



WILLPOWER

The One Trick to Master it Forever

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THE ONE TRICK TO MASTER IT FOREVER

By now, you've probably read hundreds of tips, tricks, and shortcuts to a better body. You know all about the latest celebrity trends and scientific discoveries to magical weightloss. In fact, you've seen hundreds of transformations and witnessed countless people achieve their weight loss goals. Yet, after all this you sit back and wonder; "Where's my transformation story?"

Let's talk about a little secret inside the fitness industry that's known by ALL and spoken by very few! Chances are, you've probably guessed it and you may have even talked about it. You want to know what it is:

Willpower can be manipulated!

Here's what I mean.



I recently read a book (and I highly recommend it) by Gary Keller called The One Thing. The book goes in depth about a lot of great advice, but the one item I wanted to bring to your attention is about the very thing I just talked about:

“Willpower has a limited battery life... Because you have a limited supply, each act of will creates a win-lose scenario where winning in an immediate situation through willpower makes you more likely to lose later because you have less of it. Make it through a tough day in the trenches, and the lure of late-night snacking can become your diet’s downfall.”

- Gary Keller

So we now know that willpower is a limited resource; something that over time, without replenishment can become depleted. So we can agree on a few things: We can agree that we cannot expect to make our fitness goals without willpower AND we can agree that willpower will not always be with us throughout the day AND we can agree that it will certainly be less likely to be around when we’ve taxed it or drained the battery.

This gives us a huge advantage!

When you can pinpoint the problem, the solution will always present itself.

When you start a diet, join a gym, or just plain get pumped up to tackle your workout, your willpower is at an **ALL-TIME HIGH**. You can conquer the world one sit up at a time and think it is completely possible to eat chicken, brown rice and broccoli for every meal of every day. Why? Because your willpower battery life is



replenished. Your perspective on life is positive and everything comes into focus.

But without fail, that willpower gets used up and wasted on everything else we have to deal with in our busy lives. No matter how strong your “WHY” is for starting your fat loss regime, your resolve will soften as your willpower is drained. Literally, thousands of diets have been put off and postponed because “now is just not the right time.” In other words, I just don’t have the willpower to keep this up. It’s vital that you start off slow and gradually build your willpower.

Let’s put it another way; **Willpower is like a muscle.**

Imagine trying to swim a mile without adequate practice or training. You would probably need a life jacket because there is no way you can handle that kind of distance without proper exercise! You have to give the appropriate time to building your muscle in order to achieve all your goals.

I read a great article last year by Leo Widrich on Willpower and reaching New Year’s resolutions:

One very comforting and important last fact is that having strong willpower is not something we’re born with as opposed to popular opinion.

“Research suggests that willpower itself is inherently limited, and that our January promises fail in large part because the brain wasn’t built for success.”

So just like your bicep has to be trained in order to grow stronger, so does the prefrontal cortex in your brain. The key is to make sure not to start lifting too heavy,



as then we're bound to drop everything on the floor with our new year's resolutions. Willpower can become stronger, but in the same way any other muscle does. When you begin to strengthen your willpower, you do it step by step. So many people assume that they can quit alcohol, work out 5x a week, cut out coffee and quit fast food completely! That's not just unrealistic, it's flat out impossible. It's like trying to bench press 300 pounds on your first try. That's far too hard!!

Start small! Start with something that you know you won't burn out of. **JUST** focus on fast food or **JUST** focus on coffee and tackle it first.

However, I'm a big proponent of offering some specific takeaways for life's main areas:

PHYSICAL

WORKING OUT

Exercise conditions your heart, lungs, and blood vessels, to regulate energy. Working out also helps increase blood flow which turns up oxygen in the body which is energizing. Physical activity also helps relieve stress which improves energy levels as well.

NEUROTONIC +

This type of training has been used to help people with Adrenal issues because it helps stimulate and excite the nervous system, but not over tax or fatigue it. People with slower metabolisms, need to excite the nervous system just enough to have



some excitatory hormones kick in like Adrenaline, but not too much or they can risk adrenal fatigue and slowing their metabolism even more. Great Neurotonic exercises include “light” sessions of boxing or martial arts where there is a GO, then SLOW element to the training. Sessions should be kept short 20 mins or less.

PHYSICAL ACTION STEPS:

1. Try shorter, challenging workouts
2. Incorporate active recovery workouts like yoga, swimming, hiking, and foam rolling into your workout regimen
3. Be sure to warm-up and cool-down during workouts and try stretching in the morning and at night to balance blood flow.

NUTRITION

SUPERFOODS +

Foods high in micronutrients (antioxidants, vitamins, minerals, essential fats, probiotics, digestive enzymes etc) are usually low in calories. Because they are so nutrient dense, you don't need to eat very many of them to feel satisfied and energized. Superfoods to add to your diet include: chia seeds, açai berry, gogi berry, raw cacao, raw young coconut, and maca.

FASTING ON LIQUID IN THE MORNING +

Fasting on liquids like freshly juiced veggies with fiber from the pulp or added fiber, like chia seeds, or nuts and seeds can give you very elevated energy. This is not for everyone and usually not a good idea if you workout in the morning, but for most, it's more stable than the “caffeine jolt” from coffee. First thing in the morning,



your blood sugar is low so you will instantly feel the “sugar” from the juice because your body needs the energy after sleeping. The fiber will help slow the digestion of this sugar and help sustain your elevated energy without creating a sugar “crash.”

NUTRITION ACTION STEPS:

1. Incorporate 1 Superfood into your diet daily
2. Do not skip meals
3. Drink half your body weight in ounces of water per day. Leave a liter water bottle on your desk and drink three by the end of your work day.

MENTAL

MEDITATION +

Many studies have shown the effectiveness of meditation on reducing stress and improving energy. Calming practices like meditation help to stimulate the parasympathetic portion of the autonomic nervous system or “rest and digest” system. This helps bring the body into balance and restore energy. A good 20-minute meditation has been shown to be as effective on energy levels as a good night’s sleep.

DEEP SLEEP +

Getting the right amount of Deep Sleep, one of the stages of your circadian/sleep cycle is vital for energy. This is the stage where many of the “excitatory” hormones are produced and regenerated. Lack of quality Deep Sleep will reduce these hormones and may lower your energy levels.



MENTAL ACTION STEPS:

1. Meditate daily by downloading a guided meditation app or getting a guided CD or DVD
2. Address the root of your stress by facing it head on with good communication and ask for help
3. Keep your room dark and quiet to avoid disturbances of light and sound while you are sleep.

EMOTIONAL

MANTRA +

Having a good mantra to help inspire you throughout the day, like “I am fearless”, is a great way to stay positive and energized all day. The more emotional you get connected to your mantra, the more energy you will have. By searching for ways to create your own personal mantra, or find existing mantras that resonate with your spiritual being, you increase your positive energy before you even speak them.

MUSIC +

Music has the power to evoke emotion. I’ve personally found that combining the right music and movement along with an impactful mantra can be life-changing. Not everyone has the same taste in music, but everyone can benefit from the emotional and energetic impact music can have on the mind and body. Investing the time to scour a record store, I-tunes, or an online streaming service will create a sense of responsibility for your own well-being that you may not have experienced without hand-picking your choices.



EMOTIONAL ACTION STEPS:

1. Write down mantras that you like and start saying them out loud consistently. The act of writing, then speaking them will create a shift in your energy levels.
2. Put in the extra time to fine-tune your choices so the songs will create a seamless energy infusion throughout the day. Use iTunes, Sirius Radio, Sound Cloud, Pandora and Spotify.
3. Self-assess your emotional progress to adjust as well as celebrate your improvement.

THIS IS THE MOMENT TO ACT

You will never be more ready than when that moment comes. If the right decision can't come at our highest point of willpower, how can we possibly expect it to come later on?

Now comes the test!

If I've done my job right, the next part comes easy. Everything you've read up to this point has had one sole purpose; to share the truth about willpower and how to take advantage when it's there.

SEIZE THE MOMENT AND ACT!!

Do something while the feeling is right and your brain and body are in agreement. But don't stop there! Talk is cheap...actions pay the bills! It's not enough to just say it, but to do more.



Here are 6 simple exercises that you can do that take less than a minute! Find the one that looks the best and do it RIGHT NOW. Do several if you can, but more than anything just do one.

6 SIMPLE EXERCISES:

Exercise #1 - BOOTY BLASTER

Target – Glutes/booty, shoulders, and cardio

Step 1 – Start seated on the ground on all 4's with palms on the floor and arms parallel and inline with your head and neck.

Step 2 – Bring one leg off the floor with thighs parallel to each other, abs engaged, and shoulder blades drawn together for stability

Step 3 – Alternate switch kicking one leg up at a time

Step 4 – Repeat for 30 seconds while exhaling as you switch kick

Option – To make harder, make sure the foot on the floor is on the heel with toes lifted



Exercise #2 – Cobra "V"

Target – Upper, middle & lower back, and glutes

Step 1 – Start laying on your stomach with your arms bent at 90° along your side and palms on floor aligned under your shoulders

Step 2 – Slowly raise your torso off the ground by squeezing your upper, middle and lower back, while also squeezing your glutes and thighs

Step 3 – Raise your arms behind you keeping them straight like the letter "V", thumbs facing up, while squeezing shoulder blades together

Step 4 – Hold position for 30 seconds and breath normally i.e., do not hold your breath

Option – To make harder, bring arms forward and extended out to side like the letter "T"



Exercise #3 – Jumping Knee Tucks

Target – Glutes/booty, shoulders, and cardio

Step 1 – Start in squat position with arms extended behind you ready to jump

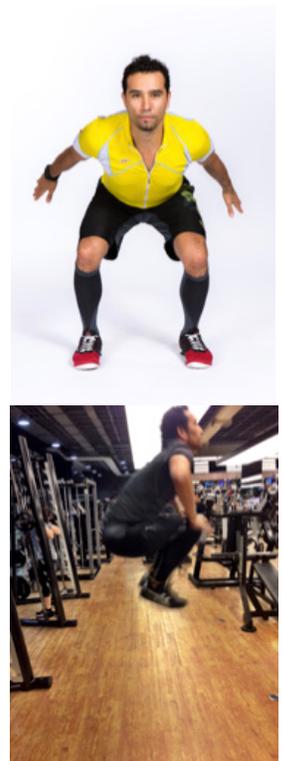
Step 2 – Thrust arm upward while jumping off floor

Step 3 – In the air, bring your hands in front of you, palms face down, and bring your knees to your palms

Step 4 – Land softly in a squat position to lesson impact on knees with arms extended behind you

Step 5 – Repeat for 30 seconds while exhaling as you jump

Option – To make harder, add a quarter turn in the air so you land facing a new direction each jump



Exercise #4 – Kneeling Plank Extensions

Target – Upper & lower abs, and shoulders

Step 1 – Start face down on floor on knees in plank position with elbows aligned under shoulders, forearms parallel, fists on floor, and feet raised

Step 2 – Engage and brace abs to hold position while keeping hips at shoulder level with legs and arms engaged

Step 3 – Hold position for 30 seconds while alternating arms and breath normally i.e., do not hold your breath

Option – To make harder, first bring your arm in front of you, then behind you before switching arms



Exercise #5 – Stacked Side Planks

Target – Oblique abs, shoulders, inner and outer thighs, and glutes

Step 1 – Start laying on your side with bottom elbow aligned under shoulder and forearm on floor extended perpendicular to body with hand in a fist, feet stacked on top of each other and top hand resting on floor palm down

Step 2 – Lift hips off floor until they are at shoulder level by engaging your oblique abs, inner thighs and glutes

Step 3 – Raise top arm straight toward ceiling



with palm open, shoulders stacked over each other, and head looking at top hand
Step 4 – Hold position for 30 seconds and breath normally i.e., do not hold your breath

Option – To make harder, lift top leg off bottom leg

Exercise #6 – Speed Skater Ice Touches

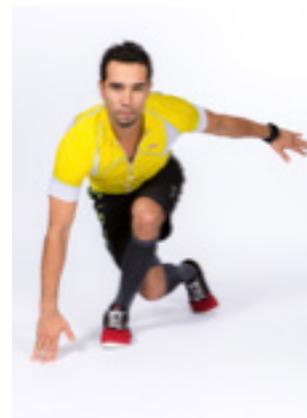
Target – Glutes, outer thighs, and cardio

Step 1 – Start in curtsy lunge position with one leg crossed behind the other, and your opposite hand to your front leg touching the floor in front of your foot (ice touch) with other hand extended out to side

Step 2 – Jump sideways like a speed skater (if right leg is in front, then jump to your left), and land in the starting position on the opposite side

Step 3 – Repeat for 30 seconds while exhaling as you jump

Option – To make harder, bend back knee lower to floor as you land





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