

Unstoppablefatloss JonBenson

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Scott Tousignant: Hello, and welcome to another edition of Unstoppable Fat Loss. This is Scott Tousignant here, and today I have an incredible, information-packed interview with my role model, Jon Benson.

Jon is the author of "[Fit Over Forty](#)," which covers an important topic that we're going to be discussing today, and that is role modeling. Jon is also the creator of the powerful program "[MPower](#)" series, and he's got the "[MPower Inner Circle](#)," as well.

Jon is just a master at teaching life-changing information, and the great thing is that he know how to teach it so it sticks and you really learn the stuff. I love his analogies, and everything he's taught me is in my head right now, and it makes it simple to apply it every single day.

And that's what really gets me excited about today's call. Because I know that as soon as this interview ends, you're going to walk away from it with some incredible tools that you can immediately implement into your life to help you live the unstoppable lifestyle.

So, with that little, brief introduction, Jon, I want to welcome you to the call, buddy.

Jon Benson: Thanks, Scott. It's great to be here.

Scott: Excellent, excellent. Well, we're going to start off kind of getting into your life story, because you've had your ups and downs. I mean, in your 30s, you were obese. Your doctor was pretty much telling you some pretty scary information. So, you've gone from that point to the point where, right now, you're actually getting pretty close to peaking fitness-wise. On the cover of your book, "[Fit Over Forty](#)," you were looking pretty damn ripped at that point as well.

So, you've gone to this almost cover model type body, from someone who was very obese. And some of the people seeing the pictures on your website, it's quite a difference. So, what's your journey been like? Tell us a bit about your story and how it's gone for you.

Jon: Well, I appreciate the kind words, Scott. I want to start by saying that anyone listening to this that's embarking on their own journey, I'll tell you flat-out that it's not going to be a smooth ride. And that's OK. You have to be all right with that.

It's going to be a ride where you're learning and you're adapting, very much like an airplane constantly changing course. That's what airplanes do. You have to constantly change the course, otherwise you wind up going someplace you're not intending to go. And you have to be OK with that.

So, let me start right off the bat by saying that my journey was from smooth. I had some major "aha" light bulb moments, and we can talk about that. But I was kind of a sickly child. I struggled with the rolls of fat while being skinny at the same time. Going through high school -- which was a real drag, because I didn't know what was going on there -- and little did I know that my hormones were kind of on a way downhill. We still don't know exactly why, but the theory is that I had some sort of pituitary damage in my 20s.

But in my 20s, I did start noticing some severe hormonal declines, but I basically self-diagnosed. I went to the endocrinologist and said, "I think I'm having some problems with testosterone levels or something." And he's looking at me like I'm insane. I'm 27. I looked relatively muscular, although at the time I wasn't that fit. But to him, a very, very small guy, I looked big.

And he said, "Well, you're big and you don't have sexual problems and you don't have hair issues, so how on earth do you think that?" And I just asked him to run the tests, and sure enough he did. And they came back just dismal. I had the testosterone levels of a 90-year-old. He ran them three different times.

So he, out of curiosity, said, "Well, I need to go and test the rest of your hormone panels," and all the pituitary hormones were just whacked out. The thyroid, the growth hormone levels, everything. And that's not normal. OK?

Scott: Right.

Jon: Not normal. It would definitely explain going through depression and going through issues with weight and all that kind of stuff. But I'm going to parenthetically say this: I'll be interrupting myself a lot, so you don't have to, Scott.

The one thing that you guys and gals listening to me right now, if you take away anything that I say today, realize this: even under hormone treatment -- which I had to undergo and I've had to undergo since I was 27 and I was obese in my 30s -- to say this isn't a magic pill is an understatement. A lot of people out there are pushing HRT, or natural hormone replacement therapy, which is what I'm doing, as some sort of a panacea, some sort of magic button, a magic pill that you can take, and all of a sudden, "Once you get your thyroid regulated, you are going to drop that body weight." Well, that's not true.

Scott: Right.

Jon: I got my thyroid regulated and I was obese. So it still comes down to some lifestyle issues and some mind issues that we'll cover, and that has to come before the body. At any rate, once I got that under control, I started feeling better. I started feeling like doing something about it. That's why I highly recommend that everybody do get a hormone panel done. Because a lot of people don't feel like doing anything fitness-related, or don't feel like taking care of themselves, and they are depressed and they don't know why. A lot of doctors put you on anti-depressants, and before they run your thyroid levels. And low thyroid has been known to cause depression, and in fact is probably the most common cause of depression.

With all that said, I went through metabolic hell and back. And that, all through the twenties and thirties, the hormonal issues to panic attacks to all kind of crazy stuff. Obviously becoming obese, that was lots of fun, let me tell you.

And no energy, fatigue, onward and so forth. There was a lot of other things. My cholesterol levels went up to 500 at one point, which is...

Scott: Wow.

Jon: It was absurd, absurd. It was almost comical. So they figured I had what's called familial hyperlipidemia, high cholesterol. It runs in your family, which is where your cholesterol levels are high. That's probably true, but no one in my immediate family had that issue, so we're not sure. But, triglycerides were at one time were 4000, the normal is 100. So really wacked out lipid levels and blood levels. So I had a lot of things to overcome, a high blood pressure, 200/100. So, just crazy stuff.

As a young man, this was really kind of devastating. It wasn't just that you had the physical issues like obesity and depression. It was the fact that you were told you were a walking time bomb and you could die by the time you were 40, and all this kind of stuff. It was just really difficult to deal with.

Scott: Mm-hmm.

Jon: Scott, that didn't change, and I'm sure you will get into this topic, until one thing happened. One thing was the catalyst for all of this changing. It was the one thing that became, the one big thing that I teach the most in "M-Power", and "Fit Over Forty", and the other books that I've written and when I counsel people one on one.

I had to have something that was much larger than myself as a goal and a vision. Otherwise it was going to be -- my mind just wouldn't latch onto the traditional, "You really should be healthier, Jon", "You really should lose weight because you'll feel

better," "You really should..." do all this kind of stuff. Well, that wasn't inspiring to me. It's like the guy or girl that you see go through high school and they fail mathematics or something and they become some Nobel prize-winning mathematician because they were just bored, you know.

Well, that's the way I look at goals, that's what we're going to talk about here in a minute. But that's the way most people set goals. Their mind is far superior to their goal, and their mind is bored, so they're just not motivated to do it.

It was an "aha" moment that occurred, unfortunately for me, 118 feet under water, when I had a panic attack. That's not a lot of fun. But I swore to myself, if I got to the surface alive, and anyone out there that knows anything about scuba diving will know that 118 feet, being down for 28 minutes, you can't go straight up. And when you have a panic attack the first inclination is to dart for the surface, or dart for the door if you are inside a building.

And it took every bit of my years and years of training as a dive-master to actually not do that, and survive that outing. But when I got to the surface, I had an "aha" moment that I needed something much larger than myself, to motivate, to change, to have a catalyst happen. Two to three things fell into line almost immediately, which we can talk about that. But that leads into what I think you want to talk about, which you asked me a question, about people being held back.

Scott: Yes, yes. What's holding people back, yes. Because it sounds to me, a lot of people, they know it, they say it, just like you said: "I want to be in better shape...I should be healthier..." and all that. It just isn't enough, and even following the right eating program and the right workout program just doesn't seem to be enough, and they're bored with it. People aren't having fun with their workouts, to begin with.

What are the other types of things that you see really holding people back from achieving their dream body?

Jon: Well, you know I don't have this written down. I took a few notes when you sent me some questions and you and I talked about this, but it just dawned on me. I tell about this in M-Power, and I call it "the law of certainty." Confusion is probably the biggest factor in what holds people back.

Goodness knows, that in this world that we live in and the media that we have, there is a plethora of information out there and it's mostly confusing. Doctors are confused. You've got one doctor in the high-fat camp; you've got one doctor in low-fat camp. You've got one guy saying, "Oh, it's all about calories," and you've got another guy saying -- the

truth, by the way -- [laughter] saying, "Calories, it's a lot more than calories." Calories in, calories out doesn't work!

Scott: Right.

Jon: There was an interesting study that was done, where they did nothing but change the source of calories. This was done with 24 people, it I remember correctly. All they did, with the same amount of calories, was just change the percentage of protein to carbohydrate. When they increased the protein and decreased the carbohydrate that group dropped a lot more body fat. So, it's more than just calories. If it were calories in, calories out, it wouldn't have mattered.

Scott: Right. Yes, I see...

Jon: There's stuff going on there, but it's even more than food is what I'm saying. It's much more than food. It's everyone listening to me already knows pretty much what to do. Now, they might not know specifically, in other words that's the confusion. They don't know specifically what to do, and that's what we do at M-Power.

We say we're going to give people specifically what to do, a one on one plan that we have actually developed by hand, from people who have been where you are. Most of our trainers have either been obese, or sick, or both, and they understand -- they've been there. We can say, "OK, this is pretty much what works," and it's the real world method of what works, and then tweak it.

So, that gives you certainty. But even then, even when you have the certainty, you'll read over the stuff and go: "Well, it's pretty much common sense. I pretty much know it. I didn't know to do that, but most of it's common sense."

Knowledge is not the problem Scott. Knowledge has never been the problem. Knowledge is not power. The application of knowledge is power. This is what I say at M-Power: the inspired application of knowledge is genius.

Scott: Ah, yes.

Jon: And this is the catalyst that we want to go for. Everyone out there has the potentiality for genius. I'm not talking about an IQ over 140 -- a Mensa proctor. I'm talking about genius within your own frame of reference, meaning that you can do something that exceeds your own expectations, exceeds your own concept of who and what you can become. In that sense, you're acting in the whole realm of genius, and that's what I call "inspired action." There's a big difference between that and what most people do.

So, if I had to say other than certainty, what's holding someone back from achieving their

dream body, it starts with small goals and small vision. Now, most people will tell you: "Oh, set up small goals. That's a good thing."

That's a lousy thing Scott! That's a really lousy thing, especially for someone relatively intelligent. The people out there listening to you and I talk right now, most of people out there are intelligent. I think the "small goal, baby step" mentality toward this stuff is what holds people back.

Now, I'm all for baby steps when it comes to just changing a few things in your food plan, etc., but that's not your goal. Your goal isn't to change something in your food plan; your goal is much larger. Your goal is a vision of what you want your destiny to be, what you want your life to be, what you want your legacy to be. This is a lot larger than dropping 20 pounds for your high school reunion. If anyone out there listening to me right now says, "My destiny. On my tombstone, I want my epitaph to read: That guy lost 20 pounds for his high school reunion." [laughter] I'll tell you, what a guy!"

If that's your goal, just log off this call right now because you're not going to get anything out of the rest of it! I think most people out there want something far, far, far greater, and that is what's holding you back.

Scott: Hmm.

Jon: You must adopt the largest vision possible, for you life. And the way that you do that, is by starting, and we talk about this in M-Powerment, starting with your core values. What already exists within each and every one of us. It's already far larger, than you are. Everyone out there listening to me has this. For example, everyone out there listening to me right now, probably values love and family and faith and freedom and these things far more than you value yourself.

Scott: Mm-hmm.

Jon: Most people would die for those things.

Scott: Yeah, right.

Jon: OK, on some level you have something you would live and die for. Those are your core values. Now, what if you could take those core values, that already exist, and link them, through what I call core leveraging, to any goal you want. And all of that, quote unquote, dropping 120 pounds of fat became I'm going to increase my freedom, in my life, by doing something else. And that became a mechanism, a catalyst for doing nothing but increasing what you already possess. Then it becomes something much more enjoyable. It becomes something, what I call a... it becomes actually a state of becoming.

Scott: OK.

Jon: It's inspiration over will power. Once you develop that larger vision, you become inspired. Inspiration is much stronger than will power. Will power is short term. Will power is the crack cocaine of mental stability, man. I mean, will power is great, don't get me wrong, everybody needs a little bit of will power. But, you know what, it's not the long-term thing. Inspiration, I'm talking about ongoing inspiration, not an inspired moment where you do something, but ongoing inspiration is the real deal. Let me give an example, if I can Scott, and I'm rambling on and on here...

Scott: Sure.

Jon: ...so feel free to stop me, but this is a passionate subject for me. How inspired, think about this, how much will power did it take you to get up and take a shower in the morning?

Scott: Nah, automatic.

Jon: Probably not a heck of a lot of will power, unless you got a problem showering. Or how about when you're hungry to eat? Now, what these are, these are pools that our body is naturally pulling us towards. They feel inspired. And the hungrier you get the more inspired you are to get food. And let me tell you what I mean by inspiration. When you're really hungry, you're going to get really creative on what you can eat. I mean, if you're really hungry and you're stuck at home, and you've got nothing but vegetables in the refrigerator, you'll figure out a way to eat that stuff and satisfy your appetite, because the hunger is the inspiring drive.

What if you could do the same thing about your workouts? The same thing about eating exactly what you need to do to achieve the body you want. That is totally possible, if everyone listened to me right now. All it takes is understanding what your core levers and your core values are, leveraging them to the point to where they become so large that you are just automatically inspired. I mean, I've got clients that they don't believe this like, once they actually believe, I mean, they actually believe. It's not that they're believing a lie, they're actually believing the truth. That their workouts and their body fat levels, are directly tied to the happiness of their children.

Scott: Wow.

Jon: And you want to know why? They are.

Scott: Wow.

Jon: They are because unless you want, if you guys have children and girls have children, listening to me right now, unless you want your kids to grow up, cut 15 years off the life of their parents and have abysmally low energy levels even when you are around. Or take care of you, way before your time. When they themselves are adults. You see how all this is tied together?

Scott: Mm-hmm.

Jon: Oh, now I don't want to become a guilt trip. It can become an enjoyable thing. I just want to get my kids the most energetic parent that they can possibly want.

Scott: Right.

Jon: So all of a sudden, dropping the body weight, or what I call shedding body fat, becomes, "Wow, I'm really giving this gift to my child."

Scott: Mm-hmm.

Jon: Now, which is larger? Giving a gift to your child by going to the gym? Or, going to the gym to get ready for your high school reunion?

Scott: Oh, yeah. It's not even comparable.

Jon: There's no comparison. But once you realize that that's the truth, it's not some sort of pump you up motivation, Zig Ziglar kind of nonsense. This is real. Now I'm not calling Zig Ziglar nonsense, but part of the thinking to me is sort of nonsense. Truthful thinking, I'm actually writing a book called truthful thinking, truthful thinking is where it's at. Because this is the absolute truth. It is absolutely true that your children's well being depends on you. And the more fit you become, the more you can give them. So this is just a small fraction of what I'm talking about. When that happens, yeah, nothing holds you back.

Scott: Right.

Jon: And the last thing that I would say that holds people back, the people that are held back refuse to admit and acknowledge the power of intention and decision.

Let me clarify that. When you truly decide something, you sever all possibility of the alternative. You must honor that ability to make a decision; you must honor the power that comes within that. Once you make a decision, and make what I call an "intention." You declare an intention to the universe, to God, to your family, to whomever you want -- to claim. You declare an intention, a direction that you're going to go at the cost of whatever -- the ethical cost of anything. All of that, if supported, highly, highly increases efficiency by adopting and empowering your core values.

So, that would be a small goal. Pursuing rather than becoming is what I call that. You need to become something --and I want to touch base on that before we move on -- and then refusing the power of intention and decision.

Scott, I think you asked me once what successful people are doing that others aren't?

Scott: Right.

Jon: One of the things that they do is they become; they don't participate. Successful people become. Donald Trump doesn't participate in real estate. Donald Trump came real estate. He became a mogul; he became completely absorbed in it. It is his identity. It is an identity.

Now, if you take a look at truly successful people, people who are very balanced, they become what they pursue. They don't just pursue something. They don't dabble; they master. And that is key when it comes down to fitness, because fitness is something that each one of us must become in order to achieve and maintain, almost effortlessly, for the rest of your life.

If you dabble in it, believe you me, anything and everything will get in the way. I'm talking about anything, from your favorite television show came on tonight so you couldn't workout. If you became that part of your identity was that when you meet people; "Hi, I'm Bob, and I'm attorney and I'm a fitness enthusiastic," and you just introduced yourself like that, you'd feel rather funny if you blew off your workout for four days in a row because E.R. was on. It doesn't make a lot of sense. Would you blow off the going into the office if E.R. was on? [laughter] No. So, become it. Make a decision. And guess what, you don't have to do this professionally; you just make a decision.

I made a decision in my 20s, and it took me until my 30s, when all the stuff really happened. When the decision was made, I decided to become a bodybuilder. Oh my gosh, a dirty word! I just said it: bodybuilder. I'll say it again: bodybuilder. Everyone get over it!

A bodybuilder is someone who wants to increase muscle mass and decrease body fat. I don't care if it's a pound or 100 pounds. If you want to shed one pound of fat and gain one pound of muscle, congratulations, you're officially a bodybuilder!

Now, I'm going to tell you flat out, most people cringe when they think of this because they think of 300-pound bloated steroid monsters. Those aren't body builders; those are circus freaks. Bodybuilders are people that are into the gym scene as efficiently as they want to be. In other words, I'm only in the gym three days a week. I don't want to spend my life in a gym. But my goal, when I go there, is to increase my lean muscle mass because I know that burns calories. Decrease my body fat by nutrition and through training, and in so doing sculpt the body of my dreams. That's a bodybuilder.

But the vision of the word "bodybuilder" is a lot larger and a lot more dynamic than saying, "I want to go catch a workout." You catch a cold; you don't catch a workout. I'm

not into catching workouts; I'm into bodybuilding, I'm into training. I don't even mention it as "workouts," I think of it as training. I'm training my body to respond specifically to how I eat and how I think. And in so doing, at 43, my body is younger, in every sense of the word, than it was at 33, or 20.

So, that's one of the big things that successful people do that other people do not do. Another thing they do, Scott, is they adopt role models. Now, I know that you and I have talked at length about this.

Scott: Oh definitely. And it's been covered on every interview we've done so far. The importance of role modeling is huge.

Jon: Yes. And I'd like to say that I kind of laid the groundwork for that with "Fit Over Forty."

Scott: Yes.

Jon: It was the first fitness book ever that was solely based on role modeling, 52 different people ages 40 to 80. Telling my stories, to be honest, is somewhat boring after 50 or 100 pages. [laughs] And I know that. I wasn't arrogant enough to believe that I deserved an entire book.

I figured with these 52 people I know, these are amazing stories. We're talking about people who shed over 100 pounds of fat, transformed their body at age 50, a grandmother at age 60. We're talking some amazing stuff here.

Scott: Yep.

Jon: A guy in a wheelchair lost his ability to move and ended up taking his wheelchair across the whole United States. Amazing stuff here that you can do at any age. So once you see that, whether it's in print or in person or both - that's what I prefer - certainty is instilled automatically.

You don't have to guess if you can do it unless they're a mutant from the planet Xenon, which they're not. [laughs] You can do the same thing they did.

Let's say there's someone listening now that's a 46 year old female who's 50 pounds overweight. If you found a 46 year old female that was somewhat genetically similar to you that was at one time 50 pounds overweight that's now lean and healthy, doesn't that slightly encourage you in the matter?

Scott: Right.

Jon: That you could say, "How did you do that? Let me pick your brain." All of a sudden you would get a lot of certainty.

If she told you the best thing to do is to not eat a lot of carbohydrates at night, you're going to take that as gold. You're going to take that as the gospel truth.

Scott: Right.

Jon: But if I tell somebody not to eat a lot of carbohydrates at night, it may not resonate with you as well even though I'm a fitness professional.

Scott: Right. But then they're also being surrounded by other women their age who are saying they should be overweight at this age. Get over it.

Jon: Oh yeah. I am continually amazed. It's probably because Scott, you and I are in a fitness culture that is really still a fringe kind of thing for most people. But it still amazes me when I'm around a group of people who say things like, "Well, I just turned 35, and your body just falls apart at 35."

They're looking at me, and they don't even know I'm 43. I guess they assume I'm under 35. I'm looking at them and saying, "What are you talking about?"

Scott: [laughs]

Jon: My body fell apart at 33 and it's perfectly together at 43. I say perfectly together - it's not perfect at all. But it's certainly far more together at 43 than it was at 33. And I plan to be far more together at 53 than at 43. The reason I know that is because I've got role models who are in their 50's who are more fit than I am.

Scott: Yes.

Jon: It's not a question of if it can be done. I know it can be done. It's absolute certainty.

One more thing on that subject. Successful people focus on progress. They do not focus on perfection. If you get one thing out of this audio, write this down. Inscribe it on your clothes if you have to. Write it on your mirror so that you see it everywhere. Perfection does not exist. You control nothing in life, but you can manage anything.

Scott: That's one of my favorite phrases from you, Jon, before you continue there. You can't control everything, but you can manage it. I've repeated that over and over again. I love that.

Jon: That's right. Control and management are two radically different things. Some people say, "I'm a control freak. I'm all about control." Oh, really? Talk about barking up the wrong tree. You can't control anything, literally, anything.

You could literally die in two seconds, and you have no control over that. None. A rock could fall from the sky. You have no control over this. You may think you have control, but you don't.

But you can manage anything. You can manage a rock falling from the sky by fortifying your roof. You can manage not dropping dead in two seconds by managing your health. And management is far more fun than control. Control is a real drag. Control is part of perfection, and perfection does not exist. It is a state that cannot be.

I love what Tony Robbins says, "Perfection is the lowest standard you could possibly set for yourself, because it's impossible to achieve." Saying that you're a perfectionist is literally kicking yourself in the butt. You might as well stop kicking yourself. There's no point in it.

But what you can do is you can choose excellence, I love the word excellence, you can choose mastery. All of that is far stronger than perfection because mastery and excellence is something everyone can achieve.

So successful people progress, and they document their progress. They write it down, they talk about it, they think about it. They don't go to the gym and walk away and leave it at the gym. The people who are really, really successful when it comes to dietary management, they write down what they eat sometimes. Now I don't write down what I eat all the time, but I do when I'm getting in top shape. You know, write it down.

Let me tell you something, everything you write down, I'm going to cover this in a minute, everything you write down becomes 60-100% stronger in your brain. Now that sounds like a really silly thing to say but it's true. The reason why, there are a lot of theories out there, but basically hand to eye you are actually creating a physical entity out of a mental thought, all that stuff becomes changeable, write this stuff down. People who write down lectures, when they listen to lectures, we already know they retain 62% more when they do. You know that's true, and it's true if you write stuff down, including what you're doing.

I will guarantee you, again I keep saying this, take one thing from this. By now you're going to have thirty-three things to take, you might well just take it all. But yeah, I dare anyone out there to write down everything they eat for a week, and then come back to me and say I have no idea what I'm doing wrong with my nutrition.

[laughter]

Write it down for just one week. Don't do it for the rest of your life, one week. I have no idea why I'm not gaining muscle in the gym? Did you write down your workouts? Do you know what you did last time? No. [laughter] OK, well there you go. I mean I know exactly how many reps I did last set. If I'm working with a trainer, if not I'll look it up. OK, I know I did nine reps at this weight, so I'm going to hit ten. I'm going to hit ten, and that's called progress. Not perfection, who needs perfection.

Scott: And celebrating all those little progressions along the way as well.

Jon: Oh yeah. Progress happens everyday. Technically you can celebrate everyday. The one thing I would advise you not to do is celebrate with alcohol and pizza everyday otherwise you'll be right back from where you started from. But occasionally alcohol and pizza is just fine.

Scott: Well, yeah that's a big thing, because so many people are focused on the total end result, if they're not there immediately they think they've failed. Or even if they've set a goal for themselves 12 weeks and they haven't reached it, they have, I can't believe I didn't reach it, and they get all bummed out. But like you said if they were documenting and writing it down they look back and not only would they see, well maybe you could have done this differently and this differently, but they would also see all the successes they've achieved along the way.

Jon: Yeah, and you know a good point that you just made. And aren't you glad that parents don't take that same mentality toward their children. Say learning to speak or to walk. Well you know everyone's kid learns to speak by month whatever, and he didn't so, forget it.

[laughter]

Scott: Right its sounds ridiculous.

Jon: You know, he hasn't walked by now, he's not going to. No, no you're going to hang in there as long as it takes. And the kid's going to walk and talk. You're going to go to the ends of the world if you have to, to make that happen. So realizing that persistence is part of this. But persistence in order to be happy has to be met with milestones, or rewards. I call them driving points. We'll talk about that here in a second.

So yes, there are times where you've got to put your head down. There are times where you feel like you're making no progress and you do it anyway. That's life, folks, that's life. Life's not going to change just because you adopt a stronger attitude. It's just going to get a heck of a lot better. So what I'm giving you is the heck of a lot better approach to the way that you live your life and you set your goals. It's not the perfect approach

because there is no such things, and its not going to change. Everything is not going to bend over and say OK well this endless stream of progression.

What I see right now though is that I progress in some form or fashion each and every week. And that means in the gym, in my understanding, in my mind set, in my nutrition, I learn something new, I write something new, I create something new. So, that's crucial, it's crucial to your long-term health. Long-term health is primarily based on purpose, by the way. A lot of studies have been done on this and the one thing they find that is similar in everyone who has lived to 100 is that they have a great sense of purpose. If you become something verses participating in it, you have a more purpose attached to it. It becomes far stronger. And in my opinion it will definitely elongate your life.

Scott: Right, and then everything you're doing has purpose. The eating well, each workout, each cardio session, whatever it is has purpose for your ultimate purpose as well.

Jon: Exactly. And then what's beautiful about that is you can share that purpose with so many other people. I don't know about you, but I've got friends, we're into this fitness thing obviously, we'll go out to dinner and they'll say, dude you know what I did today, I did 400 pound on the fill in the blank press, and I did eight reps man, eight reps. I'm like going, great what's for dinner?

[laughter]

Jon: OK, that's great, it's really great that you did that, what's your bigger purpose for that? Why did you do that? Guess what? They don't know. A lot of people don't know why they did that. So why are you dieting, quote unquote. You should never diet. You should just adopt a really strategic eating plan. But, why are you doing that? Well cause I want to feel better. Why do you want to feel better? That's not a dumb question.

Scott: Mm-hmm.

Jon: Once you figure out why you want to feel better, believe you me, that strategic eating plan will become a lot more simple, a lot more compelling. You'll be inspired to do it.

Scott: You can never ask yourself why enough.

Jon: Ever ask yourself why, we do that whole highway exercise an hour in M-Power Over Forty, it's very empowering for people. Once you strip all the reasons out of why you're doing something and you keep asking why, eventually you're going to come upon the real reason.

Scott: Mm-hmm.

Jon: And once you understand the real reason the world's your oyster when it comes down to getting what you want.

Scott: Yeah, that just brings me back to earlier when you were talking and you mention freedom. I got to tell you, I instantly, we were talking about dream body and stuff, and thinking about getting in great shape is exciting and stuff, but as soon as you said freedom about a million incredible things just went through my head and I felt awesome. Like in that moment I thought freedom, and I felt incredible, so I knew its way more than just achieving this body that I'm aiming for at this time.

Jon: It is and folks again I'll tell you straight up the way I feel about it. I am not a political correct guy, so I'm going to shoot from the hip, when I was fat, and I'm going to use the word fat, F-A-T, that not an acronym by the way. Technically speaking you can't be fat, I joke around with people about this, I can go both ways. I joke around and say technically when people call themselves fat, it's not technically true, because technically you cannot be an insentient molecule. I'm kind of joking around with people to get them to laugh.

But I used to work fat in the social sense. I was obese, I was clinically overweight, whatever you want to call it. I was in prison. I will strip all the veneer away from that. Man I was in a prison of my own making. And I made that prison out of a knife, a fork, and a spoon, and a bunch of food. And I ate for the same reason that all you people out there eat. I eat because I was emotionally distressed, I ate because I was afraid, I ate because I was hungry of course. And a lot of times I didn't eat that much food, I just ate all the wrong food. And I ate because, quite frankly, it was a great way to take myself out of the picture. I'm going to get pretty deep here for a moment. But a lot of people eat because they are in so much pain they would rather not live.

Scott: Mm-hmm.

Jon: That's the truth. So again it falls deep into those core values, and what you can link the deepest and most compelling reasons to live, to exist, to exist and thrive. Food becomes a tool, a bit of a crutch.

Scott: Right. You weren't trying to run away from the depression or anything. I got to do this because I have to stop being depressed and stop feeling this way. You were going toward something. Freedom was way more exciting than just thinking about getting out of prison.

Jon: Yeah it was freedom, exactly. And freedom is one of my largest core values. So once I understood that having a body they way I did was a prison, it was a prison sentence man. Not just from an energy perspective, but I didn't want to go out I didn't want to socialize, I was in prison, you know.

You'll see the jolly fat guys out there. God bless 'em. If you're jolly and you're fat, God bless you. I love you. But guess what, under most people that are jolly is a lot of pain.

And they would much rather be happy and have a lean, energetic physique--not based on narcissism, not based on, "I want to look great for the opposite sex," or whatever--but because they just want to feel great about when they put on their jeans, they want to feel great when they go out, and they don't have to feel like they're lugging around 50 extra pounds all day long.

Look, if you really want to know what I'm talking about, do me a favor. Go to a gym, pick up a 50-pound dumbbell, put it in a knapsack and lug it around for the entire day, and see how you feel at the end of the day. Now, I'm a pretty strong guy, and let me tell you: that would wear me out.

Scott: Yeah.

Jon: Well, folks, I was carrying around 70 pounds, and there are people out there carrying around 170 and 270. How do you think that makes your body feel? You just become adept to it over time, very much like the Greek mythology where the dude was carrying the calf, the calf became a cow, and he just became adept to it over time.

Well, guess what: your body eventually wears out. Your energy levels drain. It takes your mindset with it. I'm telling you, this is a prison, and it's a prison you need to be freed from. And once you understand the value of freedom, it makes it a lot easier.

Scott: Right, right. Now, we've talked about goals a little bit. It's been mentioned, writing things down and writing out your goals is a good goal-setting technique or a powerful tool that you can use. What kind of powerful techniques do you use to really help drive home the goals and ingrain them in you, and make you drive after them with all your might?

Jon: Let me start off by saying: I think goals suck.

Scott: [bursts with laughter] All right!

Jon: I do. It's funny. I'm the counter-cultural goal guy. I'm not a big fan. I think affirmations suck, I think goals suck, positive thinking sucks. There's a lot better way of doing it. But when I say that, does that mean that none of those have any use? No, of course not.

Goals, I call them driving points. And the reason I call them driving points is, a goal is very much like directions you would get off of Yahoo! Maps, where you're going, "OK. Go down to the end of the street and take a right at the stop sign."

Well, your first driving point is the stop sign. You've got to go from your place to the stop sign, so you could consider that a goal. But unless you have your destination in mind, is getting to the stop sign going to do anything for you?

Scott: Hmm. Right.

Jon: It's going to do nothing for you! You could care less about driving down to the freaking stop sign, unless you want to go someplace else. So goals are great, as long as the end result is what you're looking at, the end vision, which has to be so large and so compelling that you're going to drive through an infinite amount of stop signs to get there. You're not going to stop.

The only time you're going to stop is at the appropriate driving points, like a rest stop. You're going to stop at the stop sign. You're going to drive on. You're going to stop at the red light. You're going to turn right. Maybe you'll pull into fill-in-the-bank parking lot and you get a glass of water or something--that's fine. But it's all along the way to a destination that is much larger than you are.

Scott: Right.

Jon: And what's great about at least the way I look at it--I think this is great--is that the destination is always changing.

Scott: Yep.

Jon: It's not one destination. I don't have "a" destination. I may have "a" set driving point, saying, "I want to be five percent body fat and 190 pounds the next time I pee." That's a driving point. When I get there, that's not the end of the road...

Scott: That's right.

Jon: If that was the end of the road, that'd be a short trip.

Scott: Yeah. I've already heard you mention 53. You want to be in better shape at 53 than you are now, so you're always thinking ahead.

Jon: Absolutely, and it's a heck of a lot more fun. It's a heck of a lot more fun to think of it that way.

So first of all, think of goals like coffee. Or I joke around and say, "Think of goals as crack," [laughs] except don't do crack. It's something that you take that is like motivation. And that's another thing I think that sucks: motivation. Motivation is crack, man. It's going to get you going: "Boy, I'm motivated! I'm motivated!" That's great, but inspiration is the long-term fuel.

Scott: Right.

Jon: Inspiration is long-term motivation. Goals are great for the short term. I have a goal of getting in shape in two weeks because I'm going on vacation. That's great, as long as you realize your real destiny, your real mission. Use bigger words.

Scott: Yeah.

Jon: Folks, words are all at your disposal. Use words that actually mean something. Use words that really compel you. For me, destiny compels me. My destiny, my end-all, be-all result, the legacy that I want to leave behind for the people in my life is fill-in-the-blank.

And that has a lot to do with physicality. That doesn't mean that your destiny is that you want to be some famous bodybuilder. I think that would be a small destiny. I want that to be a part of a much larger destiny.

So, if you think of goals and you keep the destiny, the big picture, and the legacy in mind, they're fine. They're great. I want to be in better shape in two weeks, I want to drop this amount of body fat by this amount of time.

Just realize that these all have to fall under the point of your bigger picture. And again, I call that driving points. They're short term in the long term road maps.

So, the final thing that I wanted to say on goals is to really get back to core levers. That's covered in detail in MPower. The website is mpoweruccess.com. Scott will go over what we have to offer people. There are all sorts of MPower programs that we have, teaching you how to utilize and discover and empower your core values, your core levers. That's crucial.

When people talk about goal setting with me, that's where it's at. I'm going to say that, and if you do adopt goals, and you do want to get something done, that's OK. Just think of it as a driving point to a much larger goal.

Scott, may I take an analogy that's not physical? We'll take an analogy that's monetary. Because everyone loves money, right?

Scott: [laughs] Yeah.

Jon: Let's say that right now you make \$50,000 a year and your goal is to make \$100,000 a year. First of all, Scott, is that really your goal?

Scott: No.

Jon: No. That's not your goal at all. People say, "Yeah it is, that's my goal."

No it isn't. Why do you care how much money you make? "Because I want to take more vacations." Aha, then your real goal is to take more vacations.

So why do you want to make \$100,000. "Well, I want to live in a better home." So, your real goal is to live in a better home. What if you could get a better home and the vacations without the \$100,000 a year? Would you care? [laughs] Do you know what I'm saying?

Scott: Exactly. Right.

Jon: It's a means to an end. It's perfectly fine to have a means to an end. So you say, "I want \$100,000 because I value my freedom, and this will help me achieve more freedom. I can retire earlier." So, you link all this to a higher value.

What you want to do is, whatever your goal is - let's say it's to make \$100,000 a year and you make \$50,000 - write it down. The very first thing you want to do is write it down.

But I encourage you not just to write down, "Make \$100,000 a year." Write a glorified mission statement. "In order to achieve my freedom and the prosperity and the love for my family that I deserve to give them, I want to increase my salary from \$50,000 to \$100,000 by this date."

In other words, you're always writing down the reason why you're doing it, and it's a big reason. If you do that, I will guarantee that your goals will happen far faster and for more reliably.

Everyone knows the studies on goal setting. I think most people know the studies that were done on people who wrote down their goals.

Scott: Right.

Jon: One of the most famous ones looked at all the Harvard graduates. The people that had written goals, just 5% of the Harvard graduates, their combined wealth was greater than the other 95% combined.

This is not just for wealth building. This is for anything. Write stuff down. Carry around a three by five note card with you and write down something that you're inspired to do every single day. Literally. Just write it down.

I'm not really big into day planners and things like that. But if you have one, write down something that you feel inspired to do. You know what, I feel inspired to alter my

nutrition plan just a little bit. I'm going to cut the carbohydrates out at night. I keep saying that, it's actually a pretty good strategy.

Scott: [laughs]

Jon: I'll cut the carbohydrates out at night and eat salads and lean proteins at night for a couple of nights a week and see how I feel. I'm.

Inspired to do that. That actually sounds like it's going to taste pretty good. I'm going to try that. Just little things here and there that build up to big, big things.

So, let's talk about, briefly if we can because I know our time is probably getting limited, you asked me what I would share with the listeners to help them stop limiting themselves and become unstoppable.

Scott: Yeah, definitely.

Jon: The three by five note card trick is so simple. I'm not trying to be negative here guys, but I'll bet you money that only 5% of the people listening here are going to do it. Prove me wrong. Make me a complete liar. Everyone out there do it.

Get your three by five note card. Carry it around. Write down something that you want to change in your nutrition, in your fitness, in your monetary life, in your sex life. It doesn't matter what it is. Just write it down. Once you're inspired, write it down. Collect those things, read over them, attach them to a core value, and watch what happens.

I want to say this, Scott. This was key for me. I mentioned the whole panic attack underwater, the big catalyst thing. When I got to the top, when I surfaced from that event, I'm in the middle of the ocean. Obviously the dive boat was a long ways away. I wasn't scared of that. I've never been scared of the water.

But, I'm sitting there terrified over what just happened. And I realized in a moment the brevity of life. Most of use do not realize the brevity of life on a daily basis. It is brief.

As we speak, this is just a few days after the largest mass murdering spree in the history of the United States, which happened just a few days ago at Virginia Tech. Let me tell you - every one of those students, those poor victims, went to school that day thinking this was just one of a million more days. They were wrong, because of one insane person.

It's brief, folks. It is brief. We are guaranteed nothing more than the moment that we

have. Realize the power of that and decide that you want to do something about maximizing this moment.

One way you can do that, which runs somewhat ironic to what I've just said, is for everyone out there listening me to go on a media fast for one week. I don't care if you change your food or change your workout. Don't do anything if you don't want to. Just don't watch TV and don't read the newspaper for one week.

Believe me, you'll get over it. You will live. I promise, you'll live. One week from now you will not die from a lack of media exposure.

Watch what happens to your clarity. Watch what happens to how focused you've become when you're not bombarded by predominantly bad news and worthless information. I'm not saying it's worthless to stay on top of world events. I'm saying that a majority of the media perpetuates a mindset of mediocrity. You don't need it.

If you want to do something great with your life, avoid the mediocre. Do that by going on a media fast, just for one week. You may find out that you keep going.

The irony of what I just said was that I didn't even know about Virginia Tech because I don't watch television. I don't watch the news. I don't read the newspaper.

Scott: Great.

Jon: My mom had to call me. She said, "Jon, do you realize what's going on?" No, I don't watch TV. I only watch a few select cable programs. I'm very specific about what I watch. I went on a media fast and I just kept going. Why am I going to watch the news? What am I going to learn that somebody won't call and tell me about? And that's exactly what happened.

Scott: I did that a year ago myself and I have not looked back on it. I'm not missing out on anything. I'm way more productive than I ever was before. Any of the important current events, my clients or friends will keep me up to date on it. But most of the stuff, I don't even care about anyways.

Same thing with TV. I'm not missing television programs or anything like that. I just have better things to do, basically.

Jon: Yeah, you do. I you want to use the tube to relax at night with your family and you have a favorite show, that's fine. But avoid the media. Avoid it like the plague. Watch what happens with your clarity. Again, just try it for a week.

One of my friends was one of the few people who actually profited during the last tech crash. He owned a mutual funds company that allowed you to buy and sell mutuals online. This man became a multimillionaire in his 20s, and he's worth probably \$500 million now in his 30s. And at 37--and I'm not making this up--he has never owned a television.

Scott: [surprised laugh]

Jon: He has never owned a television. For us to ask how much TV he's watched, he said maybe an hour in his entire life.

Scott: Wow.

Jon: Now, I'm not suggesting anyone go to that length, but let me tell you: this guy is not distracted. And if you look at successful people, you will notice they have a high level of certainty, and they don't get distracted very easily.

Scott: [agrees]

Jon: Distraction is something that you create yourself, and you have complete power over that. You can't control it, but you can damn well manage it. And that's what I'm wanting you to do: manage your distractions. Remove the distractions that you know are already there. Media is one of those distractions.

Get very clear on your goal. Believe me, when you get that degree of clarity, there's nothing that can stop you from getting what you want. Nothing.

Scott: Right, right.

Jon: And the last thing I would say is, again, to write down every goal as an intention and a declaration rather than something to achieve. We kind of touched base on this already: "I want to lose 10 pounds of body fat." No, you don't.

Scott: [laughs]

Jon: No, you don't. What do you really want? What do you want to declare? Think of this as a declaration to the universe, as a declaration to God, as a declaration to your family--what do you want to declare to them? I don't think that you want to declare, "I want to be 10 pounds less!" [laughs]

Scott: Right.

Jon: What do you want? What do you really want? "I want to feel free in my clothes, I want to feel energetic again, I want to be able to give you the love and the passion that I have in my heart and my body, and I want to be able to go anywhere I want and feel absolutely comfortable in my own skin." Those are some pretty good declarations.

Scott: That's right. Way better than losing 10 pounds. [laughs] These are the reasons why I really wanted to have you on this call and part of Unstoppable Fat Loss, because you think outside of the box, first of all, [laughs] and you've shared some pretty unique content with us today.

And I'm just tired of hearing people brush off the whole goal-setting thing as, "I know that." And I have a feeling it's gotten to this point because people, they're always fed, "You need to set goals. You need to write goals down." What you've given us, I see a big thing is just the words that we choose and how we phrase how we're going about things, and simple changes like the driving point, driving forces, and core levers, and looking at the "freedom compared to prison" kind of thing.

All these different ways of looking at it can have a huge impact on your life, and these are all the things that are going to make people unstoppable. I think you've opened up a lot of people's eyes here. This has been fantastic.

Do you want to share a little bit more information about your M-Power series and stuff? I've heard you've got like a 97 percent success rate with some of the people that go through your programs. You definitely know what you're talking about. [laughs] People really need to pay attention when you're speaking, because you definitely give information that works, and like I said, you provide information that sticks. And I think a big part of it is your analogies. [laughs] Definitely.

Jon: [laughs] I love analogies. I do. As a life coach teacher, I love to use them, and hopefully use them in somewhat intelligent ways, because some people feel like they're being talked down to if you tell them that you're using an analogy. I'm using an analogy in a neural and holistic sense, where I'm tying in feelings that you already possess and attachments that you already have to the illustrations that I'm trying to make. So that's one of the most powerful ways to teach someone.

But it goes beyond education, because, again, this isn't about knowledge. This is not about knowledge. You've probably learned some things today that you didn't know; I'm not saying knowledge is bad. The application of knowledge is the only thing that will ever bring power, and the inspired application of knowledge is the only thing you ever really want in your life, as far as to achieve results and what I call genius.

So find out more about M-Power. It's a difficult thing to describe. It really is, because it's the only program of its nature, where we literally combine life coaching at the highest level, where we're talking mind and relationships and financial and everything.

Scott: Right.

Jon: But it's tied to the physicality. It is tied to the physical body. The saying that I have is fitness is the foundation. It is the foundation of all success, and so far people have tried to argue it but they have all lost. If somebody wants that plate, knock yourself out but, you are not going to find someone that is truly successful that does not have the equation down.

Now I'm not saying that you have to look like a bodybuilder, or a cover model, or anything like that. But people who have dynamic health and energy are the only ones who I consider truly successful. I don't care how much money you have. I don't care how many kids you have. I don't care how much love you have in your life. And I think love is the greatest thing. No one is truly successful unless they have the horse to carry that around on.

You know, an old preacher once told me something, it really stuck with me. He said, you know I met him on the street literally. I could tell he was a minister because he was carrying a Bible. It was pretty obvious. He was walking around with that kind of minister look to have, you know. He was coming up to people and asking them, "What is your passion. What are you into?" I watched this guy, he had to be 90 years old, but he was in great shape. I couldn't help but notice this guy was in great shape. I mean, he was energetic, he was lean and seriously 90 years old.

And I said, "You must take care of yourself, Sir. You know, it has to be more than just faith issues for you it has to be something else. You have to physically take care of yourself." And he said, "Son, God gave me a message, and a horse to carry it out on. If I dismiss one I dismiss the other."

Scott: Aha.

Jon: And I was like oh boy is that ever the truth. It's kind of funny considering a lot of people consider physical fitness as vanity. This guy did not view it at all. He viewed it as his horse.

Scott: Right.

Jon: As the prime, as the actual machine that carries what he wants to do in his life, and that is the way I look at it. What I want to inspire people to do I want to inspire people to truthful thinking. I want to inspire people to love charity and make differences in people's lives. And the way that I am doing that. I have to be physically fit in order to do it. I just happen to carry that physical fitness to a larger degree than most people probably want to, but guests what? I love it. I enjoy it. I'm a body builder that's what I am. I enjoy doing that, you know? So if you don't enjoy doing what you do then you are not going to do it.

So I think everyone out there listening to me can enjoy being what I call a physical

culture. Somebody that enjoys just being a body shaper. They love to shape their body and get the energy in it that they want. And in so doing, you will become flat out more successful. Flat out you will make more money.

A study that I just published at JohnBenson.com, a study that showed as they looked at the affluent nation, not the third world countries, the affluent nations from across the board, the higher the level of obesity the lower the income.

Scott: Now how do you like that? It is not just, and somebody made a joke and it was pretty funny. They said that was because they spent all their money on food. But that is not true. Most people are not eating too much food. They are just eating the wrong food. It is not a calories thing. The other reason it is not true is because of median income. So is literally why is that true? Well some of it is because we live in a vain world. We want to do business with people who look like they are going to be around tomorrow.

Scott: Right, right.

Jon: You are going, "Man, I like this guy but he looks like he could drop dead of a heart attack at any moment." That is part of it, but the other part is the energy, the energy that you have, the energy in your voice, the energy in the way that your body moves. I mean, does it sound like I am suffering from energy?

Scott: Not at all.

Jon: Yeah, I mean I'm not on any drugs I'm not on any caffeine. I mean I am on caffeine because I had one cup of coffee that's about it. It that wasn't before this call either. So this is my energy level day in and day out. It can be yours. I'm not anything, believe you me, when I say I am not anything special. I am actually genetically a lot worse off than the people listening to me. So, it is a little bit of a struggle, it is a little bit of a struggle at first but it becomes an inspiration, and that is what I love to share with everybody. You can find out more about this stuff. Again go to www.mpowersuccess.com. That is the letter m power success.com. That site will direct you into the various modalities that M-Power offers. If you want to get my Fit Over 40 e-books, Scott, I believe you a special link for your clients about that.

Scott: www.Fitover40success.com as well. Role modeling over 40, up into their 70s: incredible. The importance of role modeling is a big key to success. Fitover40success.com.

Jon: Great pictures, too. I'm a big fan of lots of photos, so when we designed the book we made sure that it was a coffee-table look and feel to it in a digital format. We now have a hardcopy version you can get too.

Great stories. 52 different stories, other than myself. And then my co-author Tom Venuto, famous for "Burn the Fat, Keep the Muscle" wrote the last 100 pages on mindset and value theory training strategies, all sorts of great stuff. It's a unique book.

Scott: Awesome, awesome. Jon, I really appreciate you coming on this call and being a part of this product, because, man. You definitely pick it up a notch here, and I guarantee the listener's taking some great information to take immediate action on like we talked about the importance of.

So thanks a lot and I look forward to having you on some more calls in the future. We can get into long discussions about nutrition and don't eat carbohydrates before bed.

Jon: [laughs] Totally, Scott. I look forward to it. Thank you for having it.

Scott: You're welcome, take care.

[music]

Scott: What an information packet interview is my role model, Jon Benson. I'm sure you got a ton out of this call. One of the things that you've got out of it, I'm sure, is take immediate and inspired action. And now it's your time. Spend at least 10 minutes taking some action from what you learned from this call.

One of the things we talked about was role models. Jon is one of my role models. I want you to go out and find successful people that you can model yourself after. Get mentors. Find some sports. All those things, big important things.

The other thing I want you to really take from this call and take action on is to realize that you're not just trying to lose weight for a wedding, a high school reunion, a cruise, for beach season, whatever it is. You've got to dig much deeper, and much deeper than the typical goals, like Jon mentioned. If you listen to the words that he described, what he wants to achieve and what he envisions his life as, those are driving points.

They back those up with core levers. This is important, important key information that you need to take action on now and realize that willpower has its times, but it's not enough. You've got to have true inspiration, and that's going to come from your driving point.

Model successful people. What do they do? They become absorbed in their mission, here. What's your big vision of what you want? It's not just 12 weeks from now, or one year from now. What's the big picture here? Keep making progress on a daily basis. Like Jon said, we can celebrate success every single day. Every single day you should be making progress towards your goals. Make sure it has purpose.

Another big thing, don't try to control everything. One of the key phrases that John uses about controlling is don't try to control it. You want to try to manage it. That's much easier. You can't really control it and you can't go for perfection, but you can manage your circumstances around you.

We're all information junkies. We're trying to learn the latest diets, the latest workouts, all this type of stuff. Knowledge is only good if you apply it. Really, Jon used a very key word here: master. Master that information. If you're going to learn, learning is great. I highly recommend it. Educate yourself. But don't just educate yourself, master what you've learned from that book or program, whatever it is. Apply it and take immediate action.

I hope you really enjoyed this call. It was incredible. I loved it. I learned new stuff, and I loved hearing Jon. I encourage you to go learn more about Jon. You can check it out at his website mpowersuccess.com. Go be unstoppable. Go for your dream body. I know you can do it. We believe in you. Go for it.