

Fitness Pros for Ike Relief Fundraiser

Scott Colby and Scott Tousignant

Sincere: Hello everyone and welcome to call number five of our Fitness Pros for Ike Relief Fundraiser, as we help to raise funds for victims of Hurricane Ike in the Houston/Galveston area and we help support two great organizations that are working very hard to make sure that these families and individuals in this area get their lives back together. Those two organizations being the Houston Food Bank, and also an organization that's very dear to me, the Awakenings Movement Reach Program. All 100% of the donations that you guys have given will be split in half between both organizations. This is our way of giving back, by presenting this quality information for you, as part of your donation. So it's an ongoing cycle of goodness going on right here, we're all looking out for each other. It's been great, these have been some of the best calls ever, and this call is no exception. It's going to be phenomenal. I have two great guests joining me live right now. First up, my man from right up the street, from the Dallas area, Scott Colby. In Texas we think everything is right around the corner and up the street. I want to say hello to Scott Colby.

Scott C.: Hey Sincere.

Sincere: What's going on man, you enjoying that cold front up there?

Scott: Dude, I'm loving it, I looked outside this morning, and I was like whoa, how'd it get this cold? I wasn't used to it.

Sincere: Felt good, trust me, we did a kettlebell workout out there.

Scott: Feels good.

Sincere: Yeah, it felt great. Also I want to welcome my man Scott Tousignant. What's up man?

Fit B: Man, I'm doing fantastic, really excited to be here, and it was great to hear your passion about this when we met in person just a few weeks ago.

Sincere: Thank you man, for agreeing to do it with me. I really appreciate it. For those of you who are just now getting into your fitness programs, especially programs online, who may not know, these are two of the top guys in the industry right now. Just to give you some quick information about both, Scott Colby, my man right up the street, Scott is the creator of the Ask the Abs Expert series. He's also the creator of the My Ultimate Body Makeover series, and the Master Your Motivation Coaching Program. And also, the Bikini Abs Makeover program. You're talking about a busy guy, this guy is busy. He's changing a lot of lives right here. Scott also runs a very successful and long running women's only fitness boot camp in the Dallas area as well, where he has helped countless

women realize their fat loss goals. So, he's really busy.

My man Scott Tousignant is a personal fitness trainer, author, speaker, as well as the creator of the highly successful Unstoppable Fat Loss program and the 21 Day Unstoppable Fat Loss Challenge. Many have participated in Scott's contests, achieving great results. I see it every day when I'm on Twitter, I see so many people that participate. You know what Scott, so we don't confuse people, I'm going to refer to you by your other name. For those that don't know, you may have seen this guy online, you may have seen a website here and there by a guy called the Fit Bastard. So I hope no one gets offended when we say that, but that would be Scott Tousignant. We can just call you the Fit B right now, OK, for the sake of not offending anyone. So when I refer to the Fit B, that would be Scott Tousignant, and then there's Scott Colby, my boy from up the street. Also, the entire 21 Day Unstoppable Fat Loss Challenge and the Unstoppable Fat Loss program that Scott, excuse me, the Fit B, created, has made him one of the premier fat loss coaches in the industry today. So there we are, got the intros in there, you like that?

Fit B: I like it, let's get to the goodies.

Scott Colby: Awesome.

Sincere: I want to make sure I don't leave anything out, brother. What we're talking about today is creating a success mindset. I brought you guys on to share your success mindset secrets in order to help keep people motivated, because it gets rough out there sometimes, just as Alicia and Adam and I spoke about on the last call, especially when you don't have the proper support system in place, or even bigger than that, not knowing specifically what you actually want from your program, and what you want it to do for you. It can get very hard, and when things are not coming into play as quickly as you'd like, you get discouraged, some people get discouraged, and they just want to quit, or they lose that motivation. Or they may have planned everything around an event, and then that event comes, they try to figure out how do they stay motivated after that. So that's why I came to you guys. That's why we're here today. I guess we can start off by, my biggest topic so far, the first question, I always have to deal with these obstacles. I'm going to address this one to Scott Colby, what are some of the biggest obstacles that you find that your clients are dealing with in terms of their mindset when they're starting a new program?

Scott: That's a great question Sincere, and I just want to thank you for putting this together, it's good stuff that you're doing here for the communities of Galveston and Houston. I appreciate you including me in this and putting this all together. Like you said Sincere, a lot of people when they start off on an exercise and diet program, they just jump right into it without really knowing why they're doing it. They may set a weight loss goal, but we know a weight loss goal is not a good motivator, because if it was we'd probably have a lot more people achieving their goals and sticking to it in the long run.

I recently have taken a step back and evaluated the way I teach some of my clients and members on how they should approach fitness, which is why I think this is a great call

because it all starts with the mind and the mindset and the motivation level. One of the things that I've noticed is a lot of people go out and do this type of approach on their own, when they don't have a support system set up.

But even before that, Sincere, I've recently put together a Mastery of Motivation program, and even before that I realized that it's not just about getting support and having a support system in place, you have to look at yourself in the mirror first. A lot of my members, and this is a recent revelation for me, they have a negative self image about themselves. They're unhappy with themselves. I think it comes from the media, and the way you see billboards, and advertisements in magazines, and TV commercials, how they say that it's easy to lose weight, just take this pill and you're going to lose weight quickly, or once you lose weight you're going to be happy and everything's going to be amazing for you. We've been having those types of commercials ingrained in our minds forever, depending on how old you are, 30, 40, 50 years. That kind of beats you down a little bit. It's no wonder that people have a negative self image about themselves, it's not really their fault when they're being bombarded by all these messages. I think the first thing people need to do is look at their self image, and how they view themselves. Are they happy with themselves? Look at why aren't they happy with themselves, what's out there in the media, these commercials, or maybe it was an experience when they were younger, they were called a name or something like that, and that one thing could have led them to have a negative self image throughout their adult life. I would take a step back.

The other thing people don't do a lot of, Sincere, is to do pleasurable things for themselves. A lot of people always take care of other people first, and they don't even have time to take care of themselves. I find that the biggest obstacle, or one of the biggest obstacles now, is just evaluating your self image. A lot of people don't accept themselves for who they are, and they expect that when they lose weight they're going to be happy and everything is going to be hunky dory, but that's not the case. You need to first evaluate some things, change your self image by starting to do some pleasurable things for yourself.

Another thing that I've learned is if people want to boost their self esteem. One of the best ways to do it, now I just said to do things for yourself, but don't be selfish. Doing things for others is great too, just not at the expense of doing good things for yourself. One way to boost self esteem is to do some random acts of kindness, like you Sincere, are putting together this little fundraiser, that's a way for you to feel better about yourself by helping hundreds and thousands of people there in the Houston/Galveston area. You don't have to go through something that huge of an event, just to do something for somebody else. So what I'm saying is just look at your self image, how you do yourself, what would make you truly happy in life, not just losing the weight, and where can you do more pleasurable things in life, take some time. Everyday to do something that you enjoy whether it is seeing a movie, taking a nap, calling a friend and start doing more of those things.

Sincere: Exactly, I totally agree, that's a lot of good things you brought up right there there, Scott. The Fit B, what do you think? What are the obstacles that you find a lot of clients run into?

Fit B: OK. I'll break it into a two-parter here. The first big obstacle that I find my clients and people that approach me either online or through phone consulting, the biggest obstacle they have is actually believing that this mindset stuff actually works and that it is worth putting the time into. I find everyone, and I do mean everyone who approaches me, the main thing they want, they are looking for diet and workout programs. They are completely relying on diet and exercise to help them achieve their goals. Whenever I mention mindset or motivation, they are like "Yeah, yeah, yeah, I've heard about goal setting before. I've heard about visualization. I've heard positive thinking, beliefs, attitudes. All that different stuff. I've heard about it before but give me the diet, the workout program. That's what I am looking for." They think that they know how important mindset it, yet they never applied it. Chances are they have never written their goals out. They've never shared it with people. They've never taken the time to visualize how their life is going to improve when they make their health their number one priority, whether it is six months down the road, twelve months down the road, ten years down the road, twenty years down the road. How will living in optimal health improve their lives? They don't spend the time on motivation mindset.

I think the problem is they really don't realize the impact that it will have because chances are almost everyone who is listening to this call has gone on a diet program before. They've worked out before and they've seen some results. They've seen that, hey, if I cut out the refined man-made crap for one week, I may lose two pounds. But they haven't taken the time to really focus on their mindset for a full week and actually see the results that that would produce. So it's easy based on past experiences. You diet, you can lose a bit of weight. It is always short-term stuff. So that's the number one biggest obstacle, just believing in the power of the mind.

The second biggest obstacle that I find people are faced with is their belief system. People are running around, just their heads full of thoughts like, "I always continue to sabotage myself. Whenever I follow a workout program three weeks into it, I always get to this point, I'm doing well but then I somehow find a way to sabotage myself. I always fall off the wagon. I have got a bad thyroid problem. I'll never get into great shape. I don't have time to workout. It's bad genetics. I've got a busy schedule. I got kids. My life is on the go. It is completely hectic." They are coming up with every reason and excuse to not fit exercise and health into their lifestyle and it's all based around their beliefs. They believe with 100% conviction that they don't have enough time to work out.

Sincere: Right.

Fit B: They believe that because they have got bad genetics, they are not going to achieve the body that they really want and that they really deserve. Belief is the biggest obstacle that people are facing.

Sincere: Now Scott, those are good points you bring up. Do you think that especially the first part when you were talking about, just creating the mindset and they feel like, "OK, I understand that. I get that part." Do you think that the reason why a lot of times they are

very negative towards adding the mindset aspect of it, is that they are just jaded by all the hokey you know, soothsayers that they might see on late night infomercials selling their big packaged programs? They have all their friends that bought these programs. They will tell them, "That program doesn't work." All that mindset and you got to think positive thoughts... Even situations where lately I've seen a lot of people talking about "The Secret" and how it has sabotaged so many individual's thinking and having them believing in something that is not going to work. Do you think hearing things like that, makes it that much harder for us to get the client to believe that beyond what you see on the media and infomercials your mindset what you are talking about right here?

Fit B: Yeah, I think the biggest thing is that people don't realize what makes up a powerful, unstoppable mindset. They think it just revolves around goal setting and positive thinking. And there is so much to the mindset. It is so much more than that. They all play a role. And that was the downfall of "The Secret" was that it mostly focused on just having these positive thoughts and visualizing yourself where you are wanting to be and that's great stuff. It all has its place within the mindset but it does take a lot more than that. Even the daily actions that you take towards your goal when you put it all together, the little things that you do throughout the day, the attitude you carry while walking around, while talking with co-workers. There is just so much to it. It's way more than goal setting and positive thinking.

Yes, these infomercials, that's the problem. A lot of these infomercials are glorifying one little component of the mindset and they are not focusing on the whole. So yeah, they can give it a bad name. They can make it sound a little bit hokey pokey. Let's face it, a lot of the techniques we do use seem, at first when you hear us discussing it and we mention it, it sounds goofy and it's uncomfortable because we never done it before. That's a big part of the mindset. It's stepping outside of that comfort zone and trying things like these that do seem a little goofy at first but once you begin to apply them, man, it is just absolutely awesome and outstanding when you see it in action and how it effects not just your fat loss or weight loss but your entire life.

Sincere: Exactly. Scott C, what do you think? Do you want to add something to that?

Scott: Yeah I agree with what Scott said and like I was saying in my first answer, the infomercials they've been around for years. People get caught up in them and it's affected what they believed worked and what they believed about themselves. They buy it and they beat themselves up because they don't use it or it doesn't work for them and then they start to have more negative self talk and they don't believe in themselves anymore. It takes a process of sitting down with the support of others. I know we are going to talk about that in a little bit Sincere. I am a firm believer. It takes a support system to get through this. You can't do it alone. You've got to take action. "The Secret" was great in helping me understand the power of thinking about what you want and stuff, but it didn't really help us understand how to take action, what the steps were to do next after you think about what exactly you want and writing it down. And so like Scott said, it is not just about goal setting. There's a lot more to it and part of it is defining why you want certain things, part of it is creating a support system, part of it is finding things that you

enjoy doing. It all intertwines together.

Sincere: It is interesting. Like you said, you brought up a support system, Alicia and Adam and I talked about this in the last call. You just stressed how important is. That's what I want to ask you. I want you to elaborate on that. How important is it to have a support system in place? Is it important to have it into place to take action or should you start the process first and then create that support system along the way? I guess that's two part question, if I may.

Scott: Yeah, I'm glad we are covering this. I think it is important to get a support team in place immediately and I talked about this a lot in other calls before. People are thinking about, people listening, anytime you have been successful in life. I go back to days when I was in college and had to work on a project or on a corporate job and had a project to do, you are not alone. You are not alone working on it by yourself. You've got a team in place whether it is co-workers or a supervisor, or other students or a teacher. You were never successful in anything alone. So I encourage people to kind of think back at what they've been successful at in life and to see what type of support system they had in place then and see where that can transfer over to achieving some of your health and fitness goals.

Some places where you can get support... We are in the Internet age right now. We're in the age of communities and so there's hundreds of websites out there where you can get support but it's not just a matter of joining a forum or a community site or joining a gym. You actually have to take action and use a support system to your advantage. Some places where you can look are in your local area. A lot of people join gyms, right, but they don't use them. So why not join a class where you meet other people? That's one of the reasons I wanted to run boot camps is because my clients get better results because they're a part of a team. We're all working together to achieve similar health and fitness goals, they're not just going at it alone. They've got the camaraderie and support of other people in class who can help encourage them when times are down, when they want to give up, when they don't want to attend the class, when they want to eat something that they shouldn't. We're all in it together supporting each other.

Once you're ready to make that commitment I would encourage people to go out there and find a support team, whether it's a community site or a Master Mind team or a group exercise class. And the ones that are actively participating in certain things like that, not just as a bystander, so don't just join and be a bystander. You actually have to join and interact with people; those are the ones who are a lot more successful. I know Scott Tousignant has found the same thing. He put on his Unstoppable Fat Loss contest and the ones that actually listened to all his audios and participated each day in the support community were the ones that changed the most in mindset and motivation-wise.

Sincere: Speaking of that, Scott T., elaborate on that. Let's talk about those support systems, especially with your Unstoppable Fat Loss program and also your challenges that you put together as well.

Fit B: Cool. Yeah. Unstoppable Fat Loss deals completely with the mindset and that support community is full of people who are actively applying these motivational strategies, these mindset strategies, these inspirational strategies. What makes the program so effective is the support system that's in place there. Now can you achieve fantastic results on your own? Absolutely. I mean I've done it before. In my early years I didn't have support systems. I relied completely on myself and posters of Arnold Schwarzenegger up on my basement walls to motivate the heck out of me to push harder in the gym. So I was able to achieve great results without a support system.

But we've got to face it: fitness and health...it's a journey. It's a life journey. And when you're doing it alongside several other people who have similar interests to you, similar goals, missions, aspirations it is so much more fun. It makes this journey a lot more enjoyable. And there's ups and downs along this journey and it's great when you have people who are right there alongside you cheering you on when you're doing great. I love a good pat on the back when I break through a plateau and I see the comments coming in. "Way to go Scott! Keep it going! We knew you could do it." And then I also love the support when I'm struggling, if I'm not feeling well, if I've had a really bad week or I've been stressed out and completely focused on business rather than my health, it's always great to have those people right there alongside of me saying, "All right Scott, I know business is a priority right now, you've really got to take care of this big project but don't forget the big picture here. It's okay to take this week off. Focus on your business, focus on your family, whatever it is, your body could actually use a break right now, but just remember a week from now we want you right back at this because you know when you put your health as your number one priority how it's going to affect your business. How it's going to affect your family life." So it's just conversations like this, that go on on an ongoing basis where you're sharing your ups and downs, where you're sharing your goals and your destiny, the legacy you want to leave behind. It's incredible. And it's so much more fun.

One of the best things, probably the best post that I saw that's happened in the Unstoppable Fat Loss community was one of the ladies, Sara. It was outstanding. She had been reading through the comments, she had been going into the support community every day but she really wasn't posting a lot. She was listening to the Unstoppable Fat Loss interviews where we were talking a lot about stepping outside of our comfort zone, making our goals public. Letting people know exactly why we were going after our dream bodies and optimal health. And so she's listening to all this and finally she just came right out and said "That's it! I don't like this at all. I've never been one to make my goals public but everyone keeps telling me I've got to do it so finally I'm going to take the plunge here." So she took the plunge, she just let everything out, she shared her goals, she shared what's been holding her back and all those different things and everyone just rallied behind her. "Woohoo! Way to go Sara! This is awesome!" And from that point on she just opened up right out of her shell and realized the potential that she had and that her voice mattered; that we were all there for her and then she also realized the impact that her comments and statements meant to us because it motivated the heck out of me to see what she wrote down on the paper and it affected and impacted other people's lives as we got her to open up and share more often.

Sincere: And I'm sure by her opening up, she probably was not the only one, and they felt the same way; then you open up and make their goals public but I'm pretty sure she motivated or inspired quite a few more to do the same thing

Fit B: Absolutely. Becomes contagious.

Sincere: Yes. Exactly. Nice ripple effect. And I guess that leads me to the next question, well Scott T, you just answered it for me unless you want to add something else in just a second, but I was just about to ask you guys to give me examples of your best case studies, especially those who implemented your mindset strategies. So let's go to Scott Colby on this one. And Scott T, I'll check with you in just a second because I'm sure you have another one. I want more. I'm greedy today. I'm a little greedy because I know you guys have so much going on and you've touched so many and I want you guys to share this with everyone on the call. So, Scott Colby.

Scott: Yeah. Great question. One of my great success stories with one of my members was actually a girl named Amy; she's actually local, in Dallas. She's had a rough go at it. She's a single mom and always has been overweight ever since she was a kid. It had started I guess when her friends would be noticed by boys and she wouldn't, that created a really negative mind set for her from the get go and she couldn't get out of it and it kind of spiraled down from there. She became a single mom and just had weight issues her whole life. She's now in her upper 20s. I met her about three years ago and she signed up for my boot camps. So just a couple tweaks in her workouts, and I'm know we're not talking too much about workouts here, but she's never enjoyed exercising and that's something that I'm a big believer in is you have to find something that you enjoy doing. Even if it's not a traditional exercise routine like you see most people doing at the gym. Maybe it's going for a hike or playing tennis or playing basketball, going for a walk. You've got to find something that you love doing and that's one of the big things that you have to find out for yourself so that you will stick to it. If you find something that you may get results but you hate doing it you're not going to last at it for a long time.

So I got her into my boot camps and showed her exactly how she could cut her workouts in thirds, as far as time and get double the results. So she enjoyed the workouts, we were in a group setting, so like I said we were with other camp members. I have a support community, so like Scott T. has for his Unstoppable Fat Loss, I have a support community for my boot camps, where we're all encouraging. And it's funny. Just the process of logging your foods and the support community, it makes people watch what they eat a little bit more. They are more inclined to choose their food carefully if they know other people, just writing it out, other people are going to be viewing it.

I know Scott, he's a big believer in that, putting your goals out there. Where other people can see, the whole world can see it. She put her goals out there, she put her food log out there. She was consistently and constantly being supported by other members. She was having fun with the workout. And after that process, she began to see noticeable results. She started getting noticed by boys, getting asked out on dates quite a bit from guys and

just her whole It transferred over to other periods of her life. Like she was getting job offers that she wanted and just making more friends and feeling great about herself, being a good mom and just it really changed her life. And I'm a big believer in the simple things, like the exercise routine that she enjoyed, common support community. Started putting things and actively participating in the community, and she changed her life.

Sincere: That's excellent. That's great. I love hearing stories like that where they not only get focused and start a program, not only does it change their bodies, but it really changes their minds. And I'm thinking once the mind changes, everything else is easy to follow from there. And it's amazing how you start attracting those things that you really, really want in life. So just like we were talking about The Secret earlier, so when people start paying attention to The Secret, you notice that it came after, you had to start taking some action? And that's exactly what happens from the story you told about your client. Once she had a mindset about what she wanted to be and she started taking action, then all of the things came into play. And so, that's just excellent. So, Scott T., I know you have another story for me, brother.

Fit B: We could do a full day call on a lot of stories. It's a lot of fun and I love it. I love it because the success stories I get on a daily basis are these lengthy letters from people, just sharing it's not just, "Oh wow Scott, I lost X amount of weight in X amount of time. Thank you. This is so awesome of your program." It's like these letters about how it's impacted their entire life. And it's almost like the focus is not so much on the weight loss, even though the weight loss occurred and took place, it's like that pales in comparison to the successes that have happened throughout their entire life. And that's when you stop focusing just on the weight loss, and focus on the other areas of your life, it's going to, by living an active, healthy lifestyle and by consuming nutritious, natural foods, it's going to be so much better. It's so much easier to stick with it than when you're just obsessed with the numbers and the fat loss.

So success stories that I love are ones like one of my Unstoppable Fat Loss members. Within the first week of following the program and in the support community, he just became completely inspired. He had bought a bike five years ago and never actually rode it. It was sitting in his garage. And he lived a pretty sedentary life style. He was in the IT technical department, and so he sits at a computer for extended hours of the day. We're talking over 12-hour days in front of the computer and he really let his health deteriorate during this time and was not living an active lifestyle at all. So he actually pulled his bike out of the garage, brought it to the shop and got it fixed up, like tuned up and everything. That was one of the first action steps that he took was just pulling it out. I mean, it's as simple as that. That gets the momentum going and within that week he was actually riding his bike to work, which was just absolutely outstanding to make that transition in such a short period of time. And he's still doing that.

Another big thing for him was he always thought that walking up, I forgot how many flights of stairs it is? It might actually be 21 flights of stairs in his office building, it could be 16. I'll have to figure it out. But it's a lot of flights of stairs he had to walk, and it would just kill him to do it. He would always take the elevator and within the first week,

he said, "That's it. I am going to conquer the steps". And the first day all he did was walk up. So on his way to work, he took the flight of stairs up. That was his first step. The next day, he did it again and then the following week, he went up and down the flights. Instead of just going up, he came down as well. And then it became every time during the day, if he had to go to a different floor, he was just using the stairs. See, that's a big deal. That completely changed his lifestyle. And actually, he celebrates it. When he gets to the top of the stairs, he congratulates himself because it was such a challenge for himself to do it in the past. So he has experienced numerous victories and he's been following, we're in our Unstoppable Fat Loss 21 day challenge right now. And he's had countless successes.

Another great success story would be Isabel who at the end of 21 days, not only did she completely transform her mindset and motivation but she used to come home at the end of the day just dreading being with the family, not wanting to talk to them, just wanting to close up in her shell, just really down on herself, just kind of negative. And it just opened up a whole new life perspective where now she comes home full of excitement, zest for life, wanting to share her day with her family, wanting to share how much her health has impacted her. And after her first 21 day challenge she quit smoking at the same time, for a lot of people associate quitting smoking with weight gaining. She is not letting that happen at all. She is just doing everything in her power to live the best life that she can live for herself, just being the best that she can be.

And another story that I love to share from one of my personal training clients who implemented my mindset strategies, was one that she ordered lingerie out of the Victoria's Secret catalog that was a size smaller, or a few sizes smaller than what she was currently at, and where she wanted to be in four weeks, in eight weeks, in twelve weeks. So she bought different sizes for each phase during that time. And she hung it on her bedroom door. And so that the last thing that she saw before she went to bed and the first thing that she saw in the morning. And she had struggled to lose. All she needed to lose was these last ten to fifteen pounds that, you hear so often from people "I just can't get rid of these last ten to fifteen pounds." Well, it was decades that she was trying to get rid of that last ten to fifteen pounds. And just that one, simple strategy, because it motivated the heck out her to want to fit in that lingerie and to feel sexy in it and feel confident in the bedroom with her husband. It brought their relationship closer and it made her feel good about herself. And it's one of my favorite strategies that I always suggest women do whether it's get a smaller pair of jeans and hanging up visibly where you can see it throughout the day, or lingerie or a bathing suit or something along that line. It's been a fantastic technique.

Sincere: Excellent, man. That's really good and I am noticing that just these small steps that your clients, and both of you guys mentioned in your studies, just these small steps have really motivated them to take things to the next level, and to the next step, and to the next step. They really have constant motivation. So, I have to ask you guys, what's more important, motivation or inspiration?. So, Scott C, what do you think?

Scott: Motivation or inspiration? That's a great question. I don't know which one is more important. Obviously, I get inspired when I hear about people doing great things and it

makes me want to go out and follow suit sometimes. But, you know, that probably isn't enough. Just depending on what it is, it may not be enough to, you might hear of a success story but maybe your excitement wanes a little bit after the initial hearing of it and being excited, like, "I would love to do that. I want to follow suit." And then you're excited for the first moments in time, a few days, and then the story gets in the back of your mind. You don't think about it anymore and you forget about it. So I think inspiration is something that's good for temporary motivation.

An inspirational story can get you motivated for an instant in time, but I think you need to put into action a lot of these things that Scott and I are talking about, to stay motivated long term. You know, creating the support system, knowing exactly why you want, you know we haven't really talked too much about that, but determining why you want to do something.

So let me give you an example, I've talked about this story before, Rick and Dick Hoyt were a father/son and Rick was born with cerebral palsy, and he was confined to a wheelchair. The doctor said, "Look this guy is going to be a vegetable all his life, he can basically give up." And Dick, his dad, said he didn't want to have anything to do with that. So he wanted to give Rick, his son, as normal a life as possible. So one day, when Rick was older, he was able to communicate via like a computer synthesizer there, but he was confined to a wheelchair, and they saw that there was going to be a 5K for a charity in their neighborhood for another kid that, that needed some support. So Rick, the son, said, "We got to do this race somehow." So his dad who was extremely out of shape said, "All right, I'm going to give my son this experience." And he had never run a 5K before, but he pushed his son in his wheelchair all the way during the 5K race.

Sincere: Wow.

Scott: And Dick was overweight, he had never run a 5K, but through wanting to give his son as best a life as possible, he did it for him. And Rick said, you know, during the time he was being pushed during the 5K he didn't feel like he had a disability. And so from that moment on, Dick decided, "Hey I'm going to give my son that feeling as much as possible, during the rest of my life." So they started participating in a lot of 5Ks, triathlons, even Iron Mans, running marathons, and Dick was doing it all for his son. And through that process Dick became in great shape himself, he lost a lot of weight. So he was doing that for his son. So he found what motivated him.

So you've got to find out what you value in life. And from there, what you value in life, you've got to find what you want and attach that value to what you want. And then peel the layers so you can understand why exactly you want it. So hearing that story of Dick and Rick will inspire somebody for a moment in time to, God, this brought tears to my eyes, because there's videos of it on the Internet, can bring a tear to your eye. It can inspire you, like, "Hey I'm going to do this. I'm going to go out and run a 5K next weekend." But, until you sit down and find what you value, and it could be similar, it could be something in your family that you value, and then peel the layers of the onion to figure out why that's important to you, and get to the core of it, that's where you're going

to get into more long term motivation. So I hope that makes sense, the story can inspire you, but you need to do some more internal thinking and figuring out your own personal values and beliefs to get more long-term motivation.

Sincere: Excellent points you bring up right there. Scotty T, what do you think, what do you want to add to that?

Fit B: I come from a bit of a different perspective on this. I guess we shouldn't allow the words to confuse us, because they're both great, and I think, just not having an understanding of what inspiration and motivations is and seeing that it means different things to different people, as Scott has said, inspiration to him is finding these stories and it will give him that the temporary motivation. So I guess it's how you interpret these words that is really going to determine what's more important to you over the other. To me, hearing stories like that is motivation, that's external forces, whether it's reading a magazine, whether it's hearing one of these success stories that we just talked about on this call, whether it's watching "The Biggest Loser" on TV, if you see something like that, to me that's motivation, that's something external outside of you that gives you that temporary boost that puts that thought in your head that, wow I'd better, I'd better take some action to do something.

To me, personally, what the word "inspiration" means, is it's something that's more internal. I will take that motivation, like the Dick and Rick Hoyt story, which really has motivated me, to dig deep and find the personal inspiration that will lead to long term success for me. So I see it was a father/son story, that this father was willing to do whatever he could to let his son live in that moment of greatness, as often as he could possibly allow it to happen. And, so I think to myself, "OK that motivated me, but to inspire myself to continue this on a daily basis, I've got to find that same thing that drove Dick and Rick Hoyt, Dick Hoyt to do that for his son, and that is, I want to live in optimal health myself, so I can be the best father that I can for my children, so that I can be supportive. I mean, my business revolves around fitness and health and me being in optimal health and being a role model for others, so I've got to take care of myself so I can support my family.

And also, the deep inspiration for me is having a huge impact on the world, it's my mission in life to reverse the obesity trend. And I want to do it by 2015, I mean this inspires the heck out of me. When I see young children walking around right now, who are already 30, 40, 50 pounds overweight, it hurts me, and at the same time it inspires me to come up with whatever, I'm willing to do whatever it takes to ensure that these children and that everyone around lives in optimal health and lives the life that they deserve because I see the young kids, and I feel like they're being robbed of the life that they deserve, so it's my mission to do something about that. That inspires the heck out of me and makes me want to push forward to be the best that I can be as a role model, and as a leader in this industry.

Sincere: That is excellent, man. And definitely, I can hear the passion in your voice, and I know that you mean every word of that. That's excellent. Well, guys, we're...man time

flies by on these calls. It's like, where does it go? Once we get going, man, it's just so much, you know, so little time. But definitely we have to get like some more calls together, and we could really go in depth about this. So we have like about, like just a few more minutes left, so before we leave, I want to ask you guys, starting with Scott Colby, what are your top three tips to creating a success mindset?

Scott: Top three tips for creating a success mindset...well, like, basically kind of taking from what we've talked about already, I'm a big believer in finding what you value in life, and thinking about why you want certain things. So one of the things that I have my clients do is actually create their, write down their perfect day, three years from now. So we've mentioned, both Scott and I have mentioned, case studies of people who not only lost weight, but they changed other aspects of their life. And so I'm a big believer of writing down your perfect day three years from now, from when you wake up to when you go to bed. And write down exactly who you're with, what you're doing, what you're seeing, and in as specific detail as possible, write it as if it's already happening, or as if it's already happened, it's in the present tense, not like "I will", you know "I will wake up in the mountains", but say, "I'm waking up 8 am, there's a breeze through the window", and be specific as possible, and define exactly what you want. So in all areas of your life: your relationships, your career or business, your health, your emotional state of mind, your spiritual state of mind, write this all down, your perfect day three years from now. That will get you to think big, not to see short term, you know, "I want to lose ten pounds by Thanksgiving" type of goal.

And then, you know, really just the support, we didn't really talk about it, but to sustain long-term motivation, I just want to end my part by saying I'm a huge believer in, in Master Mind groups for having a group of people of about four or five, that you can meet with, either in person or over the phone on a regular basis, and that's how I find people stay motivated and inspired, for a long, long time. Like Scott T. mentioned, this is a journey, so it's not something that you're going to be doing on the short term. This is something you're going to be doing for the rest of your life. For example in my business, Scott and I are part of a Master Mind group, where we get on the phone every week for an hour and we help each other with our businesses. That has helped me stay focused, and create new product, and just take my business to a new level. And I talked to Scott on the phone for two years with him before I even met him in person. But it was like, you know, he became a great friend of mine. And I've put people in Master Mind teams for their health and fitness, and they've been going at it for a year and they've changed lives for people, they've helped each other. And just by meeting on a regular basis, that helps you stay on track. So I would encourage people to find a support group, a small support group where you can meet on a regular basis. And this journey will be amazing for you.

Sincere: OK, indeed. Scott T, your top three tips?

Fit B: All right, man. I'll start off with dreaming big! Don't be afraid to set a huge, outrageous goal. And if it scares you a bit, if you have a little bit of fear of setting that goal, it's a good thing. Too many people set lofty, weak little goals, to just lose weight. "I just want to lose weight, I just want to lose ten lbs." And that does not excite enough

people. You got to, you've got to dream huge. Where do you really want to bring this? If you could do it, where would you actually want to be from here? And it's going to mean different things to different people. And it's always exciting to me when I see people step outside of their comfort zone and set a big, huge, monstrous goal, whether it's to have a body that's worthy of stepping on stage for a female fitness competition, even though they don't want to get on stage, they might want to have that physique. Or it might be just looking absolutely stunning for a beach vacation. Or something along that line where it's just huge. Even though you've never achieved that goal in the past I want you to dream big, and it's OK to be a little bit scared at first. But you should be just as excited, or more excited, way more excited, to achieve that goal than you are scared of it. So dream big is my number one tip.

The next thing would be, do not let anything get in your way of achieving this goal. And that's not to say that you're not going to experience setbacks, there's not going to be some challenges and obstacles that are going to be in the way, because there certainly will be. You will experience minor little setbacks. But do not let it stop you from achieving your goal. And like we've mentioned a few times here, it is a journey and when you keep plugging away and you learn from these setbacks and challenges, it will propel you forward much faster than if you weren't facing those challenges. And the bigger the goals that you set the more challenges that you're going to face, and you will learn a lot more from them. And a lot of this all deals with stepping outside of your comfort zone, pushing yourself harder than you were willing to push yourself before. Doing whatever it takes to get around, over, under or blast right through those obstacles that you're faced with.

And the last tip would just be to demand more from yourself, and just be the best you that you can possibly be. You don't have to aim for cover model physique here. But I want you to be the best you that you can be. So how can you improve your business, your career, your relationships, your time with your family? And what it all comes down to when you place your health as your number one priority, and you take care of yourself, everything else in life it has that ripple effect and becomes so much more, so much better, so much more charmed. And your life becomes so much more blessed when you place your health as your number one value and priority.

Sincere: Excellent. Man, that was a great way to wrap up this call. You got me pumped up! Got me all fired up and ready to go pick my daughter up from school. That's the reason why I'm trying to be the best me I can be. So, you definitely got me goin' bro. So OK guys, thank you so much for being here today, sharing your wealth and knowledge and giving us these great tips for creating a successful mind state.

And Scott Colby, can you please tell everyone how you can be reached, and where the people can find out more information about you?

Scott: Yeah, thanks Sincere, thanks again for putting this together. And thanks to the audience for listening. You can direct them to my blog, if you want to check out my blog at the www.theabsexpert.com. That's www.theabsexpert.com.

Sincere: Excellent. And Scott Tousignant, what about you sir? How can we out more information about you?

Fit B: Absolutely! I deliver a lot of great, free information and content on my blog as well. At www.unstoppablefatloss.com lots of videos, audios, and we have a lot of fun there. So, www.unstoppablefatloss.com . I look forward to seeing everyone there.

Sincere: Excellent. Again, thank you fellas for joining me today, and for sharing your knowledge with us and contributing to this great cause. As well as thanks to each and every one of you who have donated, and who are actually listening to this call whether it be live on the phone, the webinar, or during the replay. Thank you so much, every contribution that you give reaches so many needy families here in the Houston/Galveston area who have been affected by the remnants of Hurricane Ike. Thank you so much. We're going to take about a five minute break, before we go to our final call of the day. So just take a moment to stretch, as I said earlier, grab a snack, grab a beverage, and make sure you come right back here. Go back to your thank you page, or your email and you will have the link for the next call. For call number six with Virgil Aponte and Kyle Battis. So stay tuned and we'll see you in a few. Thanks guys, have a great afternoon.

Scott: Thanks Sincere, thanks Scott.

Fit B: Thanks Sincere, thanks Scott.



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