



where weight loss is a science

GETTING STARTED

Why Optimal Body Balance is Different

There is an obesity epidemic occurring in this country; you can see it everywhere. When we look in the mirror we see ourselves getting larger at a faster rate than at any time in human history.

What most people fail to see is a way out; a way to get beyond the scale, beyond feeling deprived, beyond dieting. Our sight has been so warped and misguided on the topics of nutrition, weight loss and what constitutes a healthy lifestyle that most of us have no idea what the problem is, let alone how to address it.

“Eat less, exercise more” we are told. This has been the accepted weight loss formula for as long as anyone can remember. And it doesn't work. Only 2-3% of dieters maintain weight loss for over three years. This system - of having people track calories, keep track of points and/or eat pre-packaged, pre-made or processed meals - does nothing to help people lose weight and only compounds the confusion.

The question looms, “Why is it so difficult to lose weight?” Obesity isn't just a calorie problem or an exercise problem – it is a metabolism problem. The fact is there are several fundamental underlying imbalances that prevent most people from losing weight and keeping it off. The problem is, they don't know what those imbalances are and neither does their doctor. We can help find and address them.

The Optimal Body Balance Program details the exact underlying reasons why many people find it difficult, if not impossible to lose weight and keep it off. It provides everything needed to help you identify and address your specific core metabolic imbalances, enabling you to shed excess weight for good.

Having information is one thing; acting on it is another. We know that knowledge isn't everything when it comes to long-term weight loss. The mind games and emotional roller coasters that come up along the way can sabotage even the most ardent weight loss attempts. The Optimal Body Balance Program gives you simple, concrete steps based on our years of work with people just like you successfully deal with these potential pitfalls.

Weight loss is the driver, but education and lifestyle change are the means. This program is based on more than a decade of clinical observation and research and has been used in clinical practice with thousands of successful clients. The Optimal Body Balance Program will help you lose weight, not because it follows some general ‘diet’

Table of Contents

Why Optimal Body Balance Is Different

You are UNIQUE

Basic Dietary and Lifestyle Guidelines

The Balanced Plate: Does your Plate Look Like This?

Protein Grams In Foods

Making a Fresh Start

Pros and Cons of Changing Commitment Agreement

Smart Goals



OPTIMAL BODY BALANCE GETTING STARTED

but because it teaches you a customized system that leads to permanent lifestyle change. This program will work for you: it will help you look and feel amazing; it will help you think about food in a completely different way; and it will help you learn how to give your body exactly what it needs to thrive.

If you've "tried everything" only to find yourself searching for one more diet, stop. The Optimal Body Balance Program was designed for you; following this program will not only help you lose weight and keep it off, it will also help you make sense out of your weight loss struggles.

You Are UNIQUE

It is important to understand that a healthy weight is only part of a much bigger, all-encompassing picture of overall good health. Once you establish true good health, your weight will become healthy as well. You don't become healthy by becoming thin; you become thin by becoming healthy.

In order to become healthy, you must first realize that you are unique. Just as none of us have the exact same physical attributes or personalities, we also possess our own unique biochemical and metabolic blueprint. This means that your nutritional, physical, emotional and psychological needs are unique and that the typical "one-diet" or "one-health" recipe approach that has been sold to the masses, won't work for the majority of the population. You need a program that is tailored from the very beginning to address your unique needs, your lifestyle and your health goals.

In order to help you get and stay well (and lose weight if you need to), the underlying reasons preventing you from achieving your health goals must be identified and addressed. The methods and testing we use to determine each person's underlying imbalances are specific for you, so time and money aren't wasted on a barrage of unnecessary tests. The information we gather is used to develop an individualized plan to most quickly achieve your goals. Although a personal evaluation is ideal in determining what your needs are: a good second option is to use the Identifying Your Underlying Metabolic Imbalances Questionnaire (found in your Getting Started materials) to help you develop a program to address your imbalances.

We have helped thousands of people with countless health conditions (including obesity) achieve their health goals by following our customized methodology. This approach is, of course, difficult to mass-market. However, we aren't interested in selling a "one-size-fits all" product; we are interested in transforming lives, and this program can do just that!

Identifying Underlying Metabolic Imbalances (UMIs)

Our research and clinical experience has revealed that many people have a disrupted metabolism preventing them from attaining permanent weight loss. We call these areas "underlying metabolic imbalances" or UMIs. These imbalances affect the way the body utilizes and stores nutrients. Having one or more of these UMIs makes it difficult, if not impossible, to lose body fat and maintain ideal weight.

How do these metabolic imbalances impact individuals and how can they be circumvented? With this being the focus of our research, we discovered a combination of methods and techniques applicable to each individual. Each of us is influenced by our UMIs, whether we are overweight or elite athletes. For you, a specialized program will allow you to not only burn body fat but also build and maintain lean muscle mass, leading to a more slender, more energized you!

And it can happen without riding the dieting roller-coaster or starving yourself. Quite the contrary, as your body becomes more balanced, you will feel very satisfied, have greater energy and feel more stable. It works because it is specifically for you and is designed to make you healthier; losing weight is a natural by-product of that process.



OPTIMAL BODY BALANCE GETTING STARTED

By identifying and addressing your specific UMIs, you will obtain and maintain the body you want. So what are the UMIs? We have found that the vast majority of people who have difficulty losing or maintaining weight have imbalances in one of the following areas:

1. Stress
2. Sleep
3. Insulin resistance
4. Neurotransmitter imbalances
5. Thyroid fatigue
6. Gut dysbiosis
7. Toxic burden
8. Sex hormone imbalances
9. Inflammation

Below is a brief introduction to each of these UMIs; with more detailed information to follow in subsequent lessons.

UMI #1: Stress and Adrenal Fatigue

Stress can create problems with sleep, appetite and insulin sensitivity (affecting your blood sugar and ability to burn fat). Everyone reacts to stress differently; you can feel wired, tired, anxious, depressed, exhausted, overwhelmed or angry. Stress is also one of the key causes of “emotional eating.”

Exposure to moderate or high levels of stress for an extended period of time results in adrenal fatigue. Stress can originate from overworking, insufficient sleep, constant worrying, having too many things on your plate, emotional issues and even excessive exercise. These challenge your adrenal glands (“fight-or-flight” organs) to work harder and longer. Adrenal fatigue can lead to hormone imbalances as well as “adrenal burnout”, both of which will initiate weight gain.

UMI #2: Sleep Deprivation

Most people wouldn't consider sleep a factor in weight loss. However, data shows that the less you sleep, the more likely you are to be obese. Chronic sleep deprivation, either from an inability to fall or stay asleep or from shortened sleep periods, can lead to insulin resistance through an increase in the cortisol hormone. This is coupled with an increase in sugar cravings and fat production – a pretty bad combination if you are trying to lose weight!

Lack of sleep also lowers human growth hormone (HGH), which inhibits the generation of muscle mass and encourages fat storage. In addition, sleep deprivation affects two other hormones, leptin and ghrelin, that are involved in overeating. Imbalances in these two hormones increase fat storage and the desire to eat, leading to inappropriate hunger and decreased satiety.

UMI#3: Insulin Resistance

Proper blood sugar regulation is imperative to your overall health and healthy weight loss. During insulin resistance, the uptake of sugar and other nutrients into cells, vital for energy production, is impaired. This as a consequence leads to increased fat storage. In addition, long-term elevated insulin levels cause chronic inflammation, which raises cortisol levels. This excessive cortisol production can lead to the breakdown of muscle and additional fat storage. Chronically high cortisol levels can also cause the release of sugar (a product of the muscle breakdown) into the blood stream, fueling further insulin resistance and creating a self-destructive cycle.

Chronically elevated insulin levels deplete serotonin, often called the “feel-good” neurotransmitter, and can cause cravings, especially for sugar. This can start another vicious cycle where one eats more sugar or simple carbohydrates in an attempt to produce more of the “feel-good” neurotransmitter, only to cause further depletion, leading to more cravings and a worsening



OPTIMAL BODY BALANCE GETTING STARTED

of insulin resistance. Over time, this can lead to blood sugar imbalances, cholesterol problems, high blood pressure and diabetes—in addition to weight gain.

UMI #4: Neurotransmitter Imbalances

Neurotransmitters are chemical messengers from the brain that regulate many functions in the body. Many people have heard of the neurotransmitters serotonin, dopamine, norepinephrine and epinephrine (also known as adrenaline) and are familiar with some of their functions in regard to mood (especially depression) and sleep. Neurotransmitter imbalances can cause cravings, bingeing and increased appetite, especially for carbohydrates and sweets. This makes it particularly difficult to lose weight because will-power is no match for brain chemistry.

Neurotransmitter imbalances are also at the root of many addictions to various foods, alcohol, drugs and behaviors—all of which will thwart any attempt at losing weight through traditional weight-loss methods.

UMI #5: Thyroid Imbalances

The thyroid gland as a metabolic powerhouse directly regulates your metabolism and has a huge impact on your ability to lose weight. Decreased thyroid function makes gaining weight easy and losing weight nearly impossible. When the thyroid gland “engine” has trouble running, every process in the body suffers. The concomitant reduction in metabolic rate is a tremendous factor in weight-loss.

UMI #6: Improper Gastrointestinal (Gut) Function

Imbalance in the microbial environment in your gastrointestinal (GI) tract, called dysbiosis, can have a tremendous impact on your ability to lose weight. Aside from numerous GI complaints, such as acid reflux, gas, bloating, indigestion, constipation and diarrhea, dysbiosis causes incomplete or improper digestion. This prohibits you from receiving the full nutritional value from your food, causing you to eat more to satisfy your body’s nutritional needs. Even if you eat the best foods available, if you cannot digest them properly, you will be nutrient deprived, and often hungry.

Dysbiosis also creates the opportunity for you to have delayed food hypersensitivities. This is a unique immune reaction to foods, different from the classic severe reaction from common allergens, such as peanuts and shellfish. When these delayed sensitivities arise, your body will retain water and, as a result, gain substantial amounts of weight. This explains the quick weight loss from crash diets that eliminate the foods people are sensitive to. But as soon as they start eating those foods again, they gain back all the weight. Unfortunately, you often crave the foods you are intolerant to, creating a vicious cycle of continued weight gain, GI problems and frustration.

UMI #7: Toxic Burden

Toxins include any substance the body cannot use and must eliminate. Some are created by the body as a part of normal metabolism, but most toxins come from our environment. Pesticides and herbicides; food additives, colorings and preservatives; air and water pollutants; and products we use such as drugs, alcohol and tobacco are all toxins. They can disrupt proper digestion and elimination, create hormone and neurotransmitter imbalances (which will affect your mood, energy, focus, concentration and pain levels), decrease energy production and disrupt your overall body chemistry.

Our body has several mechanisms to modify and eliminate toxins, but problems arise when the demand for elimination becomes greater than the ability to do so. This is even more pronounced when the diet lacks the nutrients necessary for the



OPTIMAL BODY BALANCE GETTING STARTED

elimination process. When the body's detoxification limits are reached, toxins start to accumulate, and this commonly occurs in body fat. This is unfortunate, as the body will NOT burn that body fat, to prevent those toxins from being released. This is a weight loss plateau for many people. Your metabolism will decrease in an effort to protect your body from the stored toxins.

UMI #8: Sex Hormone Imbalances

Estrogen, progesterone, testosterone and DHEA are sex hormones. They can become imbalanced by numerous factors, including other underlying metabolic imbalances (stress, thyroid and sleep problems, and insulin resistance), nutrition and environmental chemicals, particularly "xenoestrogens." These are chemicals, found in many plastics and pesticides (and some drugs), that can mimic estrogen in the body causing detrimental hormone imbalances.

Hormone balance is essential for counteracting weight gain. If communication between sex hormones breaks down due to imbalances, the body is unable to function correctly. As in the case with neurotransmitters, sex hormone imbalances can increase cravings, affect your mood, increase fat storage and promote insulin resistance.

UMI #9: Inflammation

One of the most striking findings from obesity research is that body fat is more than a passive by-product of overeating. Body fat itself produces inflammatory chemicals capable of creating a low-grade, system-wide inflammatory state. These same inflammatory chemicals cause or exacerbate many diseases, including insulin resistance and obesity. The inflammation due to being overweight or obese can lead to the progression of diabetes, atherosclerosis, heart disease, depression, Alzheimer's and cancer. Add to this the fact that most of the underlying metabolic imbalances, as well as many of the foods and drinks you consume on a daily basis, also increase or cause chronic inflammation. This is a picture-perfect scenario for chronic pain and tissue destruction throughout the body—not to mention chronic weight gain. Not such a pleasant picture.

Addressing Your UMIs

Most people, especially those unable to lose weight, have more than one underlying imbalance; in fact, on average there are four or more imbalances present. This makes developing a program complex. To focus on all of the imbalances at once would be overwhelming, frustrating and most likely trigger failure. However, not only have we figured out how to identify your underlying metabolic imbalances, but we have determined how to address them systematically. This allows you to correct them in a step-wise fashion, see results as you go and achieve the body that you desire without going crazy in the process.

Basic Dietary and Lifestyle Guidelines

Remember to Drink at least 8 Cups of Filtered Water Daily Our body is comprised of 50%-75% water, and is used for so many things, including transporting nutrients, removing wastes and digestive processes. It is truly essential to life!

Chew Your Food and Take Time to Eat

Carbohydrate digestion begins in the mouth; chewing your food completely before swallowing puts less stress on your digestive system. Hint: Put your fork down between bites and pick it back up after you have completely chewed and swallowed the previous one.

OPTIMAL BODY BALANCE GETTING STARTED

Choose Whole Organic Foods

Whole foods are in the state nature intended. Whole foods are not processed and are nutrient dense. Also, avoid toxins and eat organically. This includes not only produce but also meat, eggs and dairy. It is good for the environment too! See attached handout on the "Dirty Dozen"

Eat the Rainbow - Increase Vegetable and Fruit Intake

Eat at least 7 servings per day, focusing on veggies! They are full of vitamins, minerals, fiber and antioxidants. They help cleanse and alkalize the body. Organic is always best.

Avoid the Great Whites

ELIMINATE WHITE FLOUR, SUGAR AND ARTIFICIAL SWEETENERS! White flour and sugar are extremely processed and stripped of all of their nutrient value. Choose Whole Grains, such as, brown rice, steel cut oats, barley, spelt, quinoa, millet, kamut, and rye (sprouted is best). Artificial sweeteners are toxic and poisonous to your body. Choose Naturally Sweet Treats, such as, fresh fruit, apple sauce, agave nectar, raw honey, stevia or xylitol.

In need of an oil change?

Watch for Trans-Fat/Hydrogenated Oils Check labels for hydrogenated oils, partially hydrogenated oils, and margarine. These oils are hazardous to your health.

Mix it Up

Consume a wide variety of seasonal local foods. Hint: Local farmer's market or fresh from the garden during the spring, summer and fall!

Get Moving

Try to exercise at least 3 times per week for a half hour. It is good for both body and soul. Literally keeps things moving!

Enjoy Life – Have Fun, Breathe Deep, Smile and Laugh!

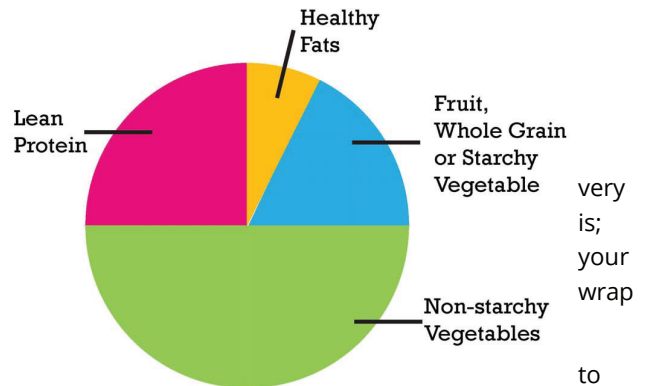
OPTIMAL BODY BALANCE GETTING STARTED

This is the ideal balance that you are striving for on your plate at each meal.

This is what a Balanced Plate looks like. Your plate will rarely actually be broken down into sections as this one more likely you will have categories mixed together. For example vegetables may be cooked in your healthy fat or you have a lettuce containing your protein.

This concept is fairly easy to understand but is often harder to master. Focus on trying to get your plate as close to balanced as possible. Remember our goal is progress not perfection. As long as you're eating more balanced than you were before, you are going in the right direction!

In each day you will be eating 4 balanced meals per day. We recommend one of the four meals to be a smoothie. Smoothies should also follow the balanced meal concept. If you are looking to speed up your weight loss, simplify your program, keep food costs down, balance blood sugars, increase energy and ease digestion, you can always do two smoothies and two meals per day! You will still have plenty of good food to eat and feel full, too!



Optimal Choices

OPTIMAL PROTEIN CHOICES:

4 Times Per Day ___ Grams Per Day

Choose free-range, grass fed, organic and no hormone added sources whenever possible. Avoid farm raised fish.

For women Approx. Serving Size - 3 oz, 15 - 20 grams or 150 calories.

For men: Approx. Serving Size - 4 oz, 20 - 25 grams or 200 calories

- Lean chicken and turkey • Eggs • Organic Whole Yogurt • Feta/Goat Cheese • Ricotta Cheese & Cottage Cheese and other cheese - preferably goat cheese if possible • Cold water fish - salmon, halibut, cod, mackerel, tuna • Organic Kefir • Lean red meats - 2-3 times per week • Lamb • Wild Game • Whey, Rice or Pea Protein Powders • Legumes, Beans, Lentils • Tofu • Tempeh

OPTIMAL FAT CHOICES:

4 Times Per Day

Oils = 1 teaspoon. Nuts and olives 10.

- Raw nuts & seeds (not peanuts) • Macadamia nuts • Freshly ground flaxseed meal • Cod liver oil • Olive oil, olives • Flaxseed oil • ¼ Avocado • Organic butter • Coconut milk or oil • 1 Tablespoon of nut butter • Mayonnaise made with canola or grapeseed oil • Grapeseed oil

OPTIMAL NON-STARCHY VEGETABLE:

4 Times Per Day

One Cup = One Serving. 2 Servings Per Meal (at least!)

- Arugula • Asparagus • Artichoke Hearts • Bamboo shoots • Bean sprouts • Beet greens • Bell peppers • Broadbeans • Broccoli • Brussels sprouts • Cabbage • Carrots • Cassava • Cauliflower • Celery • Chayote fruit • Chicory • Chives • Collard greens • Coriander • Cucumber • Dandelion greens • Eggplant • Endive • Fennel • Garlic • Ginger root • Green beans • Hearts of palm • Jicama (raw) • Jalapeno peppers • Kale • Kohlrabi • Lettuce • Mushrooms • Mustard greens • Onions • Parsley • Radishes • Radicchio • Salsa (sugar

- free) • Snap beans • Snow peas • Shallots • Spinach • Spaghetti squash • Sprouts • Summer squash • Swiss chard • Tomatoes • Turnip greens • Watercress • Other Non-starchy Veggies

WHOLE GRAIN OR STARCHY VEGETABLE:

1 Time Per Day

½ cup cooked or 1 Serving = 75 - 100 Calories

- Amaranth • Squash (acorn, butternut, winter) • Basmati and other brown rice, wild rice • Pumpkin • Sweet potato or yam • Turnip • Barley • Buckwheat groats (kasha) • Bulgur (tabouli) • Millet • Rye • Healthy Hemp Bread • Steel cut oats • Tapioca • Whole grain breads • Brown rice tortilla • Quinoa • Rice crackers • Pasta • Ezekiel bread

FRUIT/CARBOHYDRATE CHOICES:

3 Times Per Day

1 Serving = 80 Calories

Low GI:

- Organic Berries (blackberries, blueberries, boysenberries, elderberries, gooseberries, loganberries, raspberries, strawberries)

Moderate GI:

- Cherries • Pear • Fresh apricots • Plums • Orange • Peaches • Pomegranates • Grapefruit • Pitted Prunes • Apples • Kiwi fruit • Lemons • Limes • Nectarines • Tangerines • Passion Fruit • Persimmons • Figs • Medjool Dates

High GI - eat sparingly, or after a workout:

- Banana • Pineapple • Grapes • Watermelon • Cantaloupe • Honeydew

GI : Glycemic Index If a food has a high GI, that means it can cause a more rapid rise in blood sugar levels (especially if eaten alone - not balanced with fat, protein and vegetable). A low GI food will release glucose more steadily and slowly.

Protein Grams in Foods

Meat

Average serving size for meat is 3-4 ounces, about the size of a deck of cards. The serving size for fish is 3 oz, about the size of a checkbook. Typically, meat has 7 grams of protein per ounce. So 3 ounces would be 21 grams of protein and 4 ounces would be 28 grams of protein.

Beef 7 grams protein per ounce Chicken 9 grams protein per ounce Breast 30 grams protein Thigh 10 grams protein Wing 6 grams protein Fish 8 grams protein per ounce Shellfish 6.5 grams protein per ounce Pork 7 grams protein per ounce Pork Chop 22 grams of protein Pork Tenderloin (4 oz) 29 grams protein Ham (3 oz) 19 grams protein Bacon (1 slice) 3 grams protein Canadian Bacon (1 slice) 5.5 grams protein

Eggs and Dairy

Egg 6 grams of protein Cow's Milk (1 cup) 8 grams protein Cottage Cheese (1/2 cup) 15 grams protein Ricotta Cheese (1/2 cup) 15 grams protein Yogurt (1/2 cup) 2-5 grams protein

Greek Yogurt (1/2 cup) 11.5 grams protein Soft Cheese (Mozzarella, Brie, etc) 6 grams protein per ounce Medium Cheese (Cheddar, Swiss, etc) 7.5 grams protein per ounce Hard Cheese (Parmesan) 10 grams protein per ounce

Beans, Soy and Other Vegetarian Proteins

Average serving size for beans is ½ cup. Average serving for tofu, seitan and tempeh is the same as meat: 3-4 ounce or a deck of cards.

Soy Beans (1/2 cup) 14 grams protein Split Peas (1/2 cup) 8 grams protein Lentils (1/2 cup) 8 grams protein Most Other Beans (1/2 cup) (Black, Pinto, Garbanzo, etc) 7-10 grams protein Tofu 2.3 grams protein per ounce Seitan 7 grams protein per ounce Tempeh 5 grams protein per ounce Textured Vegetable Protein (TVP) 12 grams protein per ¼ cup Soy Milk (1 cup) 6-10 grams protein

Nuts and Seeds

The average serving size for nut butter is 1 tablespoon. For nuts and seeds a serving size is about ½ an ounce. See below for serving sizes for specific nuts and seeds.

Peanut Butter (1 tablespoon) 4 grams protein Almond Butter (1 tablespoon) 2.5 grams protein Peanuts (14 nuts) 3.5 grams protein Almonds (12 nuts) 3 grams protein Cashews (9 nuts) 2 grams protein Pecans (10 halves) 1.5 grams protein Pistachios (24 nuts) 3 grams protein Walnuts (7 halves) 2 grams protein Sunflower Seeds (1.5 tablespoons) 3 grams protein Pumpkin Seeds (3.5 tablespoons) 2.5 grams protein Whole Flax Seeds (1 tablespoon) 1.5 grams protein Chia Seeds (1 tablespoon) 2 grams protein

A note about nuts, seeds and dairy proteins: These proteins are a combination of fat and protein. You can count these for both your fat and protein categories; you don't need to add more fat to a meal where you use nuts, seeds or dairy as your protein.



OPTIMAL BODY BALANCE GETTING STARTED

MAKING A FRESH START

Making a fresh start in life can be a challenging and overwhelming exercise. However, try and think of it as a chance to do some things you've always wanted to do, be more of the person you've always wanted, and known yourself to be, and a time to unite your current personal and financial responsibilities with the life you want to live.

A fresh start for yourself is the beginning of a larger journey, a journey in which you will not only transform your life, but one in which you begin to transform those around you and the larger world community. But, before we can influence and affect the world around us, we have to start by becoming more of who we want to be. So, let's put together a practical plan with which you can transform your life from what it is to what you want it to be. This is NOT an exercise in shedding your responsibilities and commitments in the hopes of finding that utopian lifestyle. However, it is a way to look at the responsibilities and commitments you have in a new light and see how you can transform those that are important and possibly eliminate those that are not as you begin to live a life more in-tune with your energies and outlook. To do this we will use a technique called Starting from Zero. Its purpose is to clear your mind of the boxes, complications, and obligations that may be getting in the way of what you want to do. There are seven steps in the technique:

Mentally step outside your present way of life. Start from zero by imagining yourself outside of your present routine. Expand upon the daydreams you've had before—imagine now that you're no longer entangled in any of your present responsibilities, obligations, or relationships. Envision yourself totally on your own—with none of your present possessions, family, career, social commitments, debts, or contracts. In other words, you're completely free to go in any direction that you choose.

What would you do? Ask yourself what you'd do with this totally free situation. Where would you go? What would you like to do for a living? What have you always wanted to do that's been prevented by your old way of life? Whom would you like to see? What would you do with your time? Would you want a particular kind of home? What kind of work would you like to pursue? What material things would give you pleasure?

Only one restriction should be imposed upon your dreams: You can't make someone else be what you want him or her to be. But there are no other restrictions to prevent you from trying anything you want. This is an exercise in imagination and desire only; it is a tool to try and determine what you would like to do with your time here on earth. Use it as a tool and do not judge yourself if you find out you would like to change some things in your life. Dreaming and acting on those dreams are very different exercises. Allow yourself the flexibility to dream; we will get to the acting part later.

Do this for a couple of weeks—longer, if necessary. Continue building the dream until you no longer think of ways to improve upon it.

What is your present life like? Now take a close look at your present situation. What activities engage you now? What is your work? How do you spend your time? Who are you required to associate with? Where does your money go? What do you do every day? Where do you spend your free time? List the activities in your present life.

Cross off everything in your present life that doesn't appear in your dream life. If there's something in your present life that isn't part of the life you want for yourself, cross it off. There are obviously responsibilities you can't just shed, like children or certain family obligations. However, this is an exercise for you to see how you can get to where you want to be; if children or other obligations are not part of this greater vision, be honest with yourself. There is nothing wrong with wanting something different. By seeing your present obligations with a renewed perspective, you can find innovative ways to make your present life more like the life you want to live. And for those things in your life that you can shed, all you need to find is a way out of them—and we're coming to that.



OPTIMAL BODY BALANCE GETTING STARTED

What do you need to make your dream life possible? Estimate the requirements and costs of your imagined new life. How much time would be necessary to ready yourself for the profession you have in mind? How much money would you need to go where you want to be? How much time is required for the activities you crave? What other resources are necessary for the kind of existence you're dreaming of? This is where a lot of people stop, saying things like "I don't know how much time this or that will take." Or "How am I supposed to know how much it costs?" Do some research and find out; put in a little effort. With the advent (!) of computers, you can find out an awful lot in a very short period of time with little effort. You're not going to be held to these figures, but you do need to ballpark the time and resources involved. Besides, doing a little research on what you want to do and be will help you fine-tune your vision.

What are your present assets and liabilities? Set aside your dream world long enough to make an inventory of your present financial situation. What are your present assets? How much money can you freely spend as you choose? What is the worth of your present property (home, land, furniture, savings, car, appliances, and investments)? Now list your present liabilities. How much money do you owe? What other monetary obligations have you incurred—family support, leases, business liabilities, charitable pledges? Make your list complete; you need to know exactly where you stand. Don't overlook any liabilities—you can't eliminate them until you recognize them.

If your assets are greater than your liabilities, the difference is your usable net worth—what you have available to meet the requirements of your new life.

Make changes. Eliminate present assets that aren't on your dream list. Turn into cash all the material possessions that aren't necessary to your dream life. Eliminate all the activities that consume your time and money without contributing to the existence you really want.

Use the cash proceeds to pay off your liabilities. Try to eliminate every commitment in that way. If you wind up with nothing but a free life, you'll be ahead. With a free life, you can acquire what you want, with no debts or obligations to eat up the money as you make it. If you have cash left over, use it to finance those parts of the dream world. Don't be afraid to give up things that are a part of an un-free life; change can be difficult, but not changing can destroy you. Anything you cherish can be reacquired later without the problems involved now. The important thing is to be free—and that may require a clean sweep.

Look at those things you own and ask yourself, "Do I really need this?" Sit down with your family or your kids or a close friend and go through this exercise with them. Let them see your vision of who you want to be and the life you want to live—they can be one of your greatest resources and sources of inspiration and courage when you need it.

Remember when we said this was the first step in a larger, longer journey. Well that journey continues when you have those you love and care about, those that will be with you along this journey, complete this exercise as well. Do this independently so you can each see where it is you want to go and be, then come together and create a group plan so you can all help and enable each other to get there. This process continues when families, groups, communities and nations take part in a similar exercise. It is that simple. But it starts with you taking the time and the having the courage to make a fresh start. What are you waiting for?

Pros and Cons of Changing

Have you ever wondered why you fail to make changes you know are good for you?

Have you ever tried to make a healthy change, only to fall short of your goal?

Often, the reason you may not achieve your goals is that you are not aware of the underlying forces at work around the



OPTIMAL BODY BALANCE GETTING STARTED

consequences of changing your behavior. This self re-evaluation exercise will help you understand the reasons driving your behavior so that you can make a fully-conscious decision if you really want to change and what may be standing in your way.

For each decision you are contemplating, we are going to have you evaluate the Pros and Cons of change in the following categories:

- Consequences of the change to yourself
- Consequences of the change to others
- Your reactions as a result of the change
- Others reactions as a result of the change

Here's how it works: for each change you are contemplating, you are going to develop a Pros and Cons list for these four areas. By doing this, you will become aware of the underlying forces at work driving you to change AND those that are working to keep you where you're at.

Often times, just creating this list will provide incredible insight into what may be holding you back or preventing you from making a change. It will also help you identify what is driving you to change or not to change and where that drive is coming from (i.e., whether it is generated from an internal desire or value or external forces).

Seeing all the Pros and Cons of changing will allow you to see any roadblocks that may be in your way so that you can actively address them. In addition, you can use this list in combination with the Making a Fresh Start Exercise to determine if you really want to change and know exactly why. Remember, no matter if you choose to change or not, it is your choice. You are responsible for making decisions in your life and you are responsible for the consequences of those decisions, whether you like them or not. Others can influence you, but you are in charge of your life.

Get Started

Start by making a list of all the changes you would like to make in your life, especially those that have been difficult for you. Decide which ones you would like to start with and go through this exercise for each behavior. Use the insights you obtain to construct goals to help you address any potential roadblocks so you can make the changes you desire.

You can live the life you want, and it takes dedicated action and work. Living your life consciously eliminates excuses and puts you in control. Make it fun, and use these tools as you need them along your natural path to optimal health.

Example Behavior: Quitting Drinking Alcohol

Consequences of the change to yourself

Pros	Cons
Improved health	Loss of some friends
Increased happiness	Less time with extended family
More marital success	Loss of mood medication
More money	Have to find other things to do

Consequences of the change to others

Pros	Cons
Children can trust me	Some friends and family members will be threatened
Boss can count on me	Family will have to get used to dealing with my moods

Your reactions as a result of the change

Pros	Cons
See self as determined	See self as less fun
See self as more responsible	See self as moodier
See self as not needing a crutch	See self as a stranger

Others reactions as a result of the change

Pros	Cons
Children will be proud of me	What will most my friends say?
Wife will be more supportive/loving	



OPTIMAL BODY BALANCE GETTING STARTED

Commitment Agreement

You are about to undertake a major lifestyle change. It's going to be exciting, fun and very rewarding. But it's also going to take a lot of discipline, determination and commitment. Commitment to a healthy lifestyle program is the foundation in which all aspects of wellness are built upon.

Right now, you're feeling fired up and ready to start. That's great because the excitement will help you stay motivated. But, over the next few weeks, there will be times when sticking to this program will be about as enticing as a long outdoor workout on a cold, dark night. There will be times when you're tired, sad, stressed, angry and confused. Although it is tempting to make 'excuses', it is essential that you develop a can-do attitude and say to yourself "Whatever happens, I can learn to work through it".

It will be during those times that you'll really need to focus on why you wanted to lose weight in the first place. Of course the occasional slip-up isn't the end of the world, but, if those slip-ups become regular you may be tempted to give up. When temptation strikes, remember that by sticking to it, you'll feel so much better about yourself in the long run. It might not be easy, but it will be worth it. Your success is up to you.

We take you through the process, but we cannot get you any healthier than you want to be and we can't be more committed than you are. It will take your commitment, your honesty and your hard work to succeed.

The following page contains your commitment agreement for you to read through, sign and date. If there is something in the agreement that you would like to add or change, please do so. This agreement is for you, a promise to yourself.

I, _____

...Promise that before I break any of these promises I'll sit down and re-read this contract.

...Promise that I will contact my coach if I feel like I am losing control.

...Promise to update my food diary every day for the next weeks. I will keep a record of everything I eat, as well as my moods and feelings towards food.

...Promise not to let outside influences - friends, family or lack of time - interfere with my determination to achieve my goals

...Promise to remember why I'm trying to become healthier, especially when I'm tempted to eat something unhealthy, skip an exercise session, or just give up.

...Promise not to let negative thoughts stop me from achieving my goal.

...Commit to trying my best and striving to achieve my health goals despite setbacks and difficulties.

...Promise to care for myself and give myself positive feedback.

...Commit to following the program to the best of my ability.

...Commit to the program and will not quit until I reach my fitness goals.

...Promise to make my well-being a priority.

...Promise to let all my close friends and relatives give me support during my journey.

...Promise to stop emotional eating and deal with my problems head on.

...Promise to reward myself with: _____

Congratulations on making the commitment!

Sign & Date



OPTIMAL BODY BALANCE GETTING STARTED

Smart Goals

While good intentions like 'I want to lose' weight are commendable, seeing goals that are specific and measurable within a timeframe are necessary tools in achieving and maintaining weight loss. Whether you have 20, 50 or 100 pounds of extra weight to lose; goal setting (and food journals) will help identify obstacles before they prevent you from reaching your long-term aspirations. It is also important to reward yourself! Find ways to treat yourself (that are not food related) as a gift for your hard work!

LONG TERM GOALS

Long-term goals can be goals for the next 3 or 6 months and are your re-affirmation of where you want to be in that time frame. These goals should clearly state (because you can visualize it in your head) where you want to be and how you want to live life.

Long term goals examples:

1. To be within 5-10 pounds of my goal weight of XXX lbs
2. To eat balanced meals every day and be on plan 80% of the time
3. Exercise 5-6 times a week

MONTHLY SHORT TERM GOALS

Short-term or monthly goals are what you will build on to achieve your long-term goals. These goals will give you direction of what habits you need to address on a weekly basis. A part of setting goals is to reward your progress. Do not discount this part of goal seeing, it has been shown time and again that behaviors that are positively reinforced are more likely to occur more often (you create your own win-win). Don't give up if you slip up from time to time, it takes 21 days to establish a new habit. Re-visit your weekly habits, identify where the challenges lie and develop a plan to overcome them.

Goals for this month examples:

1. Eliminate diet soda and soda by the end of the month
2. Regularly menu planning, shopping, chopping, prepping & packing 85% of my meals
3. Exercise 4 times a week
4. 5 days a week do a smoothie a day & 3 meals. 2 days a week do 2 smoothies and 2 meals.

WEEKLY

Your focus of weekly goals are to identify what you can reasonably do starting this week that will work towards your short-term and long term goals. Remember to be as specific as possible and to make the habits you will work on that week measurable, so that there is no "grey" area on if you have achieved them or not. You can coach yourself by posting reminders to keep your habit goals on 'top' of your mind as well as share them with your circle of support so they can check in on your progress every week.

Habits to work on this week:

1. Sleep 8 hours each night
2. Exercise 3 times this week and write the times into your appointment book
3. Drink 8 glasses of water per day