

# Seven Letters

## Letter #2

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Note that each of the Seven Letters Will Have Its Own Table of Contents.  
 Letters (and Contents) Will Be Consolidated into a Book When All Seven Have Been Distributed.

## Control

If we cut through all the wishes, if we really get down to what single trait would give you the genuine confidence that comes with empowerment, you wish you had . . . ***control.***

Never before have I quoted Janet Jackson, but . . . oh, why not. According to the princess of wardrobe malfunction, *“Got my own mind, I wanna make my own decisions. When it has to do with my life, my life . . . I wanna be the one in control.”*



I'm sure there are many elements of your life you feel a great sense of control over, but when it comes to the strength you command, the physical capabilities you are certain of, the way clothes fit you, the perceptions others glean when you come into their field of vision, and the image that stares back at you when you turn your head to glance at your reflection in a large glass mirror, you realize your desires feel as if they're out of your control. You'd love the control panel, or at the very least, the user's manual. You wanna be the one in control!

What makes me so smart? How do I know what your desires amount to?

I know because I meet no less than 100 people in any given week who speak to me about physical change. Many have desire, many have discipline, many have resources, and many have time. What they all share is a wanting for a sense of power. In fact, if they had that power, or more accurately, that sense of control, they wouldn't feel a need to ask the questions they ask, nor would they have to seek out help in achieving physical change.

Many feel confused. Many feel victimized. Many have become adept at rationalization and blame.

If people could master control over their physical bodies, they wouldn't be chasing dietary advice, exercise devices, or powders and pills. They'd simply use their newfound power to bring about those elusive changes!

- More strength
- More endurance
- Less fat
- More muscle definition
- Reduction in “trouble areas”
- Enhanced performance

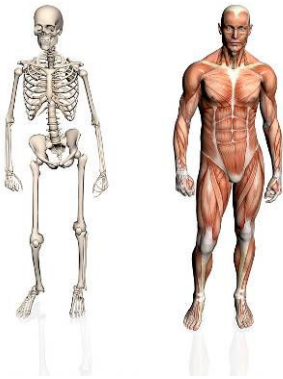
All of these changes, all of the issues that beg for control, in sum total lead to a wonderful outcome, an optimal performance machine that represents youth, vitality, beauty, and sexuality.

This series of letters is going out to 18 year olds and 88 year olds alike. Age does not in any way affect potential for betterment. Sure, the exercise specifics, the specifics of the goals, and the lifestyles led will in part be affected by age, but I've counseled and learned from enough people to know that we all, regardless of age, want betterment. The desire to "be better" is universal, and ***"control" allows the betterment process to become a certainty rather than a wish.***

I'm certain, even with all of this "control" talk, there are things we may never control. If we had control of all things, it would never rain on a wedding day, we'd never get flat tires or talk to our insurance companies, we'd never get phone calls from jails, hospitals, or high school principals, and we'd never experience heartbreak.

Should we add to that list, "we'd never be overweight, we'd never have disease, we'd never lack energy, and we'd never have to suffer the ill-effects of stress?"

We can . . . but that would suggest we CAN'T, at present, control those issues . . . and I believe we can. In fact, I believe beyond all doubt that everyone reading this has the absolute ability to control those factors to a very high degree.



- **We can** control the structure of our bodies and we CAN prevent weakening of skeletal structures or loss of bone density.
- **We can** control circulation and digestion and optimally deliver nutrients to the cells of our bodies.
- **We can** control body composition and reduce fat stores.
- **We can** control whether our endocrine systems support us or victimize us.

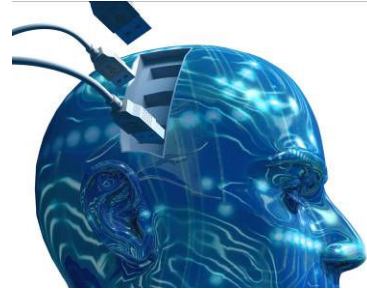
If you haven't yet felt that sense of control . . . it's coming, and in the upcoming letters we'll get to the specifics of eating and movement, but we have to start in the control center . . .

. . . the mind.



## Awaken the Mind, The Body Will Follow

The mind is a difficult concept to define, as it isn't tangible. You can't touch the mind physically, but you know it exists. It prompts decisions, initiates actions, pulls you toward temptation, and pushes you away from danger.



If we had to isolate a physical location for the mind's activity, we couldn't, as it connects to every living cell, but we can agree for the sake of this discussion that the primary activity port for the mind is the gray matter between your ears . . . the human brain.

Experience and input are two factors that dictate whether the mind becomes an ally in helping find control . . . or whether it steers you away from any hope of ever achieving the fitness, weight loss, or performance results you seek.

In this letter I hope to provide some of the mental conditioning strategy I've learned to use with clients. I also plan to share some of the tools and mechanisms that allow that strategy to be highly effective. I'll begin right now.

Meet the EEM, your *Emotional Experiential Memory*. It's the mechanism that teaches you, after you touch a hot stove as a child, "stove – hot – don't touch." Its intention is to protect you from harm. If you experience failed attempt after failed attempt, your EEM stacks up each emotional disappointment and attempts to prevent you from ever going there again. It allows the shaping of beliefs that may not be grounded in reality, but that serve to keep you from further hurt. Until you know it exists, the EEM can impose limiting controls, but with a recognition of its action, you may begin to understand why you've at times felt "stuck" or why you might have resigned yourself to some self-defeating statement that wards off future attempt at betterment.

Your *Reticular Activating System* (RAS) is the driving system that propels you forward. It's the GPS that directs your brain. If you fail to focus your RAS on a given outcome, it allows you to wander, living each day with little sense of improvement, focusing on the random issues, events, and concerns that you stumble upon. If you're like most people, you are exposed to RAS poison on a daily basis. Your email yells, "focus on me." The ads on TV shout, "focus on this amazing new miracle product that will effortlessly change your life." The magazines that attract your RAS as you stand in the supermarket checkout line compel you to flip pages until you find "the hot new diet." Add in the voices that pour in from people, from the radio, from the world around you, and from your own brain trying to make sense out of all this noise and your RAS hasn't a chance at driving you in a positive direction.

That's going to change right now. By instilling some clarity, by eliminating some false beliefs, and by encouraging you to construct a vision of your future, your RAS steamrolls over the limits of your EEM and you are proverbially "on a roll."

## Beware The Invader

In order to crystallize your understanding of the mind, as it relates to fitness and health, allow me to introduce you to the bacterial invader that penetrates the frontal lobe of the brain and interrupts vital neurotransmission. Its Latin name, *ayerelius kantoriulemeus* is far too lengthy, so I'll shorten it. I'll introduce you to . . . The Aye Kant.

*The Aye Kant* is a bug that is not only crippling, it's contagious. I'll share an example of the contagious nature and crippling power of this neurological invader.

Jenna decides to pursue a commercial diet. She spends \$199 on enrollment, \$99 on meals, and \$49 on supplements. The following night she meets the usuals at The Samba Room. It's Thursday. Thursday for the six girls, has historically been "girls night out."

"Hey Jen" the five shout as she arrives at the table. "We ordered a mojito for you!"

Jen knew this would be a challenge, but . . . it's Day #1. She tells the girls about yesterday's commitment and asks the waitress for unsweetened iced tea. That's when the ribbing starts.

Nancy laughs so hard so thinks her bladder's going to give. "Are you kidding? You're gonna try that again? You know YOU CAN'T stick to a diet!!"

Ah yes, Nancy. Always the first to offer her words of discouragement. It's really no wonder when you understand her history. Nancy weighs 40 pounds more than she did in college. She's tried Weight Watchers, Atkins, South Beach, and a few diets she never told anyone about. No matter what she tries she winds up heavier. Nancy became infected after the most recent bout with carb restriction. She started with a single cookie. The opportunistic Aye Kant jumped from the cookie into her brain, and the little voice inside her head assured her of the futility of any future attempts. Nancy's inner voice spoke loud and clear:

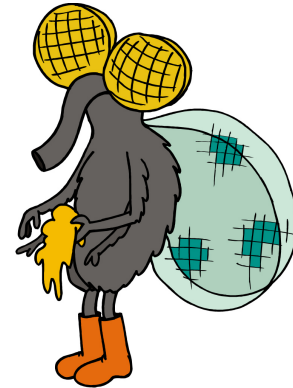
*"I can't get in shape."*

*"I can't stay on a diet."*

*"I can't lose weight."*

In the moment Nancy told Jen "you can't," the Aye Kant leapt into Jenna's ear. It reminded her of the failed walking program, the exercise videos that didn't give her supermodel thighs, the displeasure of the cabbage soup diet she'd tried earlier, and the extreme fat burner program she abandoned only to watch the pounds return. Despite her thinking the day before, Jenna's willpower takes a blow. That's when Donna chimes in.

*"You're over 35! Now it's just about good movies, good friends, good sex, and dressing right. Face it. We've all been on more diets than the Richard Simmons Fan Club. I know you better than you know yourself. YOU CAN'T go through another week of starvation and misery. C'mon girl. Have a mojito. It's Thursday!"*



Jenna's beginning to succumb. The Aye Kant has made it into her cranium, searching for a place to lodge itself. It summons up more of Jen's memories, reminding her of the time she bought clothes two sizes too small in order to motivate herself, and summoning up a visual of the fitting for the wedding party dress last month.

Thirty minutes later Jenna's drinking her second mojito and feasting on fried calamari and nachos. The Aye Kant smiles and seeks out its next victim.



This representation of negative self-talk, of the instilled thinking that leads people to believe they *can't* achieve the desired result regardless of the effort, ensures future attempts will fall short. Emotionally, those infected with the Aye Kant may be prompted to "try" programs and offerings, but abandonment is a given without removal of the negative self talk, the belief that all efforts are futile.

*"I can't get in shape"* is a prime example of a false belief.

## Believe it or not

No, there isn't really a bacterial invader with a long Latin name, but . . . once a belief infects your mind, it's going to stay in motion until it is shut down or removed.

Remember what I said earlier. Anyone can find betterment, which means anyone can find gradual improvement. That's my belief, one supported by interaction with people from around the globe. My belief clearly contradicts the Aye Kant, and when I run head-to-head into a flawed belief, I realize it must be defeated in order for positive physical change to begin.

Mindset is created when beliefs meet a situation, and in order to change your body, if you've stalled and fallen short, you must first change your mindset. Here's a simple mantra I've developed based on my decade-long study of human influence.

***"Change a belief to change an emotion, change an emotion to change an outcome."***

That mantra has helped me turn the "Aye Kant" into "I will" with clients of every shape and size. The goal is based on a desired outcome, and when emotions such as hope, excitement, anticipation, and joy are joined by a belief that an outcome is not only possible but inevitable, the mindset becomes a driving ally. With a driving mindset you'll find you're suddenly inspired to learn, to understand, to gain hold of the manual that gives you control.



Here's what I can do for you.

1. I'll help you destroy the more common false beliefs
2. I'll help you get in touch with a vision and feeling that empower you
3. I'll assure you, the technology that works will work for you

If you presently hold a false or restrictive belief that's holding you back, I'll help you replace it with a new one. I'll direct you to "experience," initially in mental imagery, the outcome you really desire. You'll then summon up an emotional certainty. Through the remainder of these Seven Letters, I'll provide the details, the "system" that works.

Allow me, in an attempt to get mindsets in order, to provide a bountiful sampling of the limiting false beliefs I often run into. With each I'll provide enough information for you to question the belief, to loosen its hold, and ultimately, to send it flying into wherever it is that beliefs go when they're set free.

## Bye-Bye Belief, Hello Potential

When Nike said, "Just Do It," they were talking to people . . . not to little pills or liquids in bottles. That leads us to the first False Belief I'd like to obliterate, one that leads otherwise sane people to expect an extract from a secret African cactus delivered orally in pill form to make fat evaporate:

### ***False Belief #1: A Supplement will do it***

When I look my best, and I walk into a gym or onto a beach, I'm often asked for advice. I've been amazed over the course of the last decade by how the question has changed. It used to be, "what do you do to get big," or "what do you do to get so lean." Today the compliment is followed by, "what do you take?" There is this purveying belief driven no doubt by the expansive advertising budgets of the nutritional supplement companies insisting a supplement is a solution.

One promises to burn fat, another to restore libido, and now they even promise to add size to male genitals and female breasts. Before you know it, a supplement will promise to impregnate women, another will promise to attract the opposite sex (not all that necessary for those mate-seekers who opt for impregnation pills), and in time a supplement will no doubt send you to the moon.

Here's the reality. Supplements are either extracts from plants that might have been used in ancient rituals and ancestral medicine, or they are micronutrient compounds that are found in food. Food, yes food!



Isn't there research? Sure there is. Lots of it. Most of the research that's used to sell supplements has nothing or little to do with the compound being sold, or maybe worse yet, its marketing interpretation of biased studies funded by the companies themselves.

As evidenced by recent FTC claims, oftentimes supplement companies seeking an outcome pay scientists to conduct and interpret research favorably.



The word supplement, is, and has always been defined as “an addition.” Note that a supplement is not “a solution.” The writers of supplement-promoting ad copy often take liberties, stretch the truth, and blatantly lie. If you’ve been a listener of my radio show over the past fifteen years, you’ve heard me tear into some of the ads, you’ve heard me expose some of the fraud, and you’ve come to recognize that they CAN say it even if it isn’t true ([www.mindandmuscleradio.com](http://www.mindandmuscleradio.com)).

My friend, respected biochemist, Anthony Almada, has been a sports supplement pioneer and I’d now call him an industry veteran. He said that one in ten thousand of the supplements sold on the shelves of the health food stores live up to their claims. One in ten thousand!!!!

Shattering this false belief is really simple. Allow these thoughts to penetrate. You need food. There were physically fit people in 1978, there were physically fit people in 1932, and as far as I know, there were physically fit people in the 18<sup>th</sup> century, so if you believe you “need” a “new discovery” in order to be fit, you’re a victim of this burdensome false belief.

Supplements do not burn fat, supplements do not build muscle, and supplements will NOT restore you to health. Exercise and supportive eating will.

Are there supplements that can play a role in optimal health? Sure! Alpha Lipoic Acid, N Acetyl-Cysteine, Branched Chain Amino Acids, L-Glutamine, Creatine Monohydrate, and Anti-Oxidant formulations might all have significant value in supporting a well fed body, but not a one of them replaces food.

\* \* \*

Next, a prevailing false belief that is slow to die, but if you are going to feed your body the fuel and material it needs to prosper and thrive, you’ve got to stop looking for the no-calorie cookie. Even if the no calorie cookie arrives . . . it isn’t your friend. You want calories. You need calories. You must, at least in your own mind, turn the lights out anywhere they shine on the following False Belief . . .



**False Belief #2: Calories are bad**

Terms such as “cutting calories,” or “low-calorie” suggest that calories are entities to be avoided. We all of course understand we need to eat to survive, but here’s where the false belief creates internal conflict, and opposing beliefs co-exist.

1. Food is necessary
2. Calories are a measure of food
3. Calories are to be avoided



This is the obstacle I’ve most commonly faced in those seeking weight loss. They’ve tried endless diets, their own intuitive calorie cutting strategies, and after losing weight they wind up worse off. It isn’t rational to believe that food is necessary but calories are evil. In order to break the diet habit, the belief system has to be adjusted, and one of the conflicting beliefs has to be eliminated.

With a recognition of its existence, elimination of the crippling belief is again simple. All it requires is a question and two supporting statements.

**Question:** What is a calorie?

**Statement #1:** A Calorie is a unit of heat

**Statement #2:** Metabolism is the rate at which your body *burns* through food, thus, to boost metabolism you must turn your digestive and muscular system into calorie-burning partners. The key to this boost lies in the frequent consumption of thermic meals, meals that elevate metabolism in the act of digestion.

Now we can conclude: Food is necessary, calories equal heat, and if we learn to put the right calories in, we crank metabolism and heat up the digestive engine to burn more calories every single day!

Even with the understanding of the value of thermic eating, the trick has always been determining what foods are the sources of “good calories.”

We like to categorize. We like the cleanness of placing things in only two drawers, the “good” drawer and the “bad” drawer. This makes us likely victims for anyone spreading the following false belief . . .

***False Belief #3: Fat is bad***

The “fat is bad” myth likely grew out of the “cut calories” thought process. If you host the false belief, “cut calories,” it would logically follow that the macronutrient that has the most calories, namely fat, would be the granddaddy of dietary gloom and doom!

There are three macronutrients, proteins, carbohydrates, and fats. Macronutrients by definition are nutrients that have calories (as opposed to vitamins, minerals, and water, the micronutrients).

Let's re-spin things a bit.

Fat is the most energy-dense of the macronutrients, thus, the ingestion of fats that are relatively quick to burn can enhance performance and fuel activity. That's good.

Fat is the raw material for the hormones that serve you, including the sex hormones testosterone and estrogen. That's good.

Fat is the vehicle that transports the fat-soluble vitamins (Vitamins A, D, E, and K) through the wall of the digestive tract so they can be utilized for cellular function.

So far it's sounding as if there's some virtue to fat . . . right?

Right!

I'll go on.

Since we're discussing the mind and brain, it's an ideal time to mention that half the dry weight of the human brain is composed of fat.

Fat shields the internal organs and the entire body from trauma and cold.

When I mention that the membrane of every single cell in your body is reliant upon fat, it should compound with the other facts to shatter the false belief.

\* \* \*

So, if we know that the thought “fat is bad,” falls into the False Belief category, you may have a knee-jerk moment of confusion when I reveal the next False Belief. I promise, within moments, the confusion will be lifted and it will all begin to make sense. With that pre-emptive announcement, I shall reveal the next False Belief . . .

**False Belief #4: Fat is good**

Fat, we now understand, is important, however, while it has vital biochemical value in our body, the fat that calls us from the supermarket shelves, the kitchen of your favorite steakhouse, and the fast food offerings that line the streets of every city and town is not all as friendly as we'd like to believe.

The population of the United States bought into the low-carb diet offerings heartily in the 1990's as the previous decade promised eating "fat-free" was the solution. Clearly fat-free wasn't working. In line with indicting carbohydrates, the low-carb activists praised fat and the villainous foods fast became perceived as "OK." Bacon, sausage, and red meat returned to diet dominance, and our population still grew and grew.



For simplification, we can divide dietary fats into two categories:

1. Those that are prepared to be utilized for valuable metabolic needs
2. Those that are prepared to wreak havoc upon cellular structures

An over-simplification? Perhaps, but I believe it will offer a simple key to removing the complexities from fat metabolism.

For a greater understanding, I'll attempt to break it down a little further without turning into a full semester of fat biochemistry 101.

Dietary fats are made up of molecular structures called *fatty acid chains*. In order to "attach," that is, in order to connect with other cellular components, a fatty acid chain must have openings . . . in essence forming sequential patterns that allow each chain to serve its role in a lock and key mechanism. A fatty acid chain can link with or "fit" into various components that play micro but vital roles in energy, metabolism, and growth.

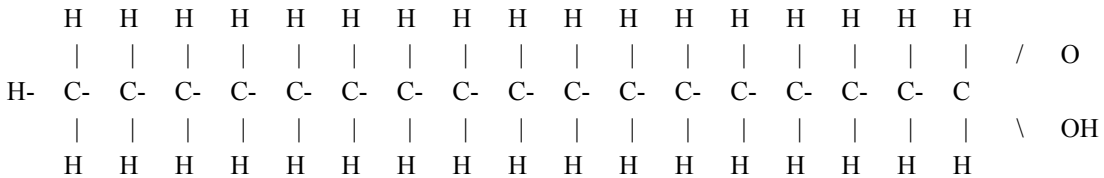
The *unsaturated fats* (polyunsaturated – having several openings, and monounsaturated – having one opening) have the ability to perform biological functions ranging from cellular repair to optimizing immune function.

*Saturated fats*, the fats primarily found in red meats (marbling in steak), butter, and other fats solid at room temperature can provide energy, but since the biological options are fewer, are more likely to contribute to fat stores than unsaturated fats.

Confused yet? Stay with me. I'll make it clearer.

A fatty acid chain is made up of a long chain of carbon atoms with hydrogen atoms potentially attaching on two sides. When I referred to “openings” earlier, I was specifically referring to spaces in the chains where hydrogen atoms are absent.

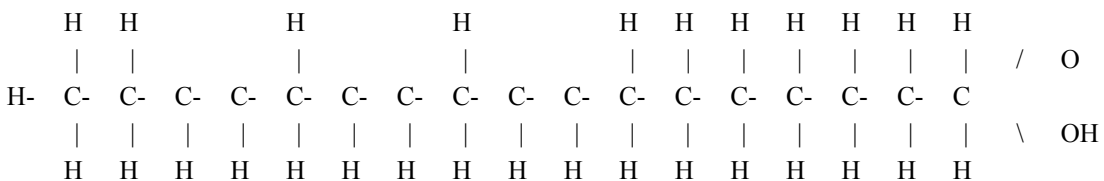
The illustration below represents a saturated fat, where all “connection opportunities” are saturated by hydrogen molecules.



Our bodies are very capable of creating fat, so we really haven't need for saturated fats, but as a component of lean meats and even “healthy” restaurant prepared foods, we can well manage a small quantity of these fats. Optimally, with a well-stoked metabolism we'll metabolize them and burn them as fuel.

The unsaturated fats, as we discussed, have biological value beyond energy. There are two types of fats our bodies cannot produce, and these we must ingest. These fats are referred to as the *Essential Fatty Acids* (EFA's). You no doubt have heard of the Omega 3's and Omega 6's. We'll get further into these in a future letter specific to nutrition, but for now let's call these “good fats.”

For the sake of comparison, you'll note the difference in the chemical structure of a saturated fat and an essential fatty acid chain. Below is an illustration of an Omega 3 fatty acid chain (note the available spaces beginning on the 3<sup>rd</sup> carbon atom).



Saturated fats are void of those inviting “openings,” thus they are less apt to interact with other biochemical compounds for improvement in function and health. Unsaturated fats are far more valuable.

Now let's get back to the false belief we're obliterating.

So far we've learned that some fats are good, saturated fats are not all that valuable, but lest we forget, we're on the road to understanding that the global statement “fats are good” is a falsity.

There are new fats. Man-made fats. Fats that serve the food manufacturing industry well.

It started around the turn of the 20<sup>th</sup> century, when scientists discovered they could literally pump hydrogen into those empty spaces in “the good fats” to turn liquids into solids. These hydrogenated fats took the form of shortening, margarine, and as the century progressed, they added mouth feel, shelf life, and sale-ability to snack foods and the like.

*Hydrogenated fats* are not recognized as nutrients by our bodies. The fatty acid chains are mangled and twisted (taking on a “trans” configuration) and they become internal warriors wreaking havoc upon human health.

In 1910 it might have been simple to warn an underexposed population of the dangers, but in 1910, nobody knew. Now, the politics, the money, the commerce, and the industry of food supply make the elimination of these dangerous fats challenging to say the least.

Here's the simple fact to be taken from this diatribe on fats. While we have absolute need for essential fats, and valuable oils can contribute to health and fitness, if we make supportive food choices including fish and fresh produce we'll ingest far more “good” fat than the average American, and if we accept that saturated fats should be minimized and hydrogenated fats eliminated, then and only then can we start reaping the true benefits of the human body's ability to use fat for good purpose.

### ***False Belief #5: The “good” foods are labeled as such***

Fat-free doesn't mean “the absence of fat.” As a matter of fact, loopholes in the present FDA label laws allow pure fat to be labeled fat free.

I recently witnessed a bee-manufactured honey product bottled and sold as “sugar free – sweetened with honey and molasses.” Translation? Sugar-Free sugar , sweetened with sugar . . . and more sugar.



The words healthy, improved, better, and natural have little or nothing to do with an assurance that the food inside the box or package will contribute to your health.

Your best bet is to read ingredient labels, and to find out what those ingredients you don't recognize really are. Sure, it takes some effort, but with a new understanding of what's in those foods, you're sure to make some better choices.

Bottom line here – the food companies hire marketing agencies to design their boxes, and between hype, license, and tiptoeing on the line of legality, they have become masters of label deception.

Regardless of the big enticing words on the front of the packages, the foods in cans and boxes are NOT going to prove as valuable to your fitness and health potential as the foods that were caught, gathered, or grown, and even those foods are now treated with so many chemicals, drugs, and contaminants they are as close to our ancestor's meat, fish, fruit, and vegetable choices as the McDonald's menu. This leads to the next false belief:

***False Belief #6: If it's in the perimeter, it's "good for you"***

I used to tell my seminar audiences to limit their food shopping to the perimeter of the grocery store. I'd still suggest that represents sound advice, however, it's easy to leap to the conclusion that "perimeter = good and healthy." Not true. "Good and healthy" can be found in the fresh produce, meat, and fish sections of many stores, but more exploration is required than to blindly accept that if it's a vegetable in a bin it's a good one.

My intention is never to cause alarm, but rather to educate, and as you begin to comprehend the levels of pesticides and chemicals that have infiltrated our soil, our farms, and our produce, you begin to also comprehend the rationale behind the assumption that many diseases could have been prevented. It's a scary thought, but there is enough research to indicate that in many cases disease has been an outcome initiated by levels of toxins our bodies weren't designed to deal with. Specific chemical compounds, now commonplace in supermarket produce, have been shown to cause neurological degeneration, learning delays, mood and behavior disorders, motor dysfunction, cancer, and birth defects. Worse yet, we're raising a generation being introduced to these toxic chemicals in the womb. Many of the chemical compounds now found in mother's breast milk were banned decades ago. Big business at the expense of health. It isn't a new thought, but a frightening reality.



The livestock-to-table process is enough to relegate any sane person to a diet of rice and beans when the truth be told. Animal crowding, intramuscular fat, antibiotics, growth-inducing drugs, fecal matter, feed preservatives, intestinal toxins, etc. blah blah blah ad infinitum. It's horrible, it's dangerous, and it's reality.

The pesticide ridden produce and chemically infiltrated meats are found alongside "the good stuff," right in the supermarket perimeter. Farm raised fish are raised in small pens with waste-intensive water. They have little ability to move freely and instead of their natural food, they are fed pellets purchased by a cost-conscious entity seeking profits. Pound for pound, farm raised fish are treated with more antibiotic than cattle. The farm raise fish are found . . . guess where. Yes, the perimeter.



Begin to look for the word “organic,” although that in itself has lots and lots of gray area. The political and lobbying manipulation confuses the laws and the marketplace. Everybody appears to have their own self interest and the consumer suffers. You want free range meats, you want fruits and vegetables grown in pesticide free soil, and that’s only a beginning. If you don’t have your own farm, you simply have to do the best you can as a consumer.

While I couldn’t possibly attempt to lay out everything one needs to know about food shopping in a few pages, I can direct you to [usda.org](http://usda.org). If I did, however, that wouldn’t do you any good unless you’re interested in some good old fashioned square dancing. Yes, I made the mistake of mentioning that web address on my radio show and inadvertently sent hundreds of people to visit the site for the United Square Dancers of America.

This time I checked and double checked. You can get a complete pdf outlining the label requirements initiated by the USDA at:

[http://www.fsis.usda.gov/PDF/Labeling\\_Requirements\\_Guide.pdf](http://www.fsis.usda.gov/PDF/Labeling_Requirements_Guide.pdf)

OK, here’s what you know so far. There’s more to know. If you’ve held any of the false beliefs I addressed, at the very least I hope I’ve shaken them. If you begin your new exercise and eating regimen with accurate information, empowering beliefs, and a “yes I can” mindset, you’re well on your way to excellence.

Here are just a few more false beliefs I commonly challenge, beliefs that will be cleared up in the letters that follow:

### ***False Belief #7: Aerobic exercise burns fat***



Aerobic exercise is exercise during which you may burn fat as fuel, but if you understand physiology, you’ll understand that the same statement could be made of sitting on the couch with a remote control. Any time your body is in an aerobic state, a physiological state where you continuously meet oxygen demand, you can use fat as fuel. As your heart rate elevates, as it does during the onset of exercise, you have immediate access to glucose and you gradually shift into a state where glucose (stored in the muscles and the liver as glycogen) is released providing an alternative fuel to fat.

Consider aerobic exercise vital exercise that contributes to improvement of the function of the heart and lungs, but don’t think of it as a fat burning solution. When you get supportive nutrition aligned with strategic exercise including resistance training, you may burn more fat while you’re sleeping than you do on the treadmill (and that’s a very good thing)!

***False Belief #8: The more you do, the better it is***

The most common mistake I see among experienced exercisers is “too much.” In order to progress it is important to increase the challenge, but there are literally thousands of ways of increasing the challenge without increasing volume. The body improves during recuperative downtime. In fact, an entire letter yet to come is dedicated exclusively to the concept of recuperation. It’s the missing element in too many exercise programs. The idea is to challenge the body and allow it to recover. I start people out with 12 minutes of exercise and they’re typically shocked by the progress they make. The excuse “I don’t have time,” is often the result of this restricting false belief. Send it packing.

***False Belief #9: Weight training makes you big***

I must admit, I’m tired of addressing this one. My trainers are tired of addressing this one. It’s been taught as a myth in exercise science programs for near 30 years. Weight training stimulates muscle response. If you eat thousands of calories, adequate protein, adequate energy substrates, get 8 hours of sleep, and train with weights to repeated points of momentary muscle failure using heavy weights in a strategic growth-oriented program, you’ll grow. It isn’t easy. Ask any bodybuilder.

The misconception that “weights = size” comes from a limited understanding of the intensity of training “big” athletes undertake (not to mention the steroid use prevalent in the pro and amateur ranks of competitors).

Exercising against resistance stimulates improvements in body compositions, stimulates a toned appearance, resists bone disease, improves immune function, endocrine function, and even brain function. Weight training is a recommended activity for any adult regardless of age and it’s a vital part of any lasting physique-altering or fat-reduction program.

Whew!

Three more.

\* \* \*

The next one is another drone of a false belief that needs to be put to bed forever, the one after that addresses difficulty, and then . . . I’ll open up a can of worms and conclude this letter. Next . . .

***False Belief #10: Activity replaces exercise***

"I play tennis." It's the answer I receive back when I ask the 41 year old mom if she exercises.

"I'm very active at work." That's the one I receive from the construction contractor, the heavy machinery operator, the mail delivery person, and the doctor who ambles from one examination room in his office to another.

If chugging along in an office were enough, we'd see very few overweight office chuggers.

If housework helped people get fit we'd never seen an overweight person vacuuming the floor.

If heavy physical labor was in and of itself a key to fitness, every physical laborer would be an Adonis.

Tennis, activity at work, laundry, dog walking, gardening, and hopping in circles like an oversized bunny rabbit won't do it

. . . IF . . . and this is a big "if," . . .

IF you do those things daily and you're not thrilled with your body (by the way, if you hope around in circles like a bunny rabbit daily, you have far too much time on your hands).

The human body is an amazing organism and it can adapt readily to given workloads. Once it changes, once it can handle what is being asked of it, it needs a new challenge to change further.

If you move from a sedentary job to an active one where you burn more calories, elevate your heart rate through various intensities, and challenge muscle, you are likely to see some improvement.

If you get a new dog . . . a big strong playful dog, and you take on the new chore of walking him a mile each day, you are likely to see some improvement. Once, however, these "activities" become "what you do," they are no longer stimuli for change.

If you seem to be stagnant, or moving in a negative direction, exercise must be introduced to provide further challenge without overtaxing any of the systems of the body, even if you're already active.



***False Belief #11: Eating right is hard to do***

(Don't worry. The graphic at the bottom of this page has nothing to do with eating right).

There's an excuse that's up for grabs. It's the justification of every failed attempt at weight reduction via food reduction.

*"It's hard to stay on a diet!"*

Of course it is! Diets are deprivation based, your body asks for caloric fulfillment, and all of the inherent protective mechanisms driven by your nervous system gang up on you to thwart the attempt at calorie deprivation.

Eating right has nothing . . . nothing . . . to do with deprivation.

Diets are hard. Avoiding your favorite foods is hard.

Constantly focusing on what you can't eat is hard. I wouldn't suggest you do any of those things.

Once you learn to make better choices, frequent delicious meals become pure pleasure. Sure, there are some who are comfortable eating the same old bland stuff every day, but that doesn't mean that's the only way to eat right. You can have orange mango shrimp and scallops over basmati rice for dinner tonight, an egg white omelet with wild Alaskan salmon and a bit of hummus for tomorrow's breakfast, and a delicious salad with chicken breast meat from free range chicken, fresh organic strawberries, bits of avocado, red cabbage, bok choy, mixed mushrooms, bean sprouts, broccoli, cauliflower, carrots, and chopped walnuts over a bed of fresh organic romaine lettuce for lunch with a homemade dressing filled with those good omega 3 fats. These can represent thermic "calorie-burning" meals!

I will provide these recipes and a few others in an upcoming letter.

Finally, as promised . . .



***False Belief #12: Disease is cured by prescription medication***

Yes, this is the can of worms. This is where questions are raised. This is where anyone who has a cabinet filled with little prescription bottle raises an eyebrow or two.

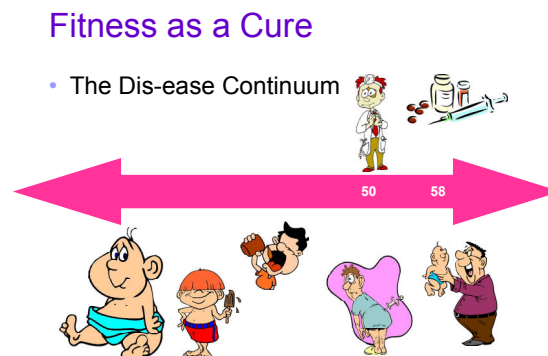
I've shared a bit of my perspective on treating disease in the previous letter. Perhaps you recall the following paragraph:

The things that go into your mouth, the sweat that comes out of your body, the regular excretion of waste, and the stimulation you provide for your respiratory and circulatory systems are both protective and curative for the dis-eases we inadvertently create by thoughtlessly eating, breathing, and indulging.

Note that I often hyphenate the word disease (dis-ease) as the word itself suggests absence of ease. Disease occurs on a continuum. In other words, you don't wake up one day and find that overnight you were stricken with Type II diabetes. It might feel that way when your doctor reveals this as the outcome of your lab work, but that moment is simply the moment a dis-ease was identified. It might have started as early as the age of 12 when erratic intake of sugar led to shifts in pancreatic function. Continued irregular eating patterns, including an abundance of high fructose corn syrup, refined and processed grains, and lots of boxes of meal staples with ingredients that end with -ose gradually lead you to a condition where insulin production is irregular, insulin efficiency is minimized, and blood glucose levels run high. You visit the doctor feeling weak and tired, he draws blood and urine, and voila . . . you're diabetic!

The doctor, as induced by the solicitous pharmaceutical companies, prescribes a medication to suppress blood glucose and you believe you're better. You might even feel it's "under control." The reality is, very little has changed.

If you fail to identify the cause, if you fail to eliminate the contributing factors to the condition, even with medication the continuum continues. The illustration below seeks to illustrate the continuum as I present it in a seminar. The conditioned habits early in life lead to diagnosis and medication in mid-life. Suddenly, a grandchild evokes concern for strength, energy, and stability, and that's where medicine falls short. It can't restore youthful ease, at least not any near as effectively as eating right and exercising can.

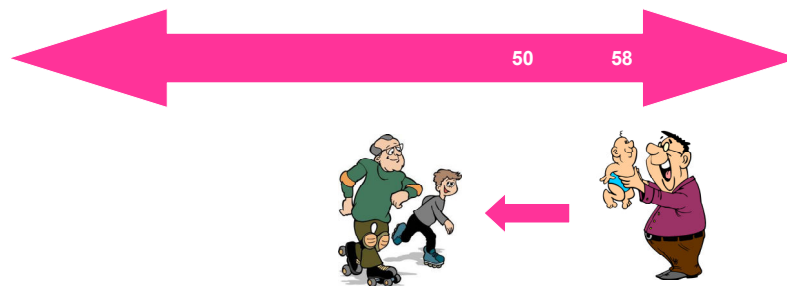


After the growing grandchild unintentionally reveals physical shortcomings in grandma and grandpa, conventional medicine can suppress dis-ease symptoms without restoring ease.

Conversely, if you examine lifestyle, if you identify areas where you are ingesting foods that may contribute to the dis-ease, and if you recognize that your activity, exercise, and stress levels can be modified (and they always can . . . sometimes you just have to challenge the Aye Kant), you legitimately gain a new sense of control, and you not only stop the acceleration of the dis-ease, but in reversing the continuum you become better. In fact, as you progress in age, you can become biologically younger!

## Fitness as a Cure

- The Dis-ease Continuum



If you understand this conceptually, you'll understand that you can take responsibility for minimizing dis-ease, for preventing dis-ease, and for in many cases eliminating existing dis-ease by accepting responsibility and finding that magic elixir we've learned to call "control." This applies at any age.

### Aha – it's the Thyroid??????

As much of my clientele seeks fat loss, I often meet with women who have been diagnosed with hypothyroidism and they are typically medicated with synthroid. Most are still frustrated or they wouldn't have come to me. They feel their metabolism is . . . well . . . out of control.

After consulting with many physicians and biochemists, and coming to understand both the reason for voluminous synthroid prescription as well as the intended mechanism of treatment, I feel comfortable saying most of these women might be able to better control their bodies if they were taught to explore further.



Synthroid is a synthetic version of the hormone T4, created by a healthy thyroid gland. It's the "cure" the drug companies have convinced doctors is the farthest reaching. The question as to why T4 levels may be low is rarely explored, or at least rarely based on the experience I've had with hypothyroid-diagnosed individuals.

As the hormonal cascade works its magic, T4 is converted to the active metabolism regulating hormone T3, and if there is a challenge in the conversion process, adding more T4 doesn't "fix" the problem. The poor conversion might be based on a mineral deficiency, a hormonal limitation, or a stress-induced condition. If in fact low T4 is the problem, it might be the result of low production of TSH (Thyroid Stimulating Hormone) and while synthroid may "fix" blood levels of T4, the cause of low TSH might go undetected.

I've found many people who are diagnosed after the age of 35 with hypothyroidism have a history of diets. More accurately, they have a roller coaster history involving calorie cutting and binging. This negatively impacts thyroid function. With commitment to a supportive eating and exercise program, I've seen great success in "reversing the continuum" and restoring thyroid function to normal, drug free.

\* \* \*

Most drugs suppress rather than fix. An antibiotic suppresses bacterial activity, wiping out bacterial invaders. Unfortunately, the powerful antibiotics used today run an inter-intestinal massacre wiping out the good biotics, the friendly bacteria that you need for optimal digestion and absorption of nutrients.

"Anti" suggests suppression.

"Pro" suggests support.

Individuals who are often sick and become reliant on antibiotics aren't being cured. They're limiting the power of their own immune systems and developing a continuum dis-ease of lowered resistance. Get them eating right, adding foods with "probiotics," and exercising efficiently and they can build immune function and in great likelihood return to optimal health.

Prescription medication has its place, and doctors certainly have the best of intentions. In a system, however, where drug companies seduce prescribers with marketing information and paid vacations, it's hard to trust that every doctor has access to complete information allowing you to control the systems of your body and function at your best. For illness, see your doctor, but for dis-ease, begin to question whether you have control, and with questioning you'll find answers. Encouraging answers. Don't give control to drug manufacturers if you can own it yourself. Exercising strategically and eating right can work wonders often perceived as miracles, but first you have to be willing to challenge those false beliefs, even if they're cemented in place by years of misinformation.

## The Vision, The Sense, The Power

Here's where I'll ask you to do one simple task, one that you'll have to summon up a positive mindset to pursue, one that takes moments but will last you a lifetime.

Right now, after reading this paragraph, close your eyes, and envision your body on a huge TV screen and once you have it crystal clear in your mind, spend about 3 – 4 minutes refining it, trimming it where you'd like it to be trimmed, tightening it up where you'd like to be tightened. When you feel the revised picture is crystal clear, in your mind step into it so you feel what it would feel like to be in that body. In your mind, allow your inner voice to say the things it would say to you if you inhabited that body.

Don't hesitate. This is simple and powerful. Do it now, then open your eyes and continue reading.

\* \* \* **DON'T READ THIS UNTIL THE VISUALIZATION EXERCISE IS COMPLETE** \* \* \*

Now write a paragraph, a short simple paragraph (c'mon, I've just written over 20 pages, you can write a paragraph) describing how it looks, how it feels, and what thoughts you'll entertain when you're in that body. Under the paragraph write:

*I CAN! I WILL!*

Don't worry about the "how" right now. I'll get you there. I just want you to get your mindset straight, to eliminate any remnants of the Aye Kant. I want you to blow past the previous limits of any false beliefs and I hope I've chased a few away with this, the second of Seven Letters.

I know these types of exercises seem silly. I've studied influence enough to know the power of this. The power is real. It isn't magical. It isn't mystical. It's scientific. The mind "thinks," and after thinking it "directs." If you're not presently in a body you love, you just have to change the programming a bit. This very simple exercise allows you to focus your RAS, to knock out the power of long-held crippling beliefs, and to lift the limits of your EEM, and with that the future is yours to control.

Read your paragraph daily. Your next letter will arrive around the same time your paragraph has become so deeply instilled in your brain, your outcome is a crystal clear certainty. Until then . . . be better . . . just one little step at a time.

\* \* \*

Find more information at [www.philkaplan.com](http://www.philkaplan.com)