

# DON'T DROP THE BALL

STAYING MOTIVATED WITH NUTRITION & EXERCISE

# FITNESS FLYER



By Owen Rothstein

Every January, millions of people embrace their New Year's resolutions and pile into gyms around the country hoping to lose weight, get fit and reach their overall wellness goals. Every February, almost as many people get distracted in their lives, fed up with the weather or buried under Valentine's Day chocolate and simply stop going to the gym. We do business in the Fitness Industry and we see the same thing every year. It's just difficult for some people to keep motivated when it comes to eating right and working out. In fact, a large segment of the diet and weight-loss industry counts on it. But this time...you're going to keep going. You're going to stay the path. You're going to reach those goals and we're going to help!

What we mean by "don't drop the ball" is that you need to stay motivated and keep focus on the prize – a new, healthier you. We constantly talk about the fact that a healthier life isn't about one specific diet or entirely eliminating certain kinds of foods, but making tons of little choices each and every day. If you haven't yet reached the point where you've made this is your lifestyle, this article will hopefully help you get over the hump. Here's how:

**1. PMA = Positive Mental Attitude.** – So, obviously your mental attitude has a whole lot to do with whether you drop the ball or not. You need to reframe the way that you think about getting or keeping fit. Look for a motivation that is bigger than a number like your weight or a clothing size. Find a motivation that means something to a bigger slice of your life or even someone else in it. If you have kids, think about getting fitter as a way to be more active with them or to help set a better role model for their lives. If you're married to your job, think about getting fit as a way to tackle every task with more energy and with less risk of catching the cold that's going around the office. If you tie wellness to something non-superficial in your life, you're less likely to abandon it.

**2. Set a specific goal** – They're big, they're sometimes scary and you don't always reach them, but...goals are still a very tangible way to quantify your dedication. Whether it's a goal weight (we don't love this one), a performance goal or something as simple as going 10 straight days without junk food, attaining a goal lets you build towards something bigger...maybe even another goal. As long as your goals are realistic and attainable, you're likely creating a path to success.

**3. Make the time** – Make the time means pick a time, set a time and carve out the time. DECIDE to be a morning workout time if your days are too busy. CHOOSE to take a few hours during the weekend to cook food for the balance of the week. OPT to go to bed earlier each night so that you sleep better and have more energy. The reality is that only you can make these decisions about how you spend your time. They're not always easy choices, but like most other things, once you get in the habit...it's a snap!

**4. Variety is the spice of commitment** – Ok, we changed the idiom a little bit, but it works. The same old same old can often feel, well... old. If you've decided to be a morning workout person, ditch the gym and go for a bike ride on a nice day. If you've chosen to cook for the week, find some new recipes and incorporate new foods into your diet (nutritious foods, of course). Instead of making a salad, throw everything into a blender and drink your veggies today. Keep it fun and relaxed and be kind to yourself along the way.

**5. Get by with a little help from a friend** – Man (or woman) is not an island. Sometimes we need some help, so find yourself a workout buddy. Find a friend to swap meals with. Latch on to someone at the gym that seems more motivated than you and ask their advice. Get your significant other involved in your pursuit of fitness and have them help you stay in the game. The more that you weave smart nutrition, physical activity and mindfulness into your life and the lives of those around you, the easier it will be to stay rooted in success.

March is coming (if not already here) and we're hoping that we see you back in the gym, in the produce aisle at the supermarket and maybe even on the bike trail. Wherever you go, just make sure that you don't drop the ball.



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Owen Rothstein  
Foodie & Nutrition Enthusiast