



BY JENNIFER ATKINS

You embark on your fitness and nutrition plan with gusto; getting up early for that run or hitting the gym and stick to eating healthy meals. All is going well – you're on fire and have lost five kilos. Friends start commenting on how good you're looking and you are feeling great. This is the danger zone, also known as your comfort zone. Your 'comfort gauge' has decided to turn off the heat a bit, so you start slackening off with your fitness plan.

You have reached that place where you no longer feel the pain and you are starting to feel pleasure again. For some of you this will be enough to keep you at this point and is one of the reasons it is so hard to lose those last few kilos. For others, your pain will have lessened in intensity but still exists, so you will keep going until you reach your goal. Then something happens when you finally get there; it feels unfamiliar and translates via your subconscious - uncomfortable! Soon, your 'comfort gauge' kicks in again and causes you to stop your fitness and nutrition plan and consequently start piling the weight back on to take you back to more familiar territory, also known as your 'comfort zone'.

Why do some of us reach our goals and stay there? Because those people have their 'comfort gauge' set to align with that goal. So if your goal is 58kg and your 'comfort gauge' is set at 63kg you will never reach your goal, and if you do, you will not stay there unless you reset your 'comfort gauge' to 58kg. The crucial thing here is that you must not only believe you will get there but you must expect it. Our expectations and beliefs determine where we set our gauge. The good news is that we have the ability to change this whenever we want. The secret is you must be the person you want to be NOW! ☺

What has happened to those goals you set at the beginning of the year? Have they fallen by the wayside? Are you wondering where all that motivation and enthusiasm has gone? Is this familiar territory? STOP! It's time to reassess and it's never too late to pick up the pieces of your plan and continue. Failure is not reaching a stumbling block; it is giving up when you reach that hurdle. So come on, dust yourself off and let's explore why this happens and find some solutions to prevent it from happening in the future.

Why do we sabotage our success? The answer lies within our subconscious mind, which is why we find it so frustrating and difficult to comprehend, because we are trying to understand it from our logical mind.

Whilst we think we are consciously making decisions in our day to day life, many of these are subconscious and happen automatically - like being on auto pilot.

The real culprit is what I call your 'comfort gauge'. This is the set point that is inside all of us that can either motivate us or stop us from achieving. It moves us towards pleasure and away from pain. It is the level of success and happiness which we believe we deserve. Where is your gauge set?

Let's look at this from a weight loss perspective. Let's say you want to lose 10 kilos. You've had enough! You're sick of not fitting into those jeans. You feel so uncomfortable and have decided you're going to do it and start right now. At this point you are really motivated to lose the weight because it is causing you pain – it is stopping you from totally enjoying your life. Your comfort gauge is registering low, so you need to turn up the heat and get started.

FOLLOW THESE STEPS AND YOU WILL CREATE MASSIVE CHANGES IN YOUR LIFE.

1. Firstly, decide what you really want – be totally clear about this. Visualise that person you want to be. What's preventing you from having it right now?

2. Now connect immense pleasure with changing right now, and connect immense pain to not changing now. Create a sense of urgency with changing now.

3. Decide to do things differently. Most of us want a different result, but continue to do the same things. Ask yourself "who is the person I want to be and how would they behave?" Expect your desired results. Believe that you will achieve what you want.

4. Start immediately! Be that person now and model the behaviours that will get you where you want to be. Associate immense pleasure with doing this and immense pain in not doing it. E.g. think about looking and feeling fabulous with lots of energy and vitality. You are fit and toned and feel proud of your body. Life is great. You are successful. Connect this to doing what you need to do to achieve your goals. Now visualise that cellulite cascading down the back of your thighs as you wobble along the beach. You feel ashamed and humiliated. You have no energy and feel like a failure. You are unhappy. Connect this with not following through with your plan of action.

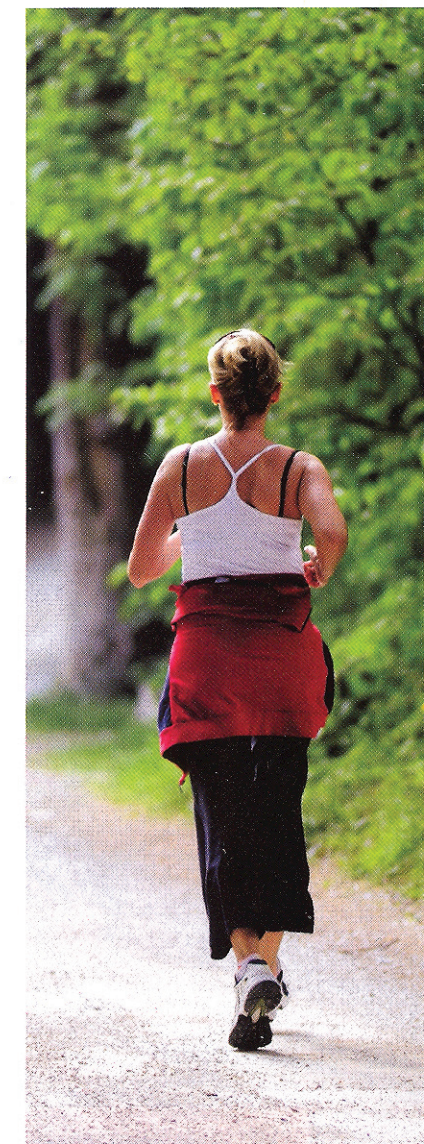
If I succeed I will feel... _____

If I fail I will feel... _____

5. Consistently keep up your new behaviours until they become a habit. You no longer have to think about it, you just do it. It is who you are. You no longer have to rely on willpower. This can take time, but keep persevering - it will be worth it!

6. Positively reinforce your behaviour by rewarding yourself. The key here is to make sure you do this spasmodically as this is more likely to keep you on track than if you reward yourself every time and create an expectation. This expectation is not beneficial and will become ineffectual.

Rewards: _____



HAVE THE COURAGE TO LET GO OF WHO YOU ARE FOR WHO YOU CAN BECOME!

Jennifer Atkins, is a qualified Life Coach and the founder of Jenesis Mind & Body. Jen has a Diploma of Health Science, certificate of weight loss nutrition and has 20 years experience in health related fields. Coming from a successful career in the health industry, Jen has found her true passion and solace in her business Jenesis Mind & Body.