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What This Guide Is & How To Use It

Let's be honest.

Have a heart to heart.

You're here because what you've tried previously to get healthy, keep healthy habits, lose weight, improve your energy, and improve your *life* (or maybe *get your life back*) hasn't worked.

No, in fact the past few years or decades are almost a repeat of one another.

The unifying theme?

Failure.

Guess what - it's alright.

And I can definitely say this: I can help you, even if you've failed before.

Even if you think you're lazy or unmotivated or have no discipline and willpower.

Even if you're time starved as a professional, an entrepreneur or just a super-mommy juggling multiple lives and schedules.

I can help you because I'll give you **two superpowers**, that virtually none of these silly "health gurus" give you.

These two reasons are why most of us fail: and the diet 99% of the time isn't to blame.

#1 The Narrative (you know, the *internal* narrative. The story you tell yourself).

#2 Tiny Habits. They're so tiny we don't even realize they are sabotaging us.

Heck, I *even wrote the book on this subject* (more on that later, and a link to Amazon), but here's what you need to know:

Most people just tell you 'what' to do - but never how to do it. It's time for that to change.



*Your Host: Alexander Heyne,
Modernhealthmonk.com*

Does This Sound Like You?

I asked 1,000 people why they failed to reach their health goals. Here's what they told me ==>

- "Nothing is stopping me, but to maintain my enthusiasm seems to get harder the closer I get to my goal. My husband keeps junk food in the house which doesn't bother me when I'm in the zone. But sometimes lately I've been tempted and then feel bad when I give in and eat it. "

- "I don't know what to eat. I give up after two weeks because I just don't see myself losing weight. I feel depressed sometimes."

- "I eat really well for several days and then binge on anything and everything around me (whether healthy or not). It is an ongoing cycle that keeps me from losing weight."

- "Low self esteem. Feel that I am not going to succeed anyway, so why bother?"

- "I yo yo; I remain on track and about the time I start to approach my goals I start to lose focus...I allow myself to cheat on my diet and start to skip gym time. "

- "I fool myself, I am not accountable to myself. I let myself feel sorry for myself. I listen to unhealthy self talk saying "I deserve this delicious dessert" I feel like the battle will never end. That resisting binging will be a continual struggle."

You know what's so interesting about this list? Only **one** thing here has anything to do with dieting.

"I don't know what to eat."

The others? 5/6? *Internal. Psychological. Emotional. Mental habits.*

The reason we fail is not always because we don't know what to do - it's because *doing it* is much harder, especially at the end of a long, tiring, stressful day.

In this guide I'm going to introduce you to my entire approach to health. One that has benefited thousands of students and clients all over the globe, helping them get their dream bodies, having more energy to do all the things they love, and do it *with a lot less time and effort*.

Because, honestly, at the end of the day it's not about discipline.

It's about choices.

And changing your choices doesn't require 2 hours a day - it just requires awareness and habit change.

That's how I'm going to help you succeed even if you've failed before.

Well that's exactly what happened to Lamine!

Lamine ended up **losing 66 pounds in 7 months:**

Without calorie counting.

Without eating less.

Without strenuous long exercise.

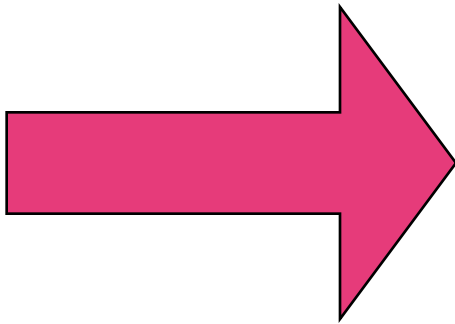
Without avoiding all the good stuff and making his life a living hell.

In fact, he said that the “real food principles” were even easier than he expected - because he wasn't hungry, wasn't deprived, and his cravings vaporized into thin air.

In fact, Lamine isn't the only one though.

I could show you hundreds of pages of the results my students have gotten... but just check out the real food revolution going on in the “diet” world.

These are the top 4 bestsellers on Amazon.



Thankfully, people are getting it.

It's not about dieting.

It's not about *diets*.

It's about real food.

It's about the “inner game.”

And it's about habits. **Oh, and P.S.** I promised you five, but I'm giving you seven :-).



Best Sellers in Diets & Weight Loss

Share  

- LOOK INSIDE!**



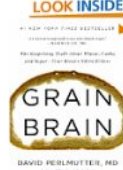
The Smoothie Recipe Book for Beginner...
by Mendocino Press
★★★★☆ (67)
Kindle Edition
\$0.99
- LOOK INSIDE!**



It Starts With Food: Discover the Who...
by Melissa Hartwig
★★★★☆ (1,471)
Hardcover
\$16.17
18 used & new from \$14.21
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10-Day Green Smoothie Cleanse
- LOOK INSIDE!**



GRAIN BRAIN
DAVID PERLMUTTER, MD
WITH AUSTIN LORBERG
Grain Brain: The Surprising

Habit #1: Figure Out Your Narrative: And Destroy It

Overwhelmingly, we fail to achieve the health and body we want (and life) because of *The Narrative*.

What on earth is the narrative, and how is it the #1 thing preventing me from getting to where I want to be? Shouldn't I just be eating less and moving more?

Hardly.

Here's what I mean...

The Narrative (with a capital "T") is *the* story.

We all have repetitive problems in our lives.

Sometimes we feel as though the entire world is conspiring against us – the economy is garbage, and thus I can't get a job or can't get a raise.

My parents were overweight, diabetic, and had cancer, and thus I'm probably toast – there's not much I can do to change.

In this case, the narrative is *blame*.

Sometimes it's just *failure*.

Sometimes we have failed so many times in life, that we wonder why we should even bother trying again. "Might as well just do and enjoy what I love!"

You can imagine how this might carry over to other aspects of life – your relationships, your personal dreams, passions and aspirations.

The underlying story that keeps playing out is this: "*Everything I try to do, I fail at.*"

So what keeps showing up in this person's life? Failure. At everything.

Sometimes the narrative is even more serious like: "I hate myself."

A long time ago, a female friend of mine was dating a guy that she was really interested in. "FINALLY I found a guy that likes me too! This is going to be amazing."

So over time she got closer and closer to him, and eventually they were getting pretty serious, and the strangest thing happened: She very clearly was sabotaging the relationship.

She was so uncomfortable with being loved, with being herself, with being someone that a man was *actually interested in* (“for once in her life”), that she started acting, hostile, squeamish, weird.

She suddenly got so insecure that “he couldn’t possibly love her” that she started avoiding his dinner requests since she figured he was just going to leave her for another girl anyway.

She pulled away prematurely, because she figured it was going to end, and can you imagine what happened to the guy?

He was wondering the entire time what he did wrong. And sure enough, over the months of her withdrawing and randomly acting bizarre, he did pull away for good.

Ironically, the process of her pulling away to protect herself caused him to do the same.

In this case, the story is “*No one could possibly love me,*” and sure enough, it shows up over and over again.

Now, **this is an example of a relationship narrative** since it’s easy to understand it and relate.

But this - by far - is the biggest barrier between most of us on our quest for looking and feeling incredible.

Here are other common ones:

- **“Whats the point in trying anyway? I always fail.”**
- **“I’m lazy and unmotivated.”**
- **“I don’t have that much discipline or willpower.”**
- **“Getting healthy takes lots of time.”**

Newsflash: If you tell yourself these things, they become true. And worse - they become self-fulfilling prophecies.

The most important thing here is to *observe the narrative* (the story) your mind repeats.

And then challenge it.

Ask, “Is it really true?” or “why.”

“I always fail.” -- Is that really true?

“I don’t want to go for a walk.” -- Why? -- “I’m... not sure.” -- Once you realize it’s BS, act.

Habit #2: Find Your One Thing

“I’m ridiculously overwhelmed’ is a pretty common first response when I ask people “why haven’t you been able to get the body, and health, that you want?”

This first step is less “hard” than what specifically to eat or drink, but it’s quite possibly the most important - because most of us these days are insanely overwhelmed.

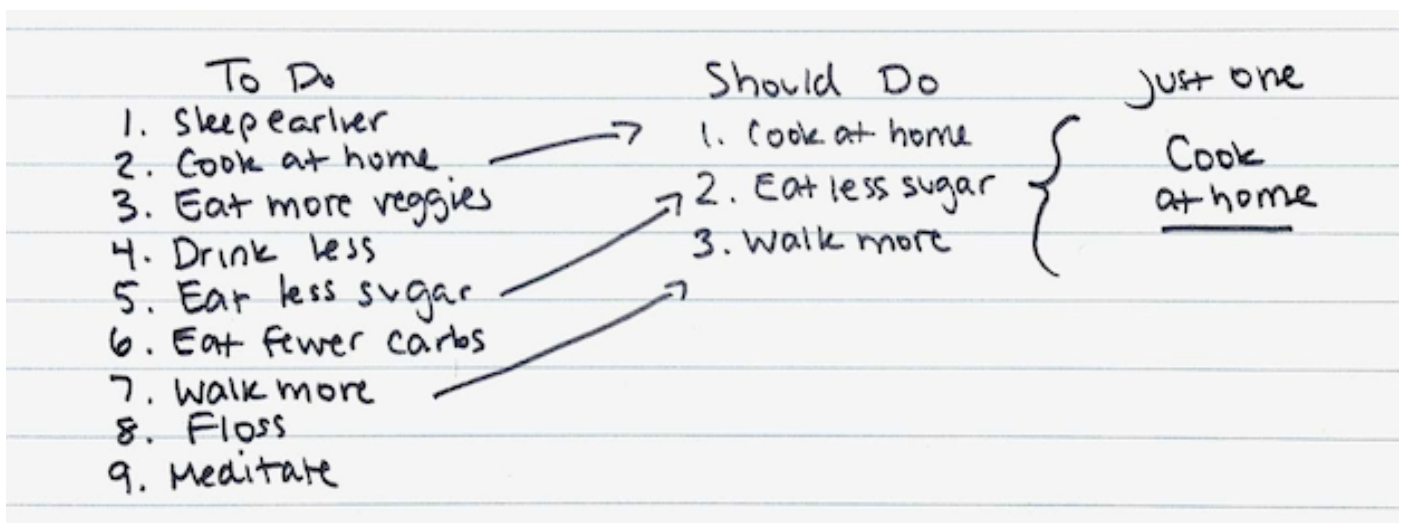
Overwhelm, and having too many options and information, leads to NO decisions - right?

When was the last time you had to pick 15 options or varieties, and what happened? It took ten times as long to decide which one, right?

So here’s step #1

You’re going to make a list of all the things you could possibly be doing to lose weight.

Then do an “80/20” - which means, decide which 20% are the most important, which will look something like this:



So in other words... **not everything is equally effective at helping you lose weight!**

The trouble is figuring out what will result in the most amount of weight loss, with the minimal amount of time. Makes sense right? Making your life a lot easier usually is awesome :-).

So, after you have that initial list (lets say 25 items), you take just 20% (which would be, take what you think will be the 5 most effective, important things).

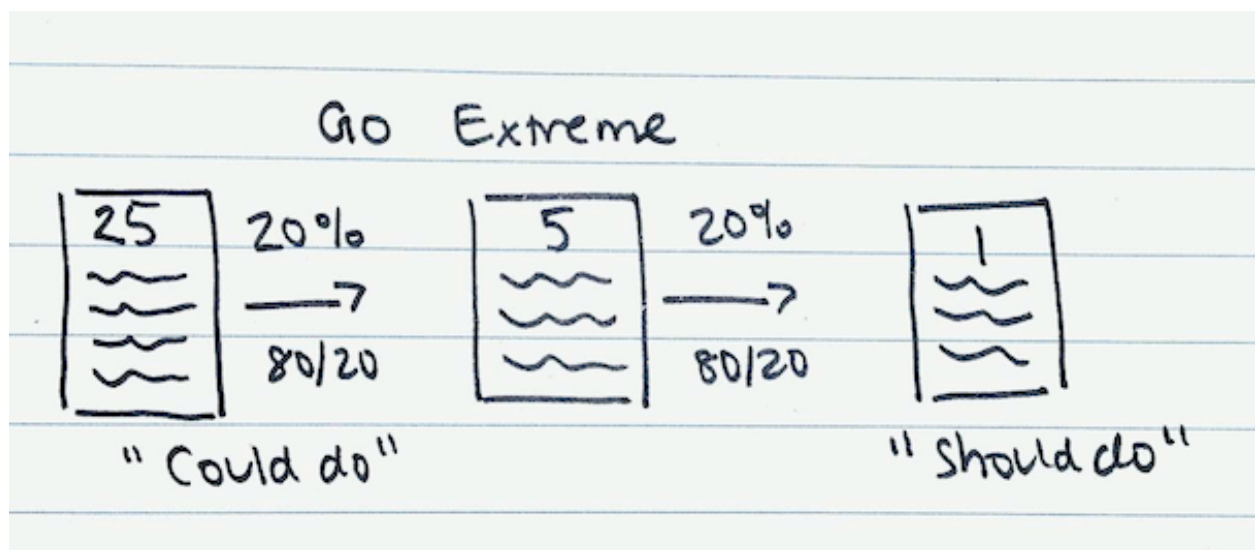
That leaves you with 5.

Now here's where your life gets AWESOME: Do that again.

So you only have 5 things, right?

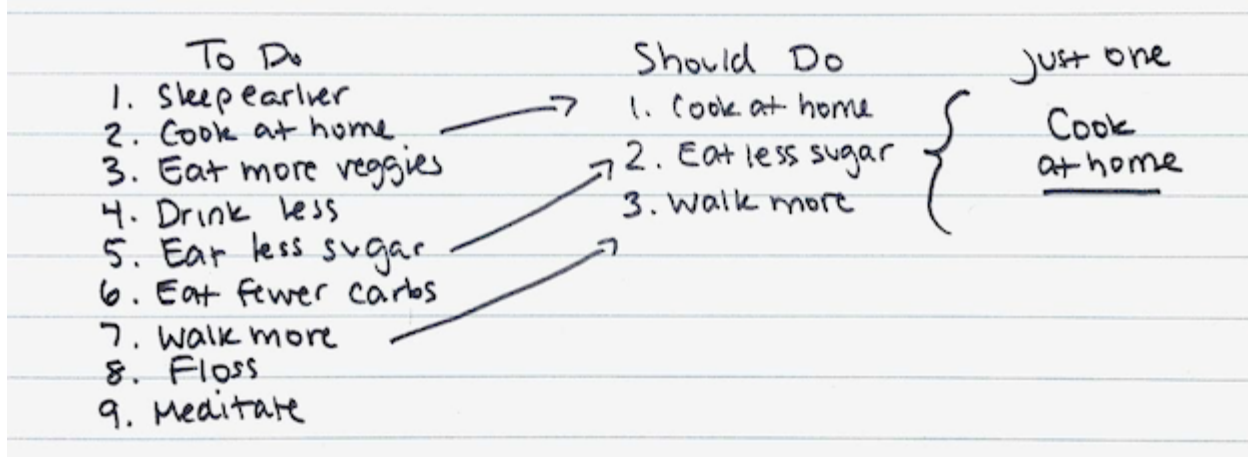
Now take the next 20% - just one thing - that you think will be the single most effective, important thing to do daily.

Here's what that looks like:



Literally, in the span of 5 or 10 minutes, you just went from having 25 things you could possibly be doing every day...

... to just ONE thing to do every day to get your Dream Body.



Of all the things that I find de-rail my students and clients more, it's focusing on TOO much, TOO fast, TOO soon.

It's that whole "new year" syndrome - where you decide that on January 1st, you're magically going to start going to the gym 5 hours per week - *from day one*.

Doesn't work that way. Ever.

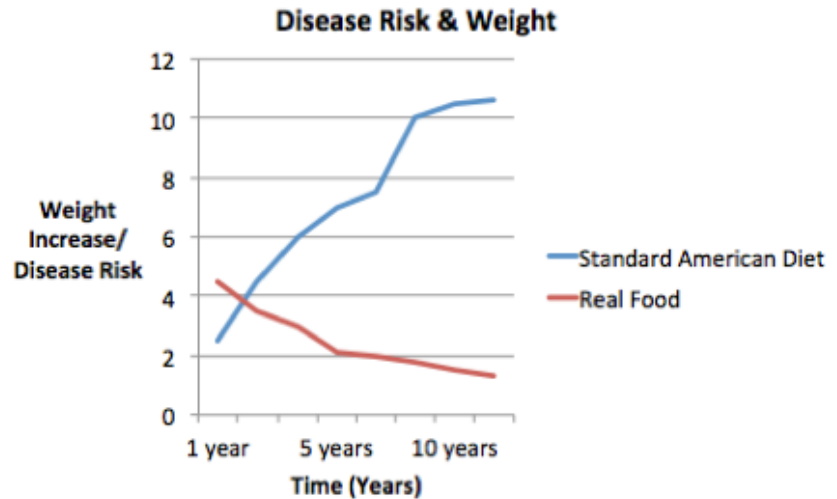
Habits don't work like that, ya see!

This brings us to step #2...

Habit #2: Stop the inflammation going on in your body

Inflammation is REALLY bad for your body, not just for those of you trying to lose weight, but those of you trying to reverse pesky health condition like:

- IBS
- Acid reflux
- Heart disease
- Diabetes
- Arthritis
- Asthma
- ... And so many other conditions



So what's actually causing all this inflammation in your body? A few main culprits:



Sugar & Junk food



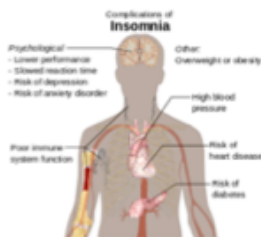
Refined Carbs



High carb, low protein diet

... Second, the wrong psychological states are causing this:

Psychological Stress - Cortisol



Lack of Sleep



Stress



Emotions, Anxiety, Internal State

So you need to pay extra close attention to removing these kinds of foods, at least in the short run (or minimizing them).

Inflammation builds all over your body - it rarely happens overnight. And it usually is cumulative, meaning it's the result of stress + the wrong foods + not sleeping enough + many other factors.

It rarely happens *just* because of one thing alone, although nutrition would be the most important factor here (along with stress).

Reducing inflammation by itself (if you google "low inflammatory diet") will already produce substantial weight loss for you.

Boom. There's a free tip that'll help you lose 20 pounds - easily.

This brings us to step #3.

Step #3: Activate your body's natural restorative and healing abilities

Another interesting thing is that we are getting sicker and fatter from constantly having an “on” switch, and no off switch. Listen to what Hippocrates, the father of modern medicine, said 2,500 years ago about health:

The four things needed for ideal health:

“Fresh air, cleanliness, good food, and exercise.

Walking is man's best medicine.

Let food be thy medicine and medicine be thy food.”

- Hippocrates (400 BC)

.... 2,500 years ago

So, the third part is something that many of us need to really emphasize especially living in the 21st century. And it's this...

... Our stress levels are off the charts!

Fundamentally, chronic stress is disease-producing, belly-fat inducing, and anxiety-causing.

Stress kills. That's a fact. More stress = higher levels of just about any and all diseases. Think of that. In the face of chronic stress, your body literally breaks down.

But I'm not (just) going to tell you to go meditate or sit in a cave like a monk. There are many other forms of stress that are damaging to your body as well.

Consider all these other forms of stress too:



So this brings up something really important.

... Your intangible quality of life is just as important as what you're eating, and whether or not you move a lot.

Hard to believe I know, but this has been proven time and time again. There are three big new killers now:

Stress, from taking on too much, having active minds, living a fast paced lifestyle, and excess emotion.

Lack of sleep, which after a few nights, makes you as insulin-resistant as a type II diabetic.

Inflammatory foods, which promote fat accumulation, inflammation, cortisol release, and they provide the building blocks for disease.

Step #4: Address “lifestyle blocks”



This is kinda funny. We like to think that the main reason we fail to lose weight and get the killer health and body we dream about is food...

... But it's not!

It's our psychological relationship to the food.

I'll give you an example:

One of my clients, a guy named Mark, was a very busy professional that worked 12 hours a day because he was going through a tough time in his life financially and he had to work extra.

He also had a wife and two kids.

The problem for mark was that, despite *knowing* what was healthy food, after he got off work after a 12 hour shift, he literally *required* some Chinese food and a few beers while vegging out in front of the TV to relax.

He just couldn't decompress without this nightly ritual after working 12 hours a day. Not happening.

Otherwise he was grumpy to his wife and kids.

So when Mark came to me, he was intrigued when I said, **“it’s not your diet, it’s your lifestyle blocks.”**

He, like many others, assumed it was just about eating better.

But what’s the main barrier to eating better?

Stress? Sadness? Boredom? Emotions?

Bad habits?

Lack of time?

Poor planning?

Cravings?

Almost all of these are *psychological*.

Re-read that list. None of those have anything to do with your diet, but they are primary causes of weight and fat gain - and overall poor health.

We eat when we’re stressed. When we’re sad. When we’re bored. When we don’t know what to do.

It’s in fact, our psychology and our lifestyle that is making us gain weight -not just the food.

So for you - you need to ask yourself WHY you’re having a hard time eating healthy food.

If you’re a busy professional, then it might be your schedule (which you need to change).

If you’re a busy mother, then it might be your stress levels (which you need to address).

If you’re an emotional eater, then it might be your emotions in reaction to life (which you need to address better).

See where I’m going? We usually don’t fail because of food. But because of life and how we deal with it.

Step #5: Just Eat Real food

What Is Real Food?

- **Three easy criteria:**
 - 1. Not in a box.
 - 2. Your grandmother would have recognized as food
 - 3. You can describe how it is produced, or how it grows and comes into existence



Comes in a box: not real food



**You can physically touch an
Oat plant and observe it grow: real food**

Despite all the diets out there, and all the experts, one principle has repeatedly shown itself to be true:

The people that lose the most weight, and keep it off naturally, are the ones that **AVOID** the fads - and stick with just eating real food.

In fact, a study done at Yale proved just that - in people that maintained their weight loss, the most successful didn't *avoid* carbs or *avoid* fats - they just chose which fats and carbs to eat.

In other words - they focused on *real food*.

So what on earth is real food? Check out this infographic of mine below.



Part 1: Awesome Foods

(Eat AS MUCH AS YOU Want)



Drinks without calories (Water, Coffee, Tea).



Proteins like chicken, fish, and eggs. These also contain good fats that you should be eating.



Vegetables. Take it easy on the sweet potatoes and potatoes though.



Nuts, seeds, and other awesome things that come from trees.

Protip: Eat foods that grandma would know come from planet earth.

Part 2: Chill Bro! Take it Easy On These

(FOODS that are OK But YOU Might Want to Reduce for Fat Loss)



Whole grains and brown rice. Some people think they are getting "healthier" by eating more whole grains but instead they find themselves with a high carbohydrate high-sugar diet.



Fruits & fruit juices. Orange juice is marketed as healthy but one glass of orange juice contains much more sugar than you'd normally get if you actually ate the oranges.



Sweet potatoes and potatoes. Usually a great food to eat (especially if you exercise) but they have a lot of carbohydrates and are high in calories.

Protip!

Liquid carbohydrates, like fruit juice and beer, should be avoided. Also, for many people, reducing the number of "whole grains" they eat can help in fat loss. +1 for people with gluten sensitivity or celiac's disease - who shouldn't be eating this stuff anyway.

Part 3: Eat These and You Will Die (Slowly)

(You'll Live a Lot longer if you never eat these)

Things in packages. Usually the middle 15 aisles of the grocery store.



Food with ingredients you can't understand.



Soft drinks and other beverages you already know you shouldn't drink.

White bread, white flour, white rice. Refined & Processed food.



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Following me?

The most successful long-term dieters and weight loss folks don't remove carbs or remove fats - they change *what* carbs and *what* fats they ate.

Big picture: they ate real food and cooked as much as possible.

Little picture: changing *what* you eat, versus how much, rather than removing carbs or fats entirely.

Doesn't that feel awesome, like a huge sigh of relief?

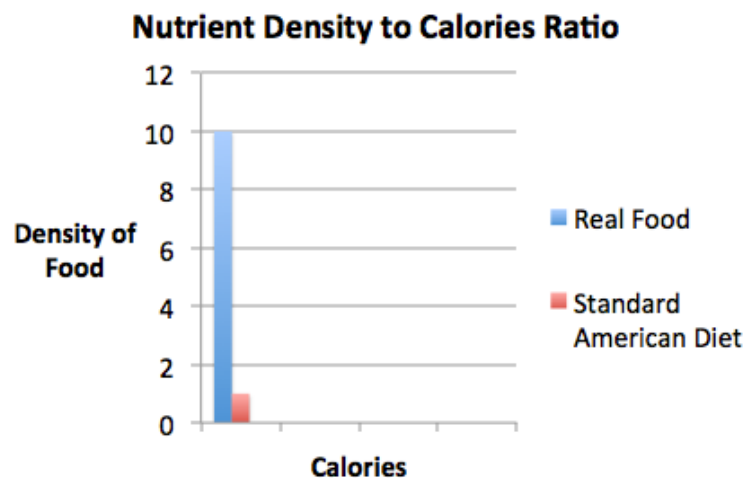
Step #6: Flip the Nutrient Ratio

Alrighty... we're getting close to the last one.

Step #6 is called *flipping the nutrient ratio*. Here's the thing: our modern obesity epidemic is caused because we're eating too many *high calorie, low nutrient density foods*, rather than real food which is *low calorie and high nutrient density*.

Check out this handy-dandy chart below I made to see what I mean:

The Modern Obesity Scourge



Okay, so what exactly *are* these wrong foods we're eating?

And what are the *right* foods we're supposed to be eating?

Take a look below...

Look at the column in the left that says “whole.”

Now compare those numbers to what you see in the “refined” column on the right side in the blue box.

Notice a huge difference right?

Take a look at Riboflavin (B2) or Vitamin E - 19% and 5% respectively in the refined column.

But they’re 100% in the whole column. In other words, the whole food version has up to **20 times the nutrients** in the same amount of food.

				Rice		
	Whole	Refined	Enriched	Whole	Refined	Enriched
Food energy	100%	107%	107%	100%	99%	99%
Carbohydrates	100%	105%	105%	100%	104%	104%
Fiber	100%	22%	22%	100%	37%	37%
Protein	100%	75%	75%	100%	90%	90%
Thiamin (B ₁)	100%	27%	176%	100%	17%	144%
Riboflavin (B ₂)	100%	19%	230%	100%	53%	53%
Niacin (B ₃)	100%	20%	93%	100%	31%	82%
Pantothenic Acid (B ₅)	100%	43%	43%	100%	68%	68%
Pyridoxine (B ₆)	100%	13%	13%	100%	32%	32%
Folate (B ₉)	100%	59%	350%	100%	40%	1155%
Vitamin E	100%	5%	5%	100%	18%	18%
Calcium	100%	44%	44%	100%	100%	100%
Iron	100%	30%	120%	100%	54%	293%
Magnesium	100%	16%	16%	100%	17%	17%
Phosphorus	100%	31%	31%	100%	35%	35%
Potassium	100%	26%	26%	100%	52%	52%

Yeah, HUGE difference when you focus on eating real food. Imagine the kind of impact that has on your weight, health, and even diseases you may have, when you eat this way for 20, 50 or 70 years.

Imagine getting 20x the nutrients *every meal*, 3x a day, for 50 years.

Imagine what your health and body would look like!?

That’s what happens when you flip the nutrient ratio.

So what kinds of foods are whole and unrefined? Plants and brown rice for example.

Take a look at the nutrient comparisons here. Skittles on the left versus kale on the right.

Standard American Diet

Nutrition Facts	
Serving Size 1 package (2 oz, 54 pieces)	
Amount Per Serving	
Calories 231	Calories from Fat 22
% Daily Values*	
Total Fat 2.49g	4%
Saturated Fat 0.495g	2%
Polyunsaturated Fat 0.068g	
Monounsaturated Fat 1.687g	
Cholesterol 0mg	0%
Sodium 9mg	0%
Potassium 5mg	
Total Carbohydrate 51.66g	17%
Dietary Fiber 0g	0%
Sugars 43.33g	
Protein 0.11g	
Vitamin A 0%	● Vitamin C 64%
Calcium 0%	● Iron 0%

* Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Nutrition Values are based on USDA Nutrient Database SR18

Nutrition Facts			
Kale			
Amount Per 100 grams			
Calories 49			
		% Daily Value*	
Total Fat 0.9 g			1%
Saturated fat 0.1 g			0%
Polyunsaturated fat 0.3 g			
Monounsaturated fat 0.1 g			
Cholesterol 0 mg			0%
Sodium 38 mg			1%
Potassium 491 mg			14%
Total Carbohydrate 9 g			3%
Protein 4.3 g			8%
Vitamin A	199%	Vitamin C	200%
Calcium	15%	Iron	8%
Vitamin D	0%	Vitamin B-6	15%
Vitamin B-12	0%	Magnesium	11%

Pretty crazy huh? And imagine if you ate the same amount of calories of kale, as you did skittles. You'd be getting *1000% vitamin C and vitamin A*.

Not a bad deal...

Step #7: Watch out for Wedding Day Syndrome

Avoid Wedding Day Syndrome

"I just want the day to be PERFECT!"



Now, step 7 is a little bit less tangible than all the other core “what do I eat” type tactics, but this is arguably the most important.

Save the best for last, right?

So here’s the deal: many of us fall prey to what I coined “Wedding day syndrome.”

Here’s what that is...

The majority of dieters are like newlyweds - they invest SO MUCH TIME into the wedding DAY itself... but not preparing for the MARRIAGE (which is ideally decades long).

We spend all our time and money prepping for one day.

...Not the 50 years that follow.

Hence the failure rate (at least that’s one of my crazy theories).

In any case, this exact same phenomenon happens with weight loss and dieting.

Here’s what I mean:

People email me and say, “Alex, how can I lose 20 pounds for <beach season/wedding/event> which is 2 months away?”

And it always makes me a bit sad, I mean, these kinds of personalities NEVER succeed at long term weight loss.

Why?

Let’s say they *actually* reach their goal - and indeed lose those 20 pounds for their wedding or the beach.

What happens after those events?

They quit.

They reached their goal! So now it’s back to cheeseburgers and soda.

In reality, this isn’t how it works - success comes down to *tiny daily habits and systems*.

And those tiny daily habits don’t just magically stop when you reach your goal - they ideally push you forward for life - to maintain that weight loss and great health.

So the people on these ultra fast fad diets use silly unsustainable strategies like saying, “Oh, I’m never eating sugar again, at least not for these 6 weeks” (Fail)

“I’m not going out with my friends anymore when they drink!” (Fail)

“I’m just going to eat HALF of what I normally eat!” (Fail)

See what I mean?

Once you understand that weight loss, and health, are **not events, but processes that never end**, you begin making more sustainable lifestyle changes that you can keep up -forever. It also means you’re way more gentle with yourself and don’t make extreme rules like “I’ll never eat sugar again.”

Those don’t work anyway...

Want some help making the next 6 months different?

C'mon over and apply for a 30 min call here.