



EXCUSE PROOF FITNESS SURVIVAL GUIDE

7 Cutting Edge Strategies
To Rapidly Burn Fat, Reprogram Your Genetics,
And Bring Your Sexy Back



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Excuse Proof Fitness and Derek Doepker are not responsible if the use of these methods results in excessive levels of sexiness and desirability.

PREFACE:

Who are you and why should I listen to you?

Before addressing who I am, I want to make it very clear that you should NOT blindly believe everything I say in any of my work.

That sounds a little strange, but what I mean is that blindly accepting information just because some “guru,” “expert,” or “guy on the internet who wrote a guide” says it doesn't mean it's always true, or true *for you*. Even the biggest, brightest, most knowledgeable experts disagree on all sorts of things and our knowledge of what works is always changing and expanding.

All I can do is share stuff that has worked tremendously well for myself and literally thousands of others who have taken similar advice both in the “real world” and in scientific studies, but that doesn't mean it will work for you or is even what is best for you at the moment.

Not only that, but some of my recommendations will likely be updated as more research emerges as we are always learning new things. This means I'm not interested in debating whether something said is “right” or “wrong” as much as to whether it is more or less practical and efficient in light of our current knowledge of the human body and mind.

What I hope to do more than anything is inspire you to think and discover your own solutions rather than have me “preach” to you about what you should or shouldn't be doing, but that doesn't mean I won't try to give you a kick in the butt every now and then in hopes of waking you up. Realize I only do it because I care enough about you that I know it may help you get results.

It's always up to you whether or not you want to accept anything I present or say that “this guy's full of it,” which you're more than welcome to do.

With that being said, let me introduce myself.

My name is Derek Doepker and I **used** to be unhealthy, scrawny and weak, and I ate fast food every single night for years on end while REFUSING to eat anything remotely healthy.

I'm not going to give you some sob story about how much my life sucked because for all intents and purposes, things weren't *that* bad.

Yeah I got picked on growing up because I was small and weak and wouldn't defend myself, but overall my out of shape body and poor health habits didn't make me cry myself to sleep at night.

Certainly other people, and perhaps yourself have faced a lot more pain and suffering from the condition of their body like my friend Shane whom I will tell you about in a moment.

But one thing I did have is an ever curious mind and desire to learn. After reading about the damaging effects, from a scientific perspective, that the things I was doing was having on my body by studying books on anti-aging, I decided to make a change at the age of 17.

Even though "Super Size Me" or "Fat Sick and Nearly Dead" weren't around when I got started, I'm sure they similarly have prompted many people to change their behaviors by demonstrating the consequences of poor choices. (Regardless of your thoughts as well as the accuracy and limited perspective of these types of documentaries, they at least provide food for thought)

No longer were my bad habits something that were going to hurt me when I was 80, but I saw that my bad habits were affecting me TODAY by making me feel like crap all the time and setting myself up for rapid aging and disease formation to the point where I may be getting irreversible health conditions in a matter of years rather than decades if I kept up what I was doing.

To make a long story short, I studied a lot about the human body and exercise. I quickly turned around my diet, went to the gym at least three times a week, and by applying sound principles I was able to gain 23 lbs of lean muscle and weight while getting a ripped six pack in a few months.

My transformation was so rapid and powerful the people in my high school couldn't believe a scrawny kid transformed into one of the fittest guys.

My close friend Shane Edele saw my results and he was sick and tired of being fat. He came to me for advice because of the pain he was experiencing from his condition and he was ready to make a change.

I shared my knowledge with him and he went from 218 pounds to 170lbs and got a lean athletic body and six pack for the first time in his life within *three* months.

Neither of us did anything "extreme," we didn't use drugs or fat burners, neither of us were gifted genetically (though not "cursed" either), we didn't

spend our lives in the gym or kitchen, but we both were extremely disciplined with following our respective plans.

The true test came however in college when I was busy and broke and trying to follow a specific diet or exercise regimen could be nearly impossible at times due to various circumstances.

It's one thing to be in shape when everything in your life follows a nice steady routine and there are no challenges, but how many people can't quite get it together if they have jobs, family, limited budgets, and other challenging circumstances that sabotage their time, willpower, and resources?

For me though there was no going back. Once I tasted the sweet success of having a healthy, fit body that I could look in the mirror and be proud of, I knew I had to find ways to keep and build upon that no matter what other crazy stuff I had going on in my life ranging from classes, jobs, music rehearsals, social life, no money, etc.

So that's when I developed all of my time and money saving strategies both for eating healthy and exercising that allowed me to get in even BETTER shape by spending *far less time* exercising and cooking.

I made it a science to develop the absolute most efficient ways to get results with the least amount of effort required and Shane and I would swap ideas and insights over the phone. Before long, when people saw how great our bodies looked and how easily we got our results, they wanted to know our "secrets."

The biggest problem though was that most people wouldn't even take the time to apply the *stupid simple* recommendations we gave because just as quickly as they'd ask for advice, they'd have an excuse like "I'd love to get in better shape but I just don't have the time/money/genetics/willpower/etc."

As I faced our own challenges in life, I realized that a big part of success was that I looked at things differently. Both through real world experience, and countless hours of studying the world's most successful people, I realized that no one gets results until they change their mindset.

After all, I can show you how to make delicious meals for days in literally under 5 minutes that costs LESS than fast food, but if someone doesn't believe it's possible for them to get in shape, and SEE it's possible from watching us do it, then they won't start doing the things they need to do.

After many literally thousands of hours of research into psychology, neuroscience, and human behavior plus physiology and exercise science to understand why I easily got results and others didn't or couldn't even get started, I realized there were things missing from most traditional fitness advice.

It was that simply knowing **WHAT** to do isn't always the problem, it's understanding **WHY** people do what they do (or don't do what they don't do) that really determined whether someone would be successful.

To give an obvious example, how many people make a New Year's Resolution to get fit, "know" what they should do, but then don't follow through?

It was after researching this that I understood why Shane and I were able to make rapid shifts in our health and fitness, despite the fact that both of us were terribly unhealthy and out of shape, and how the same things that triggered us to make a change and stick with it can be applied ON PURPOSE in anyone who wishes to make a change.

That means if you've struggled to "get yourself motivated," then you can re-program your mind so that you will be unstoppable in doing what you actually want to do instead of feeling like your life is run by your "habits" and "emotions."

Imagine being able to "brainwash," for lack of better word, yourself **on purpose** so that you do exactly *what **you** want to do* and enjoy every minute of it.

Warning: Knowing how to apply this may cause you to rapidly become **extremely** sexy and desirable to the point others may become jealous.



In case you were wondering... here's my credentials

What makes Excuse Proof Fitness different?

After years of research and experimentation, I knew what worked for me and for others, and I also knew strategies that were so stupidly “excuse-proof” that ANYONE could use them to get results no matter what their circumstances were. The problem I faced however was that almost everyone had their excuses preventing them from even getting started.

So I identified 3 elements that would enable anyone, regardless of their circumstances, to get started and stay on the path to lifelong success:

1. Getting in the right frame of mind so you are actually *excited* by health and fitness and making it something you enjoy for the rest of your life. This works even if you are repulsed by the thought of eating salads and drinking water all the time (which luckily you don't have to do!) like I was when I first got started.
2. Knowing the most effective and efficient strategies so you can get in incredible shape and look downright **sexy** without sacrificing wasted hours exercising, cooking meals, or obsessing over calories and food. These strategies must also be **so effective** they work even if you have the “world's worst genetics” and obesity and/or health issues have been with you all of your life and run in the family.
3. Knowing how to **keep** your results forever. That means you don't just get in great shape, but you're able to stay in great shape for the rest of your life no matter how crazy your life gets. “Calorie counting” *is out*, and 5 minute fat eliminating health building meals *are in*.

The problem with other many products and programs:

There are a lot of **great** programs, trainers, tools, and advice out there. But there's probably a heck of a lot more crappy stuff, gimmicky infomercials and hyped up “magic pills” being pushed on people.

The truth is, you really don't need a lot of that stuff when you really understand human physiology. Even if you've “tried everything” and nothing worked, I can promise you there's a lot of cutting-edge stuff emerging in research about how we can even overcome “genetic limitations” to reprogram the body to be lean and sexy, but it doesn't come from following most of the typical advice out there to “eat less, move more” which can sometimes do more harm than good!

Another issue with these programs is they tell you it should be super easy and you'll lose 10 pounds each week. Although that can be done, what if you aren't able to keep those results? A lot of people who lose a significant amount of weight gain it all back within a couple years. (Except those who follow the strategies shared throughout Excuse Proof Fitness)

The truth is there are going to be some challenges and it *isn't* always easy, but when you have the right "tricks" and "tools," you can easily overcome many of the challenges and actually thrive because of them. But that takes ignoring the hype you've been sold and focusing on what really gets results.

So what makes "Excuse Proof Fitness" different, and why I created it is because while a lot of programs focus on "what to do," I included the "how to get yourself to do it" component. That means focusing on all 3 elements by:

1. Developing unstoppable motivation through the latest research in psychology and human behavior on "reprogramming your emotions" to be thrilled by health and fitness and excited each day to see your body transforming in front of you both on the INSIDE and out.
2. Teaching you the latest and greatest strategies for rapid fat loss, muscle and strength gain, and how to shape your body closer to what you desire in a way that is **safe** and **permanent**!
3. Giving you strategies and tips so simple and "excuse-proof" that ANYONE can get themselves to do them even if they are crazy busy, dead broke, stressed out and overwhelmed, or can be just plain lazy.

I must warn you a lot of this stuff may seem a little "unconventional" or appear like it has nothing to do with health, fitness, and getting sexy.

But remember, that's because much of what you may have been told has only been fraction of what you "NEED" to know. I'm giving you part of the **complete** blueprint on how to change your body and mind from the inside out.

That means I'm including things from advanced psychology, genetic research, and other areas of study outside of diet and exercise. So some of it may sound like "therapy" or seem "silly," but you have to decide do you want to do what seems "cool" or "normal" only to get crappy results like everyone else, or do you want to apply what will have a **profound** effect even if it seems silly or like it may not work?

I ask that you reserve judgment until you give some of these things a fair shot. Most of the stuff I share has some serious scientific backing and/or real world results to demonstrate effectiveness.

If you **diligently** apply one of these strategies and it's not for you, by all means ignore it and move onto the next strategy. Some of this stuff isn't for everyone, and that's cool.

Everything, including the emotions you feel to the foods you eat, and even the people you hang out with affects the chemicals and hormones in your body to move you closer to or further from a drop dead sexy body. When you set everything up to work *in your favor*, you'll find yourself getting sexier, with less effort, and **keeping** the results for the rest of your life without losing sleep or missing out on enjoying life.

I have literally hundreds of pages of cutting-edge techniques to accomplish all of this, and there's some pretty advanced stuff that's not for everyone. But some people just want a few simple but powerful things they can do TODAY to get them on the fast-track to sexy.

So I created this guide to give you a few of the absolute most essential things to know and give away some of my best strategies like:

- How to naturally, instantly, and safely eliminate stress and balance the body's hormones to a state of fat burning and healthy recovery. Research from a leading health institute has shown significant strengthening of the body's immune system to overcome "chronic" illnesses using this one weird "trick."
- Find out why your habits keep you stuck, and how you can toss out your old habits as easily as you toss out trash then "program" the habits YOU want **on demand**.
- How to get yourself excited by health and fitness so you CAN'T STOP yourself from exercising and enjoying delicious healthy meals, even if you *hate* physical fitness and are currently are REPULSED by anything "good for you."
- A powerful "mind hack" that works to activate the area of your brain responsible for problem solving so you can tap into your inner "creative genius" to find solutions to your problems *without having to rely on others*.

- Why all the debate on the “best” diet is just keeping you stuck and out of shape, and how to get around all of the overwhelming conflicting and confusing information to get to what REALLY works to strip pounds of fat of your body and **keep it off** safely.
- How to make “fast food” meals in less than 5 minutes that last for days, taste delicious, and cost a fraction of the price as going to the nearest drive through!
- The little known and *free* “technique” that will reduce inflammation, provide endless antioxidants to fight aging, and re-balance your circadian rhythms. Aging and disease skyrocketed after people stopped doing this one thing, and 99% of people are guilty of not addressing it. HINT: It has **nothing** to do with diet or exercise.
- Why you can throw away those expensive and dangerous fat burners and replace them with a *dirt cheap* product from any grocery store that will help your body burn fat, fight aging, and improve your health while making meals taste delicious.
- Find out the essential nutrients you are almost **guaranteed** to be deficient in. Warning: A healthy diet or “multivitamin” alone will almost *never* fix these.
- Learn why the vast majority of people who get in great shape won't keep their results and will end up FATTER and LESS HEALTHY years down the road and how **you** can avoid being one of them with one rarely discussed *secret to permanent fat loss*.

Plus a WHOLE LOT more... Enjoy!

CODE RED!

Your sexy body has been taken hostage by body fat.

This fat is stubbornly refusing to cooperate with negotiations.

We are now initializing a rescue mission to bring your sexy body back.

Mission Directive:

Rescue your sexy body and bring fat under your control quickly, safely, and permanently.

Mission Overview:

INTEL ON FAT:

Fat has built an intense defense system to prevent itself from being taken out.

It alters the sexy body's genetics and tricks you into thinking there is nothing you can do to change this.

It feeds off of toxins, junk food, and a sedentary lifestyle to keep itself thriving.

It sucks health, energy, and vitality from the naturally sexy/healthy body to keep it from fighting back.

It uses persuasive propaganda tricking you to believe you are powerless to stop it because of "lack of time," "lack of money," and/or "lack of willpower."

HOW WE'LL WIN:

Fat's defense is mostly smoke and mirrors. Numerous world class experts from a variety of fields including athletic training, nutrition, neuroscience, psychology, performance medicine, genetic research, longevity and more have discovered fat's weak points and developed strategies to successfully overcome its defenses quickly and safely in all types of individuals no matter the circumstances or stubbornness of the fat.

We've compiled these field tested protocols into this guide to give you the resources you need to rescue your sexy body. Although there are many ways to tactically rescue a sexy body from fat, we've provided seven essential time-tested user friendly strategies in this survival guide which when used together, will virtually guarantee a successful rescue operation.

This will be a challenge, but you will have the tools and step-by-step plan to get through it.

Do you accept this mission....?

The Objectives and Strategies

Objective 1: Overcome Fat's Defenses

Strategy 1 : Manage Stress

Successful Outcome:

Re-balance hormones by reducing fat storing hormones and increasing fat burning hormones. The immune system improves significantly.

Alter the body's genetic expression to favor "health" vs "protection" mechanisms

Decrease sense of "overwhelm" while maintaining a healthy level of "good" stress to promote favorable neural-pathway development in the brain to in-grain healthier behaviors with ease.

Why This Works:

It's been estimated that over 95% of diseases has a stress component. Stress, or lack thereof is also one of the body's biggest signals for how it alters genetic expression. (Yes, your genetic expression can be altered and isn't set in stone from birth.

Check out: <http://www.youtube.com/watch?v=Xjq5eEslJhw>, <http://www.youtube.com/watch?v=4iCcnDuY6-4>, and the book [Biology of Belief](#) by Dr. Bruce Lipton

While a small amount of stress can be beneficial to the body (think exercise) by promoting favorable adaptations and increasing neural-pathway development, excess and in particular chronic stress will cause numerous problems such as fat gain, muscle loss, decreased performance, loss of sex drive, and psychologically speaking a desire to avoid anything that adds further stress.

Why is that last point important? Because doing ANYTHING new can cause a small increase in stress. Think about the average person who lives off of junk food and reality TV trying to eat healthier and exercise. Most people know they "should" do those things, but because those activities new and different, they will be slightly stressful at first.

Since people tend to already be overstressed, their bodies and minds naturally resist these new "healthy" behaviors simply because it perceives they

will add even more stress and feelings of being overwhelmed. Hence the New Year's Resolutions that never quite pan out.

If you can learn to manage stress, you'll be able to de-clutter your life of all the nonsense that is getting in the way of you really doing what you want to do. This means new activities like getting in great shape become "fun challenges" rather than overwhelming burdens done out of "necessity."

Stress and emotions go hand in hand. Research from the Heartmath Institute (heartmath.org) has shown that the heart is a powerful influence on the body's chemistry and emotional state. Where it was commonly thought the brain controlled everything, we now know that the heart actually sends more signals **to** the brain and has significant control over how we feel.

This may be hard to wrap your mind around since we are often taught the brain is the control center, but actually it appears as though the brain is often **responding** to signals sent **from** the heart.

The heart sends out pulses of information that can be measured on a heart rate variability monitor (HRV). Emotional states such as love, gratitude, joy, and the like produce a nice coherent readout on a HRV, whereas stressful states like anger, anxiety, hatred, and the like produce distorted readouts.

The research has found the change in the heart rate is a signal to the brain, which in turn sends a signal to the rest of the body to either get stressed out, or to start healing. Something as simple as feeling anger for instance drops the immune function significantly, even long after the feelings have passed while feelings of gratitude enhance immune function.

If anyone is tempted to think this is some fringe "psuedo science," realize the impact of emotions and stress on health has long been documented in mainstream medicine, but we are just now beginning to understand why and have the tools to objectively measure this.

For more science and research, I suggest visiting <http://heartmath.org/>

Watching This Youtube Video: http://youtu.be/Kyfm5_LLxow and read the book " [The Heartmath Solution](#)

Stupid Simple Summary:

*Excess stress in various forms including emotional stress (overwhelm, anger, anxiety, hatred etc), and external stress (toxins, poor diet, etc.) **directly** creates health problems of the body and keeps the body in a fat storing*

state and out of a fat burning state. It also **indirectly** interferes with fat loss efforts by making a person weaker, reducing their willpower, and generally making them not want to do anything to leave their comfort zone and old unhealthy habits.

How To Fix It:

Breathing Meditation:

Meditation is an excellent tool to balance the body and the mind and can even create long-lasting changes in the structure of the brain. You don't have to become some monk, new-age hippie, or ultra spiritual dalai lama to benefit from meditation. Studies conducted taking brain scans of people regular practicing meditation show the real world benefits on their body and brains' health and chemicals as well as in their everyday life.

Check out:

<http://abcnews.go.com/Health/meditation-brain-rewire-study/story?id=15001280>

<http://well.blogs.nytimes.com/2011/01/28/how-meditation-may-change-the-brain/>

If we know exercise benefits the body from activity, taking time to recover and rest through meditation is then important for balance.

To begin your daily meditation practice for reduced stress (and many other surprise benefits), you can do something as simple as focused breathing. Practice 3-5 minutes of breathing meditation to calm body and mind where you simply bring your conscious awareness to your breathe slowly going in and out. Feel free to increase to 10-15 minute meditation sessions.

As opposed to breathing with your chest, focus on breathing in and out slowly through your diaphragm or stomach area. Your shoulders will remain level. Deep breathes through the diaphragm activate the parasympathetic nervous system to calm the body down and shut down the stress response.

The research from the Heartmath Institute finds that imagining the air you're breathing is coming in and out of the heart area and focusing on feelings of peace, relaxation, and gratitude puts the HRV into a coherent state.

You can consciously produce these feelings with practice. To begin with, it may help to say the words "peace, relax, be calm" or whatever you want to yourself and/or imagine something that brings about those feelings like a peaceful scene, a happy experience, or things you're grateful for in life.

It really doesn't matter so long as you generate those feelings and learn to create those feelings on demand. That way, you can reduce stress and manage it **on demand** when life gets hectic and you don't have time or the ability to sit down and do a meditation session.

Letting Go:

Believe it or not, we have the power to control our emotions and can choose to let go of stressful feelings at anytime. It does take practice however because most people have been programmed for a lifetime to either suppress their emotions, or alternatively be completely run by them.

The key is to first practice the ability to welcome your feelings without resistance to them. This is hard for many, but getting better at it frees you from being ruled by your emotions or fearing them.

Welcome and allow emotions to be rather than attempting to suppress them. Allow yourself to feel them fully and then you may ask yourself if you would like to let this (feeling) go. You may also ask "Would I rather feel this or would I rather be at peace?" Repeat as necessary.

Check out:

[The Sedona Method Book](#)

Forgiveness:

Forgive those who've wronged you, and seek forgiveness from others.

Now before you think I've gone from a "fitness guy" to "spiritual preacher guy," realize this is coming from not just a spiritual angle, but from a physiological and psychological angle. Carrying anger, hatred, grudges, and the like is more poisonous than nearly any food you can eat as your body can **literally** be producing poisonous substances while in these emotional states. This may be true even if you are unaware that you have these feelings because they've been suppressed.

This is not merely an option or suggestion, but a necessity for health, wellness, and well being in all areas of your life. Emotions are an often unad-

dressed "missing link" in many fitness programs. Nothing else done can replace this step.

Check out:

http://greatergood.berkeley.edu/article/item/the_new_science_of_forgiveness

Besides the direct damage of these emotions, indirectly, when a person wants to take away underlying emotional pain, they will often resort to lifestyle behaviors to mask the pain which often in themselves are not healthy like excessive drinking, harmful drugs, smoking, overeating, etc.

I challenge you to forgive and seek forgiveness, otherwise you can be quite literally poisoning your body daily with the toxicity of anger, resentment, guilt, shame and similar emotions all of which not only cause a decreased enjoyment of life, but interfere with optimal health and fitness.

Tip to forgive others - You're **not** saying what they did was *right* or acceptable, but you're choosing to allow love to replace the toxic feelings and restore not only your health but get a piece of your life back. Understand people usually do the best they can in any circumstance. Imagine living in their shoes for a while and see if you can get why they did what they did, or how if they could truly understand the pain and wrongness of their actions they never would have done what they did.

Tip to forgive yourself - Understand you often did the best you could in any circumstance. If you have wronged someone else, tell them you're sorry if possible. If you can right the wrong, do so. Call them, email, or at least write a letter and keep it to yourself until you're ready if you want to send it. If you are unable to reach them directly or they have passed away, simply imagine yourself facing them and letting them know you're sorry and accepting their forgiveness will work. If it helps to get in touch with the feelings you can say things like "I love you, I'm sorry, please forgive me, thank you" to yourself. If the person you harmed was *yourself*, still do the same.

Yes, this may sound a bit silly, and being a masculine logical thinking guy myself I find it can be easy to write this stuff off as a bunch of "woo woo BS," but I recommend it because I've seen it work in myself and many others. If there is even a slight possibility it could improve your well being or help you achieve your goals, don't you think it's worth a try?

Helpful Tips:

Remember you only have this present moment. When the mind wanders to thoughts of the past or future, imagine a magnet pulling all your scattered thoughts back to you in this moment.

Where you focus your attention expands. Make notes of what can be done later without dwelling on a future that hasn't happened or may not happen, and place your highest attention on what is in the present or "now." You can only change the future by what you do in the present moment.

If you find yourself overwhelmed by all that is "going wrong," take a moment to consider or write down everything in your life that is "going right" and experience sincere gratitude by choice.

Stretch rather than break your comfort zone.

Your emotions are useful tools and guides and all emotions have their place and are part of the human experience. The key to being able to "let go" of emotions is to first welcome and listen to what they're there to tell you. You are the master of your own feelings including how you let things affect and stress you.

Practice "letting go" daily. With practice, you can let go of virtually any emotion including anxiety, fear, worry, regret, and the like.

Visit <http://heartmath.org> for free stress relief information, tools, and education.

**"The best way to reduce stress in your life is to stop screwing up." -
Roy Baumeister, PhD**

Strategy 2 : Practice Awareness

Successful Outcome:

Stick to your resolutions rather than fall back into old habits

Change your behaviors without it feeling like you're "forcing it"

Stick with your healthier behaviors with greater ease

Why This Works:

Over 90% of your actions, including whether or not you're going to eat healthier, exercise, and do the things that are required to lose fat and get in shape not conscious, but driven by habits or "programs."

This isn't bad. To have to make a conscious choice for everything you do in life would be overburdening. Imagine having to consciously use each muscle to walk across a room. This tendency to rely on programmed behaviors however is why so many people can consciously want one thing, like to start eating healthier and exercising, and yet not seem to be able to get themselves to follow through.

Also, most people's minds are being preoccupied with thoughts of the future and the past, and have thoughts creating emotions like regret, guilt, fear, and anxiety further stressing them and keeping them stuck in old patterns.

While there isn't anything inherently wrong with thinking about the past or preparing for the future, most people are *obsessing* way too much about stuff that they have no control over wasting their mental energy. This mind chatter often keeps people in a trance like state unaware of what is really happening in the present moment and therefore unable to change their habits. Even people who know about this condition of the mind aren't completely free from its effects.

Have you ever been able to see a behavior, habit, or trait in a friend or acquaintance that they for the life of them couldn't see in themselves? Perhaps they were just like one of their parents in some respects but would vehemently deny it if they were ever told of the similarity.

We are all in a certain trance unaware many times of our own nature, actions, and inner drives.

The first step to making any change, including the change to get healthy and fit, is **awareness**. Or, "self-awareness."

This is as simple (though not always easy) as becoming an observer of your own world. An observer doesn't judge, it merely looks on with curiosity.

Here's an exercise.

Become aware of your scalp.

Notice any sensations, temperature, and tingling.

Try this with another body part. Just put your mind "into" it and notice it for a few moments.

Chances are, before hand you were completely "unaware" of it because your mind was somewhere else.

Now simply notice your thoughts and feelings. Don't judge them, just see yourself experience them as you would an outsider looking in.

The idea isn't to change them, but just observe and be aware of their presence. You also want to make sure to actually be engaged in the thoughts and feelings as a participant, not just an outsider.

This is called "participant observer" where you both experience and observe. It's being attached and "detached" all at once.

Chances are, you've been going through your day completely unaware of what is driving you to do the things you do or not do. After all, how many people want to quit smoking, eat healthier, and enjoy a sexy body but don't do all the things they know they "should do" in order to have that stuff? It's because they are *unaware of what is really driving their behavior* and therefore cannot make changes to their deeply engrained habits and "programs."

How To Do It:

Daily Awareness:

When you go through your day, simply be aware of your thoughts and feelings as you engage in any behavior related to health and fitness including making excuses (and anything else, this is an important practice to have at all times).

Don't judge yourself for making a certain excuse, food or exercise choice, but simply notice your thoughts and feelings as a curious observer would looking at yourself.

This step will help uncover many underlying conditions that have caused you to make the choices you've made, and sometimes by awareness alone you will naturally start to make choices in a more mindful manner directed towards your goals rather than directed by your habitual programming.

Beliefs:

"You are exactly where you want to be." Sounds harsh? If you think about it there may be more truth to that statement than you'd like to admit.

When it comes to health and fitness, there are often many "counter" beliefs to what your goals may be. If you're not in great shape, there's a reason you aren't doing the things needed to get in shape. And no, it's not necessarily because you were just "born that way" or "cursed with bad genetics" which admittedly play a part, but aren't the whole story.

Become aware of your limiting beliefs holding you back from your health and fitness desires by asking questions like:

- What is the benefit of being overweight or out of shape?
- What is the benefit of eating junk food?
- What is the benefit of avoiding exercise?
- What is the downside of being in great shape?
- What is the downside of eating healthy food?
- What is the downside of exercise?

These are just a few examples. If there's something you know would help you get to your goals, but you're not doing it, then there is likely an attachment to an old behavior and/or resistance to the new "healthier" behavior.

Practicing awareness daily also uncovers these limiting beliefs.

You don't even have to find a *specific* limiting belief or be aware of what it is or where it came from. If you simply have the *feeling* of attachment or resistance to something, you can **choose** to let it go.

You may simply ask any of these and really get in touch with your feelings.

Repeat these questions numerous times until beliefs shift:

"Would I rather have this...(belief, feeling, old behavior, etc.) OR would I rather have a healthy sexy body that I'm proud of?"

"could I let go of this (belief, feeling, old behavior, etc.)?"

"can I let go of resisting (XYZ desired behavior)?"

"can I let go of my attachment to (XYZ undesired behavior)?"

Will all your old beliefs vanish instantly and suddenly you magically transform? It's possible, but not always going to happen. Chances are you will make this a daily practice and will gradually uncover more and more things and get better and better at letting them go.

It's something I do each day as I'm constantly learning more about myself and growing, but I find its a fun process because I realize **I** am in control of my life, my thoughts, my feelings and **I** have the power to shift these things.

So enjoy the process and don't get too attached to needing everything to fix itself instantly. You've gotten to where you are after a lifetime of programming, but the good news is you **CAN** make significant shifts in your life using these tools and other things and sometimes very quickly or even instantly, but the speed at which the changes occur aren't as important as recognizing you can make those changes in the first place.

Helpful Tips:

Awareness is the first step to change. Oftentimes simple awareness of the problem is enough to shift it.

Your feelings and beliefs often dictate a lot more of what you do than conscious thought, but by using conscious thought properly you can alter feelings and beliefs so they become your allies instead of your enemies.

You may also shift your beliefs by writing down why your limiting beliefs aren't true and creating a "counter argument."

"Whether you believe you can or can't, you're right." - Henry Ford

Strategy 3 : Eliminate Excuses

Successful Outcome:

Reach goals regardless of obstacles like limited time, budget and willpower

Discover innovating solutions to seemingly "impossible" problems

Use obstacles and adversity as opportunities rather than roadblocks

Why This Works:

The biggest thing that is stopping you is YOU.

Don't like that level of brutal honesty? Deal with it.

A lot of people hand their power over to objects, circumstances, and other people.

A smoker thinks they "**have** to have" a cigarette vs "wants to have." But no one has died from a cigarette deficiency.

Also, a cigarette has never jumped into a smoker's mouth and lit itself. It always takes the individual to make their own choices to "give away" their power to a behavior or addiction.

The sooner you can let go of "your story" for why you're where you're at today, and take personal responsibility for getting to where you want to go, the sooner you can start living a life of empowerment.

It's like getting out of the passenger seat of a car complaining that you're not getting to where you're going and stepping into the driver's seat.

Yeah, you may get lost, make a few wrong turns, and have to take some detours, but at least you are now an **active** participant in YOUR LIFE rather than someone for whom life just seems to passively "happen to them" rather than FROM them.

This isn't to downplay the significance of addictions or human emotions and it can certainly be considered "easier said than done."

These challenges of false beliefs, distracting thoughts, and runaway emotions are things that human beings have dealt with for thousands of years. This stuff is what we ALL deal with as human beings including myself.

Also, some people **are** given some pretty crappy hands in life. And certainly not everything that happens to you or has happened to you is your fault.

But taking responsibility means you can practice the "ability to respond."

Many of the world's most successful people in all areas weren't necessarily those born with a silver spoon in their mouth. They developed their drive to success and tenacity, perseverance, resilience, and other qualities from the **challenges** *they faced and overcame*, **not** from escaping challenges.

If they simply sat there and said, "well things aren't the way I'd like them to be, guess there's nothing I can do about it" or at the instance of a setback gave up, they wouldn't be successful OR inspiring to those around them.

If others have inspired you, it's because you recognize a quality they have is something that exists deep within you yourself.

Stop waiting for things to be perfect, because they never will be.

Rather than waiting for things to align in your favor, figure out how you can overcome the obstacles in your life so that no matter what life throws at you, you can be ready.

If you manage to reach your goals under ideal circumstances, will you be prepared to keep your results when faced with adversity and setbacks?

If, however, you manage to reach your goals despite numerous challenges and obstacles, chances are you will have developed what it takes to succeed no matter what life throws at you. So not only can you enjoy the fruits of your labor, but you can be confident that no matter what happens, you'll have the resilience to overcome any setback and keep your success.

The only way to know how truly unstoppable you are is when you've faced things that could have stopped you, but you didn't let them.

If you want to make a change in your life, the first step is to stop making excuses and start making solutions.

What are excuses? I consider excuses as: "disempowering declarations."

Think about this, when someone makes a declaration, any possibility to the contrary is automatically closed off from their awareness.

So as soon as someone says "I don't have enough time," are they going to ever notice the potential free time they do or could have? Are they going to even consider what they could do with the time they have?

No. Once they make that declaration, they are set in that belief and won't notice any times or ways where that declaration isn't necessarily true.

You're going to be faced with a choice.

Do you want your excuses? Or do you want to have a sexy, healthy, energetic body?

You can't have both.

Pick one and say goodbye to the other.

How To Do It:

In the "Excuse Proof" system we eliminate excuses by neutralizing them with their opposite.

That doesn't just mean making "empowering declarations," but taking it one step further: by asking "empowering questions."

"I don't have enough time," becomes "how can I make time?" or "what can I do with the time I do have?"

"I don't know what to do," becomes "how can I learn what to do?" or "who can I ask that can teach me?"

Obviously these are just a couple examples.

The point is that once you start asking questions your mind looks for solutions and potential avenues. It's like looking for the detours instead of only seeing the roadblocks.

Another way to think of it is that the quickest way to walk through a crowd of people is to not focus on the people, but the gaps and openings between them.

That doesn't mean answers will always come right away, although some might, but it allows one to be receptive for answers to start showing up, sometimes in the form of just the first step and even in ways the person could never imagine.

If you want to start asking yourself just one question, it could be "what if every problem exists so that its solution can be discovered?"

This gets a person out of focusing on the problems, which will only expand those problems, and gets them to start focusing on the solutions to those problems.

"When you stop declaring perceived limitations as truth, you can start discovering true possibilities as limitless." - Derek Doepker

Objective 2: Take Out The Fat

Strategy 4 : Whole Food Nourishment

Successful Outcome:

Significant amounts of fat drops off the body

Hormones are optimized to burn fat and nourish muscles

The brakes are put on wrinkles and aging

Health and energy levels improve

Toxins are safely eliminated resulting in a clean body

The immune system improves preventing and fighting disease

Reset the body's fat "set-point" so it maintains a lean fit physique for life

Why This Works:

Ever heard of the "eat less, move more" way of losing weight?

Wonder why it works better for some while others struggle to lose weight with this method or lose weight but then gain it all back in weeks, months or a couple years later?

Well there are a lot of reasons, but one reason may be that this statement (like every simple statement) is incomplete.

I present to you the strategy of "eat **less** *crappy* food, eat **more** *nutritious* food, and move more in a smart way."

(Unfortunately, my saying isn't quite as simple, and people prefer simple soundbites regardless of how inadequate they are to really get a point across)

The reason to eat more nutritious food is because people aren't just overfed, but they're "under-nourished." Their bodies are craving whole foods and nutrients but instead they keep eating junk food that's stored as fat while the

body is starving for essential vitamins, minerals, phytonutrients, and other things.

The reason the body keeps telling people to eat more is because it's starving for the things it needs and instead it's given more toxins and crap to process without adequate resources to do so.

Living off of five cookies a day may be "eating less," but it will destroy the body. Living off of five pounds of fresh produce a day may technically be "eating more," but can result in significantly less fat and better health.

This is often the notion behind why "diets don't work." Depending on how you define diet, this is true. If diet simply meant eating anything you want but in lesser amounts, they're very hit or miss.

But if diet is referred to as simply as "a way of eating," then everyone is essentially "on a diet" and saying they "don't work" is like saying air doesn't help you breathe.

After researching numerous diets from high carb to low carb, vegan to purely carnivorous, paleo to raw foods, I've found there are MANY ways to get a desired result and improve health.

Although the debates will rage on, I present to you my preferred method to deal with the madness: "find where most experts agree, take common sense steps to do things better than what you are currently doing, and balance practicality with ideology."

Add in a bit of self-experimentation and lab testing to figure out what your body needs and you can pretty much ignore all the latest and greatest fad diets (although there are some great books on diet out there, don't get me wrong).

What this means is that the sheer number of different ways people are able to lose fat and get healthy (or gain fat and degrade their health) shows the body isn't as simple as it's made out to be, but **nor** do we have to over-complicate things.

Instead of focusing on the "best" diet, perhaps start to focus on a "better" diet than what you currently have. Who cares whether a person's vegetables are raw or cooked if they're living off of soft drinks and doughnuts. They just need to eat some frickin' vegetables any way they can!

I promise you if your food intake only consisted of fresh vegetables (even starches like organic potatoes and rice), fruits, healthy fats, quality sources of protein, was largely plant based, didn't include tons of stuff made in a factory, then you will lose weight and get healthier, sometimes *very* quickly.

The elimination of refined starches and sugars (as opposed to the complete elimination of carbohydrates), and the elimination of man-made trans fats and rancid vegetable oils alone would SIGNIFICANTLY reduce body fat and health issues. But that means being conscious of what you eat, and learning to prepare meals yourself.

Adding in some super-foods to replenish missing nutrients and powerful longevity herbs is also important. The issue with the simple recommendation to "eat less" is that it doesn't take into account the need for eating more health foods.

How to Do It:

Drink spring water, distilled water, or reverse osmosis as your only forms of water. Replace soft drink and any calorie filled beverages with water as much as possible. Teas and moderate amounts of coffee are ok, but still make sure to get plenty of water.

It is vital to carry a large water container with you at all times. Shoot for up to a gallon a day depending on what you feel you need.

Think of this water as the means for the body flushing out toxic fat stores and rebuilding itself. If this is new and you have to pee a lot, don't worry. Eventually you won't have to go to the bathroom as much as you get used to drinking more water.

2. Rather than worrying about exact amounts of protein, carbohydrates, fats, and calories, first strive to include more satisfying nutrient rich whole foods that are better than their counterparts (sugar from fruits vs. refined sugar, whole grains vs. refined grains, grass-fed meats vs. grain-fed meats, etc.)

3. When grocery shopping, most of your food should come from the outside isles of fresh produce, fruits, vegetables, meats, and other whole foods. The food you eat should come from the ground, a tree, or unless you're a vegetarian, an animal that was ideally raised under good conditions.

4. Eat until you're about 80% full and fill up with mostly fibrous vegetables. Counting calories isn't necessary for many, but at least save it for after you've developed basic healthy eating habits for fine tuning purposes.

5. A "Crock-pot" or slow cooker may be used to prepare a large amount of food with very little prep time. ([See crockpot video on blog](#))

6. Avoid refined vegetable oils (olive oil is ok) and at all costs deep fried foods and partially hydrogenated and hydrogenated oils (look at labels).

7. Substitute artificial sweeteners like aspartame (Equal) and sucralose (Splenda) with more "natural" forms like stevia, xylitol, and even raw honey or organic blackstrap molasses.

8. If looking to burn fat, reduce carbohydrate from refined starches, processed foods, and refined sugars and substitute them with whole fruits, vegetables. (In particular fiber rich vegetables)

9. Avoid non-fermented, non-organic, and large amounts soy. Whole food organic sources of soy like tofu can be healthy and fine in moderation, but avoid living off of processed soy products which are high in phyto-estrogens and can interfere with fat loss.

10. Eat as many leafy greens and other greens as possible, ideally raw but just make sure to get them in however possible. The more raw fruits and vegetables you can get in your diet, the better as a general rule of thumb.

Raw options include salads, green "smoothies" made with a powerful blender or green juices, and my favorite method of simply crushing a large bowl of raw greens with a little unrefined salt to break it down similar to cooking and adding something like lemon, spices, vinegar, and optionally olive oil.

11. Including some fermented foods like raw sauerkraut and kefir to restore gut microflora which is responsible for immune system function, hormone production, and metabolic factors like obesity is HIGHLY recommended.

12. Eliminate most dairy all together when attempting to lose fat outside of optional cultured dairy like kefir and/or a quality (homemade) yogurt.

13. Don't stress about how many meals, the size of your breakfast, or eating too late in the night. They are very minor details. Simply shoot for 3-4 balanced meals a day.

"If man made it, don't eat it" - Jack LaLanne

Strategy 5 : Restore Deficiencies

Successful Outcome:

Assists body to maintain a lean fit body on a daily basis

Hormones are optimized to burn fat and nourish muscles

Inflammation is dramatically reduced preventing aging and disease

Health and energy levels improve

Toxins are safely eliminated resulting in a clean body

The immune system improves preventing and fighting disease

Body becomes stronger and more resilient to stress

Why This Works:

This strategy works in close conjunction with a whole foods way of eating to allow the body and the genetics to "reset" to that of a more youthful, vibrant, health filled and downright sexy version of you.

Even if those were never qualities you've had due to a lifetime of health issues, the body is almost always capable of repairing itself when given the tools it needs.

The body often doesn't want to store excess amounts of fat unless it feels it needs to for survival purposes. Our ancestors may have benefited from extra fat for periods of famine, but in today's day and age that same quality is destroying many people's health.

Three big interrelated physiological reasons the body may store more fat than is ideal is because of hormone imbalance (leptin, insulin, estrogen, cortisol, thyroid T3/T4, etc.), inflammation, and environmental toxins.

Stress management and certain herbs can help with cortisol while whole foods can assist with some of the other hormone imbalances. More in depth details for easily dealing with all of these hormones and detoxification of toxins can be found in the various "Excuse Proof Fitness" programs and resources.

The key thing to ask is "why are these things whacked out in the first place?" Chances are, it's because the body is not living the way it should. It's being exposed to harmful toxins on a level it was never designed for, not being physically active which moves lymph and fluids through the body, and hasn't been given the resources it needs to carry out all of its biological functions in addition to being over stressed emotionally which has some of the biggest impact.

In other words, the body has to compromise looking and feeling sexy in order to just stay alive.

How to Do It:

1. Restore magnesium levels.

Magnesium deficiency is the most common mineral deficiency and it is responsible for over 300 enzymatic processes as well as blood sugar regulation. Difficulty sleeping, anxiety, restlessness, are all symptoms of magnesium deficiency.

Magnesium oil, magnesium bath flakes, and magnesium rich bath salts like dead sea salt are the fastest and safest way to restore magnesium, magnesium taurate in addition to other chelates are acceptable but slower and have more potential risks, and raw cacao (raw chocolate) is one of the highest food sources of magnesium. 500-1000mg if not using oil or food.

2. Get adequate sleep.

Sleep in a darkened room, and before bed reduce exposure to artificial light like computer screens and tv's to produce melatonin.

Lack of sleep disturbs the body's hormone balance and is associated with excess fat gain. We produce growth hormone during deep sleep which is responsible for fat loss and muscle gain, particularly in women. The body also repairs itself from exercise during deep recuperative sleep. Lack of sleep increases stress levels in the body reducing performance and promoting fat gain.

3. Restore vitamin D levels. Nearly everyone who doesn't take steps to restore vitamin D will be deficient; it influences over 200 genes. Some sunshine (not too much as to cause sunburn!) is good for overall health and to produce vitamin D. For those who either can't get enough sun or are at risk for too much sun and burning, supplementation can be done with vitamin

D3. 5000IU a day of soft-gel or liquid form is a good starting point for adults. Get tested to prevent toxicity.

4. Restore Omega 3 levels.

Like magnesium and vitamin D, Omega 3 levels are low in almost everyone. Include a high quality marine oil like fish or krill oil. Vegans may use Algae oil although it is less ideal. Around 3 grams a day of a standard dose fish oil is a good starting point.

If consuming lots of fish, watch out for mercury toxicity. Eat wild caught, smaller fish from cleaner waters. Fish oil (omega 3s) are particularly important for those wishing to lose fat as it helps with inflammation and insulin levels.

5. Correct Your Unique Deficiencies:

Getting a nutritional test done is a safe objective way to tell you what you should and shouldn't be consuming.

Spectracell.com offers a variety of tests to accurately determine deficiencies. Correcting deficiencies through whole food sources is recommended before attempting to supplement with less effective vitamin and mineral products.

For sources of supplementation and discount prices, see the resources section at <http://excuseproof.com/>

For more resources on correcting various health and body imbalances for rapidly reducing fat, gaining muscle, and improving energy levels, be sure to check out the books and programs from "Excuse Proof Fitness."

"Let food be thy medicine and medicine be thy food" - Hippocrates

Strategy 6 : Strengthen Your Sexy Body

Successful Outcome:

Have less fat and stronger muscles. Look more athletic, fit, and straight up sexy

Shape the body towards your desired look

Prevent injuries and allow for daily tasks to be handled with ease

Improve confidence

Assists body to maintain a lean fit body on a daily basis

Hormones are optimized to burn fat and nourish muscles

Health and energy levels improve

Toxins are safely eliminated resulting in a clean body

The immune system improves preventing and fighting disease

Body becomes stronger and more resilient to stress

Why This Works:

When it comes to getting fit and sexy, there's some debate as to what is more important: diet or exercise.

Here's an insight, they're both important. With regards to pure fat loss or fat gain however, diet will have the biggest impact.

That being said, for maintaining and adjusting the body's fat "set-point," exercise is incredibly important.

That's because vigorous intense exercise not only burns fat (and glycogen) for energy, but it also increases the body's metabolism throughout the day.

Plus, a body that is used to moving around a lot doesn't want to carry extra weight. Sedentary living, sitting at a desk or on a chair all day, and other forms of inactivity are fat's greatest allies and a sexy body's greatest threat.

Resistance training promotes favorable changes in hormones to decrease the amount of nutrients that are stored as fat, and increase the amount of nutrients like glycogen stored in muscles.

Muscle is also metabolically active. That means the more muscle someone has, the more calories they burn each day and the more they can eat without storing fat.

The muscles are like a bunch of furnaces constantly working to burn off the calories you eat and acting as an insurance against gaining fat.

Keeping your muscles strong and active also promotes the favorable burning of fat over muscle tissue when restricting food intake. If you drop 10 pounds, would you rather lose 5 pounds of fat and 5 pounds of muscle or only lose 10 pounds of fat?

Either way you lose the same amount of weight, but the latter will look much better than the former.

When people go on hard-core crash diets and lose lots of muscle along with fat, they also risk a rapid rebound of gaining all the lost weight back and then some. Their metabolism slows down to a crawl as they are dieting; exercise is a great way to keep the metabolism running hot even when a person isn't eating as much.

Women, do not fear adding muscle or getting "bulky" from working out to hard! It's not going to happen! You don't have the hormones to gain significant amounts of muscle or get super ripped. You can train as hard as Arnold Schwarzenegger in the gym and never be mistaken for anything but a super, sexy, fit woman. You will never look "bulky" as so many women are afraid of.

If you as a woman do gain muscle more easily than you'd like, reduce the amount of resistance training done, but still include it to maintain the amount of muscle you'd like and add it in the right spots. Hint: Most women love having a stronger firmer set of glutes (butt) which comes from hard training, not whimpy aerobics classes.

Guys, it's harder to gain weight than you think. If you don't want to be "huge" you should still train hard. If you DO want to be "huge," you'll need to eat hard.

Even if you only want to gain 5lbs of muscle, you still want to reach that goal quickly.

When people say: "I don't want to build a lot of muscle, I just want to get a little more toned," and so they train using pink dumbbells and text on their phone while using a machine, it's sort of like a person saying: "I don't want to dig a 10 foot ditch, just a 1 foot ditch so I'm going to use a spoon instead of a shovel."

Although different body shaping and performance goals do have different means of training for them, I do recommend always including some heavy resistance training to preserve your muscles and keep them strong.

90% or more of people want the same thing. A little more muscle, a bit (or lot) less fat. Man or woman, the means to get there *quickly* doesn't vary that much.

In addition to resistance training, cardiovascular training is important for improving heart health, circulation, and promoting fat loss. From a fat loss point of view, short bouts of intense exercise are more effective than longer cardio sessions.

Resistance training can also be a form of cardiovascular exercise when done with higher amounts of sets and/or reps combined with minimal rest. In fact, circuit style training is excellent for combining muscle building and fat loss efforts into a single training session.

Both resistance training and cardiovascular training utilizing shorter intense bouts of effort and occasional longer bouts of activity are recommended in addition to the daily habit of moving around more.

How to Do It:

Resistance exercises should include upper body pushing, upper body pulling, and lower body pushing. More advanced training will hit both the horizontal and vertical plane for total upper body development and have single leg work for lower body.

A basic routine can include any variations of pushups (upper pushing), rows (upper pulling), and squats that will *challenge* the body.

Once proper form is established, the exercises can be done to reach near muscular failure in 15 repetitions or less while using a rep speed that is controlled all throughout the movement such as 3 seconds up and 3 seconds down. Rest 2 minutes between sets or cycle through each exercise one after another with little to no rest for increased cardiovascular training.

(An expanded routine can include pushups and overhead press for upper pushing, pullups for upper pulling, and lunges for lower body)

The entire body is trained three times a week to begin with full body sessions each time. As you improve, decrease the reps to 5-10 with more resistance.

A similar routine may be done in the gym swapping pushups for bench presses and overhead presses, using rows and pullups/pulldowns, and squat/lunge/deadlift/leg press variations for legs.

The key for beginners is to master form of the major movements that challenge the most muscles on a single movement. Focus on compound movements to begin and work with exercises that avoid stressing any joint issues.

High intensity interval training or circuit training is ideal for conditioning.

Example: All out effort (sprinting, fast cycling, etc.) 30 seconds followed by light effort for 1:30 repeated for 5-8 cycles 2-3 times a week at most.

High intensity workouts should last between 15-30 minutes.

Walking as fast as possible for 15-20 minutes also works or walking on an incline at a moderate pace for 20-30 minutes are also great options for those wishing to improve conditioning with less joint impact.

Additional lower intensity conditioning work such as walking or swimming for 45 minutes to 1 hour may be done 1-3 times a week.

These may be some "basic" routines, but they are highly effective and essential to master before moving on to more advanced movements and protocols. After a while you'll need to challenge your body more, and go beyond what is listed here to continue to get results as well as avoid boredom.

That's why you'll want to check out the full Excuse Proof Fitness book and programs. You can also check out <http://excuseproof.com> and go to the resources section for access to a large number of *free* detailed home and gym exercise training routines that meet your current needs and for additional variety. There are no shortage of good training protocols out there for any body type, goal, and circumstance and we'll show you some of the best.

**"Everyone pities the weak; Jealousy you have to earn."
- Arnold Schwarzenegger**

Objective 3: Enjoy Your Sexy Body (Forever)

Strategy 7 : Make Fitness A Habit

Successful Outcome:

You stay lean, fit, strong, and sexy permanently

Enjoy your favorite treats, deserts, and pleasures without losing your physique or regaining fat

Spend more time doing what you love and less worrying about your body

Continually improve your health, fitness, and appearance with less effort

Enjoy on-going success on "auto-pilot"

Why This Works:

There is absolutely nothing wrong with the the "get-fit-quick" concept in theory. In fact, some of the methods used for extremely rapid fat loss *are* safe and effective, and getting slow to no results is usually just a matter of following ineffective methods or not treating an underlying condition.

Deep down inside though, most of us are torn between two conflicting ideas.

One is the desire for there to be a "magic bullet" or "secret technique" that gets results extremely quickly with very little effort. Most of us are programmed for instant gratification.

But another part of us knows these things are usually "too good to be true."

We are skeptical because we inherently know that anything worthwhile rarely comes without effort. Or at the very least, nothing worthwhile **sticks around** without effort.

There's some good news and bad news.

The bad news is that "get fit quick" concepts rarely deliver their hyped up promises for the vast majority of the population, and when they do, people often regain lost weight and fail to keep their results. What good does it do

to lose 30 lbs in 30 days if after another 30 days the person has gained back the 30lbs and then some?

The good news is that there **are** effective and efficient means to get rapid results without spending a lot of time and effort cooking meals and going to the gym. In fact, maintaining a high degree of fitness rarely requires more than a few hours of dedicated effort a week.

Most personal trainers and educated individuals like myself know a number of powerful tricks to rapidly drop fat and/or build strength and muscle. Some of them aren't terribly difficult either.

But there's a catch. Focusing only on these methods, while they may be great for getting movie stars in shape quickly for a role or helping motivate very out of shape people by showing them how quickly they can get results, these methods aren't always the best for long term use for the average person wanting to get *lasting* results.

The trick to lasting success though is to get out of the frame of mind that is HAS TO BE easy, instantaneous and effortless.

It CAN BE these things, but a much more empowering mindset is to simply value health and fitness like you value your job, family, friends, and other things you prioritize in your life and do what it takes to see the results you want.

If you only want it to be easy, it may be harder than you think.

If you go into it *accepting* it may be a challenge, you could find yourself pleasantly surprised at how easily you can overcome the obstacles you'll face and yes, you will face obstacles.

The problem with the "it should be easy" mindset is that people give up when the going gets tough or think they're doing something wrong.

The problem with the "it should be hard" mindset is that it can result in doing things inefficiently and thinking it's normal to not see results for long periods of time. Or doing way more work than is actually necessary or even ideal.

Say/think: "it may be easier or harder at times, but it's important to me so I'm just going to do whatever it takes and just enjoy the ups and downs."

The underlying root problem for many people is that they're so focused on the end goal, they lose sight of the process.

This not only makes it much harder to stay motivated, particularly when results aren't always blatantly obvious, but it always delays happiness and fulfillment to some point in the future.

Instead, why not enjoy the process and treat the goals as stepping stones?

Goals will always come and go. If reaching point X is all you want to do, what are you going to do after you get there? Give up all together? Stop taking care of your body and health?

No. Why not treat point X as merely one point of many that you go through in life?

If you see health and fitness as a way of life, then doing all the things you need to do will come much more easily, and you'll make them into *habits* rather than forced behaviors.

Habits run on auto-pilot in the subconscious mind. So just like you may have some bad habits that hold you back, imagine how powerful you'd be if you had **good habits** installed.

How easily could you keep your sexy body if it was natural for you to eat healthy and exercise regularly?

It would actually be a challenge for me to eat junk food and not exercise because they're such a regular part of my lifestyle. It would be *harder* for me to get out of shape than it would be for me to stay in shape because I've made the required behaviors *habitual*.

Ask yourself, do I just want to **get** a sexy body, or do I want to **have** a sexy body?

Getting a sexy body for a day is a different task than *having* a sexy body for a lifetime, and the difference lies in whether you make the beneficial behaviors needed for achieving a fit body habitual.

Another benefit of having good habits installed is that you can occasionally take a break and eat some treats, miss some exercise sessions, and still maintain good results. That's because you'll fall back into good habits and those things were just a slight deviation.

It's important to recognize that a person just starting out breaking bad habits will have a much more difficult time if they eat an addicting junk food than a person who has broken their addictions and can freely eat those things without it turning into a downward spiral.

Look at beneficial habit development as an opportunity to enjoy your favorite things without the fear or anxiety that you're going to lose all that you've worked hard for.

Trust me, I can eat any junk food or a treat or take a break from the gym and never have to worry about losing my sexy body as I'll get right back into my good habits of healthy eating and exercise.

This takes time though to develop, and it's very important to uninstall the bad habits and put in the good ones before this is a luxury that most can enjoy.

How to Do It:

Focus on the process rather than the end. There is no "end." Health and fitness is a lifestyle.

The goals are all stepping stones and calibration points to figure out how well what you're doing is working.

They also serve as useful means of motivation such as a goal to compete in an event or break a record in the gym. But the goals are never what it's all about. The goals are there to help fine tune behaviors and instill positive habits.

Focus on doing a few manageable things at a time. A lot of people make a New Year's Resolution like: cut out all sugar, processed foods, run 10 miles a week, lift weights 4 times a week, etc.

If they're not eating anything healthy or exercising at all when they make this resolution, they're almost guaranteed to fail.

A better approach may be to do all those things by the END of the year, but start out gradually. You can do something like:

Month 1 January: Cut out all soft drinks to one a day and replace with green tea. Carry a large water container at all times filled with spring water and lemon juice.

Month 2 February: Replace *all* soft drinks with water and tea. Start to run twice a week for at least half a mile and up to 3 miles at a time.

Month 3 March: Replace lunch with a spinach and mixed vegetable salad. Experiment with recipes to find a great tasting healthy homemade salad dressing. Go to gym at least twice a week to do resistance training.

Month 4...

You get the point. Each month a person would take on a new behavior that is a challenge, but totally manageable. They don't overwhelm themselves with a bunch of new stuff to keep track of and try to do and set themselves up for success.

After a month of doing their new behavior it will probably be pretty much a part of their daily routine, so that they can add in new things each month without it causing too much stress or over thinking things.

Now there's nothing wrong if a person is so fed up with their condition they want to make a lot of changes at once. But each person must be realistic in how much change they can make at a single point in time balanced with work, family, and other obligations.

The key point is to develop a new habit each month. By the end of the year they not only have reached their goal, lost a lot of fat, gotten in better shape, but going into the next year they'll be able to easily sustain their results because they've programmed those beneficial behaviors into their subconscious mind as part of their daily life.

They did things gradually so they weren't overstressed. And they only had to "force" themselves to do a few things at a time until they became effortless.

I highly suggest writing down goals, reading them aloud daily and telling a supportive person about what you are doing and recruiting them as an "accountability partner." Getting accountability is one of the most sure fire ways to improve your compliance. How much harder will you work when you have a boss to answer to than when you're on your own?

Excuse Proof Fitness focuses heavily on the use of strategies rather than strict plans. Counting calories isn't sustainable over the course of a lifetime; knowing a few healthy low-calorie nutrient dense recipes that are quick and easy to make can keep you in great shape for years.

Have a number of "tools" in your tool belt for when things get tough. Learn a few recipes that only take 5 minutes to prepare. Cook in bulk in a slow cooker or a large batch so you have healthy food to eat in a pinch.

Learn bodyweight exercises and get some inexpensive equipment to workout in your home or office if you can't make it to a gym or don't go to a gym.

These are strategies that can be used daily when the going gets tough so you can always be doing something, even if it's just maintaining your results while you focus on other things in life.

Helpful Tips:

Symptoms and solutions of not treating health and fitness as a lifestyle:

1. Someone gets so focused on losing weight quickly that they fail to see the big picture of keeping that weight off or focusing on "weight loss" instead of "fat loss."

Would you rather lose a pound a day and then gain it all back a year later, or lose a pound a week and *keep* that weight off and look sexy **for the rest of your life?**" Don't lose sight of the long term for short term gratification.

A large portion of people who win the lottery are broke a few years later. They got the end result without having a solid foundation of knowing how to manage money. With fat loss, a very similar trend occurs. Many people who lose a lot of fat gain it all back because they focused on how to get results in the short term without knowing how to sustain it. This phenomena has as much or more to do with mindset as it does bodyfat, "setpoints" or the failure of conventional "diets."

2. Jumping from one book, diet, or program to another without giving anything a fair shot.

Stop looking for a magic bullet. Get the basics of health and exercise down. Then tweak gradually to see what will work better for you. You need a solid baseline to make adjustments to figure out what does and doesn't work.

3. Getting off track one day and giving up all together.

If it's a lifestyle, does it matter if you mess up one day? If you don't take a shower one day, do you stop taking showers all together? I hope not...

Instead you jump right back on. What does a single day, week or month matter compared to the rest of your life? Mistakes and setbacks will happen. They are unavoidable so embrace them as learning experiences. So many people never even get started because they fear they're going to screw something up.

4. Getting overwhelmed with information and not getting started.

Get solid advice, avoid doing overtly stupid things that can lead to injury, get personal coaching and training if needed, but most importantly just get started and keep going no matter what. Do one thing better today than you did yesterday and build from there. The results from simple actions compound over time to big results.

5. Not being motivated.

You are always "motivated." You just may be more motivated to do one thing like watch tv than workout. The key is to focus on what you *value*. Focus on values rather than goals. The goals and details can change, but keep your destination in mind. It's ok to quit on the details, not the destination.

Your training routine and diet are all subject to change and improvement. But the idea of giving up all together on taking care of yourself isn't as wise if you *value* your body.

Values vary from person to person. Looking good naked may mean nothing to some, but for them being healthy and in shape enough to play with their kids could mean the world.

Focus on your values and then connect that to your health and fitness goals and watch your motivation change. If you aren't motivated to do something, it may be a result of you not feeling it is a big enough priority over the other things in your life.

Whatever you are passionate about and do effortlessly, try to figure out why you are so passionate about it and then see if you can connect those feelings and values to your health and fitness pursuits, or see how being more fit will help you continue to enjoy those other things even more.

Making fitness a lifestyle rather than simply a goal is one of the primary reasons I created "Excuse Proof Fitness."

It's one of the hardest concepts for people to grasp, and everyone has different circumstances and challenges. The last thing I want to do is tell people what they "should do," but rather show them possibilities and help them discover solutions that work for their own life.

There's no way a short guide can cover all the strategies and tips out there, or more specifically what YOU need personally. Given that we can only include so much in a single guide, these 7 strategies are only the tip of the iceberg and you may be wanting a lot more tips on how to actually apply these strategies with techniques, recipes, and step-by-step plans on where to go next.

Don't worry, you're in luck! If you need more insights into getting a head turning body, you're about to discover my absolute best strategies for rapidly burning fat and keeping your sexy body for life even if your broke and busy with bad genetics. It's all found in my guide "50 Fitness Tips You Wish You Knew" which is a #1 bestseller on Amazon in health and weight loss. This is where you can learn the most important strategies and tips I've uncovered in my years of research for getting a lean, sexy body and keeping it forever... fast!

50 Fitness Tips You Wish You Knew: <http://amzn.to/Wn4Ulx> (print version) and <http://amzn.to/U33zCM> (kindle version)

In my book "**How to Stick To A Diet**," you'll discover psychological tips and tricks to "hack" your brain for more motivation here:
<http://amzn.to/WBpWgw> (print version) <http://amzn.to/10Cdm7i> (kindle version)

Free kindle reading apps at: <http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000493771>

The blog at <http://excuseproof.com> – Make sure to sign up for the newsletter on the main page if you haven't already (that offers this Survival Guide) where I share my best tips for staying fit forever.

The youtube channel at <http://youtube.com/excuseproof>

Facebook at <http://facebook.com/excuseproof>

Podcast at: <http://excuseproof.com/category/podcast>

Excuse Proof Fitness has a number of programs and books with more in depth information and strategies, but remember all these things are just tools.

YOU are the source of your results and you're probably a lot smarter than you give yourself credit for. Use this survival guide as a supplement to your common sense and wisdom that you already have. The best warriors use their own inner knowledge above and beyond any book they read to complete their mission.

**"Motivation is what gets you started.
Habit is what keeps you going." - Jim Rohn**