



INTRODUCTION

Owning Your Wellness

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Remember, the key to owning your wellness is putting ideas into the context of *you*.

Figuring Out Your “Why”

One of the most important things you can do to own your wellness is to figure out your “why.” Why do you want to be fitter? Why do you want to eat healthier? Why do you want to get into those old skinny jeans? Why???

Your “why” matters more than you realize. Your “why” is the key to owning your wellness and, ultimately, the key to your success. Whenever I have seen clients struggle to achieve their goals or, worse, give up on them, it is often tied up in not having their “why” figured out. If you are working toward a goal for no reason, you are not likely to succeed!

Imagine you were putting money into your savings account with the ultimate goal of having \$250,000. You sit down, look at your monthly income and expenses, and decide how much you will squirrel away monthly to reach that goal. Based on that assessment, it looks like it will take you about two and a half years. So, you’re in for thirty months of putting away every extra penny. The first month goes great. You put a whopping \$8,500 into your account (why not start out ahead?). The next month, you put in \$8,000 (you know, you did overdo it last month). In the third month, you have your first post-pandemic tropical vacation planned and decide just to skip this month altogether. Of course, said vacation was

INTRODUCTION

a-ma-zing! So, it is probably best to pay off those credit cards instead of depositing money into that savings account. By month five, you've forgotten about the goal and are just going to keep that \$16,500 in there for a rainy day. Missed it by thaaaat much!

Okay, so where did this go wrong? You had a plan, and it was attainable based on your analysis. Your only real mistake was that you had no "why"! What was the quarter million for? A down payment on a house? A rental property? A huge business investment? A serious goal requires a serious, intentional, and, most importantly, meaningful reason to attain it. You need a good "why."

When we apply this thinking to your wellness, your chances of success increase infinitely! If your goal is to lose ten pounds, we have to help you figure out why. Maybe it's because you have a major event coming up, and that killer outfit waiting in your closet fits only when you're down ten more pounds. Or maybe it's something more meaningful: maybe that ten pounds puts you at a healthy BMI (Body Mass Index: the ratio of your height to your weight), and therefore losing the weight and keeping it off might help you live longer. Or maybe your ten-pound weight loss is what you need to prove to yourself that you can lose the next fifty in order to achieve long-term health and be there for your loved ones. I don't know about you, but those last two sound like more meaningful reasons that will truly help keep you on track.

INTRODUCTION

Obviously, wellness encompasses so many other things besides weight loss. I will spend a fair amount of time in this book talking about the myriad of ways you can own your wellness. Regardless of the category your personal goal fits into, it is critical that you find a “why” that really resonates, that sings to you, that makes you emotional, that motivates you, that you can refer to again and again and again when things get hard. You need a “why” that matters!

Often I find it best to ask “who?” in addition to “why?” Who will benefit from your success? Do you have a spouse, child, parent, or friend who needs you to be healthy? Maybe you have a dog or cat that depends on you being able to care for them. If you are in a romantic relationship, think about how your improved health can add to your partnership with that person. As a parent (or pet parent), how can you model healthy daily living? If you are caring for a parent, child, or whomever, how can being more fit and healthier help you provide them with better care? If you’re struggling at work or want to strive for a better job, how can your wellness be a step in the right direction?

There’s nothing wrong with wanting to lose a few pounds, clear up your skin, or put on some muscle for the mere idea of looking better in the mirror. But those goals will take you only so far. Yes, looking at yourself in the mirror and liking—no, loving—what you see is very much what I want for you and all of us. But when you can find a way to tie in increasing self-love and acceptance with a

INTRODUCTION

larger purpose, then you will be on the right track. *Imagine setting your sights on a wellness goal that makes you feel like the best possible version of yourself.* Imagine how great that version of you will interact with the world around you. You can do anything when your mind, body, and soul are lined up! You can be a rock star at work. You can be the parent you want to be for your children. You can support your parents as they did you. You can be there to hold your lover's hand through all life throws at you.

As I walk you through my methods and ways of thinking about wellness, keep these questions in mind. Remind yourself: "Why am I doing this?" "Why does this matter?" "How will this propel me to be that person I know is hiding within?"

Here are some questions you might consider in figuring out your "why":

How would being healthier and more energetic help me care for _____?	
If I felt better about my self-image, what other changes might that lead to?	
Besides myself, who in my life would benefit from seeing a healthier me?	
Insert your own question here.	