

10 *Critical* FAT LOSS MISTAKES

— *and how to fix them* —



REBOOTEDBODY

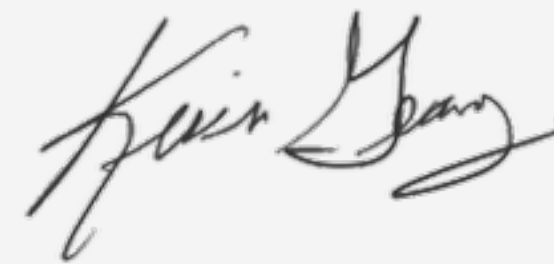
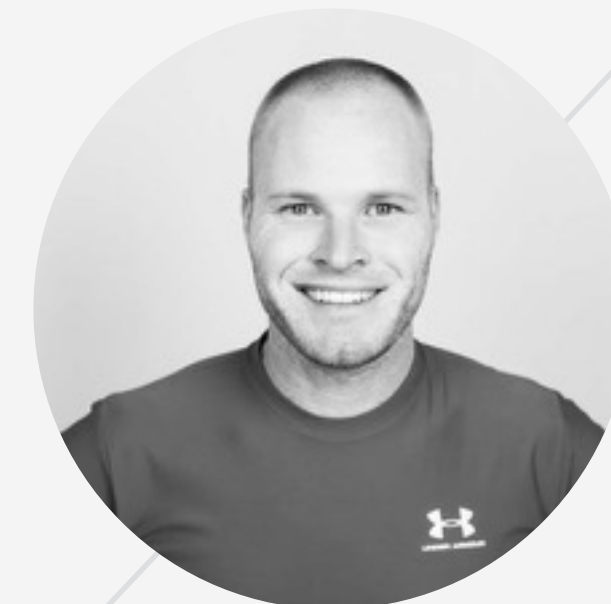
A MESSAGE FROM THE FOUNDER OF REBOOTED BODY...

**Thank you for downloading this guide.
Before you begin, please note that we do
things a little differently around here.**

You may have downloaded this guide thinking it was going to be full of “quick tips” and “simple swaps.” Maybe you downloaded it just to make sure you’re not making some *little mistakes* that might be preventing you from reaching your goals. But that’s not what we produced this guide for.

This guide is an introduction to the higher-level thinking that coats everything we do at Rebooted Body. Rather than repeating the same tired tips and tactics that you’re already drowning in, the goal of this guide (and our entire platform) is to deeply change how you think about health and fitness.

We hope you appreciate it. More importantly, we hope you do something substantial with it.

A handwritten signature in black ink, reading "Kevin Yang".

TAKING AN OPPOSITIONAL APPROACH.

TAKING AN OPPOSITIONAL APPROACH.

The health and fitness industry has done a masterful job of creating enemies for you to attack and defeat. Including yourself.

If you want the 30,000 foot view of why you struggle, it can be boiled down into antagonism versus amity. Conventional health and fitness advice is inherently antagonistic. If you want to win, you must adopt amicable strategies.

In layman's terms, conventional advice works against your biological and psychological programming. The suggestions force your mind and body to do things they weren't designed to do. And to do things you don't want to do. Things that don't inspire you or come naturally.

Do you enjoy counting and cutting calories? Do you enjoy excessive amounts of cardio exercise? Do you enjoy eating like a rabbit and restricting an entire macronutrient from your diet a la low-fat or low-carb?

You're not intrinsically inspired to do those things. Even if you were, your body wasn't *meant* to do them. When you implement these strategies in your life it infuriates your Inner-Rebel. That's the part of you that works to protect you from tyranny. In this case, your Inner-Rebel is fighting back against the tyranny of misguided health and fitness advice.

That Brings Us To An Important Point: Pissing Off Your Inner-Rebel Will Cause You To Fail.

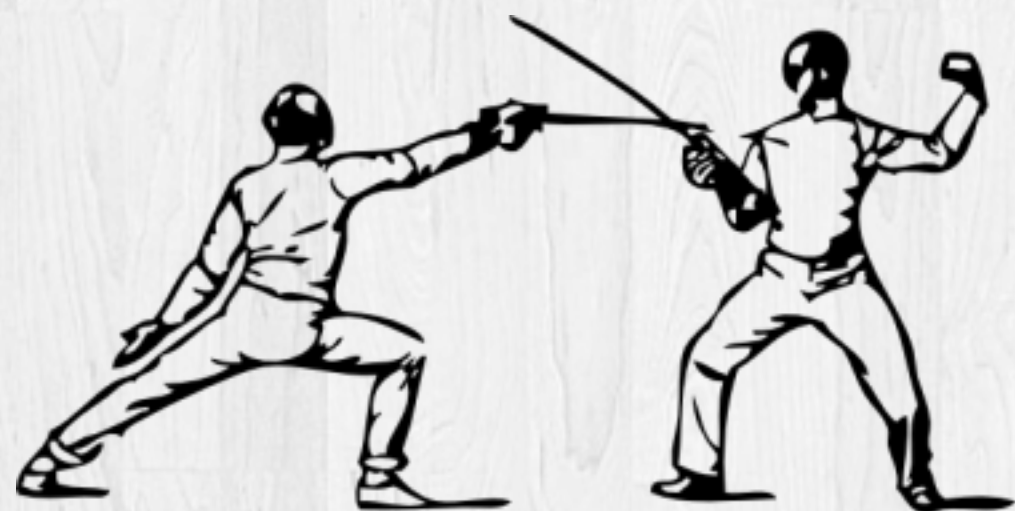
This is why you yo-yo. You manage to silence your Inner-Rebel for 4 to 16 weeks before it overpowers you. It always overpowers you though. And massive cravings and binge eating are the weapons of its vengeance.


The health and fitness "gurus" will tell you to step on that Inner-Rebel like a cockroach with the boot of *willpower*. If that doesn't work, they'll say you need a bigger boot. And if that doesn't work, they'll shame and guilt you into ignoring your Inner-Rebel with tactics like moralization. "Did you eat badly today?" "Did you *cheat*?"

The only way you can win (and win for good) is to reject all antagonistic advice and embrace amicable strategies. Instead of counting and consciously limiting calories, respect your biological programming by committing to nourish your body with a variety of real, high quality foods. Instead of slaving away in the gym or in front of a workout DVD, engage in physical activities that you are intrinsically motivated to do. Instead of shaming yourself with negative self-talk and moralization, work on healing your relationship with food, body, and self.

There are dozens more examples of employing amity in place of antagonism. We'll get to them all in due time. For now, embrace and commit to the principle of amity. Start working *with* yourself instead of *against* yourself and you will cultivate effortless success.

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A person with long dark hair, wearing a blue hooded coat, stands with their back to the camera in a misty forest. The forest floor is covered in green moss and small plants, with many thin tree trunks visible in the background. Overlaid on the image is a four-line motivational quote in a white, italicized serif font.

***Eat** like you love yourself.*
***Move** like you love yourself.*
***Speak** like you love yourself.*
***Act** like you love yourself.*



MAKING A *MOUNTAIN* OUT OF A MINUTIAE MOLEHILL.



2

MAKING A MOUNTAIN OUT OF A MINUTIAE MOLEHILL.

The more you obsess over *small details* like protein powders, calorie counts, workout plans, and macronutrient ratios, the less you focus on the pieces of the puzzle that truly matter to lifelong success.

“So, what’s your take on the carb debate? I’m trying to figure out exactly how many grams I should eat.”

“I got XYZ brand of protein powder and I’m taking it after every workout. Is that a good brand?”

“I don’t know why I’m not successful, I’ve cut calories down to 1200 a day and I’m exercising 6 days a week. I don’t eat a lot of fat. I should be on a magazine cover by now! Do you know what’s wrong with me?”

Let me be real with you for a second: None of that matters! Having the “right” answers to those questions won’t change your life. And the more you obsess over these types of questions, the less you’ll focus on the factors that will impact your life in significant ways.

I wanted to make this point early on because this isn’t a guide full of quick tips. Nobody who ever achieved success achieved it because of “tips” they got from an e-book. If that’s what you’re looking for, you’re going to be disappointed. We are interested in authentic, life-long change. This type of valuable change requires higher-level thinking. That’s the path this guide starts you down.

If you want to get a body and life you love and eventually put health and fitness on autopilot, you have to commit to the **Six Pillars**.

The Six Pillars Of Achieving A Phenomenally Healthy Body And Mind.

1. **Real Food.** When you change what you’re putting in your mouth — in combination with the other five pillars — the “how much” and “when” take care of themselves. It’s not magic, it’s how your body prefers to work when you end the war you’re currently waging against it.
2. **Gut Health.** In terms of complexity of function, the gut is second only to the human brain. Optimal gut function is critical to success in every regard.
3. **Hormone Alignment.** Hormones control every major function of your body including hunger, activity level, mental function, and metabolism.
4. **Inner-Psychology.** Success is 80% psychology and 20% everything else. Addressing your inner-psychology allows you to consistently align your behavior with your good intentions.
5. **Movement & Rest.** Movement is a type of nutrition that the body needs in order to work properly. It’s important to move consistently and in functional, restorative ways. It’s also important to rest, relax, slow down, and prioritize sleep.
6. **Individualization.** The days of one-size-fits-all recommendations are OVER. No two people are the same and dietary recommendations shouldn’t pretend they are.

These are the mountains that need your attention. These are the mountains that will bring you legitimate and significant improvement.

A top-down view of a school of fish swimming in clear, light blue water. The fish are silvery and their movements create a dynamic, swirling pattern in the water's surface.

*If you just focus on the smallest details,
you never get the big picture right.*

– LEROY HOOD



PUTTING *QUANTITY* AHEAD OF QUALITY.

PUTTING QUANTITY AHEAD OF QUALITY.

Your concern shouldn't be how much food, how much exercise, or how many steps you take. Your concern should be for *quality*. Where does the food I eat come from? Is the exercise I'm doing restorative and beneficial? Am I building authentic habits?

In the animal kingdom, you frequently see predatory animals in one of two states: healthy or underweight. It's very rare that you will see an obese leopard or an obese wolf. The same is true when looking at modern hunter-gatherer humans.

The human body has a body fat set point that it prefers to be at. If you become malnourished, it will take steps to adjust your metabolism and physical output to preserve the remaining body fat. If you overeat, it will ramp up metabolism and physical output in order to burn up the extra energy. Some excess will be stored, but you won't stray too far from the set point. In other words, your body responds to the environment.

You don't find obese leopards and obese hunter-gatherers for a few reasons:

- All the food they eat is *real*.
- They move a lot, in natural and restorative ways.
- They rest and sleep adequately.
- The stress they're under is acute, not chronic.
- Their behavior around food is not nearly as manipulated as ours.

If you look at modern, domesticated human beings (that's us), it's almost completely the opposite:

- 80% of the food eaten is processed and hyperpalatable.
- Movement is mostly impeded by convenience (even if you exercise a few times a week, it's not enough *movement nutrition*).
- There's very little rest and sleep is not prioritized.
- The stress is chronic.
- There's a high degree of manipulation around food.

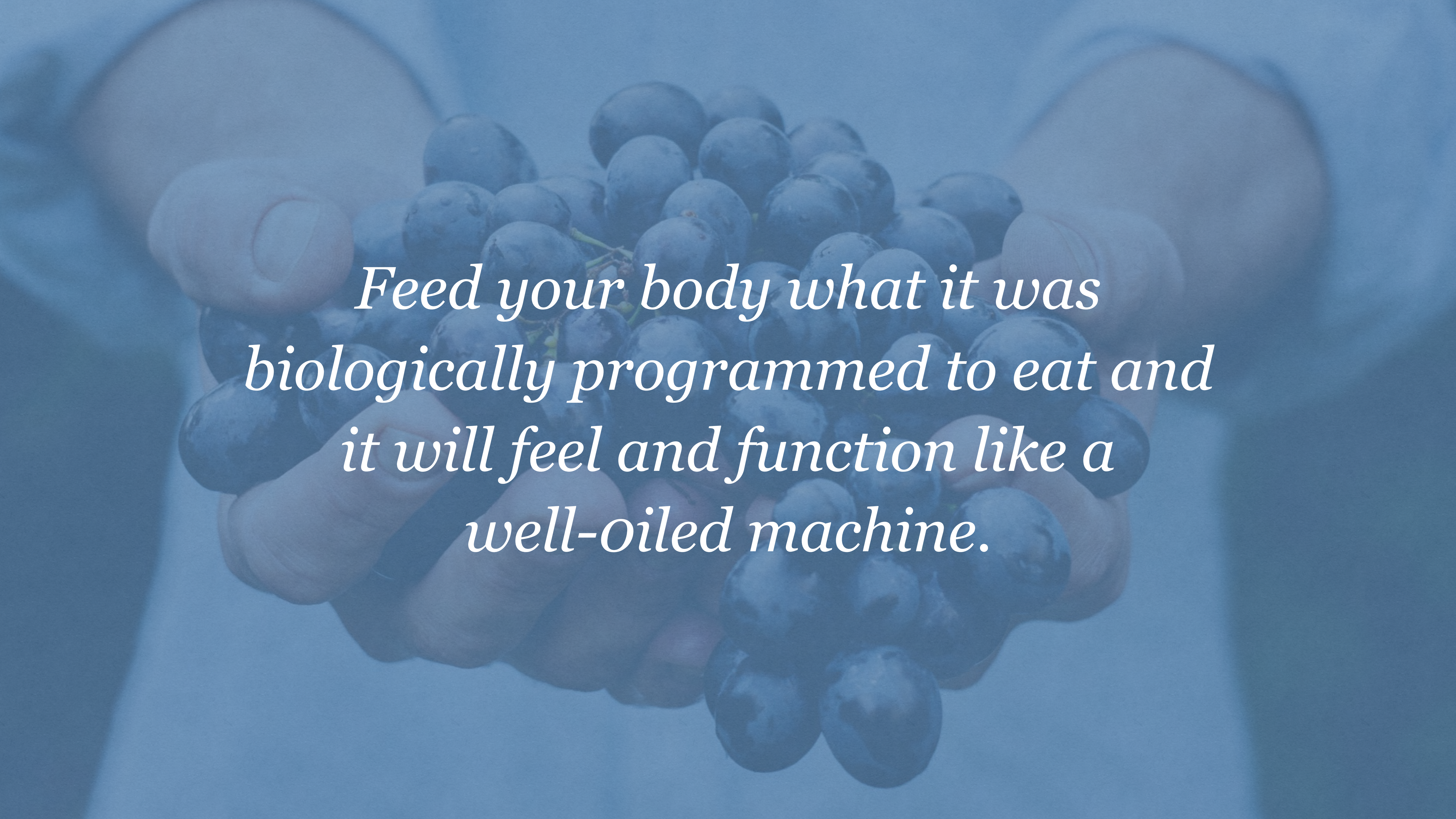
Do you think leopards are fit because they attend all the Sub-Saharan Weight Watchers meetings and are dedicated to calculating their calories and macros in their MyFitnessPal app? I don't think so.

Spreadsheets, calculators, and cute points systems are not the answer to the challenges you face. All of those tools represent quantity-based thinking. We need to be concerned with quality-based thinking.

When you maintain the same environment and simply change the quantity of things, the environment looks the same. Same food, just less. Same movement, just more. More relationships, but the same personalities and less time to interact. There's very little value in this.

When you tweak your environment toward quality, everything changes. The environment looks radically different. Different food. Different movement. Different sleep and stress-management patterns. Less relationships, but healthier and more fulfilling ones.

Quantity is easy to manage. That's why people are drawn to obsessing over it. Quality is harder to manage. But the latter has a *much* greater payoff.

A close-up photograph of a hand holding a bunch of dark blueberries. The image is overlaid with a semi-transparent blue filter. Centered over the hand and berries is a quote in a white, italicized serif font.

*Feed your body what it was
biologically programmed to eat and
it will feel and function like a
well-oiled machine.*



NOT RECOGNIZING *MOVEMENT* AS NUTRITION.



4

NOT RECOGNIZING MOVEMENT AS NUTRITION.



Food is nutrition, but so is movement. If you're going to do the work to nourish your body with real food, you must also do the work to nourish your body with daily, functional movement.

Historically, homo sapiens have needed to move to survive. You can't hunt and gather without moving. You can't travel and explore without moving. You can't really do anything necessary for survival (except sleep), without moving.

The body programmed itself for movement. This is apparent in the fact that degradation of the muscular-skeletal system happens rapidly when the body is sedentary. Blood flow is poor when you're not moving. The lymphatic system is stagnant. Healing is delayed. The list goes on.

The mismatch we're facing is that we've built a society where humans no longer have to move. You go from your bed to the chair in your kitchen. You go from the chair in your kitchen to the chair in your car. You go from your car chair to your office chair. You go from the office chair to the chair at the restaurant for lunch. You get the picture.

This isn't just "being sedentary." It's sedentism to the point of pathology. It's killing you. It's draining your energy and vitality. It's disconnecting you from nature. It's exacerbating your unhappiness and psychological wellbeing.

"But I exercise!" you say. Not good enough! The studies have shown that exercise doesn't erase the effects of sedentism. It doesn't help much at all, actually. The only thing that helps is to stop being sedentary.

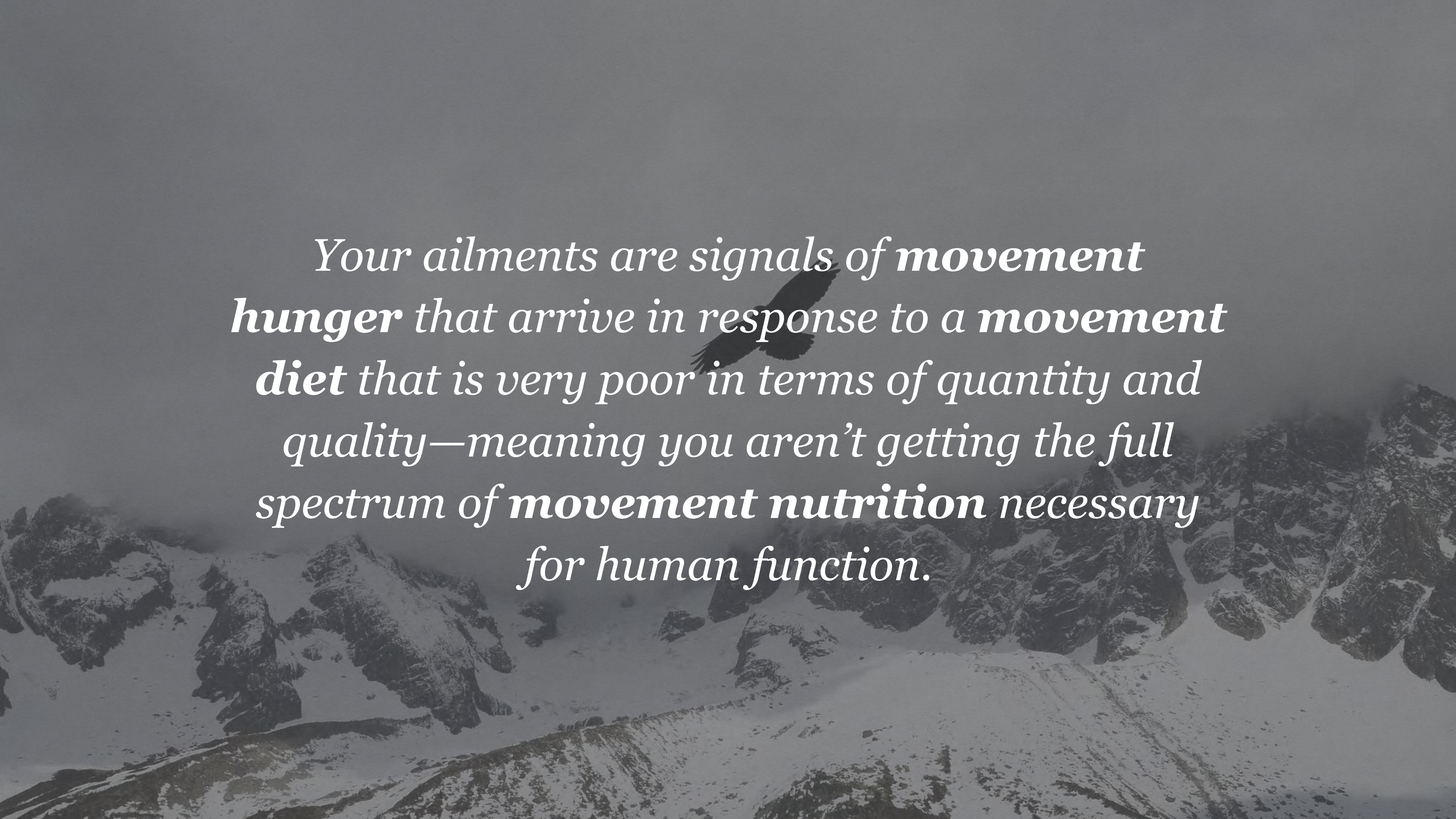
You must begin to look at movement as a type of nutrition. And just as you invest time and attention into nourishing your body with food, you must commit to nourishing your body with functional movement.

The foundation of human movement is walking. This should be a daily practice. On top of that you can add more infrequent, higher intensity shorter-duration movement such as sprinting. It's also critical to add some form of heavy resistance movement such as functional strength training a couple times a week. The final layer is a considerate amount of play in the form of physical activities that you love and that you're intrinsically motivated to do. I call these "DWYLT" (Do What You Love Today) activities.

Traditional workout-style exercise is not necessary to be successful. If you enjoy that type of exercise, you can do it. But if the joy isn't there, ditch it. Humans are the only animal to engage in workout-style exercise. You'll never see a leopard working out. When you build functional movement into your daily life, you reach your goals without the need for "workouts."

It's also important to avoid movement that is destructive or inflammatory. A good example is long-duration, steady-state cardio exercise (distance running). The "workout" mindset can easily lead you to an end-result of chronic inflammation, overtraining, injury, and metabolic harm.

Functional movement is constructive and restorative by definition. Going back to the principle of antagonism vs amity, functional movement works *with* your body instead of *against* it.

The background is a dark, grayscale photograph of a rugged, snow-covered mountain range. A bird, possibly an eagle or hawk, is captured in mid-flight, its wings spread, positioned centrally behind the text. The overall tone is somber and atmospheric.

*Your ailments are signals of **movement**
hunger that arrive in response to a **movement**
diet that is very poor in terms of quantity and
quality—meaning you aren't getting the full
spectrum of **movement nutrition** necessary
for human function.*



LETTING PERFECTIONISM INTO THE DRIVER'S SEAT.



5

LETTING PERFECTIONISM INTO THE DRIVER'S SEAT.

Succeeding at being a perfectionist will get you a body you love and a life you hate.

Although heralded as a great thing, perfectionism is almost always a handicap. Perfectionists are vulnerable to distress, haunted by a chronic sense of failure, indecisive, and full of shame.

When perfectionism is tied to health and fitness, you end up with a body you love and a life you hate. The amount of time, effort, and obsession required to inch closer and closer to the perfect body is maddening. And the process always requires that you behave in a way that is antithetical to your biological and psychological programming. Your body does not want to look like the man or woman on the magazine cover at the grocery store. It can't look like that. Perfectionism in health and fitness is the state of being consumed by a fairy tale.

Perfectionism Manipulates Your Relationship With Food, Body, And Self.

As perfection over-rides authentic behaviors, Orthorexia and exercise addiction follow. Full blown eating disorders are common as well.

The disordered relationship with food comes from perfectionism's requirement that eating habits and patterns be manipulated. You starve yourself when you're hungry. You avoid certain social situations. You refuse to eat anything that's not "clean" or "on plan."

The disordered relationship with your body comes from unrealistic expectations. And from constant analysis and comparison. The concern is never authentic, it's superficial. It's empty.

The disordered relationship with your *self* comes from the fear, shame, and guilt that goes hand-in-hand with all of this disorder that's swallowing your life. It also comes from the deep-seated feeling that you aren't worthy of love because you can't achieve "the look." Or if you've achieved a look that draws attention, you become trapped by the fear that people will stop paying attention to you if you fail to maintain it.

Your true self isn't a perfectionist. Perfectionism disconnects you from your true self. The "self-talk" that you experience via perfectionism is not actually self-talk, it's *other-talk*. It's the voice of your mom or dad, your teacher, or your pastor. And it's the voice you must quiet if you have any hope of setting your true self free.

Perfectionism Enslaves You To External Sources Of Worth.

Perfectionists struggle to feel relief until their effort makes some other person happy. This is called other-esteem, which is the antithesis of self-esteem.

This is the start of losing sight of your authentic self. As you go deeper into perfectionism, you begin to act like a body possessed by someone else. Your behaviors and habits are modified to match what you think others expect. This is especially true because perfectionism's common partner in crime is people pleasing.

You can see this process begin in children from a very young age. The classic question, "Did I do a good job?" is the first symptom. When we constantly judge children (which is what most schooling and parenting has become), they lose the ability to judge themselves. They become reliant on our judgements, especially since those judgements also tend to be attached to the degree of love and affection they may get.

LETTING PERFECTIONISM INTO THE DRIVER'S SEAT.

It's not a far jump to go from that point to believing other people's judgements determine your worth. This is complicated by the fact that children struggle to see a difference between "what you did was bad" and "you're bad." If you're a parent, be careful.

Perfectionism Unrelated To Health And Fitness Can Still Be Related To Health And Fitness.

It's a mistake to think that perfectionism will only lead to disordered eating and exercise if your perfection is focused on eating, exercise, or body image. This is not the case. Perfectionism in anything can lead to disordered eating and exercise habits.

Perfectionism is a source of great stress. Food and exercise are easy coping mechanisms for stress. Even if your perfectionism is confined to the workplace, the stress created by that perfectionism can bleed into disordered eating and exercise habits as you struggle to medicate that stress. Perfectionism can also lead to drug abuse, especially when the perfectionist is failing to measure up.

This is why I'm always bringing up what I call the Body-Life Paradox. Most people understand that failing health will cause a failing life, but they miss that a failing life will cause failing health (and failing habits related to health). You can't change one without changing the other and expect your results to stick. This is why I help people get a body and life they love and not just a body they love.

Perfectionism Is The Primary Cause Of Failure.

I've worked with men and women in over 30 countries around the world. I've seen my fair share of failure at the hands of perfectionism.

Perfectionism turns minor setbacks into major incidents. It blocks you from comprehending important context. It makes you deaf to authentic coaching. It leads to Shiny Object Syndrome. And it creates a failure loop that is difficult to escape from.

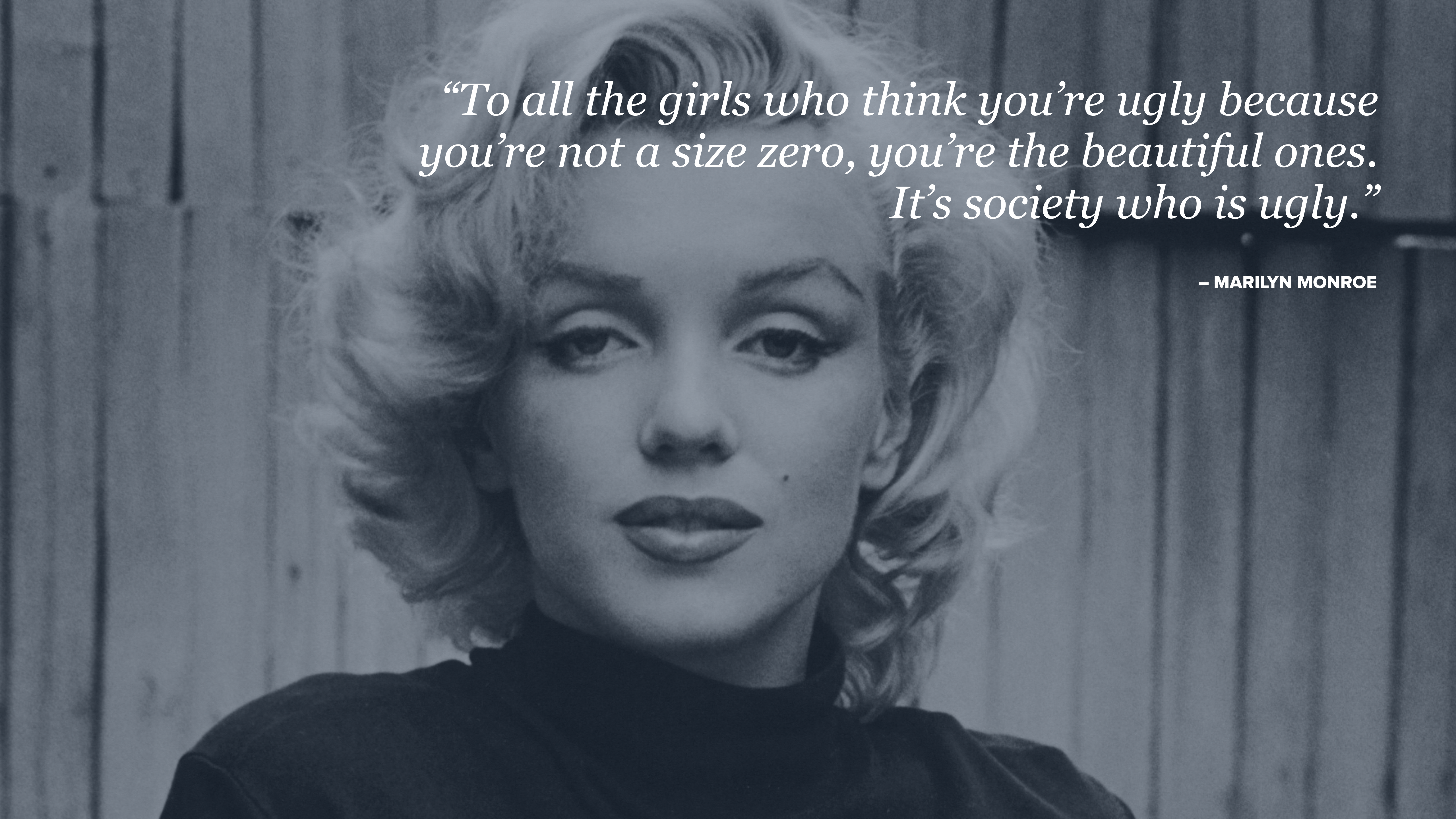
If you hope to be successful in getting a body and life you love, you must adopt the Bank Account Philosophy. Instead of trying to be perfect, focus only on making more deposits than withdrawals and staying out of debt.

A deposit is anything that supports your goals: eating real food, getting plenty of sleep, and engaging in physical activity.

A withdrawal is anything that inhibits your goals: eating processed foods, neglecting sleep, being sedentary, and living in a high-stress environment.


A debt is anything that gives you short-term success, but requires that you pay dearly later. These are traditional strategies like calorie/points counting, marathon training, crash dieting, and so on.

If you want to be rich in health, focus on making more deposits than withdrawals. Let go of perfection in behavior and body-image.



*“To all the girls who think you’re ugly because
you’re not a size zero, you’re the beautiful ones.
It’s society who is ugly.”*

– MARILYN MONROE



FOCUSING TOO MUCH ON *BODY* AND TOO LITTLE ON **LIFE.**

FOCUSING TOO MUCH ON *BODY* AND TOO LITTLE ON *LIFE*.

The function of your body is positively correlated with the function of your life. You're keenly aware that a dysfunctional body will create a dysfunctional life. You must also realize that it works the other way around.

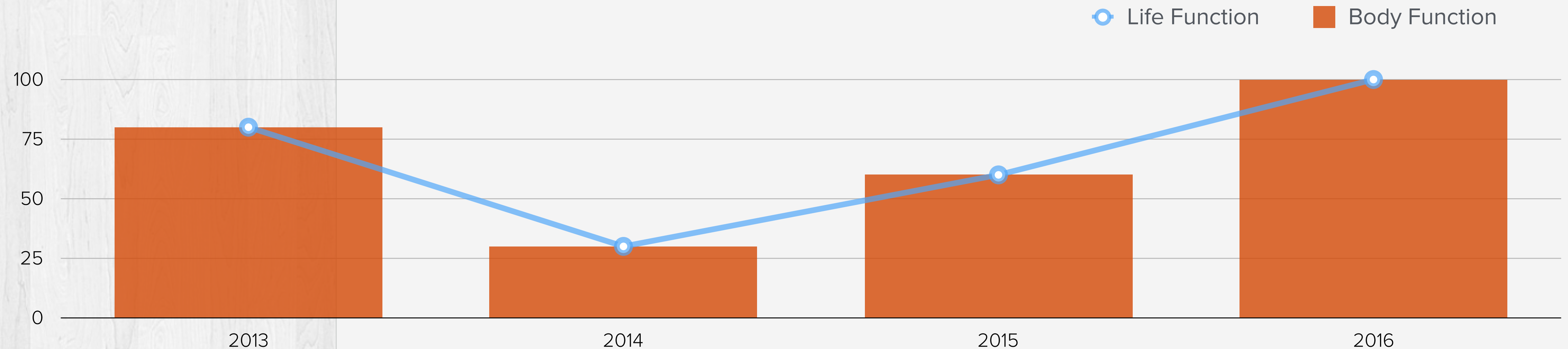
You will hear us constantly repeat the phrase, “finally get a body and life you love” because that’s our core mission. And it’s our core mission because we recognize that you must go after *both* of these things if you want to be successful. You can’t have one without the other.

If your body is dysfunctional you will not enjoy life. You will not have energy, vibrance, mobility, or independence. A ceiling will be placed on the amount of joy you can experience. The more your body breaks down, the more time, attention, and resources it will demand for saving it.

If your life is dysfunctional it will pull your time, energy, attention, and resources away from investing in your bodily health. Toxic relationships, debt, unfulfilling jobs, and disorganized environments create stress that leaves no time or patience for proper nutrition and lifestyle habits. On top of that, these stressors can lead you to adopting coping mechanisms and symbolic substitutes such as alcohol, sugar, and emotional eating habits that negatively impact your body.

The only way to find authentic, long-term success is to address both sides of this “success coin.” You must commit to the six pillars of a healthy body and mind while also committing to leading a healthy, functional life by having plenty of margin in key areas—relationships, money, environment, career, and so on.

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A person with long, flowing blonde hair is seen from behind, standing in a field of tall grass and wildflowers. The person is wearing a dark, long-sleeved top. The background features a dense line of evergreen trees under a soft, hazy sky. The overall mood is peaceful and contemplative, with a warm, golden light suggesting the time is either dawn or dusk.

*Our relationship with food
mirrors our relationship with life.*

— NEGLECTING YOUR INNER- PSYCHOLOGY.

NEGLECTING YOUR INNER- PSYCHOLOGY.



If getting a body and life you love was all about *information* and *following instructions*, you would have been successful long ago. You're a smart person. The challenge you face is that "facts don't fix."

You know why you struggle to follow through with your good intentions, right? It's not because you lack *willpower*, have bad genes, or are "broken." It's because your behavior is being manipulated. By your environment. By specific triggers that you experience throughout the day. And by your negative self-talk and toxic beliefs.

Our modern day environment sets you up for failure. The grocery stores supply you with an abundance of fake food. Your coworkers drop off snacks and desserts at your desk. Schedules and expectations rob you of time to do anything for yourself. It's a challenge at every turn, isn't it?

Beyond that, you're triggered by food. Especially sugar and processed, hyperpalatable food. How could you not be? Your stress levels are through the roof and these types of food are a wonderful coping mechanism. The food manufacturers design foods to be hyperpalatable so you eat mindlessly and in large quantities. In other words, they hijack your biological programming. It's not fair, is it?

Using willpower to overcome these challenges and triggers only results in failure. Yet, that's what every program expects you to do. And when you fail, they blame it on you. Or you blame yourself. The shame and guilt trigger more emotional eating and the downward spiral begins.

If you haven't realized it yet, having a body and life you love is 20% *information* and 80% *psychology*. You can be a certified expert on nutrition, sleep, hormones, gut health, and functional movement and still not have a body and life you love. Knowledge has very little to do with behavior.

Real power and lifelong success comes from changing your relationship with food, body, and self. There are three main steps to this process:

- 1. Stop being an opponent.** Of food, via demonization and moralization. Of body and self, via negative self-talk and toxic beliefs.
- 2. Learn to listen-to and trust your body.** Your biological programming is such that healthy eating and lifestyle habits can be put on autopilot once you learn to listen-to and trust what your body is telling you. It *is* possible to eat when you're hungry and stop when you're full—but it's a skill you have to re-learn.
- 3. Identify and heal your manipulators.** There are dozens of internal and external reasons why you can't align your behavior with your good intentions on a consistent basis. I call these reasons, The Manipulators. You set out to do great things for yourself but The Manipulators step in and derail you. It doesn't matter how many facts you collect about nutrition and lifestyle, The Manipulators will make sure you're unable to implement them—until you identify and heal them.

This is the golden ticket. When you do the work to change your relationship with food, body, and self, the vast majority of your food and lifestyle challenges vanish. Your happiness quotient skyrockets and your stress levels fall like a rock. This is the higher-level health and fitness thinking that we specialize in at Rebooted Body.

A person is swimming underwater, seen from behind. The water is a deep blue, and numerous small bubbles are rising from the swimmer's head and body towards the surface. The swimmer's arms are slightly out to the sides, and their head is tilted upwards.

*By working on our **inner-world**,
we can make profound shifts in our
external world.*

PLAYING THE SHORT-GAME.

PLAYING THE SHORT-GAME.

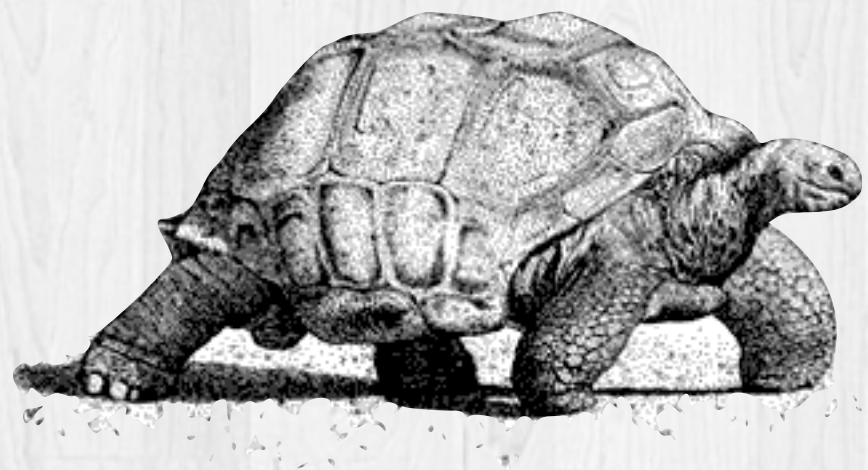
You can read *The Tortoise and the Hare* a thousand times. The outcome will never change. The tortoise always wins because he's committed to the long-game.

Be honest. Out of all the strategies you've implemented, how many have been linked in some way to the idea of changing your body as fast as possible?

I've never made the argument that superficial, mainstream strategies don't work. Crash dieting works. Calorie counting works. Excessive exercise works. It all works...until you implode. Those strategies fail for two reasons. First, they don't promote true health. Second, they're unsustainable. Either you fail miserably, or you end up with a body you love and a life you hate.

Authentic change works differently. Our core belief is that an unhealthy body is the result of an unhealthy environment. If you change the environment, the body will change accordingly. For some people, this happens quickly. For some, it happens slowly. The rate of change is not important—it's all about the direction of change.

Every *body* is different. If you lack trust in your body and the process, you will be tempted to abandon the strategies that will ultimately lead to your success in exchange for band-aid approaches that will pull you back into the cycle of failure. If you behave like the the hare in the story, quickly jumping from thing to thing and losing site of the core mission, you will lose big in the end.



You can identify short-game strategies from long-game strategies by looking at sustainability. Calorie counting, obsessive food tracking, excessive exercise, shakes, pills, DVDs, and marathons are all examples of short-game approaches that ultimately prove unsustainable.

Changing your relationship with food, healing your manipulators, nourishing your body with a diverse range of micronutrients, building a pattern of intrinsically motivated movement, prioritizing and optimizing sleep, healing your gut—these are all examples of long-game approaches.

Most people don't play the long game because it's easy to get distracted by shiny new objects. The latest DVD craze, the latest diet hack, the latest fitness trend, and the latest magical supplement are all very sexy and fresh. They call out to you and make you believe that you're missing out by staying the course and sticking to your principles. But if quick tips and shiny objects worked, you'd make a complete transformation after only seven episodes of Dr. Oz. These small-time strategies only serve to distract and to make a handful of people wealthy at your expense.

Getting and keeping a body and life you love requires higher level thinking and the patience to play the long game. The good news is that you still end up getting there *long before* everyone else and you have the tools to keep you there for the rest of your life. That's priceless.

A scenic landscape featuring a dirt road that winds through rolling hills. The hills are covered in dry, scrubby vegetation. In the distance, a valley is visible, and the sky is a deep blue with scattered white clouds. The overall mood is serene and expansive.

*“There are no **shortcuts** to any place worth going.*

– BEVERLY SILLS

— NOT HAVING A BIG WHY.

NOT HAVING A BIG WHY.

Nobody loses motivation. Your motivation is always there. If you seem to have misplaced it, it's likely that your priorities are what you've actually misplaced.

You have to look at why you started your journey. Or, if you haven't started yet, why you *want* to start your journey.

Is it because you want to lose weight? Because you want to have more energy? Because you're getting married in 12 weeks and want to look great in the pictures?

I don't mean to sound harsh, but those are *small-time* whys. And here's the problem with small-time whys: they don't sustain motivation. They're flimsy. When the road gets tough, things don't go as planned and there are roadblocks staring you in the face, those whys fall apart at the seams. In the context of a lifelong journey to health and happiness, those whys are meaningless.

"I want to lose weight" isn't something to fight for. "I want to look better naked" isn't something to fight for. Everyone has BIG whys hidden somewhere within them and that's what you need to reflect on and bring to the forefront. You know your why is big enough when you're willing to fight your ass off for it.

Have you heard the stories of people diagnosed with cancer who completely transformed their nutrition, their lifestyle, and their health? What's the difference between them and you? Why do they seem to stay focused and on track no matter what happens?

It's because the stakes for failing are huge for them. Their motivation is not flimsy, it's everything. Their life depends on it. They have a really BIG why.

Here's the important part: you don't need to be diagnosed with cancer to have a big why that endlessly fuels your motivation. I didn't care much about health before 2009. I was just upset that I was fat and out of shape. It was all a numbers game and there really weren't any other goals to speak of. Of course, I failed on that plan. My why was pretty meaningless.

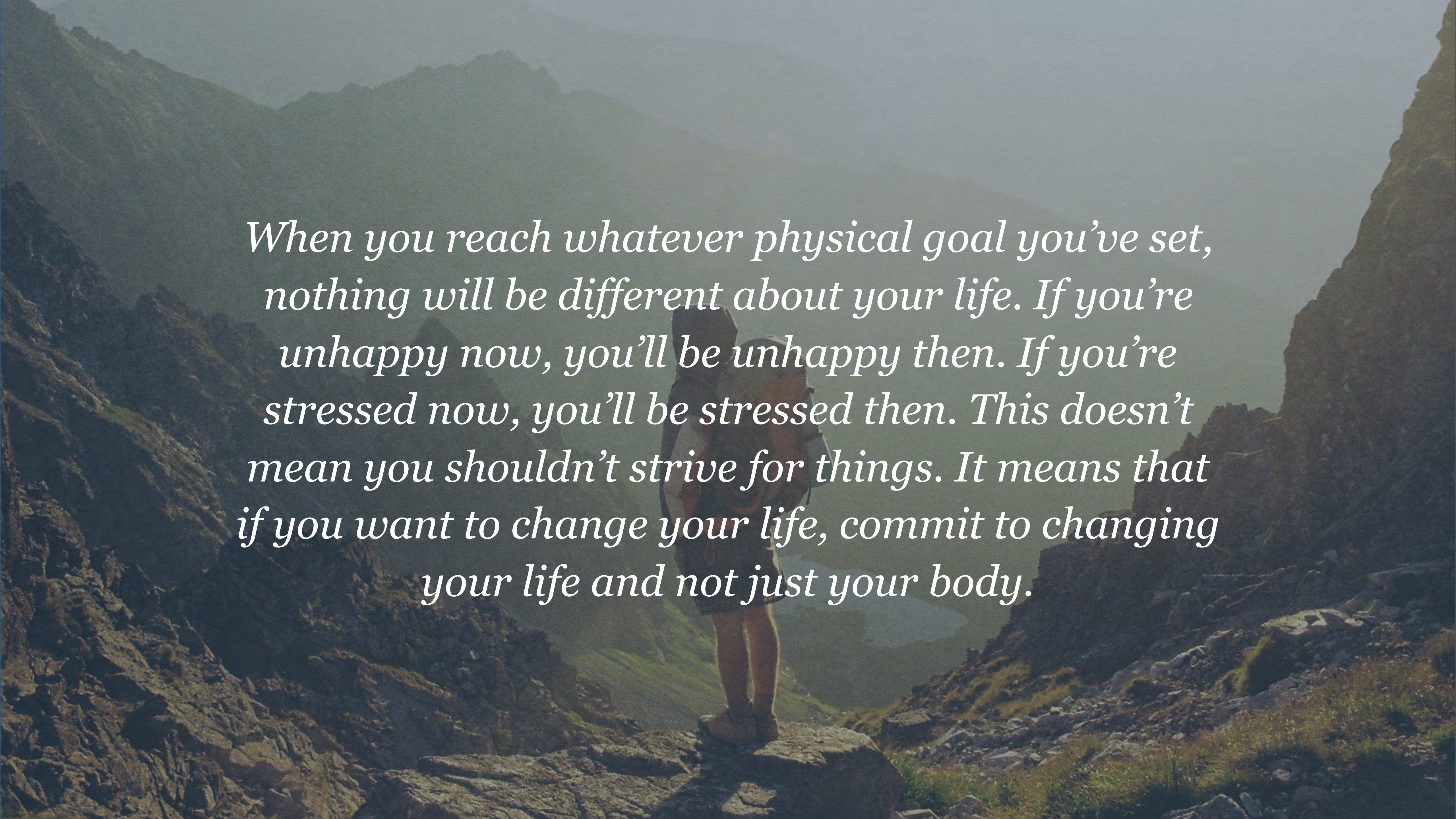
Then 2009 came and a trip to the doctor for a physical showed me that my body was failing faster than I could imagine. High blood pressure, borderline diabetes, 60+ pounds of excess fat, and a few nagging ailments. This was a wakeup call. Instantly, my whys changed:

BIG WHY #1: I was tired of being an imposter to my martial arts students. I was fat and out of shape, yet telling them to eat right and exercise. No integrity.

BIG WHY #2: My grandfather died of Type II Diabetes complications. I took a look at my future and realized that I didn't want to go down the same path he did.

BIG WHY #3: I was newly married and our plan to have children made me realize that my health wasn't about just me anymore.

Do you think it's possible for me to lose motivation when I think of my integrity as a teacher, my grandfather's deterioration, or the possibility of my children growing up without a father (or with a father who is immobile and dependent)? Not a chance. Those are big whys that I will fight my ass off for until the day I die.



When you reach whatever physical goal you've set, nothing will be different about your life. If you're unhappy now, you'll be unhappy then. If you're stressed now, you'll be stressed then. This doesn't mean you shouldn't strive for things. It means that if you want to change your life, commit to changing your life and not just your body.

REFUSING TO INVEST IN YOURSELF.

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REFUSING TO INVEST IN YOURSELF.

When push comes to shove and you're presented with an authentic approach, your *willingness* to invest tangible effort, time, and money will determine whether or not you ever have a body and life you love.

The biggest problem with the mainstream health and fitness industry is that they've goaded you into wasting precious time and money on superficial, band-aid strategies. They've led you to believe that success is all about DVDs, shakes, pills, and gym memberships.

Every time you try their latest and greatest magic pill, you fail. And with every failure comes more shame, guilt, and hopelessness. The health and fitness industry wants to milk you for everything you have before this chain of failures completely dissolves your motivation.

So what happens when you're presented with an authentic program that can equip you with the physical and psychological tools to finally get *and keep* a body and life you love? You fill yourself with doubt. You mistakenly lump the legitimate process in with the illegitimate strategies that have failed you. You get antsy. And you refuse to invest your time and money.

I know how frustrating and maddening a string of failures is. I failed for over a decade before adopting an authentic approach. And I shudder to think about where I'd be if I hadn't invested time and money in doing things the right way for myself.

You Won't Win Without Effort.

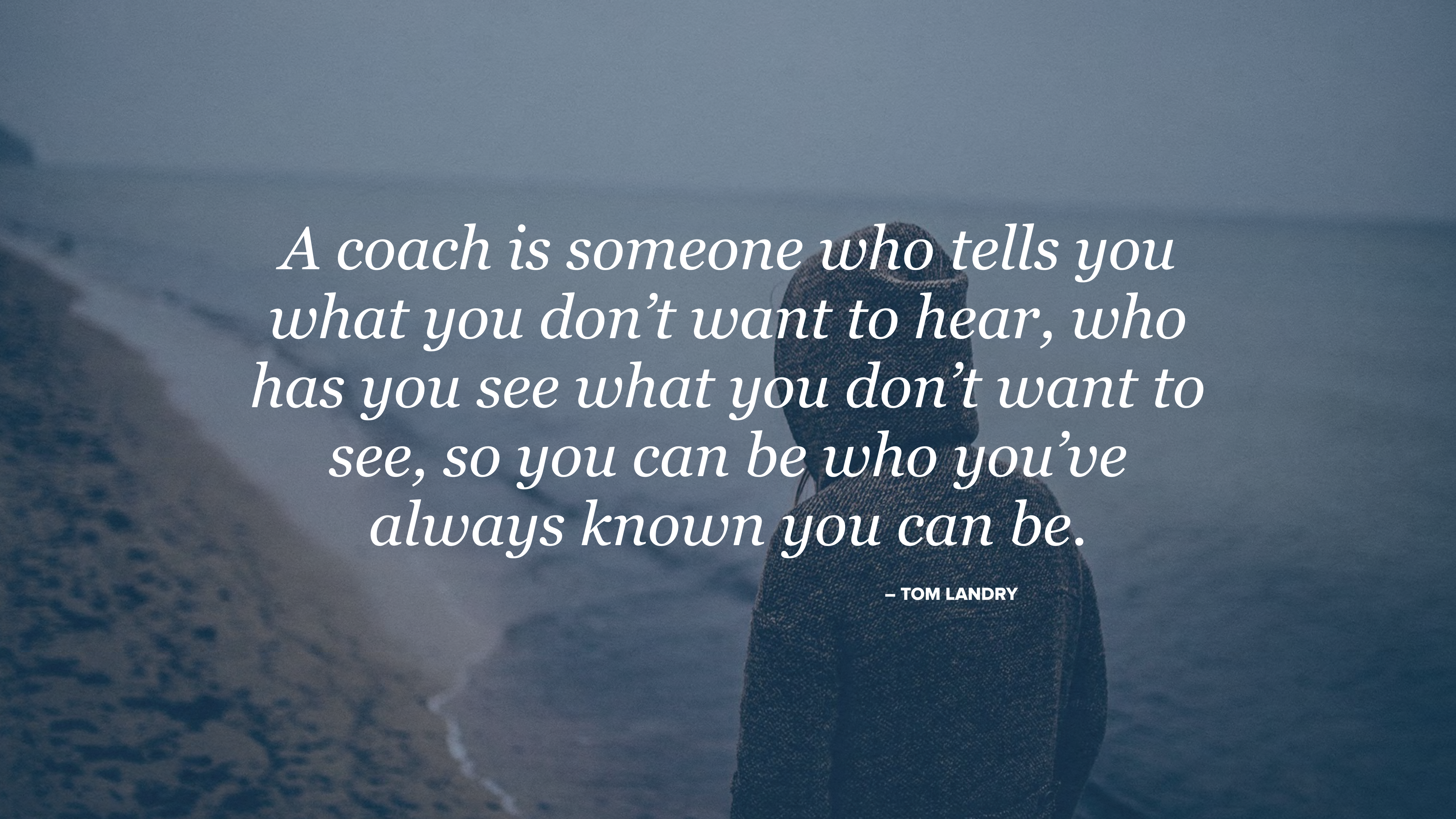
Unfortunately, much of your effort, good intention, and motivation has been wasted on superficial, band-aid strategies. The good news is that an effective, sustainable approach is available to you. It's not a magic pill though (because those don't exist), so you must drum up one more round of effort, intention, and motivation.

You Won't Win Without Time.

Getting a body and life you love takes time. But past failures can make you feel as if things need to be a race. Time is running out. The pressure is on. If you can't push back against that thinking, you will fail. Patience will be one of your most effective weapons on this journey.

You Won't Win Without An Investment.

Are you finicky about money? Do you feel like getting a body and life you love shouldn't require a monetary investment? Try to take the emotion out of it. Look at this like any other thing in life. It doesn't make much sense that you would pay a mechanic to keep your car in good condition, but refuse to pay a coach to keep your body and life in good condition. Having a coach who knows what levers to pull and how to overcome the challenges you face is invaluable and is often the make-or-break factor in your success. This is your body and happiness we're talking about. Those are the two most precious things in the world. This isn't really about money, by the way, it's about *mindset*. People who are willing to invest in themselves are making the bold statement, "I'm worth it." People who refuse to invest in their future are saying the opposite.

A person wearing a dark, textured sweater is seen from behind, looking out over a misty, mountainous landscape. The scene is dimly lit, with a soft, hazy atmosphere. The person's head is slightly tilted, and their arms are at their sides. The background shows rolling hills and valleys shrouded in mist or low clouds.

*A coach is someone who tells you
what you don't want to hear, who
has you see what you don't want to
see, so you can be who you've
always known you can be.*

— TOM LANDRY

WHAT ARE THE NEXT STEPS?

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Are you serious about finally getting a body and life you love?

Our core mission at Rebooted Body is to help you finally get a body and life you love with our unique blend of real-food nutrition, functional movement, and behavior psychology. Our entire platform is built to support this very important mission, from the early stages of educating you to the later stages of jumping into the trenches and doing important work with you.

There are two parts to the Rebooted Body platform: the information side ([RebootedBody.com](#)) and the action side ([The Rebooted Body Academy](#)). Thousands of men and women in over 30 countries around the world have used our Academy to get a body and life they love. If you're ready to roll up your sleeves and do the same, use the links below to get started.

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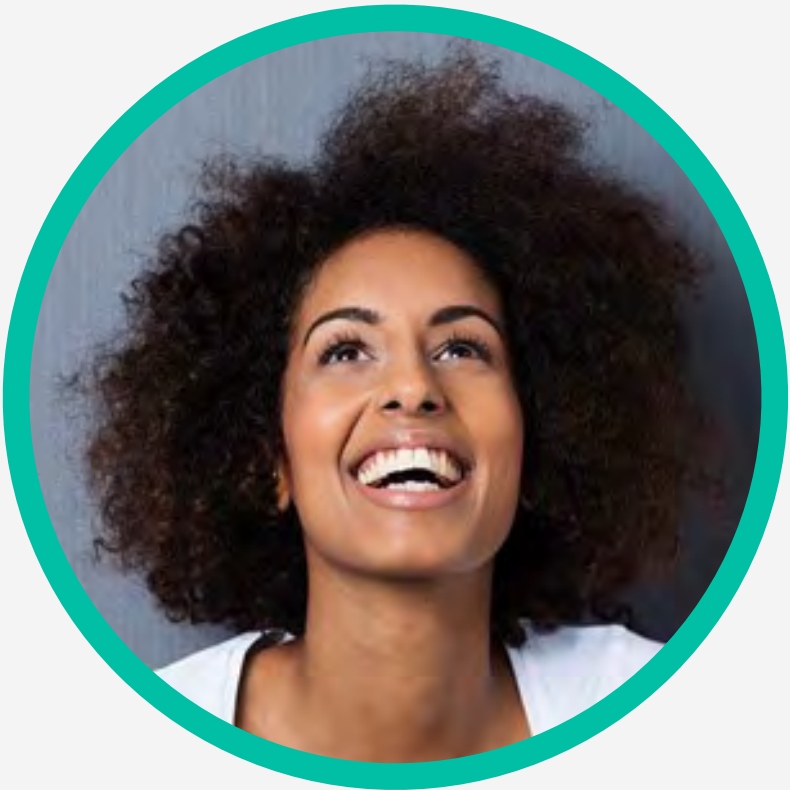
BLOG & PODCAST
Free Information



TOTAL BODY REBOOT
Online Program



DECODE YOUR CRAVINGS
Online Program



PRIVATE COACHING
One-On-One