



Shaping a Whole New You in 90 Days - From Scratch!



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In English: You are a smart person, I am a smart person – you need to be responsible for your own actions when it comes to your health and fitness, and consult your doctor or other medical professional first before implementing anything new to your current program.

The Goal: To Introduce You To The SCRATCH HEALTH™ Philosophy And Methodology, And Get You Mentally Prepared For The SCRATCH HEALTH™ Program

“As I see it, every day you do one of two things: build health or produce disease in yourself.” - Adelle Davis

“The world is flat!!” a disheveled-looking man screams at you, as you walk down a busy city street on the way to work in the early part of the morning. Bewildered and a bit annoyed, you go to make your way around this obviously deranged lunatic as you hear another passer-by shout, “Go get a job you bum, everyone knows the earth is round!” Walking away you wonder, “Why would someone waste their time shouting out something as ridiculous as that?”

Now let’s travel back in time, about two thousand plus years, you find yourself walking down another busy city street with no knowledge of today’s world. Buildings and cars are replaced with great pillared halls and horse carriages. “The world is flat!!” says the same man dressed in raggedy robes this time, but before you can answer you hear, “Go get a job you bum, everyone knows the earth is flat!!” Once again, you walk away thinking, “Why would anyone waste their time screaming something as obvious as that?”

This is an exaggerated example of how long it takes truth to become common knowledge. It always amazes me to learn about ideas or concepts that people whole-heartedly believed in, many years ago, that are now considered ridiculous today. The prevailing paradigm at that point in earth’s history was that of a flat world.

Many people believed that if you kept sailing, at some point, you would fall off the earth into the unknown. What I find the most interesting was that the *learned* of that time, the educated people, didn’t believe what the masses believed.

In Aristotle's writings, he claims that the learned already knew the earth was round and only a century or so later Eratosthenes of Cyrene, another one of this learned group, was the first to accurately estimate the Earth's diameter.

He did this over 2,000 years ago! It wasn't until Ferdinand Magellan sailed around the earth in the early part of the 16th century that people were convinced the earth was global, and it became a part of everyone's belief system. The masses, or what I call *the 80%*, always seem to be the last to find out what the real deal really is – about anything!

I call the masses *the 80%* because it's my personal belief that only 20% of people are *in the know* about any one subject, and the other 80% are completely clueless.

I believe this to also be the case when it comes to physical health. All we have to do is check the numbers. The Center for Disease Control says that one in three people will develop cancer at some point in their lives, and one in four will die from it.

The number one cause of death in America today is Heart Disease. More than 20% of kids from the ages of 6 – 11 years of age are overweight, and more than 60% of America is overweight; with over 30% being obese - and these numbers are climbing.

The CDC claims obesity is responsible for almost 300,000 deaths a year. Think about how nonsensical those numbers are. We are so blessed to live in a country of such abundance that .01% of our population will literally eat themselves to death!

Do not mistake my tone for contempt. I don't say this flippantly, or obnoxiously either, because I was once almost 50 pounds overweight, and worked like a madman to get all that weight off. I also have a brother, who has battled with his body for more than 20 years, going up and down in weight.

Being five foot seven, he once tipped the scales at 310 pounds, lost 40 pounds, only to go back up to 300 again. So, being a person with firsthand knowledge of obesity, I can honestly say that *being fat* is not a disease or a condition – it's a *lifestyle* and anyone can choose to opt-out at any time, even my brother.

The 80% have this deep-rooted belief that disease attacks from the outside-in, and that being healthy means not being sick. If we continue to live by this paradigm, the CDC statistics are going to go up before they ever begin to come down.

Medilexicon's medical dictionary has a few definitions for health, one of them being *"The state of the organism when it functions optimally without evidence of disease or abnormality."*

Most people (*the 80%*) believe that as long as they're not visibly sick or have any ailments, than they're healthy, and yet we've all heard or read about people, even athletes that looked fine one minute, and dropped dead the next; the most famous case being Jim Fixx.

Jim was credited with getting America up and running with his best-selling book, *"The Complete Book of Running."* He began running in his mid-thirties, when he found himself smoking two-packs a day, and out of shape.

Ten years later, after reshaping his body, he released his book, and changed the way we look at exercising. Then, suddenly, while jogging he dropped dead from a massive heart attack, which sent shockwaves through the fitness world.

The irony came in the fact that the medical examiner who performed the autopsy on Fixx, in an interview, said all three of his coronary arteries were damaged by arteriosclerosis, the underlying cause of heart attacks.

One artery was almost totally blocked; with only trickles of blood being able to flow through. About eighty percent of the blood flow in the right coronary artery was blocked.

His heart was receiving the most nourishment from his third artery, the left anterior descending, which was less severely affected. Nevertheless, half that artery was blocked in places as well.

How could someone so well-conditioned, die from a heart attack?! The challenge was that Fixx focused primarily on fitness, and forgot about *healthiness*. Mother Nature isn't very lenient in doling out punishment when you violate her laws.

I'm not saying Jim Fixx deserved what happened to him. The purpose of this E-book is to get you to understand that *deserve* has nothing to do with it whatsoever!

Fixx was a member of a high-IQ club, and published three collections of puzzles: *"Games for the Super-Intelligent," "More Games for the Super-Intelligent"* and *"Solve It!"*

From this alone we can make an honest assumption that he had a level of intelligence beyond that of the average person. But it doesn't matter how smart or dumb you are, if you do not understand, or refuse to acknowledge, the twin disciplines of healthiness and fitness, then you will pay the ultimate price.

SCRATCH HEALTH™ could be summarized by the last definition from Medilexicon's dictionary, *"A state characterized by anatomic, physiologic, and psychological integrity, ability to perform personally valued family, work, and community roles; ability to deal with physical, biological, psychological, and social stress; a feeling of well-being, and freedom from the risk of disease and untimely death."*

This definition will begin to have more meaning once we start delving into the principles that make up the SCRATCH HEALTH™ program, but I just want you to focus on the last part of that definition for now - *"Freedom from the risk of disease and untimely death."*

This program is designed to get you on the path to reach such a state, and to get you there from where you now stand, without gimmicky home-gym equipment, or bizarre diets. In essence, I mean to get you there – from scratch!

SCRATCH

The term *"from scratch,"* according to phrases.org means, *"to begin (again) from the beginning, to embark on something without any preparation or advantage."*

It is my intention to give you, in this series of reports, the keys to unlocking your true potential and living as your creator intended you to live . . . BUT if you are currently out of shape, overweight, in constant pain or just plain sick and tired of being sick and tired, you must first *unlearn* everything that you have learned when it comes to health and fitness to be able to move forward.

It took me over eighteen years of trial and error, and thousands of dollars spent on gathering knowledge from willing teachers, to provide you with the principles that make up this program today, and believe me when I tell you – most of what you know . . . is wrong.

That last sentence may seem like hyperbole, but don't just take my word for it, read the available data, and make up your own mind. What we do not know has cost us more than any dollar amount can repay. The statistics I gave tell the whole story, and until we realize that there is more to learn, the higher our chances are of becoming one of those statistics.

"To begin (again) from the beginning" means wiping your mental slate clean, giving you room to allow more food for thought - It doesn't mean *considering* it or adding it to your current base of information.

"To embark on something without any preparation or advantage" means you discard *the 80%'s* version of what health is, and isn't. You start this program, if you so choose, without a frame to continually refer back to. You give up your false sense of security, this erroneous information, which *the 80%* considers their *advantage* in obtaining health; and instead, consider other points of view.

If you feel you have poor health, in spite of the fact that you follow *all the rules*, then realize you are where you are today because the information you've been taught – is wrong.

Today's *rules* on health aren't going to get you to your goal, and being able to admit that is not a bad thing. *Denial*, on the other hand, is. Would you agree that it would be somewhat difficult to get to second base, let alone home base, with your foot stuck on first?

Now I'm aware that some of you reading this report don't fall into that list I mentioned above. Some are fitness buffs looking to stay in shape and others are weekend warriors looking to gain an edge in their sport.

Others are ex-athletes that want to regain their form, or military personnel looking to stay sharp while on downtime. If you find yourself in this category; this book, and the reports that follow, may not necessarily be for you.

This E-book, and this system, were created for the group of people trying to determine what health really is, or for those that haven't been healthy in many years.

Does it mean the cross-fit fanatic, or athlete, won't be able to learn something here? Of course not, in fact, I have people who were already in great shape utilize the teachings in this book to take their health to the next level.

Truth be told, nothing would make me happier then to see some ripped, ex-jock endorsing this book; but keep in mind, this book, and the reports that follow were made for the person that wants to experience what being healthy feels like, not what *the 80%* believes it's supposed to look like – big difference.

SCRATCH HEALTH™ does incorporate principles found in other programs, which lends to it's broad appeal – the difference being that my system doesn't beat the enthusiasm out of you like other programs have a tendency to do.

I see too many good people stay stuck in a rut because the programs they buy are way too advanced for the levels they're starting out at. Even if the program claims to have a beginner's level, in my opinion, even those levels are beyond where most people are today.

The first step in SCRATCH HEALTH™ however, is to refrain from all judgment and wipe your slate clean. You know that old saying, *"The mind is like a parachute, it only works when it's open."*

Yes, you may have spent a mini-fortune on products designed to help you lose weight, or regain the shape you once had years prior, but I'm asking you to forget all that now.

Even though you may not have achieved your initial goal, you did learn something and that's very important. You learned that what you know – does not work . . . at least not with your current level of health.

The idea of “*no pain, no gain*” is true up to a point, but it is not useful at all for people just getting started back on the road to health, and this is why America is frustrated with their bodies, and themselves.

Many people secretly believe that they’ll never be able to lose the weight, but let me stop right here and give a disclaimer. **This book was not written with the intention of healing old emotional wounds, and it won’t.** It’s meant to help you form a solid foundation of health from which to build up from, nothing more.

The mental and emotional aspects of weight loss, and living health, are vitally important. However, due to their size and scope, we will need to address them in future works.

The second step in Scratch Health™ is to start applying what you learn right away. Do not wait to finish the whole series before getting started. *From Scratch*, means just that – get started right now with what you have. There will be enough time for you to develop your game-plan afterwards. At the end of each report, figure out how you’re going to implement the principles and practices into your daily routine . . . and then do it!

**Action is the real measure of intelligence
– Napoleon Hill**

The last step to Scratch Health™ is to measure your progress. An old maxim states, “*That which gets measured gets done.*” Measuring supplies you with information you need to continue.

If we aren’t able to determine the progress we’re making, how can we expect to achieve the result we’re after in any reasonable amount of time?

Measuring also helps you to determine which combinations work best with your lifestyle.

Steps to Maximizing Your Results

1. Wipe Your Mental Slate Clean
2. Apply now
3. Measure

Pretty simple formula, would you agree? Stick to it, even when the *old* version of you starts whining and complaining – push through and stick to the plan.

Remember, all you have to do is figure out how to ADD each step to your life . . . nothing more. I'm not asking you, and I won't be asking you, to work in your life around these concepts. Too many other programs do that, and in my opinion, it doesn't work.

Instead, fit these principles into your life, even if you mess up along the way - who cares? The fact that you are consciously on the path to health is a huge "win," in, and of, itself. Let's get ourselves on the path to wellness. I am honored to be your guide on this journey – let's begin

What is SCRATCH HEALTH™ . . . Really?

SCRATCH HEALTH™ is made up of two parts. *Scratch* is the philosophy, and *Health* is the methodology. Scratch means "*to begin (again) from the beginning, to embark on something without any preparation or advantage,*" but it means so much more as well.

It's a paradigm – a way of thinking. The word scratch is actually an acronym. It stands for:

Systematic
Consistent
Results
Achievable
Through
Correct
Habits

Systematic

Systematic meaning there is a method involved. I get frustrated when I see advanced programs being marketed to beginners, but what really drives me crazy are programs that are put together haphazardly with generic information, and very little structure to it.

A plan, a real one anyway, has a “next step” attached to every part of it. A program that shows you how to lose 15 pounds in 30 days, without a maintenance plan attached is useless, no matter how effective the initial program may be.

If a plan doesn't show you how to stay healthy, and fit, after it's all said and done, it's only a matter of time before you start back on the bad habits that caused you to gain weight, or be out of shape in the first place.

There are programs that have a system attached, as well as a plan for the future, but unfortunately they leave out one little detail – FUN!!!!

I learned a saying in sales, and it's true in all facets of life – *“If you ain't having fun, you're done.”* The plans some of these gurus market are so rigid or in some cases, so unrealistic, many of us get bored or frustrated, which leads to abandoning the program in its entirety.

Scratch is going to show you how to *live* while working towards an optimum level of physical health, so that you don't experience those negative emotions or what I call *“the get-healthy blues.”*

Consistent Results

Consistent results are what we all should be looking for in any endeavor we get involved in. There have been too many instances of one hit wonders in the health industry.

Sure they experience the high of winning, but can they repeat it; and then repeat it again? How can you follow someone's plan for success if they don't even know what it is?

Whenever you hear someone being interviewed about what it takes to succeed and they give an answer that sounds like this, *"It takes time, dedication, hard work and a little bit of luck,"* then you know they either don't want to share their strategies, or just have no idea how they achieved their success in the first place.

Success always leaves clues. Our job is to follow them, and not waste time trying to figure out new, untested ways of getting there.

Achievable

I don't know about you, but I don't feel very good about starting something I know I have a very small chance at winning; this is why I never play the lottery.

The chances of winning are so small that, for me anyway, it doesn't really make sense to play. This is why I always look for the underlying principle behind every successful strategy.

Practices change with the times, but principles always work. Men who wanted to get big and strong back in the 16th and 17th century had to look for big rocks to lift; now we have weights that are sold in giant sporting good stores.

The way we lift has changed, but the principle of "lifting heavy to get stronger" remains. When you work on the right side of principles, your chances for success increase significantly.

Through

The word *through* implies action, or an action taken. The only way these principles work is if you work them – plain and simple.

I see too many people getting all excited about the program itself instead of the results it could bring. Then they break the program down piece by piece, and know it inside and out – but they never do anything!! It's amazing!

You're going to find in life that there are many ways to be led to that door that stands between you and success. None of that matters unless you are willing to step through it, and make it happen.

Correct

Correct habits may sound subjective, but if you look closer, you'll understand what I really mean. My definition of *correct* may be different than your definition if we are discussing morals and values, but when discussing definite results – there is only one way, the correct way. If you keep combining the two elements of hydrogen and oxygen, in the correct way, you're going to keep producing water – over and over again.

There will never be a time when it's NOT created, *"IF"* you're following the correct system that is. Too many people play the *"Yo-Yo Weight Game,"* where they go up and down in weight all the time, ending up more and more frustrated each time they regain the weight.

I submit to you that although the process of regaining your health is not easy . . . it is, however, very simple – as long you do everything correctly.

Habits

Habits make up the last piece of the Scratch philosophy. Habits are our routines of behavior that we repeat regularly, and tend to occur unconsciously, without us directly thinking about them.

An old Spanish proverb says, *"Habits are at first cobwebs, then cables."* Our habits make us or break us and like legendary insurance salesman Bob Safford used to say, *"There are no 'tweener' habits."*

You either have habits that support you or disempower you – nothing in-between. Like the Spanish proverb explains, *"habits become so strong, that like a cable, they are almost too hard to break"* – but they can be broken. I know because I have personally broken many bad habits, and have dozens of examples of others doing the same.

The Scratch philosophy is the habit of following principles that lead to success in any field. Principles are consistent, unchanging and unbending laws of the universe.

We can rely on them because they will never fail us, unlike many of the hair-brained exercise and diet fads we find ourselves getting involved with more often than not. Think about it, why do people go running out of the water when a lightning storm approaches?

Because everyone knows that if lightening hits the water with them in it, they're toast! People unknowingly follow the principles of electricity, so why would we adhere to the universes' principles in one situation and not another?

I believe it's because we don't see or feel the effects right away. We know that if we get zapped, we're dead – no *if, ands, or buts*. If we eat a number two at McDonalds, however, we're still alive afterwards and we even get to wash it down with the soda that comes with it!

The affect is the same – we can be killed, but the effect is totally different. One will happen instantly, and the other silently, almost imperceptibly, and yet we believe it's not happening at all.

These wise words remain true, *"we cannot break the law, only ourselves against it."* You can believe that gravity is a bunch of nonsense until you go to lift 500 lbs, and realize it really does exist!

The principles of health are straight forward and simple; and over the course of this book I hope to lay them out for you in a style that makes them easy to follow.

Every one of these principles have whole bodies of work dedicated to them, so I am not claiming I created them or even discovered them. I just organized them into a way that I believe is easier to understand.

Whereas SCRATCH is used as an acronym, the word HEALTH is used in my program as an acrostic to outline the principles. It stands for:

H2O – Water is the most essential part of any health program

Energize – This requires rest, sunlight, gratitude, faith, and restraint

Air – Proper breathing is needed to fully oxygenate our system

Load factor - Gravity is constantly working, and depending on how you treat your body, gravity can work with you – or against you. In order for gravity to exert a positive and dynamic influence on the body, the body's postures must be vertically aligned

Trophic Dynamics – The food we take into our system either supplies us with the raw material we need to build our cells or helps to weaken them

Herculean Power – Strength, speed, agility, reflexes, stamina and ability to heal rapidly were all attributes the demigod possessed, and they're all attributes you possess as well; when your body is performing at an optimal level.

When you combine these methods, along with the Scratch philosophy, the synergy created, which emerge once the twin disciplines of healthiness and fitness have been mastered, meld to form a whole new level of physical well-being – *Wellness*. Wellness is the final stage of well-being and very few people get to experience this level.

I admit I am just like you reading this book. I too haven't reached the top yet, but it's not about being on top, although that is the goal – it's about making sure you do your best to keep making your way up that mountain towards it.

I know I'm going to keep giving it my all to reach the mountaintop, and I would like to believe that everyone who reads this book is up to the task of making their way up the mountain with me as well.

SCRATCH HEALTH™ really means *"Creating wellness with the synergizing effect of combining one's mental, emotional, physical and spiritual states, through the correct application of healthiness and fitness principles."*

Sounds like a lot, doesn't it? That's because it is, but do not be intimidated by this. Instead, realize that this program is based on ideas that are really common sense once you understand the reasoning behind it.

Although I still struggle with applying all these principles on a daily basis, I always do my best to implement them – and that's all that I ask of you.

It's like your dental habits, most of us wash our teeth in the morning, but even fewer people brush their teeth at night, and even fewer floss every night – and fewer still floss after every meal, get it?

We all know we should brush every morning and night, as well as floss after every meal, but even if we don't get it all in, we get some of that done if we're even halfway serious about keeping our teeth healthy.

The same is true here, the goal is to get it all done on a daily basis, but more important is making sure you start applying some of it today, and everyday going forward. If you will commit to doing that, you have already started on the path to a better way of living.

Each chapter will explain the reasoning behind each idea in more detail. I am not a doctor or a nutritionist, so much of my language will be straight-forward. I designed this book in a way to keep things moving along. Nothing wears me down more than jargon, but it is necessary at times and there will be some in here as well.

In order to be educated, you need to get full understanding, and that means having to stretch your mind further than it's used to being stretched, though I will do my best to keep it from being a dry read.

I've packed as much meat into this book as I possibly could, while keeping it practical as well. The idea is to get you to become more than just a *label-reader*. I want to get you to become a practical nutritionist, who values their health, and to give you tools to attain and sustain that health.

Some people are into studying roots, others like to pick the fruit. It just depends on which end of the deal you want to get in on

– Jim Rohn

You now know what SCRATCH HEALTH™ is really all about, however, before we get started I've got to stress how important your ability to respond is. That's what we will cover next – responsibility.

Some people find that word to be too heavy and like to use terms like *"take charge"* instead. Semantics aside, let's get down to the essence of what that means - *someone who is answerable or accountable, as for something within one's power, control, or management.*

Now you won't be answerable to me or anyone else, only the person in the mirror. In the end, your health is your own responsibility.

Your Health is Your Own Responsibility

Did you know half of Americans, about 150 million people, take one prescription drug and 1 out of 6 takes three or even more prescribed medications, according to data released by the Department of Health and Human Services.

Jon Barron, author of *"Lessons from Miracle Doctors,"* writes, *"The average person 65 years or older in the United States takes an average of 15+ medications a day (prescription and over-the-counter) each and every day of their lives. And only the first one or two drugs are actually prescribed to deal with the original medical problem. The other 13+ drugs are used to deal with all the negative side effects of the original 2, plus the interactions of all the other drugs they are taking. And the really sad fact is that in 95% of all the cases, the original problem could have been resolved naturally – with no side effects."*

An article written in 1991 and published in the British Medical Journal under the title, *"Where is the Wisdom?"* states: *"only 15% of doctors applied treatment that was backed up by good scientific study."*

The Physicians' Desk Reference (PDR) is a commercially published compilation of manufacturers' prescribing information on prescription drugs, updated annually. It is financially supported in part by pharmaceutical manufacturing corporations which create drugs listed within its pages.

You'll see it on a shelf in your doctor's office, and doctors reference it for important information on any specific prescription drug. If you were to go into that book, which has over 4,000 different drugs in it, you'd find that every single drug has a side effect – every single drug.

People become doctors because they want to serve humanity. They want to help to heal us and make us whole, and when you're in a life-threatening situation where surgery is needed to keep you alive, a well-trained doctor is who you want working on you – not the nutritionist from your neighborhood juice spot.

With that being said, according to the last US Census we're closing the gap on having one million practicing doctors, and yet we spend well over one trillion dollars on health care every year in this country.

Does this sound like it makes sense? Cancer, Arthritis, Diabetes, Heart Disease, Parkinson's, Muscular Dystrophy, etc . . . are not natural to the human body. These diseases are not floating in the air looking for a body to enter and grow in. These diseases were virtually unknown as recently as sixty years ago.

The point is, we can have over 3 million doctors practicing medicine by 2014, and it wouldn't matter – the numbers for these diseases will continue to rise.

The problem is not a lack of doctors, or a lack of medical knowledge - the problem lies in the way *the 80%* think about their health.

They believe that diseases just appear out of nowhere; or they believe it's due to genetics, and their bloodline is the reason for their problem. They never take into consideration the lifestyle they lead, and instead rely on a doctor to fix them with a pill.

In fact, most people are worried when they go to see their doctor because they have no idea what to expect. This is not the way I want to lead my life, and I'm pretty sure you don't want to live that way either.

Just for the record, let's dispel a myth *the 80%* unconsciously believe, even if they won't admit it; which is that everything a doctor says is absolutely correct.

In an article by Marcia Angell published on January 15, 2009 for the New York Review of Books, titled "*Drug Companies & Doctors: A Story of Corruption*," she discovered a little known fact.

A drug can be approved safe by the FDA, if one or two trials are shown to be effective without serious risk, even if all the other trials are negative.

Even better, it is illegal for a company to promote a drug for any other condition than the one it was originally approved for, so instead, doctors do it for them. It's called *off-labeling*, and she believes as many as half of all prescriptions written are of the *off-label* variety.

So let's be clear, your doctor can prescribe you a drug that was never meant to treat a condition you have, and this probably happens more often than you would imagine . . . does that sound like it makes sense?

The truth, at least my version of it anyway, is that Big Pharma (*aka: the big drug companies*) is determining your level of health based on the strangle-hold they have on the medical industry.

Big Pharma, according to Agnell's research, designs studies, performs analysis, and even decides what's going into published reports, while medical investigators (*the people hired to monitor all this*) are used for nothing more than data entry.

These drug companies pay for trials and if they come out positive, they publish them in medical journals - while the negative results are never published at all.

Many people have heard about *the placebo effect*, yet many more still have no idea that a good amount of medication on the market today creates this effect.

Marcia's report mentions a study done in the late 90s that found placebos were 80% as effective as several well-known drugs at the time. In fact, the difference was so small that it was unlikely to be of any clinical significance.

Steve Silberman's article, ["Placebos Are getting More Effective. Drugmakers Are Desperate To Know Why."](#) outlines the embarrassment sugar pills are giving Big Pharma.

The article also covers "*psychic design*" – this is what the drug companies use to design their products so you feel better, even if the product has nothing in it that actually works.

Yet, with all this, I know a family member who I love deeply, that will become enraged at the idea of living without the pills the doctor has prescribed - how about that for conditioning?

If this person feels that way, I'm positive there are others who feel the same way. With this kind of *customer insistence*, how can Big Pharma lose? They won't, but you will if you don't start taking a keen interest into what's going in your body, be it prescriptions drugs, or anything else for that matter.

Essentially, here's what's been discovered – a good amount of the drugs on the market are as effective as a plain old sugar pill, but unlike a sugar pill, the side effects from these drugs can cause serious damage. . . YET people still feel inclined to believe everything their doctor says as the undeniable truth.

Is it possible that your doctor has so many patients to cover in one week that he/she barely gets enough time to be with their own family, let alone stay current with what's happening in the medical field; and therefore receives most of their information from Big Pharma's sales reps?

This actually happens more times than not, and think about how backwards that sounds - your doctor, receiving education on how to treat you, from a sales rep, with a drug . . . the sales rep is there to sell!!

The April 15, 1998 Journal of the American Medical Association reported that there are more than 2,000,000 *adverse reactions* to prescription drugs in the United States, and more than 100,000 of those reactions lead to fatalities.

This made prescription drugs the 4th leading cause of death behind Heart Disease, Cancer and Stroke at that time. And I'm pretty sure these numbers haven't changed all that much since they were first published.

This isn't even the worst of it. These statistics only included drugs that were prescribed correctly and at the right dose. Not included were patients who were given the wrong drugs in the first place or the wrong dosage or in the wrong combination, patients who had fatal reactions to prescription drugs, but whose death was mistakenly attributed to other causes, and patients who were left out of those stats to protect the physician and/or hospital involved.

Jon Barron's findings indicate that only 1% of all adverse reactions to Meds (*medications*) are reported, now add that to the number of patients that die from misdiagnosis, inappropriate treatment, secondary infections received in hospitals, or just plain physician error - and you're left with the possibility that modern medicine, for all the good it has produced, is arguably the leading cause of death in the United States.

The fact of the matter is we place too much faith in our doctors, and the drug companies they work with, and not enough in nature; or what I choose to call God. We need *healers* to help us against injuries sustained to the body from outside sources, be it a car wreck, animal bite, or food poisoning, etc .

But the body was designed to live 100 or more years with what's already here on earth. Now before you start calling me religious, let me reassure you that I claim no religion, or religious sect. I do however believe we were created by a higher power, and I believe we were furnished with everything we would ever need to grow and advance our race.

Disease in all its forms can be attributed to one, or a mix of three factors. They are:

1. **Dietary Deficiency** (*Malnutrition*)
2. **Dehydration**
3. **Distress**

I call these the *Dis-ease Triad* and if you keep suffering from one, or more, of these symptoms over an extended period of time, disease will set in.

Dr. Lorraine Day is famous for saying, "*Cancer is not caused by a lack of chemotherapy, radiation or surgery, is it? Did our grandparents raise our parents to believe they would need lots of chemo, radiation and surgery to grow up nice and strong?*"

I know this may sound extreme, but it serves two purposes. One is to jolt your nervous system, so it makes more of an impact with you - and the second is to get you to realize how far off course we've strayed.

When you get a headache, it's due to your body suffering some form of distress, not drinking enough water, eating the wrong foods or a mixture of the three - nothing else.

Your body isn't craving an aspirin because it senses *low aspirin levels* in your system; and yet this is what most of us do without giving it a second thought.

The fact is we've been conditioned to react to health in a way that totally disempowers us, and keeps us in a down-ward spiral of sickness and disease.

Get this fact; laxatives are the number one selling over-the-counter drug in America today. America apparently needs an enema.

If you aren't able to have as many bowel movements as the amount of times you ate the day before on a regular basis, you're in real trouble.

When you're constipated, your body isn't able to eliminate toxins from the body; and those same toxins get reabsorbed back into the body causing even more sickness.

Diverticulosis, a condition where small, bulging sacs of tissue, known as Diverticula, press outward from the colon wall, affected only about 40% of the population a little more than fifty years ago, according to the Merck Manual (*medical industries standard text for the diagnosis and treatment of disease*).

Today, the same source tells us that "*every person has many,*" which means everyone in America today will have Diverticulosis of the large intestine at some point during their lifetime.

Why is this happening? – Dietary deficiency, dehydration and/or distress. In the end, everything that happens in your life comes to you because of how you think.

How you think about health, how you think about disease, how you think about nutrition; in essence, how you **think** is going to determine whether you reach wellness or sickness.

In the previous section I spoke about *the 80%*, and I want to clarify my position so as to not come across as an arrogant S.O.B.

When I first explained *the 80%* concept, I mentioned the 20% being *in the know* or having, what many success coaches call "*profound knowledge*."

While this knowledge is vital in compressing time frames, and gives the 20% the tools to manifest almost effortlessly, this does not diminish *the 80%*'s worth as human beings.

Many of the people who make up *the 80%*, and this includes many of your family members as well, are wonderful people. What is essential to understand, going forward, is that some people in this group will do their very best to lead you in the wrong direction - only because they truly believe, with every fiber of their being, it's the right direction for you. Knowing that, it is important to love your friends and family members, but you would be wise to keep them out of your *Can-Do Crew*.

Your Can-Do Crew should be made up of people who share an interest in what you're doing, either because they truly understand your mission and want to see you succeed, or because they have the resources to help you achieve it; and sincerely want to support you. Anyone outside of that, in my opinion, does not belong in this inner-circle.

Remember, *we want to move towards that which gives us power, and away from anything, or anyone that takes it away.* Getting on the path to wellness is not an easy journey to take, and having to deal with people that slow or stop your progress only adds an obstacle to an already tough track to run on. Make sure to love your friends and family, but never mix them in with your Can-Do Crew.

The 80% are always going to be around it seems, so being committed to wellness is a *must*, if you ever hope to reach, and then sustain, that level of physical well-being.

That means doing almost the exact opposite of what *the 80%* does in the area of health. Do not think the same way they think, speak the same way they speak. or act the same way they act.

If you do, then you boost your chances of developing the same diseases more than 1.5 million people die from every year. If you do what everyone else does, you'll get what everyone else has.

In the movie "*The Matrix*," Joe Pantoliano's character *Cypher* makes a deal with the devil so to speak, *the Agents*, to provide them information; in exchange for riches and more importantly, an erased memory. The movie centers on the fact that machines with intelligence run our world and humans are enslaved by them.

They use people as a source of energy to run their world, and keep them at bay by providing a virtual reality to live in. This *Matrix* is earth as we know it today. The main characters played by Laurence Fishburne (*Morpheus*), and Keanu Reeves (*Neo*) are *in the know* about this; and decide to free themselves, as well as other's in the process. One of the challenges they come up against, every now and again, is a person who doesn't want to be saved.

Cypher knows what's going on and yet, at the same time, wishes he didn't; and that he never did. He wants desperately to be back in the Matrix (*virtual reality*) and to rid himself of the truth by having his memory erased.

In the early part of the movie, Morpheus offers Neo two pills and says to him, just as he has said to everyone else he has ever saved, including Cypher - *"You take the blue pill, the story ends; you wake up in your bed and believe whatever you want to believe. You take the red pill, you stay in Wonderland, and I show you how far down the rabbit hole goes."*

The blue pill represents the blissful ignorance of illusion, and the red pill embraces the pain and pleasure of truth. If you've never seen the movie I won't spoil it for you but the fact is ignorance is not bliss.

Ignorance leads to sickness, disease and death. And to correct another cliché, what you don't know **will** hurt you; and this book, if anything, will remind us of the learning needed to expand our vision of what's possible and to grow as human beings.

Unlike *the 80%* that fall into this Blue Pill category, there is a group, albeit a smaller one, that Cypher belonged to, and it makes up about half of the 20% that have this profound knowledge.

Now just because the 20% have important information, it doesn't necessarily mean they're all going to act on it. This group that I call **the other 10%** is, in my opinion, the most important of the three we'll analyze. I know this group very well because I used to be a part of it.

I mentioned earlier that I spent years and money researching the most cutting edge technology in health and life, and yet I still had poor health, and my brother, who learned all this stuff with me, was well over 300 pounds . . . does the word **stupid** come to mind?

We were totally incongruent with our values, and although we learned tons about health and fitness, we weren't living what we knew to be true. Have you ever met anybody like that, someone who talked a good game but hardly ever delivered?

Well that was me, and if that happens to be you, decide to leave that person in the past, along with all the bad habits and incorrect information that used to make up who you were.

Don't harbor on the years wasted or any of that other negative self-talk that pops up. All that matters is what you do with that information now.

By default, those of you who begin reading chapter three and beyond will become a part of the *other 10%*, because you now have profound knowledge you aren't currently doing anything with.

This is why I specifically ask you to start taking action in the early part of the report, by applying whatever you learn as you learn it, instead of waiting to use it after you finish the series.

Once you start implementing that which you know to be true, you automatically put yourself in the third and last category which makes up the last 10%. In reality, the 80/20 rule is really the 90/10 rule if you think about it.

Even though 20% of people know what it takes to make their life infinitely better, only 10% do so. That's like being a self-imposed illiterate; someone who knows how to read but never does.

It's nice to have all this knowledge but if it isn't being used, what's the point? The old saying, *"if you don't use it, you lose it"* is absolutely true. It ties in with a corollary of the Law of Gender, which states, *"you are either growing or dying, there is no in-between."*

We don't study truth, knowledge and discipline just to know about these things. In, and of, themselves these concepts mean nothing, but combined, they create whatever it is you want – in this case, Wellness.

The *other 10%* is a group made up of static energy, or what quantum physicists call, "*pure potentiality*." You will hear many people in this group speak about "*getting to the next level*" or "*feeling stagnant*," referring to the feeling of being stuck; rooted in one spot.

Some of these people are *newbie's*, people who are just getting this information for the first time. Others are afraid to make the quantum leap from knowing something to *becoming* that thing.

They may have fear of the unknown, fear of failure, or even of fear of success. Whatever the case, this group lets fear hold them back from their blessing. Still another part of this group likes to day-dream about success.

Having a dream is critically important because it provides a direction for you to focus your energy on; and move towards. A day-dreamer, on the other hand, is not really serious about heading in that direction at all.

They want to learn more about the direction they want to move in, instead of actually ***moving*** in that direction. It's like falling in love with the advertisement versus the product.

However you slice it, this group is not living the life they know they could be living. If you find yourself here, understand that this is not the end game. Many high-achievers came through this group before going onto greatness, but in order to reach levels few have gained access to; you're going to have to put all that you know into action.

**Don't mistake the beginning of success for the end
- Business philosopher Joe Ensor**

The last 10% is made up of people I call *Masters of the Universe*. They are masters of universal law, and use it over and over again to get to the top . . . and stay there. This group gets all the recognition, all the money, and all the rest because they are *the few* who decide to actually implement what they know versus *the many* who only talk.

I've been to seminar after seminar, and as simple as it sounds, most of success is just about deciding to show up.

Before you can have what you want, you must first do what's necessary to obtain it. Before you can do that, you must become the type of person who would take those necessary steps in the first place. It's the old Be-Do-Have formula we've seen, or read about for years, and it works as well today as it did back when.

In a sentence, all success starts in the mind. Deciding to put all conditioned beliefs and responses aside and walk a new road isn't easy but an uneasy road is all that I offer you today - if Wellness could be found in a bottle or pill, believe me, I would've found it by now!

Your health is entirely up to you. I've outlined reasons for you in this chapter on why you may want to start looking in other directions. All this book is meant to do is provide you with a direction to go in, with a simple approach to getting your physical health to a level many have never experienced before. There are many paths from which to choose from. If I can provide enough value and get you to walk in the direction of health, this book will have been a success.

"Simple and necessary" is how I would like someone to describe this program, however, just because it's simple doesn't mean that it's easy either. The basic mechanics of driving a car are pretty simple, aren't they? Well, how easy was it for you to drive the very first day you got behind the wheel?

I leave you with the whole quote I used earlier . . . you can go back to living like you were before or you can decide to walk a new road today, ultimately, the choice is all yours.

You take the blue pill, the story ends; you wake up in your bed and believe whatever you want to believe. You take the red pill, you stay in Wonderland, and I show you how far down the rabbit hole goes . . . remember, all I'm offering is the truth - nothing more."

- Morpheus

H₂O

H₂O is the chemical formula which makes up water: one molecule of water has two hydrogen atoms covalently bonded to a single oxygen atom.

Don't worry, that's as technical as we're ever going to get in this book, however, isn't it interesting that we're taught this formula very early in our schooling but we're never taught the importance of it in relation to our body? This is probably the reason why most people find themselves constantly dehydrated, even if they don't know it.

Water is the basis of all life; and that includes your body as well. Your muscles that move your body are 75% water; your blood that transports nutrients is 82% water; your lungs that provide your oxygen are 90% water; your brain that is the control center of your body is 76% water; even your bones are 25% water.

Studies show that even a mild case of dehydration (*loss of 3% of body weight in water*) can decrease contractile strength by 10%. When 4% - 5% or more of total weight is lost in water, muscular and aerobic endurance can decrease by 20% to 30%.

If more than 10-12% of the body's weight as water is lost, you could die. An adult can live several weeks without food, but no more than 10 days without water. Our health is truly dependent on the quality and quantity of the water we drink.

We become dehydrated through activities of daily living; the average person loses between 10 – 15 glasses (*3- 4 liters*) of water a day in sweat, urine, exhaled air and bowel movement. What is lost must be replaced by the water we drink and the food we eat. We lose approximately 2-4 glasses (*1-2 liters*) of water just from breathing.

The evaporation of sweat from the skin accounts for 90% of our cooling ability. Exercise, sweating, diarrhea, temperature, or altitude can significantly increase the amount of water we lose each day.

Funny enough, the two things missing in most peoples' lives today are the most common cause dehydration - exercise and sweating.

When people sweat, they are also losing valuable minerals such as salt and potassium. Dieting is also another case in which dehydration can occur. Many dieting fads cause fluid to be lost from the body as a quick way to reduce weight.

Losing water will not help you shed fat; it will only assist in making you feel sick. Even though we are all at risk of dehydration the people most vulnerable are infants, elderly adults, and athletes. They are either not able to adequately express their thirst sensation or able to detect it and do something in time.

DEHYDRATION

Dehydration makes up one third of the *Disease Triad*, so it's important to know when you are dehydrated. Conventional wisdom has held for years that you should drink eight 8 ounce glasses of water daily. If you are trying to lose weight, drinking 8 ounces is a must because water curbs your appetite and helps your system shed the fat.

But how can eight 8 ounce glasses of water be correct when we lose more than that just by being alive? Some say that you consume plenty of water daily in your watery foods, such as soups, fruits, vegetables and beverages which offset the amount of water you need to drink on a daily basis.

The problem with that theory is that the normal everyday American diet is made up of anything BUT soups, fruits, vegetables and water. It's mainly made up of grains and processed non-foods, which in turn saps water and energy from your system to be able to help in the digestive process.

Another theory is that the body processes watery foods differently and any liquid that isn't taken in to sate thirst is not an accessible form of hydration.

For example, a Naked Juice might taste great as a meal replacement (*not a very good choice for a meal replacement*) but according to this theory, may not count as hydration.

Beverages containing caffeine should not be considered part of your daily water intake either, since caffeine is a diuretic and will actually flush fluids from your system. Are any of these theories true?

No one really knows, but in any case, it might make sense to count the water you drink as the only source of your daily water intake.

The latest information on hydration holds that you should drink half your body weight in ounces of water on a daily basis. That is, if you weigh 120 lbs., you should drink 60 ounces of water every day, or about 8 glasses.

If you weigh 180 lbs., you should drink 90 ounces of water daily, or eleven glasses and another few sips. So which way is right and which is wrong? Honestly . . . I have no idea. All I know is what feels right for me.

I will give you more ideas to munch on before I give you what I feel is the best drinking plan but just remember what I mentioned earlier, *"No one voice has all the answers."* Pick a style that fits you best; just be sure to include pure water in it!

SYMPTOMS OF DEHYDRATION

A small loss of water from your system doesn't normally affect the body and can go unnoticed. If dehydration is allowed to continue, then problems will occur.

The first symptom of dehydration may be a dry or sticky mouth; this should be regarded as the last outward sign of dehydration. That's because thirst doesn't start until body fluids are depleted well below what the body needs to function at a high level with.

If you are thirsty, it means your cells are already dehydrated. You may also feel dizzy and suffer from nausea. You will also notice that your urine has become darker, and you may produce less.

Closely monitor your urine to make sure you are not dehydrated:

- A hydrated body produces clear, colorless urine.
- A somewhat dehydrated body produces yellow urine.
- A severely dehydrated body produces orange or dark-colored urine.

The effects of even mild dehydration include decreased coordination, fatigue, dry skin, decreased urine output, dry mucous membranes in the mouth and nose, blood pressure changes and impairment of judgment.

Stress, headache, back pain, allergies, asthma, high blood pressure and many degenerative health problems are also result of dehydration.

You're not sick; you're thirsty. Don't treat thirst with medication

- Dr. F. Batmanghelidj

Some people, who suffer from water retention, also known as bloating, are reluctant to drink extra water, with the reasoning being that it will make the bloating worse.

This is not true; in fact, it means the exact opposite. Retaining water is often a sign that you are not getting enough water, causing the body to hoard what little water it has.

Counter-intuitively, if you suffer from periodic ankle swellings or days when you can't fit into your *fat pants*, drinking more water will actually help you shed the excess fluids in your tissues.

If you are trying to lose weight, add more water to your regimen. Burning fat creates waste products that must be flushed from the body, and the more fat you lose, the more wastes are left behind.

Additional daily water will help move these toxins out of your system. Surprisingly, it is possible to *overdose* on water.

Too much water throws your electrolytes out of balance and can cause all kinds of nasty symptoms, but you have to drink far more than most people would consider for this to be a concern.

WHAT COUNTS AS HYDRATION?

We are designed to drink pure, natural water . . . that's it. I hate to break it down to you but anything else just isn't what the body craves. Even juicing, for as beneficial as it is to the system, is not natural.

Now do I think you're going to stop drinking anything other than water because I say so? Not in a million years and do you know why? Because I don't even do it!

I drink fresh juices, wine, an occasional beer and every now and again, a hot chocolate from Starbucks, yummy!! However, pure water makes up more than 90% of my daily fluid intake and you would be wise to get your number, whatever it is, up past the 80% mark as well.

- Avoid drinking sodas and/or soft drinks to provide your fluid needs. The high sugar content and artificial flavors in soft drinks are harmful to your health.
- Tea, coffee, soft drinks contain water, but the diuretics contained in these caffeinated beverages flush water out of your body. They won't replenish fluid loss; in fact, they'll cause you to feel thirstier.

Some researchers believe the amount of water that get's flushed out due to these diuretics is such a small amount, it shouldn't really be taken into consideration when drinking them . . . but do you really want to knowingly ingest something you know is going to flush out any amount of something that's a vital part of your body?!

- You're going to drink them anyway, we both know that, but if you drink them constantly and don't drink enough pure natural water, then you are severely compromising your long-term health.
- Natural pure water is the best choice. If you are committed to a healthy lifestyle and long-term health, make water a habit and a priority in your life.

"During the years of my captivity, I cured over 3,000 ulcer cases with only water in the Evin Prison -- "my God-given stress laboratory." All thanks to water. Plain, simple, cost-free medicine for everyone.

Water that we all take for granted! Water that the medical profession has dismissed as unworthy of research! Since my eyes were opened to water as a natural medication, I have seen it heal and alleviate hundreds of traditionally incurable sicknesses and chronic pains.

I have seen water completely reverse conditions such as: Asthma, Angina, Hypertension, Migraine headaches, Arthritis pain, Back pain, Colitis pain and chronic constipation.

Heartburn and hiatal hernia, Depression, Chronic fatigue syndrome, High cholesterol, Morning sickness, Overweight problems and even heart problems needing bypass surgery."

- Dr. F. Batmanghelidj

Author of "Your Body's Many Cries for Water"

Fereydoon Batmanghelidj, M.D., an internationally renowned researcher, author and advocate of the natural healing power of water, practiced medicine in Iran when the Iranian Revolution broke out in 1979.

Dr. Batman, as he was known, was placed in the infamous Evin Prison as a political prisoner for two years and seven months. It was there he discovered the healing powers of water.

One night, Dr. Batman had to treat a fellow prisoner with crippling peptic ulcer pain. With no medications at his disposal, Dr. B gave him two glasses of water. Within eight minutes, his pain disappeared.

He was instructed to drink two glasses of water every three hours and became absolutely pain free for his four remaining months in the prison. Dr. Batman successfully treated 3,000 fellow prisoners suffering from stress-induced peptic ulcer disease with water alone.

While in prison he conducted extensive research into the medicinal effects of water in preventing and relieving many painful degenerative diseases.

Evin proved an ideal *stress laboratory*, and despite his being offered an earlier release, Dr. Batman chose to stay an extra four months in prison to complete his research into the relationship of dehydration and bleeding peptic ulcer disease.

The report of his findings was published as the editorial of the *Journal of Clinical Gastroenterology* in June 1983. The *New York Times Science Watch* reported this discovery on June 21, 1983.

If anyone knew about *water*, it was this man. Much of what I've learned has been through studying his work. I urge you to go read his book *"Your Body's Many Cries for Water,"* and as I end this section, understand that there is an ocean of intelligence within you that must keep in constant motion – water provides this flow.

Super-hydrating your system is the safest way to make sure you're getting all the water you need. If you're not sure you've had enough water for the day, don't hesitate to drink some more.

Energize

The second area you want to focus on is your personal energy. More specifically, your ability to get energized and remain energized for as long as you need to. Energy is the one constant you need in order to stay motivated, committed and persistent towards the accomplishments of your goals, especially when things don't go according to plan – and yes, things won't always go according to plan.

The energy I'm talking about is not what workout guru *Tony Little* exhibits during his high-octane workout infomercials. You know what I mean, that go-go-go, non-stop manic-type energy. I've never met the man personally, but I'd be pretty impressed if he could keep up that type of energy throughout the whole day. More likely than not, he tones it down a few notches to be able to make it through his hectic schedule.

What we need is a level of energy that is, like life coach Anthony Robbins likes to say, "attainable AND sustainable."

It does us no good to get all wired up, only to be totally wiped out an hour later. We need something that's going to last, and we need it available and on call, 24/7.

If you've ever made a fire, you'll notice that after a while, the flames will die down; but if you try to touch the embers, you'll end up burning yourself. Even more importantly, if you throw another piece of wood on that fire, it starts right back up again. That's the kind of energy you're going to need to be at your best, day in and day out. It's the kind of energy that is just below the surface, and is always ready to burn bright on demand.

To be able to summon up this type of energy, I believe you need 5 *sparks* firing at the same time to ignite and create what I call *Sustainable Energy*, and these 5 sparks are:

- **True Rest**
- **Sunlight**
- **Gratitude**
- **Faith**
- **Restraint**

Spark # 1: True Rest - Western civilization is probably made up of the most sleep-deprived people you'll find on the planet, and this is with many people sleeping for 8-10 hours! The truth is, *"it's not how many hours you put in, it's what you put in the hours."*

If you aren't truly resting, you wind up experiencing headaches, sleepiness, sore muscles, lack of focus, and even in some cases nausea. Remember, your immune system clicks on when the body is resting. If it isn't resting and healing, it only makes sense that we wind up feeling like crap, doesn't it?

Spark #2 – Sunlight

One of the benefits of sunlight is that it helps to keep our body temperature raised so we feel more energized.

Some other benefits of sunlight include the role it plays in helping us get the full nutritional value from food that we consume and it has been proven that getting sufficient sunlight aids in preventing chronic ailments such as osteoporosis, depression, type 2 diabetes, and cancers affecting the bladder, breasts, cervix, colon, ovaries, prostate, and the stomach. In short, sunlight is vitally important in your overall health program.

Spark # 3 - Gratitude

According to studies, thoughts of gratitude flood your body with immune-boosting endorphins which aid in the healing process and just enhance your overall health. These studies also show that when you take time to be grateful for all that you have, especially when you start your day, your stress levels decrease – which means YOU feel better! When you feel better, your energy by default increases, this alone should be reason enough to throw gratitude into the mix, don't you think?

Spark # 4 – Faith

Faith is the main ingredient in every religion known to man, and many books have been dedicated to this one *spark*. For that same reason, we WON'T be delving deep into this subject, but I felt it was necessary to at least touch upon. I searched online for definitions of the word *Faith*, and came across two I feel sum up what the word truly means.

One definition of Faith, according to [Bing](#) is, *"belief in, devotion to, or trust in somebody or something, especially without logical proof."*

That *somebody* in this case is YOU. One reason many people never lose weight or get in shape is because they have no Faith in their own abilities to get the job done.

In fact, people often mentally *give up*, even while getting started on brand new health programs!

One of the keys to success in anything is having the confidence in your ability to get things done. You can only get that kind of confidence through achievement. You must have a few accomplishments under your belt to feel confident about succeeding at your next task.

The truth is if you look close enough you can find examples in your life where you succeeded and you can use those examples to build upon, no matter how small you may feel these achievements are.

The second definition of Faith I found on the same site is, *"belief in and devotion to God."* To simplify my life I equate universal Law with God, I find them to be one and the same.

God for me is not a religion or a grandfatherly type figure living in the clouds. God is the source where everything comes from, including the Laws I reference here.

The Law of Calories is one of those laws. If you eat a certain amount of calories every day, and never go above that amount – you will maintain your weight.

If you go above those calories, and don't exercise, you'll gain weight. If you eat fewer calories and exercise more – you'll lose weight, and even though everyone's caloric intake levels are different, the principle remains. Pretty simple stuff, huh?

All these Laws are simple, but we find ways to make them overly-complicated. Believe me, I know from personal experience. No one can take a simple concept and turn it into a complex theory like I can!

Now just **believing** these laws are going to work for you is not enough. If that was the case, we'd all be meditating on a beach with a margarita next to us, as we believed our bodies into perfect health.

I hate to break it to you, but like we used to say as kids growing up, *"it ain't never gonna happen."* You must be active in your Faith, meaning you must get to work first before you can activate the Law in your life.

If you want to use the Law of Calories to work in your favor, you must work it first. If you want to lose weight, you must take in fewer calories than you've been used to consuming, and follow it up with exercise.

What you don't do is sit and just **believe** in the law without any action. Faith without discipline serves no useful purpose, but Faith with discipline can create miracles - focus on creating miracles in your life with the principles we cover in this program by using Active Faith.

Spark #5 - Restraint

The ability to control oneself is so important, it's been studied all through history by religious thinkers, philosophers and in today's world, psychologists.

Unlike other programs that dictate what you can and cannot do, this program works according to what the individual decides to do. I don't believe in living life by a set of rigid, non-bending rules, which is why this last spark is so important. Restraint is all about knowing the line.

You can come screaming up to that line, but as long as you stay behind it – you're still ahead of the game and in position to come out on top. If you cross that line, you set yourself up to taste defeat and frustration – plain and simple.

What is this line? It's hard to define, but we all seem to know what it is when it appears; and we're faced with having to make the decision as to whether or not we're going to cross it, almost on daily basis. Let me try to clarify:

- You go to the park with your kids and have a great day. You exercise all day long and spend quality time with the family, what could be more exciting? The kids want ice cream, so you head on over to the local ice cream shop. Each kid gets a cone and now it's your turn to order . . . you are now face-to-face with the line.

Do you pass on the ice cream, get a cone like the kids, or do you go for the extra thick Butter Pecan shake you've been eyeing since you stepped in the store? Restraint means you forget about the extra thick shake and focus on having a great time while maintaining your overall health. What does that mean? It means going for an ice cream cone, of course! You can relax now . . . feel better? Ok, let's proceed.

Deciding to pass on the cone altogether would be ideal but you'd be missing out on a shared experience with the family, and besides a cone is not going to destroy everything you've accomplished in the last week.

However, a cone EVERY time you hang out with the family can do damage **IF** you hang out with them multiple times a week, get it?

- You haven't played baseball in over a decade, but since you started the program, you've dropped some weight, gained some strength, as well as mobility.

Friends have been inviting you to their weekly softball games for years and this week you decide to go. You have a great time and feel good about yourself and what you've accomplished so far.

You're getting ready to leave when you find out they play a double-header every time out. The line has emerged.

You had a great time and you feel good, but you're also tired, and if you push it, you could end up hurting yourself. That would mean falling off the plan until you've healed, ultimately delaying your results . . . what do you do?

Restraint means knowing when to walk away, and in this case, walking away would definitely be your best option. Being away from the game for so long and trying to play it at a high level too soon, is asking for trouble.

Even if you were able to pull it off, muscles that you never knew existed would be bothering you for the next few days, and that could get you off track as well. Keep the ego in check and live to play another day.

- You're at a party with your friends and there's alcohol there. You have a great time while you're there; all the while sipping on a beer for nearly an hour.

You're not driving, so drinking one beer is not going to put anyone else in danger, but you also understand the damage alcohol does to the body.

Your friends call you over because they want to do shots. You are now face to face with the line, what do you do?

Restraint in this instance could be declining the shot and opting for another beer you can nurse until the party was over, or it could be having the shot with the understanding that you weren't drinking anymore for the rest of the night, (*how many health gurus are throwing their arms up reading that!*) or it could be any number of ways that allows you to have fun AND stay on course with the program.

Each of these was an example of restraint, and it's important you know your limitations early on.

Now this isn't an excuse for you to wimp out of certain situations. Instead, it's making sure you build up your foundation first, **BEFORE** you start testing your body. Restraint will help you reach your health goals faster; and it should be a part of your commitment to the program.

We come face to face with the line, so often within a week's time; we end up blurring it; so we feel comfortable with the decisions we choose – no matter what those decisions are. Showing restraint means you are conscious of the decisions you are making. Most habits are unconscious; and we don't even realize we're doing them until much later on.

It's one thing to pig out at a pizza parlor, and realize it afterwards; it's something else when you decide to keep going even after realizing it. Some people will *fall off the wagon* and have a binge meal, but others *jump off* and binge all day long; or even for several days. Restraint means getting back on track when you unconsciously AND consciously go off your normal eating pattern.

Failure isn't pigging out on one meal. Failure is knowing you pigged out, and then making a conscious decision to pig out for the rest of the day – that's called quitting. When you fall off the wagon, make sure to get your butt right back on. I know it sounds too simple, but that's all there is to it.

When you implement the concepts of True Rest, Sunlight, Gratitude, Faith and Restraint – you unleash an amount of energy within you, you may have never known existed.

The next section focuses on *Air* and believe it or not, you probably aren't using that correctly either. Yes, I think you're going to be surprised at what you learn in this section coming up, but understand - the foundation of this program is found in the first 3 letters of the word *HEALTH*: **H**2O + **E**nergize + **A**ir.

When you get these principles working in your life on a daily basis, Wellness is soon to follow.

Air

We've covered two pieces to the Scratch Health™ program so far, and although the acrostic is made up of six areas that are vital to your overall health, this last area makes up the *HEALTH* foundation. Without the proper hydration, energy and correct use of AIR . . . everything else is irrelevant.

Think about it, we can live for about a month or more without food, a few days without water, but only a couple of minutes without air.

There is an ancient quote I'll paraphrase that sums up why I believe our health has diminished drastically over the last 60 years: *"There are 3 species that are 'unconscious' to what they need to survive and prosper – birds to air, fish to water and man to himself."* I believe this is true, not only for health, but for almost every other area that makes up our lives.

We've been told over and over again how wonderful our bodies are, and what an extraordinary creation we are – but *the 80%* are worn down by their late thirties and early forties.

By this stage of their life, they have an old nagging injury they use medication to mask the pain with, and they begin *slowing down*.

I apologize for all the italics used in this book, but it's important because physical health is also tied to mental health. The italics represent a mindset and it's this *internal verbalization* that causes people to cement beliefs in their minds that are mostly false; like, *"Hey, I'm in my forties, I better start slowing down."* Heard that one before?

How about, *"I'm fifty; I'm not a spring chicken anymore."* Science is starting to prove to us now, more than any other time in history, that age is nothing but a number.

One way that science has shown us how to keep ourselves healthy, well into our 70's and 80's, is through activating our Lymphatic system.

The Lymphatic system cells aids the immune system in destroying pathogens and removes excess fluid, waste, debris, dead blood cells, cancer cells, and toxins as well – for this reason, it has been seen as your body's *drainage* system.

The Lymphatic system also works with your circulatory system to deliver nutrients, oxygen, and hormones from the blood to the cells that make up the tissues of the body.

The entire body is covered with Lymph. In fact, you have four times more Lymph fluid in your body than you do blood. Lymph starts out as plasma, which is the fluid portion of your blood, it then turns into tissue fluid after leaving the heart and delivers the nutrients, oxygen, and hormones I mentioned above.

As this fluid leaves the cells, it takes with it, cellular waste products and protein cells. This fluid then flows into the venous circulation, which is set up to return blood to the heart to be re-oxygenated and re-circulated. Most of this fluid then flows into the circulatory system, but the remaining amount that's leftover becomes what's known as lymph.

Your cells need oxygen to flourish; and if too much waste is in their *space*, then it is impossible for your cells to be at their very best. Your Lymph system is so important, that if it shut down for just a day – you'd be dead due to dead blood protein and trapped fluid in your cells, and according to studies, an estimated 90% of modern day illnesses are lymph related.

Bottom line, we need to understand why lymph is important to our health, and more importantly, how we can get it working for us.

Lymph

The blood stream has the heart, which helps to continually pump blood throughout the body and is cleansed by being filtered by the kidneys.

The Lymph system has no such pump, and is instead, designed so that lymph flows upward through the body and through lymph nodes where it is filtered.

Lymph travels from your feet and hands up toward the base of your neck, where it drains through two ducts that continue on to the Thoracic duct. This duct empties the lymph into the subclavian veins, where it once again becomes plasma in the bloodstream.

The only way that Lymph can work correctly is through gravity, deep breathing and muscular movement. This means that if you want a vibrating internal system, then you need to figure out ways to get that Lymph moving. Dr. Jack Shields, a highly regarded Lymphologist from Santa Barbara, California discovered that a deep diaphragmatic breath is the best way to get the Lymph moving.

We must learn how to use air to cleanse our bodies of cellular toxins, allowing our bodies to repair and nourish us on a high level, causing us to look and feel better throughout our entire lifespan.

Believe it or not, *the 80%* do not breathe properly, and have no idea how if they wanted to. Deep breathing creates a vacuum, where the Lymph is sucked through the blood stream and multiplies the pace at which the body eliminates toxins.

In fact, deep breathing and exercise can accelerate this elimination process between 15 to 30 times the normal pace.

Deep Breathing

This is the part of the book where I touch upon meditative techniques, which causes many folks to roll their eyes, and mentally check out. Truth is I don't meditate, not the way it's been taught to western civilization over the past thirty years. I created my own version of it, and I named it the *Cheating Meditation technique*.

Yeah, I know, not too marketable, and even though I'm writing this with tongue-in-cheek, I call it that because it doesn't incorporate humming to myself or sitting still with my legs crossed for thirty minutes either.

If you have a life that's anything like mine, you don't have a whole lot of time to devote to meditation the way the experts explain it to us as. What it does have is time spent on gratitude and deep breathing – two key components of meditation.

I wake up in the morning and take a few minutes to let the fog clear. I then go into my morning routine of washing and showering up, but while I'm doing that I take time to give thanks for what I have in my life now and all that I'm going to have in the future.

Then I either open my window or go outside, depending on the weather, and proceed to go through my deep breathing exercise . . . that's it. That's the extent of my Cheating Meditation meditative process. I could've made it super-complicated, but why? Isn't all this stuff I'm going over with you hard enough?

The breathing technique is simple. The easiest way to figure out how to breathe correctly is to look at a newborn baby. Where do they breathe from? That's right – their bellies.

Deep, *diaphragmatic* breaths are the key to help pump lymph through your body.

Most people breathe in from their chest – this is shallow breathing and does more harm than good. The diaphragm has strands going down to the lumbar vertebrae (*lower back*), which is made up of five bones or vertebrae in the lumbar spine.

A diaphragmatic breath causes the diaphragm to move through its entire range downward to massage the liver, stomach, and other organs and tissues below it, and upward to massage the heart.

When our breathing is full and deep, the belly, lower ribcage, and lower back all expand on inhalation, thus drawing the diaphragm down deeper into the abdomen, and retract on exhalation, allowing the diaphragm to move fully upward toward the heart.

In deep, abdominal breathing, the downward and upward movements of the diaphragm, combined with the outward and inward movements of the belly, ribcage, and lower back, help to massage and detoxify our inner organs, promote blood flow and peristalsis*, and pump the lymph more efficiently through our Lymphatic system.

*Muscle contractions that help move our food through the esophagus and intestines

Load Factor

The *Load Factor* is based off the Law of Vertical Load, which states that in order for your joints to enjoy their range of motion, they must line up over the top of the other. Your Load Factor is going to determine just how functional your body really is.

Unfortunately, this factor doesn't have a mathematical formula attached to it, so there's no way to quantify it. Instead, your Load Factor goes according to feel and posture. If you have chronic pain and a bad posture, you have a very low Load Factor. If you have little or no pain and good posture, you have a high Load Factor. Notice how simple I keep things?

The skeleton is able to bear weight and absorb the shock of movement, simultaneously. It does this with joints called load joints, such as shoulders, hips, knees, and ankles.

Your ability to move begins on the inside and works its way out. Let me explain: the muscles that help with your posture are located next to the skeleton. These are big muscles that no one can see from the outside.

As they lose their function, your body automatically begins to compensate so you can carry out the movement you're demanding your body to perform.

The muscles of the outside, the ones you can see, eventually begin to do the work of vertical load, of stabilization, compensating for the inside muscles that have become dysfunctional. So what happens at this point? - Total dysfunction.

You end up with a posture that is *all out of whack* and is visible to an evaluation: one hip is in a different position than the other or one shoulder is forward or higher than the other one. Ultimately, a posture like this will lead to pain.

People complain about not being able to walk down stairs without pain, lifting over their head without pain, typing for more than ten minutes without pain, or drive a car without pain.

The pain is the "*effect*," not the "*cause*." Pain is the signal the body uses to let you know that it cannot function properly.

Most people are posturally imbalanced today due to lack of movement. Most folks live a life of routine, yet fail to incorporate exercise into that routine.

This lack of movement causes our postural muscles to atrophy, causing secondary and tertiary muscles to compensate – a task they were never meant for. And when we decide to get back to movement or when we're forced into movement, we get the signal from our body – pain.

Restlessness during the night, hypertension, and even diabetes can be attributed to postural imbalance. If your body is off its axis, so to speak, your nervous system may not be sending the correct signals to certain areas to perform certain functions.

Your circulatory system may not be working correctly because of an imbalance, which could cause issues with the venous circulation and Lymphatic system as well.

Have you ever noticed that some people, after reaching a certain age, just won't do certain things anymore? A lady in her sixties refuses to get on a four foot ladder because she's afraid of feeling that pain in her knee again.

A fifty year old dad coaches his son's basketball team, but refuses to scrimmage with them because he's afraid of hurting himself, after feeling pain in his back the last time out.

Instead of figuring out WHY we're feeling that pain, we explain it away, *"Well, I am getting older; I'm not supposed to be doing that stuff anyway."* Who says?

Jack Lalanne had to be talked out of swimming to Santa Catalina Island for his 95th birthday, a distance of 20 miles off the coast. I'm not saying you have to be as fit as he was, but if he could do that at 95, don't you think you should be able to climb a step ladder at sixty or play ball with your kids at fifty?

The only limitations we have are the ones we embed in our own mind. Think about it: you used to run; now you jog. You used to jog; now you ride your bike. We used to ride our bike; now we walk. We rationalize it away as old age and believe this is the way it's supposed to be.

I mean, hey, as long as I'm pain free, that's what counts, right? Wrong!

Muscles that aren't regularly stimulated will be put on hold. Remember the Law of Gender I mentioned in an earlier chapter? One of the corollaries of that law is, *"Whatever we don't use we lose. You are either growing or dying – there is no in-between."*

If you don't use your body, you will lose your body. And if you're trying to use your body, but aren't able to because of the pain – you need to figure out WHY you're in pain in the first place. What you don't do is stop altogether – that's asking for whole lot more trouble.

There is a reason why I made sure this area came before diet and exercise, and it's a simple one - without proper alignment, nutrition and exercise cannot be maximized.

Food fuels the body's needs, but like we covered earlier, if your body is unaligned, all the primary muscles needed to keep you aligned, won't be able to take advantage of that nutrition.

Likewise, exercising with an unaligned body will cause more harm than good because you literally strengthen your secondary and tertiary muscles into roles they shouldn't be playing.

This *strengthening* process makes it even harder to get back into alignment, once you decide to do so.

The fact is, this is where many of you stand today and if that's the case don't be mistaken into thinking that the postural exercises you are going to learn are going to correct your posture in a week or two. It will take time, but if you're patient and disciplined, you will see results.

Well, we are nearing the end of our journey here. Just two more areas to cover, diet and exercise. I hope you took my advice and decided to put whatever you've read so far into practice.

If you wait to finish the book first before you get started, you could end up missing pieces, due to the amount of information here. Better to go slow and figure out how to get it all working in your life, piece by piece, instead of trying to make a holistic change in one fell swoop.

The first 3 areas deal with the *"inner world,"* and the last 3 deal with your *"outer world."* Water, energy and oxygen deal with your body on a cellular level. Correct posture, proper diet and muscular movements affect your body on a physical level.

Your inner world always comes before the outer world. My experience has taught me that almost everything in my world works its way out from within.

If I find that I'm constantly frustrated and things aren't working the way I would like them to, I find that my thinking is usually the reason behind it and the same applies to my health.

Each area we cover builds on the last one. If you try to skip one to get the benefit from the other, you will be short-changing yourself.

Begin aligning your body now with what you learned here, but align the areas that make up Scratch Health™ as you go along and you will experience a level of health few ever get to enjoy.

Trophic Dynamics

If you're reading this section, I want to congratulate you. Many people never make it to this section of the book, but you're obviously serious about taking your health to the next level.

This area is not just the *diet* area, where you'll find a guru's program beginning to reveal the wild and crazy concepts about what you should eat and the recipes they think work best for you.

Instead, this chapter is going to focus on the 3 areas that make up Trophic Dynamics:

1. **The Nourishment Process**
2. **The Energy Keys**
3. **The Fixin's**

Trophic Dynamics probably sounds like anything other than what it really means. Trophic, according to [Merriam-Webster](http://www.merriam-webster.com/dictionary/trophic), means, "*of or relating to nutrition.*"

Nutrition means, "*the act or process of nourishing or being nourished; **specifically**: the sum of the processes by which animal or plant takes in food and utilizes food substances.*"

Dynamic means, "*marked by continuous and productive activity or change.*" Put it all together and what you get is the groundwork for a total change in how you *think* about food.

Trophic Dynamics, then, can be defined as *the philosophy of fueling one's body with nutrients that are easily assimilated, so as to unleash the energy potential stored in each and every cell of your body.*

A mouthful perhaps but once you start seeing how I bring this concept together, I think you're going to understand that Trophic Dynamics is more than just a fancy name I conjured out of nowhere.

It's too much work for me to hypnotize you into following my program, or condition you to hate a certain food. Forget all that and let's keep it simple by following principles.

Remember, we're naturally afraid of heights because we know we could die from our impact with the ground due to gravity. That's the same concept I want to instill in you here.

You're going to want to eat a certain way, because you know doing it any other way is going to cause you to *hit the ground*, so to speak.

Let's begin with the first part: **The Nourishment Process**

The nourishment process is made up of 6 activities

- Ingestion
- Digestion
- Absorption
- Transport
- Assimilation
- Excretion

Ingestion - the process of actually eating your food is a science unto itself. Pay attention to the environment, your feelings, and even how many times you chew while eating.

Any, or all, of these factors can lead to your body getting less of the nutrients it needs, and working harder than it should to collect those nutrients.

Digestion - Food-combining helps to speed this critically important process along. Too large a subject to cover in this report, just know that HOW you eat, is just as important as WHAT you eat.

Think about this, after sex, digestion is the greatest drain of your body's energy.

If your body has to put out a ton of energy to digest your food, and you're not allowing the nutrients to be extracted because you're wolfing down your food in whole chunks, then you're literally causing yourself to become malnourished; even though you may be satiating your hunger.

Absorption - When your digested food hits the small intestine, it runs smack into the juices released by two vital organs. One of these organs is the pancreas, which releases juices that are loaded with many kinds of enzymes that break down carbohydrates, fat and protein.

The wall of the intestine also releases enzymes that help in breaking the food down as well. The second organ is the liver, which produces a juice known as bile.

The bile is stored in your gall bladder and when you're eating, it gets squeezed out and into the intestine to mix with the fat in the food. Bile dissolves fat into a watery like substance and it then gets digested by the enzymes from the pancreas and the lining of the intestine.

After all your food is broken down into the nutrients the body needs, it all gets absorbed through the wall of the small intestine.

Transport - The small intestine is covered with projections called villi and microvilli that are responsible for absorbing nutrients. Once the nutrients are in the blood, they are carried off by the bloodstream to different parts of the body for storage or for usage.

Assimilation - Depending on what you eat, will determine how your body breaks your food down, what it turns into, and where it's carried to be put to use.

Excretion - The last step in the nourishment process is made up of the steps your large intestine/colon, the anus, and the urinary system go through to get rid of the waste your food produces.

Diet is an essential part of any fitness program, there is no denying that, but how you eat is as important as what you eat. When you combine correct eating habits with quality food, while maintaining a healthy excretory system, you now the set the stage for the nourishment process to create dynamic chemical reactions in your body.

The Energy Keys

The second area of Trophic Dynamics involves the 6 major classes of nutrients, or what I refer to as "*The Energy Keys*," being as how they are the keys to unlocking the energy lying dormant in your cells. They are:

1. **Protein**
2. **Fats**
3. **Carbohydrates**
4. **Vitamins**
5. **Minerals**
6. **Water**

Most foods contain a combination of some or all of these nutrient classes. The only problem is that nine times out of ten, they're all mixed up with toxic substances that tax the body, draining it of precious energy. While some of these nutrients can be stored, others need to be brought into the body, almost on a daily basis.

If you are always sick or always tired or sick AND tired – it's probably due to being malnourished. The flip side to that equation is having too much of a certain nutrient.

For example, salt is a required mineral the body needs, but too much of it can lead to disease and even death if not taken correctly.

Let's briefly discuss each nutrient and explain why it's important to know about them and how to get them working for you. Understand that these explanations are overly-simplistic, but for the sake of brevity, I've kept it short and sweet.

Protein - This nutrient is responsible for many of the body's structures, like muscles, skin and even hair. When broken down into molecules they become amino acids, which are vitally important because the body uses them to produce new protein. The body also needs amino acids to replace damaged proteins, and since there are no storage ducts for protein or amino acids – they must be present in your diet.

Fats

*I don't use butter, are you crazy? That'll give you a heart attack!
I try to stay away from avocados, too much fat.
Oh no, I limit the amount of Olive oil I use. Oil is fattening.*

Ever heard these statements before, I know I have. The question is . . . why do you avoid these fats?

If your answer is that you don't like how they taste, that's fine, but if it's because you believe there's a healthier choice – think again. Once again, it's all about having the right information.

Saturated fats have almost no impact on blood glucose levels or insulin production. They take longer to break down than carbs do and you end up feeling full and satisfied with a good amount of fat in your diet.

The fact is FAT doesn't necessarily make you . . . well, FAT. There are healthy fats that can help in preventing disease and avoiding fat can, ironically enough, increase your chances of disease.

Carbohydrates

Carbs include sugars, starches and fiber. Here in the U.S., we eat a mostly *grain-based diet* which carbs make up a large part of. Ironically, carbohydrates are not as essential to the body as protein and fats are, yet most people (*the 80%*), have been infatuated with focusing on them.

Even going so far as to create a good and bad side - complex carbohydrates are good and simple carbohydrates are bad, with the common knowledge being that complex carbs are healthier for you because they take longer to digest, while simple carbs create spikes in your blood glucose levels.

As damaging as it is to have a grain-based diet, while focusing on a nutrient that plays third fiddle in order of importance, it's just as disturbing when you find out the reason why everyone is focused on these carbs is completely false!

Complex AND simple carbs end up being converted into glucose, which the body uses as a primary fuel that works for many organs and can even be stored for later use.

The real important underlying issue here is something I learned from Mark Sisson on his site marksdailyapple.com, and what *the 80%* are mostly ignorant of – **carbs control insulin and insulin controls fat storage**. Insulin is a storage hormone and eating more carbs produces more insulin.

The excess insulin from the excess carbs causes your body to become insulin resistant, especially when you live an inactive lifestyle, and you end up putting on weight because the insulin cannot do its job properly.

If this pattern isn't corrected, the body automatically begins sending carbs and fats directly to your fat cells and *that* leads to obesity.

Vitamins

Vitamins are organic substances present in food which the body needs in small amounts for the metabolism and maintenance of normal growth and functioning.

The most commonly known vitamins are:

- A
- B1 (*thiamine*)
- B2 (*riboflavin*)
- B3 (*niacin*)
- B5 (*pantothenic acid*)
- B6 (*pyridoxine*)
- B7 (*biotin*)
- B9 (*folic acid*)
- B12 (*cobalamin*)
- C (*ascorbic acid*)
- D
- E
- K

The B and C vitamins are water-soluble, with excess amounts being excreted in the urine. The A, D, E, and K vitamins are fat-soluble and will be stored in the body.

Minerals

Minerals are made up of two categories: Macrominerals and Trace minerals.

Macrominerals are also known as *bulk minerals* and many are used in the body as electrolytes. We've all seen the Gatorade commercials where they go on and on about all the electrolytes it gives you, and it sounds awesome . . . but have you ever stopped to ask the question, "*What the heck is an electrolyte?!*"

According to [Wikipedia](http://en.wikipedia.org), "*An electrolyte is any substance containing free ions (molecules) that make the substance electrically conductive.*"

This just proves a point – your cells DO have potential energy waiting to be used, and these minerals help in creating that charge.

Trace Minerals are needed in small amounts because of the role they play in creating chemical reactions in enzymes. Vitamins, macrominerals and trace minerals work together inside the body on a cellular level to make each other more absorbable or useable by the body.

For example the body is unable to properly absorb calcium unless vitamin D is present. The body is unable to properly use calcium unless magnesium is present.

Vitamins, macrominerals and trace minerals, together, perform specific tasks crucial to overall health. For example, Vitamin E, when teamed with Selenium, destroys free radicals. Manganese, when teamed with vitamin B-1 and Chlorine, aids the body in digestion. If you do not get enough vitamins, macrominerals and trace minerals, your body will not function properly.

Water

The last Energy Key is, of course, water. It helps to regulate body temperature, transports nutrients to cells, and rids the body of waste materials. Water must be involved in anything having to do with the body – plain and simple.

To have your cells vibrating at a high level, you need to be consuming these Energy Keys in a certain way and in the right amount. Get to understand them better and learn the correct combinations to unleashing your energy potential.

The Fixin's

We've finally reached the fun part – FOOD!!!! Yeah, we all get excited when that steaming plate comes our way or that buffet lays spread out before us, don't we?

As awesome as that feeling is, we must come to this realization - we need to start seeing our food as fuel instead of as a vehicle we use to escape our problems with for a little while each day.

For example, *pay day* is usually seen as the, *"I've earned it day."* People will rationalize away the 2,000 calorie meal they just devoured, with the main excuse being, *"Hey, I work hard all week. I deserve some comfort."*

There are literally dozens of ways you can award yourself for a week's worth of hard work, other than to stuff your face with a high caloric, nutrient-deficient meal. People tend to rationalize, which is really nothing more than *rational-lies*, and soon this becomes a habit.

Eat To Live . . .

Some people take this idea of *"food escapism"* to the extreme. Instead of awarding or comforting themselves weekly, they make lunchtime their daily pig-out session. As much as I hate being a tough-butt, in this instance, I think I've got to get the message to you loud and clear.

There's absolutely nothing wrong with getting excited about food, as long as you're getting excited for all the right reasons.

If you're excited about going to your aunt's home because you haven't seen her or her apple pie in years – that's ok. If you're excited about lunch today, because you packed a great-tasting meal that is going to fuel you properly – that's ok.

If you're excited about eating a dish that's totally unhealthy, but tastes amazing and you've been eating correctly 80% of the time, that's ok too. But if you're getting excited about a meal, simply because you get another chance to eat . . . because you like to eat – that's not ok.

Thin people will skip meals and won't be aware of it until they notice they're hungry hours later. They don't obsess over food because it's not the center of their lives.

Old sayings stand the test of time because they're drenched in truth – “*you eat to live, you don't live to eat.*” I'm not saying skip meals, in fact, you'll probably be eating more on this program than you thought you would be - so don't get me wrong here. I'm saying learn to see food as your fuel 80% of the time, and as a treat the other 20% of the time.

“But I Like Cookies . . . ”

Although I know how dangerous *sweets (aka: foodstuffs)* can be, if eaten on a regular basis, I enjoy them every now and again. I like pies, cookies and pastries . . . and I eat them when I want to eat them.

I don't have an urge to eat them all the time though - that's the difference. Even when I have a sweet-tooth, I always *layer* it first before I decide to eat something sweet. *Layering* consists of eating or drinking healthy choices first that will prevent you from eating sweets or over-eating.

For instance, if I'm hungry or have a desire for *sweets*, I'll drink a large cup of water with lemon or lime in it first. If I'm still feeling it after waiting about 15 – 20 minutes, I'll have something salty like a handful of oven roasted almonds with sea salt, to knock out a sweet tooth craving or something sweet like a peach to knock out a salt craving I might be having. Sounds counter-intuitive right? But it works!

And if I still have a craving for a particular *sweet* 30 minutes after that - I just go out and get the damn thing! Did you catch that last point though . . . I hope you did? See, I purposefully keep all junk food outside of my home for that particular reason.

If I want to drink a coco moco choco from one of these fancy-schmancy coffee houses, I have to leave my home to do so. I make sure never to keep the fixin's for a treat like that in my home, or else I'm going to eat it or drink it – plain and simple. My discipline isn't the stuff made of legends, so I make sure to help myself out.

If you can do the same, and layer your craving - nine times out of ten you wind up calming the beast within, without having to gobble down something you know you won't feel good about later.

Let's Eat!!

- **60% Water-Based Foods** (*minimum*) – More than half of your food intake should always be made up of vegetables and fruit. Do I *always* adhere to this? - Of course not.

BUT when I wanted to shed the extra weight I did, and I do my best to make sure that I get that number to at least 60% and above as much as possible.

It's important to stay as close to it because most of your vitamins and minerals are going to be coming from this group. Whatever combination you feel makes more sense is what you're going to lean towards.

For example, I used to like fruit more than vegetables at one point, so I split my 60% up this way – 40% fruit and 20% vegetables. Like I mentioned earlier in the book, try to eat all your meals with a giant salad.

If you're broke and you find yourself at McDonald's buying a value meal for lunch, don't rationalize it away. Go the extra mile and make a nice big salad before you head into work, and throw the value meal in the damn salad!

In the end, 50% of your diet should be water-based and that's what counts the most.

- **25% Meat, Fish, Poultry and Eggs** - I don't eat pork for my own personal reasons, but under the right conditions, I believe you can eat just about whatever you want. Those conditions I speak of have to do with labeling. If your meat is *certified organic*, then you have my blessing, regardless of what kind of meat it is.

Certified Organic means, or is supposed to mean, the meat you're purchasing, comes from animals raised on grass or grain feed without antibiotics, hormones, genetic engineering, irradiation, sewage sludge, or artificial ingredients. It also means the animals had the ability to '*roam free*,' so-to-speak, which makes for a healthier meat due to the absence of stress.

- 10% of your diet should be made up of nuts, seeds, nut butters, good fats and quality oils (Btw, Peanuts don't belong to the "Nut" group, they're a legume)
- The last 5% is made up of herbs, spices, and supplements

Stick to whole foods as much as you can. Local organic is actually the best quality you can get as far as produce is concerned, but if that isn't possible, go to your local farmer's market and get your produce there. Be sure to wash it thoroughly and you should be fine.

As far as meat is concerned, if certified organic isn't a reality for you, get your meat and poultry from a butcher and your fish from the local fish market.

Do not bother getting your meat or your produce from the neighborhood supermarket, unless your neighborhood supermarket has a butcher.

The meats are tainted to say the least and most of the produce is genetically modified. In case you aren't aware, genetically modified foods have never been proven safe to eat and studies show the harmful effects it has on lab rats.

A paper published in the *International Journal of Biological Sciences* in December of 2009 identified adverse effects in rats fed genetically modified (GM) corn using statistical analysis. These are foods you'd do best to avoid as the ramifications of ingesting foods like these, in humans, are as of yet unknown.

Eat Multiple Times A Day

Many nutritionists and fitness experts champion the six meal-a-day program, while others stress *the 3 squares*. I believe you should eat as many times as you want, as long as you're eating your food in the proper proportions.

I think if you eat according to the percentages I gave you earlier, your hunger will always be satiated and you won't end up overeating or binging.

I believe a five-meal-a-day plan works best for people, with two mini-meals sandwiched in between your three main meals. With this strategy you end up feeling just short of full (*which is where you always want to be*) and satisfied. More importantly, you never end up feeling hungry.

One reason why you may want to focus on less food per meal and more meals is because your body is capable of assimilating but so many nutrients at one time. Smaller meals give the body the best chance to absorb more nutrients.

Remember our goal is Sustainable Energy, the kind needed to help you shed any unwanted weight, get in the best shape of your life, and still have enough energy left over for all the other areas of your life.

Another reason is based on evolution. Although we may have become *civilized*, our bodies haven't changed all that much over the last 10,000 years. We were hunter/gatherers in those days, and life was all about survival.

Like any other species, our offspring were given certain innate features that gave them a good chance to survive in the wild, like intelligence.

In the end, it was all *about kill or be killed*, so having the ability to out-think a predator was key to your long term health. So what does all this mean?

Well, we may have evolved light years ahead of any other species mentally, but certain aspects of our body make-up haven't changed a bit.

Our bodies were never designed to function at a high level on the types of food we find in our supermarkets today. Our bodies still think we're on the run from predators and that we still need to search and gather our food.

That's why a one to three meal a day plan causes the body to store fat because it's unsure when it will get its next feeding. However, when it becomes used to being fed consistently, like four to five meals a day, it tends not to worry so much about tomorrow's need for energy and is therefore less likely to store energy as unsightly fat.

I understand that this is an *over-simplistic explanation* of the process, but that's how I think. I like things broken down to a very easy, manageable morsel I can chew on and eat with very little difficulty, isn't it just better that way?

I could've written about it with scientific jargon attached for you, but it would've taken two whole pages to explain what I essentially told you in the last paragraph.

I'm more into the *meat and potatoes (not literally)* if you will, and just like Jim Rohn used to say, *"You can spend all day studying the roots, or you can just pick the fruit – it all depends on which end of the deal you want to get in on."*

I live by that quote and I would like for you to live by that quote as long as you're on the program. You can study all the scientific reasons why this works afterwards, but for now – get busy taking action!

Getting Started

If you are used to getting your *3 squares* in every day, then four to five meals are going to feel like a lot. The key is to prepare as many of these meals before your day begins so you don't end up eating something that's going to produce an adverse effect on your system, like a sandwich, bag of chips and soda or a Red Bull.

Plan your meals at least a few days in advance and schedule strategic days out of the week that you use to cook in large quantities.

Cooking every day is something many of us don't have the luxury of doing, due to time constraints, and even if we had the extra time – would you want to spend it cooking?

I'd rather be outside playing some sport, spending time with my family or just lounging around reading a book . . . you know, stuff we've stopped doing because we're all so busy not moving!

Foods You Want To Limit or Totally Avoid

- Anything *white* – white flour, sugar, commercially processed salt, etc
- Hydrogenated or Partially-Hydrogenated Soybean Oil
- Vinegar (Apple Cider Vinegar is great though, use it!)

- Caffeine
- Soy products (*use sparingly, it's processed, not a whole food*)
- Refined vegetable oils
- Processed fake foods like cookies, pizza, cakes, pastries, soft drinks, etc.
- Energy drinks (*Red Bull, 5 hour energy, etc.*), "Fake Teas," (*Snapple, Arizona, etc.*), soft drinks, powdered drinks & performance drinks
- Fast Food
- "Regular" eggs – they come from chickens raised in cages and pumped full of antibiotics and hormones
- "Regular" dairy – milk and cheese that is full of hormones and antibiotics
- Grains – All grains, oats, corn and whole grains included

Summary

We've been over *The Nourishment Process*, where we covered ingestion, digestion, absorption, transport, assimilation and excretion. We now know that how we eat is just as important as what we eat.

We also covered the *Energy Keys*, and found that protein, fats, carbohydrates, vitamins, minerals and water all work together to keep us healthy. We also found out that we need to bring some of these Energy Keys into our bodies on a daily basis as well.

Lastly, we covered *The Fixin's*, which were food groups I gave you that I believe you can have in your home at all times to create countless recipes with. All 3 areas combined create Trophic Dynamics, and along with the work being done in our inner world, help us to create Sustainable Energy.

Herculean Power

Now you may have noticed I left the exercising portion of our program for the end – that wasn't a mistake, it was by design. Most people start their plan to regain their health by hitting the gym, and although it may make sense, that's the last place you need to be when you're getting started.

Think about it, when are gyms the most full? Between January 2nd and February 15th . . . after that it's as quiet as a church in many gyms going forward. Why is this? Well, because many people make emotional decisions and emotion lasts but so long.

They make New Year's Resolutions and go running off to get in shape and lose weight, only to find out that after the emotion wanes – the work remains.

Yes, the best time to act is when the emotion is high, but it all depends on what that action is. I know it sounds counter-intuitive, but rushing off to workout is not what you want to be doing when you're first getting started.

There are a few reasons why the first part of the program rotates around the inner world, and one of them revolves around this truth, *you can sweep a room clean but if all you do is sweep the dirt under the rug – it's still a dirty room.*

Health always works from the inside-out, and no matter how beautiful the outside is, if you're dirty on the inside - it's only a matter of time before it starts showing in the form of disease.

Hercules was a demigod, meaning he was a man but an enhanced version of a man. He had great strength, speed, stamina, reflexes, agility and ability to heal fast; and he eventually went on to become a full-fledged god after completing the "Twelve Labors," which was his atonement for sins he had committed in the past.

Be that as it may, the "Power" that I'm interested in, more so than the mythology, is a power I believe we all have lying dormant within us – be it man or woman.

Some of us may not be naturally strong, but if we trained our bodies over time we could be stronger than we are now. Some of us are naturally slow, but with time, we could be much faster than we are now.

I hope you see where I'm going with this, but if not I'll simplify it further:

- Strength
- Speed
- Stamina
- Reflexes
- Flexibility

These five abilities can all be enhanced through training. But what about rapid healing right? Well, rapid healing only occurs when your body is healthy on the inside as well as the outside.

But, you do have the ability to heal rapidly too; it just requires your body to be at a level you may never have ever experienced, or if you have, haven't experienced in a long time.

In order to get to this level of fitness, I believe the best way to do so is to combine two philosophies. One philosophy revolves around bodyweight exercises.

These are exercises that mimic most of our everyday movements like squatting, stretching, pushing, etc. The other is based on old fashioned weight training. I believe when you combine these worlds together, you achieve unbelievable results.

There are two schools of thought and each side believes their way is better than the other. I found, from my own experience – that combining the two is THE best. And, in my opinion, this type of training can be done by kids and people of advanced age.

My son is ten at the time of this book and can do almost all the bodyweight exercises I do. By the time he's thirteen, if he keeps it up, he'll be able to do all of them – he can then switch over to resistance training to increase his strength.

I found a video on YouTube of an [84 year old man](#) bench pressing 192 lbs and a [74 year old female bodybuilder](#) that can bench 150 lbs. Aren't they made of the same material you're made of?

Now don't get me wrong, I won't be asking you to lift that much weight; but even still - if they can do it so can you, no matter how old, young, fat, or out of shape you are.

Ok, that was my motivational talk, let's get down to business. Not only are we going to be using these two schools of thought as the backbone to our fitness routines, we're also going to be instilling one more aspect – compound exercises.

These are exercises that build more than one muscle group at a time. In effect, you're compressing time frames by working out in this fashion. Most bodyweight exercises already incorporate many muscle groups but weight training is a different animal altogether.

You're going to find, once you go out and start reading up on weight training, that you become confused within ten minutes of starting. This is because fitness buffs have turned the simple act of lifting a heavy weight into an art form instead of a science. Art is based upon what you feel makes sense, while science is based on fact.

The fact is; lifting heavy weight in advantageous positions will cause you to build muscle faster; and get stronger faster – period, end of story.

An “advantageous position” means being set up in a way that's safe and utilizes multiple muscle groups. Using more muscle groups:

- Means more calories burned during exercise.
- Simulates real-world exercises and activities.
- Allows you to get a full body workout faster.
- Improves coordination, reaction time and balance.
- Improves joint stability and improves muscle balance across a joint.
- Decreases the risk of injury during sports.

- Keeps your heart rate up and provides cardiovascular benefits.
- Allows you to exercise longer with less muscle fatigue.
- Allows you to lift heavier loads and build more strength.

The best way to create Herculean Power is to add Scratch Fitness™ to the Scratch Health™ program. You start off on Scratch Health™, maintain the principles taught in it and apply the teachings of Scratch Fitness™ on top.

You cannot do calculus without being able to do algebra first, and you cannot do algebra without knowing basic math – everything is sequential, and this is no different.

One idea the old time strong men of years past always maintained was moving to weight training only AFTER they had mastered their bodies. Once they were able to do bodyweight movements with ease, they needed new challenges – this is how weight training was born.

Today, however, what is the first thing people want to do when they're getting in shape? Go to the gym to lift weights or buy an exercise machine that has some resistance aspect to it – this is the beginning of the end here.

What ends up happening more often than not, when someone starts off hitting the weights or doing some form of resistance training first, is either an injury soon thereafter or a breakdown of a body part later on in life.

Remember Load Factor, we have secondary and tertiary muscles that tend to act like primary muscles because we're so anatomically unaligned.

Now you mix that fact with this one: most people lift weights with isolated movements so they hit only one body part. So now let's put all these factors together - the majority of people starting on a fitness plan are already posturally imbalanced, and begin using resistance training as their primary workout.

What this does is lock incorrect muscles into place, causing primary muscles to atrophy, because they're underused; and eventually, over time, hips need to be replaced, knees need to be replaced, lower back pain begins - get the picture?

I designed my Scratch Fitness™ program to help you develop Herculean Power:

- Strength
- Speed
- Stamina
- Reflexes
- Flexibility

When you are practicing the Scratch Health™ methodology, the ability to recover quickly becomes a natural byproduct. The hard truth is I would be doing you a disservice by laying out the Scratch Fitness™ program in this book as well. We call that – too much, too soon.

Remember, if you're reading this book, it's probably because you are overweight, and want to learn an effective way to lose the weight and keep it off permanently. Being overweight, in most cases, means you have very little movement in your life right now, and giving you an advanced training program makes absolutely no sense.

I will however cover one aspect of the program here in this section – and that is movement. Movement is life, and nature is in a constant state of flow – nothing is static. We are a part of nature, and must adhere to that guideline as well. Unfortunately, most of us believe we are outside of nature because we have removed ourselves from it, but this easily explains all the conditions, ailments, and disease we have brought upon ourselves because of this incorrect belief.

There is very little movement happening today. This is why you can go outside and see an empty street, when twenty years ago the same street was filled with kids playing games they literally made up on the spot. Scratch Fitness™ is primarily made up of two parts, and both focus on “movement.” The first is *“Freedom Movements,”* and the second is *“Forge Movements.”*

For our purposes, we will stick with *“Freedom Movements.”* These movements are designed to, literally, “free” you from the body you are in now. Let’s face it, the person you are today is not you – and you know this to be true. The real YOU is hiding behind the wall of fat you have built. Like I wrote earlier, this book was not designed to go into why that may be; but it must still be acknowledged.

Your body is currently not designed to take on the challenges you will face on the road to achieving your heart’s innermost desires. In order to shape a “whole new you,” you must be able to move your body in ways it cannot right now. The fastest way to get you there is to unlock your “True Body” from the prison it is in now.

To do that, we must have you work through the very first set of Freedom Movements I call The Twelve Labors.

Just as Hercules went through his Twelve Labors, you will go through your own. These twelve exercises, after twelve weeks of daily repetition, are going to allow your body to be able to move, and respond, to more advanced exercise programs.

These exercises are not new and you may already know some, or all of them, but do not be fooled. They've been around forever because they work, so work them and they will work for you.

I chose these twelve because I wanted a plan anyone at any level of fitness can start with. The plan is real simple, it consists of:

- [Cat Half Stretch](#)
- [Squats](#)
- [Planks](#)
- [Lunges](#)
- [Pull-ups](#) or [Australian pull-ups](#)
- [Sumo Squat](#)
- [Back bends](#)
- [Spider-Man Stretch](#)
- [Towel Dislocations](#)
- [Tablemakers](#)
- [Wall chair](#)
- [Twisting toe touches](#)

I was going to insert step-by-step pictures that show you how to do each movement until I remembered how confused I was when I tried to follow exercises I was learning from a book – it wasn't very helpful.

So instead, let's use the greatest invention of all time – the internet. Click on each of the exercises, to see me demonstrate the exercise.

You will notice these exercises focus on your whole body, and there's a reason for that. If you want to position yourself to take advantage of more advanced training programs that will test your body like it's never tested before – your body must be able to stand up to the challenge.

These Twelve Labors are designed to free your True Body from the prison it is currently in, and get it ready to take on Scratch Fitness™ or any other advanced levels of training.

You want to work on these exercises slowly and build up over time. Cycle through each exercise one after the other in circuit form for 5 to 10 reps each; depending on what you can manage. Experiment with the process to see which rep range you comfortably fit into. On the wall chair and plank you will not be doing those for reps but instead holding the position for a time of 30 seconds to 1 minute each round.

As long as you follow this layout you will not need to worry about warming up or even cooling down. Make sure to have enough water on hand as you progress through the entire workout.

Herculean Power is what we're after in order to maximize our health and the Twelve Labors are a great way to start building up to work towards it.

Once your endurance, strength, speed, flexibility and agility will allow you to finish the entire workout in less than 20 minutes, you will start adding in another set or "circuit" of the same exercises. So now you do the same set of exercises – twice, with the goal being to complete both circuits in less than 40 minutes.

Once you reach this level of fitness, you are now ready to tackle Scratch Fitness™ and take your physical abilities to a whole new level, if you want to that is.

We are almost at the end of our journey together, keep up the good work and start using some of these exercises today!

Start From Where You Stand

We've covered everything from water to Greek Gods in this program, and even though our time together might be coming to an end, your journey is just beginning.

It's time to take everything you've learned and lay it out before you in such a way so that it all makes sense - so much so that you feel almost silly not to get started implementing these strategies.

Whatever you do, do not develop the wait and see approach. You know exactly what I mean; waiting around for the new fad or diet, but doing nothing in the meantime. Those days are over and if you want to see yourself fitting into a size you haven't seen in years, you need to start from where you stand.

Forget about the equipment you believe you need to make the program work absolutely perfect, or waiting for the new supplement you saw on TV to be delivered. These are just blocks your brain uses to get you to remain who you are today. You can decide to let your head beat you, or you can take charge. One way to do that is to break up any old routines you do on a daily basis, and start training your body for change.

If you're used to getting up at 7:30 – start waking up at 6:30 instead. If you unconsciously go to work the same way every day, consciously find a new route and alternate them.

If you order the same thing from the menu when you go out to eat, order something entirely different. This technique is designed to do one task – train your brain & body into accepting change as a good thing.

By taking action on that idea, you will warm up your brain and body to the idea of working out on a regular basis. If you start hitting this program full steam ahead, it's possible you could burn yourself out quickly, causing you to stop the fitness portion of the program.

So after starting your new drinking program, and after creating your action plan, start the process of training your brain into believing that change is good.

Now this book gives you more than enough information to go out there and begin turning your life 180 degrees. There are going to be hundreds, if not thousands, of people who are going to give us testimonial after testimonial, about all the great results they received from this program – are you going to be one of these testimonials?

I hope so, and if you follow everything I asked you to do, I have no doubt in my mind you will succeed and succeed on a high level.

To make sure of it, I'm going to lay out a simple plan to follow that you can use to implement what you learned in this book.

1. Every morning, before you do anything else – drink a large glass of water, if you can - drink two.
2. If you feel so inclined, you can start the Cheating Meditation Technique I talked about in chapter 4.
3. Go outside and soak up some rays for at least 10 minutes. You can do it while you're still doing the meditative technique, as I do, or however you see fit. What you DON'T do is use this time to start pinging people on your Blackberry or texting people from your EVO – this is supposed to be time for you to help charge up your body for the day. This means looking towards the sky to let your body really soak up that sun, not down at your Android, get it?
4. Go into a set of Power Breaths where you use a ratio of 1:4:2 – so for example you can breathe in for a count of 10, hold it for a count of 40 and release it to a count of 20. Do ten reps of this and begin setting up to begin your Twelve Labors.
5. What I failed to mention in Chapter 6 is that many of the exercises in the Twelve Labors will help with your postural imbalance as well, so not only are you getting the benefit of getting in shape but you're literally helping to realign your current skeletal framework. Complete your workout and aim to complete it in less than 40 minutes.
6. Eat a great big meal of whatever you want as long as you're following the percentages provided in chapter 7
7. At some point during the day, stop to complete another set of power breaths.
8. For lunch, cut the size of your meal by almost 1/3, as compared to what you had for breakfast.

For example, the first plate is a large breakfast and the second is about 2/3 the size, this would be lunch.

9. Snack on fruits if you get hungry and sparingly use dried fruit or nuts . . . SPARINGLY. Nuts are heavy on calories and dried fruit is heavy on sulphites, which can lead to asthma and allergies - watch your intake on both fronts.
10. Remember to have drunk half your bodyweight in ounces, completed your last set of power breaths and finished the day off with a small meal, before you retire to spend time with your family for the rest of the night.

That's 10 easy steps to help you shape a whole new you in 90 days, no B.S. – no nonsense. Just to clarify, when you do this for 90 days, for the guys in the audience, your body will NOT look like Lou Ferrigno's body. For the females, your body will NOT look like Serena Williams' body.

It's not going to happen so forget about it, those two people spent a lifetime working up to that. What you will have is a whole new you; and an even stronger belief in discipline and exercise.

Unfortunately a program like this works best with other variables included, and if I could fit it all into a book I would. Don't get me wrong; what you learned here is more than enough to create a whole new you in 90 days – that's for sure.

However, there are always new technologies and new science being developed that can help you achieve your goals at a faster rate, and get you ready to take on new challenges like Scratch Fitness™ sooner than you could've imagined.

If you bought this book directly from the site, you will have been automatically enrolled in what I call the Scratch Health Insider's Club. It's a video you will receive every month, and in it I will cover some of the latest, and greatest, information pertaining to what was taught here in this book. There's nothing complicated about the process at all – every month you will get an email from me with access to a webpage that has video and a few other resources on it as well. Click the link in the email to see the video – that's as hard as it gets.

If this book got into your hands any other way, you will want to head over to www.scratchhealth.com to be able to receive those emails. I made the updates affordable to everyone, so there is literally no excuse not to get involved. In addition, we'll share with you new ideas, tips, and tricks to help you break free of any old, disempowering habits, and get you that much closer to your ideal self.

In the meantime, take this stuff and go rock and roll. I look forward to hearing your story someday, and sharing it with the other members of our community. Until then – Stay Healthy My Friends!!