

# **STICKING WITH IT FOREVER**

## **THE KEYS TO YOUR SUCCESS**

### ***Fat Loss 4 Busy Women***



A few words from my legal team... :-)

## **Medical Disclaimer**

Any use of the recommendations set forth in this document or the website it came from is at the reader's discretion and sole risk. The information offered is intended for people in good health. Anyone with medical problems of any nature should see a doctor before adjusting your food/meal intake or starting even the mildest exercise program. Even if you have no known health problems, it is advisable to consult with your doctor/s before making positive adjustments in your lifestyle.

## **Personal Disclaimer**

We are not doctors, nor do we possess a degree in nutrition. The advice we give is based on years of practical application, dealing with the needs of our own health and physiques as well as the needs of others. Any recommendations we may make to you regarding diet, including, supplements and herbal or nutritional treatments must be discussed between you and your doctor/s.

# Who is Joey Atlas

Not to impress you - but to make sure you know I'm qualified to talk about fat-loss - I've been in the fitness/weight-loss industry since 1985. I've worked with clients ranging in age from 11 years old to 96 years old (yes, 96!). I'm a published author with a book on Amazon.com. I also served as a consultant to Pepsi-Cola's Corporate Fitness Program at Pepsi's headquarters in Somers, New York.

You also might have run across my information or might have seen me quoted in any of these publications:

Joey Atlas



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JACKSONVILLE  
**Business Journal**

# "Sticking with It Forever"

## The Keys to Your Success

1 - Top 5 reasons people fall off the wagon - (How to prevent this is covered in the rest of document.)

- **Reason #1** - Discouraged by not seeing results soon enough.
- **Reason #2** - Life/family issues come up diverting emotional energy, demanding time & adding stress to daily life.
- **Reason #3** - Change in daily routine - causes 'normal routine' to get sidetracked and out of whack.
- **Reason #4** - Get sick for a few days and days turn into weeks and months of "doing nothing".
- **Reason #5** - Go away for business travel, vacation or to visit friends/family and you stop doing "your thing".

2 - The 'reason(s) you get started' in the first place, whenever & however that may have been, holds a lot of power in how you will find your future ways to stick with it.

3 - No need to screw up everything and throw in the towel if you've missed one part. IE: no need to eat badly, overeat, etc... if you missed an exercise session on any given day.

4 - 'See & Feel the Future' - How do you feel after you 'fall off'? Those feelings - both physical and emotional need to be internalized. You need to be able to feel them before they all actually happen - And then take proper action to avoid them.

5 - It all has to be more than just superficial. Your goal must be deeper/larger than just turning heads in a bikini. Must be part of your values. Your health, optimal functioning, productivity, getting the most out of your life. - not just for yourself - but for those around you. You want to set an example - You want to lead by example - You want to be the example, idol, role model.

6 - Variety. Not just for the sake of it - But to have the ability to keep things going when your surroundings are different. Vacation, biz travel, visiting friends...

**7** - Un-obvious opportunities - kids do sports/activities - What can you do during that time? Walk, run, playground exercise, local gym, etc... (other parents too...) Do something spontaneous, with your kids, friends, spouse (use my examples) - and then see if you can do that on a regular basis.

**8** - Your mindset and your values should not change if your surroundings do. - They are 2 different things - separate and independent of each other. Problem is most people can't put that into perspective and it sets them up for trouble.

**9** - Life's 'tough time' are much tougher when you let yourself go. Think of an athlete who trains for his/her sport. If they stop training - their performance suffers. Same applies to life. Life is your sport, etc...

**10** - Think of "wantpower" instead of willpower.

**11** - Accountability.

What is it? =>> It's the "obligation or willingness to accept responsibility"

How can you generate it? Many ways - but main one is to the 'self' - Your way of protecting the gift of life you've been given - and the tools to get the most out of it. All of what we speak about here goes into creating deep, genuine and powerful accountability.

Yes - schedules, appointments (weight-ins, trainers, classes, partners...), etc - are all fine - but they pale in comparison to internal accountability. [Told story in audio recording about clients coming to me to 'hold them accountable' - ...Reality is; I can only teach you how to hold yourself accountable - and this is exactly what you need... Because If/when I'm gone - so is your accountability... not good...]

**12** - 1 day becomes 3 days... 1 week becomes 4 weeks... 1 month becomes 3 months - and some people never recover... or, for some - it gets so bad they push themselves to 'get back into it'... Why does this happen? How can you prevent it?

**13** - 'Less' (exercise) is ok - and sometimes it's perfect. 'Adjust' and move forward on positive notes. People need to know what is ok - in order to feel good and confident about it. ...that their time is well spent and they are still on the right path. (my example of 'stretching' during very tough times... can also lead to a few sets, etc...)

**14** - Be "Selfish" - You MUST take care of yourself in order to properly care for others - for the long haul - not just today or this week. But - it helps to explain this fully to those around you in a genuine way - so they 'understand'.

For example... You taking the time to prepare certain foods for yourself - or do a 15 minute exercise session - may seem selfish to those around you. BUT - if you take the time to explain that your health and well-being requires you to do this stuff. AND that you love your family and friends so much that you want to be sure you are at your best FOR THEM, now and in the future - that you need to make sure that you are taking care of your self - AND you could really use just a little bit of support from them, etc...

**15** - Its not about "what you do" - It's actually all about "who you are" - One thing to ask yourself in times of challenge: "Who am I?" - and if you answer that question according to your core values - then your actions will follow suit and you'll stay dedicated to your true goals and you'll ... Stick With It... Forever!