

Rediscover your **fit** and **passionate** self in just **4 WEEKS!**



GET *it* BACK

a **PROVEN SYSTEM** to help you:

- **LOSE** the fat
- **BUILD** lean muscle
- **REGAIN** your confidence
and **LOVE** life again!

with fitness expert

GLENN HATTEM

GET *it* BACK

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GET *it* BACK

Contents

let's assume this is not your first attempt to GET *it* BACK...

Your way hasn't worked or you wouldn't be here, right? Different results require a different approach, and it's time to place your trust in expert hands. You have absolutely nothing to lose...

and *a whole new you* to gain!

Acknowledgments iv

Foreword v

Testimonials vi

Introduction viii

STEP 1: 5-DAY PREP 1

Day 1: are you ready for change? 2

Day 2: start by changing your beliefs 8

Day 3: strengthen your mindset 20

Day 4: start where you are 26

Day 5: putting it all together 36

STEP 2: 4-WEEK JUMP-START 47

Week 1: start off slow so you finish 48

Week 2: focus on mastering skills 84

Week 3: build a lean, powerful body 114

Week 4: sprint to the finish line 144

STEP 3: 9½-WEEK FITNESS CHALLENGE 169

take your fitness, health, and well-being to a whole new level

APPENDIX 171

Acknowledgments

This book is dedicated to the memory of my amazing dad, Benson Hattem, who taught me that a job worth doing is a job worth doing well.

I love you, Dad.

I cannot adequately acknowledge and thank the scores of people who contributed to the development of this book. It would not have been possible without the dedication, support, and vision of those of you who shared in and supported my dream. You helped make it possible for me to create this very special contribution to the world. For this I am grateful.

First of all, my heartfelt appreciation goes to Sandy Shannon for the exceptional work, dedication, and sacrifice that helped to bring this important information to light. I am grateful for your belief in me and your inspiration to reinvent myself. Your support, encouragement, and friendship are a blessing.

Secondly, I would like to thank my mother, sister, stepmother, and stepbrothers for their support and encouragement over the years, and for believing in me and in my dream.

I'd also like to thank my editors, Dido Clark and Marj Hahne. Each of you has a way with my words. Also, thank you to my photographers, Beth Sanders and Christine LaMar (cover photo), and to btbc for their expert photo editing. Thank you, Paige Strohm, for help with the cover design. Thank you, Charles Holt, for your design assistance. Special thanks to models Morgan Tran, Molly Metz, Erin Gaarder, Carl Bloom, and Justen Martin for helping me convey my message in a more powerful way. Thank you, chef Sarah Thomas, for helping me help others feel more comfortable in the kitchen. And special thanks to Richard Cendali and Molly Metz for helping make jump rope simple for adults to learn. Thank you, Phil Kaplan, for inspiring me to show others that the principles of good nutrition can be easy to follow. I would also like to thank all my many clients who, over the years, have shared their personal information and have been dedicated enough to their fitness to follow through with my suggestions. It has been wonderful to witness your life transformations.

Additionally, my deepest thanks go to Frank Desimone for his insight and creative ideas during our brainstorming sessions. Your friendship, open-mindedness, fatherly advice, and belief in me is priceless.

Foreword

by Dave Rubin, 37, father of 3 and owner of
A Spice of Life Catering, Boulder, CO

When I first met Glenn, he shared with me his inspiring passion and enthusiasm about personal health and fitness. What he told me about how to get it back made so much sense that I was stunned and signed up immediately. For years, I'd tried and failed to lose weight; I was like a dog chasing its tail—getting nowhere. With Glenn's system, I finally had a roadmap to fitness that worked. It helped me integrate smarter nutritional choices and short, high-intensity workouts into my busy life.



Since using the **GET it BACK** system, I have attained a phenomenal level of fitness and now enjoy many fun days of skiing and lacrosse. My wife and friends have also noticed major improvements in my body and attitude. Getting it back was something I never thought I could do, but I was wrong. With hard work, focus, commitment, and Glenn's help, I set the pace for a better way of living. My results have not only been dramatic, but they've lasted, because this system takes an intelligent, long-term approach to setting achievable goals. Glenn has taught me to do it on my own, which is what he wants to teach you, too. His goal is to empower as many people as possible to take responsibility for themselves and become their own best personal trainer.

If you want to lose weight, gain lean muscle, and feel great again (like you did in your 20s), grab **GET it BACK** and run with it! The results are real; they just take time. I've learned that there's no such thing as a quick fix, but if you put forth the effort and use the tools provided, you will watch your body and mind transform as you begin to shave off years and pounds. Consider this your wake-up call to action: Glenn offers a true fitness and weight-loss solution. It gives me great pleasure to put you in the hands of an inspiring coach who truly cares that you succeed.

Dave Rubin

what people are saying about GET *it* BACK...

“Glenn has shown me how to tap into my inner strength and push through my limitations. I've learned to control my eating habits, change my unfit lifestyle, and complete workouts on a consistent basis. More importantly, as a single parent raising two boys, I've been given keys to self-care. I have never worked with such an inspiring fitness expert for physical and mental transformation.”

–**Gabriela Giustini, Strawberry, CA**

“As a former competitive skier, I understood how hard I needed to push my body. But over the past few years, my busy professional life has edged out my ability to stay in shape. The system Glenn provided for me was absolutely amazing and changed my life. My core strength is now better than when I was competing as an extreme skier five years ago!”

–**Dan Campo, St. Paul, MN**

“You feel as if Glenn is always there, coaching and pushing you to overcome any obstacles. There's nothing you can't do once you believe you can.”

–**Victoria Luburich, San Rafael, CA**

“I am living-proof that a 43-year-old man can turn back the clock. I have added 12 pounds of muscle, leaned out to 9% body fat, and have abdominal definition. Glenn has taught me that we can all dig a lot deeper and work a lot harder than we think, even as we get older. I have learned things that I can apply to my workouts for the rest of my life.”

–**Mark McAlonan, San Rafael, CA**

“I have lost over 40 pounds from working with Glenn and finally fit back into my old jeans! GET *it* BACK is a true manual for living.”

–**Amy Cramer, Boulder, CO**

“I dropped 10 pounds of fat at age 47, put on a ton of muscle in its place, and reached a level that I never would have thought possible. In all my years of working out, I have never experienced such dramatic results.”

–**John Dougery, Point Richmond, CA**

“Glenn gave my two boys some powerful tools, especially the fast footwork needed for their highly competitive high school sports. What Glenn taught my boys really helped them on both the football field and the basketball court. Then my daughter and I decided to make some positive changes for ourselves. Glenn provided the inspiration and encouragement, and the way we both feel now is absolutely night-and-day from when we started.”

–**Christine LaMar & Family, owner LAMAR Fitness, Boulder, CO**

“Glenn's devotion to helping his clients push past their personal barriers is just one generous gift that he offers. He also hands over a system that leads them toward their desired goals. From my 25+ years of experience in the fitness industry, I know this is what it takes to recover from past abuse and achieve amazing and lasting results.”

–Sam Iannetta, owner Functional Fitness and Wellness Centers, Boulder, CO

“Glenn has a unique talent for simplifying health and fitness information, and a knack for getting people to step up to the plate and make the changes they've been desiring for so many years finally happen.”

–Dave Otto, fitness professional, Fort Lauderdale, FL

“After 20 years of overwork, improper diet, insufficient exercise, and too much appreciation for micro-brewed beers, I knew that I needed to get serious about my fitness or serious health problems were assured. The key to success with this system is the commitment to producing results. If you work with Glenn, you are going to get in shape.”

–Andrew Luiz, San Rafael, CA

“Glenn's comprehensive system exceeded all my expectations and produced results I didn't know I was capable of. It is the best physical fitness system I've ever done.”

–Ed Lynch, fire battalion chief, Tiburon, CA

“Working with Glenn gave me an amazing knowledge base that has stuck with me. I can truly recommend Glenn to anyone who wants to see clear results.”

–Melanie Salaman, Corte Madera, CA

“The best father-and-son system . . . The results are phenomenal! Because of Glenn's excellent motivational abilities and his great advice on how to work out and eat, not only my body but also my energy and my outlook on life have changed dramatically. I think my son will always be a fitness enthusiast because of Glenn.”

–Ken Goode, San Marin, CA

“Over the past several years, I gained 35 pounds, and nothing I did made a difference. Every time I tried eating better and working out, I gained another 5 pounds! Glenn taught me to finally take control of my health, and during this past year, I have lost 20 pounds and decreased my body fat by over 7%. I look and feel so much better and now do things that I never did before—like running! I love playing tennis, and all my teammates have commented on how much my game has improved. My husband and son got onboard, too, and with Glenn's help, also achieved great results.”

–Linda Levy, Boulder, CO

Now it's your turn to...

GET *it* BACK

Introduction

Remember how you felt “back in the day”? Back when exercise was an important part of your life and you were feeling strong, had limitless energy and unstoppable confidence in your body? If you're over 30, chances are that as time's gone by, you have blown off exercising, gained weight, and lost your edge. You're probably wondering if you can get back that body, self-confidence, and enjoyment of life. I'm here to tell you that it's not too late—it's just time to be honest. Ask yourself: “Am I as strong physically and mentally as I could be? Am I giving my best to those who depend on me? Am I living my dreams?” If your answer is “not quite” to any of these questions, then it's time to **GET *it* BACK**.

Are you ready to make change happen? Maybe you want so badly to be ready, but you've tried and failed so many times that you don't believe something different is really possible. It's this doubt that stands in the way of the realization that, yes, even YOU can change. But in order to do so, you have to do the work required. With over 18 years of experience in the fitness industry, I've found that people often want to BE in shape without actually doing the work to GET in shape. This may not be what you want to hear, but it is definitely what you NEED to hear. There's no shortcut or magic pill to optimum health. But you can truly reinvent yourself in the next four weeks with this proven system. It's flexible and easy-to-use, and offers you an opportunity to learn a balanced approach to your fitness, health and well-being that you can use throughout your life.

Personally, I always maintained a high level of fitness and health until...the day I learned my dad had terminal cancer. From that point, I got stuck in a downward spiral. I developed adrenal fatigue, lost a lot of hard-earned muscle, and gained pounds of unwanted fat. I had trouble dealing with stress, my self-confidence vanished, and I wondered if I would ever stop suffering and get back to my old healthy, vibrant self. Yet, I eventually did manage to climb back. How? Well, by using my own system. It wasn't easy, but the experience gave me an in-depth understanding of what some of my clients have gone through, making me a better motivator and coach, and inspiring me to share what I've learned with others, like you.

GET *it* BACK is about being better than you are used to being, not about being better than anyone else. I want you to be the fittest, happiest, and healthiest YOU that you can be. This system will provide you with all the tools and support to do just that, making fitness an enjoyable and permanent part of your life. It will also save you precious time and money, and help you avoid a lot of needless frustration in rebuilding a lean, healthy body and energetic, passionate self.

But don't just take my word for it. I encourage you to use **GET *it* BACK** along with help from me, your fitness expert, for only four short weeks, then decide for yourself if this system delivers what it promises. Your life can be another way, one that you absolutely love. It's about choice, it's about commitment, but ultimately, it's about change. Take control of your future and get ready for a life-changing adventure. Start Step 1 on Monday!

Get out there and live like you mean it!



Contact me if you need additional support to stay motivated and on track. Let's **GET *it* BACK**...together! Go to www.getitbacksystem.com.



step 1

5-DAY PREP

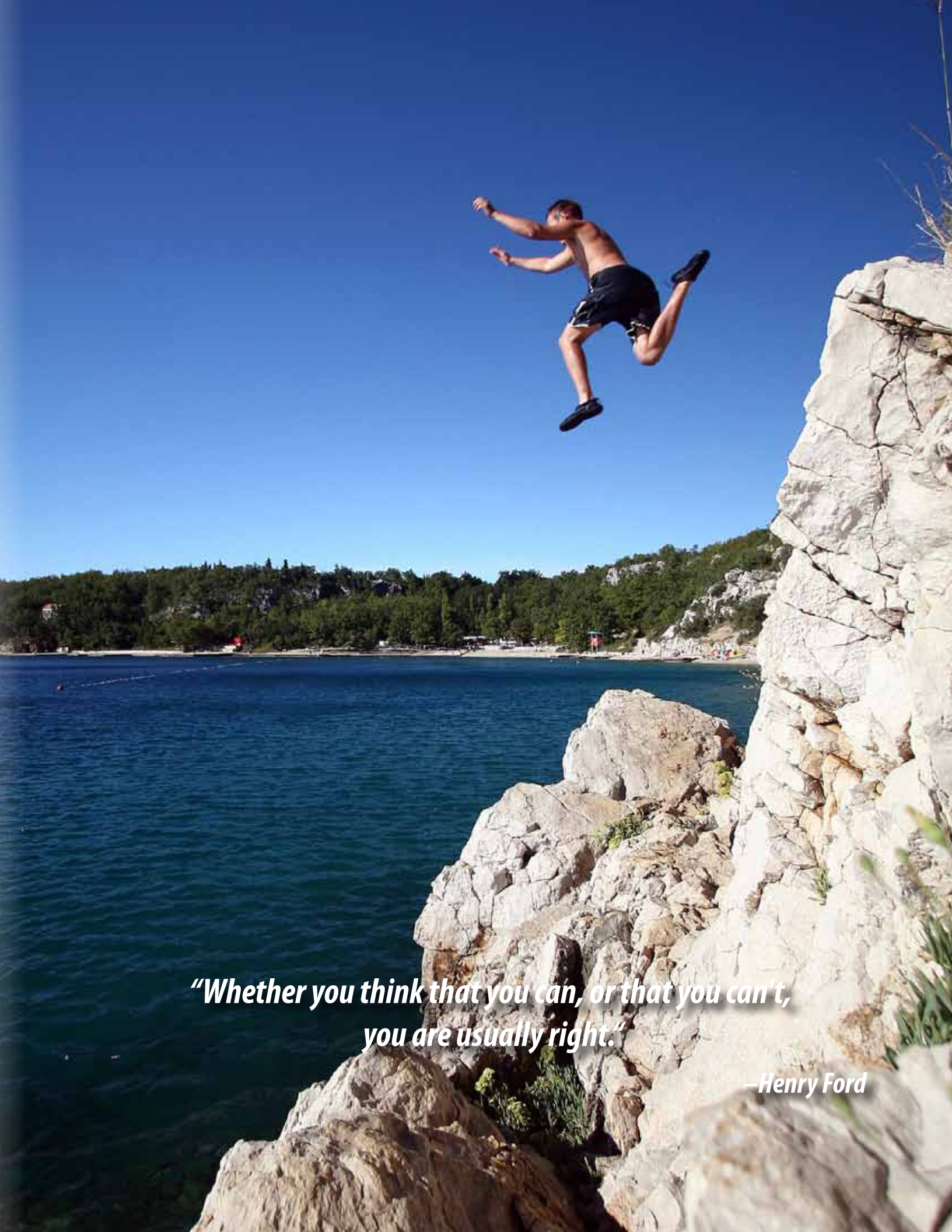
become **self-empowered** in your
fitness, health, and well-being



are you ready for change?

No one plans for a life of mediocrity, but for many of us, change comes *only* after we decide our situation has become too painful. Until then, we often lie to ourselves and find comfort in self-destructive behaviors like eating and drinking too much, or not exercising and becoming a bit of a couch potato. Are you confused or in denial about how nutrition and exercise are really affecting your life and sense of well-being? Do you tell yourself that you'll deal with your health later—after the kids are older, when your job is less stressful, or when you have more time, more money, or more energy? I've honestly been there myself and know how hard it can be to break out of these patterns and make a decision that leads to change. But the truth is, it's **YOUR** responsibility to seize this once-in-a-lifetime opportunity to turn off any inner negative chatter, read and test the information in this system, and experience for yourself how it can work for you.

Unfortunately, aging is inevitable, but many of the changes associated with it are not. Regardless of your age or your own life story, you can *always* change the next chapter. It's never too late to get started. All it takes is that first decision to stop accepting your present circumstances and say, "Today, I'm going to do something different." Even if you are in your 90s, you absolutely *can* add lean muscle and lose pounds of fat, creating a substantially more active and enjoyable lifestyle. So what are you waiting for? How many more days do you want to waste feeling tired, out-of-shape, or uninspired before you say, "Enough is enough!"? Now's your chance to finally start living the healthy, passionate life you were meant for. So I'll ask you again: Are you honestly ready for change?



*"Whether you think that you can, or that you can't,
you are usually right."*

—Henry Ford



CONFRONTING YOUR TRUTH

There are a lot of people out there secretly feeling unattractive or stuck in an unsatisfactory existence. There are also a lot (and I mean A LOT!) of people who consistently talk about getting in shape, but who won't do what it takes to get there. How many times have you told yourself or someone else that you're sick of feeling bad and are really going to make some changes this time, but then never do anything about it? Does that accusation make you angry? I'm not trying to offend anyone, but maybe that's what it takes to get some of you to finally choose something different. Maybe it's time you got angry and fed up, because the truth is, you deserve better (and everyone is probably tired of hearing your talk, but seeing no action).

A client of mine recently shared with me a private moment she had while sitting at a table facing a mirror at McDonald's, eating a chicken salad and some french fries. While looking at her reflection, all of a sudden tears sprang to her eyes, because she realized that not only did she loathe her own image, but her choices were obviously not helping her change the situation. In that instant, she finally said to herself, "Enough is enough!" She knew she had to take a brutally honest look at what she was doing if she was ever going to change anything in her life. She also understood there would be a tough road and a lot of hard work ahead, but now there was a real sense of hope because her perspective had shifted. Knowing she held the key to significantly alter her reality had finally opened the doorway to real change.

You may or may not have ever had a similar profound or eye-opening experience, but in order to get it back, you too need to start by getting honest with yourself. Admitting that some of your behaviors are unhealthy can be tough.

items you need access to for 5-day prep:

- Cardio machine
- Stability ball
- Jump rope (optional)
- Heart rate monitor (with built-in stop watch)
- Body fat scale (optional)

You can find most of these items at your local gym or at www.getitbacksystem.com.

Maybe you're hesitant to start down a new path because you don't want to make what might be uncomfortable changes. In my experience, if you don't listen to the gentle nudges life gives you, then you may eventually experience more serious messages like back pain, blown-out knees, high blood pressure, diabetes, or even a stroke, heart attack, or cancer. Don't wait until this becomes your reality, but at the same time, don't make extreme changes or you'll skip over the small but necessary steps you need to take to build a solid, lasting fitness foundation.

Are you ready to get started and take a hard look at YOU and the choices that have led you here? I have confidence that you are; otherwise, you wouldn't have picked up this book. Today's actions may be uncomfortable, and that's okay. You'll never get to where you want to be unless you take a realistic look at where you are starting from and clearly define what you want to improve.

Wake Yourself Up to a New Reality

I've met so many people over the years who just don't enjoy life like they once did and who have lost hope of ever finding their true passion. Rather than just LIVE each day to its fullest potential, they just "go through the motions" they've set

“If you feel the way I did, you are probably excited to challenge yourself. After gaining a bit of insight, I decided to make better choices and trade out some old behaviors that no longer worked for me. I've found myself doing triathlons and biking and really loving it. Find something you truly love doing that inspires you to enjoy a more active and balanced lifestyle.”

–Donna Lynch, Golden, CO



up for themselves. As people approach middle age and their looks, agility, and zest for living slowly decline, most have become resigned to simply accepting these things as an inevitable part of the aging process. Many of us will blindly choose to exist in this condition, maybe experiencing a continuous decline as we pop pills to try to control “aging” symptoms as they emerge. This is the typical American scam: You fill your shelves with prescription drugs while depleting your money, willpower, and belief in your own ability to create a different reality for yourself. You tell yourself you don't have time for exercise, that you're stuck eating the way you've been eating; you watch your belly grow; you find reason after reason to not take control of your body and your life. Does this sound at all familiar? Maybe you've never stopped to take a hard look at things until now.

The reality is, your life does not have to unfold like this, especially not this soon! While we can't stop time from moving forward, every one of us can significantly slow, or even reverse, the aging process. Our bodies are continuously rebuilding the cells that make up our bones, muscles, skin, and organs, which means that your body will be made of entirely different cells one year from now than it is today. By nourishing your body with better nutritional choices, and by building stronger cells through efficient daily exercise, you can ultimately build a biologically younger body. If, in four weeks, you were five years younger than you are now, what would you be doing? Are you ready to create some excitement in your life and get those juices flowing again, or would you rather be like the rest of our country's aging population and just give up and throw in the towel?

WORK THE SYSTEM AND THE SYSTEM WILL WORK FOR YOU

Over the next five days, you will be presented with an opportunity to assess where you're in need of some positive changes, and to determine if you are willing to do a little work in order to reap the benefits. The first step is accepting that a totally unnecessary deterioration of your mind and body is occurring and needs to be reversed before it gets completely out of control. If you're currently stuck somewhere between living an extraordinary life and getting old fast, and if you're not trying to improve your situation, then without a doubt, your quality of life is deteriorating. Kind of like that old saying, “If you're not part of the solution, then you're part of the problem.”

Important Key to Success

As long as we're still on the subject of confronting truth, I'm going to share with you one of the first, and most important, keys to getting what you want out of this system. What I'm about to say may sound harsh, but I'm not here to tell you what you want to hear to sell more books or to make friends. Believe me, over the years, I have often been the most unpopular guy in the room, but my clients have always walked out the door thanking me for pushing them and for the knowledge and passion I've shared. I am being as honest and direct with you as possible because I truly want to give you all the information you need to create a body and frame of mind you will be ecstatic to experience.

The truth is, you absolutely must be eager if you want to see real changes in your body! You are obviously a little eager if you are starting this system. But if you're only halfhearted and are not ***eager to exercise with passion and intensity***, don't even bother getting started. You won't make it. If you are not eager to do whatever it takes to make the best choices with your daily nutrition (most of the time), don't waste your time reading the rest of this book. You are only kidding yourself if you think that you're just going to skim-read the next five days' pages and get anything out of this system.



Now, if you are *eager* to shift the way you look at your current state of mind and health, *eager* to get yourself in the gym, *eager* to know how good it feels to nourish yourself with nutritious food choices, then that's a completely differently story. You can do this, and I'll show you how!

Over the last decade of working with a diverse group of clients and friends, I have been surprised to find that people share some pretty common issues. The one that sticks out the most for me goes something like this: "I want, I want, I want... BUT, I'm not capable of (or should I say *willing to*) changing my behaviors, in relation to exercise and especially nutrition, that I've formed over many years." Hidden beneath the stubbornness is perhaps just someone wanting to be taught how to do things the "right way" with some compassion and understanding. That's why you're here now, and that's why I'm right beside you, to help you every step of the way, as much as you need, until you feel you've got this area of your life absolutely under YOUR control.

SELF-REFLECTION

It's time to take a stand for your health. These questions will help you take a hard look at yourself and at behaviors that no longer serve you, what drives them, and why you are starting this process. Circle all answers that apply.

- 1 Which best describes you today?
 - a. I am happy with my fitness and well-being and wouldn't change a thing.
 - b. I'm definitely not where I would like to be and could use a little jump-start in the right direction.
 - c. I am overweight by at least 20 pounds, and I am headed toward serious health problems if I don't change something soon.

2 What do you want to change about your health and fitness?

- a. I want to lose or gain approximately _____ pounds.
- b. I want to improve my body's overall muscle tone.
- c. I want to eat nutritiously to restore my health and support building lean muscle and reducing fat.

3 Why do you want to achieve these goals?

- a. To have more confidence and feel more attractive.
- b. To feel more vibrant and passionate about my life.
- c. To have more energy and stamina in my day-to-day activities.

4 What will happen to you if you don't change anything?

- a. I'll get old fast (like some of my friends) and possibly become a burden to my family down the road.
- b. I'll shorten my life span and the quality of those years.
- c. I'll miss out on some of the dreams I have yet to fulfill.

5 What would the future look like if you succeeded in making changes?

- a. I'll get to watch my children grow up and have the energy to play with my grandkids. •
- b. I'll say NO to nursing homes, long hospital stays, and pills, pills, pills.
- c. I'll live an energetic, INDEPENDENT, and fulfilling life.

TAKE ACTION NOW

Make a conscious decision right now to get rid of your excuses and take an honest look at yourself! This is a simple, but not easy, task, and you must trust it's a very necessary step. You'll never get it back if you don't get serious, and get started! Don't wait for that perfect time to start down a new path—we both know that day will never come. Right now is the only moment you will ever have, so take it and run with it.

1 Confront your target! Take off all your clothes and stand in front of the mirror. Look closely at yourself and take a detailed account of all the areas you like, as well as the ones you want to improve.

Areas I like: _____

Areas I want to improve: _____

2 NO ONE likes to do this, but do not skip this step! **I want you to take a few full-length photos of yourself in a swimsuit.** These pictures can be real eye-openers, not to mention great motivators! Make sure to get front, back, and side views so you'll be able to observe your progress in all areas. Then put these pictures somewhere safe where you will not see them for 8 weeks. Absolutely no peeking!

only read one day at a time

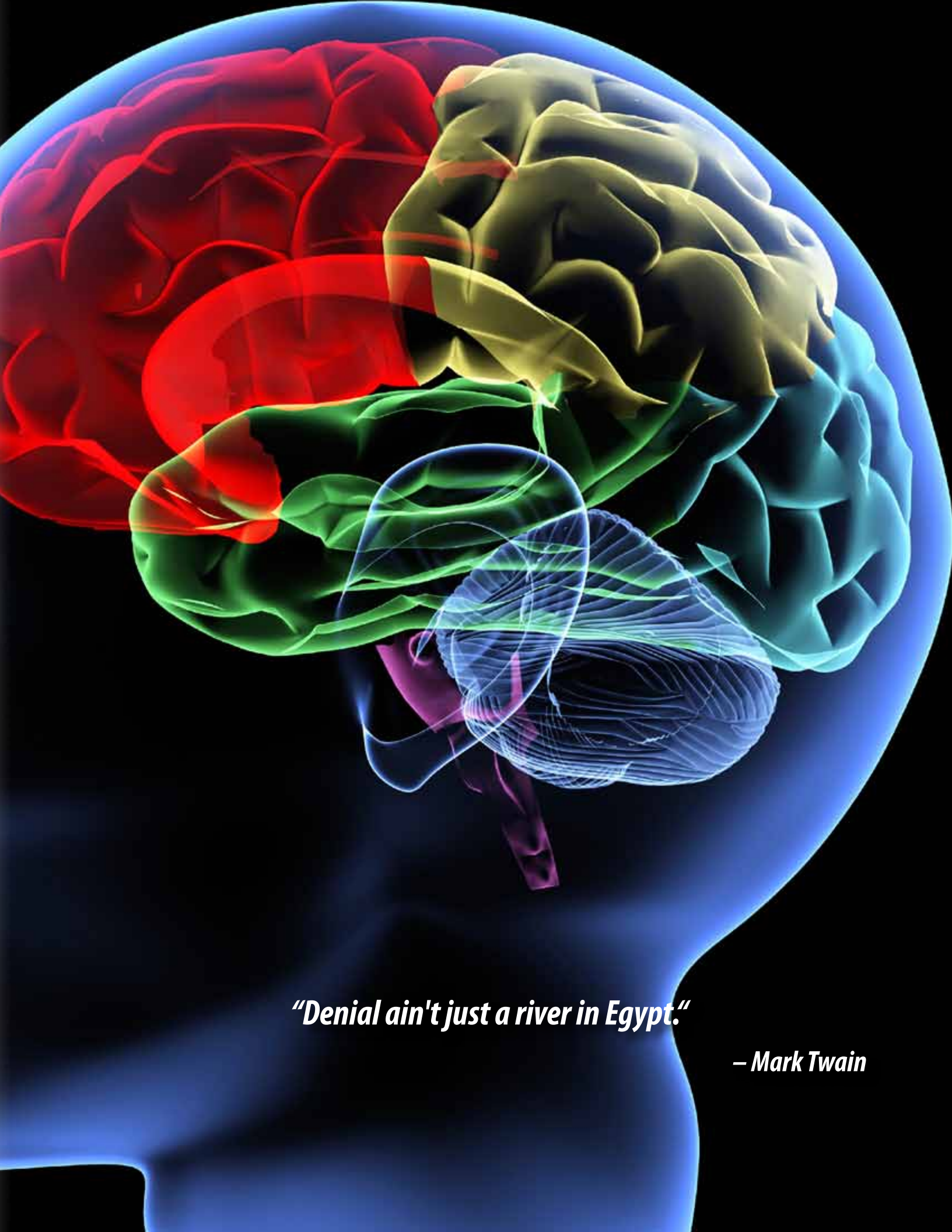
During this prep, you may be tempted to jump ahead. Do yourself a favor: resist the temptation and please complete all five days consecutively!

GET *it* BACK

start by changing your beliefs

Why are you not where you want to be already? If you're like the rest of us, you probably have some unhealthy behaviors that don't serve you well, behaviors that stem from old ways of thinking that are keeping you stuck in your current circumstance. Most of our core beliefs were created years ago, when we were kids, so many of us are unaware of them and how they continue to sabotage our efforts to get it back. Beliefs, whether good or bad, always determine your experience, and your first step toward achieving the body, health, confidence, and lifestyle that you want is to adjust your old ideas about nutrition and exercise. Together, we'll get rid of the bad information to make room for a new, healthier way of thinking that will help get you those desired results. Let's forget about everything that has happened in the past up to this point. Today we're creating a NEW starting point in your life, a sort of "do-over," if you will.

When you're consistently exercising and eating smart, eventually things will get easier for you to maintain. But make no mistake: it will never, ever be *easy*! Unless you're using something illegal or taking other unhealthy or drastic measures, your body can only put on about a half pound of muscle per week. The same goes for losing fat—only about 1 to 2 pounds per week is realistic. So, if you've lost 10 or more pounds in less than a month, I am going to burst your bubble with a hard dose of reality. Chances are it's not all fat; you've actually lost a lot of excess water or even some muscle, and slowed your metabolism significantly. Don't worry though—this system is not about what you did in the past, but what you will do from this point on. First things first: let's smarten up and correct some common misconceptions about exercise and nutrition once and for all.



"Denial ain't just a river in Egypt."

– Mark Twain



LET'S START WITH NUTRITION

It's optimal exercise choices PLUS sound nutrition that will help you create a stronger, leaner body, not one or the other. You can learn to eat in a way that supports a strong metabolism, maximizes your body's ability to burn stored fat as fuel, and provides optimal energy throughout the day, every day. My goal is to empower you to become your *own* best personal trainer in creating a healthy and vibrant life. I will teach you how to accomplish this, but first, you must forget everything you think you know!

The truth? Even if you exercise regularly, it's important to realize that 90% of your results will come from good, sound nutrition. I'll say it again, and listen up because this may be one of the most important things you'll get out of this system.

Ninety percent of the results you will or will not see are a direct result of the food you put in your mouth. You got that? So if you've been struggling with your weight, then it's likely that you have at least one of the following habits:

- *Not eating enough good foods during the day.*
- *Overeating unhealthy or even healthy foods at the wrong times. Did you know that people who consume 25 to 50% of their calories after dinner tend to be overweight and suffer from depression, low energy, and low self-esteem?*
- *Going on and off extreme diets.*

This last point concerns me the most, so we're going to cover it first. I know a lot of people are looking for that easy solution to drop a few pounds fast, which means they'll turn to the newest diet idea that promises to deliver amazing results. But ask yourself: If there are so many great and effective diets out there, why are there still so many overweight, unhealthy, and unhappy people?

WHY DIETS DON'T WORK: WHAT THEY DON'T WANT YOU TO KNOW!

With life's hectic schedule, people today are over-stressed, over-burdened, over weight, and ultimately, over whelmed. All this over-taxing of our population has opened up a huge opportunity for manufacturers to manipulate well-intentioned individuals to trade their common sense for the false promise of a quick fix. A lot of us have tried crazy dieting schemes to lose weight again and again. But, every time, we end up gaining it all back (plus more!). You see these unhealthy weight fluctuations all the time with celebrities, right? It's a fact that many people (MILLIONS) try to lose weight, and most (MILLIONS) fail. I want to teach you how to facilitate real change by cutting through all the madness and hype and bringing you back to reality, which is: There is NO greater fitness and fat-loss solution than the integration of smarter nutritional choices, cardio, and resistance exercise on a consistent, day-to-day basis. Pay close attention and learn why diets haven't worked in the past and never, ever will.



“Being over 50, I know how important it is to stay active and move my body. I love my life, but it doesn't happen by accident. Every day I make healthy choices. It's brought me and my son closer together as we share in fun activities like fishing, camping, and hiking in the Colorado mountains.”

–Bob & Robbie Terwilliger, Lafayette, CO



The truth is ALL diets deliver only temporary results because they are not well-rounded, realistic methods of eating. As we all know, most diets are built on the concept of reducing calories and depriving yourself of food for fast, *short-term* weight loss. If you don't eat, you'll lose weight, right? Well, while it's true that if you eat more calories than your body uses, the extra will be stored as fat, that does *not* mean cutting calories leads to fat loss. Diets mostly cause you to lose muscle and water “weight,” not fat. While the number on the scale does go down temporarily, so does your energy level, which will only diminish the overall quality of your health over time. Want to know what else is wrong with cutting calories?

What many people don't realize is that your body has built-in self-protection mechanisms that will kick in and gang up on you to thwart your attempt at calorie deprivation. When you take in fewer calories than you need to function optimally, your body actually thinks it's starving, so it goes into survival mode, and your metabolism starts to slow down, and slows down a lot! Your body also begins to catabolize (feed off of) its own muscle tissue and becomes even better at storing fat than before. The exact opposite of what you were hoping for!

Staying on these diets also eventually leads to unhealthy changes in your thyroid hormone production, increases in lipoprotein lipase production (a fat-storing enzyme!), and alterations in your neurotransmitters—increasing your cravings for sugars and fats. Your body wants you to fail, and does its best to make you fail because it desperately needs food! Then later, as you find yourself miserable, unbearably hungry, and unable to stick to a restrictive diet, you probably

(like most people) beat yourself up for a lack of willpower to keep up an impossible task. Instead, you should be blaming the diet strategy that was designed for failure. The worst part? Because your metabolism has slowed down, you'll start to gain all the weight back, and then some!

I know it's tempting to believe cutting calories is a sound approach. But if you look at our population, you'll see a direct correlation between the emergence of calorie-reducing diets and how we, as a population, have been getting fatter. The diet industry succeeds primarily because it fails people, so you keep spending more of your hard-earned money looking for a better strategy. If calorie restriction were a viable solution, wouldn't the first diet you ever tried have worked? If you are riding this crazy dieting merry-go-round, GET OFF RIGHT NOW!

*Here's a quick review of some of the more popular **dieting strategies** that promise the world but in the end, just don't deliver:*

Weight Loss Centers

While they are well-intentioned organizations with strong support networks, the solutions they provide are based mainly on calorie restriction. In the long term, they have limited success at best. And now you know why!

Low-Carb/High-Protein Diets

These diets are popular because, at first, they seem to work, but again, it's not fat you're losing—it's mostly water “weight.” These diets also restrict important high-fiber carbohydrates

like whole grains, fruits, and vegetables. Staying on these diets for too long can increase your risk of coronary heart disease, diabetes, stroke, and cancer. They are NOT safe.

Meal-Replacement Shake Diets

The premise is simple: replace high-calorie meals with lower-calorie shakes. It's yet another way to deprive yourself of the calories and vital nutrients you get from smart food choices, so it's ineffective in the long run. Even worse, look at the ingredients on the can and compare it with a bottle of Yoo-Hoo. You'll be surprised by the similarities (both consumers want chocolate milk—one just pays extra for smart marketing that promises yummy, easy weight loss).

Frozen “Weight Loss” Meals

How many of you take these frozen “healthy” meals to work for lunch, or pop them in the microwave for dinner, because you just don't have the time, patience, or energy to prepare a real meal? Not only are these products often loaded with unhealthy preservatives and chemical additives, one of their biggest dangers is their lack of nutritional value. Foods cooked in the microwave lose water, but more importantly, they also lose a lot of their vitamins and minerals. This means you are eating mostly empty calories, not the nutritious meal the packaging claims, ultimately making you fat! As if that's not bad enough, studies have also shown that the plastic containers (including the plastic covers) contain potentially harmful, even carcinogenic toxins that leech out into your food during cooking.

Glycemic-Index Diets

These diets have helped people recognize that eating right means getting balanced nutrients with the right frequency, limiting simple sugars,

and balancing protein and quality carbs at each meal. However, it can be challenging to apply the concept of Glycemic Index (GI), which is a number assigned to a food based on the level of impact it has on blood sugar. Because this diet makes you rely on charts, it can be impractical. Plus, when you eat carbs and proteins together, the GI measurement becomes invalid because the proteins slow the release of sugars into your bloodstream. Does that sound easy to follow? I don't think so.

Miracle “Fat-Burning” Supplements

Drug and supplement companies continue to stock the shelves and dazzle consumers with their newest versions of these products, but the truth is, *there's NOTHING new out there!* These “clinically proven” thermogenic (heat-producing, not fat-burning) aids, such as Ephedra, are all different names for products that contain Ephedrine and caffeine as their active ingredients, and they are marketed to people in various ways: fat burners, metabolism boosters, energy enhancers—the list goes on and on.

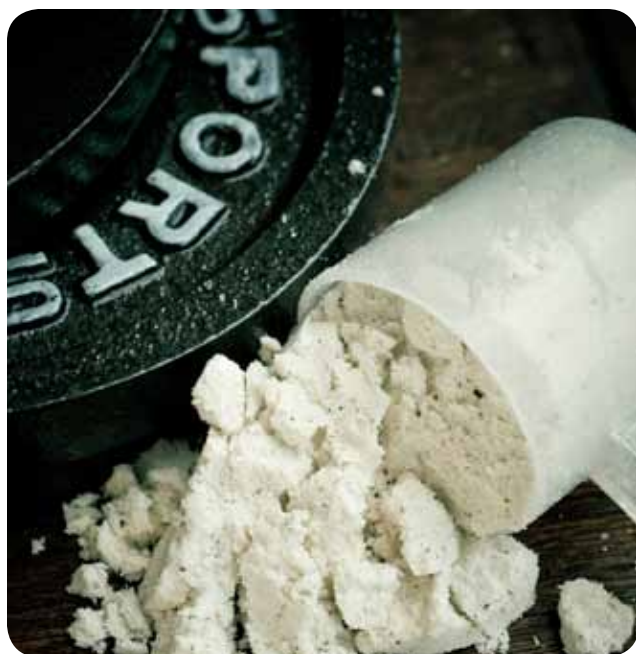
Weight loss achieved through ingesting caffeine and Ephedrine, or even “natural” Ephedra-free supplements, has much less to do with speeding up your metabolism than it does with suppressing your appetite. Again, the idea is if you eat less, you'll lose weight. Both drugs are also stimulants, which means your heart rate gets elevated, and with the dosages recommended on the bottles, it often means racing heart beats, headaches, and shaking hands all day long. Caffeine and Ephedrine also have diuretic effects (making you urinate more), so you lose more water. These combined effects create the illusion that the products are working! The worst part is they are extremely addictive. In fact, Ephedrine is the raw ingredient used in underground methamphetamine labs to create one of the most addictive stimulants in

the world of illegal drugs. What a great bonus for supplement sellers! If they can get you addicted, you're going to buy more and more!

Ephedrine is a serious drug that can cause severe side effects like depression, hypertension, stroke, brain damage, and even death, but when the ads blare out, "Lose weight fast and easy," or "The new weight loss miracle is here," the small print too often gets ignored. These products are NOT safe, and any potential "benefits" definitely do not outweigh the risks.

Weight-Gain Supplement Hype

Visit any sports nutrition store and you'll be bombarded with the latest and greatest breakthroughs from supplement companies giving the impression that using their products will produce amazing results without exercising. It's so seductive! Beware of any claim of a 5-week, 10-pound muscle gain on any supplement. What they may not be telling you is that users also drastically increased their protein intake and total calories, while increasing their weight-lifting intensity. The fact is, you have to work hard and eat right to get any kind of true results. There's no such thing as a miracle powder or pill.



Supplements should only be used to incorporate into your diet what you are missing from your food, not as an alternative to proper, healthy nutrition. I like to use the analogy that your regular daily nutrition is the cake, and any supplements are the frosting. Don't worry about the frosting until you've first completed the cake.

SMART MARKETING: WHAT ARE WE REALLY EATING?

As if fad diets and supplement hype aren't enough to throw us off track, there's also the completely misleading marketing splashed all over the packaging of the food we buy. Every day you are going up against strategic, manipulative marketing machines with big budgets that are constantly trying to take your money by bombarding you with false-hope advertisements. That's the insane world all of us are subjected to today! If you really want to improve your health, stop reading what's on the front of food packaging and look at the nutrition panel, including serving size, on the back!

*Here's information that will clear up some **common misconceptions** and help you **make healthier food choices**:*

Low-Carb Craze

As our population has been influenced by low-carb advocates, the very mistaken mantra that "carbs are bad" has led food sellers to recognize that carbs scare people. Rather than educate the public on the virtues of good complex and fibrous carbohydrates, they simply modify their labels to manipulate buyers. The truth is, the terms "net carbs" and "low-carb" are absolutely meaningless! New loopholes in labeling laws allow food companies to sweeten foods with sugar alcohols (as well as other simple sugars like fructose, lactose, maltodextrin, isomalt, etc.) and not categorize them as "sugars" or "carbs," even though they can have a significant insulin response—we'll cover this in more detail later. Look at the ingredients on the nutrition panel carefully if you really want to know what you're

buying. If a product contains ingredients ending in “ose,” it contains sugars, which are carbs.

“Fat-Free” Foods

Let's uncover the truth behind foods labeled as “fat-free.” You'd think that “fat-free” means the contents of the container are, well, free of fat. Makes sense, right? Actually, in the deceptive world of food labeling, very little is logical. To get accurate information on the fat content of foods, you must take a very close look at portion sizes. Some foods may be considered “fat-free” in small amounts, but if you eat large portions of them, the small amount of fat per serving adds up, and adds up fast! Let's take a look at a few products to illustrate how this confusion can occur.

- **“Fat-Free” Cooking Spray**

This lie is so blatant, it's comical! Examine a can of olive oil cooking spray (or any non-stick cooking spray). Right on the label, it says, “For calorie-free, fat-free cooking.” The nutrition panel claims that there are 0 calories in a serving and (of course) 0 grams of fat. Sounds good, but wait...read the ingredients. The only significant ingredient is extra-virgin olive oil. Hmmmm. Look at a bottle of olive oil and you will see a very different nutrition panel. It says 120 calories per serving, 120 calories from fat! Not only is it not fat-free, it's 100% fat! Want to know how these companies get away with that? The FDA labeling law says that if there's less than a 1/2 gram of fat in a serving, a food can be labeled “fat-free.” The catch is, no one regulates what the food companies refer to as a serving size. If you look on the spray-can label, it refers to a serving as 0.25 grams—one second of spray! Who ever uses that little? What's the point? It's complete and total deception.



- **“Fat-Free” Butter Substitutes**

There are many butter substitutes out there claiming to be better for you than butter. Again, look closely at the label and see the main ingredient: hydrogenated oil. That's pure fat! Okay, keep on reading: 5 calories per serving. And how many calories from fat? 5! 100% of the calories are from fat! Another sad example of the unreliability of the FDA to deliver truth in labeling to consumers. Even worse, from a health standpoint, hydrogenated fats are more harmful than the saturated fats found in real butter. That doesn't necessarily make butter a good choice, but if you're substituting it for something that contains just as much fat, but gets its fat from a source that can actually cause cell damage, butter becomes the healthier option.

- **“Fat-Free” Cookies, Ice Cream, Etc.**

Ever eat Snackwells? For years, weight-conscious Americans have believed the phrase “fat-free” on snack foods meant those items could help them on their quest for leanness. But even if the fat content is negligible, there is another ingredient that is going to *cripple* your ability to shed unwanted pounds: sugar! In most cases, these “fat-free” snack foods contain sugar as their primary ingredient. I'll tell you more about how sugar affects fat release in the upcoming lessons; then, you'll probably start passing on these “diet-friendly” desserts. Something else to consider: People who switch to fat-free products often actually increase their total calories because they mistakenly think they don't have to control their portion sizes.

When buying food, here's a rule you can live by: ALWAYS ignore the big-print claims on packaging. Instead, look at the calories per serving and serving sizes. You'll come a lot closer to the truth.

Milk Does a Body Good?

The subject of milk sparks just about as much debate as fats do. Many alternative practitioners feel it's not necessary for us to consume cow's milk, and they link its consumption to health problems such as ear infections, allergies, diabetes, and cancer. On the other hand, the medical community has convinced us that if we don't drink enough milk, our bones will disintegrate. And the American Dairy Association wants us to think if we drink lots of milk, we'll be cool like those milk-mustached celebrities. So what's the real deal?

Commercially produced milk is pasteurized. While pasteurization kills germs, it also eliminates vitamins and destroys enzymes that help our bodies digest the milk proteins and utilize the calcium it contains. I should also mention that the factory-farmed cows that produce the milk are often pumped full of hormones, antibiotics, and pesticides. And think about this: studies have shown that calves fed pasteurized milk actually die before maturity. In my opinion, commercially pasteurized milk should be avoided. Consider

certified “raw” (unpasteurized) milk, or products made from goat's milk, which have smaller protein molecules that are easier to digest. At the very least, drink organic milk to avoid all the unhealthy hormones and pesticides. Or try soy or rice milk instead.

Does “Natural” or “Organic” Mean Healthy?

A bag of potato chips that's labeled “natural” must be healthy, right? No! The problem is people believe foods that use the word “natural” should contain at least a majority of natural ingredients. The truth is the word “natural” has no legal or regulatory meaning, and advertisers can claim that virtually any product is natural. Even arsenic is natural! When unscrupulous marketers exploit these expectations, they manipulate unsuspecting, health-conscious consumers, making it more difficult for them to make intelligent food choices.

Another misconception is that products containing organic ingredients are also natural—meaning they have no artificial ingredients. There are breakfast cereals made from organically grown wheat, with raisins made from organically grown grapes. But even natural and organic foods require some degree of processing. You can harvest organically grown wheat, but you still have to take it to a factory to turn it into wheat flakes, and then add salt and sugar to make it a palatable product. The cereal can also contain lots of preservatives. Is it organic? Yes. Is it healthy? Well, no. Again, just read the label to find out exactly what you are getting.

When you crave a treat, even if you're choosing an organic, healthier version of cookies, for example, moderation is still the key.

Soy: Friend or Foe?

Soy lowers bad cholesterol, prevents cancer, and offsets the risk of coronary artery disease. On the other hand, soybeans are not suitable for human consumption unless they've been fermented or extensively processed involving high temperatures and chemical extractions. If you're going to eat

soy, it's best to buy organic, non-genetically modified products. Always avoid heavily processed soy ingredients, such as soy protein isolate, soy protein concentrate, hydrolyzed soy protein, and texturized soy protein (e.g., soy hot dogs, soy cheese). This stuff is absolutely not good for you. Instead, choose traditionally processed soy products (e.g., miso, tempeh, tofu) in moderate amounts.

Protein Bars & Energy Drinks

For many of us, a typical day starts very early in the morning and goes non-stop all day, and sometimes we feel we only have time to grab an energy drink or protein bar to make it through. These products often make big promises to increase energy and alertness, offer extra nutrition, or even boost your athletic performance, but once you get past the hype and flashy packaging, chances are you're mostly getting a stiff dose of sugar and/or caffeine. I hate to break it to you—protein bars are really just



glorified candy bars. And like energy drinks, most of them contain hundreds of calories and are absolutely LOADED with sugar. That may be okay for athletes who burn through lots of calories, but for the rest of us, those extra calories just translate into weight gain. Plus, they don't come cheap! At about \$3 a pop, you can get a better (and cheaper) energy boost by eating a whole fwheat bagel with peanut butter, and you get better hydration by drinking 8 ounces of water. Other on-the-go foods that provide plenty of nutritional bang for the buck include trail mix, nuts, fresh or dried fruits, and whole wheat breads. The occasional energy drink is fine, and a protein bar in the morning is better than no breakfast at all, but don't make it a habit!

Artificial Sweeteners

Most of us think we are doing the right thing by choosing “diet” drinks and “lite” products instead of the “unhealthy,” sugar-laden versions of our favorite sweet treats. The truth is artificial sweeteners are often worse for you than sugar or corn syrup. Why? There's growing evidence that they can increase your appetite for sweets and other carbs, causing you to eat more later in the day. They can also lead to health issues, including gastrointestinal problems, headaches, liver and kidney problems, and cancer. Splenda is probably one of the worst offenders of claiming to be “healthy”—it's advertised as being made from real sugar. Don't be fooled! What they don't tell you is that it's actually a chemically modified substance, whereby chlorine is added to the chemical structure, making it more similar to a chlorinated pesticide than something we should be eating or drinking! And did I mention these artificial sweeteners promote fat storage? So if fat loss is your goal, lay off the diet soda! Some healthier sweetener alternatives include raw honey, agave, organic maple syrup, brown rice syrup, sorghum syrup, and stevia.



MOVING ON TO EXERCISE

We've covered a lot of ground in a short period of time. But solid nutrition is only part of the equation. The other half? Exercise. Just as with nutritional habits, when beginning an exercise regimen, always go for gradual improvements, not immediate, dramatic results. We've already learned that people who try to get fit using quick-fix or incomplete approaches inevitably fail. Like the one I too often hear: "I'm going to lose some weight first by dieting; *then* when I feel more comfortable with myself, I'll get to the gym to tone up." I do understand the feeling, because it can be tough to get past insecurities about your body, especially ones you've held for a long time. But again, it's this type of "wrong" thinking that will keep you forever living the unhealthy cycle you find yourself in right now.

You have to accept that it's going to take time to change from where you are now to where you want to be, if you want your results to last. A healthy body that feels solid and powerful will reveal itself to you gradually over time, in subtle shifts of your energy level, in the way your clothes fit, and in the compliments you receive. This system teaches you to shift your attention from instant gratification to progress. Because common

misconceptions can cause problems when it comes to making progress, I'll share with you some exercise-related facts you can rely on.

SMART RULES TO GET RESULTS

You Need More than Cardio to Burn Fat

Whenever you do cardio, your body has the ability to burn fat (and, no, walking the dog doesn't count!). However, in most situations, you'll only burn glucose (sugar) because it's more readily available as fuel than stored fat. In order to lose fat, it's essential to integrate a solid resistance-training program with your cardio routine. So, rather than think of cardiovascular conditioning alone as "fat-loss exercise," treat it as a component for strengthening your heart and lungs and improving oxygen delivery, cellular transport, and blood flow (which all—good news!—help to efficiently burn fat).

Too Much Cardio Can Make You Fat!

Yes, that's what I said! If you do too much cardiovascular exercise, your body will simply burn muscle as fuel, which in turn, will slow down your metabolism and, over time, cause you to store more fat. Shorter, less frequent, and higher-intensity workouts are the ticket to greater fat loss, which you'll experience as you participate in your 4-Week Jump-Start.



You Can Work Muscles Two Days in a Row

It's okay, and even desirable at times, to work the same muscles two days in a row to improve muscle definition or to get conditioned for a sport. If you train your entire body during a workout and you're not overloading any particular muscle group, you can get results by working them again in subsequent days. However, it's a good idea to recover for 48 hours after working just one or two muscle groups with lots of repeated sets so they have a chance to repair.

Limit Cardio Before Resistance Training

It's important to warm up with ten minutes of cardio before any workout. Warming up increases your blood flow, lubricates joints, helps create more elasticity in your muscles, and primes you mentally for the work ahead. However, you really need to restrict your warm-up to ten minutes, as doing a long, intense cardio session prior to weight training can actually make your body break down muscle and hold on to fat! Also, you won't leave anything left in your tank for your workout ahead.

If fat reduction is your primary goal, then I recommend that you do some additional light cardio at 50 to 60% effort (able to talk, but sweating) *after* a hard resistance workout. By this point, your body has burned through its sugars and is primed and ready to burn stored fat as your primary fuel source.

The Balance & Intensity of Your Workouts Matters!

As time passes, many people find themselves slipping into mediocre, imbalanced workouts. It's common to become either the person who does loads of cardio but is not so keen on lifting weights, or the person who loves to pump iron but dreads anything more than a random cardio workout here and there. The other challenge that often gets overlooked is maintaining a high level of intensity, which often diminishes from doing the same old workouts without enough variety and new stimuli to promote positive changes in the body. A few hours of cardio (barely sweating) or a few days of low-effort resistance training a week will never be enough to get you in shape.

No Diet or Exercise Device or Video Will Work by Itself

While home exercise equipment, books, videos, and TV shows can all work to some extent if you follow through with them, they all have limitations. You may not have stuck to them—or even used them—because they only addressed a single fitness component, while skipping over the others that are needed to get you where you want to be. Where others fail in this respect, the Get it Back system succeeds because it offers you a complete approach by thoroughly addressing nutrition, resistance training, cardiovascular conditioning, AND stretching.

SELF-REFLECTION

1 Smarter nutritional choices for me now means (circle all that apply):

- Still dieting and cutting calories to lose weight.
- Taking weight-loss supplements when I need to drop a few pounds.
- Trying to eat the right foods in the right balance to reach and maintain a healthy weight.

2 I will (circle all that apply):

- Probably always eat processed, refined, or microwaved “quick” foods.
- Never give up my diet soda, thank you very much!
- Try to make smarter decisions by carefully reading the nutrition panels and serving sizes on my food.

3 In the past, I have fallen victim to deceptive marketing:

- Maybe a few times.
- A lot.
- Never; I already know all this stuff.

4 Smarter exercise choices for me now means (circle all that apply):

- Doing lots of extra cardio (an hour per day) to burn fat.
- Only engaging in resistance training once in a while.
- Combining regular cardio and resistance training to lose body fat and gain lean muscle.

TAKE ACTION NOW

There are very few things in life you truly learn by just reading or watching a video. Real results come from personal application and raw experience. But YOU have to be the one to take the steps. Here are a couple of baby steps to get you mentally primed and started in the right direction. Just do them!

1 **Look through your cabinets and fridge and toss out one or two temptation food items from your kitchen.** Trash that bag of chips or that pint (or gallon) of ice cream. Don't worry about wasting food—think about what you're doing for your waistline instead!

2 **Hike a hill or jog for 10 to 30 minutes.** Use the stairs at work or take a lap around the neighborhood. Get your body moving, your heart rate up, and maybe even break a sweat.

a. Did you do it? (Yes or No): _____

b. How long did you go for?: _____

c. How hard was it on a scale from 1 to 10? (10 being very hard): _____

use a new strategy

It requires a strong commitment to put in the prep work needed to achieve your ideal body, and that's what these five days are all about. You need to start changing your old beliefs in order to get the NEW results you desire. Choose to apply new strategies for exercise and nutrition, and you'll find the path to looking great and feeling even better is much shorter than you expected!

GET *it* BACK

strengthen your mindset

Most people ignore the mental aspects of training and rush to the gym to start working out, or go on a crash diet and quit all junk food cold turkey. Usually this works for about three weeks; then inevitably, they lose enthusiasm and fail. The truth is, it takes tremendous motivation to get in the best shape of your life—especially if you have experienced multiple failed attempts in the past, which may have created some serious limiting beliefs designed to protect you from further hurt and disappointment. These flawed beliefs, the ones you hear in your head saying “What are you thinking? You can't stick to this!”, must be defeated in order for positive physical change to take place. To get the results you want, you must first recognize these mental obstacles exist, then take positive steps to break through them to create an unstoppable mindset.

If you really want to succeed, take this next, short lesson seriously. Find a quiet place where you won't be interrupted. A creative vision is among the most powerful tools I have found for promoting positive life change, and we are going to work on the vision you want to create for your future self. When creating your vision, realize perfection is only an illusion you can never reach. If that's what you're striving for, you're only setting yourself up for a continued sense of failure. Instead, if you change your mindset to one of progress, you'll create confidence, allow yourself to feel good about your achievements, and give yourself the motivation to keep moving toward your goals. Strengthen your mind and your body will follow. By the end of these five days, with your vision in hand, you'll be well equipped to finally start creating the changes you've been wanting to see in your body.



“What lies behind us and what lies before us are tiny matters compared to what lies within us.”

–Henry David Thoreau



A REAL FORMULA FOR SUCCESS

Even though we sometimes feel like we've lost control, it still holds true that each of us alone is responsible for what we achieve or don't achieve in our life. Unfortunately, because we often feel powerless due to previous repeat failures, most of us are afraid to step up to the plate and fully accept responsibility for ourselves. Do you ever notice there's always someone else to blame, or some "good" reason why we don't ever get to where we would like to be? Work is too stressful, the kids demand too much of our time, we don't get enough sleep, and so on. You have to understand that unless you realize this tendency, stop being a victim, and accept that your health is in your hands, and yours alone, you will NEVER reach the level of fitness you've always secretly envisioned in your heart of hearts. Over the next four weeks, I will show you how to take back **CONTROL** and reclaim a sense of power over your body and your life.

Right now is your opportunity to finally start changing your life's course. So, okay, maybe you've already decided to accept personal responsibility. But now what? Well, without a vision, clear goals, an intelligent game plan, and intentional action, you'll remain stuck in a perpetual state of dreaming, never actually getting to live out and experience your greatest desires. You'll be forever thinking, "I wish I could look like that," or "If only I could lose 20 pounds, then I could..." Right now, make the decision to stop saying "I wish" and start saying "I will." By actually moving through obstacles, you'll build confidence. If you start by creating a clear, realistic vision, you'll place yourself on the right path to manifesting anything that you put your mind to.

When creating an inspirational vision, plan for measurable improvements and progress rather than absolute perfection. I cannot stress this enough. We all know the people who spend countless hours in the gym, or those who try to starve or overtrain their bodies into shape, only to fail miserably as they fall back into another cycle of unhealthy eating and weight gain. They push their bodies to extremes to reach some unattainable vision of perfect health, but because what they are shooting for is completely unrealistic, they are doomed to fail time and time again. I see it happen all the time. You may tell yourself that you're going to be as thin as Angelina Jolie, be ripped like Brad Pitt, or have the biceps of Arnold Schwarzenegger back in the day, but if you want to produce a different outcome this time, then it's absolutely essential you take a different approach. Begin this system with the attainable goal of making progress and creating lasting changes, not of dropping to 6% body fat. Anything else will only leave you feeling defeated once again.

SELF-REFLECTION

Create a Space for New Possibilities

Step back from your day-to-day life (work, family, traffic, etc.). You can do this with a simple breathing exercise. If you've ever meditated, that will make it easier. If you haven't, you may find it a bit frustrating to notice how noisy and distracting your thoughts can be. The trick is to practice. Practice and just do your best to remember to focus back on your breathing when your mind strays. Your goal, at first, is to create a little peace and quiet inside your head and to become aware of your thoughts. Why is this important? Because our mind has the most incredible influence and control over our actions, and ultimately our results. If you eat healthily and exercise, but have thoughts like, "I'll never lose that last 10 pounds," or "It's too late to get

"I started out depressed, overweight, and insecure and was carrying around a lot of guilt about how I had not cared for my body. Within six months, I went from 178 pounds and 42% body fat to a toned 122 pounds. Now I'm happy, fit, confident, and full of energy. I learned that, with self-love and a little hard work, you can change your life."

–Kristen Crabtree, San Rafael, CA



my toned body back," then you dramatically decrease the odds of achieving your goals. So give the following technique a shot.

1 Set a timer for 5 minutes.

- Sit up straight on the edge of a chair with your knees bent at 90 degrees and your feet flat on the floor. Pretend there's a string pulling your head and neck up, but keep your shoulders down and relaxed.
- Rest your hands in your lap. Close your eyes and mouth.
- Take a big breath in from the tip of your nose, feel it travel down to your stomach, and feel your stomach expand. Exhale by pushing the air out of your stomach first; then follow your breath as the air goes out through your nose.
- Fall into a natural breathing pattern without forcing your breath. Continue to focus on your breathing for 5 minutes. I know, easier said than done. Just remember, when a thought pops into your head and your focus leaves your breathing, simply bring your focus back to your breath. Begin to notice the sensations in your body now that you have some freedom from your mental chatter and the world around you. Did you do it? **Come on, you can do this!**

Create a Vision That Inspires You

Okay, now with your mind clear, you're ready to start building a vision for your future. It's important to focus on reaching a positive

outcome (e.g., fitting into that slinky black dress, playing ball with the kids, doing 50 push-ups) instead of just trying to fix your current problems (e.g., excess weight, aches and pains, lack of strength, fatigue). First establish a basic goal, and then create realistic, short-term goals that will keep you on track for reaching your vision. Circle all that apply.

1 Which of the following most inspires you?

- a. I want to lose between 10 and 30 pounds of fat within a realistic time frame (3 to 6 months of hard work).
- b. A clean bill of health from my doctor at my next visit (3 to 6 months).
- c. I want to be healthy enough to play with my grandkids.

2 Which can you achieve in four weeks?

- a. Lose 4 to 7 pounds of body fat and gain 2 to 3 pounds of muscle.
- b. Fit into clothes one size smaller.
- c. Have consistently upbeat energy throughout the day.

3 After 8 to 12 weeks of smarter exercise and nutrition choices, there's no doubt I could:

- a. Have a lot more passion for creating adventure in my life.
- b. Significantly improve my overall body shape.
- c. Look and feel much more confident and attractive.

Commit to Your Game Plan

Why is it so important to make a commitment to yourself? Because you are heading for a very big mountain to climb. The challenge is not in starting or finishing—it's in the middle, where you tend to lose sight of where you started from and how far you still have to go. A commitment saves you from giving up when you get frustrated or lose enthusiasm, because it's what you can hold on to when the going gets tough, and I can promise you that it will. Be honest with yourself and let's just see how committed you are to this system.

1 What is my level of commitment toward achieving my goals?

- I'm thinking about maybe being a little more proactive.
- I'm ready to do something right now; I'm just not sure what yet.
- I'm going to ask Glenn to hold me accountable to my fitness goals for at least the next four weeks.

TAKE ACTION NOW

Change the Way You Think, Speak, & Act

Your experience is not determined by others, your circumstances, or even your past. It's determined almost solely by your state of mind. If you want to know what your body will look like in one month, six months, or even a year from now, then pay close attention to your most frequent thoughts, the words you exchange with yourself, and those you share with others on a daily basis when describing yourself and your experiences. The seeds you've planted in the past have definitely led you to your experiences today. Your self-esteem, body-image, stress-management ability, and daily energy level and enjoyment can all be positively affected by grooming your thoughts into more positive and empowering ones. The creative potential is there for the taking.

In other words, if you want to experience more confidence and a happier, more fulfilling life, you must start by changing the way you think. It's *your* choice how you look at your experience, and you absolutely can choose to look at things differently from now on. One powerful tool is the use of positive language. Stop saying phrases to yourself like "I should" or "I have to." Instead, try saying "Today, I choose to." A positive attitude does not come from success; it creates success.

Creating your own personalized affirmations is a great place to start. An affirmation is saying something positive and believing/feeling that it's already true. With this technique, you can consciously create positive thoughts to counteract your negative ones and get yourself in line with what you want and where you want to be. While you might be thinking, "Yeah, right. This is too out there," it's actually very practical and powerful. How do you think Michael Jordan scored all those winning baskets at the buzzer in the final quarter? He worked his butt off, but he also used mental conditioning tools like affirmations. Using affirmations will help you manifest phenomenal changes in your life in and give you the willpower to get up after inevitable pitfalls along your path. You must give your best effort to this exercise, or your results will be minimal at best. Here are keys to making your affirmations work:

- Make them short, specific, and as personal as possible. They must be positive.
- Believe that what you are affirming is truly possible. See/feel it already manifested.
- Say your affirmations out loud in the present tense. Say them with passion and certainty. You are projecting your intentions out into the world until they become true.
- Repeat your affirmations several times a day for four weeks (and beyond). Also use them during challenging moments in your workouts.

Create affirmations that feel powerful and appealing to you. Again, state them in a positive way, not in the negative (e.g., “My body feels great,” not “My knees don't hurt anymore”). Your affirmations will become your own personal arsenal for creating change. Here are some examples that may inspire you:

- “I have an abundance of mental energy and physical stamina.”
- “My health, strength, and fitness are at their best levels ever.”
- “I look great and feel energized.”
- “I live each day with true passion.”
- “I am following through and fulfilling my fitness goals.”

1 Record your top three fitness affirmations (in your own words).

1. _____
2. _____
3. _____

2 Say all three affirmations out loud until you start to really believe them.

You might feel silly at the thought of your neighbors hearing you—trust me, I sometimes do, too! But if you do this halfheartedly, I promise you, it will not work. Repetition of your affirmations leads to belief, and once it transforms into a deep conviction, things will truly begin to shift in your life. When you catch yourself having a negative thought, replace it with a positive affirmation right away. You have to stay open-minded to new ways of thinking in order to expand your experience. Four weeks of positive affirmations can substantially shift any situation for the better, even yours!

3 Choose one thing you can do today to take a quantum leap toward your goals:

- a. Join a gym or purchase some home gym equipment to inspire myself to start working out.
- b. Toss some junk food out of my fridge and cupboards, and stock my kitchen with healthier food choices and snacking options.
- c. Sign up with Glenn to get additional support and accountability.

Signing up for your 4-week system is a powerful way to keep you motivated and help you achieve your desired results. You will:

- *Discover safe, effective exercises to increase your balance, flexibility, strength, endurance, and overall functional ability.*
- *Learn to eat nutritious, balanced meals for sustained energy and optimal fat loss.*
- *Let go of some unhealthy behaviors that are no longer in your best interest.*
- *Stay focused, dig deep, and learn to find strength you didn't know you had.*

Sometimes it's hard to find people in your life who are as enthusiastic about your fitness goals as you are. I stay passionate about my clients' goals, even when the chips are down and the excuses are plentiful. I won't buy into your excuses!

recite your affirmations daily

Begin to unleash the creative power of your subconscious mind by embracing the practice of affirmations. Take action by saying them aloud every day with enthusiasm and conviction. Most importantly, believe in yourself! Come on, I know you can do this!

GET *it* BACK

5-DAY PREP

DAY
1

DAY
2

DAY
3

DAY
4

DAY
5

start where you are

It's now time to take a hard, honest look at yourself. This might be a little difficult to swallow, but you have to realize it's virtually impossible to set attainable goals unless you have a realistic understanding of where you are starting from. Trust me on this! Today you will determine precisely what your physical and mental baselines are, which can be a real eye-opening experience. If you haven't yet taken those "before" pictures, then now's the time to get that over with.

It's normal to feel some resistance to doing these physical fitness and mental assessments. But here's a little bit of information that might encourage you: one of the all-time greatest benefits of working out is that it causes your body to release endorphins. Ever hear of a "runner's high"? Endorphins positively affect blood pressure, promote muscle relaxation and pain relief, and, most importantly, create a heightened sense of well-being. In fact, some endorphins are known to be hundreds of times stronger than heroin! So what are you waiting for? Get off the fence and get your body moving!

You'll be able to use the information you discover today to accurately measure your progress during your 4-Week Jump-Start. It will also keep you motivated on your path to personal improvement, although the *true* measure of your fitness success will actually be your newfound passion and enjoyment for exercising (remember those endorphins!) and eating smarter. Besides, when your friends start noticing changes in you, and they definitely will, it will be fun to see how far you've come!



“Even if you're on the right track, you'll get run over if you just sit there.”

–Will Rogers



FIND YOUR STARTING POINT

By now, you're hopefully beginning to understand why it's important to know where you're starting from and where there's room for improvement. Today you're going to perform some self-assessments to gain a little more perspective on your starting point, which is essential before setting out on any path to major achievement. And you're going to get a great workout in the process! It's normal to feel a little awkward or intimidated by the thought of being in the gym after a long (maybe REALLY long) absence. Don't worry, I'll provide you with clear and easy-to-follow instructions. Just do your best and, as they say, "FORGET ABOUT THE REST!"

Although it's not required, I recommend that you have access to a heart rate monitor and body fat scale to complete these assessments. I also suggest that you read through the ENTIRE section, especially the Cardio/AT test, before beginning so you thoroughly understand the directions and don't get stuck or frustrated in the middle. Make sure to rest between each assessment so you are recovered enough to perform well on the next activity. The baseline information you record today regarding your strength, endurance, stability, balance, and coordination, not to mention the condition of your heart and lungs, will help you on Day 5 of your 5-Day Prep to determine the realistic short- and long-term goals you'd like to reach, as well as any milestones to hit along the way.

Don't get depressed or discouraged if your best doesn't turn out the way you would like, or if you fall a bit, or even a lot, short of your own expectations. It's important that you do not judge yourself for the measurements you take today; they're just snapshots of where you are right now, nothing else. You'll be able to use this information

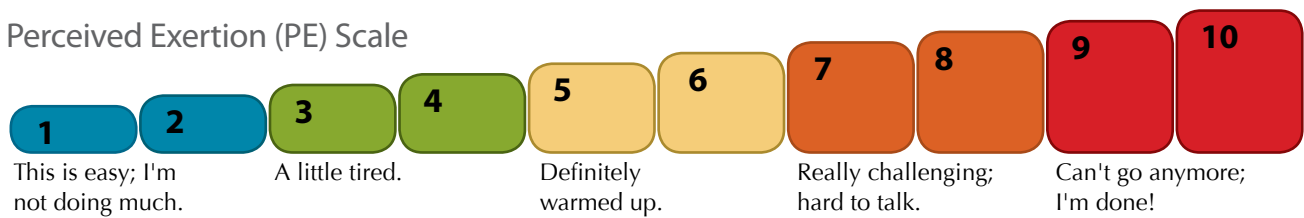
to maximize the efficiency of your workouts and avoid over- or under-training.

Also, don't get caught up in comparing yourself with others. Instead, from this day forward, evaluate yourself based only on your own numbers. Aim for your own personal best and strive for improvement as if your life depends on it (it actually just might). Hang in there! Just around the corner, you'll have an opportunity to use this information to change your reality using a proven, laser-focused approach. Just a heads-up: it's possible that, when it's all over, you might be a little sore for a few days. If that happens, take it easy until the soreness diminishes. Again, just do your best today; it will be over fast.

*Check off the boxes as you complete each of the nine categories of assessments. **Good luck!***



Perceived Exertion (PE) Scale



1. CARDIOVASCULAR FITNESS

Anaerobic Threshold (AT)

Using a heart rate monitor, perform this assessment without any interruptions (30 minutes max). You can use a treadmill (running or walking), spin bike, or other cardio machine (elliptical, stepper)—it's your choice. If you have knee or other joint problems, choose something low-impact. This exercise will determine the heart rate zones in which you need to train in order to develop optimal endurance and fat-burning capabilities and avoid overtraining. It will also be very helpful in tracking your progress during this system.

If you are wearing a heart rate monitor (highly recommended), wet the back of your strap before putting it around your chest so it will read your heart rate. Be sure your watch picks up your heart rate before you get on your machine—sometimes your numbers will shift if your monitor picks up signals from other machines, or if the batteries are low. If you don't have access to a heart rate monitor, then either use a cardio machine that has a built-in monitor, or rate yourself using the Perceived Exertion (PE) Scale (see chart above).

Note: If you experience dizziness or are light-headed at any point during this exercise, stop.

STAGE 1: WARM UP

For the first 10 minutes, slowly warm up to your PE level 6. If you're running on the treadmill, keep the incline level at 0; if you're walking, keep the speed between 3 and 3.3 mph. It's really important that you reach level 6 with your efforts before you are done warming up; otherwise, it will take a lot longer to reach a PE 9, which is your goal for the end of the AT assessment.

STAGE 2: WORKOUT & AT

After the warm-up, if you're running on the treadmill, increase your speed by 0.2 mph EVERY 90 seconds. So, if you ended your warm-up at 5.5 mph, then your first 90-second increase would be to 5.7 mph, followed by 5.9 mph, and so on.

If you're walking on the treadmill, keep the speed the same, but increase the incline by 1 level every 90 seconds. On other machines, it's up to you how much to increase the level, speed, or tension. Continue increasing your levels every 90 seconds until you finally reach a PE 9 (meaning you just can't go any higher or longer!). **Note the fastest speed or incline AND highest heart rate that you were able to hold for a complete 90 seconds.**

STAGE 3: COOL-DOWN & RHR

You will also record your Recovery Heart Rate (RHR), which should lower over time as your fitness improves. Start to cool down slowly, taking long, slow breaths. On a treadmill, bring the speed down to between 2 and 3 mph and the incline down to 0; for other machines, take all the resistance off. **After 1 minute, check your heart rate.** Continue your cool down for 5 minutes.

The highest HR you reached (at PE 9):

Your RHR after 1 minute:

Now subtract 10 from your highest HR and round up or down to the nearest 5: _____ (= YOUR AT)

Record equipment used AND top speed or incline you held for 90 seconds: _____

Rate your cardio fitness on a scale of 1-10 (10 being the best): _____

2. UPPER-BODY STRENGTH & STABILITY

Push-Ups

Start on your toes, with your hands directly under your shoulders. Keep your abs and butt tight, and don't let your back arch or stomach drop. Lower your body as a whole, making sure your chest (not your stomach) touches the ground. Keep your hands in line with your chest and your elbows close to your body. As you push your body up, your arms come to a full extension at the top of each rep. Stop just before locking your elbows, and again, keep your abs and butt tight.

Do as many push-ups as you can without stopping. If you can't do one from your toes, then try them from your knees or against a bench.



Circle type: Toes Knees Bench

Number of push-ups completed: _____

Plank

Get on your knees and elbows with your arms bent at 90 degrees, elbows in line with your shoulders. Move up onto your toes. Focus on drawing your belly button up and in, keeping your lower back from arching and your butt tight. Keep your chest up, shoulder blades down and back, and your body in a tight plank position.

Hold this position for as long as you can without losing your technique. You may start shaking a bit, but don't let your back arch or your stomach drop. Aim for 1 minute.



You held: 1 min 30 sec Under 30 seconds

Rate your OVERALL upper-body strength and stability on a scale of 1-10 (10 being the best): _____

3. LOWER-BODY STRENGTH & BALANCE

Pitchers

Stand on one leg (other leg is slightly bent as if you just kicked a soccer ball), with the opposite arm held high and stretched up behind your head, like you're going to pitch a ball. Bring the other arm straight out in front of you with your palm up, like the world is in your hand. Moving all your body parts together like a windmill, swing the arm above your head forward and down in an arc, and bend over and touch the opposite foot. Simultaneously swing your lifted leg and other arm behind your back. PAUSE. Still moving your body together, swing back up to your original position. Pause again at the top and repeat. Focus on keeping your legs tight (like scissors). Keep your eyes fixed ahead on a point (preferably a mirror), not at the ground. Hop if you need to, but don't put your foot down!

After 3 practice attempts per leg, record the highest number of "toe touches" you could perform on each leg. If you put your foot down, you're done!



Left leg: _____ Right leg: _____

Glute-Squeeze Bridge

Lie on your back with your feet on a stability ball, arms straight out like a cross and palms down. Lift your butt off the ground and tighten your abs and butt, keeping your body in a straight line. Hold this position for 30 seconds. For more challenge, curl your heels back, moving the ball in toward your butt, then back out, for 15 reps. Don't lose your posture—keep your hips and butt up and tight. If you are able to complete the leg curls with good technique (no wobbling), then try the same movement with only one foot on the ball and the other in the air for 15 reps each leg.

Record the most challenging version you could perform with strict, tight form and without your legs falling off the ball.



Circle Type: Hold Leg curls Single leg curls

Rate your OVERALL lower-body strength and stability on a scale of 1-10 (10 being the best): _____

4. CORE STRENGTH

Stability-Ball Ab Crunch

Lie back on a stability ball, knees bent at 90 degrees. Stretch back as far as you can without lifting your lower back, keeping it in contact with the ball at all times. Put your hands under the back of your head, with your elbows out to avoid pulling on your neck, or cross your arms over your chest to make it easier. Rise up, lifting from your chest. Keep your eyes on the ceiling as you come to a point where your stomach muscles lock up. Then lower yourself back down. Do not cheat by using momentum to lift or by sitting up at the top of the movement. Keep your butt down!

Do as many ab crunches as you can in 1 minute without stopping.



Number of crunches completed: _____

Rate your core strength on a scale of 1-10 (10 being the best): _____

5. GENERAL COORDINATION

Jump Rope (optional)

Using your wrists more and your arms less to turn the rope, swing the rope overhead and take a small jump over it. Continue to perform this movement consecutively. Really focus on not missing! If this is too easy, then jump on one foot, alternating your feet. Count your right foot only, then multiply that number by two to get your total number of jumps. Pick one or the other move and stick with it.

After 3 practice attempts, record the highest number of jumps you performed without missing.

Skip this assessment if you have knee or other joint problems or concerns.



Number of jumps completed: _____

Rate your coordination on a scale of 1-10 (10 being the best): _____

6. TOTAL BODY FLEXIBILITY

Range of Motion Stretches

lower back



Lie down on your stomach, arms out like a cross, palms down. Bend one leg and stretch it diagonally behind your back, trying to put your foot in the opposite hand. Repeat, each side, trying to get closer to your hand.

calves



Bracing yourself against a wall or solid surface, press the ball of one foot against the surface; get your foot as close to vertical as possible. Drive your hips forward without letting the heel slide. Repeat with other foot.

quads/hips



While standing on one slightly bent leg, grab your opposite ankle and bring your heel to your butt. Keep your leg in, hips tilted forward and your knee pointed to the floor. Repeat with other foot.

hamstrings



Stand up straight with your hands and feet together. With only a VERY slight bend in your knees (to keep them from locking out), bend over and place your palms flat on the ground.

shoulders



Reach one arm behind your head and the other arm behind your back. Touch your fingers together. Lock them if you can.

Record a "2" for each if you can perform the stretch, a "1" if you almost can (you come within 2 to 3 inches), and a "0" if you can't really do it.

Total all your points: _____ (out of 10)

Rate your overall flexibility on a scale of 1-10 (10 being the best): _____

7. NUTRITIONAL HABITS

Eating Habits

1 Most of the time, I (circle all that apply):

- Eat small meals 4 to 6 times per day.
- Eat a variety of organic fruits, vegetables, whole grains, and lean proteins on a weekly basis.
- Drink at least 64 oz of water a day.

2 I (circle all that apply):

- Frequently skip meals.
- Ingest stimulants and/or sugar to get by during the day.
- Eat a lot of quickly cooked, processed, or packaged foods (e.g., white rice, bread, cookies, ice cream, boxed or microwave meals).

Rate your daily eating habits on a scale of 1-10 (10 being the best): _____

8. BODY COMPOSITION

Weight/Body Fat Assessment

Traditional scales tell you only what your body weighs under gravity and nothing about body composition, which can be really psychologically frustrating. An inexpensive body fat scale, however, can tell your body fat percentage, which helps to show whether you are actually making progress with your exercise and nutritional efforts. But this percentage alone will not be a good enough indication of your results, as it has an error range of 2 to 3% in either direction. Instead, we are going to use this number to determine how many pounds of body fat you will have lost in relation to how many pounds of lean muscle you will have gained at the end of four weeks.

First take off all your clothes (and shoes) and step onto a body fat scale for an approximate measure of your current weight and body fat percentage (e.g., 150 lbs and 27% body fat). Then take your body fat percentage, divide that number by 100, and multiply it by your weight. This will indicate

how many pounds of fat you currently carry (e.g., $150 \text{ lbs} \times 0.27$ (27% fat) = 40 lbs of fat).

Now subtract that number from your total body weight. Of course, this isn't totally accurate (as we are not taking into account the weight of your bones, organs, etc.), but it will give you a general idea of how much lean muscle you are starting with (e.g., $150 \text{ lbs} - 40 \text{ lbs} = 110 \text{ lbs}$).

Now put the scale away and don't look at it again for four weeks! At the end of this system, we'll take another look to see your improved body composition as you drop fat and gain lean muscle. This is what we are after.

Weight: _____ lbs Body fat: _____ %

Body fat: _____ lbs Muscle: _____ lbs

Rate your confidence in your overall body composition on a scale of 1-10 (10 being the best): _____

9. MENTAL ATTITUDE

State of Mind

1 Rate yourself on the following (circle one number, 5 is the highest level):

Drive to succeed	1	2	3	4	5
Ability to follow through	1	2	3	4	5
Importance of nutrition	1	2	3	4	5
Importance of fitness	1	2	3	4	5
Enthusiasm for exercise	1	2	3	4	5

2 Related to my fitness, I consider myself (circle all that apply):

- Very self-disciplined, emotionally centered, and able to achieve anything I set my mind to.
- To be someone who works hard at first, and then my energy and enthusiasm taper off.
- Frequently stressed, discouraged, and unable to follow through with plans.

Rate your OVERALL mental attitude on a scale of 1 to 10 (10 being the best): _____

ASSESSMENTS SUMMARY	rating from your 5-day prep	goal rating after 4-week jump-start
1. Cardiovascular Fitness		
2. Upper-Body Strength		
3. Lower-Body Strength		
4. Core Strength		
5. General Coordination		
6. Total-Body Flexibility		
7. Nutritional Habits		
8. Body Composition		
9. Mental Attitude		

ASSESSMENTS SUMMARY

Very nicely done... That was NOT meant to be easy! You might be sweating and breathing hard (and cursing my name!), but the good news is you've finished ALL your assessments and now have a pretty good idea of where you are starting from. I hope you also have a better idea of where you would like to go from here. But maybe, based on past experiences, you are a little doubtful you'll actually follow through? Come on, hang in there with me for just a couple more days. Right around the corner, I'm going to teach you a solid strategy that will actually get you there this time. In the meantime, we have one more task to complete today.

First, I want you to record what you have just learned about your current physical and mental baselines. Go back and look at the 1-10 ratings (in the gray boxes) you gave yourself today for each of the assessment categories, and put those numbers in their corresponding box in the chart above, under the 5-Day Prep column. Got them? Okay, good, but I don't want you to stop here.

Now we're going to look forward to the improvements you think you can realistically make over the next four weeks. For example, maybe right now you're feeling pretty weak and rated yourself

a "4" in your overall Upper-Body Strength. But looking ahead, you can visualize yourself making smarter nutritional choices, working hard, and getting stronger. So, you may set yourself a goal of reaching a level "6" at the completion of this system. Go ahead and fill in all your goal ratings, for each assessment, you would like to reach by the end of your 4-Week Jump-Start.

By setting these goals right now, you are deciding how you'll gradually and realistically improve your current state of health and fitness, which means ultimately improving your life. Later, after you complete your four weeks, we'll come back and compare these numbers with the numbers you actually do reach, and if you did the work, you will be amazed by the results!

let's keep the ball rolling

You worked hard today. Let's take this information and run with it! You're now going to use what you've learned to set realistic goals and commit to your game plan. Your success demands continued action.

GET *it* BACK

putting it all together

At some point in life, many of us begin to face tough challenges like stress, frustration, boredom, and even depression. As a result, our body suffers and our state of health slowly deteriorates until one day we look in the mirror and say to ourselves, “I don’t even recognize this old, out-of-shape person staring back at me.” If you really want to wake up each morning feeling confident, energized, and excited about the day, this is where the walk has to meet the talk. Are you willing to pay the “price” of a fitter, healthier body and a happier, more energetic life? If you want massive results, you have to take massive action, plain and simple. Fat will *not* budge unless you toss the bag of chips and learn to love, or at least appreciate, exercise. Most importantly, you have to be passionate about what you’re doing, or, I’m sorry to say, changes will not last long. The good news is if you’ve done the work during this 5-Day Prep, limiting beliefs no longer own you and a stronger, younger body is yours for the taking. So the question is, how badly do you want it?

Statistics say that only about 3% of us set goals, and even fewer, only 1% of us, actually write them down. Statistics also say there is a direct correlation between people who write their goals down and those who earn the most money and reach the highest levels of achievement. And in my experience, that makes all the difference. Those who succeed fail as often, or even more than, others. The difference is that those who eventually make it learn from their past mistakes, and write their goals down! It’s your turn now to join the ranks of goal-setting achievers. Remember, before you achieve anything in life, you *must* first believe it is possible.



***“Ideas must work through the brains and arms of men,
or they are no better than dreams.”***

–Ralph Waldo Emerson



STEPS TO SUCCESS

Want to know the ugly truth? Here it is: ***Without taking the time to set personal goals you are willing to work toward, it has been my experience you will more than likely fail.*** But you must know that all the planning in the world will leave you right where you are unless you're willing to make sacrifices and follow through with your actions. You *can* achieve any goal you desire, but before you finally HAVE, you must first BE (BEhave in a every way that would support your having what you want) and DO (be DOing the work to build your dreams).

Achievement will require hard work and consistent focused efforts. We all know it's easy to lose a few pounds, but it can be so very, very hard to keep them off for good! You may not want to hear this, but successful people make a habit of doing things they don't necessarily like to do in order to accomplish their goals. To actually lose those 20 pounds, rebuild your six-pack abs, or get the energy back you had in your 20s, you must: 1) believe you can, 2) have a detailed plan that works, and 3) take appropriate action, EVEN if it means doing something you don't want to do! You're going to have to do it. It will take some time, but eventually these efforts will become automatic (and, yes, even habits!), which is our goal, as living a healthy lifestyle never ends.



SELF-REFLECTION

I realize some of the questions in this section may seem redundant or repetitive. Bear with me... I promise there's a good reason for this! I want to share with you some of the time-tested tools I've learned over the years through a lot of trial and error. What we're trying to determine here is how honest you are willing to be with yourself, and how much work you are willing to put in to fit back into those skinny jeans. Come on, I know you have them! So, if you want to make it happen, you first need to sit down and do some real serious thinking here. Take your time. It may take a few rounds of interrogating questions to create a clear vision and really nail this down, but by the end of this exercise, you will be empowered and well on your way, with written goals in hand, to making your desires come true.

Remember: YOU and YOU ALONE are responsible for making change happen in your life!

Where Are You Starting?

List 3 things related to your health or fitness that you are currently unhappy about (e.g., I hate the cellulite in my butt, my legs are too thin, I'm tired all the time):

- 1 _____
- 2 _____
- 3 _____

Before you can make a change, you must first recognize a need for change. All of us at some point get discouraged, and if we don't have a clear vision of what we are doing and WHY, we give up. What is your motivation for wanting to transform your health and fitness? Be honest here. If you want to make your friends jealous, then

“As a father of two, I wanted to look and feel good, but I also wanted the energy after work to play with my kids and teach them surfing and skateboarding—the things I enjoy doing. Glenn's system not only brought me back, it took me to a whole new level. Now my wife's even feeling more confident because of the nutritional changes she's made!”

–Joe Marroquin & Family, Redlands, CA



write that down. If you want to feel comfortable taking your shirt off at the pool, then that's okay too. There's nothing wrong with just wanting to look better; we ALL want to like the way we look! Just write down what is really going to motivate you to finally choose a different path.

List 3 honest reasons WHY you want to change:

- 1 _____
- 2 _____
- 3 _____

Now you've identified a few reasons why you want to change. But do you understand what you've told yourself in the past to stop those changes from happening? The number one reason people don't accomplish their goals is that they make excuses. Do any of these sound familiar?: “I'm too tired after work to exercise,” or “It's too expensive to eat healthy,” or “I just can't eat five times a day!” Right now we're going to put an end to these excuses by identifying them up front before you start your 4-Week Jump-Start.

List your top 3 EXCUSES that will keep you from doing what it takes to reach your goals:

- 1 _____
- 2 _____
- 3 _____

Now for each excuse give a counter answer you can use to keep yourself on track (e.g., If your excuse is that you are too tired after work to exercise, then tell yourself that you can work out first thing in the morning.):

- 1 _____
- 2 _____
- 3 _____

Not only do we all make excuses, almost all of us have our own unique, or not so unique, unhealthy patterns of thought, speech, and actions that keep us stuck where we are. Maybe you eat a pint of Ben & Jerry's ice cream or have a few too many beers when you feel down or stressed, or maybe you belittle yourself with negative self-talk when you don't do so well at something. We can be our own worst critic, can't we? If you really want this time to be different, if you really want to succeed in transforming your body, you need to be aware of and admit your tendency to sabotage your own efforts. Don't let your counterproductive behaviors run you any longer! Again, be honest here. You're not doing yourself any favors by sugar-coating what really goes on. Write down the good stuff!

List 3 unhealthy BEHAVIORS that may derail your fitness efforts:

- 1 _____
- 2 _____
- 3 _____

List a realistic SOLUTION for each behavior

(e.g., Instead of eating a pint of ice cream, treat yourself with a small, fat-free frozen yogurt.):

- 1 _____
- 2 _____
- 3 _____

Now that you've defined some of the things you are unhappy about and would like to change, lets switch gears and focus a little bit on the positive aspects in your life. When you feel gratitude, it translates into positivity, productivity, and creativity. More importantly, when you focus on what you are grateful for, you begin to attract more of those positive things into your life.

List 3 fitness or health-related things you are grateful for (e.g., I love my calves, I have great arm definition, my cholesterol is low):

- 1 _____
- 2 _____
- 3 _____

TAKE ACTION NOW

Set Realistic Goals (please participate!)

It's ESSENTIAL that you determine what clear-cut changes you want to see and how you will go about achieving them. Set specific, time-based, measurable, and realistic goals. For example, if you have never run a race, don't make running a marathon your first goal. Instead, choose a 5K or 10K race to run 3 months from when you begin your training. By being specific, you will be more organized and focused. By being realistic, you will set yourself up for ongoing successes instead of continued failures.

Make your goals flexible enough to accommodate any challenges or changes that come up. Set goals within a 3- to 6-month time frame, and re-evaluate every 1 to 3 months. If your system isn't going according to the original plan, or you get injured or sidetracked by something unexpected, cross out the old goals and pencil in some new ones. They don't have to be set in stone as long as you can keep your focus and maintain progress.

Now ask yourself: "If I could be at any level of fitness, what would my ideal future look like?" Imagine yourself one year from today. What would your body, fitness, and health look and feel like, and how would you spend your time? Hold that image in your mind for a few moments before continuing on. Got that vision firmly set? Okay, now you're ready to set some goals.

IDEAL LONG-TERM GOALS

What do you want to achieve within 1 to 5 years?

Think big, but be realistic. (e.g., fit into the jeans I wore when I was in my 20s, keep up with my kids on the slopes, run a marathon):

- 1 _____
- 2 _____
- 3 _____

INTERMEDIATE GOALS

What do you want to achieve within 3 to 6 months?

(e.g., feel sexier, see abdominal definition, have tons of energy every day, run a 10K in my hometown):

- 1 _____
- 2 _____
- 3 _____



So, you just set some long-term and intermediate goals to strive toward. But in order to keep yourself motivated over the next several months, you need to focus on some realistic goals you can reach in the meantime. Take a moment here to close your eyes and envision yourself at the end of four weeks. Imagine what it will be like for you then: how much better you will feel, what you will look like, etc. Mentally prepare for your success by really focusing in on this new and improved future vision: the future you.

SHORT-TERM GOALS

What challenging but realistic goals can you work toward over the next 4 weeks? (e.g., lose 5 lbs of fat, stop eating fast food, bench-press 150 lbs for 10 reps):

1 _____

2 _____

3 _____

It's important that once you have written these goals down, you put them where you can see them every day so you can keep them fresh in your mind. **If you are going to succeed, you must recommit to your goals every day!** I recommend copying your short-term goals and posting them

on your refrigerator door or bathroom mirror. This will definitely help keep you on track on those days when you're feeling sluggish or discouraged. It's also good to keep them visible, as you might find they need a little modifying at first to accommodate real life. If you are going to achieve the unthinkable, you will have to give yourself room to make quick and intelligent adjustments when necessary.

HOW YOU WILL GET THERE

What qualities do you have that will help you achieve your goals? (e.g., being focused, being organized, can maintain motivation):

1 _____

2 _____

On a scale of 1 to 10 (10 being the best):

1 How well have you attained your goals in the past?: _____

2 How well do you think you will be able to attain your goals now?: _____

3 Why will this time be different?: _____

Now list some **ACTION STEPS** you will take to achieve all 3 of your short-term goals (e.g., I'll find a workout partner, I'll get up earlier to exercise before work):

- 1 _____
- 2 _____
- 3 _____

Record the biggest **ROADBLOCK** you may encounter and the **SOLUTION** to deal with it effectively (e.g., Roadblock: I'm so tired or stressed that I don't feel like exercising after work. Solution: I can anticipate my busier days and plan ahead with prepared meals, or I can work out first thing in the morning.):

Roadblock: _____

Solution: _____

List 2 ways you can measure your progress (e.g., having stable energy throughout the day, clothes are looser):

- 1 _____
- 2 _____

Now it's time to envision once again what you will look like when you achieve all of your goals. Think about how good you'll feel physically and mentally when you can say to yourself, "Yes! This time I finally made it!" Just think about that for a minute and really visualize how incredible that experience will be.

List 3 things you'll enjoy doing or feeling when you reach your goals (e.g., the renewed passion in my relationship, feeling amazing in that little black dress, cruising down the ski slopes):

- 1 _____
- 2 _____
- 3 _____

Now we get to add in some fun! Think about what special treats you can reward yourself with at the end of your 4-Week Jump-Start. Make your rewards worth all your hard effort, and most importantly, make sure you actually follow through with them at the end of the system. You will have earned it!

List 3 things you'll reward yourself with when you reach your goals (but only if and when!) (e.g., buy some new jewelry or clothing, take a short vacation getaway):

- 1 _____
- 2 _____
- 3 _____

Now's Your Big Chance

In everyone's life there comes a time when you can make a choice that will transform you in a very profound way. Realize that time is staring you in the face right now and you have two options: 1) to start this 4-Week Jump-Start, or 2) to carry on with the "same old, same old,"—and we both know where that gets you. But changing something that has long been a part of yourself is never easy. I won't promise you a totally new body in four weeks, because that's completely



unrealistic. But realize that every healthy bite you take, every weight you lift, will be pushing you toward the best you that you can be. What I can and will promise you is that if you follow this system, not only will you lose fat and build muscle, you'll build confidence and really change the way you feel about yourself. Imagine waking up every day and looking in the mirror, and having your first honest reaction be a great big smile at your reflection. Having experienced both sides of the fitness coin, I can't begin to tell you how good that feels.

The next four weeks are not just about exercising and eating smarter; they are about taking back CONTROL of your life. But don't kid yourself: there is no perfect time to start something new.

Don't wait for that day to magically come, because despite some serious wishful thinking, we both know IT WILL NEVER HAPPEN. You'll only find yourself right in the same spot you are now, just a little older, a little achier, and probably a few pounds heavier. You just have to make the commitment today and go with it, because there's no time like the present. And you'll need real commitment, because it's going to take that to succeed. Everything worth having in life takes time and effort, and without passion and commitment, there can be no true success.

You Can Expect Results

Working with a knowledgeable personal trainer can be helpful, as it allows you to learn the "how." But getting a complete, easy-to-follow education on exercise and nutrition is even more important because it teaches you the "WHY." If you always want to be dependent on others to feel good about yourself, then just hire someone at the gym and pay them indefinitely to train you. Depending on the amount of time you can afford to spend together, of course you'll get some results (in my experience, an hour once a week gets minimal results at best). But if you ever stop your regular sessions, I can assure you, any results you experienced will not last. At some point (generally very quickly), you will get lost or stuck and again find yourself needing to rely on someone else's time and expertise to get you back on track. On the other hand, if you decide to properly educate yourself, you won't need to rely on anyone else. You'll always be the smartest one in the room when it comes to you and your needs. Even better, you'll actually be the one others come to for advice and inspiration! Wouldn't that feel great?

If you do make the choice to wholeheartedly commit to the next four weeks, you'll create new, healthy eating habits and make exercise a permanent part of your life. Once and for all, you'll take the weight off, pack on some lean muscle, and build a fitness foundation you can stick with well beyond the next month. And the best part? The self-confidence and excitement for fitness that you'll rediscover will have far-reaching

effects. By focusing on taking care of your health and well-being, you will open up opportunities for success in all the areas of your life in which you desire change.

You cannot be the best person to help others until you can be the best for yourself. Your positive mental attitude is not just something you have. It's something you share across the dinner table with those you love at the end of each day. If you can willingly open yourself up to some new ideas, I will give you the actual roadmap to achieving amazing benefits from enjoyable lifestyle changes that give you complete control! Over the next four, very short weeks, you will get a phenomenal education and train like a true champion. I will teach you everything you need to know, including:

- *Creative exercise and nutrition options that work in the busy world.*
- *How to eat in a way that will dramatically speed up your metabolism.*
- *How to create lean, toned muscle that will make you feel sexy again.*
- *Practical tools to manage stress.*
- *How to increase your energy levels and boost your self-confidence.*

Remember, there's no such thing as failure if you don't give up. Make the commitment right now to complete the 4-Week Jump-Start. I've been doing this fitness stuff and helping people just like you for a long time, and I know what you need to know to rediscover passion and vitality in your life. Let me help you become *your own* best personal trainer. Honestly, what have you got to lose? Put your trust in an expert's hands and let's start this journey together.

Choose Your Participation Level




Now it's time to choose the level at which you will participate over the next four weeks. The first decision you have to make is how much time you are willing or able to devote to this system, including how many days a week you will exercise and how much time you will spend during each workout. Ideally, you should be able to perform resistance training and cardio on alternate days, which means working out 4 to 6 days a week. I know that may sound like a lot, and some of you are already saying to yourself, "No way can I do 6 days a week!" If that's the case, then be brutally honest about the work you are willing to put in. If you say that you'll work out 5 days a week, but really know it will only be 4 days max, you're only going to set yourself up for failure. Be realistic here, but also don't sell yourself too short.

You'll also need to look back over your goals and nail down your realistic expectations from this system. It's simple math: the bigger your goals, the harder you will have to push yourself to reach them. Your goals will not only help you determine your participation level, but also how much intensity you will give to each of your workouts, as well as how much discipline you will give to your daily nutritional choices.

If you are unsure about which level to pick, I highly recommend you choose the easier one.

You'll avoid injury and burnout and be better able to cope with any challenges that may pop up. Plus, you can always move up to the next level on your second round of this 4-week system. If you are starting from square one, be patient and realize your body needs time to adjust to your new routine. On the other hand, if you used to be very fit and active, your body may respond more quickly than you think. If you have any medical conditions that may interfere with your participation in this system, you need to factor that in, as well.

Okay, now go ahead and ✓ check off your participation level!

 BEGINNER	 INTERMEDIATE	 ADVANCED
<ul style="list-style-type: none">• You're new to exercise or have been exercising for less than 6 months.• You've failed to get it back so many times before, but you're still hopeful.• You can commit to 2 total-body resistance workouts, 2 to 3 cardio routines, and stretching each week.	<ul style="list-style-type: none">• You've been exercising regularly for 6 to 12 months, 4 to 6 times per week.• You used to be in shape but, despite exercising, may doubt that you can regain your former fitness level.• You can commit to 3 total-body resistance workouts, 3 cardio routines, and stretching each week.	<ul style="list-style-type: none">• You've been exercising regularly and intensely for 1 year or more, at least 5 to 6 days per week.• You are willing to push yourself even harder to get better results.• You can commit to 3 total-body resistance workouts, 3 cardio routines, and stretching each week.• You can incorporate some of your current exercise into the 4-week system.

Make Yourself Accountable

Just think how totally discouraging it is when you've worked hard all week only to have to START ALL OVER AGAIN on Monday after a weekend of socializing and the poor eating choices that frequently go along with it. Even during the week, it can be a lot easier to be disciplined when you're on your own, but if you have a significant other or family around, it's just too easy to get lazy and find yourself eating what everyone else is eating. If they are having pizza for dinner, then it wouldn't hurt if you had just a little, too, right? Truth is, falling into this all-too-easy (and all-too-common) situation can and will completely sabotage all your efforts.

To help combat this, ***I encourage you to recruit one person to hold you accountable to your goals on a regular basis.*** This might sound a bit corny, but, I promise, it will absolutely increase

your success rate to have another person looking out for you when things get tough. It can be a co-worker, spouse, or best friend (even your kids can be great at keeping you honest!). It's best to choose someone who knows you well, knows your excuses, won't be bullied, and knows how to motivate you when you need it most. You may even want to ask more than one person as backup for a little extra help and accountability, and to call you out on your excuses. Maybe even find a partner to do this system with you.

Name: _____

Phone: _____

Name: _____

Phone: _____



Additional Expert Support

I stake my reputation of being one of the top fitness experts on helping people get back control of their fitness, health, and well-being. My clients are extremely loyal because they experience measurable results that last from this proven system, and from there, they are truly able to regain their passion for living. I establish long-term relationships with everyone I do business with, and we have a lot of fun together in the process. Every day of my life, I get to share my passion and enthusiasm for health and fitness and get people back on track to feeling great and loving life. Along the way, I learned a little secret:

*When you love what you do, **all your days are holidays**, and I wish the same for you.*

If there is no one you can rely on 100% to support you in achieving your goals, **you can call me, Glenn, at (303) 242-5434**. If you want to work with me one-on-one in-person or attend a group workshop, I am based in Boulder, Colorado, but travel extensively nationwide. I also offer phone or online coaching worldwide. Go to **www.getitbacksystem.com** for more information and to get all the expert support you need!

Solidify Your Commitment

You've done a lot of hard work, both physical and mental, over the last five days, and you're almost ready to move on to your Jump-Start. But there's just one final, but very important, activity to complete before finishing your 5-Day Prep. Just like with your affirmations, this essential step requires a complete focus of your attention, as well as your intention. It's a waste of time unless you really listen to and think about the words coming out of your mouth. I'd like you to read the following few sentences out loud with conviction and enthusiasm, and when I say "conviction and enthusiasm," I mean **with conviction and enthusiasm!** Say them until you really feel them. Then sign off on your commitment to improving your fitness over the next four weeks.

"I realize only I can create a new life for myself, and I will give it my very best effort during the 4-Week Jump-Start. I am inspired, ready to work hard, and confident this proven system will work for me. I understand that my level of participation will dictate how significant my results will be. I also realize dramatic physical change takes time, and this Jump-Start will initiate a lifetime commitment to fitness. I have now officially started, because it's finally time for me to change my life in a positive way."

Signature: _____

Jump-Start _____ Jump-Start _____
Start Date: _____ End Date: _____

Congratulations! You're now ready to...

GET *it* BACK

HOW WOULD YOUR LIFE *CHANGE* IF YOU GOT BACK THE **BODY** AND **ENERGY** YOU HAD 10, EVEN 20 YEARS AGO?

*Don't wait another minute!
It's time to...*

GET *it* BACK

This book IS NOT another revolutionary “miracle” breakthrough in weight loss that promises the world, but only leaves you frustrated and struggling to keep off the pounds.

This book IS an effective 4-week system designed to get you in the best shape of your life! Learn how to burn fat throughout the day, build lean muscle, and finally take back CONTROL of your health. Whether you are new to exercise or want to achieve greater results with your workouts, you can DRAMATICALLY change the way you look and feel. Create a healthier, sexier body at any age. Get energized and learn the skills to keep it up for life!

Fitness expert Glenn Hattem has 18 years of experience in the fitness industry as a nationally certified personal trainer, nutrition specialist, writer, model, celebrity trainer, conditioning coach, and sports and fitness enthusiast. He has helped thousands of men and women reshape their bodies and live healthier, happier lives. Now it's **YOUR** turn!



“If you are serious about getting back in shape, look no further. **GET *it* BACK** provides powerful, practical tools to maximize your efforts and create real life-changing results that last.”

Dr. James Urban
President, Natural Healing Tools



“Building a strong and healthy body is only one of the benefits of this system. The increase in energy and confidence will help transform all areas of your life and create a better future for you and your family.”

Kelli Calabrese
2007 Personal Trainer of the Year and Author of *Feminine, Firm & Fit*



“Glenn is extremely dedicated to helping former athletes create healthier, more enjoyable lives. His passion and enthusiasm lift off the page and make you feel as if he is doing the work right beside you.”

Michael Dotterer
NFL Superbowl XVIII Champion

