

SAMPLE

The Habit of Choice

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I want to give you one of the most powerful tools I have ever learned.

You can have anything, be anything, and do anything if you just make the choice to do so.

The power to choose whatever you want is something that the words written here cannot give justice to.

Your future has not happened yet.

In fact, you create your future. The choices that you make today will shape what happens tomorrow. The fact that you are reading this book indicates that there is something you want to change.

This is the first step in determining your future.

You can make it a habit to chose what you want in life. Weight loss is, in fact, a choice you make. Much like you chose your mate, your occupation, or your place of residence, you can chose to lose weight and stay thin.

Being overweight is not a life-long sentence over which you have no control. You can choose to change your situation at any moment. If you are completely frustrated with your current weight, now is good a time to make the choice to change.

Perhaps this is a choice you are willing to make, but you're unsure of the first step.

Don't worry.

Weight loss is a process. We are going to cover each and every one of the

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**THINK!
AND LOSE WEIGHT**



steps to achieve your goal. Regardless of what you already know about weight loss, whether this is your first attempt or the latest in a long string of attempts I am going to give you every thing you need to know.

You will be successful.

It's important not to make weight loss and weight management any harder than it is. Sure, the willpower required may be a test of character, but the actual process required to lose weight isn't physiologically difficult. You have to expend, or burn off, more calories than you consume.

It's really no more complicated than that.

The technological advances of our society have come with a cost. Our easier lives have created a sedentary population that is increasingly overweight. What is probably of more detriment, though, is the information overload that allows for confusing and often conflicting information that unnecessarily complicates losing weight and regaining optimal health.

Many of us suffer "paralysis by analysis". We are bombarded with so many different points of view that the information becomes overwhelming. It drives many of us to throw up our hands in frustration and do nothing.

The key to making weight loss permanent is to replace your old, unproductive habits with newer habits that will support losing weight.

It all starts with choosing to do so.

Exercise your power of choice! You can have anything, be anything, and do anything you want, if you are willing to choose it. Remember this. This is a tool that will be at your disposal whenever you need it.

In fact, the very best tool you can use for long lasting weight loss is the tool between your ears. Your brain is the best piece of equipment at your disposal to lose weight and keep it off. The more you feed your mind with powerful results producing information, the more successful you will be.



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Choose to study weight loss. Make it your mission. But do not lose the simplicity of it.

Weight loss is no harder than choosing to eat right every three or four hours (the most important process in weight loss and weight management), exercising with some weights/resistance two to three times a week, and doing some form of cardio/aerobics two to three times a week.

To lose weight and stay in great shape does not require any more than 2 to 3 hours a week total of exercise. I've trained many people that have managed to stay incredibly thin and in great shape with only 2 hours a week total of exercise.

It all comes down to the way you choose to eat and live. It is your choice of lifestyle that determines what you weigh.

The most important step you can take is to make the choice that you are going to commit to this, and stick with it, until you accomplish what you want.

Understand, there will be many days when you want to throw in the towel and call it quits. Choose not to.

Have faith that you will get what you want. It will require patience and persistence, but so do all good things in life. Make the decision now that **you are worth the effort.**

Take a minute right now and imagine how it would feel to have your ideal body. Visualize how you would feel once you are as thin as you want to be and as energetic and as vibrant as you'd like to be.

How would you feel once you have the strength and flexibility you want and have rid your body of nagging aches and pains?

Dare to dream and then choose to pursue and make those dreams come true. There's a huge difference between identifying what it is you want and



choosing to go after it.

Identifying what you want is only the first step in the process.

You must then make the choice to go after it. Again, remember this. This is the key that will unlock any goal you may have now or in the future.

The key to permanent weight loss and superb health is that you choose it.

Weight loss, muscle toning, or any fitness goal you have is simply a choice that you make.

Anything you want in life, any goal or desire can be yours if you simply choose to go after it. Things just do not fall into place naturally and without effort—rather, they fall, just not where you want them to.

You must first think of what it is you want and then choose to go after it.

And if you do not get what you want? Try again. Keep trying until you do get it.

If you are persistent enough and work hard enough, whatever you wish for will be yours.

Whether you want to lose fat or gain lean muscle and increase strength, you choose to do so.

In fact, life boils down to a series of choices. The better choices you make, the better your life will be.

You can choose to slim down and fit into those jeans or you can choose to give into your false feelings of hunger and deprivation.

You can choose to get behind the wheel after drinking or you can choose to hand the keys to a friend.

Some of the choices you make have a long lasting and dramatic impact on your life forever.

The choices you make dictate the life you will lead.

Where you are today is the result of all the choices you have made up to this point.

If you want better, you must choose better. You can either move ahead or stay behind.

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Remember, weight loss is a choice. Much like we chose to go to school to further our education or choose to take a new and better job.

We only do things after we make the conscious decision to do them and to put our heart into them.

You can want anything in life, but it's what you're willing to go after that matters.

Take out a piece of paper. Write down everything you wish you were and everything you wish you had. Be honest with yourself. Don't worry about what you "should" be or "should" have. Write down what **you** want.

Take a look at the list of goals that you have identified.

Are you willing and determined to accomplish each and every one of those goals?

This is a crucial question, as it's that one small factor, the step between identifying your goal and choosing to go after it, that determines whether you succeed or not.

Having the courage to identify your goals and then choosing to accomplish them is what distinguishes successful people from those that merely wish.

It wasn't until I made the conscious choice to do a bodybuilding show that I began making plans about how I was going to win it.

I started with a thought about what I wanted and then about how I was going to get it. But it wasn't until I made the choice to do it that I took the whole project seriously.

Choice is powerful. Choice can be the ignition switch that fires up the vehicle that will allow you to reach your goals.

You can choose to have anything, be anything, or do anything. It's up to you.

Action exercise — Begin using your power of choice. Make it a habit to choose what it is you want in life and then resolve to get it. After you have thought about what you want, choose to go after it.

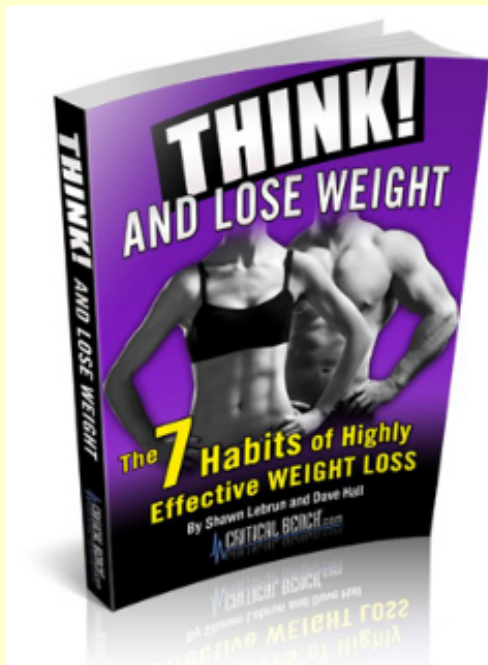
So many people live lives of “quiet desperation” because they do not make the choice to act upon their dreams. They are held back by fear and often times choose not to realize their dreams. Like I mentioned earlier, if you can dream it, you can achieve it.

Look over the list of goals you have written. I want you to make the choice, right now, whether or not you are going to go after those goals.

Choosing to go after your goals is like switching the “On” switch on a piece of machinery. Until you make the conscious choice to get what you want, your desires still in the “Off” position. By making the conscious choice to go forward, you start the process of taking steps to realize your goals.

For every one of your goals you decide to pursue write it on another piece of paper. Instead of writing “I wish...” I want you to write “I will...” and I want you to give yourself a reasonable deadline. Losing fifty pounds in two weeks is not reasonable. Once you have your list completed I want you to post it somewhere you will see it every day, a bathroom mirror or the inside of your closet door are good choices. This way you will have a visual reminder of your goal, your choice and your commitment to yourself.

Introducing: **THINK! and Lose Weight**



The 104-page "THINK! and Lose Weight " eBook contains advice and specific directions on choosing habits that support weight loss.

Instead of making weight loss complicated, you'll have the 7 simple, proven habits of effective weight loss at your fingertips. Once you replace your poor habits with new and improved ones...you'll lose all the weight you want.

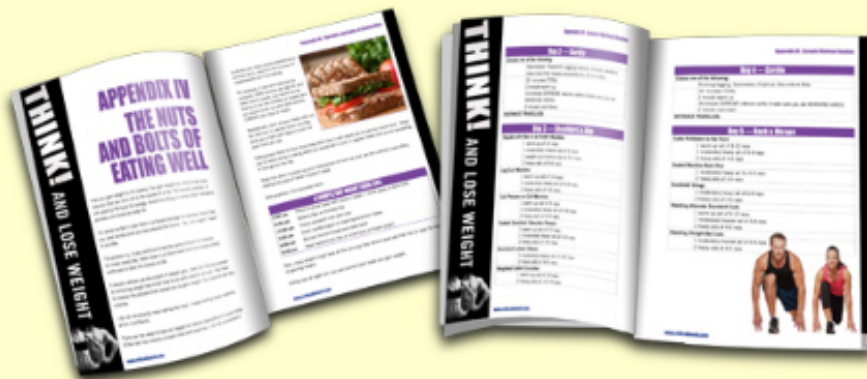
This ebook shows you how to lay the ground work for healthy habits that support weight loss without any additional effort.

The ebook also contains the specific exercises, reps, sets, and other workout information Shawn uses to train his

personal training clients to lose weight fast.

He even provides a sample workout routine to follow... including the best exercises to use, the days to work out, and the number of reps and sets to use.

Includes Nutrition and Workout Program



That's not all, Shawn also provides a complete breakdown of all the best foods to eat, when to eat them, how much of them to eat, and all the other things that make your nutrition simple.

Nothing is left out, you get the exact same workout information and nutrition information his \$100 per hour clients pay him.

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