



**THE COMPLETE
HEALTH AND FITNESS
SUCCESS GUIDE**

THE COMPLETE HEALTH **AND** FITNESS SUCCESS GUIDE

PG.1 INTRODUCTION

PG.1 THOSE WHO SUCCEED KNOW THEIR WHY

PG.2 SET SHORT TERM GOALS

PG.3 FOOD AND EXERCISE IS NOT A MEANS TO AN END

PG.3 JOIN SOMEONE

PG.4 DON'T BE PERFECT

PG.5 KEY TAKEAWAYS

PG.5 ABOUT THE AUTHOR

INTRODUCTION

In all my years of being in the health and fitness space as a personal trainer and nutrition coach, I have seen many people succeed. I have also seen many fail.

There are many things that contribute to an individual's success when it comes to reaching their health and fitness goals. So many reasons that I could likely write a list of 50 of them. Instead of simply writing a list, what I would like to do is talk about the five most common things that are consistent among those that make lasting change.

In this guide, you will not find anything flashy. You will not find anything that is cutting edge, sexy, or new. Rather, you will find principles and concepts that have stood the test of time. You will find practices that are frequently overlooked because they're not sexy enough for marketing companies. You will find all of the things most people ignore, causing them to stumble, fall, and eventually fail at creating lasting change for the better.

Let's get into it.

THOSE WHO SUCCEED KNOW THEIR WHY

When it comes to business or career, you'll likely hear a lot about finding your "why" or finding your greater purpose. Something that goes beyond clocking hours so you can get a paycheck.

Normally, when thinking about health and fitness, we think about how it makes us feel, look, or move. But the truth is, your health touches every single aspect of your life. Your career, your relationships, your productivity, your hobbies, everything. So why are we limiting ourselves to losing body fat to look better?

Don't misunderstand. Those external goals are good and well. I'm all for them. But the odds that you say "screw it" and give up are far greater when you don't know your "why".

In my opinion, this is something that should be discussed far more with everyday people that want to improve their health and fitness. Every single individual I have coached that has made a lasting change had a "why" that resonated deeply within them. Sure, they may have wanted to lose body fat, build muscle, or improve their energy. But underneath all of those external, outcome-based goals, they had a deep sense of why they wanted to do those things.

So, take some time to dive into your life. Get some time away from others, away from your phone, and dive deep into your feelings to figure out why you truly desire to reach the goals you have in mind.

For a lot of my parents that I coach, they want to lose body fat and improve their energy so they can be completely present with their kids. Some have told me that they are upset with themselves when they don't want to play with their kid for fifteen minutes because they're exhausted from sitting at a desk all day. Now that hits deep.

For others, they want to lose body fat because their doctor told them that if they don't, they would be cutting years off their life. Some want to get bigger arms to impress the girls. Some want to get stronger so they can stand up to the bullies they are dealing with.

Knowing your “why” will keep you moving forward. On days where you’re not motivated (there will be plenty of those, trust me) your purpose will keep you dedicated. Your “why” will remind you of something that resonates deeply within you. Something that can cause you to completely change the way you live your life.

So, what’s your “why”? Go to a local coffee shop. Leave your phone in the car. Do whatever you need to do to clear your head and get into a good space. Ask yourself, “why do I want to _____?” Insert any fitness or health related goal in the blank.

You will find yourself with deeper meaning and purpose, and a greater sense of who you truly are.

SET SHORT TERM GOALS

One of the biggest pitfalls I see is what I like to call “daydreaming on the horizon.”

We’ve often been told that if we focus so deeply on what we want, we will get there. This may be true, but I feel it’s critical to focus on the steps you take to get there, too. In my experience, the people that daydream on the horizon spend so much time obsessing over their large, overarching goal that they completely forget to look at how they’re going to get there.

Let’s go through an example. Joe wants to lose 50 pounds of body fat so he can have more energy, improve his short and long term health, and enjoy more activities with his wife. Joe is obsessed with trying to lose 50 pounds. So obsessed that he tries anything he possibly can to make it happen. He tries one diet, then the next. He tries one style of training, then the next. If he doesn’t see any change in a week, he abandons the ship and tries to find the next magic pill, potion, or solution. As a result, he ends up spinning his wheels and getting nowhere.

In my experience, those that do this either never reach their goal, or take at least twice as long to get there, because they were zig zagging from one tactic to the next.

So, it’s good to have a big goal. It’s good to want to lose 50 pounds. But after you set your big goal, this question arises. “What are you going to do to get there?” This is one of the most important questions you will ever ask yourself along your journey.

I like to tell my clients that there are outcome-based goals, like losing body fat, and there are action or behavior based goals, like drinking a certain amount of water each day. Here’s the unfortunate truth. Outcome-based goals are rarely in your complete control. You could do everything you think you need to for your goal, and end up falling short. When that happens, you’ll simply regroup and go at it again. Eventually you will make it happen. But what IS in your control is an action or behavior based goal. You either drink 100oz of water or you don’t. You either eat two servings of leafy greens or you don’t. You either lift the weight or you don’t.

It’s far better for you to focus on things that are in your control. It’s far better to take the drive you have to reach your big overarching goal, use that energy, and apply it to the daily actions and behaviors necessary to reach it.

So ask yourself, what are the things I need to do to lose 50 pounds? When you’ve answered that question, turn your answer into daily actionable steps that you can execute on a consistent basis. Doing so will allow you to trust the process and stay the course.

FOOD AND EXERCISE IS NOT A MEANS TO AN END

One common theme among people that continue to improve their healthy habits is that they don't solely use those healthy habits as a means to an end. Now, I would certainly be lying if I said that most of us haven't used exercise and sound nutrition as a means to an end at some point. I've used exercise to get myself through a tough time, not because I enjoyed it. I used exercise to try to get more attention from girls, not because I enjoyed it.

We've all done something like that. But what tends to be true for most people that have lasting success is that they exercise and eat well for the sake of exercising and eating well. They do it because, well, it would simply be weird if they didn't.

Now you may be thinking, "I don't love exercise, and I'm not sure I'll ever be completely in love with everything about it." And I'm right there with ya. I'm not suggesting that you need to fall in love with every element of exercise and nutrition to have lasting change. What I am saying, however, is that the more you learn to love aspects of those things, the better off you'll be.

There is nothing that I hate more than squatting for more than eight reps. I really don't enjoy bench pressing (I know, weird that a guy doesn't like to bench press). But, I still do those things, because I remember how good those things are in and of themselves. When I am squatting, I am so much stronger. I am more stable and more capable in nearly every other aspect of my life. Bench pressing allows me to have a balanced body since my preferences are on the back of my body (deadlifting, back, glutes, hamstrings, calves) and the more balanced my body is, the better it moves. And I love it when my body moves well.

Some of my clients aren't the biggest fans of spinach, greens, and other vegetables. They don't hate them, but nutritious veggies just aren't their go-to. But they really enjoy how much better they feel when they consistently eat veggies, so they do it.

You get the idea. If you only use exercise and food as a means to an end (especially when it's an external, outcome-based end), you will almost always find yourself unhappy with it. Eating well and exercising does so much more for you than helping you lose body fat or build muscle.

What is it about food and exercise that you should appreciate a bit more?

JOIN SOMEONE

Without a doubt, joining someone along your journey is one of the best things you can do to increase your likelihood of long term success.

It has been shown time and time again that those who go at their health and fitness goals alone don't do as well as those that join others or invite people into their journey.

Accountability is one of the biggest factors when it comes to people succeeding. When people hear or read the word "accountability", they usually think of a drill sergeant waiting to tear you a new one when they find out you didn't do what you were supposed to. That's not what I'm talking about here.

What I'm talking about is someone (or many people) that first and foremost, care about your well-being, and secondly, appreciate what you're trying to do just as much as you do. It's not enough to have a friend, family member, or someone close to you to help you. I know a lot of people that have friends and family members that drag them down far more than they lift them up.

So it's not so much about how close they are to you, but rather how much they want you to succeed just as much as you do. Those are the people you want to invite. They're the ones you want by your side to help you when times are hard, and celebrate with you when things are going really well.

Having accountability to help you celebrate wins and continue to implement them into your life is one of the greatest things you can do. So, who are you going to invite in?

DON'T BE PERFECT

You don't even have to think about this one. You'll do it naturally, because you're going to mess up. You're going to go through challenges, and you're sure as heck not going to be perfect.

So then why am I telling you not to be perfect, when it's inevitable that you won't be perfect anyway? Well, it's a reminder. It's a reminder that because you're not going to be perfect, you should get rid of the expectation that you will be. It's a reminder to not get lost in the weeds, wondering what way of doing things is "best" or "perfect". It's a reminder that it's far better to be 80% consistent consistently than to be 100% consistent inconsistently.

The expectation that we're going to be perfect is the birthplace of the all or nothing mindset. We get into this headspace where the minute we mess up, we say "screw it" and completely give up because we have this false expectation that the only way it's going to work is if it's done perfectly. And when we give up, absolutely nothing is accomplished. The all or nothing mindset is a lose-lose situation.

Instead of perfection, focus on consistency.

Not only do we believe that we need to do things perfectly for them to work, but we also believe that we perfectly have to do the perfect things in order to get results. We spend an insane amount of time trying to find the "perfect" workout, diet, or whatever it may be. We get so lost in the weeds that we end up being in a state of paralysis by analysis. We over analyze every little move so much so that we end up going nowhere.

Instead of finding the perfect solution, focus on being a little bit better.

Be better, and be consistent with it. If you're trying to lose body fat, take a journal of your nutrition and ask yourself, what's one thing that can be improved? When you identify that one thing, go all in with that and be consistent with it. Once that's a habit, move to the next thing. Use this same tactic with your training, nutrition, or anything else in your life that you want to improve.

If you're consistently making things a little bit better, you'll end up making the biggest change of your life.

KEY TAKEAWAYS

There are five things that are common among those that succeed in their health and fitness. Those that succeed are those that know their “why”. Those that succeed set short term goals and focus on them. Those that succeed don’t see exercise and nutrition as a means to an end. Those that succeed have accountability and a support system. Those that succeed aren’t perfect.

What is your “why”? What are your short term goals and how can you focus on them each day? What do you enjoy about food or exercise that has nothing to do with your external goals? Who can you bring along with you to make this experience better? Do you expect yourself to be perfect, or just a little bit better?

You have some questions to answer. Time to get to work.

ABOUT THE AUTHOR



Adam is a fitness professional, baseball fan, and cookie fanatic based in Fort Collins, Colorado. After hanging up the cleats, he found a strong interest in the human body and how it performs. Since then, Adam has been transforming lives through fitness in a fun and encouraging atmosphere. As an ACE CPT and Fitness Nutrition Specialist, he is constantly moved to help people improve in all walks of life.

For more health, fitness, and nutrition content, check out...



Poehlmann Fitness
on Facebook



Follow me on
Instagram



The Poecast
on Spotify



Poehlmann Fitness
articles

If you or someone you know is interested in working with a fitness and nutrition coach at Poehlmann Fitness, check out [how it works](#) and [apply for coaching](#).