

Unstoppablefatloss ShaneJames

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Scott Tousignant: Welcome to Unstoppable Fat Loss. This is Scott Tousignant here and today I've got an awesome, very powerful interview with my friend Shane James. Shane has been running a very successful podcast on the mindset and weight loss. It's called "Weight Loss and the Mind: Health Beyond Diet and Exercise."

This just really excites me, because it's really what this product is all about. It's so much beyond diet and exercise, and we're really focusing on the power of the mind. And for the past year, Shane, on a weekly basis, with his friend Scott Paton, have put together some incredible podcasts and interviews on the power of the mind and how you can help it, not even just to lose weight but really, when you're applying these techniques, to totally transform your life.

Shane's also got a great book coming out very soon called "Conversations with Millionaires." We're going to talk a little bit more about that, because the whole concept of interviewing successful people is just such a powerful, powerful way to even help propel yourself forward. So, first of all, Shane, welcome to the call, my friend.

Shane James: Well, thank you! I'm very privileged to be here today.

Scott: Excellent. Well, you're a great addition to this product because you're a great wealth of knowledge, plus you've got your passion about this. You're a motivational speaker, you've practiced NLP, and you've been in the health and fitness industry for awhile. You've owned health clubs, really been into it.

You really know the industry inside and out, but you really know what works and what's holding people back, and what the successful people are doing. We're really going to get that message across on today's audio.

Shane: Cool.

Scott: I was going to get started talking about what's holding people back, but first I'd like to talk about one of your recent stories. You've been into health and fitness for the majority of your life. Recently you had issues with your knees, and you actually had a doctor tell you that you'd never be able to exercise again, which is pretty devastating. But you've been able to overcome that and drop, what, 25 pounds recently?

Shane: 25 pounds. Yeah.

Scott: 25 pounds. That's pretty awesome. That's a fair amount of weight to drop and get yourself back in tip-top shape. So let's just start off with that story and a little bit more about yourself.

Shane: OK. Well, I'll get right into the story first.

Scott: Awesome.

Shane: It was a funny situation. I had been working out and training, doing the treadmill and elliptical and all that kind of stuff. My knees were starting to get sore, and I wasn't quite sure what was going on. They got more and more sore. They got so sore to the point where I couldn't even get out of bed, Scott.

Scott: Wow.

Shane: Yeah. I would get out of bed, and I could barely walk. So I finally went to the doctor and I said to the doctor, "What's going on here? I can barely move. I cannot walk." So they sent me for tests and stuff, and my tests came back, and they said, "Well, Shane, this is what's happened. Your knees have come off their tracks. There's nothing to hold your kneecaps in any more."

Scott: Jeez.

Shane: They were wobbling all over, right? I said, "So what's the verdict? What do we have to do to get this better?" He says, "Well, it's going to take a long, long time, and you've got to quit your exercise." Quit my exercise? So that means I can never exercise again? He says, "No. You cannot exercise."

So I went home that night. I remember this like it was yesterday. I go on home and I was like, "Oh, man! What am I going to do? I can't exercise. Exercise has been my whole life." Now, for that month, I kind of went through a little bit of depression, right?

Scott: Uh-huh.

Shane: It was kind of like my whole life had been taken away. I'm a motivational speaker. How am I going to be able to stand on stage and speak for eight hours? Now that's gone too. All my goals and all my dreams, just taken away in a second. And I sat there for about a month, and this was when I started gaining some weight. I started gaining weight. I gained about 25 pounds heavier than I had been - overweight.

All of a sudden one night I woke up and I said, "You know, that's just his opinion. That's his belief. That's a suggestion he made to me. I don't have to take that on and hold it out as true right now."

So what I did was I started to visualize. I would lay in bed before I went to bed - half an

hour, visualize: I had strong knees. I was healthy. I was vibrant. I felt good. I was the guy with the strongest knees in the whole world.

Scott: Right.

Shane: Yeah. And every morning.

Scott: Not just stronger knees, the strongest knees in the world. Hire that man.

Shane: Did you hear that? And I would visualize that in the morning as well. And then, one of my buddies would call me, certain ones. I'd say, "Hey, look. Don't bring up my knees any more," because every time you say how your knees are doing, they make a suggestion that I have bad knees.

So I don't have bad knees. I said, "You call me and you say, 'Hey, how's the guy with the strongest knees in the world doing?' I'd say 'Fine, great, thank you.'" And so, even when other friends would call me, I would say, "Look, don't bring up my knees anymore. Don't call me and ask me how they're doing." Because everyone will call me and they say, "How are your knees doing." Well, they suck! Hello? [laughs]

Scott: [laughs]

Shane: So they all stopped asking me that question. Now, I was visualizing at home, and then when I started going back to the gym - I wasn't supposed to go back. And listen to this: I was on a treadmill. I could only do 0.5 walking. I was barely moving.

Scott: Mm-hmm.

Shane: Barely moving. So I started just like that, very slowly. And I would visualize on the treadmill: "The strongest knees. I have the strongest knees in the whole world. Nobody in the whole world has stronger knees than I do."

I did this for about a month every night. And I had everybody around me. I said, "Bring that energy to me. Bring that energy to me. Visualize for me, me having the strongest knees." I believe everybody got on board with me. And a month later, I was up on the treadmill at a 2, then a 3, 4, 5. Now I'm at an incline of 4, and my knees are just about perfectly better. Wow.

Scott: Wow. That's incredible. From someone who is not supposed to exercise ever again, or at least for a very, very long time, and can hardly walk at all, that's incredible, incredible.

That all started with an authority figure, someone whom we're supposed to look up to: a doctor telling you. He instilled that belief in your head that you're not going to be able to

do that, and it took you over time to say, "That's his belief. I want to develop my own belief. I'm not going to let him limit me."

Shane: That's right. So often in life, we decide to take on the beliefs and opinions of other people, and we hold them as true. But that's just their opinion. So I even went back to him. I said, "Hey. You know that suggestion you put in my head about my knees? That wasn't very good!" [laughs] Honestly, he didn't really know what to say. He had nothing to say to me. "Well, that's good you overcame it." That's about all he said.

Scott: Yeah. And there are a few things, like even talking about your friends. Your friends were trying to be nice, asking how your knees were, giving you that sympathy. I find that happens a lot in weight loss. People are looking for sympathy. If they've got a thyroid problem, or they've got some other health issue where they struggle to lose weight.

Whatever their excuse or reason is for struggling, their friends come up to them and they're sympathetic and they're trying to be nice to that person, but what that person doesn't need from you is the sympathy. They need those positive thoughts. They need you to instill the positive beliefs to get you to live that unstoppable lifestyle.

On top of these beliefs, what are other things that you see that are holding people back from achieving their dream body? What's limiting them?

Shane: The first thing I would say is people don't have a plan for their health life. You see, it's kind of like building a foundation. If you're going to build a house, you have to build the foundation. And then you build the house and you put the wood up, and the shingles, and all the other stuff that goes along with it, and you get the roof on. But if you don't have a foundation, what happens? The house collapses eventually.

So the majority of people I see, in their health life and with weight loss, they don't have the foundation. So that's why we're yo-yoing up and down, up and down, up and down. First I got it, then I lost it, then I gained it, then I lost it, this kind of stuff, right?

Scott: Mm-hmm.

Shane: So we don't have this strong foundation. The first thing that I would say to have this foundation - let me back up for a minute. What I'll teach you right now, I use in my health life, I use in my fitness goals, I use in my financial goals, I use in my relationship goals, I use in my spiritual goals, and I use in my personal goals.

Now, this thing, you're going to think it's simple.

Scott: Right.

Shane: But once I teach it to you, you're going to realize that there's a lot of power to this. And what this thing is that I'm talking about, the first thing to build a foundation, is you need a mission statement. You need a mission statement for your health life.

Now, a lot of people don't know what a mission statement is. Let me define it. A mission statement defines the core purpose of what you want. A mission statement is inspiring, sees your end result, and is easily understood and communicated. It should be about a paragraph, and you should easily memorize it.

Now, let me give you an example of why this works so well. Your brain has six levels. Five sixths of your brain is run by your unconscious mind. So it probably would be fair to say that it's really important to be working with your unconscious mind, right? If your conscious mind only has one level, most of us are just working on the one level. So if we can start to work with the other five sixths of your brain, what kind of results do you think you're going to get?

Scott: Definitely the reason where we're at right now.

Shane: That's right, a lawn mower. Your results are going to excel to more than you can even imagine. Your unconscious mind will eventually start to go to work for you. See, when you're working with that five sixths of your brain, when you end up in a situation and you have to make that choice, it's the unconscious mind that'll come up and make that choice for you and help you through to the end result you want. You're now controlling your thoughts, instead of your thoughts controlling you.

Let me tell you a little story about how a mission statement and the unconscious mind can work so well for you. So I'm going out for dinner one day. I'm with two business buddies. It was one of those days where I couldn't get my eating in. I missed two meals. So of course I got those cravings, right?

Scott: Right.

Shane: I walk into the restaurant, and of course the guys pick a buffet. [laughs] Like, oh, setting me up for failure already! Well, we walk in and I see the salad. I know I should choose the salad. But off in the distance, I see the spaghetti and meatballs, and I love spaghetti and meatballs. I see the sauce and I'm like, "Oh, spaghetti and meatballs." I'm starving. I'm craving.

So I start to walk towards the spaghetti. And I'm walking towards there and all of a sudden, all my senses kick in. I'm visually seeing it, I'm smelling it, like "Oh, God, that smells good," right? I'm feeling it, all of a sudden, my kinesthetics kicking in, and it's like, oh, the feeling, that quick, good feeling I'm going to get from eating it. It's almost like I'm even hearing it. The spaghetti is talking to me.

Scott: You're starting to drool.

Shane: That's right! It's like, "Come here," right? [laughs] So I start to walk over to the spaghetti. I get there and, you've got to realize, I'm not just going to take a little plateful and then go to the salad at that point. I'm going to take the biggest heaping plate of spaghetti you've ever seen in your life.

I get over to the spaghetti and all of a sudden I'm standing there and something happens. My mind starts to work. My unconscious mind goes to work for me. And all of a sudden, I start saying my mission statement. And it says, "I'm 150 pounds by October 1st, 2007. I'm taking exciting steps in a fun and motivating manner. I'm exercising three days of weight training, I'm doing three days of cardio, and I'm choosing healthy eating choices."

That mission statement pops, now, in my head. And all of a sudden I make an internal representation. A picture now pops in my head, too, of myself. It sees my end result. It sees me in shape, vibrant, healthy, feeling good about myself.

I'm sitting there looking at the spaghetti and I'm going "Uh-uh." My mission statement's now repeating in my head, not for me consciously, for me unconsciously doing it.

Scott: Right.

Shane: Now, I walk over to the salad, put the salad on my plate - and this is a true story. I put the salad on my plate, walk by the spaghetti, and consciously I look at the spaghetti and I go, "Ha ha! I beat you this time." [laughs]

Scott: [laughs]

Shane: So I sit down and start eating the salad. And here's what it did for me, also. I not only made the right choice, but because I made those choices, it boosted my self-esteem and it boosted my confidence, because I had the power and I had the discipline to make that choice.

Scott: Power beyond willpower.

Shane: Yeah. So true, so true.

Scott: If you were trying to will yourself to stop eating that, it might work, but because you built that solid foundation and you had that powerful mission statement and your subconscious mind is working for you, you didn't have to use willpower. It would just happen.

Shane: Not at all.

Scott: It started working automatically.

Shane: That's right. And most of the times when we're working strictly on willpower, we fail. It's that five sixths of our brain we've got to get working for us. And that's what it did.

You see, when I do my mission statements, I do it for all areas of my life. I said that before. My personal development, my spiritual, my relationships. I put my mission statement on the wall. Every day, I go and read that mission statement of what I want. And eventually, it just gets ingrained. It's memorized in my unconscious mind. Once you read something every day, that starts to happen for you. That's the foundation that we need.

Scott: Right.

Shane: Many people aren't doing the foundational stuff.

Scott: Yeah. They're not working on the basics. They're looking for the quick answer, some New Age way of melting off fat, or new diet, or what's the next best thing, rather than working on the basics and fundamentals, and building that solid foundation which will make any nutrition program or workout program they follow that much stronger and better, something that they'll stick with.

Shane: That's right. Like I say in some of my programs, we've got to do the foundation first. I can teach you guys all kinds of cool tricks about how to swish pictures around in your head and make things go away, it's all crazy. But until you have the foundation down first, you're just going to go back to the yo-yo dieting.

Now, the listeners are probably wondering, "OK, well, give us an example of a mission statement." So let me give you an example right now of one of my clients that wrote her mission statement.

She said, "Here. I'm 150 pounds by October 1, 2007." Remember this: she weighs 200 pounds. So she says this: "I'm 150 pounds by October 1, 2007. I'm taking exciting steps in a fun and motivating manner. I'm doing three days of weight training and three days of cardio. And I'm choosing healthy eating choices wherever I go."

Now, what's good about that mission statement? The first thing is, she stated specifically what she wants. "I am 150 pounds by October 1, 2007." So she's already directing her mind to go there. She weighs 200 pounds, but she's acting as if she's already there. "I'm 150 pounds." That's going to direct her to the thing that she wants.

Next, what I love she does, this is really great. "I'm taking exciting steps in a fun and motivating manner." Well, that keeps it powerful, because usually we're like, "Oh, my

God, I've got to go exercise again?" So now it's fun and motivating. That triggers her brain to go, "OK, what you're doing is fun." The brain can't tell the difference between what's real or what's vividly imagined. So if that's the truth, we can trick our brain into success.

Scott: Right. It's just like the salad there. After, say, a month or so of reading the statement over again, she may have not really enjoyed working out before, or exercising, but as that thought enters her head, boom. The subconscious mind kicks in and all of a sudden, "Hey! I enjoy exercise!" You're really thinking different.

Shane: That's right. Totally. Even if she didn't like it, eventually, her brain will start to think, because you're saying it all the time, you like it. That's the power of being able to play with the brain a little bit.

And next, what she says here is she says, "I'm doing three days of weight training and three days of cardio." So, again, what does she do there? She's very specific of what she wants. And then again, she says, "I'm choosing healthy eating choices." And you notice she's saying I'm, I'm, I'm, I'm.

Scott: Right.

Shane: I'm choosing healthy eating choices.

Scott: I like the fact that she's saying, "It's my choice."

Shane: That's right.

Scott: She has the decision. She could choose other things, but this is my choice, my decision. I want to do this. That's fantastic.

Shane: Yeah. So she's used this, and she's got phenomenal results. Phenomenal. She's actually used mission statements now in all areas of her life. She called me one day and she goes, "Man, Shane, this stuff really works!" And I'm like, "Well, yeah! I wouldn't be teaching it to you if it didn't!"

Scott: [laughs] That's right.

Shane: But she's actually taken her life to all other areas, to great things. She's just loving it right now. And she says, "I owe it a lot to the foundation of doing my mission statements."

Scott: Right. Was she a skeptic at first, at all, or was she pretty open to the idea?

Shane: She was a little bit of a skeptic. She was, until one day she was out, and she said to me, "Yeah, I was out and all of a sudden my mission statement started going in my head." And I go, "Well, yeah! What you think about, you become!" Right?

Scott: And a lot of times you're not even aware of how many times that's being repeated in your head. Consciously, we couldn't possibly think of everything that's going on in our heads subconsciously. There's too many thoughts going on at once. There might only be a few times or one time throughout the day where you're like "Oh, wow, I just caught myself thinking about my mission statement," where, really, it could be playing in your head hundreds, if not thousands of times throughout the day.

Shane: That's right. It goes over and over, right? I was walking out of my house the other day, going to do a podcast, and I forgot my show notes to keep us on track. All of a sudden I notice that my mission statement about my health was going in my head, going and going and going. I'm like, "Oh, I better go back and get my notes." But to me that was a good thing, because it showed how focused I am on where I want my health to be right now.

Scott: That's right. Excellent. So people aren't focusing enough on the basics and the fundamentals. That's definitely one of the things that are holding them back from achieving the body that they've been dreaming of and that they really deserve.

Shane: Totally. That's right.

Scott: Anything else that you're noticing?

Shane: I guess, if we're going back to the basics again, I'm a firm believer in having a plan and having yourself set up with a journal. This sounds basic again, but I have one journal. It's sitting in front of me right now, Scott. And when I open it, it has my meal plans that I wrote down on Sunday night for the rest of the week. It has my exercise routine in it. I open it up and I check it when I'm done.

And then, it has my life plan in it. Every day, when I come home, I write in my journal what happened in my day: what positive things happened, what obstacles did I run into, what kind of people did I meet, and how my day went. I've been doing this for probably seven, eight years now. And I have journals that I look back in and I go, "Oh, hey! I was here one day with my grandma and grandpa fishing five years ago." It's a pretty cool thing to look back to.

Scott: Right.

Shane: I think the journals are a very, very important thing, because number one, it keeps you on track. It's written there. You know exactly where we're going. Most of the time, we don't get the results because we don't know where we're going.

Scott: Right.

Shane: So those are two of my basic foundations that I use: the journal and the mission statement. And that's what drives me forward to success. I truly believe that if I didn't use those two things, I wouldn't be having the results in my life that I am right now.

Scott: Yeah. They are definitely powerful. It's amazing - in the gym, very few people other than myself are walking around with a journal recording what they're doing. Most of them have the plan mapped out; they know exactly what they're going to do before they even walk into the gym. Those are the ones that are successful. Anyone in the gym who's got a good body basically is carrying around this journal with them. It's pretty remarkable.

And people look at it as work. "Oh, I already don't have enough time in my day to exercise. How am I ever going to make time to start writing things down?" Come on. Yet they'll spend hours in front of the TV at the end of the day. All it can take is 10 to 15 minutes of writing out what you've done and what you've accomplished. Just jot down, point form, throughout the day in the book, and fill it in at the end of the day. No crying at all.

Shane: Yeah. And you're so right on that. It's so important to write it down. And what I see people missing is they don't understand that every day, when you put 10 minutes aside and you write in the journal, it builds your self-esteem and it builds your confidence because it's a disciplined effort. Those little steps take you to larger steps, larger goals.

Scott: Definitely.

Shane: Just that alone can change people's lives.

Scott: It gives you the opportunity to look back on past successes. If you've got a journal you can record, "Hey, last week, look! I had a personal best on the squat." Or, "I increased the incline on the treadmill to such-and-such a degree." Those little things are big successes that you can celebrate.

Shane: Of course. And then, how Pee-Wees say, you model your past successes. So when I go back in my journal, I go, "OK. This is when I lost this weight, what did I do?" All they have to do is model that again. They do the same thing, they get the same results.

Scott: Right. And it's amazing how people, when they do look back, it's usually when they have a bad day. They binge on some junk and are like, "Here I go again. I'm always sabotaging myself." Yet they don't go back at all the previous successes and say, "Oh yeah. I've done this to myself before and this is how I overcame this setback. I pushed forward. Look how my confidence boosted when I overcame this obstacle or this setback and pushed on, pushed forward."

Shane: Isn't it funny how we always want to see the things that we do wrong, or the negative things, but we don't find the positive things that we do?

Scott: That's right. We need to spend more time, definitely, looking at all the good things and all the things we've accomplished in our lives. We spend way too much time thinking of all the things that have set us back and any negative or bad thing that has happened to us.

Shane: That's right, that's right.

Scott: Crazy, crazy. Now you spent some time interviewing successful people through your coaching and training. You've seen success stories in the fat loss industry, but you've seen success stories in the business industry as well. What are some of the things that successful people are doing that other people aren't? What are some of their key things that they're doing that really set them apart from everyone else?

Shane: The first thing that I would say is belief. They believe in themselves 100%. The people that we interviewed, they didn't really even understand what belief meant, not to believe in themselves. When we asked all these millionaires and multi-millionaires the question about belief, "Have you always believed in yourself?" I'm not lying - they looked dumbfounded. They were like, "Well, what do you mean, we didn't believe in ourselves."

They had such a strong, strong, strong belief in themselves. I'm not talking 80% or even 99%. I'm talking 150% belief.

Scott: Right.

Shane: And they knew that they could accomplish anything that they set their minds to. And that's the one that we've taken away the most, is that their belief was so strong and their mindset was so strong that they would try anything. There's nothing that they would not try.

And then it came back to a lot of teachings that I knew. Beliefs deliver direct commands to our nervous system. So if you truly believe you can succeed, you literally put yourself into a state of that being true.

Scott: That's right.

Shane: That one was the one that I felt was definitely the most important. And then the next one that I found was they wanted it really bad. They were willing to do whatever it takes to succeed. I've got to say - they were hungry.

One of the guys who we interviewed, who is one of my mentors, in his book, he said to me, "You know, Shane, none of the chapters matter in my book but the last chapter." I said, "Well, I knew what that was." He said, "You know what that was?" I said, "Yeah, I know what that was." You want to know what the last chapter was, Scott?

Scott: What was that?

Shane: You've got to want it.

Scott: You've got to want it.

Shane: Yeah. You've got to want it. And then he says to me, "Are you willing to get up early? Are you willing to stay up later than everyone else? Are you willing to work some weekends? Are you willing to get yourself away from the TV? Are you willing to commit to your fitness program until you reach your goal? Are you willing to work through your problems in your relationship, in your marriage? Are you willing to do whatever it takes to succeed?"

Are you willing to wait for that long-term gratification? Instead, most people want instant gratification. How bad do you want it? Do you have that burning desire that stems deep down from inside the belly, where you'll do whatever it takes? See, I say to myself that I'll do whatever it takes to succeed as long as I don't harm another person along the way.

Scott: Good point.

Shane: That's what they want, Scott. That's what it is.

Scott: I just see, the wanting it almost drives you to - if you want it that bad where you're going to do whatever it takes until you get there, how can you not believe that it's going to happen?

Shane: That's right.

Scott: Pretty much, with that statement: "I'm going to whatever it takes to get there," you know you're going to get there. How can you not? [laughs] Believing in yourself, that it is possible to develop the body that you really have been dreaming of and deserve. The question that I get a lot is "How do I believe in myself?"

It's something that I have to reflect on quite a few times. I'm not sure what it means. Just believe. All you have to do is believe in yourself.

For me, a lot of times I'll tell them to go back to when you were a kid and when you believed in Santa Claus. Just have that passion, and let it ride. I think if you have those feelings, if you're hungry enough, there's no way you can't believe in yourself. You know that you'll do whatever it takes to get there.

Shane: That's right. Most of the time we've taken on the beliefs and the opinions of other people. We hold them as true to ourselves.

We took on the beliefs of our parents when growing up, our friends, our family, TV celebrities, politicians, somebody in the church. We take on their beliefs, and that's how we conduct our life. So we get the same results as that.

That's what I have learned a lot about when interviewing these millionaires. I've got to

become my own person, my uniqueness. I've got to take on my beliefs and my opinions. I've got to become a leader because a lot of the advice that I get from other people is not right.

There's a lot of advice that is right, too. The stuff that I think is good, I take it and I use it. The stuff that I think is bad, I get it out of my life.

Scott: Yes. We can look at it this way. You have a whole bunch of beliefs, it's just that most of them are limiting. Self-limiting beliefs are beliefs that other people have imposed on you that are limiting you. So just use positive beliefs instead.

Shane: That's right. We do a whole program where we teach people how to get rid of those limiting beliefs. A lot of times we're anchored to those beliefs, so we've got to change our behavioral patterns.

99% of human behavior is the same behavior that we did the day before. Just think about that. If we're doing the same behavior every day in and out, it's like those hamsters that get on the spinning wheel. They go around and around and around. That's what we're doing.

We've got to change our behaviors. A lot of times, when we're not changing our behaviors it's because of our past beliefs. Learning is actually a good way to change beliefs. Every time you learn something new, you create new neural connections in our mind.

We create those new neural connections when we learn, and it actually helps us to change our beliefs. That's important.

Scott: Absolutely. I'm not sure if you were going to get into this later, but role modeling is important. Here you are co-authoring a book about successful people. People can take a look at them and see what these people are doing. It's possible to model what they're doing.

That's a great way to believe in yourself as well. If others are doing it, why can't I?

Shane: Yeah, that's true. I like Richard Branson's saying. Richard Branson is a billionaire. He owns Virgin Airlines and many, many other companies. When people come and ask him what the secret to success is, he says, "I have fun, I believe in myself, and I work hard." He's a self-made billionaire.

Again, what is that Scott? That's the foundation.

Scott: Yes, that's excellent. No matter what we talk about for the rest of the call, that's where it's got to start. You can't focus on anything else unless you develop that powerful foundation and get that mission statement going.

Shane: That's right.

Scott: Talking about mindsets and knowing what you want - what are some of the powerful goal-setting techniques that you like to use to get yourself laser focused and to drive after your goals no matter what?

Shane: Well, the goal-setting process is one of the most powerful processes out there. You ask yourself a lot of questions. I always say that the quality of questions that you ask yourself is the quality of life you're going to have.

Let me repeat that one more time, because I think it's so important. The quality of questions that you ask yourself is the quality of life that you're going to have. If you ask yourself stupid questions, you're going to get stupid results. If you ask yourself good questions, you're going to get good results.

A stupid question would be something like this - why can't I ever lose weight? Number one, you're never going to figure it out. And "why" is an open-ended question. It goes around and around and around. You can never figure that one out.

I ask myself questions that are very powerful. I'll go through a list of them that I use for everything in my life to achieve success.

Scott: Right. If you ask a powerful question, you're going to get a powerful answer right back out.

Shane: That's right. Especially when it's coming from yourself, from within. Right?

Scott: Right. It forces you to really think through and come up with an answer.

Shane: The first question I ask myself is, how is it possible that I don't have it now? That makes me start writing things down.

We're talking about our weight goals and our health goals. I haven't been writing in my journal. I haven't prepared my meals. Maybe I don't have a training partner to keep me motivated. I keep writing it down, and that brings up all of the reasons why I don't have it now.

The next question is, what specifically do I want? And then I write down what I want. That was kind of like what my client did in her mission statement. She said, "I am 150

pounds by October 7, 2007." She was stating exactly what she wanted. Just from that, she knows where she's going now.

The next question I ask myself is, where am I now? So when I ask myself where I am now, and I write down where I'm at. I might be 200 pounds and want to be 150. So I write down that I'm 200 pounds. Now I know where I'm at. So now I know where I want to be and where I'm at.

When you're asking yourself these questions, a lot of times you'll bring up internal representations in your head. Pictures will go into your head. When you ask yourself a question like where you're at now, you want to be associated. There's associated and disassociated.

Associated is seeing something through your own eyes. For example, if you're sitting in a movie theater and you're watching the movie, you're seeing it through your own eyes. You're associated.

Disassociated would be if you float outside of your body and you put yourself up on the screen and you can see yourself on the screen. Now you're disassociated. Do you follow me?

Scott: [laughs] Definitely. Yeah.

Shane: Let me give you a quick little tip that can help you guys change your lives right now. Any time you get into an emotion like stress or anger, if you want to get out of that emotion just disassociate yourself. It automatically takes you out of that emotion so that you can live your life.

I love this next question that I ask myself. What will you see, hear, and feel when you have your outcome?

Scott: Wow.

Shane: Think about this. What will you see when you have your outcome? Do you see yourself healthy, fit, thin, energized, vibrant, feeling good, happy, and loving your life? That's probably how you see yourself. What do you see when you have that outcome?

And what do you hear when you have your outcome? You might hear people coming up to you and saying, "How much weight have you lost? You look great." That's some pretty awesome stuff.

Then, what do you feel when you have your outcome? What feelings are you getting inside? Are you happy? Has that stress gone away? Do you feel better about yourself? Have you boosted your self-esteem? Do you have a feeling of greatness about yourself?

Do you see these questions, how powerful they are?

Scott: Definitely. That feeling of greatness in you, that's huge. I love that. I love the feelings of being unstoppable. Greatness is huge. How can that not put you in a great mood and give you great perspective?

Shane: So, what will you see, hear, and feel when you have your outcome? And you want to be disassociated from that when you're doing that picture. Every time we're saying these things, we're making internal representations and a picture in your mind about what we see, what we hear, and what we feel.

We need to disassociate ourselves from that. Because if you're associated with that picture, your mind thinks that you've already accomplished that. And if your mind thinks that you've already got there, then what's going to happen? You're not going to go there.

So if you disassociate yourself from the picture you're seeing, then that will actually direct you forward to the thing that you want.

Do you have any questions on that one, Scott?

Scott: No, that's fantastic. You made that real clear.

Shane: The next one is what's going to get you so excited? You know you have it.

Scott: Oh, yeah.

Shane: What gets your juices flowing, right? You might be like, what's so exciting? Maybe you see those clothes hanging in your closet and all of a sudden you can get into that small size, and you're just so excited. So what gets you excited?

I ask myself this; what will this outcome get for you or allow you to do? When I say that, what will it get for you? Is it going to bring in more positive energy to you or is it going to maybe get your happiness higher or is it going to lose the emotions of stress and anger and frustration? What will it really get for you? Will it get you smaller sized clothes? There are many things.

And what will it allow you to do? Maybe this goal with your health and losing your

weight might allow you to hike up a mountain that you never got to hike up. Right? That's some pretty cool stuff.

Scott: That's exciting.

Shane: It is. It really is. Maybe you can play with your kids or your grandkids longer because you don't run out of breath.

Scott: Yeah. Basically, you're saying this is so much beyond just trying to get to a certain weight now. It really brought us to some powerful questions that really stir up these emotions and really dig up the reasons why you're going through this process. That's incredible, thinking about all those things that are going to excite you, what you're going to get, and how your life is going to change. Powerful, powerful.

Shane: That's right. Totally. And then we ask ourselves, where, when, and how and with whom do you want it? Where with me is like, I'm going to go to the gym. This is the gym that I'm going to go train at, and this is where I'm going to do it. When am I going to do it? Well, that's in my journal. I always write down when I'm going to exercise. So I know when I'm going to do it, and how. How am I going to do it? What exercise routines am I going to do?

Scott: Excellent.

Shane: I'm setting myself up for success. And with whom do I want it? Do I need a training partner to keep me motivated? So I find somebody that I think will probably train with me. I enjoy training with a training partner. And then I ask myself, have you ever done this before, or do you know anyone who has, and can you act as if you have it?

So let's go back to the first one - have you ever done this before? And that we already kind of touched on. We said model your results before. If you've already gotten those results, go back and do exactly the same things you did, because you can get those results again. See, if you can do it once, you can do it twice. There's no brain science to that one. [laughs]

Do you know anyone who has? And, again, this is going back to modeling. Find somebody that did the outcome that you want, and you model exactly what they do. For me, this is powerful and I use it always in my life, especially when it comes to the millionaires and multimillionaires I'm around. What I do is I hang around with them, I watch what they're doing, I model what they're doing, and that's where my life is starting to go now. Powerful process.

Scott: Yeah. Just by being around them.

Shane: That's right. And can you act as if you have it? This is a cool one. I love this one. Let me tell you why I love this one so much: because if you act as if you have it, what do you think that does to your personality?

Scott: You pick right up.

Shane: Totally. Let's say you're walking down the street, right, and you're overweight. But you're acting as if you're already at your goal weight. You're acting as if you're healthy and you're exactly where you want to be. You all of a sudden create that energy around you.

Scott: Definitely.

Shane: You change your personality. You're a happy person. You're like, "I want to be exactly where I want to be. I'm already there right now." And that just directs you to the thing you want. That's a powerful process, when you can act as if you already have it.

Scott: Yeah. You'll get a total change in attitude. You become that person.

Shane: When I use that one, Scott, I call it a "state change." I'll be walking down the street and I start acting as if I have it and it instantly changes my state.

Scott: Yeah. And you know what? I think that becomes easier when you are surrounding yourself with the successful people. I've noticed that at conferences, when I first started going to certain business conferences and stuff like that, just being around millionaires and stuff, I start walking and talking like them and just taking on that attitude and lifestyle.

I've never stopped doing that. It's great. You do. You walk differently. You just feel confident. Feeling like you already have it is super powerful.

Shane: It sure is, isn't it?

Scott: Definitely.

Shane: I love that one. I use that one all the time in my life.

Scott: I think for some people it's hard at first, but once you start doing it, you start experiencing those feelings and those emotions like you have it.

Shane: You do!

Scott: It's exciting. It makes you really want to have it.

Shane: It really does.

Scott: Wow! It feels great. And it just drives you towards it.

Shane: It's hard to get yourself down when you're experiencing those emotions. Hello, Mr. Stress Emotion, where are you going? Oh, I can't find you today!

The last question I ask myself, a very powerful one, is, for what purpose do you want it?

What purpose do you want this? That's a deep question when you sit down. Because a lot of times it's more than just about losing the weight. Maybe you know that you've got to lose the weight because it's about living those last ten years of your life, and you want to live them healthy, not laid up in bed.

Scott: This is just an incredible series of questions. I mean, wow. You're touching on everything. Really, for someone who doesn't have a plan, you've just laid out a great plan for them to follow, and that's really what it's all about.

Shane: Yeah. It's a great process. Like I said, I use it in all areas of my life, these questions. I use them all the time. And it changed my life. I always say this: if it can work for me, it can work for anybody else too.

Scott: Yeah. You start off just focusing where you're at and what's going on, and then how you're going to get it, and then actually experiencing the feelings of already having it. And having the action plan: I know this is where I'm going to do it, this is who I'm going to do it with. It's almost like, how can you not fail? If you follow this exact step-by-step process, really, it's pretty darn incredible.

Shane: You'll see your results change very fast when you use this process.

Scott: Excellent, excellent. Definitely, starting off with that mission statement, does that tie into purpose as well? Can your purpose be built into that mission statement?

Shane: Yeah, definitely, for sure.

Scott: [laughs] Wow. You've pretty much gone over some really great information here. I'm quite blown away and I've learned a lot myself so far. This has been very powerful.

Shane: Cool. One of my biggest goals, Scott, has been to change as many people's lives around the world as I can, to help them become successful.

Scott: Well, you've done quite a bit. I mean, your podcast, I did mention the name earlier, www.weightloss.podomatic.com. Man. We've got 60,000 people that have been downloading and listening to your calls that you're doing with Scott there. So you're definitely having a huge impact around the world.

Shane: Actually, we're up to 80,000 now.

Scott: Are you kidding me?

Shane: 80,000 people listening to us in less than 11 months.

Scott: Wow. Wow. Well, it's got to be that you're just delivering incredible content on a weekly basis. It's information that people really need to hear. Like you said, the fundamentals, the foundations, and some great tools to really ground themselves and really help people achieve their dream bodies, way more than any specific diet or workout could.

It's phenomenal. I've listened to several of your recordings and I'm loving them. It's fantastic. So it's a great resource for the person, as soon as they're done listening to these audios, to hop on over there. You're popping in some great information on a weekly basis. That's fantastic.

That's really what it's all about. That's what this product is about, is really having a great impact on the world, really touching people on a deep level, and helping them stop limiting themselves and really live the unstoppable lifestyle that they deserve. They have it right within them. They just need to let it loose.

Any last-minute advice that you'd like to share with the listener right now to really help them stop limiting themselves and develop this unstoppable lifestyle.

Shane: Just believe that you can really accomplish anything in your life. Do we have time to go over a quick motivational strategy for them?

Scott: Do we have time? Let's go for it. [laughs] I would give them as much information as they can handle, for sure. Let's go for a great motivational strategy, for sure.

Shane: All right. It's not that we don't have goals in life. Just about everybody has goals. It's just that most people can't keep themselves motivated to achieve those goals. Let me teach you a little motivational strategy that I use.

Scott: Sweet.

Shane: There's a "moving away from" motivational strategy, and there's a "moving towards" motivational strategy. Think about this. When you wake up in the morning, what's the first thing that you picture in your head?

Your alarm goes off. All of a sudden you turn over and think, "I've got to get up. I've got to get the kids to school. I've got to go to work. I've got to do my papers." You look at the clock and you hit the snooze button. You go back to sleep for five minutes.

The alarm goes off again. You think, "I've really got to get up now. I've got all of this stuff to do and I can't be late." But you look at the clock and you hit the snooze button again. Five more minutes.

Ring! The alarm clock goes off again. This time you look and say, "I've got to get up. I'm probably going to get fired if I don't hurry. I've have customers that are going to be waiting impatiently. I've got to get going." You motivate yourself to get up. That's a "moving away from" motivational strategy.

Now let me tell you what the "moving towards" strategy is. Think about when you're on a vacation. The alarm goes off. You wake up. You usually don't wake up and say, "oh my God, I've got to go sit on the beach" and hit the snooze button. Right?

Scott: [laughs] Right.

Shane: Usually, you wake up in the morning. The alarm goes off. You make a picture in your mind of going to the beach and sitting on it, and having a great relaxing day. You jump out of bed, you get everybody going and you say, "let's go have fun."

That's called a "moving towards" strategy. When it comes to your health life, your health and fitness goals, I feel that the "moving towards" strategy works the best.

In other areas, some people motivate themselves by using the "away from" strategy and other people use the "towards" strategy. When it comes to your health and fitness, the "moving towards" strategy definitely works best.

Let me give you an example of how it works so well. You wake up and you make a picture of yourself in your mind being in great shape. You're feeling good. You're having fun. You see yourself exercising and you're enjoying it.

Now you've just created a motivational "moving towards" strategy for yourself. That's enough to keep you motivated, to see the end result.

People do this too. When you're exercising you want to use this strategy. Usually what do we do when we quit exercising? We're on the treadmill or we're lifting weights or we're walking. All of a sudden, we think, "Oh my God, how am I going to get through this?"

You're making pictures in your mind of yourself huffing and puffing. You can barely get through it. You're dreading this. Well, of course you're going to quit your program then. It's impossible to succeed.

Scott: Right.

Shane: What I'm doing here is I'm teaching you how to make different pictures in your head and to use a "moving towards" motivational strategy to keep yourself motivated all of the time.

When you're on the exercise equipment or when you're walking, whatever program you're doing, you're making pictures in your mind of the thing that you want. You see yourself healthy and fit. You're thin. You're enjoying exercising. Those are the internal representations that you're playing over in your mind like a movie.

That's what's going to keep you motivated to achieve your goals.

Scott: Oh, definitely.

Shane: So there you have it, a quick motivational strategy for you.

Scott: That's awesome, definitely awesome, very powerful. It's something you can apply all the time, when you're at the gym, in the car on your way to the gym if you're starting to think, "Oh God, here I go again, I've got to get through this workout."

How many people think that? It starts before they even leave the house. "I'm tired now. I've got to force myself through a workout." That's incredible. Great information.

Shane: Yes, that's why most of us quit at things, because we see the things that we don't want to do. I'll be honest. If I made a picture in my head of me huffing and puffing and hating exercise, I'd be sitting here 400 pounds overweight. There's no way I could get myself motivated.

I use that strategy a lot for my health and fitness goals. That's how I dropped 25 pounds, using that motivational strategy.

Scott: Right, excellent. You've definitely applied many of these techniques throughout the call. First of all overcoming your knee problem, and then to get yourself to drop 25 pounds on top of that. That's pretty remarkable. Great example. Great stories.

This is fantastic advice. A person needs to be taking action on these things. You've laid out a great plan for them to begin with. It's incredible.

Anything else? Any golden nuggets that you're hiding from me?

Shane: Do we have another four hours?

[laughter]

Scott: I'm afraid to cut you off.

[laughter]

Shane: The only thing that I would like to leave the listeners with, and you've just said the word, is "action." We must take action. To achieve success in any area of your life, you have to be an action taker. You have to create that momentum and take the action to get the results that you want.

I can teach you guys anything, all the tools and techniques, and give you all of these strategies. But if you guys don't go out and take the action and apply them, you're not going to get the results.

That's what I'll leave you with today. You have to become action-oriented. We set you up with a plan. We've given you a foundation today. Use it. Take action on it, and watch your results soar.

Scott: Right, absolutely. And it's pretty easy to take action on the stuff that you've given. All they have to do is just follow through with what you've just said and watch the magic happen. That's excellent.

I really appreciate you taking the time to be a part of this product and to share this great information. You've exceeded my expectations. Actually, I'm going to sit down myself and go through all those questions again that you listed. It's excellent.

Shane: Cool.

Scott: I've got a mission statement myself. I use my journal constantly. But those questions are powerful, powerful questions. I'm going to sit down and go over them myself. I really appreciate you sharing those with us.

If anyone wants to catch more information that you're sharing, go to weightloss.podomatic.com.

Shane: Actually Scott, it's easier to go to www.freeweightlosspodcast.com.

Scott: Excellent. I'll have them head over there and be on the lookout for your book coming out. You've got some other great things that are coming out in the near future too. I'll be sure to let the listener know of all the things that you're up to in the near future that can add to their unstoppable lifestyle and help them become the best that they can be.

Shane: Cool. I really enjoyed being on. Thanks for having me on.

Scott: Excellent Shane. It's been my pleasure, buddy. I'll have to get you on some more calls and share some more information. You said you've got at least four more hours of information in your head. [laughs]

Shane: That's right.

Scott: We'll get to that soon.

Take care, have an amazing day. To the person listening to this call, you have an amazing day yourself, and go live the unstoppable lifestyle that you deserve.

Take care, Shane.

Shane: Great. Thanks, Scott.

[music]

Scott: Well, that was an awesome call with Shane James. I hope you really enjoyed it and took away a lot of information that you realize you can apply right now.

It's all about taking action, and there's no better time to take action than right now at this moment. Spend at least the next 10 minutes taking action on at least one of the things that you got from this call.

We talked about how one of the biggest things holding people back is that you have no plan. So many people go at this weight loss thing blindly.

Get your journal out and start recording things. Start writing down what workout you're going to do tomorrow, what you're going to eat tomorrow, and all of the things that you're going to do. Record it and don't stop. It's the most powerful tool you can use.

Don't brush off the basics. Build that solid foundation. One of the best ways to build that solid foundation is to come up with your mission statement. Shane gave a great example about how one of his clients wrote her mission statement and how powerful it was for her. Re-listen to that part and come up with your own mission statement.

You've got to want this dream body more than anything else out there. You've got to want it more than the junk food. You've got to want it more than any obstacle that comes in your way. Go after it and believe that you can do it. When you're willing to do whatever

it takes to get that dream body, you will achieve it.

Believe that you can do it. Now that you've got a plan to follow, it's going to make it even more powerful.

Go over all those questions that Shane listed on the call and answer them for yourself. There's a great list of questions. I'm going over it myself. It's powerful. You don't realize the tremendous impact that these questions can have on your life.

There's the action. I want you to do it. Take the action right now. Live the unstoppable lifestyle that you deserve, and go get your dream body.

Have an awesome day, and take care.

[music]