



Yuri Elkaim's

SUPER NUTRITION

ACADEMY



MODULE #11 - Lesson 1

Self-Image – Who Are You?

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What's The Difference?

What is the difference between the man on the left and the man on the right? His name is O'Neal Hampton, Jr. and he was one of *The Biggest Loser* successes. I believe he started around 300 pounds and as you can see he transformed himself. What is the difference between him before and him after?



What about Daris George? He was also on *The Biggest Loser* and look at him afterward. It doesn't look like the same person. What is the difference between the before and the after? We're talking about the same person here.

My friend David Wolfe is one of the foremost leaders in raw-food nutrition and holistic healing. He has been completely raw for about 20 years. Both of his parents are medical doctors, he was conceived. He says he was conceived in a medical-school library. You can imagine his upbringing was very allopathic.

He grew up eating the same traditional cooked foods that most of us eat but at a young age he understood what these foods were starting to do to his body. When he was 19 he went completely raw and hasn't had cooked food ever since.

David has never been sick. It's not an option or a consideration for him. What is it that allows people like David, Daris, and O'Neal to create this type of success in their lives?

Self-Image

I'm going to argue that it's their self-image. We've talked a lot about nutrition strategies, how disease is created, how we overcome them, but it is your self-image that dictates whether you'll use the information or not.

David Wolfe has the self-image of somebody who is invincible. He's the epitome of energy and vitality. That's what he believes in his core and his actions are a reflection of that.

Daris and O'Neal from *The Biggest Loser* had a very different self-image when they started the show than they did when they left. At 350 pounds you have a certain self-image of yourself as being perhaps gluttonous, somebody who can't work out or can't eat healthy. To lose 150 pounds and to start living your life requires the individual to see themselves differently, and this is why I believe that self-image is a huge catalyst for change.

Self-Image and Potential

Here's a great quote from T. Harv Eker, "If 100 foot oak tree had the mind of a human, it would only grow to be ten feet tall." Every time I hear this quote it's so enlightening because human beings have unlimited potential, but due to years of conditioning, we have literally blown out our reserves of potential, if you will.

We're brought into this world as an oak tree with the potential to become 100 feet tall, but because of parents, teachers, and society telling us no, instilling fear in us, we lose that potential and what we want to become diminishes over time.

The self-image of a two-year-old is unstoppable. My son Oscar is almost two and he doesn't understand what happens if he falls off the counter, so he believes that he can sit up there and kind of straddle the edge. I don't want to say, "Oscar, get off the counter. Don't do that, don't do this, don't do that,"

because it shuts down his natural curiosity, it shuts down his ability to explore life and experience things. Although I would not rather him fall off the counter, I understand that sometimes they need to experience things for themselves to learn.

If your parents or the people that influence you are constantly telling you don't do this, no, no, no, how do you think that's going to impact you? Are you going to feel confident in your abilities? Are you going to want to get out of your comfort zone and explore things? No. you're going to be very confined, you're going to be limited, and your self-image is going to be very different than if you had the opportunity to explore and figure things out on your own.

Conditioning

Conditioning. There was an interesting experiment that took frogs and put them in glass jars for 30 days. Normally a frog can jump about one foot high. The frogs would instinctually jump up but every time they did they'd hit their head. At first this happened several times a day.

After 30 days they took the lid off the jar and instead of jumping out the frogs just sat there. The frog had been conditioned that if it jumps too high, it will hit its head and that hurts. Therefore, jumping equals pain. The frog literally was a prisoner to this jar.

A similar thing happens with circus elephants. When they are young the elephants want to explore and they try to run off but the rope tightens and pulls the elephant back. He tries to run around and explore things, but, bam, the rope tightens and pulls him back again. Over time the elephant becomes conditioned to follow the radius of that rope, whether it's a meter or ten meters.

When the elephant becomes full-grown it would have the strength to easily walk away and uplift that wooden peg but because it's been conditioned that trying to get out, leads to the pain it will stay within the radius of the rope.

I'll give you another example. Our dog Jax had to have back surgery because he had three herniated discs in his back. We have a couple different staircases in our house of about five or six steps each that the dogs go up and down to go outside. After the surgery we put this chair in front of the stairs and every

time he wants to go outside, he goes to the chair and just stands there then I pick him up and take him outside.

After we did this for several weeks I decided to take the chair away to see if he learned that when he wants to go outside he has to stand at the stairs. So, we remove the chair and the next time he wanted to go outside he went to the staircase and waited for me to come pick him up. He has done that ever since.

This is the power of conditioning. And here's the thing we respond the same way to conditioning. If you continually set goals and you continually fail to achieve them you're conditioning yourself that every time you set goals you fail at them.

What conditioning leads to is hopelessness and helplessness? This is a very bad thing.

What is Self-Image?

elf or herself, either from personal experiences or by internalizing the judgments of others.” A simple definition would be the answer to this question: “What do you believe people think about you?”

3 Questions

Here are three questions that we often use to identify our self-image. First question: How do I look? We form opinions of ourselves based on how others see us. That’s why consumerism is rampant. We care about other people’s judgment of us. We want to look good so we get cosmetic surgery, boob implants the whole bit.

Second question: How am I doing? We form opinions of ourselves based on how we *compare* to others successes and failures. This is especially true if those people are related to us in terms of business. We look at our colleagues as if we are in competition. We look at ourselves and say, *I’m not where this person is; therefore, I’m a failure.*

Our worth becomes dependent upon our performance and success. Many times we define ourselves by how successful we are, how much money we make, what kind of car we drive. This is more prominent in certain cultures. I can speak from my own experience. My dad’s side of the family is Moroccan and thankfully I didn’t spend a lot of time with them growing up. They live in Montréal, I live just outside Toronto, so I see them occasionally. Everyone in that bubble has been brought up to believe that they need to become a lawyer, a doctor, a professional. That is what they were taught leads to a happy life. Everyone on my dad’s side of the family thinks this way.

I’ve obviously picked up some of that but I I’m a little bit more conscious than some of my relatives. I *do* enjoy nice cars. I *do* enjoy wearing nice clothes. Maybe I’m rationalizing this but the way I see this is that if I want to feel good, it helps if I dress well. I work at home, and if I’m wearing my boxers or a baggy jogging outfit I don’t feel the same as I would if I came downstairs wearing a suit.

I like to think of myself in a certain way, and my clothing supports that. When I dress well I feel well. I hold myself differently. I do different things.

Okay, so the type of car you drive. I'll never forget one of Amy's midwives is very overweight and I'll never forget coming into the driveway and seeing her car in our driveway. Her car was a typical lower-end type of car. I remember looking in the window as I walked by and it was just *polluted* with garbage. The sad part is that this midwife was very overweight, and you could tell, you could just see the association.

There's a saying that I've often heard from T. Harv Eker that says: How you do anything is how you do everything. If you keep your car looking like garbage, most likely, you as an individual are not going to be addressed and feeling successful.

Third question: How important am I? Again, this usually relates to our status. How do we compare ourselves to, again, others? Are we important to, for instance, to God, to our church, to our work, to our family? These are the questions that help us identify who we are. So, how do I look? How am I doing? How important am I?

6 Basic Human Needs

There are six basic human needs. This comes from Tony Robbins' work. This is like a condensed version of Maslow's Hierarchy of Needs shorted to the most important ones.

Certainty, Tony Robbins says, is the most fundamental human need. We need to feel certain that, for instance, the sun is going to rise tomorrow. We need to feel certain when we're a baby that our mum will be there for us. At the same time we also need variety or *uncertainty*, which means that we also need change to keep us stimulated.

The third is significance and this one is a little bit scary because if you base your life around the need for significance which I believe a lot of egomaniacs do, a lot of Hollywood celebrities do, you can never get ahead. You're always striving for more, always striving for more, always striving for more.

My friend has brother who is a doctor, very successful, entrepreneurial, is always starting new adventures. I'll never forget he pulls up to my buddy's place one day in this brand-new Maserati he was driving it around showing it off. He's always been like this. He's always been the star, so he needs this feeling of significance for whatever reason.

He drives the Maserati through; beautiful car, just amazing. A month later I hear he's not enjoying the car as much because he saw somebody on the road with that same car. So, the next time I'm at my friend Pierre's house his brother pulls up in a *different* Maserati, even more souped up than the first one. Only ten of these in North America.

For him, it's all about exclusivity, all about being the *only* person who has this car so he feels *significant*. What I'm trying to say is that with significance, you can never get ahead. You can never win that game because you're always looking for what's next.

Love and connection. We all need to feel love, we all need to feel connected. I think now connection is more important than ever as we become more

technological with Facebook, iPhones we don't even have conversations anymore. We're seeing more people disconnected than ever because of their electronic devices they're not having face-to-face communication anymore. We're seeing a lot of problems because of that.

Growth and contribution. These are the two that Tony Robbins calls spiritual needs. These are the two that if you live your life by feeling the need to grow and contribute it will bring you long-lasting, true happiness.

Let me give you an example from my own life. The main purpose with my business is contribution. That's one of the biggest needs I have contributed to this planet. I'm very passionate about health and living not just a healthy life but an amazing life.

I've been able to, over a decade or so, really transform my life from always being in a scarcity mind-set, not having enough money, being in poor health to transforming all of that to being, to not having to worry about money, to having great health, to feeling more connected with meaningful people. What I'm most proud of is being able to contribute to the lives of others, who in most cases I've never met. For me, that's more gratifying than any sum of money.

However, initially you have to take care of things. You have to pay your bills so certainty was initially a big thing. I literally stopped training all of my clients and I said, you know what, I'm just going to go full throttle into my business. I literally took a pay cut of about 80% of what I was normally making, and I said, "Well, there's not a lot of certainty anymore, so I gotta make things happen in terms of my income."

The other thing is growth, and this is definitely something I'm also very passionate about. I firmly believe that each one of us needs to spend time learning, growing every single day. If you're not growing, you're dying. We're like plants, right? I've taken up flying lessons because, for me, it's a huge stretch. It's like going back to university but in something I actually really enjoy. Learning a language, taking dance or acting classes, doing things that get you out of your comfort zone to help you grow as a person. Very, very important for your happiness it identifies with one of the most important human needs that we all have.

Confidence is Everything

I want to share an amazing quote with you from one of the most brilliant men I've ever met Dan Sullivan, owner and founder of Strategic Coach, which is a coaching program that has coached more successful entrepreneurs than any other program in the world. He's based out of Toronto, and I'm very fortunate to know him.

He says about confidence: When you don't feel confident, it doesn't matter how capable you are, what kind of knowledge you have, or what type of resources you have to draw on. Without confidence, none of these assets work for you. In fact, you may not even see them. Confidence is the electricity that powers everyday progress and achievement.

Confidence is everything. I've experienced this firsthand in my own life; I'm sure you have as well.

Exercise for Developing Confidence

Here's an exercise for developing confidence, which is part of one of Dan's programs. He uses this tool called the 21-Day Positive Focus, at the end of each day write down five daily achievements. Next, you write down the reason these are important to you, then you write further progress in each area, and then you write down the next specific action for each one.

Why does this help you develop confidence? You can only build on success. If you continue to tell yourself, *Man, I didn't do this today. I didn't do this again. Oh, man,* you can only feel like a failure. You can only worsen your self-esteem and lower your confidence. However, when you look back over your day and say, "Yeah, I did this today, I did this today, I did this today," you will boost your self-confidence. It's all about what you focus on. Are you looking at the tails or the heads side of the coin?

Example

Achievement	Reason Why	Further Progress	Specific Action
Woke up at 6am and worked out	Gets me into my morning routine	Do it daily	Write down workout plan before bed
Spent morning with Oscar	Because spending time with Oscar is important to me (and him)	Take time each day to devote to Oscar	Spend time with him each morning before work/school.
Listened to T Harv Eker mindset audio	Got clear about how to systemize my daily planning	Keep listening to these audios	Take dogs for walk while listening to audio
Recorded nutrition video	Leverages my knowledge, allowing me to help more people	Put into system for automated distribution	Delegate to Adam
Recorded 4 meal prep videos	Allows me to connect with my clients in a fun and intimate manner.	Schedule more time to do similar videos	Shoot new videos tomorrow.

Here's an example from my own life. In the left-hand column we have the achievements. First, I woke up at 6 a.m. and worked out. Why is that important to me? It gets me into my morning routine. It's very important to get my day going.

Further progress: Let's do it daily. Specific action: Write down my workout plan before bed so I know what I'm going to do in the gym the next day, so it's not on the fly.

Next one, my next achievement: Spent the morning with Oscar. Why is that important? Because spending time with Oscar is important to me and him. Further progress: Take time each day to devote to Oscar. Specific action: Spend time with him each morning before work or school.

Next achievement: Listened to T. Harv Eker mind-set audio. Reason why that's important: Got clear about how to systemize my daily planning. Further progress: Keep listening to these audios. Specific action: Take dogs for a walk while listening to the audio. I do this a lot. I'll just listen to audios as I'm walking them.

Next achievement: Recorded a nutrition video; for instance, like this one. Why is this important? First of all, it leverages my knowledge so I don't have to spend all this time one on one with people, sharing the same knowledge, and it allows me to help more people. When I was personally training clients, when I was seeing individual nutrition clients, I was only able to see 20, 30, maybe 40 a week. Now we're able to help tens of thousands of people all around the world, and that's my mission, to help ten million people by 2018.

Further progress: Put into system for automated distribution. So, can I get this video up on YouTube? Can I get it into somewhere else where it would be applicable to be used in a more systemized, automated way? Specific action: Delegate to Adam, my brother and partner.

Final achievement: Recorded four meal-prep videos. The reason this is important: It allows me to connect with my clients in a fun and intimate manner. Plus, I really enjoy doing videos. Further progress: Schedule more time to do similar videos. Specific action: Shoot new videos tomorrow.

This is an example, a template, if you want to copy this down and just do this for yourself. If you do this, I guarantee—for 21 days, because it takes 21 days to form a habit—this will change your life. This will change your life. And, in fact, we're going to make this part of your habit for month 11.

The Secret

The secret is to build on your success and let go of the past. Let go of the mistakes, let go of the things you didn't do well; focus on what you *did* well. Reward small accomplishments each day. You need to reward things you do well, things you accomplish. You need to acknowledge them, because if you don't, they will become what psychology calls extinguished. One of the easiest ways to deter bad behavior in kids or animals is to ignore them. If your kid throws a tantrum ignore them. That leads to extinguishing that behavior.

I want to give you an example from my soccer career. I call this my soccer mistake. When I was playing in France, I had a journal that I would keep, and every game I would kind of give myself a performance review. I would score my overall performance on a scale of 1 to 10, 10 being an amazing, perfect performance, zero being terrible, and then I would break that down.

I'd look at what are some areas that worked well, what are some areas that didn't work well, areas of improvement. On average, I think I was giving myself some pretty mediocre scores, I'm talking about, like, 5, 6, 7, which is not really, based on the stuff I was writing down, wasn't very glowing of a review. The problem is that when I continued to review this week after week after week, "Oh man, another bad game. I had a missed-goal kick. I didn't do this well. I dropped this ball. I let in this goal." All I was doing was focusing on the mistakes. Had I known what I know now back then, I would've focused *exclusively* on what I was well and maybe touched upon a couple areas of improvement.

This is one of the reasons why I was very unhappy playing soccer, because I was continually beating myself with my own bad review. I didn't need other people to tell me I wasn't playing well, because if somebody else said I was playing well, I'd be like, "Well, yeah, sure, but I did this improperly," or, "I didn't do this well enough."

It comes back to my psychology, and the need for perfection, was something that has kind of trickled into my life in and out. The problem with that is that nothing is ever good enough. When you try to be perfect, you are not good enough, I'm not good enough, no one else is ever good enough, and, therefore, you're never satisfied, you're never happy. This is something I've really tried to work on, so for me, it's not about perfection anymore; good enough is fine. I just wanted to share that.

Your Story

Your story. Tony Robbins says the only thing keeping you from what you want is the story you keep telling yourself about why you can't have it. If you want to lose weight, why haven't you lost it already? What is the story you've been telling yourself?

What's Holding You Back - Fear

Let's talk about fear for a second. We have two basic fears as human beings. The first one is that we're not good enough. We're not good enough for our family, our friends, to achieve whatever we want to achieve. And the second one is that we won't be loved. Both of these lead to the fear of success and the fear of failure.

A lot of people have a fear of success because if they become successful, then what might happen? They might lose the love of some of the friends that they used to have. Or they might not be approved by their parents, who may have told them that money is evil or whatever. Let's say they grew up in a family of overweight individuals and they became thin all of a sudden. That's a huge disconnect from what their family looks like.

Or the fear of failure. You don't want to try things because you're scared of failing. Well, what's going to happen if you fail? Maybe your parents will think you're not good enough. Maybe that's true, maybe that's not true, but if we believe that, if we believe we're not good enough, then we won't try things.

What's Holding You Back - Belief's

What about beliefs? A belief is a feeling of absolute certainty about something. Examples: I'm too short to play basketball. I don't have enough money to do that. I can't possibly follow these recipes.

Here's the thing about beliefs: They're 100% subjective. There's no objective standard of beliefs. Your beliefs might be completely different from mine. If somebody says that they're too short to play basketball, and then Spud Webb comes and he's, like, five-foot-five and he plays in the NBA, well, that kind of shatters that belief, right? Obviously, that individual had a very different belief system than the guy who's playing in the NBA.

I don't have enough money to do that. Here's a belief that I used to have pretty significantly quite a bit. It's changed now into: If I want to do something, how can I make that happen? How can I pool my resources or provide more value to make that happen?

Again, everyone's beliefs are different. We have hundreds of beliefs about different things. Here's a cool way of thinking about it. Beliefs are based on previous experiences that create supporting evidence. It's like a criminal case.

They're like tabletops; they need legs to stand on. A table needs legs in this case being supporting evidence. The more legs you have, the stronger the belief would be. If we have a negative belief being "I can't eat healthy." "I can't spell properly." That would be a limiting belief. That should read: I can't eat healthy. That is a negative belief we have.

What are the supporting arguments to support this belief? "I don't enjoy the taste of whole foods." I've had clients tell me that a thousand times. "I'm not a good cook." That's another belief as well. "I failed on other diets in the past."

People *believe* this stuff. When they try something new, they're more reluctant to try it because they don't *believe* that they can do it.

Let's reframe these beliefs, cross out "I don't enjoy the taste of whole foods," and replace that with...looking back in our life, and we look for reference points where we can say, for instance, I remember this one occasion or several occasions where I've had many tasty dishes that were healthy in the past. I know I can enjoy them again. We make reference to those points. We think back to, *Oh, I remember May 23. I went out for dinner at this vegan. I had this healthy salad for dinner.* You make reference to those points, and you think about that. That becomes one of your supporting legs.

How about “I’m not a good cook”? Again, think back to, for instance, I remember preparing an amazing *Christmas dinner for my family, so, yes, I can be a good cook*. Or let’s cross out “I failed on other diets in the past and replace that with: I’ve learned from that, and I now know what works best for my body.

We continue doing this. You continue coming up with more and more supporting legs to support this belief, and that’s how you build and reframe a new, empowering belief. The more legs you have, the stronger the belief.

You CAN Change... But it Takes Work

Henry Ford said, “Whether you believe you can or believe you can’t, you’re right” Beliefs shape everything we do. They shape all of our decisions, all of our actions; they are the essence of who we are in conjunction with our self-image.

3 Steps to Lasting Change

This comes from Tony Robbins because, no one creates change like he does. If you ever have the chance to go through his course I would highly recommend it.

Number one is we have to get leverage. You *must* get leverage. There needs to be something massive that is going to propel you forward to lose weight or eat healthier, to start working out, whatever it is. If you don’t have that leverage, well, it’s not going to happen.

Let’s say, God forbid, if you have kids, they got kidnapped, and the only way to get them back was for you to lose 50 pounds. Would you lose 50 pounds? You’d better believe it. But if you just said, “I want to lose fifty pounds this year,” where’s the leverage there?

Number two is: Eliminate limiting patterns and beliefs. You need to eliminate those and replace them with more empowering ones. That leads us to create new, empowering beliefs or a self-image and reinforce it until it’s a habit.

This is where a bit of work comes in. This needs to be a daily practice. This needs to be something that, once you’ve created this new version of yourself, you need to do this *every single day*. Visualize it, act it, live it so that you get to a point where you feel in every fiber of your being that you are this new person.

Change is never a matter of ability; it’s always a matter of motivation. Always. And that’s where the leverage comes in.

January 1 most people have, the leverage is, it's a new year, it's a fresh start. I'm sick and tired of feeling like crap after the holidays, where I drank and ate a lot of food. That's leverage. They go on a detox or a workout plan or something and then we lose weight and that pain diminishes. We have less pain, we don't feel as crappy, we look a little bit better, so we start taking less action. And then what happens? We get less pain, less action, and then we just kind of fizzle out.

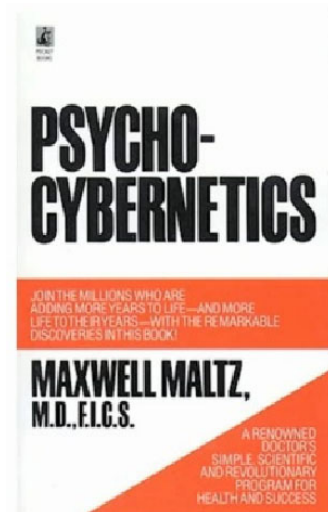
By mid-January, early February we fizzled off our New Year's resolution, and then we start just kind of living normally, life gets busy, and then we start packing on the weight again. We start getting a little bit less healthy. And then, again, that health meter starts increasing. That pain now increases. You step on the scale, you've put on ten pounds, and you're like, "Oh my God!"

Now we have more pain, so we start taking action. We work out, we eat well, blah, blah, blah, and we lose the weight. The pain goes down, so we take less action. And it goes back and forth like this. We need something more powerful than that. You need massive leverage to make this a lasting thing. You need to really spend some time thinking about this. Dig deep. What is it going to be for you that's going to be this massive change? Is it going to be one of those basic human needs—growth, contribution, whatever it is, something else? We need to figure that out.

Terrific Resource

This is a book called *Psycho-Cybernetics* it is one of the best books I've ever read, it's just incredible.

This was written by Maxwell Maltz, who as a plastic surgeon realized that when somebody came in for a nose job afterwards the surgery only made them feel a little bit better, but within a day or two, they went back to their old beliefs, they went back to their old self-image. They almost saw themselves in the same way that they saw themselves before, while others became new people after surgery.



This is where he started to develop this idea of the importance of self-image. If people change the way they look and begin to completely feel differently and act differently and obviously achieve different levels of success, there was probably something to this. He really dove into this by looking at how we see ourselves, the self-image.

How we see ourselves, how we identify ourselves, how we see ourselves in the world defines how we go through life. It defines everything, what we eat, how we act, who we're with, how we dress, the house we live in, jobs we have, everything. Every single thing we do is defined by our self-image.

The *Psycho-Cybernetics* book is amazing. I just want to give you a couple snippets from Chapter 14, where the title is "How to Get that Winning Feeling." For instance, a couple of the subheads: "Think in Terms of Possibilities"; "Your Nervous System Can't Tell Real Failure from Imagined Failure," which means that visualization is the same thing as real-life experience. By visualizing the type of person you want to be, your brain cannot tell the difference between that and actually experiencing that.

"How Your Brain Records Success and Failure." Basically, in this section he talks about how every time you have a success or failure it's almost like there's a little scar in your brain, in your neurons. It's like this stamp that is now in there forever, so your brain, you can always go back to that, and I talked about that with the beliefs, these reference points, where you have this success, boom, you've stamped it. It's like a passport stamp; you've stamped it in your brain. You can now go back to that at any point in time and reference that to conjure up feelings of confidence.

This book is incredible. It's amazing. Everyone should read it.

Creating a Healthier Self-Image

Let's finish off by talking about how to create a healthier self-image. Again, it's not about looking like the models on *America's Next Top Model* or those billboards or in the magazines. It's about what's going to work for you.

The first thing is, you need to do is define who you want to be. It's a very simple question, but it's a very loaded question to answer. What do you want to do?

How do you want to feel? How do you want to look? What kind of contribution do you want to make to this planet?

Be, do, and have. Who do you have to be? What type of person do you have to be in order to do the things you want to do, which will allow you to have the things you want to have? This is the proper sequence of how things should work. Unfortunately, in our society we're all led to believe that we need to do minimal work, but we deserve to have all these amazing riches kind of thrown at us. Just watch *Oprah* or *Ellen*, and you'll see all these shows where they're just giving away prizes and people are just jumping up and clapping and "Oh my God! Oh my God!"

We believe that we're entitled to this, and I believe it's absolutely nonsense. We've reversed this. We as consumers believe that, "I want to have this fancy toy." Well, what do I have to do to get that? And then, as a result of that, who do I have to be as a person to do that? But the reality is that that's the opposite.

In order to *have* the thing, you have to start off with who you have to be as a person. It always starts with you as an individual. Who do you have to be?

Act as if. This is essentially how to create a self-image in a nutshell. Act as if. If you want to create a new self-image of yourself, if you're currently overweight and unhealthy and you want to be the complete opposite of that, find some images; cut out some magazine stuff. Whatever's going to inspire you, whatever's going to give you a visual representation, whatever's in your mind, act as if you are that person already. How does that person eat? How does that person work out? *Do* they work out? How often? How many times a week? How long? What type of workouts? Where do you hang out? What type of people do you associate with? How do you talk? How do you walk? How do you hold yourself? Every single thing about this person, this new person, you need to visualize it on a daily basis, you need to act it out in terms of your behaviors, and, with time, this will become your new reality.

You must repeat this until you believe it with every fiber of your being and you turn into this new creation. This doesn't happen overnight. It obviously requires commitment and consciousness. You have to be aware of what you're doing, of what's happening.

This is essentially how we create a healthier self-image. This is a problem a lot of athletes have because they identify themselves as athletes for their whole lives, and by the time they're 35 and retire, that's all they know. They've only identified themselves as an athlete, so now what? Now that I can't play this sport anymore, what do I do?

Also when you look at people retiring, they've identified themselves with a certain vocation for, let's say, 40 years or 50 years and now what? How do they see themselves? Do they see themselves as someone lying on the beach all day?

It's very important to identify this and look at who you want to become as a person and start taking steps to get toward that. This is how you create lasting change. This is how those *Biggest Loser* contestants went from obese to incredible. They literally changed the way they thought about themselves. They saw themselves as a completely different person, and, therefore, they started acting differently by working out, they started eating differently, they started living differently, and that's how they created that change.

Your Assignment

Here's your assignment. I want you to write down five limiting beliefs that have held you back in life. I also want you to identify what negative consequences you've experienced as a result of these beliefs. Then write down each limiting belief and cross it out, then write your new, empowering belief below it.

Keep these visible and repeat them daily. What are the five biggest limiting beliefs that have held you back? Put them on a sheet of paper, cross 'em out, write down a new, empowering belief below each one, keep it visible, put it on your fridge, put it on your mirror, wherever you can see it, and repeat it every single day. This is part of your rebirth, your re-creation process.

Coming in Lesson 2

That is it for this lesson. I hope it's been helpful. Self-image, beliefs, that's really what this is all about. Coming in Lesson 2, we're going to discuss how what you think and feel determines your health. We're going to look at the psychological cause of disease and how we can heal ourselves. It's going to be another fascinating lesson. Do your assignment this week, and we'll see you for Lesson 2.