

*****Review copy only*****

**Welcome to your “Sneak peek” of my book
*Master The Day.***

MASTER THE DAY

Eat, Move And Live Better With
The Power of Tiny Habits



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The Elephant In the Room: What Nobody Wants to Tell You About Looking & Feeling Incredible

What you're about to learn are the *facts* I discovered after interviewing and studying dozens of people that lost 100+ pounds naturally, without diet fads, and kept it off years later.

These principles transform much more than just a person's health.

And they aren't just abstract ideas I made up after an "aha" moment in the shower one day.

They're also based on hundreds of my own students and clients – and the key traits behind which ones succeed or fail in the long run.

These two principles don't care if you started rich or poor; they don't care if you're miserable or happy, fat or skinny.

They don't care how much education you had or how little education you had.

They don't care if you're French or American, Chinese or African, Mexican or Filipino.

And most of all, these keys are just as effective if you're twenty-two or sixty, a man or a woman, a busy CEO or have all the time in the world.

When I introduce you to them, you'll see for yourself just how powerful they can be as tools to transform your health and your life forever.

June 15, 1954.

Two beautiful twins are born into the world. Their names are Billy and Michelle.

They're both born into the same social class – middle class.

They're both raised by great parents in a loving and supportive household.

They both go to the same school, and hang out with the same friends.

They eat the same potluck dinner every night, and play the same sports.

They take the same vacations, and even read the same books.

They're both into personal development so they read at least one great book per month.

They both get married and go on to have kids, and create warm, loving families that celebrate the holidays together.

They both read the same magazines, watch the same TV shows, and they even go to many of the same events as adults.

But here's where they differ:

Despite all their similarities, over the decades, Michelle has maintained her slim 135-pound physique with very little variation over the years.

She enjoys incredible health – she’s bursting with energy that allows her to juggle her career and a family and still maintain her sanity.

She sleeps soundly at night, with the worries of her own life and the world not keeping her up.

She’s pretty much never had a muffin top – and even now, at 48, even though she’s gained a tiny bit of weight she still looks years younger than she really is.

She also has almost half a million dollars saved, everyone describes her as “so happy she could be on Prozac,” and she seems to have it all.

Her brother Billy, however, is a different story altogether.

Even though Billy and Michelle were both at a healthy weight in their twenties (when it’s easy), Billy is now fifty pounds overweight, with high blood pressure, pre-diabetes, sleep apnea, a spastic colon, no sex drive, and zero energy.

In fact, he doesn’t even remember what being healthy felt like – since all he deals with every day is constant, impenetrable fatigue and brain fog that hits him the second he wakes up.

Despite earning a strong six-figure income for the last decade, he is over \$50,000 in debt, with virtually no savings.

And to top it off, he's known as the scrooge of his town, always complaining about the things going wrong for him, about how hard *he* works and how little *he* gets in return.

What gives?

How could two people with a similar IQ and upbringing, with similar interests, education and parenting styles end up so different?

How did Michelle's life appear to get better with age – with incredible levels of health and vitality, physical wealth, happiness and an amazing family?

It wasn't just her net worth or health that got better. It was her *life* net worth.

And how could Billy seem like a pawn thrown around in the wind by an angry deity?

What is he missing that she possesses?

In this book, I am going to introduce you to the key that Michelle possessed.

The Big Secret

What I Learned Interviewing 20+ People That Lost Over 100 Pounds And Kept it Off Years Later (Without Calorie Counting or Fad Diets)

There's a big 'secret' that the healthiest, happiest people on the planet get that most of us don't.

And I'm not talking about these silly fitness models spamming your social media newsfeed with "*Omg if you aren't pushing until you die you're weak!*"

I'm talking about just average people like you and me - average people that transformed their health and their life.

It might surprise you that their health and weight loss had little to do with forcing themselves to eat less, move more, or any of the typical diet advice you get from the magazine tabloids at the grocery store.

Not a single one of these people counted calories.

In fact, it was just the opposite. And it was the result of only two principles. These two principles I noticed over and over as I interviewed dozens of case studies before finally putting the pieces together myself.

In 2013, on a beautiful August day, I strolled into my local bookstore because I had a burning question nagging me.

“Why is it, despite the fact that we have twenty-five new “shred diet” books by mysterious M.D.s this year, people are getting bigger and sicker than ever, and aren’t any more successful at looking and feeling a lot better?”

It blew my mind that virtually everyone on the planet had access to all of the information since the dawn of humanity, yet we were apparently no closer to the health and physical appearance that we so often craved.

In other words, in a world where virtually *everyone* has access to all the information *ever* released on the planet, why do only a couple percent succeed at actually having the pain-free, vital, strong, slim body they want?

Wait.

If we all have access to the world’s store of information, why aren’t we all millionaires, happy, slim, and content? All the information is there.

That’s when I realized that information meant very little. The diet (the information) we chose usually had very little (or limited) impact on the bottom line: the body and health we wanted.

That’s when I realized why I had a stack of books on happiness ten feet tall, yet day-to-day I complained about being mildly unhappy.

That was the day I realized that many of us have read finance books or have at one point wondered how to make more money, but most of us aren't where we want to be financially.

Why aren't they telling us this?

I sat down for a second and just stared at the health and wellness rack in the bookstore.

“What if the diet had nothing to do with it? What if ‘dieting’ really had little to do with the diet, and instead had more to do with *life*?”

All of these gurus were giving the same advice: what to actually do, but no one was saying *how* to actually do it.

Pieces began to connect.

How *do* the successful few do it?

I was hooked.

I wanted to figure out this key for myself: so I set out upon a mission.

I sought out, interviewed, studied and analyzed dozens of people (20+) that lost 100+ pounds naturally, kept it off years later, didn't go on a fad diet or count calories, and did it just by changing certain key habits.

I got on the phone with each of these people, recorded the calls, and played the 30+ hours of calls back a dozen times each.

As a certified personal trainer, an undergraduate biology major from a top university, and a guy that has been in the gym for almost a decade, I wasn't coming in to this blind. I had a rough idea of what I *thought* they were going to say.

I asked them similar things originally.

At first, I had the same questions you might have.

“What were you eating? How much? How often? How did you control portions?”

“What kind of exercises were you doing? How many times a week? How did you deal with cravings, sweets, and negative friends?”

Strangely enough, these conversations almost never came up when I asked them.

I was puzzled.

If they didn't solely attribute the diet (what they ate, or how much), or the exercise plan to their insane results... what were they doing?

What was *their secret*?

As I got through interview #10 I began noticing some interesting trends.

What I picked up on in one story, I would then go playback in another interview and see if it was present there too.

And here's what I discovered:

I learned that they *all* engaged in the same few habits.

I learned that *some* of them had a few unique habits.

And I learned that *none* of them embodied certain key habits you'd think they would (like calorie counting).

But I noticed one key trend surrounding all of their success stories.

It's the one big key I talked about earlier.

And that one principle (the *only* principle they all had in common), was that they understood that sustainable health and weight loss came down to two things, and two things only:

Here's what that key was:

It was a combination of understanding the person's inner psychology (what I call "*The Narrative*" with a capital "T"), and their understanding of tiny habits.

From now on, when I refer to *The Key*, you'll know that it means *The Inner Narrative (Your Psychology) + Tiny Daily Habits*.

Interestingly enough, there's no mention of a diet anywhere in there.

There's no mention of eating less or moving more.

And here's why: At the end of the day, what's less important is what diet we're on as long as we're eating real food.

Check this out. One Yale professor was chartered to analyze many of the major diet trends and see which one was most effective.

[What he found](#) was that it didn't matter if the person went low fat, low carb, or low something else. What mattered was that they were *carb* and *fat selective* – meaning, they just chose the right healthy ones, rather than removing them.

They didn't remove fat; they just ate the fats found in proper meats as well as foods like avocado and nuts (rather than trans fats).

They didn't remove carbs; they just ate the proper low GI carbs, like brown rice, instead of white bread.

Another study tried to figure out something similar: which diet is most actually most effective at weight loss long term?

The study done in the Journal of the American Medical Association [found the following after comparing a few popular diets](#): the only thing predicting your levels of health and weight loss is your ability to adhere to whatever plan you have set forth.

Crazy, huh?

It was almost like the information they had – the diet – had little effect on their success.

It was just whether the person *did* what they said they would.

And I hate to break it to you – but that one's an inner game.

That one's on us.

“But Alex, can't you just tell me what to eat and do in the gym?”

I know you want a magical diet plan. I know you want something to just plug and play.

It totally makes sense.

Just tell me what to eat, and I can take care of the rest.

But guess what? I won't tell you anything you don't already know. In fact, there isn't anything you don't already know.

So maybe I present one big realization: it was never about the diet we were on – it was about *us*.

Success and failure are both on us – not the diet or the guru.

And just like our life, whether or not we're living our dream, doing what we're passionate about every day, waking up happy, energized and fulfilled, has *very little* to do with the economy, the external circumstances of our life, or whether it's rainy or sunny.

It's has everything to do with us, or rather our internal approach.

We need to approach health differently this time if we're going to get results that last.

This book will show you how: and it will give you that key.

The Key.

Chapter Recap: “The Big Secret”

- The two “success principles” discovered after interviewing dozens of people that lost 100+ pounds and kept it off years later (improving more than just weight) were:
 - **1. An understanding of *The Narrative*** – that story we keep telling ourselves – and how it causes us to make the same mistakes over and over, or how it discourages us constantly. There was a big emphasis on paying attention to the narrative, and re-writing it.
 - **2. An emphasis on changing behavior, and habits, not weight loss tips, tricks, diets or fads.** The case studies I interviewed emphasized going back to the true origin: our behavior, rather than the diet. If something didn’t work, what habits or behaviors led us down that road?

A Sneak Peek of What's In This Book And How You Can Use it to Transform Your Life

This book is organized into two main parts.

The first half is all about what's been holding us back from being the huge success we want to be (and we can be) from a health and weight loss perspective.

This part of the book is mostly about how (and why) we often fail to reach our health, weight loss, and life goals, and what to do about it.

The second phase of the book is all about the crunchy techniques, tactics, and daily habits you can apply beginning today to stick to healthy habits, get your dream body, and finally *get your life back* and no longer wonder "how did I even get here?"

In chapter one, we're going to talk about getting from where you are to where you want to be. I'm going to introduce you to my "it's just not about eating less and moving more" philosophy, and then show you the power of just getting 1% better each day.

From there we'll jump right into what I call *The Horsemen*.

The Horsemen part of the book is all about the repetitive negative habits holding us back from our dreams of better health (that we may not even realize have been sabotaging us). Consider these the horsemen of the health apocalypse.

If you've ever failed repeatedly to reach your goals, have yo-yo dieted for decades, and find yourself always starting back at square one and repeating the same goals over and over, this part of the book will be invaluable.

We all fall prey to these at one point or another in our lives, but maybe this will "re-awaken" the awareness of it.

A big part of this chapter will be dispelling one huge, pervasive myth: The willpower and discipline myth.

After this first part of the book, we'll jump into part two. The second part is all about the solution: why we fail, and what to do about it.

Like I said, I promised you a diet-free way to create habits that help you create success *that's sustainable and permanent*.

In part two, I'll walk you through several daily habits that have either been adapted directly from my interviews with these 100+ pound weight loss success stories, or have been some of the most important principles in my most successful students and clients.

This is also where I introduce you to the key philosophy in this book and how to apply it: "*The Narrative*" + Tiny Daily Habits.

From there, I give you *the Master the Day: Million Dollar Daily Ritual* to stay focused and motivated, and show you how to stay consistent on the long road ahead, when life will inevitably try to intervene with your master plan.

It's going to be an exciting journey, so go ahead, jump in and get started.

Why This Is Probably The Only Diet Book Without a Diet and Workout Plan

You might be surprised.

Nowhere in this book am I giving you a meal plan, diet guide, workouts, or tips and tactics based on your body type.

Actually, to be specific, there's only *one* page where I suggest what to eat (at the very end).

Why?

It's simple: Chances are, you already know what you need to eat, what exercises to do, what tiny habits to ingrain, but you just aren't doing them.

The reason we fail is not just because we are eating the wrong foods or doing the wrong exercises. The reason we fail is because we keep changing the diet, the guru, the scheme, the strategy, without changing *ourselves as individuals*.

Let me repeat that.

The reason we fail to be healthy isn't because of the food and exercise, the diet plan or the lack of the diet plan (even though you obviously need those).

We fail because we keep changing what we do, without changing who we are.

Think about it.

When a relationship is going sour in our life, we can get all these core tactics: be more romantic, pay attention to our partner's needs, blah blah blah.

But at the end of the day, if our bad temper is the reason for arguments, there is no tip or trick on the planet that can fix the relationship. We need to fix the temper.

If we're insanely insecure, there isn't a guru on the planet that could fix the relationship unless we change that aspect of our self.

Band-Aids just won't work.

Well the same is true of health.

If we're struggling to "stick" with a diet plan or regime, it really has little to do with the diet (even though it may be *insanely* restrictive, no fun, or not based on science).

We might procrastinate and say, "Ehh I'll get around to it soon. I'll do phase two in a few weeks."

Sometimes we have this repetitive story going on that says, "I always fail, so why bother trying yet again? I might as well just enjoy the stuff I like."

Or we might get home late from work and say, "I'll just get some takeout, it's late and I'm exhausted."

Or it's time to go for our walk and that resistance crops up telling us, "Just snooze for ten more minutes."

Sometimes it's just a boring, tiring, stressful or hormonal day and we *really need* that treat to pep us up.

And so, as the typical lifecycle of the dieter goes, we repeat diet plan after diet plan without ever getting any closer to where we want to be.

And it's all because we keep changing *what* we're doing, the tips, tactics, techniques, without changing *who we are*. We never really address the underlying cause.

In other words, we can change the guru, the plan, the diet, the book, the strategy, or the workout a hundred times.

But nothing changes for good unless our *behavior* changes for good. If we don't change, nothing changes – no matter how many times we introduce a new game plan.

What we do every single day, whether consciously or unconsciously, creates the life we have today.

We bounce from shiny object to shiny object, guru to guru, without every addressing the fundamental underlying cause of failure and success: us.

It's not *what* we do, but *whether or not we do it* (and why) that prevents us from getting to where we want to be.

And here's a truth most people won't tell you: It's largely a psychological game, dictated by the thoughts, fears, and beliefs in our head.

What's more, the *story* you tell yourself about why your health is the way it is, is infinitely more powerful than the truth.

What I'm hoping this book will awaken in you is simple: the awareness that succeeding at getting healthy, and getting your dream body (for life), is an inside game. It always was.

And it isn't until we change who we fundamentally are as a person - our habits, beliefs, mindset, and behaviors - can we finally access the success we want.

Chapter 1

Getting From Where You Are To Where You Want to Be - The Power of 1% Better

"The boy didn't know what a person's "destiny" was. It's what you have always wanted to accomplish. Everyone, when they are young, knows what their destiny is. At that point in their lives, everything is clear and everything is possible. They are not afraid to dream, and to yearn for everything they would like to see happen to them in their lives. But, as time passes, a mysterious force begins to convince them that it will be impossible for them to realize their destiny."

- The Alchemist

You're here reading this for a reason.

First of all, you're a human being. You have goals, but you rarely reach them - and when you do, sometimes you feel like a continual failure, like you were dreaming too big and "now it's time to play it safe and be realistic."

You have dreams, but for some reason they seem out of reach – more like a fantasy than an inevitable reality you are working towards.

You want more from life – more everything. Better health, more fulfilling relationships, different vacations (or maybe just a vacation), a better job, a higher salary, more meaning and more purpose.

But you want one thing in particular if you're reading this: no matter what you say to yourself or your friends, what you really want deep down is to be proud of who you are.

You want to look incredible, and feel like a million bucks.

You want to take thirty seconds when you get out of shower and catch a sneak peek of yourself and go "*Damn, I look good!*"

You want that childlike feeling of sleeping like a baby again – waking up with crazy energy, loads of energy that leaves you feeling like you can conquer the world each day.

You want freedom from food; you want to be able to eat the right foods, when you want, without cravings, without feeling like food controls your entire life.

You're tired of dealing with sketchy health sites that contradict everything from the next site.

You're hardly thrilled about removing carbs and other food groups and calling that a "sustainable" diet plan.

You're a busy professional, entrepreneur, or stressed out mom juggling multiple lives: professional, personal, health, and

more. So finding the *time* to do all these things is your primary consideration.

You're tired of the "rah rah" *fitspiration* BS telling you to work harder until you die, showing disgustingly fit people that are hardly inspiring – they just inspire resentment.

You're tired of dealing with restrictive advice that promises to "change your life" and then gives you a list of 4,567 foods you can't eat – making you wonder what you actually *can* eat. Since when did a "big list of things I can't eat and a meal plan" ever work for anyone?

You want something that gives you the tools to succeed *in the long run* and actually *maintain* your progress for life.

You want a strategy unique to you and your circumstances, because how could a 45-year-old busy mother get the same health regime that a 22-year-old single man got?

And most of all, you want something *realistic* that doesn't eliminate all the fun of life, eating, and going out with your friends.

You want something real, and you want something sustainable.

Chances are, you're also kind of uncertain how you got where you are today.

It sort of seems like one day you just woke up in someone else's body, (and maybe someone else's life) – one day you woke up and realized, "*Wow, how did I get to this point? How did it get this bad?*"

Maybe you're a bit heavier than you realized – twenty or thirty pounds over your natural body weight.

Maybe health problems have been cropping up like acid reflux, some GI issues, back pain, massive fatigue and lack of energy.

Or maybe your health is just one symptom of a larger problem in your life: "*How on earth did I get here?*" It almost all feels like a bad dream - like you woke up in someone else's life.

"I wake up, take a shower, make breakfast, sit in traffic, go to the 9-5 job, come home, watch TV, rinse and repeat. And on and on my life goes like this. Every day it's the same thing, Groundhog Day repeated over and over again. What happened to that incredible, inspirational life I envisioned when I was young?

What happened to me?"

*"Compound interest is the eighth wonder of the world. He who understands it, earns it ... he who doesn't ... pays it."
- Albert Einstein*

It's known as life's best-kept secret.

You've heard of the power of compound interest, I'm sure.

You've heard about all this stuff about "saving early" because it'll make you rich later.

But what almost no one talks about is *compound habit interest*.

We know that saving a bit of money each day creates big rewards that only a small percentage of the planet enjoys.

But what about the *tiny daily habits* that produce these huge rewards?

Habits so small that they don't even seem worthwhile.

Habits that seem almost entirely unrelated to getting healthier or losing some weight.

Habits that, from the outside, don't seem to do anything, but compounded produce Olympians, Best-selling authors, or plain old average men and women with incredible health and fulfilling lives.

Let's take one of those tiny habits many of us *know* we should be doing, but often aren't doing, and take a look at what it looks like thirty years down the road.

Let's say you plop down \$1,000 of your savings into an account or an investment.

And let's say you add a very conservative \$100 a month into this savings account that is compounding at 5% annually.

Here's what that would look like after ten years:

After twenty years:

After thirty years:

So after thirty years, even though you only invested \$37,000 of your own money, you almost tripled it at around \$86,192 – because you *consistently added to the pot*.

You've likely heard this scenario before, and your parents have probably drilled it into you.

Yet after I interviewed the success stories I mentioned earlier in the book, I became curious: what about compound *habit* interest?

What happens when you pick one easy, five-minute habit, and you do it daily for thirty years? Or what about just for a year?

What does your life look like?

That's what I want you to consider as you read through this book.

Being healthy, happy, and feeling incredible doesn't take massive time, willpower or discipline.

It just takes *compound habit interest*, a few little things you do each day without fail, consistently, over time.

Success doesn't lie on the other side of massive willpower or discipline.

It just relies on tiny daily habits, and the decisions we make every single moment.

Sorry, It's Not (Just) About Eating Less and Moving More

Weight loss is not just about eating less and moving more, *it's about life.*

Here's what I mean:

Consider the busy mom who has two full-time gigs. Janey is a super busy power mom with two full-time jobs: being a marketing director for a local nonprofit as well as being a full-time mom.

The mornings are spent rushed and stressed – as always – yelling at her kids to get them out of bed (they're almost teenagers now), making them breakfast, and ushering them out the door.

She grabs a piece of toast with butter and her morning coffee at home, but if she's really rushed she'll grab a coffee and whatever goodies are behind the counter at the local coffee shop or at the office.

As a high up role at her current job, she's under tons of stress to meet deadlines, and that only gets worse as she comes back home where she has "dinner" deadlines and "homework" deadlines.

By the end of the night, she's so exhausted that all she wants is a piece of chocolate and a glass or two of wine. Prepare for

tomorrow? “*You’ve got to be kidding me.*” Today just ended and it’s 9:30 pm.

Would a diet help her?

Think about it. Is changing what she ate each day going to help this extreme workload, which is honestly the origin of her poor eating habits?

Or is it the stressed out, overbooked lifestyle what needs changing in order for her to be successful and where she wants to be with her health?

Later in this book you’re going to hear about one of my students, Mike, who was a stressed out professional working twelve hours a day at a new job to prove his worth to his new boss.

Mike would get up at eight, leave the house at nine, and wouldn’t get back home until twelve hours later – around nine PM.

The collective stress of working twelve, crushing, pressured hours per day left him fried, and by the time he got home he was burnt to a crisp: some quick Chinese takeout and a few bottles of beer were required.

Required.

He couldn’t function without his daily de-stress ritual, otherwise he found himself getting snappy at his wife which made him feel guilty.

What was he supposed to do? The food just made him feel better.

Can a diet help him?

Would a diet help him?

Was the diet the origin of Mike's health problems and recent weight gain, or was it his overworked lifestyle?

Was it the food or the lifestyle that caused this de-railed life?

Here's one more example.

Michelle is a 27-year-old professional who works as an account manager for a corporate company in New York City.

Ah, *corporate* life.

To be honest, she dreads it. She dreads the entire white picket fence life, waking up at the same time every day, sitting in the same old rush hour traffic, talking to the same people, working on the same projects, repeating life every day like groundhog day.

It's gotten to the point where it's starting to really sap her energy on a daily basis.

She knows she needs to quit because her soul is being sucked dry and her creative juices are... wait, what creative juices?

But she's really afraid, and she worked so hard to get there and get a stable job like her parents never had.

Interestingly enough, any time she finds herself working on a particular project at work around 3:15 pm, she walks over to the cafeteria, grabs a cookie and a soda, and then walks around for a few minutes before getting back to work.

It happens daily like clockwork.

And after she gets home and can decompress to some reality TV, she pours herself a glass of wine or two and sometimes a bowl of ice cream, and melts into the sofa.

“The only three hours of my life I actually enjoy,” she laments.

How does changing Michelle’s diet help her? Is it *really* the origin of her recent fifteen-pound weight gain?

Would a diet help her?

Is changing Michelle’s diet the magical solution to her problems? Is that really going to reverse her recent weight gain, or does she just need to change her job?

This is one of those big “secrets” or rather *facts* that no one wants to know about.

Ninety day workout plans can’t save us.

The Paleo diet can’t save us.

Low carb, low fat, and low fun can’t save us.

In fact, *this may sound* strange, but it was never about the diet.

It’s about us.

And it's only once we change the inner story in our head, and we understand the systems, habits and life circumstances leading us down the road we're on now will we finally make it happen in our life.

Ultimately, our weight and our health is just a reflection of one thing: our behavior, and our behavior is dictated by our daily choices, which become habits.

Incredible health doesn't have to be hard or time consuming, it just means that we have to wake up, pay attention, and change those tiny decisions we make each day.

The Philosopher's Stone, Parisian Villas, And Living The *Really* Good Life

A few years back, I had a full-blown quarter life crisis.

I just moved back from living in China after quitting my day job and taking some time to pursue some passions and interests: Chinese medicine, meditation and martial arts.

It was the best year of my life, at least in the first twenty-five years, and as life works out, when I moved back home (with no job, no friends, no schedule, and no money), I got more depressed than I had ever been in my entire life.

The lack of a job to keep my mind busy (no matter how menial), and the lack of friends (since I just moved back in with

my parents) really hit me hard, and for many months I wondered if life could get any worse.

I would spend hours each day reading books on finding my purpose in life, while sipping an espresso outside in my favorite café.

With the economy the way it was, and with the lack of personal resources to get an “unlisted job” I did what most 20-somethings do – I floundered.

At some point, around month six of unemployment, things got really bad and I began having reoccurring thoughts like this:

What’s the point of it all?

Why bother wake up in the morning?

Is life supposed to be this meaningless?

Is this all there is?

It wasn’t until years later that I realized this is a widespread problem for modern people.

Modern people, more than anything, complain of the meaninglessness of their lives.

This is something hard to believe: most of us live within walking distance of at least ten different types of cuisine which is something no one on the planet had a couple hundred years ago had.

We have the Internet. We have color TVs.

We can fly virtually anywhere on the planet in less than twelve hours, we can learn any knowledge that has ever been available since the dawn of time, and we have indoor plumbing (ever been to a third world country in the dead of winter?).

Yet despite all this, most of us are more miserable than ever.

And the constant lack of meaning, the routine, the repetition, the boredom and the lack of adventure tends to get to even the cheeriest of us at some point.

We wake up, eat breakfast, sit in traffic, show up to work, suffer through nine or ten hours, sit in more traffic, go home, have dinner, watch TV, and repeat.

And when you think about it, most of us tend to repeat the same year over and over for a couple decades and call that a life.

At some point, one day we wake up and think, "Is this all there is? This is the grand plan for my life?"

"My health sucks. I look in the mirror and wonder how it ever got that bad. And to be honest, I'm a bit embarrassed these days... it was never this bad."

"I never have enough money to do the things I want. What do I have to do to take a vacation once in a while? Whatever happened to that dream of vacationing in France, or maybe, just maybe, even getting a little cottage in the countryside?"

"Happiness? What's that? You mean the thirty minutes extra I have at the end of the night where I can pour a tall drink and catch up on TV?"

“My relationship is good... not great. We don’t really do much anymore, no more date nights, no more romance, no more adventure and travels together. It used to be so great.”

“Life? Heh... ‘Life’ is paying bills, raising kids, and getting yelled at by either my boss or my spouse. There isn’t much time for living these days. I used to have all these dreams in my twenties about the places I would visit, the incredible career I would have and doing work I was passionate about. Back then, everything was possible.”

The scariest part? Sometimes we wake up and have no clue how it got this way.

So how did we get here, anyway?

Think about it for just a moment.

How did I get here?

How did it ever get this bad? How did I get to this point?

Ideally think about your health for a moment, but you can ponder any aspect of your life.

If your relationship isn’t satisfactory, how did it get this way? It wasn’t always this way, was it?

If you aren’t that happy, how did you become this way? At one point or another in your life, every day was incredible, wasn’t it?

Even if you have to think all the way back to childhood, at some point, life was awesome.

And now, think about your health.

Who is that person in the mirror?

Where did they come from?

How did they get here inside my skin?

How on earth did it get to this point? “On some level I knew it was happening... but that didn’t stop it from happening,” we often say.

What happened?

Sometimes when we wake up with the feeling that we’re in someone else’s life, it’s important to pause for a second and think: what series of events got me here?

Usually, three things happened that lead to the classic “how did I get here?” moment.

First – we made certain choices, with or without realizing it.

When you think about it, every larger aspect of our life is just an accumulation of thousands of tiny choices we made, usually over years.

Getting a little bit of a muffin top or beer belly?

Usually we made the decision to grab that muffin at the coffee shop in the morning or go out with the guys for beer after work.

Do that a couple times a week (or once a week), and there's a new person in your body after a few years.

But sometimes, choices can be sneaky. More often than not, our choices are unconscious.

One of my clients once called this the "autopilot lifestyle" which I think sums it up pretty nicely.

Sometimes drinking six cups of coffee is *just what you do* at your job if you're a busy professional or working in a startup.

Sometimes getting that little cookie in the afternoon is *just part of your afternoon routine*.

Sometimes snapping at your spouse when she reminds you about something you didn't do *is just the way your routine goes*.

Nonetheless, more than anything, our choices (whether conscious or not) are the origin of who and what we are today.

Second - our choices became certain habits.

The second thing that I'm going to focus on extensively here is the power of habits.

We all know that we make dozens (or hundreds) of choices throughout the day that impact our lives.

But what we may not realize is that these choices, when made frequent enough, solidify into habits and hardwire pathways into the brain.

The decision to smoke a cigarette when we're stressed or bored originally became a choice – which then became a habit (on many levels).

The same decision to go to food for relief when we're depressed or sad can become a choice enough times that this too becomes an emotional eating habit.

The decision to stay up and do an extra hour of work after our kids are in bed, scrolling through our phone and computer email, and then being unable to sleep, starts as a choice then becomes a habit.

And much like the coffee drinker, at some point we just consider it “the way things have always been.”

The funny thing is this: we actually act surprised when the meltdown occurs.

In fact, the meltdown was building the entire time, just so slow that we couldn't notice it – like aging. We'll talk more on this later.

Third, we settled into the autopilot lifestyle (AL) and forgot to live deliberately.

Mostly, this whole “how did I get here” thing boils down to one big thing: not living life deliberately.

For many us, mediocre (or poor) health is just a reflection of the state of our lives.

Job? Eh.

Relationship? Eh.

Health? Eh.

Life? Eh.

Let's be honest: it's really easy for us to get caught up in the autopilot life.

Sometimes it feels like any (and all) of the years after college or school were a whirlwind.

We finished school, eager to conquer the world with our big dreams and passions, and then got sucked into the grind of getting a job.

After sticking with the job and getting secure, we promised ourselves we'd travel, but most of us fell in love and got married: and now it's family time.

Soon enough, shifting between the job and the family time, there wasn't much time left to do anything else.

At the end of the long day juggling both, it's hard to resist the temptation of plopping down on the couch to resist the oncoming coma of fatigue.

After working nine or ten hours, then coming home to a partner that needs supporting and kids that need disciplining and attention, who has time for anything else?

It happens to the best of us.

Unfortunately, all too often, one day we wake up and look in the mirror and go: “Whoa. That’s me? *But how...?*”

And when we see our body (and think about how we feel), we realize that *life*, and not just our health, has followed suit.

The autopilot life caught up with us.

It might surprise you if I told you that most of these case studies that went on to have impressive physical transformations also had *impressive life transformations*.

When they decided “*no more autopilot lifestyle*,” they started living deliberately.

Like I said, this book is about way more than just weight loss or health.

It’s about the most precious thing we all have – life.

The remedy, the antidote, is deliberate living.

It’s waking up and thinking, “What do I really want from life? How do I *actually* want to look and feel every single day?”

It’s taking the time to be *deliberate* in thought and action about what you want, and how you can get there.

It's time to sit down for a minute and think: what's the coolest life I can imagine for myself?

Now, to get our health and our life to that point, we need to keep only three things in mind.

1. To escape average we need to do something different from the average person.

Here's the raw truth.

If we're not where we want to be day to day, with our health, with our body, with our relationships, with our happiness, *then we need to do something different.*

Now that may not seem like such an earth shattering statement, because we all know it to be true. Except we don't.

We only know it intellectually to be true.

Just like we know we're all going to die some day, we don't really believe it. If we did, we would live our lives differently.

We would treat our spouse differently. We would enjoy life more and not take it quite as seriously. We would quit jobs we hated sooner, and spend more time doing things we loved. We wouldn't get stressed out nearly as much.

It can be tough when we're caught up in the daily grind to remember this.

But if I'm not happy with being twenty or thirty pounds overweight, then something about my routine of commute =>

job => commute => American Idol for three hours has to change.

Something has to change.

It doesn't need to be big, and it doesn't have to be a lot, but *something* needs to be different.

To escape living an average life or average health, we need to stop living like the average person.

Of all the principles that have helped me in my life most, it's been this.

Want to avoid average anything? Look at what most people you know do every day in that specific aspect of their lives, and make sure your routine looks different.

2. The principles here go way beyond health.

I think you'll see that these basic, daily principles truly will transform your life way bigger than just looking and feeling better than you ever have before.

This book will change your life if you let it.

In fact, psychologists call exercise a keystone habit, which means that once a person acquires the habits, skills, discipline, etc. to regularly exercise, it spills over into other aspects of their lives.

People end up finding themselves calmer, more organized, more resilient, more driven, and happier.

Students end up getting higher grades because they begin cultivating crossover habits, discipline, focus, and more – not to mention the mental benefits that come from being healthy.

If you develop the kind of personality where you “show up every day 100%” for your health, imagine what kind of impact that has on your relationship too when you start living it?

3. Deliberate living is the path out of the boring, mundane existence some of us don't want.

This book is going to introduce you to a proven system for focusing on your health, *and being deliberate* about what you do each day with it.

Naturally, you can apply this to any aspect of your life that “isn't working.”

At the end of the day, it's about you *getting your life back*.

Yeah, it's about looking and feeling incredible, better than you ever have before in your life.

But it's way bigger than just that. It's about waking up and actually regaining that fire for life.

It's about not having poor health that holds you back from doing the things really important to you in life.

Do you remember what that felt like?

No?

Hang out with young twenty-something college graduates for a while. They still have that fire in the belly before they got their dreams crushed by the grind.

And whether or not they go on to achieve those big dreams is irrelevant – just observe the fire.

They're pumped about life. It's exciting! It's an adventure!

They can do anything they want!

Forget reality for thirty seconds – what would it be like to actually feel like that for a day again?

The way back to that fire you used to have is by *living life deliberately*.

These three principles we'll come back to more and more throughout the book.

But in order to be successful, once and for all, we need to understand these principles and avoid the four “inner” horsemen of the health apocalypse.

Chapter Recap: Getting From Where You Are To Where You Want to Be

- **Compound habit interest.** We've been told that compound interest is the eighth wonder of the world, but what about compound habit interest? Surprisingly, the biggest life and health transformations come from the smallest actions – just done daily. The “success stories” just chose a few key habits, and made sure they did them each day.
- **It's not about moving more and eating less, it's about life.** The reason why being healthy (all the time) is so tough is because we're trying to juggle careers, family life, fun, fulfillment, the poopy diapers of kids, stress, and the inevitable ups and downs of life we can't control – *all at once*. Anyone who says it's about eating less and moving more clearly has no clue.
- **Deliberate living is the path back to the health (and honestly, the life) we want.** If we don't think about what we want, it's almost impossible to get what we want. If we merely sit down for a few moments each day to think about the kind of health (and life) we want, it's that much more likely to become a reality.

End of Chapter 1.

Your sneak peek is finished.

Want to read the full book?

You can order it here on amazon.

(Also, as a special thank you, if you send me your receipt after buying it, I'll send you a special \$100 course I put together as bonus - free).

-Alex