



# BFit4Life Newsletter

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## Welcome to the BFit4Life Newsletter

Hiya All,

As I mentioned in my mail I have been rather busy – travelling around the world pursuing further education opportunities. In January, I interned with world re-known strength coaches Charles Poliquin and Pierre Roy in Rhode Island, USA. Since then, I spent a few weeks in January and February in Northern Ireland with a strength and nutrition consultant Phil Richards. Phil has worked in professional sports for over twelve years for professional teams like Leicester Tigers, London Harlequins, Bolton Wanderer's and with the boxer Amir Khan.

It gave me the opportunity to learn about Blood Microscopy and how Phil is using it to individualise and tailor nutrition based on a live and dried blood analysis under a microscope. He joined us recently in our gym to perform an analysis of our clients' blood and with this added information it enables us to tweak the nutrition to each individual to accelerate results.

February's education saw a weekend with John Demartini improving personal development and health coaching before continuing the globe-trotting to Paris. On this trip I was accompanied by my life long friend and fellow ART provider Doug Leonard to learn from injury specialist Mike Leahy. Mike is the doctor of the Denver Bronco's and he is the inventor of Active Release Techniques which is exceptional for treating and rehabilitating injuries. The education was excellent but Doug reckons the highlight of the trip was spending Valentines Day up the Eiffel tower with me!!

Frivolity aside, at BFit4life Performance Centre we realize that in order to obtain optimal health we must learn in different areas and apply a multi-faceted approach to help our clients achieve their results. We measure our weeks of study and continually aim to improve. Education is a lifelong process. So if you want to learn more ways to improve your health, read this month's newsletter to get directions on the road to health and vitality.

Damien

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## Feeling Good is Free, but Looking Good, that costs!

*When you attempt to improve your health, it is important to take a multi-faceted approach to change your body shape. You cannot get lean and healthy by training hard and not paying attention to your nutrition and lifestyle habits.*

Training hard while paying inadequate attention to your nutrition and lifestyle habits will leave you frustrated as you make little progress for your efforts. You must understand that your body is a system of systems. When one system is overloaded, like our muscular system through injury or over-training, it will affect our limbic or emotional system. When our organs are overloaded the pain will reflex into our muscles. When someone suffers a heart attack the pain reflexes down their arm and when women are pre-menstrual they may suffer low back pain.

So your main goal is to be like a detective, you need to listen to your body's feedback and monitor your training, nutrition and sleeping patterns for improvement. What we measure we improve and with more information you can make informed choices to tweak your plans to make continued progress. It's not easy, but maybe that's why it's tough at the top. From where we stand, that's where we want to be because it looks pretty crowded at the bottom.

So if you want to get to the top now is the time to take action. It is now the 12th of March. We have entered the third month of the year, that is 20% of the year gone, 80% to go. It doesn't seem too long ago that we were making New Year's resolutions. Time flies. Whether you are having fun or not! Do you even remember the goals you set and do you measure their progress?

FEEDBACK - HEALTH REVIEW

- Dissatisfied
- Somewhat dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- N/A

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*Listen to your body's feedback and monitor your training, nutrition and sleeping patterns for improvement*

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## Feeling Good is Free, but Looking Good, that costs!

### Define your goals

#### *How are you going to arrive if you don't know the destination?*

Well since the turn of the year, I had the pleasure of greeting many people coming through the gym door looking to improve their health and vitality.

When we start a conversation we may discuss similar interest in friends, soccer teams, sports, holiday destinations etc. Intrigued to learn about exotic holiday destinations I could take my next ex-wife on I enquire for more details!!! Five minutes later I know everything about it, from the cost, travel agents, bedrooms, swimming pools to the local attractions.

After a while, we start to talk about my passion, health and fitness. My ears prick up as I wait to hear how I may be able to help these people improve their health which can change their lives. I ask them what they want to achieve.

"I want to lose weight! I want to be average! Reduce my body-fat, Get more toned! Get fitter? Get Stronger Etc

In my diplomatic way, I say, "could you be more vague", I begin to ask questions to ascertain and define the goal and whether it is realistic.

- How much weight do you want to lose?
- How many days will you train to achieve your goal?
- What days and times will the training take place?
- What target have you set to have lost this weight?

Training is no different than any other occupation. We have targets and we endeavour to create a plan to accomplish it. Gym goers rarely approach their health in the same ways as they do their jobs.




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*"Could you be more vague", I begin to ask questions to ascertain and define the goal and whether it is realistic*

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If I was to re-create this scenario in a bank you will see my point. I approach my bank manager looking for a mortgage. The following conversation ensues:

"I want a mortgage"  
 "Great Sir, where is the house and how big a mortgage do you require?"  
 "Somewhere in Ireland and I want lots of money, just give me lots."  
 "When will you pay this back, Sir?"  
 "Sometime, I don't know when or how much I will pay back a month?"

How would you deal with me if I approached you like that looking for a loan? The reality is people put more time and thought into deciding a holiday than deciding what they will look like in 6 months time, or 3 years time.

You need to have a long term goal and then break that down into smaller achievable goals with realistic time lines. If you haven't defined what you want, how will you know if you are en route to obtaining it? How will you know if your plan is not working and if you need to alter it? As a coach specialising in fat-loss and providing guidance, how would I know what training or nutrition program could be best tailored to you in order to achieve your goals?



It's not easy. It takes effort, but if you struggle with goal setting, you could purchase Jack Canfields book *The Success Principles* or seek the guidance of a coach. As I said before,

#### **FEELING GOOD IS FREE! LOOKING GOOD, THAT COSTS**

So write your goals in the present tense.

That is on the 01st of May, I am enjoying being 90kg bodyweight, my body-fat is 10%, I'm 81kg of solid muscle in my speedo's, the chicks love me, and I feel confident, full of energy to look after my kids, play soccer etc., Whatever is your trigger, focus on it, as emotion triggers motion. You don't train because the doctor says you have blood pressure! You will train because you realize that if you have a heart attack you will leave behind a wife struggling to pay the bills and the mortgage on the house whilst trying to act as both father and mother to your kids in your absence. You won't train because you want to look your best going down to the pub on a Saturday night but you will train for your big wedding day in three months time. It's all about finding what motivates you.

## Feeling Good is Free, but Looking Good, that costs!



### Define your goals - continued

Written goals should be specific, measurable achievable. They should have a start and an end date. Write your goals in the present tense and make sure to attach the benefits that encourage you to achieve it. You will be wasting your time exercising in the comfort zone. Training should make you feel uncomfortable but safe in the knowledge that each day you are getting nearer to your goal. There is a difference in intensity when you train with a purpose.

So when you have decided on your goal, write it down and then you need to ask yourself what needs to happen to achieve that goal?

If you know the challenges you will face, don't focus on the problem but focus on a solution. Accept no limitations as a limitation, it's your goal, own it and live it till you obtain it!

### Take Action - Plan to Succeed!

Train three days a week at a specific time. If you have kids make sure to organise babysitters. If you are too busy to shop organize someone to do it for you. If your lunch break is too short or you don't have access to good nutritious healthy food then prepare your lunch at home and bring it with you. The key here is to identify the pitfalls and surmount them.

In life we either have a result or an excuse! You didn't eat anything by accident over the last two months. You didn't trip up and fall face first into a chocolate cake or twenty pints of beer! You are 100% responsible for the position you find yourself today and as soon as you realise this your life will change. What result will you have?

Start a food diary and record what you eat. Sometimes people sabotage the big effort they make in the gym with their nutrition. Detailing what you eat will enable you to recognise patterns, dehydration or the frequency of the same foods you eat each day. The majority of people eat approximately 10 different foods and perform 10 different exercises repetitively and this creates food sensitivities within our stomachs and boredom with our exercises

### Small Changes – Big Gains

Too often, I have seen people try to overhaul a poor lifestyle immediately only to feel like a failure when they are overloaded with the changes. Inch by inch it's a cinch but mile by mile it's a pile! Changing your nutrition program should be done in small stages. I liken it to a striptease. Exotic dancers remove a little bit of clothing at a time. If it is done all at once the you may feel overwhelmed and you may not know what to do first.

- ✓ Start with hydration and green drinks and then introduce a fresh breakfast. By adding a pinch of Himalayan salt to your water it will prevent frequent urination and it will increase the electrical charge of your blood cells to give you more energy.
- ✓ Stick to foods of that of our ancestors. Author of the Paleo Diet Loren Cordain explains that our DNA has only changed 0.002% in the last 10,000 years so we are pretty much the same man that was around then with the exception of mobile phones and fancy cars. Vegetables, fishes, lean proteins, berries nuts etc formed the basis of the diet then.
- ✓ Aim to balance out your protein intakes with vegetables and salads so you can maintain an acid alkaline balance thus improving your health. You can test your acid- alkaline ph levels with litmus paper available at your local chemist. If you are too acidic increase your green vegetables and green drinks and reduce your acidic foods like grains, coffee and maybe proteins etc.
- ✓ Always focus on what you can eat and not what you don't like as it will leave you resentful. Remember we become what we think about most of the time.



## Feeling Good is Free, but Looking Good, that costs!

### Small Changes – Big Gains – continued

- ✓ When you shop, rotate the shopping centres where you shop each week. This will prevent you buying the same foods every week and write out a food diary plan the week before you go shopping for it. One week choose seven vegetables you know and the following week chose seven different vegetables.
- ✓ In an era where our time is precious, make a big bowl of salad and use as needed leaving it in the fridge in between meals or usage. This can last for 2 days and maybe longer if kept airtight. Don't add tomatoes until you need it as it will make the salad soggy.
- ✓ Dressings like Balsamic Vinegar, lemon juice, Extra virgin olive oil, avocado and hemp oil will add flavour and essential fats to your diet. Healthy fats are building blocks for testosterone which is an essential hormone to build muscle to burn fat.
- ✓ Eat greens at every meal, even breakfast, salad or just put some spinach or salad mix in an omelette etc. Be aware that nuts are addictive so set limits to 12.

Changing your nutrition plan is hard so the goal is to be healthy without feeling like a monk. Depending on your body-fat organise at least one cheat meal a week. If you are lean you get more and vice versa, earn your cheat meals. Physiologically, the body knows it will get excess calories from time to time so it can open up fat cells from storage. Psychologically, you will feel better knowing that you are answering your cravings.

When you do train, use exercises that are like kicking a man in the groin. They always get results, squats, lunges, dips, presses and chins will always get results because they demand a bigger hormonal response from the body. When you perform intervals, challenge yourself physically and mentally and when you rest, rest hard! Write your goals down and remember the palest of ink is better than the faintest of memories,



### Take the Plunge

Sometimes change is hard and it was hard to leave home but you knew you were on to a different path and it would make your life better.

The path before you has a T junction. As you dwell upon the information I have shared you must choose your destination.

To the left is health and vitality.

To the right is disease and degeneration.

Which path will you choose?

Yours in health and fitness,

*Damien*



If you need inspiration to begin your journey, learn from people who have walked the path you are about to embark on. Success leaves clues.

A client of BFit4Life Performance Centre, is embarking in a new era of her life by inspiring other people to change their lives. Pauline Fitzsimons will be sharing details of her journey in Grand Canal Hotel on Monday 16th March at 7.30pm.

Pauline featured as our first success story and she will share her journey from a size 22 to a size 8 and how it is transforming her life. For more information click here <http://www.horizonspeakers.com/hsas/events.do>