Well, not much to argue here.
- This means preparing a plan.
- Plan to overcome obstacles with at least 2 solutions.
- Early to bed, early to rise.
- Exercise reduces stress. Do it first thing in the morning.
- Meditate. Breath properly.
- Avoid excess caffeine, stressful situations, making things worse with processed foods and alcohol.

Business

- You’ll be surprised by the ideas you get during exercise. In fact, most people find this – along with taking a shower – to be their most creative times of the day.
- Take a notepad to your workout.
- Force yourself to take a break.

27. The choice to exert integrated effort or to default to camouflaged laziness is the key choice

that determines your character, competence and future. That critical choice must be made continually – throughout life. The most meaningful thing to live for is reaching your full potential.

Fat Loss

- You can't reach your full potential if you do not remain healthy. Being overweight or obese is not your full potential.
- Everyday you will be tempted to fall back on old bad habits. You must do everything you can to resist that.
- Add a new healthy habit each day replacing an old unhealthy habit.
- Remember that the pleasure of eating lasts for only a short while, but you inhabit your body 24 hours per day, 7 days per week for life.
- Work for baby step improvements everyday.

Business

- It is easy to quit or not even start in the first place, but if you are truly committed to building a business, you will have to work through your innate levels of quitting.
- Commit to doing at least one big thing first thing in the morning.
- Hold off email as long as you can.
- Only do productive things.
- Work hard, set deadlines, and take time off.
- Block your time.

28. Keep an active mind, and continue to grow intellectually. You either grow or regress. Nothing stands still.

Fat Loss

- Fat loss info changes. We know more now that we did 10, even 5 years ago. That's why experts disagree and why recommendations change. Nothing stands still.
- We are now proving that interval training is better for fat loss than the slow cardio approach of the past. You must change with the times. We know that eating fat is not as bad as previously thought.
- Always change your fat loss program. Don't go more than 6 weeks (beginner) or 4 weeks (advanced) without changing your program.

Business

- You must always learn and meet new people. Attend seminars. Etc.
- Get out of your comfort zone if you want to build your business.
- Positive stress makes us grow.
- Fail forward.
- Set deadlines.
- Don't take the easy way out.

29. Most accomplishment (and problem avoidance) is built on clear persuasive communication. That includes knowing each other's definitions, careful listening, thinking before talking, focused questioning and observing your feedback. Become a communications expert.

Fat Loss

- I have often stressed the importance of social support. In order to get social support, you must communicate your goals and needs.
- You must also be clear about your own goals in your own head. You must know what you are willing to do to succeed.
- You must have a clear understanding about the consequences of your action.
- You must be educated about your diet choices.

Business

- Whether it is working with a VA, an employee, a vendor, a partner, or a client, clear and positive communication is essential.
- Be prepared for meetings (both as client and expert).
- Simplify the message. Repeat the message.
- Get written confirmation that people have understood your request.

30. Power comes from stripping away appearances and seeing things as they really are. Socialism appeals to psychological and intellectual weaklings. Identify and replace all external authorities with internal strength and competence. Take full control of, and responsibility for, your conscious mind and every aspect of your life. Being incompetent or dependent on any part of your life or business opens you up to sloppiness, manipulation and irrationality.

Fat Loss

- I've always said, "Fat loss is simple once you accept how hard it is." That means, if you understand and accept that it requires sacrifice, then you will be psychologically prepared to make that sacrifice.
- Politically correct workouts appeal to people who want the easy way out. But when it comes to being overweight, there is absolutely, positively NO easy way out. An easy way IN, yes. Out, no! Accept the difficulties and challenges that lie ahead, and you'll have a much greater chance of success.
- No matter how much faith and dependence you put on an external authority figure (whether it is Jillian Michaels, Bob Greene, Bill Phillips, or Craig Ballantyne), none of us can do the work for you. It is YOUR responsibility to get up and do the workouts, to plan, shop and prepare your meals on the weekend. To identify two solutions for every obstacle you encounter on a regular basis. For the mindset that you have about food, exercise, consistency, and your ability to succeed. It begins and ends with your internal responsibility. I will help you as much as humanly possible, but ultimately, success lives and dies with YOU and your ability to TAKE ACTION.
- As much as I preach the virtues of social support, there will come a day when you have to do something on your own. Being mentally strong and internally consistent will allow you to overcome obstacles independently. And that will set you up for a lifetime of health and well-being, and PERMANENT fat loss.
- Make sure to cover: exercise; diet; habit changing behaviors; eating rituals; social support; & motivation

Business

- Without inner drive, you may as well remain someone else's employee for life.
- Hire better people for areas where you are not an expert or competent.
- Capitalism rules. Socialism makes weaklings of us all.

- Take full control and be disciplined.
- Force yourself to get things done. Do not be lazy.

31. If there is not a conscious struggle to be honest in difficult situations, you are probably being dishonest. Characters aren't really tested until things aren't going well or until the stakes are high.

Fat Loss

- The cheat meal, or reward meal as I prefer to call it, is often the heartbreaker in your fat loss program.
 - In the first week of your new nutrition plan, you are able to stick to the one reward meal on Saturday night.
 - But then the next week, it becomes a reward meal and a second reward meal before bed.
 - In week 3, Saturday afternoon also gets blow off, and you are snacking on junk from 3pm onwards.
 - In week 4, you eat a stack of pancakes as tall as a Smurf (3 apples high for those who remember), and you don't stop eating high-carbohydrate, processed foods until those foods lull you into a carb-induced coma at midnight.
 - By week 5, Sunday is a repeat of Saturday. And so it goes. And you think, where is the weight loss? This program sucks.
- ESE promo
- There will be days when you struggle to exercise, and that is okay. Just never give up. Realize everyone else goes through this, and not quitting is what separates the winners from the losers.
- Be loud and proud and get others on your side.

Business

- There will come a day when a business partner pressures you into doing something to which your gut says, "No way, don't do it."
- It will be tough for you to say no, and tough for you to stand up under even more pressure. But this is where the character is tested.
- Only do things you can understand and are passionate about.
- Practice. Put yourself in difficult situations and exercise your risk muscle.

32. Do not compromise if you are right. Hold your ground, show no fear, ask for what you want, and the opposition will usually agree.

Fat Loss

- Without a doubt, one of the most difficult things about losing fat is eating in social situations. The peer-pressure (from both the ignorant and immature) is the toughest test of your commitment.
- If you want to succeed, you have to lay the ground rules. There is no room for debate. You are either in or you are out.
- And you might just surprise some folks when you show them that life can go on if you don't eat chicken wings with them.
- Be loud and proud of what you are doing. There are more folks secretly wishing someone will take charge and be a healthy role model for them.

- It might not happen overnight, but if you continue to lead by healthy example – without preaching or being condescending – you can build an entourage of social support and people who want to be healthy like you.
- This will build powerful relationships that will take your health to the next level.
- Entourage marketing for fat loss!

Business

- Only you know your business and financial situation. Don't let others dictate what I right for you.
- Stay strong.
- Lead by example. Entourage marketing!
- Set ground rules. Do not let things exceed your limits.

33. If the situation is not right in the long term, walk away from it. Maintain a long term outlook in all endeavors. Live like you don't have much time left...but plan as if you'll live for centuries.

Fat Loss

- Get out of "fat gaining" situations as quickly as possible. Don't put yourself in situations where temptation will be too great for your willpower.
- Cut your losses. Don't feel bad trashing junk food.
- If you really, truly want to lose fat, you won't let others make you feel guilty for your decisions.
- Surround yourself with positive people. Get rid of the toxic ones in your life.

Business

- Hire slow, fire fast.
- Cut your losses. If something doesn't feel right, get out before it is too late.
- Surround yourself with positive people. Get rid of the toxic ones in your life.
- Build the culture you want in your business from day 1.
- Better to waste \$1500 now then \$150000 later.

34. Invest only after strict and complete due diligence. Don't allow yourself to be rushed. Make important decisions carefully, consider your gut feelings...then pull the trigger.

Fat Loss

- Plan your program. Don't jump around from one to the next. Pick a good program and stick with it for 4 weeks.
- If something isn't working, why continue with it? Trust your gut about when it is time to change.
- Get to know your body by monitoring everything you do and how you exercise. That is the key to making good judgments.

Business

- Be careful about who you do business and JV's with.
- Research things thoroughly.
- Don't rush or get pressured into anything.
- Step back and ask for time if you need it.

- Know your numbers. This allows you to make informed decisions.

35. Stress kills. No matter how painful in the short-term, remove all chronically stressful situations, environment, and people from your life.

Fat Loss

- As I've talked about time and time again, social support is a huge key to success. However, just as important as getting support is removing all negative influences in your life.
- This may be painful. You might not want to give up hanging out with lazy friends that eat junk all the time, but if it is killing you and making you fat and unhappy, it **MUST** stop.
- Same with work friends. If all they do is sit round and complain, then you can't be in that environment.
- Do not continue with stressful exercise programs. Those will hold you back.

Business

- Don't be sloppy. Get your shit together.
- Don't hang around losers who don't want you to succeed.
- Cut the cord quickly. Quick is less painful than drawing things out.
- Search out more positive people and experiences.

36. Keep your overhead to a minimum. Rely more on brains, wit and talent...and less on money.

Fat Loss

- Don't depend on fancy machines, expensive gym memberships, towel service, etc. to get you to the gym. Those are not the things that inspire us to great results.
- Instead, get a good program, meet with a good trainer, workout with a dedicated friend, train in a dungeon – provided it has the right atmosphere, or workout at home.
- You can burn fat in a tiny amount of space (8x8) – or even in an elevator – with the simplest equipment.
- You don't need fancy, expensive protein shakes, fat burning pills, or cleansing potions...you just need to cut your calories. You don't even need organic food to lose fat. Heck, you can even just fast one day and live normally the rest of the week.

Business

- It's about profit, not about gross revenue. Profit, profit, profit!
- Keep the money you earn!
- Avoid the traps of fancy offices, perks, etc.
- Don't showoff. Just get the job done.
- Extract every nickel you can from your business.
- Do not waste money.
- Be ruthless when managing your money.

37. Business is the highest evolution of consciousness and morality. The essences of business are: honesty, effort, responsibility, integration, creativity, objectivity, long-range planning, intensity, effectiveness, discipline, thought and control. Business is life on all levels at all times.

Fat Loss

- Fat loss is not much different. As I've said, "Fat loss is simple once you realize how hard it is." Then you know how much effort, honesty, responsibility, long-range planning, creativity, intensity, discipline, thought and control the process is going to take. It is not easy. It is not going to happen from any magic pill. Only once you accept that will you succeed.
- Fat loss requires you to set up routines and stick to them. It is the creation of the routines that requires more discipline.
- Your workout requires intensity for maximum results. Focus on quality, not quantity.
- You need to integrate all aspects of your lifestyle, from diet to exercise to stress relief to social support, for maximum results.
- Fat loss is like running a business, only you want more energy to go out than to come in.

Business

- There's nothing more important than honesty in running a business that will make you happy over time. If you lie, you'll be found out. It's that simple, and it won't be worth it.
- Creativity is hard to teach, but it is easy to teach someone to set aside their most creative time or to use creativity rituals that put them in their creative state.
- You must integrate everything.
- Discipline and responsibility are what separate the wanna-bes from the success stories. It takes discipline to work while others play, but that is your responsibility.
- Never lose control. Never say yes when you should say no.

38. That which is most satisfying is that which is earned. Anything received free of charge is seldom valued. You can't get something for (from) nothing. The price is too high.

Fat Loss

- There is no magic pill.
- Look at the Transformation Contestants. You can't take that success away from them. Not only did they lose fat, but they became much better people because of it. Powerful stuff!
- Diet pills make you cheat. Cardio (and the focus on calories burned) makes you cheat. Only hard work keeps you honest.
- Pay your bills in sweat and you'll have a body you can appreciate.

Business

- Give away a lot of stuff but put an emphasis on the value of the stuff that you are charging for. Give away useful but incomplete info.
- Give away 9 of the 11 herbs and spices, but never all of them.
- Be careful what you give away for free. Samples are fine. Products to the right people, also fine. But charity cases – never work.
- Give payment when earned, but not as charity.
- Invoke responsibility and a sense of pride in work done.

39. By adhering to a strong honest philosophy, you will remain guiltless, blameless, independent and maintain control over your life. Without a sound philosophy, your life will eventually crumble.

Fat Loss

- If you fail to plan, you plan to fail.
- If you do not have 2 solutions for every obstacle, you will feel guilty and shameful every time you give in.
- Write your goals out.
- State your life philosophy. That is a question I ask every personal client. What is your life philosophy?
- Once your philosophy is set, it allows easy decisions to be made. If your philosophy is no foods from a bag or a box, then you can get out of temptation much easier. There is no, should-I or shouldn't-I. You know for sure that it either fits your philosophy or it doesn't.

Business

- Honesty is the best policy. At the end of your life, when your game of business is done, that's all you really have left. Not the money, but your legacy. What will it be?
- Use your philosophy to make decisions easier.
- Have clarity of purpose.
- My guiding philosophies are...

“Show people how to end frustrations and reach their peak potential.”

“Give away everything you know & it will come back to you many-fold”

“Add value to someone's life”

“Be positive”

“We are engineered to set & achieve meaningful goals”

“Help others”

40. No dream is too big. It takes almost the same amount of time and energy to manage tiny projects or businesses as it does to manage massive ones...and the massive ones carry with them proportional rewards.

Fat Loss

- Your long term goal setting should include achieving massive dreams. After all, the same steps will be taken to lose 100 pounds as will be for 5 pounds.
- Think big!
- Find support from others who support your big dreams and who dream big as well.
- Don't be satisfied with the norm if you want more. It's okay to want to achieve special results. The world needs folks who dream and achieve big things.
- Get outside your comfort zone.
- Be loud and proud of the changes you are making!

Business

- No matter the size of your business, delegate what you can.
- Think big. Hang around others who think big.
- Expand your peer group.
- Don't be satisfied with the norm if you want more. It's okay to want to achieve special results. The world needs folks who dream and achieve big things.
- Get outside your comfort zone.

41. There is no such thing as “just a little theft” or “just a little dishonesty”.

Fat Loss

- A handful of chips here and a snack of candy there will add up to stop your fat loss in its tracks. You must be accountable and keep track of every calorie you eat when you first start on a fat loss program.
- Create food rituals.
- Remove offending temptations.
- Understand the consequences of your every action.

Business

- No cheating.
- Avoid temptations. Don't put yourself in situations where you would lie.
- Associate only with honest people.
- Sleep on all your big decisions. Don't be rushed.
- Stand up for yourself now so you don't have to lie later on.

42. Lead by example.

Fat Loss

- If you don't have social support, take charge as the leader. Be confident in your choices. People will respect your decisions, even if it seems at first that they don't.
- Eventually, a lot of people will come to you for advice and support.
- You are the one making the right decision. Never forget that.

Business

- Work hard, work honestly, etc.
- Share your success with others.
- Build others up, it will only make you more successful.
- If you are the one to lead, people will gravitate towards your entourage.

43. Take full responsibility for your actions or lack of action. He who errs must pay. This is an easy concept to grasp from the recipient's end.

Fat Loss

- Every action has consequences.
- Can you eat pizza while on a fat loss program? Yes, as long as you know it could slow down, stop, or reverse your fat loss results.
- You are an adult. A lot of this is common sense. If you choose to sit on the couch after a hard day's work, then realize that you will not be getting closer to your goals.
- If you choose to eat 1500 calories worth pizza and drink 600 calories of soda as you sit on the couch after a hard day's work, then ACCEPT THE CONSEQUENCES, because you will gain weight.
- Your results are your responsibility.
- But if you err, realize that paying on the cardio confessional is not going to work.

Business

- Remember the golden rule.

- And always TAKE ACTION. It is better than doing nothing.
- Learn from your mistakes. How can you do better tomorrow?
- Take full responsibility for your work environment and behaviors. Everything you do sets you up for success or puts another obstacle in your way.

44. An hour of effective, precise, hard, disciplined – and integrated thinking can be worth a month of hard work. Thinking is the very essence of, and the most difficult thing to do in business and in life. Empire builders spend hour-after-hour on mental work...while others party. If you're not consciously aware of putting forth the effort to exert self-guided integrated thinking...if you don't act beyond your feelings and instead take the path of least resistance, then you give in to laziness, make bad decisions and no longer control your life.

Fat Loss

- Well, that one wasn't very fun was it?
- But here's the bottom line...if you plan, and I mean really plan things out (not just making your lunch the day before, but plan out meal by meal, grocery trip by grocery trip, workout by workout for the next 4-12 weeks), you will lose fat and achieve more than you ever thought possible. This is the stuff of legends.
- It is that level of planning that brings exceptional results. And can help you avoid months of wasted work due to a last-second poor decision that conflicted with your original goals.
- Take 3 hours and plan out your next 3 months. You might find this incredibly hard, or perhaps incredibly liberating, but each time you do it you will get better at it.
- Take this game plan and be flexible, but use it to avoid obstacles.
- Review the folks who have won past competitions.

Business

- Five-year, ten-year, and hundred-year plans seem incredibly abstract, but will help guide your business decisions and set you apart from all the others.
- Take 8 hours and plan out your next 3 years. You might find this incredibly hard, or perhaps incredibly liberating, but each time you do it you will get better at it.
- Take this game plan and be flexible, but use it to avoid obstacles.
- Think and dream big.
- Identify all spots for opportunity and all areas of weakness.
- Glue yourself to your chair and THINK.
- It must be uncomfortable...like exercise...push through your comfort zone for results.

45. Out-think, out-innovate, and out-hustle the competition, and vividly visualize yourself as winning before entering into every deal or competitive situation. Maintain a blood-smelling, fighter pilot life-or-death attitude when any deal gets near a close.

Fat Loss

- Losing fat is a game between you and the outside world. Everyone, from family to friends to co-workers to restaurant owners to TV advertisers are conspiring against you to make you eat more and exercise less. Like it or not, it's true. They might not be doing it on purpose, or with bad intentions, but they are happier when you are fed, full, and flat out on the couch.
- You must always know your options. You must have Plans A, B, C, D, and E. You must be prepared to counter-attack. When they say pizza, you say sushi. When they say take-out, you

say, "I've already prepared my lunch". When they say, "Happy Hour", you say, "Workout first."

- Surround yourself with people who are fitter and healthier than you.

Business

- Do not compromise. Do not be a wussy.
- Look your opponent in the eye and show them who is in charge.
- Stand tall, be firm, and speak proudly.
- Be prepared. Surround yourself with people who are smarter than you.
- If you want to make it to the top, hook yourself up with a rising star.

46. First impressions are lasting impressions. Put your best foot forward. People treat you like teach them to treat you. A success key is positioning yourself at the top of their agenda.

Fat Loss

- You control everything. Your success is your responsibility.
- Set rules/precedents from the start. Be consistent.
- Make your fat loss their priority.
- Surround yourself with social support to do so.
- Enter the transformation contest.

Business

- You control everything. Your success is your responsibility.
- Dress for success. Speak for success. Plan for success.
- Be prepared for opportunity.
- Be confident. Be the expert.

47. The right thing is usually not the easy thing to do. You may sacrifice popularity for rightness, by you'll lose self-esteem for wrongness. Don't be afraid to say no.

Fat Loss

- Every day this situation plays out in offices across the world. You go in, trying to lose fat and not overeat, while everyone else around you brings in junk food and makes it difficult to stick to your plan.
- But you have to say "no".
- You have to stand up for what is right for you at this time.
- As I've said before, there are probably a lot of people who want to do the same thing...there are others at your office who want to lose fat and get thin...but they need a leader. You can be that person. By saying no.

Business

- The more popular you get, the more requests and opportunities will come your way.
- But you have to choose wisely...and avoid going after something you know is wrong.
- Write down your personal beliefs and allow those to make all decisions.
- If a request does not fit your belief system, it is ruled out. You don't have to think about it.
- Develop power of clarity. State out your main objective. If anything gets in the way of that objective, do not participate in it.

- List all the things that will get in the way of your goal, and then avoid them.

48. If someone lies to you once, he'll lie to you a thousand times. Lying is for thieves and cowards.

Fat Loss

- "In God We Trust, all others require data."
- Everyone lies to themselves. When it comes to reporting food intake, we are all thieves and cowards.
- Write down what you eat. Do that for every thing that goes in your mouth for 7 days.
- Log it on Fitday.com
- Get the truth about your food intake, calorie intake, protein intake, etc.
- Don't tell me it's too hard. It's probably the easiest thing you can do to lose fat.
- Get to know the truth about your body and how it reacts to diet, exercise, and stress.

Business

- Do not hesitate to cut ties immediately with the wrong partner.
- People also lie more on the Internet. Demand face to face meetings for important details.
- Ask for references.
- Get to know someone well before doing business with them.

49. Have strict & total respect for other people's property.

Fat Loss

- Do unto others as you would have them do unto you. So don't give people a hard time who are trying to lose weight another way. If they want help, they will ask.
- When possible, help other people. And they will help you in return.
- If possible, use other people as motivation to improve your results/motivation.
- Surround yourself with people who are better than you...they will bring out the best in you.

Business

- No stealing. No dirty tricks. No sabotage. Fair competition. And try to find ways to cooperate instead of competing.
- Follow the golden rule. Help others. The more they succeed, the more you succeed.
- Don't hold anything back.
- Surround yourself with people who are better than you...they will bring out the best in you.

50. Producing results is more important than proving you're right. To get things done, try to understand other's frames of references, points of view, needs, and wants. Then determine what is honest, fair, effective and rational...and act accordingly.

Fat Loss

- The most important thing about fat loss is consistency. Make your plan. Stick to it.
- Don't jump from plan to plan or argue with others about what works best. Just follow each specific workout plan for 4 weeks. That is what you will need to do in order to give it an honest try.

- Only then should you step back and re-evaluate how things are going.
- Surround yourself with smarter, fitter, healthier people.
- Keep an open mind.
- Take action!

Business

- Do not take it personal when someone attacks you. This will happen a lot.
- If you must, simply look at the criticism constructively, and discard personal attacks.
- Operate with honesty and integrity all the time and you will never have to worry about what other people say about you.
- Surround yourself with smarter people.
- Do not accept when someone says it can't be done.
- Take action!

51. Long term success is built on credibility and on establishing enduring loving relationships with quality people based on mutually earned trust. Cut all ties with dishonest, negative or lazy people, and associate with people who share your values. You become who you associate with.

Fat Loss

- Who you associate with is more important than you could ever imagine. Do not accept anything less than the best – otherwise you are cheating yourself.
- Research shows that when you workout with people who are succeeding at fat loss that you too will succeed.
- Other studies show the importance of social support and accountability of meeting with professionals (Doctors, trainers, nutritionists, etc.)
- Real life experience shows you that you can't expect to soar like an eagle when you are hanging around with turkeys.
- Do not hang around folks who peer-pressure you into bad lifestyle choices.

Business

- Who you associate with is more important than you could ever imagine. Do not accept anything less than the best – otherwise you are cheating yourself.
- It is easy to criticize. We all do it from time to time, but we should stop.
- We should also stop hanging around people who do nothing but criticize others.
- And we should ignore those people whose criticism hurts us.

52. Don't be pre-occupied with things over which you have no control, and don't take things personally.

Fat Loss

- Do NOT obsess about your scale weight. Focus on behaviors that help you lose fat.
- Thousands, if not millions of people have been deterred from their fat loss program because of erroneous emphasis on bodyweight, rather than body fat and inches lost.
- It is how you fit in your clothes and look in the mirror that counts.
- NO ONE wears a scale or their weight around their neck.
- Get as much control as you can by planning, shopping, and preparing, but don't get upset by things you can't control. Go with the flow. Breathe. Work on improving everything else.

Business

- Put your head down and get the work done that you can control.
- Don't get upset by things you can't control. Go with the flow. Breathe. Work on improving everything else.
- Don't take things personally. Thick face, black heart.
- Keep on moving ahead. Don't get set-back by negative people.

53. Spend more time working "on" your business than "in" your business.

Fat Loss

- Sit down and plan out your complete body transformation – everything from end goals, to getting started with nutrition changes, to overcoming all of the obstacles in your way. Sit and daydream about this for 15-30 minutes.
- Spend time planning your workouts to save you time when you go to do your workouts.
- One of the biggest mistakes people make is not having a plan. That leads to wasted time ("what should I do today") and no results.
- Surround yourself with social support to have people do the work for you. Surround yourself with people who are smarter and fitter than you.
- Script your day.
- Be ruthless with your time. Time spent on cardio robs your family of you.
- Get in, get out, and get on with your life.

Business

- Plan days completely devoted to building the vision of your business.
- Delegate.
- Outsource.
- Be ruthless.
- Block your time.
- Avoid email.
- Plan ahead.
- Script your day.
- Surround yourself with social support to have people do the work for you. Surround yourself with people who are smarter than you.

54. Don't enter into a business relationship with anyone unknown to you without being furnished with references dating back at least 10 years. If he doesn't have good enduring relationships, stay away. Check all representations on which you will rely made by everyone.

Fat Loss

- Avoid fad diets & fad exercise programs.
- Look for success stories.
- Get referrals from others.
- Cut your losses fast.

Business

- Do not rush in to anything.

- Fire fast, hire slow.
- Get referrals from others.
- Cut your losses fast.

55. Enjoy life. Treat it as an adventure. Care passionately about the outcome, but keep it in perspective. Things are seldom as bleak as they seem when they are going wrong – or as good as they seem when they are going well. Lighten up. You'll live longer.

Fat Loss

- If you hate running, don't do it! If you hate lifting weights, find an alternative! If you'd rather be swing dancing than tread-milling, just do it!
- I truly believe there is a connection between doing activities you like and getting more results. If you despise your workouts, I believe that somehow, someday, there is something going on in your body that will result in less fat loss.
- I'll admit, I can't explain it.
- But I think this is why men and women actually burn fat with lower calorie burning activities like Yoga and Pilates.
- If you're stressed out all the time – including stress from hating your workouts – and you're unhappy, then I don't think you are going to get maximum results.
- And that's just one of the reasons why I created the Turbulence Training LIFESTYLE program – that allows you to workout only 3 days per week and choose to stay active with fun, enjoyable activities on the other 4 days of the week.
- So find something you love and just do it! If you enjoy your workouts, then you'll get more results.
- Put some competition and challenge into your workouts. This will drive you to stay motivated and succeed.

Business

- We all go lame.
- Set limits on how much you are willing to work. Stick to those limits.
- Set limits on how much money you need. Stick to those limits.
- Get a hobby.
- Get a life.
- Laugh more.
- Breathe!
- De-stress.

56. Identify exactly what is you want. This takes a lot of thought. Then don't let anything stand in your way of getting it.

Fat Loss

- Goal set.
- Write it down.
- Vision board.
- Plan, shop, prepare.
- Social support.
- Accept this will be hard. Now you've made it easy.

- Tell people how it is going to be.

Business

- Plan.
- Meet the right people.
- Calculated risks.
- Invest.
- Sit and think. Always be thinking.
- Write it down.

57. You can get any job done through sheer force of will when combined with uncompromising integrity and competence. Strong leadership is the key.

Fat Loss

- Mindset
- Social support – surround yourself with the right people.
- Plan, shop, & prepare
- Structure workouts – not “winging it”
- Stick to your guns.
- Have clarity of purpose.
- Never stop. Always keep moving ahead.
- Fail forward.
- There is no failure – only results.

Business

- Ruthless time management
- Planning
- Right contacts
- Clarity of purpose.
- Surround yourself with the right people
- Never stop. Always keep moving ahead.
- Fail forward.
- There is no failure – only results.

58. You are responsible for exactly who, what, and where you are in life. That will be just as true this time next year. Situations aren't important. How you react to them is. You have to play it where it lies.

Fat Loss

- If you are overweight, it is because of your choices.
- You must identify every obstacle in your life and plan at least 2 solutions for each.
- There are far too many success stories for you to say that you can't do it.
- There is nothing to gain by regretting things. Review your decisions.
- Make the decision to change. Take Action.

Business

- You are where you are because of your choices.

- You must identify every obstacle in your life and plan at least 2 solutions for each.
- There are far too many success stories for you to say that you can't do it.
- There is nothing to gain by regretting things. Review your decisions.
- Make the decision to change. Take Action.

59. The foundation of achievement is intense desire. The world's highest achievers have the highest levels of dissatisfaction. Those with the lowest levels are the failures. The best way to build desire is to make resolute choices for the future.

Fat Loss

- If you are overweight, than essentially your desire for food and inactivity is greater than your desire for a better body. It is that simple.
- You may not yet have developed an intense desire to be lean. It just doesn't bother you enough to make any changes.
- If and when it does, then you will change. Until then, you are not dissatisfied with your current situation.
- What will it take to finally make the changes you need to succeed?
- What fears are stopping you?

Business

- It is easy to become complacent as you succeed, particularly if you come from poverty. Simply having a little bit of money is more than you had before, so why continue to keep working?
- It is important to hang around folks who are more successful than you, because this will create a desire to succeed.
- How bad do you want it?
- Get rid of menial tasks. Don't let the comfort zone drag you down.

60. Integrate every aspect of your life (body, mind, spirit, relationships, business) and each within itself. Integrating means understanding and digesting a process...and seeing relationships among seemingly unrelated phenomena. It's a sign of innovative genius.

Fat Loss

- How can you use lessons from work, family, etc. to help you with your fat loss program?
- One example would be social support...look how important it is to your family...notice how you can get anything done with support. So that shows you it could work for fat loss too.
- At work, you probably have to plan your day and projects. So this will work at home as well.

Business

- Always think of how you can leverage your relationships into more business.
- Always keep your eyes open for lessons in every daily experience.
- What can you steal from other industries to use in your industry?

61. Never be deceptive when trying to achieve a personal gain. Shortchanging others results in loss of self-esteem.

Fat Loss

- Never rely on shortcuts.
- Drugs, diet pills, starvation diets, detox cleansing extreme diets, surgery, none offer lasting results or true satisfaction.

Business

- Be fair.
- Remember the Golden Rule.
- Do unto others as you would have others do unto you.
- Prove your system first.

62. If your purpose of life is security, you will be a failure. Security is the lowest form of happiness.

Fat Loss

- It is so easy to go home, eat comfort food, read the paper, sit in a chair and watch TV. I know, because I've watched family members do it for decades.
- This might sedate you in the short-term, but it does nothing for your long term health and wellness.
- You must get out of your comfort zone in your workout. You can't do the same thing over and over again.

Business

- My deep, dark secret is that I'd sometimes I wish I was just working in a factory from 7-3, and I could go home and then play some golf and then go back home and sit in a chair and watch movies all night while eating chips and drinking soda.
- That would be security. But it would also kill my soul. I'd spend too much time thinking about improving my life. I wouldn't be happy on the inside.
- Instead, I have to keep on pushing. Makes me unhappy on the outside, but happy on the inside.

63. Never enter into a contract unless all parties benefit. But no partnership is ever 50/50. There will always be inequities.

Fat Loss

- When you make a contract with yourself to lose weight, you must realize there will be some sacrifices. It is impossible to have "balance".
- You will have to reduce your intake of some of your favorite foods. If you can't control your intake of certain foods, then you will have to stop eating them altogether (i.e. chips).
- You might have to get up early to exercise in order to attend other events.
- Never let life get in the way of your progress. Accept the sacrifices and just do it!

Business

- Do unto others, but protect yourself.
- Think long and hard before making decisions.
- At the very least, sleep on it.
- Make a list of the pro's and con's that each contract brings.

64. Review the basics of your profession at least once per year.

Fat Loss

- It is easy to get caught up in the latest “weight loss craze”, but it is essential for you to never stray too far from the basics.
- Review your food journal.
- Review your workouts for best results.
- Use Fitday.com to see if your calories have crept up.
- Identify what works for you even if it means ignoring the experts.

Business

- It is easy to start following the latest “bright shiny object” offered by guru’s that promise overnight wealth.
- But it is the basics (customer service, good products, and a strong relationship with clients) that will keep them coming back.
- Review your numbers daily and obsessively.

65. Bitterness, jealousy, and anger empower your enemies and enslave you. Negative thinking results in the destruction of property. It is anti-property, therefore anti-capitalistic and anti-life. It also erodes your health. Forgive, learn your lessons, and get on with your life.

Fat Loss

- Meditation and deep breathing will help you control stress. This will help your health and extend your lifespan.
- Be positive.
- If I can do it, you can do it.
- Study others, don’t envy others.

Business

- There are only a few people whose opinions should matter to you.
- If what you are doing is legal, moral, and ethical, and is “right” to you, then don’t worry about what anyone else says or does.
- It’s none of their business.
- Study others, don’t envy others.

66. Most people spend 90% of their time on what they’re NOT best at and what they don’t like doing – and only 10% of their time on their best and most enjoyable ability. Geniuses delegate the 90%...and spend all their time on their “unique ability”.

Fat Loss

- You must know what works for you. Therefore, you must track your nutrition and workouts.
- By doing this, you know what gives you best results. It’s that simple.

Business

- Do not do \$10 per hour tasks if you want to make \$100K per year.

- Outsource everything.
- Create systems.
- Be ruthless with time.
- Surround yourself with other people who are smarter than you.

67. High self-esteem can only come from moral productivity and achievement.

Fat Loss

- You will feel better about yourself if you learn to create habits and rituals that promote healthy eating and exercise. Success is a far better feeling than guilt.
- A moment on the lips, a lifetime on the hips (and too many guilt-trips!).
- Develop habits to avoid night eating.
- Plan ahead to overcome obstacles.

Business

- Unless you lack a conscience, you'll feel much better doing business ethically.
- A good day of hard, productive work is a great feeling.
- Help others.
- Give value to others. Improve their lives. Transform their lives.

68. There are an infinite number of new opportunities. Actively seek them out, and position yourself to recognize and take advantage of them.

Fat Loss

- If your program is not working, find a new one.
- If the people you hang around with are negative, find new workout friends.
- If the people you go to eat with sabotage your diet, find new lunch buddies.
- There is no shortage of folks out there who are happy to help you reach your goal.
- Do NOT stay in your comfort zone. It's more dangerous to do that than it is to seek out new solutions to your problem.
- There are a lot of people with the same goals as you. Find them! Get help!
- Scrape up money for a good professional trainer...even if you just go once per month.

Business

- Make networking part of your daily activities.
- Build relationships as the foundation of your business and life.
- You must go to events.
- You must use Twitter and Facebook.
- You must join Mastermind Groups.

69. There is no such thing as a good idea unless it is developed and utilized.

Fat Loss

- The best fat loss book in the world is useless without implementation.
- Get it done.
- Just do 5 minutes if you don't have motivation.

- All the planning in the world is no good if you don't follow through.
- Be a robotic action-taker.

Business

- TAKE ACTION.
- You only get paid for done.
- All the planning in the world is no good if you don't follow through.
- Be a robotic action-taker.
- Speed of implementation!

70. For maximum profits, identify and market universal needs, wants and trends. Creating desire, satisfying needs and wants and replacing problems with creative innovations are the essence of the profit generation.

Fat Loss

- Create the desire within yourself to make you TAKE ACTION to satisfy your needs and wants.
- Motivation and inspiration can truly only come from within.

Business

- Survey your list.
- Identify what keeps them UP at night and what they wake up thinking about in the morning.
- Do not force your product on the world.
- Provide a simple solution for their problems.
- Make things special...something folks will tell others about...make it easy for them to do so...

71. To maximize opportunities, seek and master the complicated. The major solutions you find will be surprisingly simple, and the competition minimal.

Fat Loss

- All the people wasting their time on treadmills getting no results have been too lazy to seek the truth.
- People jog because it is mindless. It is much harder (mentally) – yet more effective – to follow a resistance and interval training workout. This is the key to your success.
- By educating yourself, you will find the answers you need. By quitting after only one program, you will be doomed to failure. You must seek, and you will find.
- Get out of your comfort zone.
- Get professional help. Follow a structured workout written by a pro.

Business

- The more complicated your business, the less likely anyone will be able to copy it.
- You can dominate without competition if you are willing to go the extra step and invest in effort, and what follows will be easy.
- Get out of your comfort zone!
- Get a mentor.
- The most complex situations have simple answers. Don't try to be so darn sophisticated.

Keep it simple.

72. Always have options. Options are a primary source of power. Power also comes from stripping away appearances and seeing things as they really are.

Fat Loss

- Educate yourself about diet and exercise so that you can improvise a healthy snack or workout anytime, anywhere, no matter how bleak the circumstances.
- Without have the education of options, you'll lazily give in to whatever is around you and you'll justify the behavior with excuses.
- Determine if you are really hungry or if you are eating out of habit. See things as the really are.

Business

- Never have just one of anything. You must be able to replace an employee, a vendor, a sales avenue, or a marketing method immediately.
- Remember, this is a business. Make smart choices.

73. Nothing wins more often than superior preparation. Genius is usually preparation.

Fat Loss

- Plan, shop, and prepare.
- Two solutions for every obstacle.
- Structured, professionally designed workout
- Social support
- Try vs. do

Business

- Be better prepared
- Plan your day
- Prepare for your meetings
- Two solutions for every obstacle.
- Know what you want to get done
- Know when you work best
- Do not let others get in your way. OWN the day.

74. Patience is profitable. Achievement comes from the sum of consistent small efforts, repeated daily.

Fat Loss

- I've watched too many people do too much too fast, get a lot of results in a short amount of time, and then crash and burn and drop out of the process altogether.
- The better approach is to build your life one positive step at a time.
- Don't get me wrong, I love the 12-week Transformation, but I want that Transformation to last 12000 days, not just 12 weeks.
- Everyday take baby steps to improvement. Be a little better than yesterday.

- It's the small handfuls of food that can slow down your fat loss faster than anything...every day you must find ways to overcome the snacking habit.

Business

- Kaizen – constant & never-ending improvement
- Outsource daily tasks
- Get 1 thing done early in day
- Contact one person every day
- Every day try to last another minute until you open your email.

75. Persistence is a sure path to success with quality activities. Never, ever, ever, give up.

Fat Loss

- Consistency is key.
- 90% compliance.
- Don't go on binges. Make lifestyle changes.
- Look long-term, not next week.
- Track your efforts and focus on what works.
- Never quit. If you stumble, get back up.
- Get social support to help you make it through the dip.

Business

- Get work done early.
- Contact others everyday – network. Help others.
- Good products; Personality; Fun to do business with you.
- Follow a system.
- Look long-term, not next week.
- Track your efforts and focus on what works.
- Never quit. If you stumble, get back up.
- Get social support to help you make it through the dip.

76. "I will do this" is the only attitude that works. "I'll try" or "I think" doesn't work.

Fat Loss

- You must make up your mind to lose fat.
- It's easy, once you realize how hard it is.
- Find rituals and solutions to overcome your obstacles.
- So much can be accomplished with a long term vision and resilience to short term setbacks.
- Not every problem is conquered overnight, but if you persist and never give up, you will succeed.

Business

- Set a deadline and get it done.
- Thinking is the hard part...execution is the robotic part.
- Do the thinking. Build systems and let others implement.
- If you can't think, "I will do this", get out and find something where you can.

- So much can be accomplished with a long term vision and resilience to short term setbacks.
- Not every problem is conquered overnight, but if you persist and never give in, you will succeed.

77. Always work on increasing the size of the pie, rather than just your portion.

Fat Loss

- Well, we certainly don't want to be eating more pie...however, we want to help others lose fat. By doing so, it will help us lose fat.
- Giving others social support will create a better environment for you to lose weight.
- However, you can't force weight loss on anyone, but teaching others about fat loss helps you understand it better...so you'll do better.

Business

- Think big. Think clearly.
- Do joint ventures to help others.
- Contact others to help them.
- Promote the right resources to your list.
- Teach others to teach yourself.
- Do not be jealous, greedy or petty.
- Help others. Helping them will only help you.

78. Rewards are rare without risks, but take only carefully calculated risks. Make sure the odds are on your side.

Fat Loss

- Too many folks risk their progress by doing too much exercise. They think if 3x's per week is great, then 5x's per week is better.
- Do not take training risks that don't have big, proven training rewards. Don't do extra cardio because you think it will help because in most cases it will just break you down.
- Leave the programming to the pro. Just stop thinking and do the work.
- You must get out of your comfort zone, mentally and physically, to lose fat and radically transform your body.

Business

- Don't get invested into something where you are not an expert.
- You must get out of your comfort zone to transform your business.
- Get outside help wherever appropriate. Delegate. Get the best counsel you can. Surround yourself with folks smarter than you.
- Focus on tasks/risks that bring you the biggest reward. Don't get caught up with minor projects that hold you back from the big time.

79. The "how" you get it (with integrity) is more important than the "what".

Fat Loss

- Don't cheat.

- Don't starve yourself.
- Don't do long cardio and lose muscle.
- Don't let fat loss interfere with your life.
- Don't become obsessed or compulsive.

Business

- Don't force anything.
- Don't do stuff that your "gut" knows isn't right.
- Have a real life. Set boundaries.

80. Be explicit and semantically precise in all communications, agreements and dealings. Summarize and write down important discussions...and make sure all sides agree. Putting agreements in writing avoids misunderstandings. Memories are fallible, and death is inevitable (so far).

Fat Loss

- In this example, all "communications" are really with yourself, that's why I've included a contract you must make with yourself to get results.
- Put your plan down in writing.
- Write down your food intake...relying on memory will only frustrate you.

Business

- No more handshake agreements. Business is business.
- Get a contract.
- Be clear.
- Write it down. Have it in writing.

81. The best way to get started is to get started. Life rewards action...not reaction. Wait for nothing. Attack life. Don't plan to death or ask for permission...but act now...and apologize later.

Fat Loss

- Don't wait till New Year's.
- Just do it. It's less painful to do it than it is to sit around and think about it or feel guilty that you haven't started yet. Once you get started, things will get done.

Business

- Do one thing everyday.
- Just do it. It's less painful to do it than it is to sit around and think about it or feel guilty that you haven't started yet. Once you get started, things will get done.

82. Question everything. Don't believe it's true or right just because it's conventional. Strip all limits from your imagination on every deal and look for an unconventional creative opportunity in every mistake, crisis, or problem. Be flexible, and be willing to turn on a dime when advantageous.

Fat Loss

- Questioning everything is what will help you find a better fat loss program.
- Too many people use the conventional, ineffective cardio programs.
- If what you are doing now is not working, then change!
- Look at the people who are getting results.
- Look at what the crowd is doing and do the opposite.
- Find an unconventional way to get fit (manual labor, sports, hiking, etc.)
- Be agile (mentally and physically).
- Believe you can achieve amazing results. Do not put a limit on your progress.

Business

- Question every pre-conceived notion and do not take NO for an answer.
- Find the right way of doing things.
- Find the silver lining.
- Look outside the industry for help.
- Be able to change fast.

83. Have fun. The single key to a successful happy life is finding a vocation you enjoy – one that excites you the most.

Fat Loss

- On your “off days” or “recovery days”, you should stay as active as possible, getting at least 30 minutes of exercise and doing some type of stress relieving activity.
- You need to stay active and reduce stress and ENJOY yourself on your off days.
- Doing a fun activity you look forward to is a little known component of an effective, long-term weight loss plan.
- Follow those 3 secrets and you’ll lose up to 10 pounds in 2 weeks.

Business

- You should get out of bed looking forward to what you are going to do that day.
- Take time to remember what is important in your life.
- Find ways to take joy in your work. If you can’t, look for another job.

84. Nobody gets old by surprise.

Fat Loss

- 0.3% of your life.
- Focus now will allow you to be an expert forever.
- A little education goes a long way
- Have fun!
- What’s one activity you’ve always wanted to try?

Business

- Schedule ruthlessly.
- Focus on your unique ability
- Get stuff done. Implement. 72 hour rule.
- What do you really want to accomplish? What do you need to do to get there?

85. When it's a matter of producing or starving, people don't starve.

Fat Loss

- Put a little urgency into your fat loss program.
- If you had to lose 10 pounds in 10 weeks or lose your job, you could do it.
- If it was do or die, you'd be able to lose fat. You'd be able to stick to your diet.
- Imagine you had to go to jail if you skipped your workout to sit on the couch instead. How many workouts do you think you'd miss?
- You just need to find compelling motivation to stick to your plan.

Business

- You can get the work done if you have to.
- Focus. Set deadlines.
- Deadlines are magic!
- Identify your internal motivation.
- Find a reason to produce.
- Get out of your comfort zone. Put some pressure on you!

86. You get what you expect, not what you want. Fill your life with positive expectations. Demand the best. Attitude and desire contribute to 90% of your achievement. Anyone can learn the physical mechanics.

Fat Loss

- You must have true belief in yourself. There is no trying.
- Read Psycho-Cybernetics.
- Set goals.
- Create vision board.
- Get social support. Drop the negatives. Demand positive people only.
- Mindset is more important than diet or exercise.

Business

- Demand the best work out of employees and contractors.
- Create positive beliefs among the doom and gloom
- Hire the right people based on attitudes. Anyone can be taught the tasks.

87. The surest way to accomplish your business goals is making service to others your primary goal. The key to success is adding value to other's lives.

Fat Loss

- If you want to lose weight, help someone else lose weight.
- If you are always giving them social support, finding them healthy eating options, and staying active with your friends, then you will lose weight as a result.
- Plus, as research shows, if you exercise with someone who loses weight, you have a greater chance of losing weight as well.

Business

- Help others.
- Give to others.
- Golden rule.
- Focus on providing value and the business will come.
- Your income is directly proportional to the number of people you help. Help more.
- Think big...how can you help the world?

88. The source of lasting happiness can never come from outside yourself through consuming values – but only from within yourself by creating value. Producing more than you consume is the only justification for existence.

Fat Loss

- You must replace “living to eat” with something else more meaningful in your life.
- Many people eat out of boredom or to satisfy other unmet desires.
- Instead of consuming too many calories to “drown your sorrows”, find a more productive use of your time.
- Get your workout done first thing in the morning so that you don’t live with the guilt of missing your workout all day long.
- Also start your day with your best meals full of fresh fruits and vegetables.

Business

- Don’t spend all of your money.
- Invest in building a better business, and invest your time in creation of new ventures.
- Find out what truly makes you happy but does not cost a lot of money.
- Do not chase money and material goods.

89. Unattended problems will not go away, but will usually get worse. Anticipate and avoid problems – or meet them head on at the outset. Overcome fear by attacking it.

Fat Loss

- Bad habits that lead to poor eating and skipping workouts must be attacked head-on.
- If you are intimidated of the gym, you MUST go to the gym!
- Overcome fear. Destroy weakness.
- It will not get better by avoiding it.
- Become a Nike Robot. Just do it.

Business

- Do NOT procrastinate.
- Just do it.
- Take ACTION.
- No guts, no glory.

90. Find an excuse to laugh every chance you get, especially when you least feel like it.

Fat Loss

- You should always have a positive attitude and be doing things you enjoy.
- I truly believe that people will have less success if they dislike their exercise program.
- So for maximum results, find a workout partner you like to be around, choose a form of exercise you truly enjoy doing – rather than dreading – and have as much fun as possible while losing fat.

Business

- Create an environment where work gets done with a positive attitude.
- This is not the end of the world. Have fun and persevere.
- People like doing business with positive people, not gloom and doom. Stay strong!
- Take a day off once in a while.

91. When someone makes a big issue about his honesty or achievements, he is probably dishonest or a failure.

Fat Loss

- If someone makes big claims about a weight loss program where you don't have to do any work, or you can eat anything you want, chances are it is too good to be true.
- You don't always need to look to the buffest person in the gym. Sometimes someone who is simply 10 pounds lighter than you will have the best tips.

Business

- Trust your gut.
- Be honest and upfront right away.
- Cut off bad vibe relationships as fast as possible. Don't get in too deep.
- Sleep on all big decisions.
- For every promise made, expect things to take longer.
- Ask for referrals before getting started. Do NOT rush into things.

92. Put the magic power of compound interest to work with every available dollar.

Fat Loss

- Compound learning: The more you learn and apply now, the easier it will be to maintain your weight and body fat for the rest of your life.
- Make every minute matter in your workouts.

Business

- Compound earning: The more you earn and save now, the more money you will have later.
- Extract more cash from business and invest it.
- Get good tax and legal help.

93. The best investment you will ever make is your steady increase of knowledge. Invest in yourself. Thirty minutes of study per day eventually makes you an expert in any subject – but only if you apply that knowledge. Study alone is no substitute for experience. Education is always painfully slow.

Fat Loss

- Educate yourself. Try different diets and programs.
- Be consistent and keep an open mind.
- Record your food and exercise to identify what works best.
- Self-monitor your body to know more about it and your individual response to diet and workouts.
- Treat your body like a science experiment.
- Don't try and come up with your own programs...get professional advice.
- Don't tinker too much with what works.

Business

- Never stop learning.
- Focus on the fundamentals, not the minutiae.
- Study every day.
- Go learn from the masters.
- Test and track everything.

94. For each important action you take, ask yourself if you would be embarrassed if it were published. It takes a lifetime of effort to build a good reputation, but only a moment of stupidity to destroy it.

Fat Loss

- Be accountable to others and post your nutrition on the web.
- If you have to publish it, will you eat it?
- The actual eating portion of a meal takes only minutes, are you going to waste weeks and months of hard work on a simple few minutes of indulgence?

Business

- Do unto others.
- Transparency
- Imagine you were wearing a video camera on your head 24 hours per day.
- Get your flaws out first.

95. You are exactly what you believe and think about all day long. Constantly monitor your thoughts.

Fat Loss

- If you do not truly believe in yourself, truly believing that you can succeed, than you will not be able to lose weight.
- You must match your thoughts with your belief.
- Do not whine. Do not look for excuses.
- Accept the #1 rule...then you will succeed.

Business

- You must stay focused, always looking for opportunity.
- People want to hang around winners.

- They want leaders – so lead them.
- Have the courage to take the criticism.

96. Skepticism is a key to rational thinking. Be especially skeptical of your own cherished beliefs. You might be wrong...and things change.

Fat Loss

- Everyone thought low-carbohydrate diets and slow cardio was best for weight loss. Wrong!
- Everyone thought fat was evil. Wrong!
- Everyone thought resistance training was a waste of time. Wrong.
- At least try something out for a couple of weeks. Cut back on cardio and realize you won't gain belly fat.

Business

- I thought some things that work for me (long sales letters) would never work.
- Go against the grain.
- Hang out with folks who question you.
- Trust your gut first. Then test your beliefs.

97. Anxiety is usually caused by lack of control, organization, preparation, and action.

Fat Loss

- Many folks get “paralysis by analysis” when they learn too much about workouts and nutrition.
- Take a deep breathe, use common sense, and get started – slowly.
- Start with beginner or intermediate TT. Everyone.
- What's the worst that can happen.
- Stay flexible.

Business

- Just get started.
- Fail forward.
- Set your limits.
- Make your own rules.
- Know what you are talking about.
- Be careful about making commitments.
- Remember what the worst thing that could happen would be.

98. The first rule of sharpening your mind is to be an alert and sensitive observer. Assume nothing. If it can't be observed, it's not true. Never act on blind faith. Whenever something sounds too good to be true, it almost always is. Refuse to be swayed by emotion when it conflicts with reason. Observation is the genesis of all knowledge and progress...and is the first and last step of every thinking man's tool – The Scientific Method. All science and most progress is built on the Scientific Method (most non-scientists use it by accident). The steps are 1) Observation. Gathering and rationally organizing facts. This is where most people fail. 2) Inductive reasoning. Forming a hypothesis – or a generalization of facts held to be true. 3) Extrapolation. Making a projection or prediction based on the hypothesis in areas you didn't yet observe. 4) Observation. A test for the hypothesis to see if it works.

Fat Loss

- Monitor everything you do. Everything you eat.
- Find out what works best for you.
- Find out how you respond to foods.
- Find out what makes you sleepy and gives you energy.
- Find out what fills you up and makes you hungry.
- Do more of what works and less of what doesn't!
- Do not guess.

Business

- Track and test.
- Do more of what works and less of what doesn't!
- No guessing.
- Do as many experiments as possible!
- The best businesses do the most testing.

99. Experience is not what happens to you. It's what you do with what happens to you. It takes a wise man to learn from his own mistakes...and a genius to learn and profit from the mistakes and experiences of others.

Fat Loss

- One of the most important things you can do is track your results, your workouts, and your diet.
- The more you know about yourself, and the more you respond to this knowledge, the better your results will be.
- Start immediately.
- Try fasting to discover more about your body.
- Do every program or diet for at least 3 weeks to give it a fair shot. Record everything.
- You are not your mistakes. Do not be too hard on yourself.

Business

- Find out what works. Find out what doesn't work.
- Do more of the former and avoid the latter. It's that simple.
- From business strategies to extra-curricular activities, the path to success could not be more obvious.
- Focus on what works. Implement fast.

100. The purpose of life is to delay, avoid, and eventually reverse aging.

Fat Loss

- Everything you do either speeds or doesn't speed aging.
- Think about that before each and every meal, workout (skipped or done or done too long), hour spent staying up when you should sleep, and every stressor that you allow or do not allow to bother you.
- Make choices to prolong your life and vitality.

Business

- How can you include your business to focus on these problems?

- Every service offered by a business speeds, avoids, or delays the aging of the human population.
- How can you prolong the life of your business?
- How can you run a business and still have an amazing life?

34 Rules for Maverick Entrepreneurs – By Yanik Silver

1. It's got to be a BIG idea that you, your team and your customers can "get" in seconds.
2. Strive to create 10x – 100x in value for any price you charge. Your rewards are always proportionate to the value you provide.
3. You must charge a premium price so you have a large margin to provide an extraordinary value & experience.
4. Provide a 'Reason Why' customers should do business with you and pay you a premium.
5. Get paid before you deliver your product or service. And when possible figure out how to create recurring revenue from transactions.
6. You get to make the rules for your business. Don't let industry norms dictate how you'll work or who you'll work with.
7. Create your business around your life instead of settling for your life around your business.
8. Consistently and constantly force yourself to focus on the 'critically few' proactive activities that produce exponential results. Don't get caught up in minutia & bullshit.
9. Seek to minimize start-up risk but have maximum upside potential.
10. Get your idea out there as fast as possible even if it's not quite ready by setting must-hit deadlines. Let the market tell you if you have a winner or not. If not – move on and fail forward fast! If it's got potential – then you can make it better.
11. Find partners and team members who are strong where you are weak and appreciate being paid on results.
12. Your reputation always counts. Honor your obligations and agreements.
13. Never, ever get paid based on hours worked.
14. Leverage your marketing activities exponentially by using direct response methods and testing.
15. Measure and track your marketing so you know what's working and what's not.
16. Bootstrap. Having too much capital leads to incredible waste and doing things using conventional means.

17. Your partners and employees actions are their true core – not what they tell you.
18. Keep asking the right questions to come up with innovative solutions. “How?”, “What?”, “Where?”, “Who Else?” & “Why?” open up possibilities.
19. You’ll never have a perfect business and you’ll never be totally “done”. Deal with it.
20. Focus most of your time on your core strengths and less time working in areas you suck at.
21. Make it easier for customers to buy by taking away the risk of the transaction by guaranteeing what you do in a meaningful way.
22. Always have something else to sell (via upsell, cross-sell, follow-up offer, etc) whenever a transaction takes place. The hottest buyer in the world is one who just gave you money.
23. Always go back to your existing customers with exceptional offers and reasons they should give you more money. It’s 5x less expensive to sell to happy customers than go find new ones.
24. However the flip side is – fire your most annoying customers. They’ll be replaced with the right ones.
25. The marketplace and competitors are always trying to beat you down to a commodity. Don’t let that happen.
26. Develop and build your business’s personality that stands out. People want to buy from people.
27. Create your own category so you can be first in the consumer’s mind.
28. Go the opposite direction competitors are headed – you’ll stand out.
29. Mastermind and collaborate with other smart entrepreneurs if they have futures that are even bigger than their present.
30. Celebrate your victories. It’s too easy to simply move on to your next goal without acknowledging and appreciating the ‘win’.
31. Make your business AND doing business with you FUN!
32. Do the unexpected before and after anything goes wrong so customers are compelled to ‘share your story’.
33. Get a life! Business and making money are important but your life is the sum total of your experiences. Go out and create experiences & adventures so you can come

back renewed and inspired for your next big thing.

34. Give back! Commit to taking a % of your company's sales and make a difference. It this becomes a habit like brushing your teeth pretty soon the big checks with lots of zeros won't be scary to write. If you think you can't donate a percentage of your sales simply raise your price.