

Hey, it's Derek Doecker here and I created this short presentation because I see so many people struggling to be healthy and fit, and I really believe you don't have to struggle to have a healthy fit body when you understand the ultimate root cause of what determines your health and fitness that almost no one is telling you.

The problem is, most people aren't given the complete picture of what will actually get them lasting results, and so they are left with only bits and pieces of what works by marketers trying to quickly sell products or services without any regard to ensuring they get lasting results.

Now, before I go any further, I want to let you know this isn't gonna to be another gimmicky video that tells you about some new fad diet, magic pill, exercise gadget, or ancient secret with overhyped BS promises that claims to solve all your problems for you if you just shell out a ton of cash to get your hands on it.

I don't want to waste anyone's time, so if you don't want to actually do any work or change anything in your life, and still expect that you can magically get results overnight with some get fit quick program that was made up yesterday, then stop this video right now and get back to Keeping Up With The Kardashians.

I'm going to be telling you what REALLY works, and that means I'm gonna to be hitting you with some truth.

I'm all about keeping it real, and I know a lot of people aren't going to like what I say, especially those people trying to sell you their fitness products and programs, because I'm going to show you why most of that stuff is *complete* nonsense, or at the very least, only a small part of what is going to get you to your goals.

On the other hand, if you think the answer is to getting fit and burning fat is as simple as eating less, then there's some bad news.

Unfortunately, many people will NEVER be healthy and fit just by following conventional dieting, as it's been estimated over 80% of people who lose weight on a diet gain it all back or more within two years.

Luckily, this doesn't have to be the case for you.

Whether or not you're a complete beginner who doesn't know what a salad is or that physical activity can mean something more than tweeting about your favorite American Idol contestant,

Or you're someone whose been in great shape in the past but hasn't been able to maintain it,

Or even if you're already a seasoned fitness enthusiast who feels it can sometimes be a bit overwhelming to constantly be preparing healthy meals, spending a fortune on the healthiest foods and supplements, and losing hours and hours of your life exercising just to stay in shape,

then you're about to learn how YOU can avoid spinning your wheels and going nowhere so you can be one of the few that easily has a body others are jealous of, all while having more time, more money, and less stress.

That's because when you learn about the one thing you MUST have in place, that is more important than diet, exercise, hormones, or even genetics, you'll be able to have and keep the fit body you desire almost effortlessly even if you're currently overwhelmed, overstressed, worn out, dead broke, and don't know the first thing about what actually gets results.

This may sound like a pretty bold statement, and you may be wondering who I am and why you should even believe anything I'm saying.

First of all, I'm not any sort of self-proclaimed "guru", nor am I a world class trainer.

I'm just an ordinary guy that was terribly unhealthy and out of shape, that managed to have some pretty extraordinary results by following some proven strategies anyone can follow.

At the age of 17 I was eating fast food every single night, and was terribly out of shape.

As one of the most unhealthy guys in my class, my friends made it a point to tease me constantly for my ways.

Fortunately I had enough self-respect that I made a commitment to take better care of myself and reach a level athletic and fitness potential I knew existed somewhere deep inside of me.

With a simple commitment, I made a dramatic overnight shift to a lifestyle of health conscious eating and regular intense exercise.

I devoured information from many respected authorities on health and nutrition spending hours and hours studying what was working for others, and then spent many more hours sifting through all the conflicting information out there to discover what would work for me.

The result of my research and application was going from a weak 118lbs unhealthy teenager, to a lean and athletic 154lb guy who was stronger than almost everyone I knew, including those giving me a hard time trying to destroy my ego, all in a matter of several months.

I was able to share my insights with a close friend Shane Edele who was tired of his unhealthy lifestyle and overweight out of shape body.

By following my advice diligently, he was able to go from 218lbs to a ripped 176lbs,

rocking a six pack set of abs in a matter of mere months of rapid fat burning and strength building.

Now, if our stories stopped there, that would probably sound similar to just about every other story you've heard from regular people going from out of shape to fit.

And if you think that there's nothing special about two out of shape young guys, who may be nothing like you, getting in great shape by making some dietary and lifestyle changes without having to face countless struggles and lifestyle obstacles including poor genetics, whacked out hormones, crazy work schedules, limited budgets, health conditions, families, and any other road blocks you can think of to fitness success, then you're absolutely right!

The *real* story actually starts after all of this happened...

I was in college facing nearly every obstacle you can think of to maintaining my newfound healthy body.

I didn't have much free time, I didn't always have access to a gym, I was broke and I couldn't afford the healthiest foods and supplements that I wanted, I didn't have that much energy as I was burned out with work, and many times that last thing I wanted to worry about was what I was going to eat and how I was going to exercise with the stress of so many other things to worry about.

But, there was one thing I did have, and that was a burning desire to research, learn, innovate, and find solutions.

So over the course of my time in college up until now, I spent literally thousands of countless hours diving into articles, books, interviews, dvds, and programs of the world's leading experts in health and physical fitness trying to discover not only what works, but what works FAST with the least amount of effort.

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I valued my health more than anything, so I studied every kind of diet and supplement imaginable looking for the "perfect" foods and products to take my health and energy to the next level.

I wanted to get the most out of my workouts, so I studied what would keep the fat off and the muscle on in the most effective way without killing myself or spending all my life in the gym.

I wanted workouts I could do at home so I studied bodyweight and gymnastic training.

I was broke, but didn't want to compromise on quality foods and supplements, so I spent hours and hours tracking down how to get the best deals on EVERYTHING.

I wanted healthy meals and I didn't want to rely on eating fast food or crappy snack foods, when I didn't have much time, so I experimented with recipes that tasted great, using the healthiest foods, and took practically no time to prepare at all.

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I ended up developing so many different strategies for nearly every conceivable obstacle, and learning so much about the human body, including remedies for countless health conditions I didn't even have, that I was pretty much unstoppable.

In less than 20 seconds I could prepare fresh healthy food, that would last for days.

In 25 minutes, three times a week, without a gym, I could get stronger and more athletic than most people would dream.

When I was stressed out, I knew ways to completely eliminate the stress and let go of all the negative emotions.

With my thousands of hours of research, I can pretty confidently say I know a thing or two about what works for me at least, when it comes to getting and staying healthy and fit.

The issue was that Shane and I noticed how many people found it challenging to get in shape.

At first, I thought it was because people simply didn't know what worked and what didn't.

But it's not like there's a shortage of information out there with the countless articles, magazines, books, and programs on diet and exercise.

That's when I started to notice something, and you may have noticed this too.

It is that there is so much conflicting information with health and fitness advice, people are overwhelmed, don't know where to begin, and it's hard to separate the fads and myths from what actually works ultimately leading to confusion and just plain not wanting to bother with it at all.

Then if someone does get solid advice, it can be way too impractical or downright miserable to actually try to apply this knowledge consistently when someone has a busy stressful life and just wants to get a little more healthy and fit without sacrificing everything they love in their life to do so.

Or on the other hand, sometimes the advice given was so overly simplistic like "eat less, move more" that it really didn't help solve any problems.

Sure, simple advice that sticks with the basics is easier to understand and work with, but when you consider there are so many variables to consider like metabolism type, hormones, and genetics, this advice really only address a small portion of the underlying reasons people are out of shape, and believe it or not overeating and under-exercising aren't the only causes of people not being as fit as they'd like.

Plus, that overly simple advice doesn't do anything to show people what the best types of foods and exercise are so they can not only burn fat, but are actually able to keep it off while getting healthier and stronger as opposed to ending up like one of the 95% of people who regain all the weight they lose after dieting so they're as bad or WORSE off than before they even started.

It also doesn't help people with the multiple challenging circumstances they face like limited time, little money, too much stress and not enough energy which makes it hard to get motivated, or when they just plain don't enjoy bland "health" foods and painful "mindless" exercise.

But then I noticed something even more profound that was holding people back more than simply lack of knowledge.

I saw that some people would come to me for fitness advice who would follow some of my suggestions and have great results, while with others who had good intentions never actually made a lasting change to a single thing they were doing after I spent so much time giving them advice.

Maybe they'd get started, or make a resolution to lose weight, cut out the junk food, go to a gym and tone up a little bit, but then no matter how much information I gave them on what they could do, it's like their mind wanted one thing but something kept holding them back from actually doing it.

It's the classic case of New Year's Resolutions never quite coming to fruition despite someone's best intentions.

Sure, someone may get started and see some short term results, but then it's back to their old ways.

This bothered me so much because I really wanted to help those that I cared about and I knew their frustration wasn't necessary, but I didn't know how to get through to them.

So while part of me wanted to chalk it up to individual differences in willpower and discipline meaning I couldn't do anything to help them other than offer them some sound knowledge and hope for the best, another part of me believed there had to be some underlying reason why some people could easily reach their goals and do whatever it takes, while others couldn't seem to get going, or even worse were constantly struggling to see any results no matter how much effort they'd exert.

Simply put, people didn't just need to know WHAT to do, they needed to know HOW to actually get themselves TO DO IT, and then continue to DO IT FOR LIFE!

With my ever curious mind and fascination with how the human body works, I then devoured countless books and information from the world's leading experts and authorities on human psychology, personal development, motivation, and peak performance in addition to continuing my already extensive research on physical development and cutting edge health and nutritional strategies.

Through this research I began to uncover the true cause behind where all the results an individual has stems from.

It was from this one underlying source that all motivation, willpower, and discipline arises, but even more fascinating was that this exact same "source" had not only an indirect effect, but a measurable direct effect on the health and wellbeing on an individual to a sometimes even greater degree than their diet, exercise, or even genetics.

So that brings me here today, ready to reveal to you what the **ULTIMATE** underlying "secret" is that determines every single result you'll have, for better or worse, in your attempts to be fit.

By now you're probably wondering what it is that is even more important than diet, exercise, genetics, hormones, or external circumstances like the amount of time or money you have for having and **KEEPING** a healthy and fit body.

Are you ready for the truth?

Here it is....

The *ultimate* source for what you have in your life is **YOU!**

More specifically it's your mindset, beliefs, programming, and all that is taking place in your **SUBCONSCIOUS** mind.

Right now, I know there's some people out there like "c'mon derek, that's your big secret?"

For some, this may seem blatantly obvious and true, and perhaps you've heard all of this stuff before about how your inner world creates your outer world and you get what you have in life as a result of your thoughts and feelings.

Of course, understanding that concept alone may or may not have made any real measurable difference in your life.

I also know that haters are gonna hate, and there's going to be some skeptics out there ready to point out some pretty big reasons why this isn't true, or true in your case.

And you know what, they're absolutely right. There's a lot of good reasons to be skeptical and not believe any of this.

Afterall, I'm just some guy who is speaking from personal experience as well as the observed experience of others, therefore nothing I say may be true for you.

I would even argue it's essential to have healthy skepticism of anything I, or any other person says by not believing everything you're told by the various experts and gurus who claim to have all the answers without investigating the facts for yourself.

Because of this, and since there are some important clarifications and additional details to all of this, I'll be addressing the major potential objections in a moment.

But for now, bear with me as I ask you some simple but thought provoking questions to open up your awareness of what is really happening in all of our lives and give you some food for thought.

Have you, or someone you know, ever talked about wanting to eat healthier and start exercising, only to never get started or not stick with it for a long period of time?

Do you know anyone that has an exercise machine, perhaps intended to get them a much desired six pack, gathering dust somewhere?

Do you know someone who's yo-yo dieted losing and gaining weight back and fourth never able to actually stay in shape?

Do you know anyone who was in great shape, and then let themselves go after a period of time because "life" happened?

Do you know someone that regularly exercises and watches what they eat, only to look the same month after month never making any progress towards their goals?

Finally, do you know anyone that would like to have healthier habits, but they say they just don't have enough time, or enough money, or enough energy or willpower?

Of course, even if none of these describe you, I'm willing to bet you can name quite a few people who would fit the description of one of these examples perfectly.

The reason it's so hard for people to do and have what they want is because around 90% of our actions are not conscious, but are determined by our subconscious mind.

Our subconscious mind contains our "programming", which includes our beliefs and emotional responses.

We are like computers that get certain software installed, called habits and traits, that run on autopilot directing almost everything we do unless the user knows how to bypass the automatic functioning of the program in order to take direct control.

When it comes to making a perfectly logical choice, or going with deeply programmed behaviors rooted in emotion, for even the most strictly logical people most of the time the deeper subconscious emotionally driven programming will win.

In fact, it is often the deeply programmed *emotional* desire to be logical that makes certain individuals so logical in their behavior in the first place!

If it wasn't this way, then almost everyone would stick to their New Year's Resolutions, quit smoking on demand, wouldn't have any "bad" habits, and wouldn't be saying they're going to do one thing and then not follow through.

The wiring in our heads gets set to resist and attach ourselves to certain emotions and the behaviors that generate them.

This wiring ensures we are in "alignment" with our self image therefore creating our personalities.

Very few everyday actions are inherently hard or easy, but our programming determines our emotions.

Have you ever found yourself lost for hours in an activity, hobby, or even a type of work you enjoyed?

Can you imagine there would be some other people who would find spending hours doing the same thing to be, at the very least, a bit boring after a while?

Even though we are all motivated to avoid pain and seek pleasure, what is painful or pleasurable is rarely due to the inherent nature of an action, but rather it is usually determined by the individual's mindset which is often built up around previous experiences of associating either pain or pleasure with particular behaviors.

But why is this subconscious programming the **ULTIMATE** source of your health and fitness?

Because almost everything you do, whether you enjoy it or are just using willpower to push through it, and everything you **DON'T** do whether because you hate it, or you have some excuse why you can't do it, is determined by the inner workings of your thoughts, beliefs, and emotions.

Even if you can "force yourself" to do the things you're "supposed" to do by conscious willpower alone, willpower is limited and will run out.

Willpower is an incredibly powerful tool, but using willpower to fight the subconscious is a losing battle.

To make lasting changes, you need to change the subconscious decision maker, and then things can eventually become virtually effortless.

Was there ever a time in your life where you had a strong emotional resistance to something, maybe only when you were young, only to later grow to love and embrace that thing?

This means there was a change in your subconscious and emotional programming.

Now, what if you could create that change on demand?

I can already hear some skeptics saying, "Derek, even if the subconscious mind and self-image a person has *is* largely responsible for their actions, you can't change who you are. Even if you could, that would be like brainwashing"

In regards to whether or not it's possible, I will simply refer to the fact that countless millions of people have made incredible transformations in who they are for the better by taking on a dedicated approach to grow as an individual through either conventional psychological therapy, spiritual practices, or various forms of self treatment including things as simple as reading books on personal development.

The entire field of psychotherapy revolves around the understanding that people can make deep changes in their psyche that lasts for life, and there are many scientifically validated tools to do this.

And yes, these same tools can be used for "brainwashing".

All you have to do is look at advertisers, or at the extreme, various cults to realize the knowledge of how to program people's minds and actions is out there readily being used on people whether they like it or not.

Since you've already been programmed from birth, and are being constantly being programmed daily by the media, family, friends, and emotional events in your life, would you rather leave that programming up to chance, or understand how it works so you can decide what you do and DON'T want to be thinking and feeling?

The last thing I want to do is make all of this simply about "programming you" as if you're a robot without free will.

Rather, it's about allowing you to use your free will to reprogram yourself, or even freeing yourself from the programming all together so YOU have control over your life and are not running around on autopilot.

The next argument I can see skeptics making is that, even if the subconscious programming determines what someone will or won't do, there are also countless instances of people who DO follow any number of diet and exercises programs religiously, and spend many hours each week exercising without fail, and yet they have absolutely *nothing* to show for it.

Obviously, they don't have any issues getting themselves to take action, so it can't be their fault, it has to be that all that "stuff" they're doing just doesn't work, or it doesn't work for them because their bodies just aren't "designed" to be fit.

This is absolutely correct!

How can I say that your mindset is the source of your results, and at the same time say it isn't?

Well, the key thing to understand here is that the subconscious mindset, is actually part 1, the root part, of 3 unique parts that determines your health and fitness in the long run.

It is the critical source from where all other results flow from, but it isn't the only thing that can get broken in the chain of pieces that determines lasting results.

Let me give you an example to clarify.

Do hammer, nails and pieces of wood build a house, or are they just some of the tools and materials?

In reality, it is the carpenter *using* those tools that actually builds a house.

The carpenter is the directing source from which a house is built, and the quality of the house is largely determined by the skills of the carpenter, and not just the quality or selection of the tools they have.

However, if a skilled carpenter only had screwdrivers for tools and no hammers to nail a nail into a piece of wood, it's going to be pretty difficult, time consuming, and perhaps downright impossible to make this happen.

A lot of people are given inefficient tools for the job, or they're giving the right tools, **FOR SOMEONE ELSE!**

That means many people are busy climbing a ladder that is set up against the wrong building and all their effort is going to waste.

That means you need a system that not only works, but works with your unique body for your unique goals.

This is why some programs get results for some people and not for others.

We are all unique and what is best for one person at one point in time, might not be best for either someone else, or the same person at a different point in time.

But what about people who've tried many different programs and never managed to get results?

Is it that they are genetically cursed or damaged beyond repair?

It may certainly seem this way, especially for those who've "tried everything" and "nothing works".

I'm going to ask you something though, and I realize this may sound a little crazy but bear with me.

What if your genetics and hormones aren't set in stone, but you can actually "reprogram" them to be like that of a lean and fit person?

Modern science is showing that what most people "know" about genetics and their influence on the body and health is flat out wrong.

In fact, there *are* solutions to overcoming "bad" genes, "crappy" metabolisms, and "whacked out" hormones that doesn't rely on expensive therapy, drug treatments, or

experimental science that's years away from becoming available to the public.

The techniques for influencing genes goes way beyond the conventional advice given by most health and fitness programs, which may be another reason why so many people struggle to get results.

Now once again, don't take my word for it, but look into the science of epigenetics, and you'll soon discover that it is largely various *environmental* influences actually decide what genes get turned on or off.

Studies have shown some very simple strategies and actions can have a profound impact in preventing and reversing aging, obesity, and ill health on a genetic and biochemical level, but very few people are even aware that this is even possible, much less know how to actually apply it in everyday life to make their genes work for them.

We now know that some everyday environmental influences like the types of foods you eat can actually affect your genes, and unique dietary manipulation can alter the genes and hormones of an individual to be more like that of a naturally lean and fit person.

But diet is only one small aspect of our control over our genes, and the most powerful influences on our genes has nothing to do with *ordinary* changes in diet or just moving around more, which is why so many people fail to see the powerful effects they can actually have over their own body chemistry.

Now, epigenetics is still a relatively new field of ongoing research, and it would be flat out wrong to say we have it all figured out.

But nevertheless research is emerging that shows we have far more control than we previously thought possible over our bodies.

One example of what research is showing is the influence of too much stress on the body.

Too much stress can be one of the biggest culprits in ill health and sets in motion a number of events that lead to disease, weight gain, and aging on both a hormonal and genetic level.

If you get nothing else out of this video, please consider this:

If you don't have a good way of coping with and handling excess stress, and if you ever feel overwhelmed, then one thing I would highly encourage you to find is an effective means of letting go of excess stress in your life.

I have personally found and use a number of highly effective tools, and there are some wonderful free stress relieving exercises offered by organizations like the HeartMath Institute at heartmath.org in addition to simple meditation.

So some skeptics might concede that an individual's mindset is a critical starting point, and following proven systems that actually work for the individual is important,

but you may still be wondering about the REAL LIFE obstacles like overwhelming commitments, limited time, barely enough money, lack of energy, health challenges, stress, and so on that prevent people from getting the fit body they desire.

It's not like using some "mind over matter positive thinking" is going to magically make these things disappear.

And having the world's most effective diet and exercise programs custom tailored to your needs won't mean a whole lot if there's no conceivable way to actually fit it into your life and be able to get yourself to do it.

This is where we get to the third critical step in the process of lasting results.

After having a proper mindset and having a working program which I referred to as having the "right tools", the third critical step is to have flexible strategies that work WITH your life rather than against it.

These are the simple, practical things you can do, and continue doing for a lifetime that will not only get you results, but let you keep them so you don't end up like the 95% of people who end up back out of shape after they were initially successful in losing weight.

Most health and fitness experts are just pushing the tools that get SOME people results.

This may work for a small number of people, but because they leave out the all important mindset aspect and they often leave out the final piece which is how to actually keep doing what works when "life happens", that means very few people ever get the complete formula for lasting results.

When Shane and I asked our friends and family what was holding them back, it was often this final piece of the puzzle that came up more than anything.

It was things like "not enough time", "not enough money", or "not enough energy" that was keeping people from getting in or staying in shape.

Of course, some people are just kidding themselves and know they are making excuses, but there's also a lot of truth in what they were saying.

Almost everyone nowadays it seems like is overwhelmed and overstressed.

The last thing anyone wants to do is add another burden by having to count calories, measure food, constantly be cooking and preparing meals, eat bland health food, buy a gym membership and purchase personal training sessions, read a bunch of books on health and fitness trying to piece all the conflicting information together, force oneself exercise when worn out and tired, and so on.

This is where I consider my obstacles and circumstances in college a blessing, because that is precisely where I developed the time saving, money saving, health

enhancing strategies Shane and I use today to effortlessly STAY in great shape year round no matter what crazy stuff is challenging us in our lives.

I would literally be spending more time and money eating fast food than using the techniques I use to have fresh, healthy meals prepared from scratch that taste far better.

I can get my body in better shape in less than half the time most people spend watching American Idol, and I don't even need a gym membership or expensive equipment to do it.

So let me ask you this, if eating healthier meant wasting less money, wasting less time, and actually enjoying the taste much more, what excuse would you have not to eat healthy?

If exercise didn't have to be miserable and time consuming, but rather gave you jealousy inspiring results in only a couple hours a week, or even just minutes here and there a day, where could you find time in your life to make it happen?

If you knew how to get rid of all the stuff that is sucking energy out of your body, so you feel alive with vitality bursting with energy and motivation, how much easier would it be to take action and get results?

You now have a basic understanding of the three main pieces that will determine whether or not you have and will keep a fit body.

Having the proper internal mindset combined with a sound plan combined with strategies that adapt to your specific circumstances for lifetime all work in harmony with one another.

If you're missing any of those pieces, then, at best, any results you have will be short lived.

The only issue now is how to actually start applying this knowledge with practical step by step daily actions anyone can take to start seeing results right away.

I decided that I was going to break down all of my knowledge collected through thousands of hours of research down in these three areas of psychology, physiology, and practicality, to create a unique system that ties everything together so NO ONE could ever have an excuse for not getting results.

This is why I created Excuse Proof Fitness.

That way all my family, friends, and anyone else could apply and use the same tools I use myself to reprogram the mind for unstoppable motivation, apply sound nutritional and health principles for an amazing body, and then have flexible strategies to keep these results year after year without much effort or struggle no matter how crazy life

gets and how much circumstances change.

The intention for Excuse Proof Fitness is to completely transform anyone so that:

You can have a rock solid mindset so your thoughts and emotions will never stop you.

You can have knowledge that will be on the cutting edge of what really works so ignorance or information overload will never stop you.

You can have the time, money, and energy saving strategies so that life's circumstances will never stop you.

When you have mastered these three areas, you will be Excuse Proof.

In order to create something that can do this, I knew I would need overcome some major obstacles, so I enlisted the help of my friend Shane Edele to create an all encompassing system that handled all the major challenges people face.

The first is how to stop making excuses and start making solutions.

If you're wondering right now how I could be so bold as to claim that I can give the solutions that are going to work in your life, even though I don't know anything about you and your unique situation, then you're right for questioning that.

In truth, neither I nor anyone else can tell you what will work best for you, because you know your life better than any outsider could pretend to.

Shane and I can only share our countless experiences of what has worked for us, which may or may not be helpful for the challenges that are unique to your life.

So that's why the first critical component of Excuse Proof Fitness are the tools that you can use to unlock your own creativity and discover the best solutions for your life and your circumstances.

This is a complete shift in mindset so that you think, feel, and act differently from the inside out so you can start to live life on YOUR terms, rather than based on programming that is filtering your reality to only see things one way.

This isn't telling you to think outside the box, it's showing you how to actually do it!

The second obstacle we knew people was finding out what actually worked.

To be fair, very few things such as a way of eating are inherently right or wrong.

Rather, there are simply more or less effective things that varies from individual to individual.

Be very weary of anyone saying they have the "best" or "only" diet or exercise program that works.

Over the course of 7 years I've gone through so many books, articles, experts, and programs to find the best of the best so you don't have to keep dealing with information overload.

I don't just want to tell you what to do like everyone else is doing, I want you to decide what you want based on your desires and goals, and then give you the absolute best and most proven resources so you know how to quickly and easily get the information you need so you're not wasting your time and getting overwhelmed with conflicting information.

We also knew there would be the challenge of people not being motivated enough to actually apply this information.

We're going to show the same psychological tactics used by world renowned experts, specialists, and professionals, to not only help break your addictions and give you unstoppable willpower, but then show you how to bypass willpower all together so what you do seems effortless.

This way you not only know what to do , but are able to get yourself to do it.

Since motivation and useful tools don't mean a whole lot when someone is overwhelmed with life, I knew there had to be something to address this huge obstacle people were facing.

So I gathered some of the best time management and stress relief techniques learned from

a few highly successful CEOs and entrepreneurs who were able to get massive amounts of work done and maintain a state of ease and good health despite having some of the most stressful and busy lives as anyone could imagine.

I have to warn you, some of what I found may seem very counter intuitive, but that may be way so few people are using these same strategies and are overwhelmed with stress.

Then I considered that one of my biggest obstacles was that I really wanted the healthiest foods and supplements, but I hated throwing money down the drain on an extremely tight budget.

Over the course of 7 years I found that, when you know where to look, you can actually eat far healthier with less money than it would cost to eat the junk most people are eating.

You could actually be losing money by eating less healthy foods.

I've found ways to get the almost every kind of supplement and various protein shakes for less than 1/4 of the price of a grocery or vitamin store that is often actually better quality!

Plus, I found ways to get food that is not only BETTER than organic, but it actually

costs less money than conventional food of inferior quality!

Some of these money saving tips alone will keep hundreds dollars from going to waste. Over the course of the past couple years, I've managed to save THOUSANDS of dollars by utilizing these techniques giving me access to some of the best food and supplements on a college students budget.

Then I had to consider that even if people got their hands on the healthiest foods, they may have no idea how to cook or prepare food so it doesn't taste like cardboard, or simply not have the time to be preparing fresh foods all the time.

That's why I also developed that absolute fastest ways to prepare made from scratch recipes for delicious meals and snacks with only MINUTES of prep time each WEEK, even if you suck at cooking.

Just to be clear, that's not a typo.

You can have freshly prepared meals every day of the week and spend no more than 30 minutes, or even 10-20 minutes of time a week TOTAL preparing that food.

Going to a drive through for "fast" food or even calling in a delivery would actually be wasting your time and money compared to using some of these strategies, not to mention what it would do to your health and the appearance of your body.

This is only a fraction of what's included in Excuse Proof Fitness.

I really threw in just about everything I knew about health and fitness as well as psychology in this.

Not to mentioned all sorts of cool strategies that I've picked up over the years from various experts and my own experience for everything from the things you MUST avoid to get a toned athletic body that almost so many people are guilty of,

how to rapidly burn fat with some incredibly simple tweaks to what you're already doing,

the truth about getting more lean and "toned" muscles for women,

packing on more muscle and strength for men,

and getting results in less time so I can spend my days living my life instead of worrying about meals and exercise.

I even include the top supplements I recommend that are dirt cheap that have shown to have dramatic results, and what overpriced supplements you can AVOID so people can keep more money in their pocket.

In order to package all of this life changing information, Shane and I produced 19 mp3s for your convience to listen to on your mp3 player or for burning onto cd.

This is well over ten hours of straight to the point information for changing your mindset, learning what to do, how save time and money doing it, and many cool tidbits thrown in.

Second, I created a (XYZ) page pdf ebook and workbook distilling all the information from the audios, then adding in even more information and clarifications on every topic.

Finally, I created a continuously updating resource section where you can get access to

workout programs,

recipes,

the very same resources I use to save significant money on various health related supplements

my recommendations for the most affordable and highest quality exercise, kitchen, and various fitness related products,

the best dirt cheap supplements that actually work you probably haven't heard of,

my top recommended books for further reading,

FREE resources to stay up to date on cutting edge health and fitness information, much of which is yet to hit the mainstream,

how-to guides for performing various exercises including highly effective exercises you've probably never heard of,

links to further investigation on topics we talk about for those who like in depth study,

and tons more all in one place so you can save yourself countless dollars knowing where the best prices are, where not to waste your money, and then keep yourself from wasting hundreds of hours trying to track all of this information down yourself when I've already done the work for you.

As you can see, I put my heart and soul into this, and there's a good reason why I did so.

At the start of the video, I told you I was going to give you the truth and keep it real, and there's an even bigger reason why I created his program than simply to assist in ending people's struggle to get healthy and fit.

I believe our bodies and our lives are much more holistic than many people think.

It's hard to affect one thing in your life without affecting another area.

As long as people are struggling with stress, overwhelm, disempowering mindsets, energy draining emotions, relationship challenges, financial struggles, and toxic burdens, then health and fitness will likely suffer too.

If I can do one thing, I hope to impress upon you the importance of how toxic affects from one area of life can affect another, and if you wish to heal one area, you must work on healing the whole system.

That's why Excuse Proof Fitness isn't just about having a healthy and fit body, it means being Excuse Proof in ALL areas of life.

I hope that anyone who learns these tools will apply them to make a change in all areas of their life as they are not limited to just health and fitness.

I'm going to keep it real with you right now, and perhaps break some huge rule of marketing by saying you DON'T need to purchase Excuse Proof Fitness or any other program to make this change.

No system, including this one, can make a change for you, that change must come from within you by setting a commitment and intention to be your fullest potential.

I encourage you to make the decision to be Excuse Proof, and you may start to discover that many of the answers you are looking for are already inside of you.

Then, if this program feels right to you, and you'd like to jumpstart the process so you can get what works, without spending a lot of time and money pouring through all sorts of books and programs to track down the answers, then I believe Excuse Proof Fitness will save you a lot of struggle.