



PERSONAL REVOLUTION

YOUR LIFE, YOUR POTENTIAL, YOUR REVOLUTION

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A goal is not always meant to be reached, it often serves simply as something to aim at.

—Bruce Lee

Your physical health affects every single aspect of your life. It's connected to the way you think, the way you view yourself, the way others view you, and how you feel emotionally. Everything in your life is affected by your health and fitness.

Before you read another sentence, bookmark this chapter because you're going to want to come back to it as a reference. I'm going to share five critical steps required to achieve the level of health and fitness you've always dreamed of. The reason most

people continuously jump on and fall off the wellness wagon is because they usually only focus on two or three of these steps, or they follow them in the wrong order. Unless you follow these steps in sequence when attempting to transform your life, I can't guarantee you won't be back at your starting point six months later. Because of its fundamental value, I'm going to focus primarily on step one.

Before we get into the practical stuff, I have one incredibly important point I must impart to you: having the right MINDSET must come first. It's so important I must repeat this: **having the right MINDSET must come before anything else.** Forget about trying to implement any of the other amazing fitness and nutrition strategies outlined in this book without mindset. They are useless to you if you don't focus on having the right mindset in place first.

To really push yourself to your next level of health and fitness, I want you to think about the term, *a personal revolution*. Whether you've never attempted to add health and fitness to your life before, or you've been working at it for a long time, but you've plateaued and want to achieve more, you need to approach your transformation under the mindset of "a personal revolution." The word "revolution" means a "forcible overthrow of a government or social order, in favor of a new system, or a drastic political or social change that usually occurs relatively quickly." When it comes to a personal revolution, it's the same idea: we need to overthrow our life, the "government" that is running our daily routine, our choices, our habits. We need a new system!

When you think of different revolutions throughout history, they generally occurred because citizens were so unhappy that they got to a breaking point; they rose

up and made a change. We can also get to that same point in our lives where we have just had enough, and we need to change NOW.

So, do you want to feel good, look great, live better, and optimize your health and fitness? If so, take action now and put everything you've got into it. This is the start of a revolution; you're taking over!

The 5-Step Process to Achieving a Personal Revolution.

- Step 1: **Clarity**—figure out your who, what, why, how
- Step 2: **Measurement**—when you track it, you can improve it
- Step 3: **Discipline**—create positive habits and maintain them
- Step 4: **Nutrition**—eat healthily. Live well. Feel great
- Step 5: **Exercise**—movement is the foundation of life

I want you to notice something important here. Notice that **nutrition** and **exercise** are the last two steps, not the first. This is critical. This is where most people get it wrong. Ninety-nine percent of people start at these two steps, usually by joining a gym, getting a trainer, maybe starting a new diet plan at the same time. This will give you short-term success, and although you might even last a couple of years focusing on just these two things, it only takes one slight disruption in your life, like moving house, changing jobs, personal life stress, or any slight change to your routine, and the house of fitness and nutrition cards comes tumbling down.

Moving or changing jobs are perfect examples. Last time you moved or changed jobs, how was your health and routine affected? Did you fall off the wagon? How long did it take to get back to a routine?

Step 1: Clarity

Until you're crystal clear in your mind why you want to live better and why you want to be fit and healthy, you aren't going to have permanent life-changing results. You need to find reasons so deep and so personal that no excuse or life disruption is good enough to keep you from your workout or dissuade you from staying on track with your personal health goals. To better explain this concept, I ask my clients a simple question, "Why do you go to work every day? Surely you don't enjoy doing that all the time." Everyone can give me a list of reasons why going to work every day is important to them. Their answers include:

- *I want to provide for my family.*
- *I have a mortgage I have to pay.*
- *I want money to travel.*
- *I need to be able to buy clothes and groceries.*

The list goes on and on.

I follow this up by asking the question, "Why do you think I focus on my health and fitness every day? I don't enjoy doing that all the time."

My reasons are:

- *I want to live longer to be around my family.*
- *I want to minimize my chances to get sick or injured.*
- *I want to optimize my capacity to work harder since I'm fit and healthy.*
- *I want people to respect me more for my discipline.*
- *I want to be able to keep up with my children.*
- *I want to be physically attractive to my partner.*

The list goes on and on.

Can you see now that I consider my health and fitness to be as important to me as you consider your career and job to be to you? This doesn't mean that I don't prioritize my career. I've been an entrepreneur my whole life, working as hard as anyone else. I've spent many years working from 6 am to 8 pm, five to six days a week. I also understand that to be the best version of myself, especially in my career, I need to prioritize my health and fitness first.

Now let's do a short exercise. For it to work, I need you to be willing to dig deep and uncover some potential pain and discomfort in order to gain the clarity and mindset you need to break through the cycle you've been on and achieve a permanent dedication to a new, healthier, better version of you.

Take my list of reasons why I prioritize my health and fitness, and write down the reverse of them, using "If ... then" sentences. For example:

- *If I don't prioritize my health and fitness, I'm less likely to live longer.*
- *If I don't prioritize my health and fitness, I'm more likely to get sick or injured.*
- *If I don't prioritize my health and fitness, my capacity to work harder will decline.*
- *If I don't prioritize my health and fitness, ...*

Continue down the list and start adding some of your own reasons. I want you to make your list so long that when you read it, it frightens you. The thought of not looking after yourself doesn't justify the outcomes you can see on that list. Just like the thought of "If I don't go to work and make money, I won't be able to pay my mortgage" makes you get out of bed and go to work, the thought of, "If I don't prioritize my health and fitness, I won't be around as long as I can for my family" should be enough to make you get out of bed and do a workout.

I suggest spending some time focusing on this negative list until the severity of it sinks in, and then I want you to rewrite the opposite of all these negative outcomes into a new list of positive outcomes. Keep this list on your phone, on the fridge, or on the back of the bathroom door, so that you are constantly reminded of all the positive things you are gaining by sticking to a health and fitness routine. This list will help you think about how amazing your life will be by simply prioritizing your health and fitness. You should be feeling not only positive but determined not to fall off the wagon because now you know the negative impact if you don't stay focused.

Now that you have clarity on why you need and want to be healthy and fit, the next exercise is to envision what it is you actually want to achieve by being healthy and fit. What does the healthy, fit version of yourself look like? If you're now prioritizing your health and fitness, then what do you want to get out of that. Let's create some tangible goals to work towards.

- Do you want to be strong and muscular?
- Do you want to be lean, fit, and flexible?
- Do you want to be able to play tennis well into your older years?
- Do you want to be able to fit into a dress two sizes smaller?

What do you want? Think big, think outrageous, think about what would really feel like a massive win for you. Write it down. This is now what you genuinely want for yourself; this is now your health and fitness goal. What amazing things do you want for yourself now? I want to know!

Let me explain what we have just done and why this is so powerful. I don't want you turning another page until you really get this.

By writing down the negative list of what will happen if you don't prioritize your health and fitness, we have created enough purpose and conviction within you to show that it is really worth focusing on over the long term, i.e., the rest of your life. Then, by stacking on a list of goals to work towards, you not only have the long-term reasons, you now have a list of short-term reasons why you're doing this.

When I go to the gym I'm thinking, "I need to work out so that I keep my energy levels up and I'll stay healthy." I'm also thinking, "I need to work out so that I continue to lose body fat since it's nearly summer, and I'm going to be taking my shirt off." My long-term goal is to keep my energy high and stay healthy, and my short-term goal is to reduce my body fat so that I have a six-pack visible when I take my shirt off in the sun. The combination of long- and short-term goals has kept me motivated and focused on my health and fitness for over 20 years now.

The next exercise I want you to work through is figuring out exactly how you're going to achieve the long- and short-term goals you have now discovered are important to you. If running your first 5K race is one of your goals, how are you going to do that? Are you just going to turn up at the starting line and run the 5K race when you've never run before? I doubt it.

This is where MINDSET comes back into play again. You need to take ownership of your goals and decide that YOU are going to work towards them; no one else can achieve them but you. Of course, you can and should get help, but your trainer or coach can't run the 5K race for you, you actually have to do it.

I want you to look at your list of long- and short-term goals and create a game plan of how you are going to achieve them. I want this list to be an actionable, step-by-

step account of everything you plan to do. What is the very first step you are going to take? For instance, your first step might be one these:

- **Step 1** Sit down and go through the exercises Jay has laid out in this chapter, so I have clarity on why my health and fitness are important to me and what my goals are.
- **Step 1** Ask my network for a recommendation for a personal trainer because I don't know how to work out and I need help.
- **Step 1** Buy a pair of running shoes because I want to run a 5K race, and I don't own any.

Your second step might be one of these:

- **Step 2** Start implementing one of the other strategies that I connected with in this book, I'm going to use that to help me achieve my short-term goal of losing weight.
- **Step 2** Call three of the personal trainers I was recommended and book a consultation to figure out which one I want to work with.
- **Step 2** Find a "Learn to Run" class in my area and sign up.

Your third step might be:

- **Step 3** (You write it in!)

Keep going for as long as you can, and remember, the more steps you have, the easier it is to simply work your way down the list and stay laser focused on what you want to achieve. Just follow your list of steps, no guesswork, no uncertainty, it's all laid out there on the paper. And guess what? you made that list, you took ownership of your health and fitness, not me, not anyone else. You did it.

Even the act of completing the list is something to celebrate. If you haven't made your list yet, make a goal to finish it before the end of today.

Once you've gone through these clarity exercises you have officially gone through step one of the five-step process to achieving a personal revolution. Once the first step is completed, you're not done, but the other four steps will easily fall into place for you.

Step 2: Measurement

Simply measure and track your results based on what your goals are now. If your goal is to lose weight, then measure your weight loss, and select a specific weight you want to be at, so you can track your progress. If your goal is to run a 5K race, then set markers for your progress, for example, one mile by the end of the first week, two miles by the end of the month, three miles by the end of the third month, etc. Track each week how far you run until you can comfortably run five kilometers. If you don't track the distance, how will you know how far you've run? And, reaching milestones helps keep you engaged and excited.

Step 3: Discipline

Now that you have your game plan and step-by-step plan of how you're going to achieve your goals, you need the discipline to keep working your way through the list. The discipline comes through taking action and creating habits that align with achieving your goals. If your goal is to lose weight, then you use discipline to make sure you aren't overindulging on food and alcohol. If your goal is to run a 5K, then become disciplined to practice running three times per week.

Step 4: Nutrition

Whatever your goals are, you can find a nutrition and diet plan that will work for you. If you want to lose weight, you use a weight loss plan. If you want to run a 5K, you can find a nutrition plan that runners use, and you follow that. Get excited about the positive changes that will occur as you decide on the best nutrition plan for yourself.

Step 5: Exercise

Exactly the same as nutrition, whatever your goals are, find a workout and exercise plan that will align with your goals. If you want to lose weight, focus on exercise that will burn calories and keep you in a fat-burning state. If you want to run a 5K, then obviously your exercise plan is going to include a lot of running.

I hope you can see that until you have crystal clear clarity around why you're trying to be healthy and fit, it's going to be extremely difficult to stay focused on and dedicated to an exercise plan or a diet. How can you pick and stick with a diet or workout routine if you don't know exactly why you want to be healthy and fit in the first place?

Whether you're just embarking on the journey of health and fitness for the first time, or you're a veteran of the game, these clarity exercises will help you to achieve the body you want and to achieve goals in your personal life you've only previously imagined. I return to the five steps again and again as a powerful tool to reset my goals and launch myself towards my next personal fitness endeavor. As my body changes, I level up with a new set of goals.

Now it's your turn ... It's your life, it's your potential, it's *your* Personal Revolution.

About the Author

Jay Quarmby is a personal trainer, lifestyle coach, fitness instructor, and entrepreneur. His passion for transformational experiences comes from his own personal revolutions. From packing his bags and moving across the globe from Sydney to Toronto, to competing in natural bodybuilding and physique shows, these life-changing experiences have shown him the importance of self-discovery and self-discipline. Jay runs a six-month life transformation program that helps overworked executives restore balance to their life through health and fitness optimization while maintaining their high-functioning careers.

If you would like to achieve your own personal revolution, head over to Jay's website and grab a copy of his book *Your Personal Revolution—Five Steps to Taking back Control of your Health & Fitness*. This actionable book will take you step by step in detail through his five-step process.

Jay loves video games, working out, his wife Lucy, traveling the world, and deep debates with friends, although not necessarily in that order.

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