



The Five Keys to Fitness Success

Most people find it very difficult to stick with an exercise program – even when the health consequences are dire. Only four percent of adults get enough exercise to meet public health standards. Why? Because most fitness programs don't address the reasons people fail. Usually, the barriers are psychological. To be successful, any approach to weight loss and fitness must address both the physical and mental roadblocks.

FitHeads® set out on a two-year research mission to identify the elements of a process that would address literally every major reason that people fail at exercise. The sciences of behavior change, exercise psychology, motivation theory, communications and learning styles all contributed significantly. Through our research we identified the five key elements to successfully integrate fitness into your lifestyle.

Attitude It all starts with the way you think about fitness. Those who succeed long-term do so because they change their mindset. They discard limiting beliefs and habits in favor of empowering ones. They master mental tools to deal with the inevitable setbacks. And they learn to design enjoyment into their exercise. To succeed with an exercise program you must be engaged emotionally and mentally – not just physically.

Method The next step is finding an exercise method that fits your lifestyle. The right answer varies by individual, but walking has been called “the perfect exercise” by both physicians and psychologists. Walkers enjoy an incredible array of physical and emotional benefits – even if you've never been an exerciser. With the right plan, walking can be integrated into your everyday life in a way that is simple, easy and enjoyable. When you enjoy getting fit you stay motivated and stick with it.

Measurement Simply having a goal and measuring your progress is a very strong predictor of success. A review of studies published in the Nov. 21, 2007 issue of the *Journal of the American Medical Association* reported that the use of a pedometer resulted in a 26.9% increase in daily physical activity. Study participants who had a specific goal also significantly increased their activity. Pedometer use was also associated with significant decreases in body mass index and blood pressure.

Plan Success rates with any fitness program increase dramatically if you have a personalized plan. Studies show that the most effective way to increase physical activity and make the necessary changes in the way you think about weight loss and fitness is to do it in stages. You can't change a lifetime of habits in a single day. A philosophy of planning and taking small steps to big changes is optimal.

Support Having everything in place – from the right attitude through to the right plan - is often still not sufficient to complete these difficult transitions and anchor the new, healthier habits. The final piece of the puzzle is support. Regular encouragement, affirmation and ideas from others who have traveled the same path provides tremendous motivation to continue.

FitHeads undertook this research mission to address a serious issue faced by many Americans - the inability to stick with critical lifestyle changes they are trying to make. The result is a very different approach to wellness. The 10-day DVD and CD-based FitHeads System empowers you to succeed at integrating exercise into your life. To learn more, visit www.FitHeads.com.

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