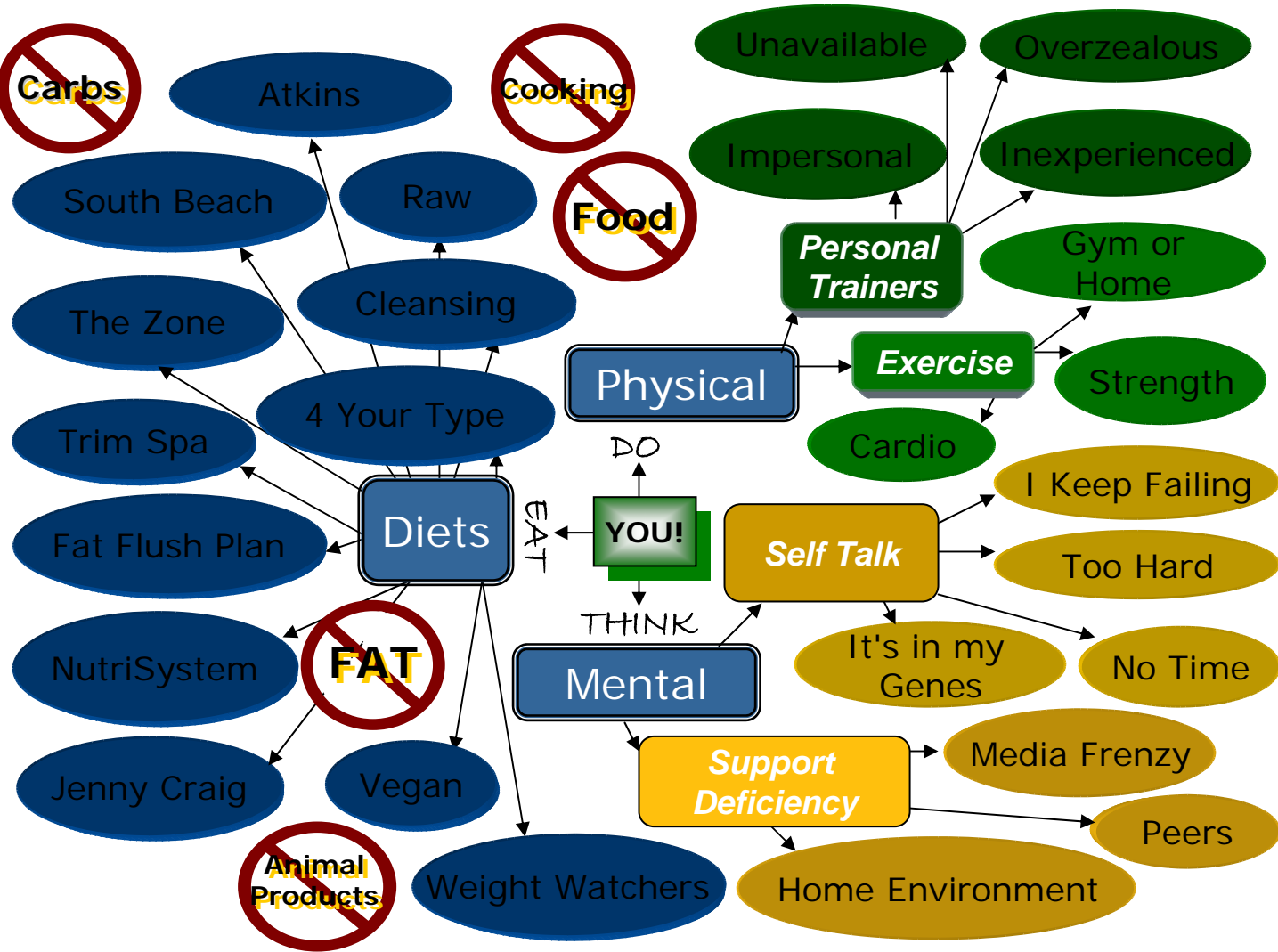


...and you wonder why losing weight fails?!



The D-Myth

A Clear and Concise Path to Your Weight Loss Goals

Brought to you by

Sherri Dodd, CPT

A Special Thank You...

To Doug Gerhardt, whose editorial and inspirational review helped refine this eBook.

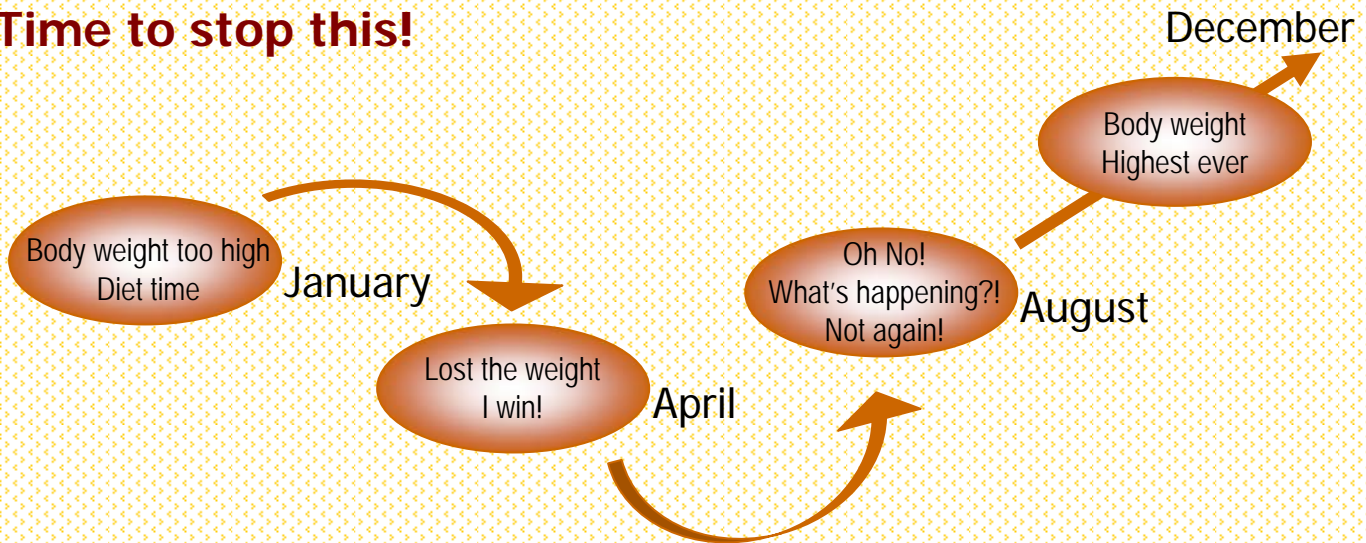
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The Confusing Choices of Weight Loss

Take another look at the crazy, cluttered, barely readable cover of this ebook and you will get a great idea of why most diets fail! There are so many reveling announcements about the newest, fastest, easiest and most effective ways to lose weight. New fads diets are constantly surfacing with perky alleged clients boasting of losing gobs of fat and inches from their waistline and/or oversized backside. However, it is important for you to know that once you start these health-compromising diets, you struggle with the side effects and began to face obstacles not originally considered. Sooner more than later, you are left watching your progress steadily decline, and ...**bong!**...the clock strikes midnight and you're a pumpkin once again.

Time to stop this!



Losing muscle and gaining fat is an inevitable silver bullet that is even more difficult to dodge as you age. Add yoyo-dieting to loss of skin elasticity and slowing of metabolism and you are headed for a mirror of disappointment. This is why it is imperative to not only make a goal of losing the weight (i.e. the body FAT), but also of changing your lifestyle to that of a well-rounded daily existence. While it can be challenging at the start, many people...and YOU...will be able to bust through the obstacles that previously kept you grasping for the next best answer.

You do have a choice!

The way to safely lose weight and maintain your healthy ideal is to follow an age old wisdom about to be uncovered in this ebook...and, after you read through it, if you are interested in a more detailed plan, you can pursue further knowledge from a helpful Personal Trainer or Fitness Coach.

PRINT YOUR D-MYTH EBOOK!

Hopefully you have printed this report out. For what you hold in your hands is a snapshot of our teams' 15-plus years of experience living a healthy and fit lifestyle. It also represents over 5 years of research into weight loss and how people win or lose in this seemingly uphill battle. Up until now, nobody has pulled the **entire** picture together of how to regain your ideal weight and maintain it. The secret is not in fad diets, weight loss pills with heinous side effects or various other snake oil remedies. If you are looking for a quick fix or "free ride" to losing weight permanently – Stop Reading Now! However, if you are frustrated in your weight loss efforts and absolutely want to fit in those jeans...**you must read on**...in fact, print this report now and get ready to take the next step in changing your life for good!

Ready to meet your coaches?



About the co-Authors

Sherri Dodd is accredited by the American Council on Exercise as a Personal Trainer and Lifestyle & Weight Management Consultant. She is also a fitness writer and the published author of *Mom Looks Great – The Fitness Program for Moms*. Introduced to the racquetball rage of the early 1980's, Sherri began to appreciate the remarks from her classmates about her muscle tone. This positive attention so dearly needed by an insecure

As Seen In

Salinas Californian Newspaper

"Sherri...has assisted numerous individuals in improving their overall health by designing a system of improved nutrition and a regular exercise regime."

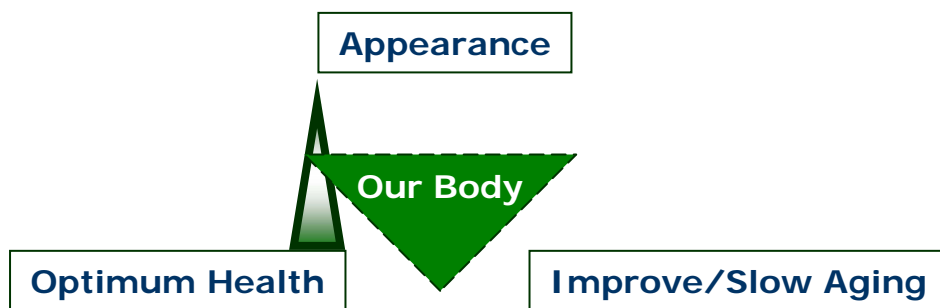
teenager was enough to build momentum in Sherri's quest for fitness at an early age. Through college, then worklife and up to being a new mom, Sherri had always held on to her stress-relieving workouts and closely followed the fitness trends, ranging from hi-lo aerobics to belly dancing to kickboxing. The latter of which appealed to her so much that she took up instructing. Shortly after the birth of her first child and after answering many inquiries about post partum fitness, Sherri took all her fitness notes and began to create journals about the efficiency needed to regain that once girlish figure. It wasn't until after her second child that she decided to create a book on the topic. Shortly after publishing *Mom Looks Great - The Fitness Program for Moms*, Sherri was invited to write fitness articles for various printed media, hold seminars on the subject in local venues as well as motivate new moms in local fitness groups

Edward Dodd shares his personal experiences with weight control. After encountering a volatile period of time running a multi-million dollar company, Edward's diet was dictated by the habits of pacifying stress with the wrong kinds and/or portion of food. Ed ballooned up to almost 30 pounds over his ideal weight on a medium-sized frame. As this occurred he dealt with feelings of frustration as each newly purchased pair of pants would gradually begin to constrict at the waist. His final wake up call came as Ed "sat naked on the examination table" for his annual checkup. The doctor soberly announced "If you allow yourself to get fat, you will very likely experience some of the health issues of your father." This revelation being a quadruple bypass as well as Type II Diabetes that ranged from sugar pills to "Needles!" Ed did not want any part of it and motion was set. During his recovery he had time to reflect on his wish for others in his situation. It was at this point, he longed to find a better way to help the population and bring to them a solid answer for optimal health. If he could do it, he knew others could too!

Why We Care

*So you may be asking yourself, why bother with this report? We'll tell you...**Obesity has reached epidemic proportions.** It is effecting so many people that it is most probable that everyone has a story of a family member, close friend or respected mentor who has battled with their weight. As you read this, it may even be you! Sometimes it comes too late to help the person we care for if they have died in the grip of heart disease, cancer or other atrocities that could have been helped by a life of better health. And, if you are the one who suffers, you can start now to better your health.*

When we think of our body, there are typically 3 aspects that come to mind regarding our well-being: Appearance, Optimum Health and to Improve or Slow the Aging Process.



When we speak of the 1st aspect, **Appearance**, we can emotionally relate to the notion of a mirror. If we like what we see, we feel good and similarly, if we don't, we don't. Therefore, Appearance is closely linked to self esteem. Yet, as slimness is commonly a first impression of a person's health, we must dig deeper in understanding what comprises our overall well-being.

While improving self esteem by changing our appearance is on the path to overall well-being, the 2nd aspect, **Optimum Health**, literally runs deeper on our quest for optimum existence. What we mean by Optimum Health is the difference of energetic quality of life vs. pain and suffering from disease. Optimum Health lies within you - the function of your heart, the strength of your muscle and the solidity of your bones. Let's look again at our first

impression mentioned above. A person suffering with anorexia may appear slim or begin to lose an abundance of weight through not eating, yet their deathly slenderness is causing detrimental happenings within their body, including heart disease (ironically, the same disease experienced in obesity). Therefore, our well-being is not only outward appearance, but what functions within us as well.

Combining the first two aspects with the 3rd and final aspect, Improving and Slowing the Aging Process, sums up our well-being. To gain a healthy body, in appearance and function, we must eliminate behaviors that are counterproductive to these two facets of health. Good nutrition kills off free radicals (from sources like smog, car exhaust, etc,) that frequent urban environments. Elevating your heart rate by brisk walking, cycling or high impact aerobic training will keep your cardiovascular system functioning as that of someone 10-20 years younger than your actual age. Finally, relaxing exercises such as mindful breathing and meditation can de-stress your body, after a day of maddening, cortisol-spiking encounters.

**Make a Difference in the
World...**

**For you, your family and
the future of America!**



Being a victim of your own tragedy is one thing, but what if you are a parent, older sibling or even a mentor. What are you role modeling for the child in your life? For that matter, if a parent what are you allowing your child to eat or how much daily physical activity are they getting? Do you want them to have weight problems as an adult, or even worse throughout the tumultuous years as a teen or pre-teen. When asked if obese children become obese adults, **Epidemiologist David Freedman** from the *Centers for Disease Control and Prevention's division of Nutrition, Physical Activity and Obesity*, answers "...definitely." Dr. Freedman began his studies in the 1980's on post mortem (suicide, car accidents, etc., respectfully) obese adolescents and found a build up of arterial plaque even at that early age. Given a lifetime to continue poor lifestyle choices, the effects are eminently

The bottom line is we have felt the pain of poor health, either through our own experience or indirectly through that of our friends or family members. Luckily, we have also felt and witnessed the benefits of good health enabling an elevation in self-confidence, a sense of achievement as well as a new found knowledge of the strength, literally and figuratively-speaking, that we never knew existed. We have each experienced the weight loss struggle and through that process, emerge as stronger individuals. **I want that for you!** We care about you! We care about the people's lives you touch and we care about what you do today to reach toward a better, healthier you!

Now, we bring these proven formulas of success to you. We believe we can share with you the secret to living a healthy and vibrant life.

When you have met your health and fitness goal, who...aside from yourself...do you imagine will be the first to start noticing the change in you? Will it be your partner? Will it be a co-worker? The clerk at your grocery store or a complete stranger offering a flattering glance? Who will be the first to reflect your accomplishment? Who, aside from yourself, will be the luckiest person to benefit from your success?

Instilling these hopes into you and arming you with a guaranteed plan will guide you on your way. And, we care so very much that you will finally experience the joy that a lifestyle of good habits will provide for you...



Believe that you are worth it!

Weight Loss is Psychological

What we think, is where we begin. **Your thoughts are the precursor to every single action you take!** Some believe the power of the mind is limitless and when we think of exercise, it is most certainly a key aspect of your success or failure.

What are the thoughts that you dwell upon each day? Are they frustrating thoughts of victimization to life or powerlessness to change? Do you feel tired and hopeless when you think of your weight loss undertaking? Most often, this is where an expert in the field would prescribe some homemade affirmations and ship you on your way to recovery. While affirmations are most certainly the optimists way of self-programming, some people need a pre-requisite. Author Pema Chodron once wrote:

"Affirmations are like screaming that you're okay in order to overcome this whisper that says you're not."

So what do you do? The truth is that you have to **hear what that voice is telling you** - you have to listen. But, what you do from there is key. All of us want to be heard. Even our most vulnerable anguishes must be heard and most often even voiced to a close friend. But, after that, we need to move on. We need to push forward. A mentor of mine once said that when you have this overwhelming negative opinion and it cannot be quelled, spit it out! Get it out in the open and then once you can see it and feel it for all the pain it is worth, then you must "stomp on it"...stomp until it is completely snuffed out...and then you must push forward.



Come to grip with your personal concerns, the potential road blocks you face day to day...

What are the negative thoughts you have been trying to stifle? What are your fears? Especially your previous attempts to lose weight...how do you feel about yourself and your failure to keep your body fat low? Whose fault is it? Who can make a difference?

You can make the difference...sort out your fears. **Voice your fears!** They are spoiling the goodness and productivity that co-habitate within you. Once you have spit them all out and can see them for what they are...nothing of substance, but merely pessimistic, counter-productive thoughts...then, you too, will be able to push forward in your quest for better health.

In addition to the preliminary thoughts of the "mental" aspect of weight loss, the after effects of carrying through with a plan of well-being are experienced through improved mental health.

The main reason many fitness enthusiasts keep up their commitment to good health today is no longer simply a desire for an attractive physique. As the years have progressed and careers were established, the benefits of healthy eating and active lifestyles were even more so appreciated in the mental arenas controlling moods, enhancing optimism and improving overall outlook on life.

When we exercise, **our body reflects it gratitude** through the release of endorphins. These are your body's natural painkillers and their release actually creates a sense of exhilaration. Similarly, people in depressive moods may feel more at ease and those with anxiety will be more able to relax.* A 30-minute bout of exercise can also keep you mentally sharp. This is especially auspicious for the elderly generation who can sustain their independence for longer periods of time, not only by keeping cognitive functioning sharp, but also keeping the body strong.

Further, nothing helps our mental capacity more than feeling good about ourselves. This time it has nothing to do with a reflection in the mirror (**remember the 3 aspects of well-being**), but actually FEELING good. If you take a thin, attractive 20-something who is sedentary and an avid junk food consumer and ask him/her how she feels - it is not surprising to get an answer of okay, and it will probably be presented lack-luster, at best. Quite the reverse, ask a 40-something, slightly overweight person post-workout how they feel and there will very likely be a relieved and relaxed expression on their face as they tell you how great they feel. While it feels good to look fit, true FEELINGS have nothing to do with looks, they come from within and there is no better way to tap into your wellspring of emotion than to roust yourself through a bit of exertion. Walk, skip or Run and...

Reap the Rewards!

**Some depression/anxiety can be a serious matter, please consult your physician if the problem persists.*

Weight Loss is Physical

Proceeding your thoughts, action moves you to your goal. It began with the simple act of surfing the net to make change in your life. This was physical motion. You took action to pursue and research the answer to your dilemma.

When most people think of the word physical, they release a big groan and already feel tired and breathless. Physical is word taboo for some people. The imaginary visuals of uncomfortably skin tight clothing and herky-jerky moves in a group setting send some running for the fridge abandoning their biggest hopes for a healthy body.

Linda, a past client, can relate. After having a difficult labor and delivery, she underwent a hysterectomy and at a young age began having thyroid issues that resulted in obesity. Her 6-cookie a day requirement didn't really help matters either. But at the same time, she was fed up with being overweight. She would start up an exercise program and within a week, slip into her comfort zone, which was stock-piled with her cookies. When she met Sherri, she found motivation to make a change. Her yearly Disneyland trip was fast approaching and she was greatly hoping to cause a stir with a new figure for her extended family members to see. She began her program at 3 days a week. Since an after work program was impossible for her, she hit the gym at lunchtime. Despite her previous impression of the gym as "public humiliation", Sherri helped her set goals and she persisted. For 3 months, she walked the treadmill, progressing slowly. In addition she also watched what she ate and...to her pleasant surprise...her pre-Disney scale measurement was **23 pounds lighter!** This was not loss of water weight, but a steady loss of body fat over an appropriate amount of time that resulted in a small step toward her ultimate goal.



You do not always have to struggle and trudge through a difficult workout to see a positive outcome! **Lifestyle changes can make quite a difference in losing weight and body fat.** Of course, how much or how little effort you put toward lowering your body fat will be reflected in your results.

As with the pre- and post- aspects of 'mental' in weight loss, there are two sides to the 'physical'. You may ask how dropping excess body fat can help you in the big picture. Before we can move forward with any weight loss solution, you need to understand where obesity stands today.



According to U.S. researchers at John Hopkins university If people keep gaining weight at the current rate, fat will be the norm by 2015, with 75 percent of U.S. adults overweight and 41 percent obese. Further, **Dr. Youfa Wang**, who led the study, said in a statement: "**Obesity is a public health crisis**. If the rate of obesity and overweight continues at this pace, by 2015, 75 percent of adults and nearly 24 percent of U.S. children and adolescents will be overweight or obese."

While the bullets on the diagram can be alarming...if not insulting - there is a solution. Keep a healthy body weight and fat-to-lean tissue ratio, and it can greatly counteract a negative outcome. For instance...keeping fit can reduce your risk of heart disease, stroke, diabetes and so on. Likewise, keeping fit can lower your insurance, most notably your life insurance. Another example, keeping fit may increase your life span and for goodness sakes, if it is true that carrying heavier weight will decrease MPG on your fuel costs, think of the savings on gas! *(Did we mention keeping a sense of humor throughout life is helpful?!)*

More often than not, as in the case of Edward, it is our doctors call to action that prompts a change in habit. Most always, for a doctor to mention your need to lose weight for health's sake, it has gotten way out of hand. **Be proactive!** Start working on your body today. Start with positive thoughts and follow it up with action - action through proper eating and action through... ACTION!

DIMINISH THE EFFECTS OF OBESITY!

Start Where You Are

So you gather all your courage to make a change, but...so, so much to do! Where could you possibly start? You have to start where you are. You long for change, not just externally - through weight, visual image, facial expression - but also internally - happiness, feeling good and projecting as such to those with which you come into contact. You may be so bound up by incorrect perceptions and your poor self-image that you do not even know what you could work on first.

This is why it is so important to:



...take a long, slow breath in...hold it for a moment...and then slowly let it out. Jeez, did your neck pop during this breath? Some people are *that* tense and do not even know it. I will note here that some even hold their breath while reading. **BREATHE** - be totally aware of everything you do. Breathe - what could be easier and yet, so often we take short, shallow breaths that barely feed our body the oxygen it requires. Breathe - what a way to gather yourself and find out where you are. You are here...in this moment, and **this is where you start**. Right here at your heaviest, your saddest, your most vulnerable state that you have ever been in - this is where you start! There is no more perfect moment than right now. There is not a single thing that needs to happen before you make change happen. There is no better time in your life than now! The most slippery slide you can climb is the "it will be more attainable when [INSERT lame excuse for procrastination HERE]" People wait their whole lives away for that perfect moment, the supreme conditions or the magical combination in order to pursue a desire. It never comes. Do you know why? Because for most, that perfect moment lasted 10 seconds, 10 years ago.

Today is the day you realize that you are right where you need to be and the **time is now to act**. Today you will educate yourself on the steps you need to take in order to meet the requirements for a healthy and happy life.

Today, reading The D-Myth can take you farther than you have ever been and keep you there by educating you of the necessary steps to take in order to fulfill a life of great health - *mentally and physically*.

The Dieter's Struggle

There is an old saying from Henry Ford "Don't confuse activity with results" to which we would similarly relate "don't confuse temporary results with a long term solution". The reason most people struggle with dieting is because of **what "diet" means to most people** - the social pressure of measuring up to the task as well as the ability to "pull it off". While today's Americans have so many more advantages than our ancestors, we have taken huge steps backward in regards to our health. *Perhaps working in the fields, even as young children, did have benefits.* Even so, we cannot go back - we can only move forward. And aside from the activity needed to build a strong body, we must also look at the foods we eat...our "diet".

If you were behind me at the meat counter in the local Whole Foods market, you may catch me saying "My diet does not consist of..." To the uneducated person, they might think "Aha! She's on a diet", when in fact my definition of diet is the daily consumption of nutritional foods that best work with my energy levels, my allergies and my formerly sensitive stomach.

The word diet is what you eat and... **YOU ARE WHAT YOU EAT!**

"D I E T"

Looking at Webster Dictionary's definition of "**diet**", we see - **a:** *food and drink regularly provided or consumed* **b:** *habitual nourishment* **c:** *the kind and amount of food prescribed for a person or animal for a special reason* **d:** *a regimen of eating/drinking sparingly so as to reduce one's weight <...on a diet>.*

Answer D has put a negative spin on the word and yet it is the main definition a potential weight loss client will think of when someone says "diet", all while intently focusing and dreading the "sparingly" part. However, answer D also gives the impression of the ability to quick-fix a weight problem. This is where the dieter is misled to believe that their newly discovered short term weight loss results is the long-awaited, long-term solution. When in fact, it is inevitable that they will eventually digress back into old eating patterns, and thus, the former weight associated with such habits...most often gaining even more body fat than before the drop. This applies to drugs and surgical procedures as much as natural weight loss.

In the face of our rampant obesity problem, some are so overzealous to lose the tell-tale signs of poor lifestyle habits, that they search for a wonder drug overlooking the dangerous and risky side effects. While some drugs are popular, some brands of weight loss drugs have caused quite a few health issues and continue to be summoned to court for impending issues. In fact, think of all the wonder drugs of yesterday, most notably ephedra, which was banned in 2004 for many complications to its users including seizures, stroke, heart attack and yes...another 'D' word...Death!

In regard to surgical practices, some desperate souls undergo the knife for gastric band surgery (\$10,000-15,000), gastric bypass or stomach stapling and liposuction. These procedures can be just as ugly and detrimental to your internal body as the fat problem they are meant to 'cure'. And seriously...do you think it to be a cure?

"I'm scared to death!"

One of our team members recently spoke with a woman about her weight loss. She shared that she had gastric bypass surgery after tipping the scale at 200 pounds. The surgery enabled her a loss of 60 pounds. Tribulations - job done,

right? Not quite! As part of a post-surgery program she exercised several times a week and actually formed her body into great shape. Unfortunately, her joy gradually faded as she watched her weight creep back up to 160 pounds, and climbing by the week. "I'm scared to death!" she disclosed in fear as well as shock.



Sadly, many people and even you may be feeling this way today. What happened to this momentarily enthusiastic gal is what happens to most riding the roller coaster of weight loss. The money, in her case \$12,000, was not even enough to buy her long-term happiness nor did it even buy a lasting result to her external condition.

In so many stories similar to the one you just read, the disappointing results send people coveting fat loss on another crazed search for the *next* best quick-fix answer, beginning the cycle all... over...again! In the process an undercurrent of frustration envelops them, affecting not only their own ability to enjoy life, but also those around them.

If you have a notion to put financial backing to your weight loss goals, **invest in your grocery bill**. It is actually more enjoyable, less painful and can save tens of thousands of dollars on medical bills over the course of your life. The investment in your 'diet' - food without additives, dyes, preservatives and hydrogenated fats, etc. - is for a healthy, literally and figuratively-speaking, love of yourself. If you have a significant other or family that you cook for, they will also benefit. I have overheard strangers sharing their story of going to the cheapest store in town and buying the cheapest food they have and expressing themselves as clever to the core. I can only imagine the quality (or lack thereof) of food they must be ingesting.

It is true that sometimes good nutrition will cost a bit more than the usual mainstream brands. (By mainstream, I mean the overly-processed foods that are advertised with cute animated creatures interacting with enthusiastic children during the commercial break of your favorite television shows.) Sure, you may feel a slight pinch in the budget, but if you look at the big picture, consider the health benefits and savings on doctor bills. **Where does the real expense exist?**



While the Whole Foods chain runs rampant in the larger cities, even markets such as Safeway, Raley's and others have begun to expand their 'health food' section to include the likes of Annie's pasta, Kashi brand, Cascadian Farms and even their own spin at an organic brand. I guess this makes even the conglomerate supermarkets...**Diversified!**

Know Your "D" Words!

This is your wakeup call

"Expecting something for nothing is the most popular form of hope."

- Arnold H. Glasow

Isn't that quote amusing!? It is so telling of our pampered lifestyles within one of the most affluent countries in the world. Our goals and the things we want in our lives have become more of an expectation rather than a motivation to earn. As we were taught, we teach. And our roles as teachers will not go unseen, regardless of our conflicting words to actions. Even our nation's youth walk around with cell phones and \$200 handheld video games (not including the cartridge) and yet feel slighted when they are deprived of the latest fancy electronic gadget. Parents will stand by the notion that they were not able to have the best of things when they were young, and refuse to let their children feel the pain of want. So, we perpetuate the expectancy issue. The



bottom line is that expectancy can be a good motivator, however, it is important to remember that **it takes initiative and action to attain** that which is most valuable to us and in doing so will only place more value upon that which we acquire. Never does that ring truer than in the case of our health.

How many times have you tried a diet, achieved some short terms results and then watched the weight creep back? How many family, friends, coworkers or neighbors have you watched do the same. Some researchers quote numbers as high as a 95% failure rate in any sustained duration. American Council on Fitness claims that 50% of those who begin fitness programs will drop out within the first 6 months, and the number of those who adhere to a healthy regime continue to dwindle even thereafter. The numbers are so staggering you may feel that it is not worth your time to even try. And yet those who religiously read the news magazines (Time, Newsweek, etc) wonder why there is such a consistency of related articles on the rising numbers of our overweight population. The overweight statistics for our children are not far behind the adults.

But on we press, instilling in those influenced by us the non-value of big expectation for little effort. And this influence will branch out far past personal health. It touches many areas of our lives - divorce rates north of

50% and businesses failing with over 80% folding in the first five years. If you think about these statistics and the impact you see in your own life and you feel frustrated, I don't blame you one bit! Just remember, the great thing about all this is that we have a choice, and with choice comes responsibility. **Don't' expect something for nothing.** Grow up and work hard. Whoever said that working hard was a bad thing? When you are striving for something you believe in, the oomph you put into it does not feel the same as if you were struggling with something you did not have a passion to achieve.

The ability to attain your goals is in you. It is in everybody...you just have to realize how much you truly want it. You have to taste it! And it does not matter who you are, what your academic GPA is, your annual income, the color of your skin or the age on your birth certificate... you, as part of this nation, are battling the same issue as many like, and not like, you...and it is weight loss!



We are all in this together!

Succeed On Your Terms

Our co-writer, Ed, would like to share a part of his story:

"Fortunately, I have been blessed to be married for 15 years. As well, I have been able to experience both great success and disappointing failure while growing two different companies. I've also wrestled with my weight. The common denominator in the success of my story is seeking out good role models.

In many marriages there comes a time when personalities lock up and there is no longer an amiable way to resolve conflict. My marriage was no different. Because both my wife and I were raised through a divorce, we decided to invest the future of our marriage in counseling. In fact, we put over 5 years into it and continue to learn and grow in our relationship through reading and various inspirational tidbits we hear in our daily lives.

In weight loss, I educated myself through books on well-being, a trusted personal trainer as well as my own knowledge and experience of what most appealed to me in the way of activity as well as what my body could absorb in addition to giving out.

Likewise, in the businesses I grew, the success was from the taking the energies of a very young team, and equipping them with the sage advice of advisors with over 100 years of collective business experience. For that matter, with both businesses being Silicon Valley start-ups, it was critical to maintain growth at a high speed and evolve simultaneously by being committed to educating ourselves and adding new advisors on higher levels when we outgrew their predecessors. One of the greatest bits of advice we learned during this process was to take responsibility for our actions and be accountable for the results.



Take Responsibility for Your Actions

and...

Be Accountable for Your Results!



A former advisor to Ed would say that some people choose to walk around with an invisible three-legged stool. Figuratively speaking, you sit upon this stool daily. It represents the resting place for action with the *first leg as refusal*. Refusal to take responsibility under any circumstances. The *second leg is blame* that someone or something is at fault for your failures. And, the *third leg is self-pity* that accompanies the other two. While you may feel comfortable seated on this stool, you can bet that it is a sure sign of non-movement. That is, an improbable and almost impossible way to go forward. *(And if you think about it, the 3-legged stool was never quite stable anyway - that's why most have stools 4 legs now!)*

Oh No! Don't tell me this is you! If so, no worries. If you've made the mistake and inadvertently been carrying your stool around...maybe even for years, and feel terrible and frustrated about it, try the following mantra:



"I take full responsibility for my results and situation, I did the best I could at that time and under those circumstances. I forgive myself."

Does it sound too warm and fuzzy? Well, born as a human baby we have a biological need for warmth and another secret to your success is to make friends with yourself. If a close friend was lamenting about a mistaken choice or royal blunder - how would you react? Would you hold them to a measure higher than doing their best? Would you further persecute them when they are tearing their self apart? No, you would console them, comfort them and keep reasoning with them until they got their senses straight. Therefore, it is not fair to hold yourself to a higher standard than you would a close friend.

If you think reciting the above line was out of your comfort zone. Try this verbal exercise. Put this book down and go to the closest mirror and repeat the above again, *this time* while remembering your failures specifically around your weight loss. Each and every diet - forgive yourself! Each and every time you gave up - forgive yourself! Each additional pound you put on your body - forgive yourself! **Do it now!** And, then read on...



Now you can identify with the frustration of your previous weight loss failure. You can see that all your past attempts were your undoing and that you were responsible for your actions and accountable for the results. You did the best you could under the circumstances and you have forgiven yourself. NOW, it's time for you to think about solutions and where you can go from here. I promise **you can still achieve your weight loss goals** regardless of your past.

If you only take one thing from this,

let it be for you to be truly accountable for all your failures (as well as successes) up to now. Further, forgive yourself for disappointing results. THEN, it is most certain that you will be able to assume full responsibility for your future. Know that you will start here, you will know where you want to go and by keeping your focus on your goal, you will most definitely succeed in your weight loss efforts and anything else of which you put your mind.

You Can Do This!

Obstacles to Weight Loss

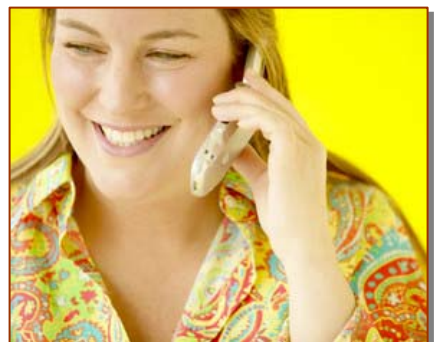
"Obstacles are those frightful things you see when you take your eyes off your goal."
-Henry Ford

"Keep your face to the sunshine and you will not see the shadows."
-Helen Adams Keller

Spoken two different ways, the message is clear. We must focus on what we want. In doing so, nothing will stand in our way of success. This is not turning a blind eye to reality, but rather keeping the goal always in mind so that minor setbacks do not become a dead stop. Yes, there will be obstacles and detours, but these will not derail our plans and cancel the trip! If you have ever taken an unfamiliar road trip you may have ended up 30 minutes past your exit, but did you go back home. If you come to a detour, you simply adjust to the flow and you still reach your destination. Similarly, there may be times during your weight loss journey that you feel thwarted in your fat loss plans, but you must learn from the examples above to simply take the appropriate measures to get back on your path. Truth is, many people get sidetracked on their fitness plans as well as their travel and both journeys require fortitude to gather your wits, dig your heels in and get back on track, regardless of cost, time lost and/or inconvenience. And, worst case scenario, if you do get sidetracked or lost, while traveling you can stop and ask for directions...and just the same with fitness - a fitness professional can help you define your path.

One of the greatest benefits of seeking the assistance of a fitness coach in your quest for weight loss is their ability to assist you in finely pinpointing your goals. This goes beyond the 'what' you want, but also puts emotion and characterization into 'why' you want what you want! It is this supplemental information that solidifies your resilience to the obstacles you will face. Combine this with their certification obligations of keeping up with current industry information in the areas of good health, exercise and well-being and you have an ally armed to the hilt!

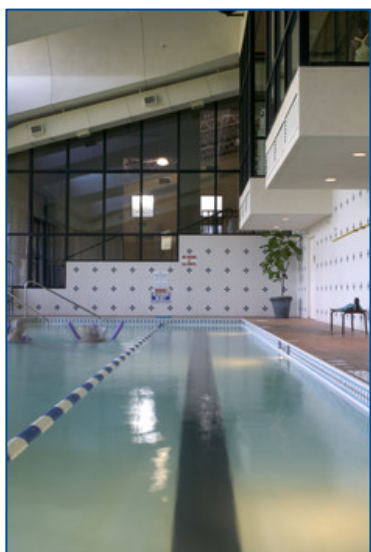
A FITNESS COACH CAN HELP!



As far as finding a fitness coach, personal trainer or any other certified professional, there is a variety of options from which to choose. One option is to go to your nearest gym. There are usually a handful of trainers to choose from depending on your schedule. You can also go online! Online coaches can have a wider range of availability due to virtual assistance and the technologies associated. While you may not want to (or be able to) phone your local coach at 10pm at night when a question comes to mind, an online coach may be available well into the wee hours of the morning. Whichever you choose, it is important that you find someone with which you feel comfortable. The task of setting goals can be very personal and it helps to trust your trainer.

Circling back to the idea of writing goals, in his seminal work in preparation of the book, **The Goal**, *Eliyahu Goldratt* described what he called **"the theory of constraints"** - this is the notion that for every action you take, there will be a series of constraints associated with it. In preparing your goals, brainstorm what may be your key limiting constraint and be creative and proactive in how you will approach it when the time comes. In doing so, you can greatly increase the likelihood and the speed for which you activate your goal or the desired result.

When you set your weight loss goals there absolutely will be constraints that you need to identify and further, make plans to counteract. An example of this is using the excuse "I cannot get to a gym for a session of strength training because they are so far away". Now, if you work in the boonies away from civilization, that's one thing. BUT, if you drive right by a gym daily on your way to work, whether your commute is ten minutes or two hours and find it inconvenient to make the stop...and yet, wait in the 20-minute drive-up Starbucks line for a grande double mocha latté...change has got to happen!



What are the 4 Reasons?

All successful people men and women are big dreamers. They imagine what their future could be, ideal in every respect, and then they work every day toward their distant vision, that goal or purpose.
-Brian Tracy

Some of you may have heard of Brian Tracy. If not, he is a motivational speaker who has inspired millions to reach for their dreams, in the business and personal areas of their life. Business?? That's right, business and personal. Now, you may be asking yourself what does this have to do with weight loss ... **Everything!** When we spoke of SMART goals you got a flavor of the key ingredient in a fitness program. Something that seems so simple and yet, on average, less than 3% of the American population set goals and have plans to achieve them, according to *Dr. Joseph Mercola of Dr. Mercola's Natural Health Center*.

Perhaps you were never taught how to set goals. Even the best private school system rarely offers instruction in such a lifelong needed skill. It is actually quite common for people to enter into adulthood and find themselves like a ship without a rudder. In fact, one clever pin had a graduate in his gown, clutching his degree with a perplexed look on his face and the caption read "Now what do I do?".

So often it is, we wander aimlessly through life and wind up unhappy about our career, relationships, income and our weight! Who knows, this could be the link in high divorce rates, the over-medication of our population, antidepressants, job burnout and obesity.

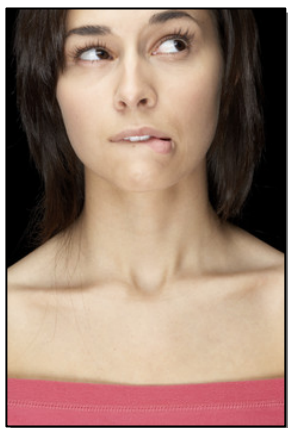
KNOW THERE IS HOPE AND A WAY OUT!!

If you relate to any of this, know there is hope and way out! Start by taking stock of what you *can* do. Self efficacy is your belief in your ability to make your own choices in life, achieve your goals (remember to set them!) and or obtain a desired result. When you combine taking responsibility with proper goal setting your self-efficacy grows, and with it, your happiness.

When Brian Tracy speaks of goals, he gives a quick explanation of why goals are under-utilized by someone with a desire. His four reasons are as follows:

#1 - They don't know how

The number one valid excuse is ignorance. Everyday you have the ability to learn something new. In the following chapter, we will talk about SMART goals. Afterwards, this reason for not setting goals will cease to exist.



#2 - They think that it is not important

Earl Nightingale once wrote *"Happiness is the progressive realization of a worthy ideal or goal"*. Human beings are goal seeking in nature. Trouble is they believe an aha-moment of a new "I want" is going to propel them forward to the treasure. Not so, the best of the best are separated by the act of scribing out a brilliant idea and deciphering how to best pursue it.

#3 - They fear failure

Many have knowledge of the popular acronym for fear - **F**alse **E**vidence **A**ppearing **R**eal. Truth is the majority of your worries and fears never come to pass. Unfortunately, unless you learn to tame this primal instinct that lies within you, and every human being, you will be dwelling on what-ifs, rather than focusing on your goal. Another area that harbors the fear response is that of the ego. How is your ego? Are you thinking about what others might think? How will that make you look? Know that this all comes down to you can have your ego or have what you want. And, many times, the two are contradictory in action.

FEAR = FALSE EEVIDENCE APPEARING RREAL!

#4 - They fear rejection



None of us like to be criticized or condemned. Add an insecurity of weight loss to these painful attacks and the outcome is sometimes too difficult to bear. Truth is, rejection is quite common. Too young/too old, too fat/too thin, too rich/too poor, too pretty/too ugly. Someone, somewhere will tag you in an attempt to thwart your efforts due to some predisposition that was instilled in them long before you came along. A lot of time when encountering this rejection, we feel we have failed in our attempt. This is why you must prepare yourself for some failures along the way. In preparing yourself for these minor setbacks, you will be proactive in regaining your footing as you 'get up' and start again.

One idea frequently taught is to keep your goals to yourself. As previously mentioned, sometimes even the most supportive friend can indirectly hinder your path to achievement. Eliminate the risk of outside influences!

There they are the 4 Reasons why most do not use goals to improve their chances of meeting their desires. You may even relate to one or more of the reasons and can see why you have overlooked setting goals in the past. Further, perhaps we have shed light on why you have not been able to make your achievements before now.



MAKE YOUR GOALS TODAY!

SMART Goals

SPECIFIC

MEASURABLE

ACHIEVABLE

REALISTIC

TIME-BASED

SMART goals are Specific, Measurable, Achievable, Realistic and Time-based (have a deadline).

You Need to Make SMART Goals!

Specific - In order to fully activate your intentions for weight loss of body fat, you cannot simply state a desire to lose weight. "I want to lose weight" holds about as much gusto as a wet noodle. Set specific goals such as "I will lose 20 pounds of fat and be able to fit into a great pair of pants. I will do this by exercising and eating in a way that does not compromise my health. I will face each challenge one by one and pursue this dream until I achieve it." This is specific.

Measurable - The next step for setting your goals is to make them measurable. For instance, when losing your 20 pounds, you will set up milestones - when and what you are expecting. "I will lose 20 pounds of body fat from my stomach area so that I may fit into my old jeans and take my circumference measurements on a weekly basis." Notice the omission of the word "weigh". Since your goal is to drop body fat, it is imperative that you not focus so much on your weight, but instead notice the difference in the way your clothes fit, since slimming muscle tone actually will weigh more than extra body fat (i.e., you could be losing body fat, but the scale may not indicate loss of body weight.) You can take these measurements with body calipers, myotape, etc.. In fact, weigh yourself when starting a new program and every 30 days thereafter. Aside from the scale and the measuring tools, set aside a pair of pants or a dress that is uncomfortably tight. As you progress through your program, try this article of clothing on every other week and experience your success in this more customized to your lifestyle way.

Achievable - If you are starting out wanting to lose an absorbent amount of fat...consider that you did not gain the weight within some short amount of time...a week or even a month. In fact, for many the weight gain experience has been for a year, if not a couple years. On such example is that of post partum women. If it takes a woman 9 1/2 months to pack on 35+ pounds to nourish a baby, it will take a similar amount of time to safely and effectively lose the weight and regain, if not improve, upon the prenatal physique. With this in mind, it doesn't matter if somebody claims you can lose 30 pounds in 30 days...if you want to lose your weight without compromising your health, and if you want to create long-term results, you must set yourself up for success by making your goals achievable.

Drop 1 to 2 Pounds Per Week

Realistic - Similar to 'Achievable', being realistic about your goals is key to your success. It can be tricky for everyone who is frustrated with being overweight and is looking to lose weight fast, because we're sick and tired of being 'stuck with the tire'. So, for the average weight loss client, a realistic goal is to start with losing up to 10% of your bodyweight...in fat!* As an example, let's take our above claim of "30 pounds in 30 days". This would be appropriate for someone overweight (most probably, obese) at 300 pounds. A different example is someone who has been advised by their physician to lose 30 pounds. This person is currently 150 pounds, so while their ideal weight will end up around 120 pounds, their first drop in weight will play but well with 15 pounds in the first couple of months. While there are many sources of validation for this claim including the Mayo Clinic and the ACSM (American College of Sport Medicine). For most people it is realistic to lose 1-2 lbs of fat a week. In our example of the 150-pound person who wants to lose 10%, this would equate to a realistic goal of 15lbs in a two month period of time, with 7 1/2 pounds in the first month.



**This is where it is absolutely important to advise that these numbers are for overweight people...not for someone who is already ideal weight range for their height and looking to become the next victim of anorexia.*

Time Based - Finally, a goal without a deadline is simply a wish and I'm not sure about you, but many of us have had plenty of authoritarian adults teaching us as children to "wish in one hand and spit it the other...". If you want to put fire into your goal, deadlines are the necessary spark. A business associate explains the following:

When I worked in my first startup I had the pleasure of working with a board member who was a former CEO of the multi-billion dollar conglomerate, DuPont. While I reported into him using weekly meetings he was the first the first person to introduce me to the old adage called "Parkinson's Law" which simply means work will expand to fill the time.

You may see this in your own life or work environment. How many time have you had a project with a tight deadline that you deliver under the wire? Not only do you feel great but in all likelihood it was some of your best work. Why when we are going on vacation can we suddenly get a whole lot done in the week preceding it? This is Parkinson's law in effect. Deadlines create a sense of urgency while hammering on the head any tendency you may have to procrastinate. If you want to lose the weight set a goal with a deadline and you will lose the weight, period.



It's the Journey and a Lifestyle

As you set your weight loss goals you are going to need assistance in order to insure your initial outcome. Assistance from those near you...who does the cooking in your house? Are they willing to eat healthier food? If not, be prepared to find alternative ways to eat what you need to fulfill your program for better health.

Assist yourself by keeping a journal. This can help identify trouble spots or beneficial food combinations. You may experience a burst in energy ... what were your two previous meals comprised of to get this outcome. Flipside, what did you eat before you felt like curling up on the couch and forgetting the whole thing? Keeping a journal reminds you of what you have accomplished and what you still need to do.

Remember while implementing an exercise program and good nutrition into your life can be overwhelming at first, the benefits you derives will be well worth it. Perhaps you will find new hope to do what you have always wanted to do yet could never muster the energy to sustain it comfortably.

You can do this. Many have come before you and have achieved marvelous results! Nothing separates their ability of success from yours. There is only one factor that will determine your success and that is the choice to stay the course and finish the race.

STAY THE COURSE

AND

FINISH YOUR RACE!



Your Diagram of Knowledge

As we near the end of the D-Myth, you have to know that your desired weight does not come down to a thought inked on paper. It is actually a combination of factors that add up to a proven formula. While you may find effective shortcuts and customizations along the way, below is a diagram of knowledge compiled by some of the highest achievers throughout the ages. These people come from many walks of life, hold a variety of professions and enjoy vastly different hobbies. What they all have in common is a desire to progress and that is precisely what you expect of yourself.



To Sum It Up

With the knowledge available for successful weight loss results, we could create a volume of text similar to the Encyclopedia Britannica. However, we feel we have touched upon the key components that will enable you to put your best foot forward toward your plan of action.

Though the one who coined the phrase escapes me, one of my favorite sayings is *do not judge your inside by someone else's outside*. A great example of this may be the person you see on the street, physically fit and attractive, may have battled a weight problem themselves. Remember that not only is weight loss psychological through your self-talk, but also physical, in the action you take on a daily basis. You need to start where you are today and forgive any failures you may have experienced in the past. Look yourself in the mirror, stand accountable for previous failures at weight loss and then smile and forgive yourself, you are your own best friend.



This eBook has shown you the way to start your new life toward better health - you are educated! You know that lifestyle change is important for your health and really there is nothing to fear, even rejection! Remember to create SMART goals - Specific, Measurable, Achievable, Realistic and Time-based. You will need to work hard toward your new lifestyle, but for goodness sakes, you may even began to enjoy, and dare we say crave, the journey!

Empower your life today!

Your New Beginning Starts Now

You have come to the end of the D-Myth, but this is just the beginning of your story. It is our sincere hope that you found the D-myth worth your valuable time. Further, and more importantly, we hope that with the help of our suggestions you will be able to realize your true potential and put it to work in your life...immediately!

Before we close, please think about the following excerpt from the poem by Robert Frost, entitled "The Road Not Taken"...and what can it mean for you:

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I...
I took the one less traveled by,
And that has made all the difference.

In good health,

Sherri L Dodd

Sherri Dodd, CPT

