

# FAT LOSS MOTIVATION

KNOW YOUR REASONS,  
ACHIEVE YOUR OUTCOME



NEIL CANNON

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### Know Your Reasons, Achieve Your Outcome

#### INTRODUCTION

You have purchased a fitness system that will improve your health, your looks and your self-confidence in more ways than you thought were possible. The last thing you want is to get half way through it and to lose motivation and willpower and return to your old ways.

Willpower uses up a lot of mental energy. You can literally become exhausted from battling with yourself which is why it's easier to give in. Wouldn't it be great to not to have to challenge yourself whenever you are met with temptation, to pretty much remove willpower from your vocabulary? This mindset report aims to do just that. I aim to fill you with motivation and techniques for adopting a new and healthy lifestyle so you can be filled with self-confidence from this day forward.

The reason I believe I'm qualified to provide this report is that I've owned a website for the last year where each day, I have written about techniques to focus your mind - whether you're a business owner, employee, employer, child with ADHD, athlete or someone struggling with weight loss. The source of my writing has been high calibre sites like Psychology Today and Psych Central. Each day I have excerpted writings from professionals, medical doctors and other people with PhDs, and have written about topics including (but not exhaustive) goal setting and organisation, exercise and health/fitness, brain food and nutrition, motivation, creativity, meditation, yoga, tai chi etc. Almost anything that is related to focusing your mind, goal achievement, and with brain management, I have written about, and in this report, you're going to get an insight into what I have learned which can only help you with this fitness regime.

#### MOTIVATION

People are motivated by two key driving forces; **pain and pleasure** – the need to avoid pain and the desire to gain pleasure. I give full credit to world-renowned peak performance coach, Tony Robbins, for this. Some people are motivated more by desire to gain pleasure, including their desires and aspirations, whereas other people are more motivated by their need to avoid **pain** – which may include the pain of not achieving their desired outcome (fear of failure) or their perceived pain of the process (boredom, frustration, challenge). I say perceived, as we often associate pain to a task, be it in our working world, or making the first step to talk to someone we've been putting off talking to, or of course, a component of a fitness regime. What we often find though, is that when we actually do the task, it's not at all

as painful as we anticipated for it to be. In fact, sometimes it can be enjoyable and gives us pleasure. Do you even regret exercising? If only we could end procrastination that easily! On that subject, do you know why we procrastinate? It's because we attach more pain to taking action than to not taking action. Or we don't attach enough pleasure to the outcome to motivate us through the perceived pain.

It transpires that the majority of people are motivated more by their need to avoid pain than they are by the desire to gain pleasure. Why is this? Well, it's down to our reptilian brain – our survival brain. Our survival brain is designed to keep us in a safe place – and therefore wants us to avoid pain. Some people are motivated more by their desire for pleasure, but they are in the minority. Do you know how you are most motivated?

The great thing is, that once you know how you are motivated, you can make pain and pleasure work for you, rather than against you, so you can achieve your desired outcome – whatever it may be. For the purpose of this report, we're obviously going to focus on health and fitness.

Given that most people are motivated more by their need to avoid pain, wouldn't it be great if we could foresee or imagine the pain we'll experience if we don't achieve our desired outcome to motivate us to take action?

I'm about to list a plethora of reasons how we can be motivated to gain pleasure by developing and maintaining a healthy and good-looking physique. However, but before that, I'm going to list some pain or fear motivating factors. These are fear motivational factors I have picked up from quite a large sample of guys, and more recently, some ladies.

## Fear or Pain Motivating Factors

Let's think about what will happen, or what may happen if you do not stick to your new health & fitness regime.

Ultimately, we're all wired to procreate. We all want to find our ideal partner and have children – that's how we come wired from the factory. Some people may make a choice not to have children but most of us, if not all of us, want to find our perfect mate.

Imagine you don't find your ideal or perfect partner. Let's paint a dark picture. (If you already have, then do bear with me). If it doesn't happen, imagine you settle for someone you don't really want to be with. That doesn't make you feel good does it? Can you imagine the relationship really being that healthy and one you can't wait to come home to every evening? Can you imagine wanting to share life with them so you can magnify the human experience? Can you imagine even caring that much? Can you imagine laughing much together? Can you imagine the sex being that great? Can you imagine wanting to please each other? You might decide that a night down the local with your friends is more inspiring than a night in with your partner. (I'm not trying to advocate that a night down the local with your friends isn't a great night, I'm just trying to put it into context!)

What about at work? For guys, will you resort to wearing suits that don't fit, off the rack that hang off your shoulders like a coat hanger to hide what's underneath? Women, will you resort to baggy clothes or ones that don't show off your figure? How would that make you feel when you're asking your boss for a raise or in an interview for a new job? There was an interesting statistic I read recently (which I can't find right now!) which showed that people who appear to be physically fit (I know, some people make no effort and appear on the outside to be in great shape – bore off people!!) achieve more in their careers, whether it be more money earned or career progression or in their entrepreneurial endeavours. It's not surprising, given that when you're physically fit, you have more mental and physical energy with better mental clarity and motivation. Have you ever noticed how seriously successful people just radiate positive energy? They're full of beans, their skin is glowing and they're active and resourceful.

How would you feel in social situations when you need to wear baggy clothes? Will that fill you with confidence? I'm not referring to just approaching someone you're attracted to, but just being in the situation you're in. Will other people notice you? Even if you're married or in a long-term relationship, it's nice to be noticed – it's a confidence booster. Don't you want your perfect partner's eyes to light up when you take your top off? I truly believe that taking care of yourself physically is so vitally important in any relationship to maintain that physical

connection and sex appeal to one another. Let alone for every other reason to keep fit – so your vital organs function properly – your brain, heart, lungs, kidneys, liver, skin, your musculoskeletal system (muscles, bones, ligaments and tendons) etc.

I don't want to delve too much into **fear** motivating factors, but here's a list of what guys have told me when I asked them what they'd fear most, if they were to not get into great shape. I think the same can apply to women too. I'd love to hear your feedback in the Members' Area.

Some of these are present situations, some are future fears of people I've spoken with:

- Struggling to find a girl/partner
- Not being married
- Current partner doesn't find them attractive
- Sex has dried up with wife
- Low sex drive
- Lower sex drive on part of their partner as they don't find them attractive
- Lack of self-confidence on beach
- Lack of self-confidence in workplace – interesting point
- Lack of self-confidence in social situations, approaching people.
- Avoiding the beach or swimming pool
- Avoid taking their shirt off, like playing games in the park in the summer with their kids
- Having to hide their chest and wear baggy clothing
- Marriage breaking up
- Poor health
- Dying young
- Not getting the most out of life – knowing that fitness is key to living a fulfilling life.  
(Did you know that **not** exercising is a depressant?)

### **ASPIRATIONAL Motivating Factors – Desire To Gain Pleasure**

Some of those were pretty cutting weren't they? Let's snap out of that, and think about the other side of the coin, the brighter side.

You have purchased either The Truth About Man Boobs, Mojo Multiplier or It's Not Weight Loss, It's Fat Loss for a number of reasons; You may want to gain a figure you're proud of to boost your self-confidence and self-esteem? Let's dig deeper. Do any of these suggestions

ring true? You want to feel attractive again so you can boost your self-confidence, not just on the beach, or by the pool or in the park in the summer, but in any social situation - or work situation. Think about how good you feel in a tailored suit or tailored dress. When you know you look good, it makes you feel good - like a man (or woman) - and that boosts your self-confidence in more ways than you can imagine are possible.

What else? Your sex drive will sky rocket and if you don't already have one, finding – and keeping - your perfect partner will become infinitely easier. You'll become a head turner on the beach or down your local or at your work place.

If you do have a partner, they'll find you irresistible and want to rip your clothes off at any given opportunity. Your partner's sex drive will skyrocket as he/she finds you increasingly irresistible.

I am of the opinion that one reason people stray in marriages is due to the fact that someone or both people let themselves go, and when that happens, they start fantasising about someone else. I've been told this by both men and women. They start craving what they don't have – that sexy body they saw on the beach, or on TV....or the gardener.

Sex is a really important part of a relationship, and if you don't feel good about yourself, then the sex will suffer. Additionally if you don't feel good about yourself, the chances are there's a reason for it; you probably realise that you could be in better shape – and be the best version of yourself that you can be. In an ideal relationship, you want your partner to find you irresistible, for their eyes to light up when they rip your top off. For me, this is a massive motivating factor for being physically fit and maintaining an attractive physique. Seeing my girlfriend's eyes light up when my shirt comes off - without her having to say anything works wonders for my ego! This is along with the untold number of natural requirements our body demands in order to live a healthy – and fulfilled - life by being physically fit. Our bodies were designed to move, not to sit in chairs. The chair was one of the worst inventions ever made for our backs I'll have you know!

I'd like you to take a moment now, and visualise what gaining that figure you so desire will do for you – in your love life, your social life, your work life etc. It's really important that you can visualise this, as this will keep you motivated throughout the program. I'd also like you to start thinking of it as gaining something great, rather than losing something – gaining that figure to make you feel attractive, boost your self-confidence and self-esteem, and which will enhance your life in so many ways. When you're fit and healthy, you feel great, you reduce stress, you're fitter, have higher energy levels and are generally happier all around.

Here are some of the benefits that exercise brings to our bodies:

1. It feeds the brain with oxygen from your blood
2. Induces creativity, ideas & insight
3. It balances and aligns your body
4. Increases attention, concentration and focus
5. No.1 stress reliever and anxiety curer
6. Gets you feeling positive, happier and optimistic
7. It teaches you to relax
8. Helps you sleep well
9. Motivates you
10. Boosts your physical and emotional energy levels – Tony Schwatz (author of *Power of Full Engagement*) said exercise is the no.1 activity for emotional renewal
11. Makes you smarter - it enables you to tackle problems that you weren't able to tackle beforehand – I found this time and time again at university (during exams and intensive periods of work) both for my undergraduate degree and for my masters (I just had to slip that in there). If you exercise before work, you stimulate your brain for the day ahead. In fact now, I can't start a workday without exercise as I feel sluggish – a mentality I worryingly got used to a few years ago.
12. Fends against aging/memory loss – when you age, your memory actually shrinks – exercising slows this down significantly
13. Reduces the risk of stroke
14. Reduces risk of heart problems
15. Strengthens your muscles, joints and ligaments
16. Strengthens your blood vessels and veins
17. Strengthens your heart and lungs
18. Increases libido and sex appeal
19. Last but not least: Exercise of course makes us all round fitter! It builds and tones your muscles, strengthens blood vessels, boosts pulmonary (lung) and heart performance so you can live a more fulfilled life.

**Not exercising is a depressant and leads to all sorts of illnesses.** Many neurodegenerative disorders, such as Alzheimers and Parkinsons have been linked with lack of exercise. Other organs fail because of a lack of exercise.

I don't want to go on harp on too much about exercise, but our bodies were designed to exercise, and I think it's fascinating just how much it does for us.

Ultimately, by gaining the figure that you're craving you will stand a much greater chance of satisfying four key areas in life. In no particular order:

- **Family (love):** Boost your confidence to find your perfect partner – and keep them
- **Fitness:** Boost your lifestyle, brain power, general health and quality of life overall
- **Financial:** Boost your confidence to put your mind to whatever it is you want to achieve
- **Faith:** Not necessarily religion, it may just be down to having faith in yourself and others.

## **ADOPTING A WINNING MINDSET**

When starting anything new, it's really important that your mindset is in the right place and that you think positively, and remove yourself (as much as is possible) from negative influences. Let's take a look at a few ideas of how you can remain positive.

### **Techniques To Adopt A Positive Outlook**

- When you wake up every day, count your blessings. Make a list of 5 things that you are thankful for each day to train your mind to focus on the positive. This technique has been proven to be successful again, and again, and again. One reason why older people are often happier is that they remember only the good, and forget the bad.
- Develop Retrospective judgment - a technique naturally happy people unknowingly use. It's putting a positive spin on negative past events so you remember them as good. It's very effective. Expect things to get better. Optimism can make you happier. Even the army teaches soldiers to be optimistic because it makes them tougher and more resourceful.
- Exercise regularly! Exercise makes you think clearly, alleviates stress, helps you to focus and makes you feel happy. Endorphins are released into your brain which give you a natural high, far better than alcohol or any recreational drug! Exercise also helps you to



be creative and can be highly effective when problem solving. **You'll never regret doing exercise. You'll only regret not doing it.**

- Minimise snacking on unhealthy snacks, such as sweets, chocolates, crisps etc. They may make you happy short-term, but what goes up, must come down, and that's exactly what happens when you snack on snacks that are high in sugar. They cause an unnecessary stress on your liver and draw glucose out of your brain - the exact thing your brain needs to function efficiently. Get into a routine of snacking healthily, such as whole nuts with fruit, organic protein bars or natural yogurt.
- Listen to music that lifts your mood if ever you're feeling stressed or down
- Socialise with positive and like-minded people as much as possible
- Get outside and into nature - as corny as this sounds, it makes you appreciate this beautiful world in which we live, and triggers creativity and ideas.
- Limit the amount of news you watch or read on a daily basis. The majority of the news we read or watch is negative. Whilst you think this isn't having an impact on your life, when you're constantly being bombarded with negative stories it does affect you. It penetrates your subconscious mind and is counter-intuitive to a creating a positive mindset. Limit yourself to the headlines and most important news stories (if you feel you have to know). There's no need to watch the news 3 times a day.

## **GOAL SETTING AND VISUALISATION**

### **Why set goals?**

A lot of people go through their lives without setting themselves goals so they find themselves coasting, not really knowing what they're aiming for. In essence, if you don't set yourself goals in life, you have no destination to head for, and if you don't have a destination, how will you get there?

In brief, goals:

- Provide a sense of direction – they create a roadmap and action plan
- Help us focus our attention and energy
- Help us to avoid wasting time, effort, money and energy on 'wrong' goals - provided we set them properly

From a Neuro Linguistic Programming (NLP) perspective and Principles of Success,

### **Sense of Direction means:**

- We know what we want
- We're aware enough to know whether we're on the right track
- If we're not, whether we're flexible enough to make changes if we're not on track

### **Focus Our Attention And Energy**

- We need to filter out superfluous information in order to focus our energy and attention. Clear goals help us focus on the important stuff
- The 'Reticular Activation System' on our minds is a function that acts like an internal radar. It seeks out opportunities and situations that can help us achieve what we want. This is where visualisation comes in, looked at later.
- When we have clear goals to focus on, it enables us to pay close attention to the things that will help us achieve them.

### **Avoiding Wasting Time And Energy On The Wrong Goal**

- It's common for people to be en route to achieving their goals, only to realise that what they were aiming for, is not what they really want.

- NLP (discussed later) enables us to think about the implications of achieving our goals when setting them, which helps to set the right goals, thus saving time, money and energy.

## VISUALISATION

When you start a health and fitness program it's really important to focus on the positive outcome – the big picture, the end goal. In doing so, any - possibly perceived - obstacle that comes between you and that outcome, becomes trivial. Likewise in business, if you focus on your vision, then the admin that stands between you and realising that vision becomes trivial. You just get on and do it.

When it comes to focusing on something, for a given period of time, it's our primal reptilian brain that often keeps us from maintaining focus. Our reptilian brain feeds of distractions, drama and instant gratification. It causes us to be immediate-focused. It's the source of procrastination and emotional hijacking and is why the best laid plans often don't...go to plan. It's designed to protect you, from fear of failure as an example. The key is to make it work for you, and not against you. Visualisation is one way of getting around this and by writing down all your reasons for wanting to achieve and gain pleasure from your desired outcome, and also by writing down reasons associated with anticipated pain you'll experience if you don't take action and achieve your desired outcome.

We live in a world of instant gratification. It's time to start thinking long-term positive outcome rather than short-term instant gratification. It's the short-term instant gratification that's often (of not always) harmful to the desired outcome - the end goal.

As an example, when you eat foods that are high in sugar or are a processed carbohydrate, there is a sense of immediate gratification but we know that in the long-term, they are harmful to our health and even after about an hour of eating them, you'll experience an energy crash; Your brain feeds of glucose – which is obtained from eating unrefined, purely natural carbohydrates from fruits, vegetables, grain and legumes. When *refined* (unnatural and processed) carbs are digested (or indeed a sugary snack or soft drink) they quickly raise your blood sugar levels and give you a boost. However, this boost is short-lived much like caffeine. When you eat something high in sugar, your pancreas starts to secrete insulin, which triggers cells throughout your whole body to extract the excess glucose out of your bloodstream and store it (as fat) for later use. Thus, the glucose available to your brain is reduced significantly and the neurons in your brain are deprived of their core fuel and they experience an energy crisis. Within a few hours, you'll experience the crash; you feel spaced-out, weak, confused, and/or nervous. Your

ability to think, focus and concentrate takes a massive hit. Glucose deficiency is called hypoglycemia, and in extreme cases this can lead to unconsciousness! So think of this next time you reach for a sugary snack. Not only this, but when you experience this crash, you'll crave something high in sugar again, and then it happens all over again. This leads to Type II Diabetes. Think long-term. Consume foods that will only make you feel good for hours afterwards. A way of telling how foods affect you, is after an hour of eating them, write down how you feel. You'll be amazed at just what happens inside your body when you eat these types of food.

Can you imagine what it does to your mind? Your motivation? Your mind is heavily affected by what you eat, and not many people know this. The sooner you get used to eating natural foods, generally organic everything, the sooner your mind and motivation will be in a positive state and you will be rewarded for it! And you'll start to go off the types of food that you realise long-term are no good for you.

Always visualise the end goal, your desired outcome, your emotional reasons for doing something, whatever it is you're trying to achieve.

## **How To Set Goals AND ACHIEVE THEM**

The reasons many people struggle with their exercise regime, is that they set unrealistic goals, and many people focus on negative processes (or perceived pain) to reach their desired outcome rather than focusing on the positive outcome. This is a really important point as our minds work in weird and wonderful ways. We have a subconscious mind that works with us to achieve anything we want to achieve. Whatever we focus on, is brought into reality but many people focus on the negative stance of whatever they're trying to do – such as “losing weight” – if you're telling yourself constantly that you need to lose weight, all your subconscious mind is hearing, is “weight, weight, weight” so that is what is brought into reality. Your subconscious doesn't know the difference between negative and positive so if you're constantly focusing on something you don't want, that, in effect, will be brought into reality. This is a fundamental point about achieving what you want out of life, be it in business or finances or family or health & fitness or anything for that matter. As the world's leading peak performance coach, Tony Robbins, says: “You need to shift your focus. Focus on what you want, not on what you don't have, and that will be brought into reality.” Successful people focus on what they want. Unsuccessful people focus on what they don't have and what they don't want.

At the start of the New Year, a lot of people make New Year's resolutions, and the majority of these never get realised, and most people give up within the first month. Why do you think this is? When we create New Year's resolutions, they're done so without setting realistic goals. Not only that, but most people set New Year's resolutions that largely revolve around the sacrifice of something rather than focusing on the benefits, and more importantly, the emotional benefits of the person they want to become. The New Year's resolution should only be regarded as a means to reaching their end goal and therefore, not a sacrifice.

Setting goals helps you stay focused on the big picture, and from swaying too far from the prize. We live in a world of instant gratification so if you don't focus on the big picture, it's easy for your focus to drift to the day-to-day and slip back into bad routines or habits. On the subject of habits, it's been scientifically proven that if you can do something new for 21 days consecutively, then it becomes a habit. It becomes ritualistic.

The best way to set goals and achieve them is to be realistic. One way of being realistic, is to visualise you achieving your desired outcome. If you can't visualise it, then you've stretched yourself a little far. A tactic I picked up from a book by Raymond Aaron called "Double Your Income Doing What You Love" is to set goals in three levels,

- 1) **Minimum** (you can count on achieving based on past history)
- 2) **Target Level** (This is a stretch)
- 3) **Outrageous Level** (Most challenging – one that seems practically impossible)

If you set goals that are outrageous only, then the chances are that you'll set yourself up for disappointment, but achieving them is not impossible. Conversely, if you set yourself minimum level goals, and achieve them easily, then you won't grow. If you set yourself something in between, say target level, then you will continue to grow as a person. Related to gaining that figure you and the opposite sex yearn for, this could be:

- 1) Don't put on any more fat
- 2) Lose belly fat, fat off your cheeks and slim down around the waste to you have a flat stomach
- 3) Reach single figure body fat measurements, reveal 6 pack abs (they're there already, just hidden if you're carrying surplus fat) and a chiselled jaw bone

When you set yourself goals in a fitness regime, please, please, please do not use the scales as a means of measuring your progress. I **gained** 3 kg when I became toned. Why? I gained muscle. Muscle is more dense than fat, so if you're weighing yourself every week or couple of weeks, this can be incredibly detrimental to your progress. It'll have a negative

psychological effect as you'll think you're not making progress, when in fact you are. There are other ways to measure progress, such as a tape measure around your chest and waste at set intervals, taking photos and a body composition monitor. Take a picture now, then again in a few weeks / then months and compare. And send it to me! I'd love to hear about your progress and share with others so they can do the same.

You can also buy equipment to measure your percentage body fat like this one:

[Omron BF306 Body Composition Monitor](#)

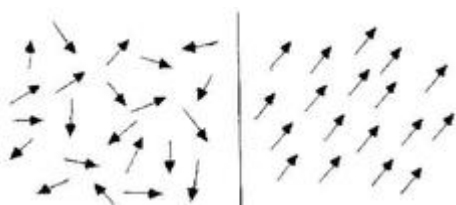
## Goals Create An Action Plan

Without even thinking about it, by setting goals and being as specific as possible, asking yourself all the right questions about how you're going to reach them, you'll have created yourself an action plan. Refer to it regularly to ensure you're on track. If you've swayed, you'll know what to do to get back on track.

## Goal Visualisation

As Michael Michalko, author of *Creative Thinkering*, *Thinkertoys*, *Cracking Creativity* and *ThinkPak* points out, if we intend to do something, we visualize it, and by various forces of nature, start noticing the substance of, or the result of our intention, everywhere. We start noticing only things that our brain deems important having set our intention.

He has an excellent way of illustration this.



Michael Michalko describes our thoughts like pins. Remembering back to when we were children, a magnetised object has a plethora of tiny little elements called “spins” (see left image on the picture above). Each one of these spins has a certain orientation, which is dependent on the direction of its magnetic field. Normally, these spins will point in all sorts of directions, which make their magnetic fields cancel each other out. When spins are pointing in opposite directions, they repel each other just like the north poles of two magnets are attracted to each other.

The interesting part though, is that when there is an increase in temperature, the spins all align simultaneously and end up pointing in the same direction. Rather than cancelling each other out, the different magnetic fields all support each other and this produces a strong pattern. When the spins point in the same direction, they attract each other, much like how the north pole of one magnet attracts the south pole of a different magnet. The idea of magnetisation is a great example of how forces all aligned in one direction, attract and reinforce each other, resulting in a dynamic and natural, overall pattern.

The point of this illustration is that Michael Michalko says our thoughts are like tiny spins in our brains. If we have no intention to do something, our thoughts are disordered, like the spins on the left. However, when we have a real intention to do something, our thoughts all have purpose and they automatically align with each other, forming a strong, dynamic state of awareness, all aimed in the same direction of intention.

You may have thought this was a rather convoluted explanation of how our thoughts affect our intentions, but it was one of the best examples I've come across.

A key to success in any area of life is to stay focused on what's important to you. If you can connect your goals and aspirations to your highest values – the core emotional yearnings that are hardwired, then it's far easier to realise your goals. In fact, it'll almost become automatic when your focus is linked to your deepest values. Your brain will start working for you and with you. This is why we went through the motivation section, taking a look at your fears and desires.

When you understand the power of focused attention, you can bring into your life some truly amazing things – be it money, love, relationships, or indeed getting into excellent shape, which of course is linked with love and relationships and money. There are complex procedures that are automatically handled by our 'operating system' – our subconscious mind (or unconscious mind as it is also referred). **What you pay attention to expands.**

## Action Steps

Numerous studies have shown that those who write down their goals stand a much greater chance of realising them. This comes as no surprise given that when you write something down, you're automatically engaging your brain into a deeper process of focused attention.

So, how are you going to succeed with this fitness regime? How will you remain focused?

You need to align your goals with your deepest values. Your motivators will give you a clue.

Here's a list of example goals that can be aligned to gaining the figure you're after:

- Enhance my self-esteem and self-confidence.
- Develop a healthy body image, relationship with my body and become the best physical version of me.
- Adopt a lifestyle of eating nutritious foods (and break addiction to junk foods and high carb/high glycaemic diet).
- Let go of extra fat to look and feel better.
- Gain and maintain a trim, fit, healthy body.
- Embrace a lifestyle of regular exercise.

Take out a sheet of paper and pen and write down your goal(s) together with a time frame. Devote yourself to achieving that goal with the help of your new fitness regime.

So, take out a sheet of paper and a pen and write down a goal that you would like to devote yourself to infusing with action-activating passion.

## 10 Steps To Infuse Your Goals With Momentum

- 1) What do you most want? Which goal?
- 2) Declare belief in yourself and your ability to change
- 3) Ask yourself *why* you want this change
- 4) Explore *why* more deeply – the motivating factors presented earlier may help – and ask yourself deeper and deeper questions until you exhaust all reasons.
- 5) Explore deeper values and emotional drivers and “needs” you yearn by achieving your goal. (For example universal yearnings such as happiness, health, wellbeing, safety, financial security etc)
- 6) What do you most fear in relation to achieving the goal?
  - a. This may sound like an odd question, but you could ask yourself how you having a massive boost in self-confidence could affect your relationships with family and friends (as an example)
- 7) What do you most fear in **failing** to achieve your goal?
  - a. **This can be one of the best ways to motivate yourself.** The fear motivating factors looked at earlier will be helpful to look at again
- 8) What do you declare instead for yourself?
  - a. This may sound a little “out there” but when you make a declaration, with your hand on your heart, it articulates a new vision for your future. As an example



you may want to declare to yourself that you want to feel confident and have belief in yourself, to be healthy and a positive example to your children.

- 9) What action, big or small will I commit to start taking from today onwards?
  - a. Given that you have a new fitness regime, this should be fairly easy. You need to take action TODAY.
- 10) What affirmations best serve to infuse actions with passion and momentum?
  - a. Again, a little 'out there', but try to formulate one or several succinct, empowering affirmations which are specific to infusing your particular goal with passion to act and maintain your momentum.
  - b. Turns your goal into a statement which powerfully energises your optimal emotional states, both for your mind, and your body, which you need to support to realise your goal

It doesn't matter what your goal is; these steps are a very effective way to successfully influence your subconscious mind to work with you to make positive changes.

When you work consciously to engage your 'operating system' or 'autopilot' – the subconscious mind – you can achieve your goals with much greater ease. It's an incredibly powerful process as the subconscious mind is in charge of breaking habits and forming habits, strategies, and unfortunately, addictions. I say unfortunately as many addictions aren't positive in nature – unless you get addicted to exercise, eating healthily, giving to the needy etc.

We mentioned the primal reptilian brain earlier as being in charge of your survival. This process here is about consciously not allowing your body's sensory system, or survival response (reptilian brain), to manage your life with default mechanisms, by making conscious choices instead.

The trick is to realise how what you want, rests in your capacity to maintain conscious focus on what you really, really want, and at the same time, be passionate about the connection between realising your goals, however big or small they are, and fulfilling your innate emotional motivational drivers. This gives energy and momentum for the action that you need to take, in order to achieve whatever it is that you want.

I'd like to attribute these 10 steps to Dr Athena Staik of Psych Central. [Click here if you wish to view the whole article.](#)

Very best wishes,

Neil Cannon