

# SUPER PRODUCTIVITY FOR ENTREPRENEURS:

**HOW TO HACK 4 EXTRA WORK  
HOURS EACH DAY BY MODELING  
RICHARD BRANSON**



**CAROLYN HANSEN**

# About Carolyn Hansen

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Carolyn Hansen is a noted Holistic Health and Wellness Coach who hails from Whangarei, New Zealand where she owns an Anytime Fitness Gym. She has gained a reputation online as an authority on health, exercise and weight loss matters and is the author of several thousand health and fitness articles along with eBooks and programs that can be found [here](#).

She has devoted more than three decades to the fitness industry, both offline and online, teaching people the simple secrets to getting into better shape, losing weight, and improving health.



Her main goal is to change the paradigm of health care from sickness care to wellness care and will be showing people how to live longer, healthier lives while avoiding the many mistaken beliefs and practices that diminish health and longevity.

She will encourage you to become stronger and stay that way through each decade of your life, maintain your health, wellness and vitality and to ensure your “health span” matches your “life span”.

**[Click Here To Discover The Carolyn Hansen Catalogue](#)**

# Note From the Author

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It's a fact, living the life of a busy and ambitious entrepreneur can take a toll on your health. Amid the long days of work building, growing or maintaining a business, it can be difficult to find time to exercise or prepare and eat healthy meals.

However, it's incredibly important to make a healthy lifestyle a priority, especially for entrepreneurs. You'll find that your mood, productivity, energy levels, and happiness will all improve as a result.

But let's be honest here, entrepreneurs' rarely perceive their health as a resource for business performance... it's so easy to let everything go and get lost in doing what you love, in building your business, and tending to your dream.

It's so easy to stay in front of the computer screen for hours or days, and do nothing but work, sleep, eat, and repeat the cycle thinking that you will tend to your health when you get time.

But we are living in competitive times. Living a healthy lifestyle that includes proper exercise supported by healthy eating can give you an edge to help you succeed in today's business world.

In life, principles of success never change. The same qualities that it takes to win in sports helps you win in business. High achievers understand the importance of exercise and proper diet because the same mentality applies to success.

I know I sometimes get so wrapped up in all the work I need to do on my business that I spend too long sitting at the computer, or worrying, or working too late when I should be sleeping, or eating processed food because it's supposedly faster and easier.

You are building a business for a better future but be aware you can also be ignoring your greatest asset along the way: Your health.

Kinda ironic, don't you think?

Here's the real catch: Entrepreneurship can make it challenging to stay healthy! It's not easy to stop and set aside time from what you love doing even for an hour in order to go get some exercise or prepare a healthy meal!

This is not like school where you can use a break from that homework or like a job where, even if you love it, you are still working for someone else so taking a break to do something for you is a welcomed change.

Entrepreneurship is tied to YOUR identity and YOUR very core. This is *your* life's work and purpose, *your* service to others and to the world, and every minute into it is an investment, and it aches to part with it, even for a short exercise session or a healthy meal.

So then, how do you take a break from obsessing about building or running your business better, faster, more profitable - the stuff that lights you up inside and makes you come alive?

Well, you need an irresistible incentive and I got one for you. A proven concept that makes perfect sense:

**You get BETTER at your business if you FIRST take care of your health.**

Make no mistake, the one essential component of a healthy business is a healthy owner.

A fit person can function without a business, but a business cannot function without a fit owner! Not for the long haul anyway.

It's a shame that many entrepreneurs are under the impression health is a necessary sacrifice now in order to live well later...

And they're basing this on the notion:

**"Entrepreneurs live like most won't now in order to live like most can't later."**

Working harder at working smarter is one thing, but that has nothing to do with sacrificing your health. It's important to understand the body wants every internal process to function in harmony. When this happens, our energy, mental clarity and creative abilities operate at a much higher level.

Its encouraging that studies reveal that successful entrepreneurs are healthier than most people taking self-responsibility and practicing self-care strategies like proper exercise, eating real food along with cultivating a mindset to grow and lead their business to success.

In other words their action taking is congruent with their big picture goals. Its pointless to work hard for years or decades and be dealt with a life threatening disease before you reach the finish line.

You simply cannot allow yourself to get so caught up in the hustle and bustle of life that you forget to take care of your own needs. Nurturing yourself is a necessity, not a luxury.

The most sensible way to approach your new healthy lifestyle is just like you do your real business. It's your baby. You are going from an idea to inception to full execution so apply what you know about running a business to running your own healthy lifestyle.

Let's get this smooth operation on the road, shall we?

**Carolyn Hansen**

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# How To Supercharge Your Productivity the Richard Branson Way

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Google “Richard Branson” and you get over 4 million results. Yes, *million*.



It's no small wonder, since he is the only entrepreneur to have built eight separate billion-dollar companies starting with Virgin in 1970 at the age of 20.

Now, just under a half-century later, he has climbed his way to number 330 on Forbes' list of The World's Billionaires (ranking #12 in the U.K.) with a reported net worth of about **\$5 billion**.

Sir Richard Branson is one of the most respected entrepreneurs on the planet and has started over 400 companies most notably the Virgin Group (music, finance, media, active, mobile, air etc) He did all of this despite the fact that he has dyslexia.

Want to know what one of his secret weapons is? What if I told you it was something any of us could do?

In his book, *The Four Hour Body*, author Tim Ferris shares an anecdote when someone asked business icon Richard Branson: "How do you become more productive?"

*Richard Branson leaned back and thought for a second. The tropical sounds of his private oasis, Necker Island, murmured in the background. Twenty people sat around him at rapt attention, wondering what a billionaire's answer would be to one of the big questions-perhaps the biggest question-of business.*

*The group had been assembled by marketing impresario Joe Polish to brainstorm growth options for Richard's philanthropic Virgin Unite. It was one of his many new ambitious projects. Virgin Group already had more than 300 companies, more than 50,000 employees, and \$25 billion per year in revenue. In other words, Branson had personally built an empire larger than the GDP of some developing countries.*

*Then he broke the silence: "Work out."*

Branson was serious and he elaborated: working out gave him at least four additional hours of productive time every day. When we examine that statement it is easy to see how those hours would add up, so to get more done in the course of a day, working out is the key!

Sir Richard constantly talks about how strongly he believes in personal fitness. He could easily be one of the busiest people on the planet being constantly on the move with companies operating all around the world that require his attention.

Yet, he credits working out as his biggest way to stay productive and healthy and is his number one way of maintaining a great work-life balance.

"If you're not feeling fit or healthy, your batteries quickly run down and you're not going to be able to perform at work and in general as well" he says, "everybody has to find half an hour or 45 minutes a day to make sure they keep fit and stay healthy."

He goes on to say, "Over my 50 years in business I have learned that if I rise early and exercise first I can achieve so much more in a day, and therefore in life. It helps me sleep better and improves my focus and concentration. No matter where I am in the world, I wake up at around 5am and get moving which puts me in a great mind frame before getting down to business."



When once asked in an interview what makes him “come most alive,” Branson remarked: “Being fit and healthy. There’s nothing like the endorphins from being fit, and the incredible endorphin rush that goes with that.”

Research backs this up ... although it has been repeatedly proven that exercise can boost your feel-good endorphins and improve your mood did you know that it can also make you more productive entrepreneur? Studies have found that people who regularly exercise earn 10 percent more on average than those who don’t exercise regularly.

Your confidence is also boosted as exercising releases hormones that along with boosting your mood make you feel relaxed, refreshed, positive and confident. Looking and feeling good increases confidence and self-esteem which can open many doors both in your business and personal life.

**Here are some fantastic business benefits of creating a healthy lifestyle for yourself:**

You think faster and more clearly when your mind is clear of junk

You will sleep better (fall asleep faster and sleep more soundly) and you will come up with better ideas when your body and mind is happy

You have superior energy, more endurance and stamina along with managing fatigue better which will give you the foundation for those four extra productive hours

You will be more creative as your brain works better and you will have enhanced ability to follow through (stickability) with your plans

You will have more focus and concentration on an ongoing basis after you recharge and refresh

You will have improved concentration and accelerated learning

You will be better at problem solving and decision making

You will manage stress better and dissipate feelings of anxiety and worry before they build up and become damaging to your health

You love yourself more because you feel better about who you are

You become a better version of yourself, a more youthful, dynamite version ready to conquer the world!

And you will have more time (years/decades in your life) ...not only to make more money but also to spend it

And the best one, the single most important and persuasive argument I have for you:

### **You Feel Better. You Will Be Happier!**

When you are happier from the inside out; you see the world in a different light with a better mind-set. Your cup is half full not half empty!

ALL of these benefits lead to a **more productive you!**



By starting your mornings off with healthy physical activity (before the rest of the world tries to derail you), you are setting yourself up for maximum productiveness from your day.

### Increased productivity through wellness

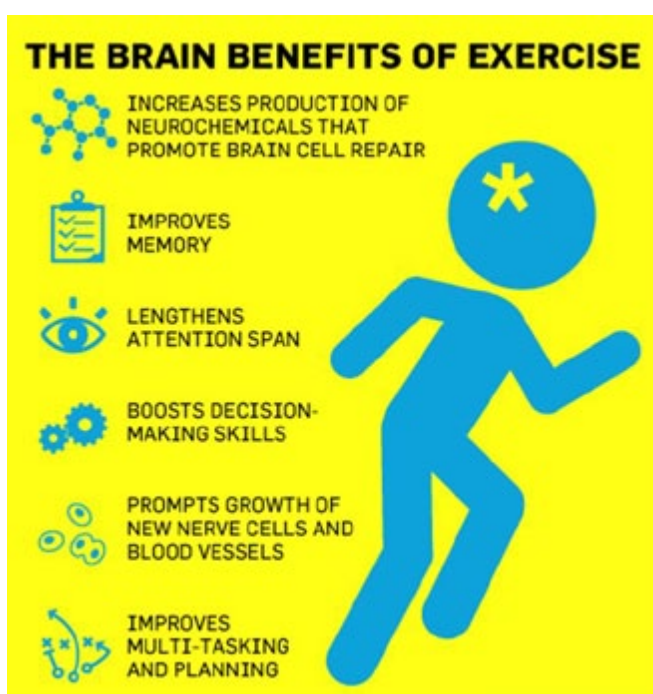
Entrepreneurs know that a business idea is only as good as the ability to execute it, and top-notch entrepreneurs like Sir Richard have found the way to supercharge their efforts.

We now know how they do it. They carve out time to exercise and stay strong and fit knowing that a little sweat, determination and diligence will bring a reward of increased brain power, confidence, and productivity.

Sir Richard sums up the proven connection between exercise and success perfectly with these words, "If your body is sharp, your brain will be sharp."

Exercise is one of the most important activities to integrate into our lifestyle. Aside for the almost infinite list of health benefits you get by exercising, something that probably not everyone knows is that exercise is also one of the best ways to do a mental workout.

The reason is that your brain loves movement, and it performs better when you are in a good shape. Thus, the more you exercise, the more you'll be able to learn, create and produce, the more successful you'll become.



## Richard Branson is not alone

By getting and staying strong and fit, successful entrepreneurs know they will reap the benefits throughout the balance of their day. The May, 2015 *Inc. Magazine* slide share on “The Fitness Routines of Super-Successful Entrepreneurs” affirms that people who make room for exercise lead far more productive lives than people who manage business without fitness.

From people like President Obama and his wife Michelle, Oprah, Bill Gates, Madonna, Mark Zuckerberg to Vladimir Putin - and too many others to name individually. These people have at least two things in common: they are successful and they follow an exercise program.

## There is an exercise – success connection

It's really no surprise that there is a strong connection between these two things. There are unexpected benefits to pursuing a life of fitness, as much like in business, there are pushes for personal achievement that often make you goal-oriented. There's also a quest to push yourself to the limit - you come to understand what's possible and what isn't.

We know the benefits of physical fitness are many. It keeps your muscles and bones strong, controls your weight, disease proofs your body, improves your mood, makes you sleep better, boosts energy and improves your sex life.

But there are key personal development benefits in good physical fitness as well. Honing the mind, creating self-discipline, treating the body with respect and setting and achieving goals are all excellent attributes to cultivate.

# SELF DISCIPLINE

Being able to do what you should and  
stop doing what you shouldn't.

The mental aspect is one of the key benefits of physical fitness. If you learn the principles of success in fitness you can use them in other areas of life. The attitude it takes to succeed is the same, whatever it is you are trying to achieve.

The physical body is an excellent place to learn and develop the principles of personal development. You can see it and measure it. Progress or lack of it is easily apparent.

So many people do not see results because they set weak goals with weak intentions and give up. Somehow we have forgotten that our most important asset is our body and its health and wellness.

We cannot reach any our goals, do our work or fulfill our mission and purpose in life if our body cannot support us.

Once you learn to master the art of goal setting, hone your self-discipline along with developing higher motivation levels you will be able to set your mind to other life and business goals.

Martial arts are an excellent example of how the body can be used to learn and understand deeper spiritual and mystical aspects of oneself and of life in general.

We now know the importance of physical fitness goes beyond mere physical benefits. The body and mind are deeply interconnected.

Personal fitness is a great way to see continual improvement in all areas of your life. The benefits of it are that it sets the tone of constant improvement in a very tangible manner and it has flow on effect throughout the rest of your life.

Of course you will love being strong, healthy and fit but these are secondary benefits. The most important is honing your powers of personal development.

### **A Holistic Lifestyle**

The more you immerse yourself in personal development the more you realize how interconnected all aspects of life are. When you make positive change in one area it has trickle down effects in all areas.

Living a holistic life with personal fitness as the 'core' (your inner most strength) means you achieve growth and balance in your career, relationships, finances and spirituality as well.



Improving health and fitness is the easiest one of those to control and it is the easiest one to gain mastery of. Developing your skills there is a good stepping stone to making more serious changes in other areas of your life.

The two - fitness and business success - have now, to a degree, intertwined. Like yin and yang, they feed off each other. Entrepreneurship greatness and health go hand-in-hand. Each will teach you valuable lessons about the other.

There is no mystery as to what is required to succeed at being super healthy (a few levels ABOVE simply not being sick!) and that is to perform proper exercise supported by the right nutrition together with the right mind-set is the blueprint for success. You will be living a "peak performance life" which is the formula to be all you can be.

When you are internally and externally strong, your ability to achieve success and abundance is greater. You will see fantastic results if you stick to it.

### **Get some physical activity in to boost your productivity**

Of course, you will need to do the things that help **you** achieve more, make **you** the most productive, and put **you** in a good mindset.

Getting up early and being productive from the start can help you to get the most out of your day and ultimately ... your life.

As Sir Richard reminds us, "life is not a dress rehearsal, so we should live each day to its full capacity."

If one of the world's richest and most productive people can find time each day to work out, maybe we can start to push ourselves a little bit more in terms of physical fitness. We can be like so many of the world's most powerful and productive people that make sure they take time each day to focus on their body's health and energy level.



### **Its about managing your energy, not your time**

Many forward thinking companies are making physical activity a part of their company culture, leading companies like Google and Apple, both of which feature exercise facilities at their workplaces.

The answer to a problem is rarely to sit at your desk or stare at the computer screen. Managing your energy (by improving health), the amount of brain power you can throw at a problem, is usually not found in the same place you've been for the past several hours.

Richard Branson's productivity secret isn't a revelation...and isn't that a good thing? The answer to boosting your productivity is simple, but challenging. Start Working Out. Go Exercise. Get Strong. Get Fit.

Exercise should be one of the cornerstone habits in our lives. It's a habit that jump-starts positive traits and actions in other parts of your life. You would be hard-pressed to find a more powerful way to boost productivity, feel better, be more energetic, and live longer.



### Get more out of your personal life

The increased stamina and energy that comes with increased strength and fitness will actually give you more quality time with your family and friends. Having the energy to play with your kids or go out with your spouse or friends will mean a more dynamic personal life.

Having a fulfilling life outside of work in turn will increase your energy and motivation to succeed at work.

You will truly be playing life full out. Playing your “A” game!

So what are you waiting for?

Achieve a higher level of personal wellbeing, and it will pour a wellspring of benefits into your career.

# Your Business Is Only As Strong And Durable As You Are

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You put in the time, energy, and effort when it comes to building your business. Chances are, over the course of the last five, ten, or even twenty years, there have been at least a few all-nighter's where you sat up, getting things done.

All of this is thanks to the fact that in the grand scheme of things, you have success in mind.

You want financial freedom.

You want to be the master of your own time.

You want to be the boss.

Whether these desires started out when you were very young still doing your education or they have come out as a result of working for years as an employee at a company, they are there, going strong each and every day.

While your motivation and desire to be successful career wise may be strong, how strong is your body and health?

This is the missing link that too many entrepreneurs completely fail to realize.

They put all their focus and emphasis on what they are doing career wise to climb the ladder. What courses are they taking? What meetings are they attending with? Who are they networking with to help further their business along?

These are just a few of the key questions that you may be finding yourself asking.

It's time to turn the tables a little bit. Rather than asking these questions, why not try asking a few others.

When was the last time you hit the gym? How high is your current blood pressure level? How's your body composition (muscle/fat ratio) looking right about now?

When was the last time you asked *these* questions – if ever?

For most people, it's been far too long.

What you need to really stop and realize here if you are going to go on to enjoy a successful long-term career is that health and wealth are directly connected.

Without health, you simply will not have wealth. You may become financially rich, but you won't have a wealthy life.

Think about it this way, what are your top priorities when you become financially independent?

Let's say your business explodes and you are now sitting on a billion dollars. You have money to burn and not enough time to do it.

What do you?

Do you travel the world?

Do you buy yourself a plane and learn how to fly?

Do you go on a giant shopping spree, buying whatever your heart desires?

Each of you will have your own personal preference for how you will spend your time and money when finances are no longer a question.

But there is one thing that just about everyone will have in common. That thing?

It requires being mobile.

Let's say that you were bed-ridden. Or, at the very least, you could hardly get around – at least not without a cane that is.

How well do you think you'll be able to enjoy that money now?

Chances are, not very well at all. You *need* health in order to successfully make use of the greatness you've been given.

Once health goes, you simply will not be able to enjoy life any longer.

The risk of getting a dreadful disease like cancer is very high. One in two of us (50 percent) will be diagnosed with it in our life time. Of course we won't all die from it but it **will** change our life forever.

But yet, most entrepreneurs completely overlook the risk of developing a life threatening "preventable" disease. Instead, they tell themselves they'll focus on getting fit and healthy **when they have time**.

The problem is that by the time finally arrives, it's now too late.



Let's take some time right now to talk about what will happen to you if you **don't** make time in the here and now. What will happen to you if you continue to let this slide, focusing strictly on the business-building opportunities that are ahead of you while failing to take into account your overall health status?

As you are about to see, this is not something you can **afford** to take lightly.

Let's get started.

# Brain Optimization

Let's begin with perhaps the most important connection of all – fitness and your mental health.

A big misconception that many people have about fitness is that it's strictly related to your body. They believe that exercising is primarily going to benefit your muscles, as well as your heart and lungs as it works your cardiovascular system.

And while it's true, those areas of your health are going to be impacted, a regular exercise program also has serious implications for brain health as well.

Exercise makes you sharp. Those who engage in physical activity regularly notice improved cognitive processing and may not experience the typical age-related signs of cognitive decline that most other people notice.

Likewise, those who engage in regular exercise are also likely to experience greater creativity. Exercise can help tap into portions of your brain and thought processes that you may otherwise never reach.

## Fit Fact for the Brain

**Exercise can literally change brain anatomy and physiology. In 30 minutes we can gain brain matter, have better cognitive skills, improve our memory, increase alertness, and learn better.**

Case in point: many long-distance runners come up with their greatest ideas while out on that long run.

Exercise helps clear whatever else is on your mind, allowing you to think more clearly.

For me personally, I find I can deal and clear away all the issues still lingering in my mind from the previous day. During the exercise session (or shortly after), I can solve some of those issues, file away ones that are done and let go of issues that I have no control over. The end result – a clean slate. Ready to start a new productive day.

You could liken it to clearing your desk. If you don't then you know what will happen – it will become so cluttered and disorganized that continuing to be productive is difficult as the mess creates “internal” stress (and that's the kind that can shorten your life or even kill you).



Another important way that exercise can benefit your brain is through improved sleep quality. Those who exercise on a regular basis tend to sleep deeper and longer than those who don't, and this can translate to improved memory capacity.

You can see the immediate impacts of physical activity on your brain on a day to day basis. Take for instance, if you have been sitting at your desk for 5 hours in a row.

How's your focus and concentration? Chances are, they're starting to suffer. You may even find yourself drifting off to sleep every so often as you are simply not as mentally sharp as you could be.

But get up and walk around for a couple of minutes – or even better, take a 15 minute brisk walk outside and when you come back, chances are you'll be fully functioning once again.

Now imagine that you are doing this day after day after day – little to no exercise. How well is your brain functioning then?



As you grow older, your brain stops producing as many new brain cells, unless action is taken to stop this. In fact, in a study published in the Journals of Gerontology, researchers noted that when you take people who are between the ages of 60 and 79 and put them on a strength building and maintaining exercise program, they tend to demonstrate significant increases in total brain volume after just six months of training.

This is compared to ***no increase*** in their sedentary counterparts.

The message is clear. Exercise is a must as you get older. **It is not negotiable.** Your brain controls everything so if it's not functioning optimally, you simply won't be living to your full potential.

Keep in mind that you don't have to be exercising for hours to reap benefits either. Just a few 30 minute sessions 3-4 times per week can provide a mountain of benefits.

Exercise does not need to be time consuming nor does it have to be torturous for you to reap amazing benefits that will serve you well in the long-run.

Over the years I have developed a very special fitness program called Minimalist Fitness which is included in the Super Productivity Secrets Program in the link at the end of this book.

It is about doing the very least to get the maximum results both with your exercise program and nutrition. All of the fluff has been pruned away leaving only the “good” (effective) time saving exercise and nutrition strategies. I have honed this to perfection after three decades plus in the fitness business working with thousands of clients.

Now let’s continue on looking at what will happen when we don’t think we need to bother with proper exercise.

# Muscle Strength

The next way in which exercise – or the lack of it – is going to have an influence on your life is with regards to muscular strength.

Each and every day, all the movements you make are going to require a certain amount of muscular power. Even lifting and carrying children or bringing in the groceries for instance requires that you possess a basic functional level of strength.



Sadly, as many people accumulate years and decades, they no longer keep this up.

When it comes to muscular strength, it's very much a 'use it or lose it' phenomenon. If you aren't exercising on a regular basis, your body will see no reason to maintain its degree of muscular strength and quite rapidly, you'll become weaker.

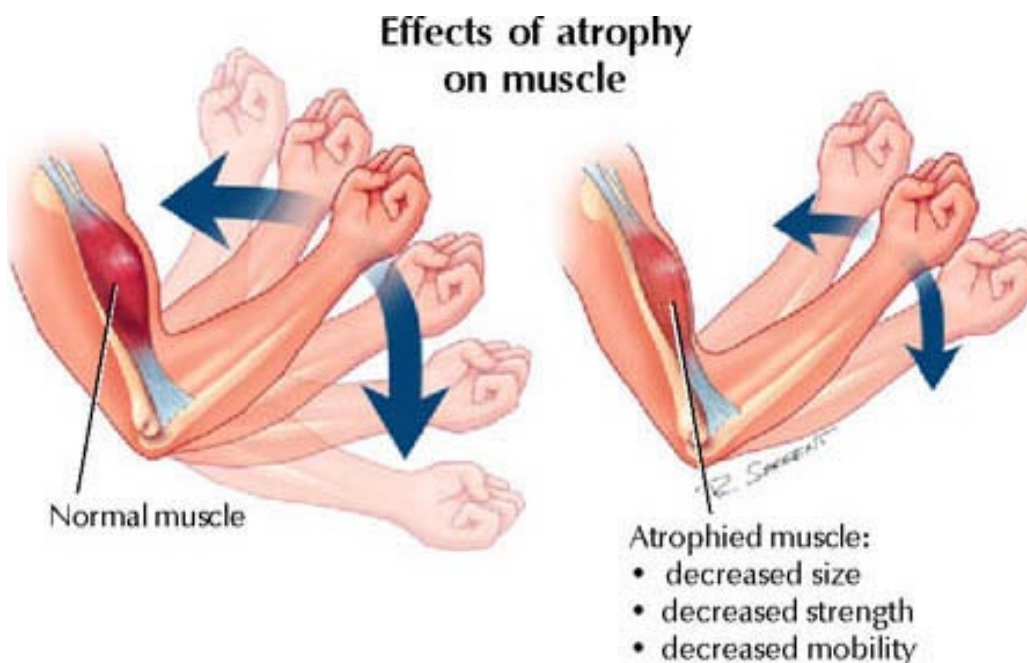
Within just two to three weeks of a layoff of physical training, you can see your speed, endurance, as well as your strength level decrease by 25-30 percent.

It doesn't take long for total deconditioning to happen either. Within two to eight months of not exercising, your body will return to a point as you were before you ever started an exercise program.

So if you have been devoting some time to fitness and simply let this slide, the moral is, don't let it slide for too long.

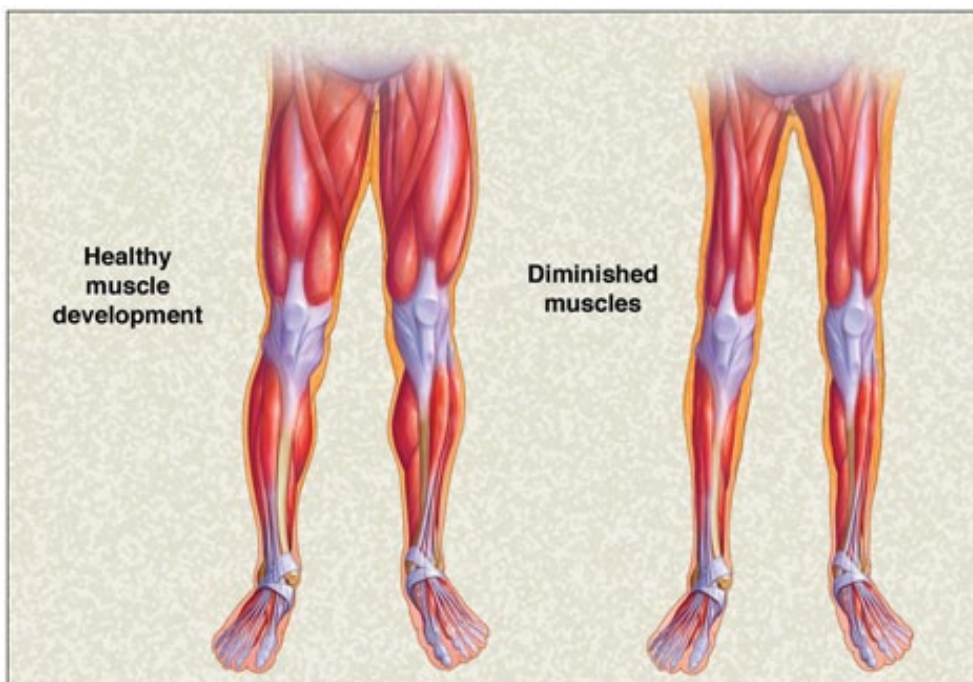
While you will tend to regain your fitness level back faster than when you initially did (if you do take a layoff), it will not be a pleasant process. Most people who were once fit complain just how hard it is to get themselves back into the physical condition they once were.

The main factors that will determine both how quickly you lose your fitness level as well as how quickly it returns include your current age (the older you are, the faster you'll lose it and the harder it will be to get it back), how long you have been engaging in a regular exercise program (a beginner will lose it faster after dropping off than someone who's been fit for decades), as well as your overall skill level.



The more fit you are, the faster you'll see a decline however, you will maintain basic levels of fitness longer because of your previously high fit state.

Now just imagine what will happen if you aren't exercising for *years*. The decline will be exponential and soon, you won't be able to perform the basic tasks that you have enjoyed doing for most of your life.



Studies have found that only about 30 percent of the difference in strength between young adults and older adults is due to aging. The muscle loss depicted above is largely the result of no strength training and little physical activity.

This is why older people sometimes take on a “spider” look with thin legs and arms and an expanded midsection. It's the loss of muscle mass in the largest muscle groups (lower body mainly) that causes this state of poor physical health. The body's composition (muscle to fat ratio) has become unbalanced (under muscled).

A healthy amount of muscle mass is required for optimal health as it impacts many other systems and processes in the body including immune system health which is vital for fending off life-threatening disease.

# Aerobic Capacity

Perhaps one of the biggest declines you'll notice if you take a layoff or neglect to exercise is with your aerobic capacity. Your heart health is imperative for optimal health, after all, heart disease is one of the leading causes of death in today's world.

While some of your heart health will be very much nutrition related, you cannot discount how exercise is going to influence things.

With a regular exercise program, your heart muscle will become stronger and will be better equipped to keep pumping blood throughout the body.



When you aren't exercising, your stroke volume (which is how much blood the heart is able to pump throughout the body with one heartbeat) will decline by up to 50 percent.

In addition to that, your resting heart rate will increase, your cardiac output decreases, and your overall VO2 max, which is the amount of oxygen you are able to utilize on a day to day basis, also declines.

In those who have been fit, this can decrease by 1 percent per day off they take from training. Within a few short months, it will be back to untrained levels (baseline).

The longer you stay off from your workouts, the lower your lactate threshold will also fall, which is the measurement of how long you can continue to exercise at an intense pace before extreme levels of fatigue set in.

When this starts to drop, you won't last long on any form of exercise you do and soon, you'll find it a struggle to do even moderate intensities of activity.

Even going up a flight of stairs will have you puffing!

All of this is pretty much going to set you up to *stay unfit*.



That's the problem with neglecting your fitness if you were once fit. The longer you neglect it, the harder and harder it will be to get back into shape when you do finally make that decision to get going again.

# Lean Muscle Mass

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Now let's talk about your fitness level and lean muscle mass. Now, don't confuse this for our discussion about strength.

Strength and lean muscle mass are not always one of the same. While generally speaking, your strength level will correspond to the amount of lean muscle mass you possess, this is not always the case.

For instance, it is possible to build a significant amount of lean muscle mass without getting incredibly strong.

Likewise, it's possible to be very strong without developing pounds of muscle mass. Take Olympic lifters for example. These are some of the strongest athletes in the business and yet, they pale in size compared to some of the bodybuilders that walk on stage.

So what I'm referring to here is muscle mass **size**. Basically, how many pounds of lean muscle mass do you have?

Why does this matter? Apart from aesthetics, which is the obvious answer, the less muscle mass you have, the slower your resting metabolic rate is going to be.

Your metabolic rate is basically what determines how quickly you burn up fuel on a day to day basis. The faster your metabolic rate is, the more calories you will burn.

So it should only make sense then that the slower your metabolic rate is, the harder time you will have sustaining your body weight.

One of the biggest reasons why people tend to gain body fat as they get older is not necessarily because they are simply growing older but rather, because their metabolic rate is slowing down.

And why is it slowing down? Because they are not maintaining their lean muscle mass. They are losing muscle mass, so despite losing weight, this is causing them to put on body fat.

In essence, they experience something called 'body recomposition'. They replace muscle mass with fat mass (note, this is not muscle **turning** to fat, but rather, muscle being lost and fat being gained in its place).

The bathroom scales may stay the same but the body is experiencing major changes in its makeup. If this happens to you, you're now setting yourself up for all the health problems associated with being overweight.

If you are not utilizing your muscle tissue through a regular exercise program, you can anticipate losing about one half pound or so per year of precious muscle tissue. After age 50 **this rate doubles!**

The better your nutrition is, the better your body will be able to hold onto that muscle mass. But do keep in mind, it can only hold on for so long.

When it comes to maintaining your lean muscle mass, remember that strength is 'king'. No other form of exercise is going to help you keep your strength level intact than a proper strength training protocol will. Be sure that this is where you are putting your focus.



# Bone Density

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Bone density and muscle strength are not things we tend to think about very often. As we can't see or feel our bones we assume they are in good working order. But we should think about it, because what we do or don't do in the years and decades before we get older greatly influences our independence or dependence on others in later life.

Osteoporosis could easily be called the young person's disease because it is before age 35 that the seeds of this insidious disease are sown. You may have thought osteoporosis only strikes little old ladies, but this silent thief is pretty much an epidemic, largely due to unhealthy lifestyle habits starting in childhood and it is literally stealing our bones out from under us at astonishing rates.

There is a direct parallel between our increasingly sedentary lifestyles and the rising epidemic proportions of this crippling disease. If you lose muscle strength you will lose bone strength, density and mass as well. And you will lose both if you don't work at keeping them over the course of your lifetime.

Unless we prevent it, our strength will drop by almost half by the time we reach 65 years. Research shows the greater the muscle tissue loss the higher the incidence of weak, thinning, brittle bones.

Muscles are attached to bones and when a muscle is contracted against resistance it pulls on the bone. This mechanical loading makes the bone grow thicker and gain mass to protect itself while under stress thus leading to stronger bone.

To create the necessary load to strengthen bones, proper exercise is essential. Not just any old form of exercise will do - recreational activities like running, biking, swimming are great for just that, recreation, but do little to stress the skeleton.

Strength training (resistance training) exercise grows strong dense bones and strong toned muscles to protect against the villain osteoporosis. This type of exercise also has the advantage of strengthening all of the muscles of the body reducing the risk of bone shattering falls by improving balance and coordination.



We have learned a lot with the passing years, we now know that these losses of muscle and bone strength are not a result of the aging process but merely the result of our inactive lifestyles. But unlike other unchangeable aspects of getting older osteoporosis is not inevitable. It can be prevented, slowed and even reversed if the proper steps are taken now, while you are young.

So whether you're 20-something or 70-something, you can strengthen your bones. Like your car that requires quality petrol, oil and regular maintenance, your body requires proper, ongoing care if you want to keep it running right.

By simply incorporating regular strength training exercise throughout adulthood, you can help keep your bones in peak condition so that your 'health-span' matches your 'life-span'.

After all, your body is the vehicle you will be using to transport yourself in for the rest of your life. Fortunately, it is never too late to put the brakes on bone loss, just get started right away.

# Insulin Sensitivity

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Insulin sensitivity is an important issue to discuss, especially as you get older as it will not only influence how much total lean muscle mass you have, but it can also influence your risk-factor for developing diabetes.

Insulin sensitivity, which refers to how well your body responds to the carbohydrates you eat (and correspondingly, how well your cells react to the insulin that's released upon eating carbohydrates) is improved when regular exercise is performed.

Exercise enhances insulin sensitivity and also increases your body's ability to take up excess carbohydrates you eat and shuttle them into the muscle cells, rather than directly to the fat cells.

This in turn will help you sustain that leaner body composition with age. Always remember, having a lean body composition isn't just about how you look. While it's great to look your best, your body composition is going to have a direct influence over your risk factor for a number of diseases, so don't let yourself overlook this.

Too many people who simply make peace with not being thin and looking fit think that exercise doesn't really matter to them. But it's about health just as much as it's about looking good.

And, insulin sensitivity significantly impacts your health.

In addition to helping you defend against unwanted body fat gain, having good insulin sensitivity will also help you defend against diabetes.

One of the hallmark traits of insulin sensitivity is diabetes as almost all those who suffer from diabetes do have insulin sensitivity. When your body's cells are resistant to insulin, this means that your pancreas is going to pump out more insulin overall, causing it to work harder and harder.

Eventually, it may burn out entirely and at this point, you're left relying on injected insulin for the rest of your life.

The incidence rates of diabetes is growing in our society and is only amplified by our sedentary population. Don't become another statistic. You can very much combat diabetes by simply following a healthy diet and getting regular exercise in.

# Joint Health

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We've already spoken a bit about bone density, but related to that is joint health. Those who are not partaking in a healthy lifestyle program are going to be at a much higher risk for experiencing joint problems of all kinds compared to those who are more active.

When you aren't doing any exercise, your joints tend to stiffen up and become less mobile. Add to this that the ligaments and tendons surrounding the joints may start to break down and lose resilience, making them more prone to injury.

Think about it this way, how many older individuals (and not so old) do you know who tend to complain about joint pain of some kind?

Whether it's a sore back, sore knees, painful hips, or something else, many adults are experiencing these joint related issues on an everyday basis.



Often, this becomes chronic and refuses to let up. When that's the case, exercise is often further restricted and from there, more joint pain continues to occur.

It's a vicious cycle to get stuck in but one that too many aging adults do. If you are still young and consider yourself at your 'prime', this may not be at all a concern for you, however it's important to note that it's what you are doing now that is going to set you up for the future as far as your joint health goes.

Regular exercise strengthens the joints, keeps them mobile and lubricated, and ensures that your tendons and ligaments are all as strong as they need to be.

# Range Of Motion

Going along with your bone density and strength you have your overall range of motion. Regular exercise helps to increase your range of motion while lack of exercise will dramatically decrease it.



Flexibility is very much something that you have to use regularly. Even just a week without some type of stretching can result in you experiencing a decreased range of motion and further functional limitations.

Once you start to become less flexible, you'll find that it's very hard to build back to that level of flexibility as well. Many adults get to the point where they can hardly bend over and touch their toes or perform side to side bends.

When this is happening, everyday activities may become challenging as your muscles, ligaments, and tendons are so tight and unforgiving whenever you want to move around.

With a reduced range of motion, you'll also benefit less from the exercise that you do perform. For instance, if you are doing squats (which is great for strengthening your lower body!) and aren't able to squat all the way down due to tight hamstrings and calves, this will significantly influence the benefits those squats bring.

If you hope to sustain an active lifestyle once your business becomes incredibly successful, taking in games of golf in the afternoon now that you have the freedom to do so for example, sustaining your range of motion is a must.

Basic flexibility training can go a long way to help you sustain a desirable range of motion and only takes 10-15 minutes per day, done at the end of an exercise session (or after a brief warm-up if you are not exercising on that given day).

The even better thing about flexibility training is that you can easily do it in the comfort of your own home, such as while watching TV at night for instance. This makes it one form of exercise that there should be no excuse for not getting in.

# Fitness and Long-Term Disease Outlook

Perhaps one of the most important reasons you need to start on a regular exercise program that's often overlooked by many as they are so focused strictly on the immediate benefits exercise provides is your overall disease outlook. Basically, how likely is it that you'll fall ill during the years ahead?

You've worked so hard building your business and once you do finally have the freedom to do what you want with your time, you want to be able to enjoy that time fully – not spend it inside the confines of a hospital room.

Disease can strike at any time and its important not to take your health for granted. Many of the most prevalent diseases in today's world – heart disease, diabetes, and cancer are called 'chronic lifestyle' diseases which means they are preventable by making wise changes to your overall lifestyle.

You CAN control whether you will be the ONE out of those every TWO people predicated to get cancer in their lifetime or not.



If you start now, you can put your best foot forward into the years ahead. Too many people wait to take action until it's too late.

They get struck with a heart attack and IF they survive, *then* they finally decide it's time they do something about that to prevent further heart attacks from occurring.

According to studies, the chance of surviving an out-of-hospital heart attack long enough to be eventually discharged from a hospital is only 7.6%, roughly 1 out of 13.

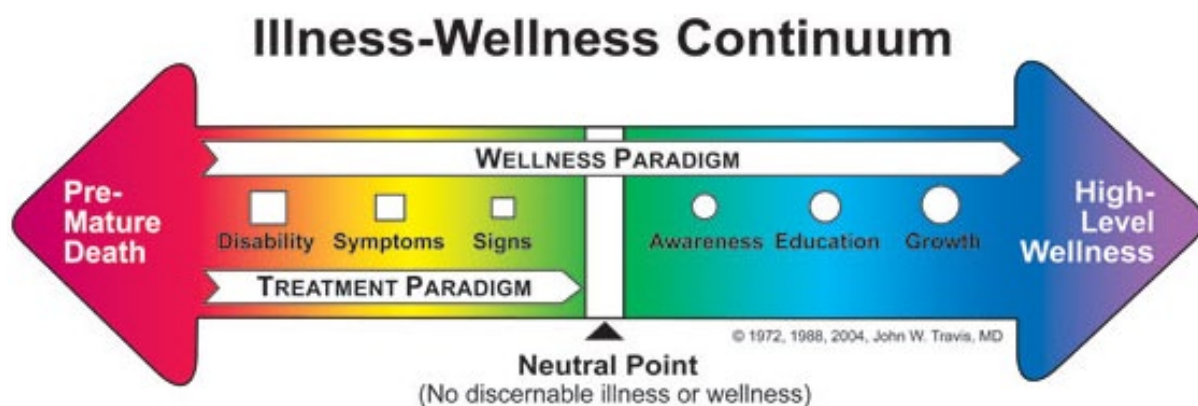
**The best way of surviving a heart attack remains not having one in the first place.**

Each and every day, all the little actions you take whether this is making sure that you are getting 7-8 hours of sleep each night, always eating five or more servings of vegetables each day, or decreasing your stress level through endorphin-boosting exercise impacts your health status.

So the question then becomes, is the sum of all your daily actions impacting you in a positive or negative manner?

While you don't have to do *everything* right to see yourself moving forward in the right direction, if you are doing more things that bring your health down than you are that boost you up, it doesn't take much to realize where you're headed into the future.

Disease prevention is where your focus should be. First and foremost. If you want to enjoy your later years, you must be focusing on this.



If you don't currently know where you stand, it would be a good idea to go for a full physical with your doctor. This way, you can begin tracking the important health stats to see where you stack up – and how being on that exercise or nutrition program is going to change your measurements.

# Fitness and Aging

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Want to stay looking and feeling young forever? For many entrepreneurs, this is often a goal as your business is only as strong and durable as you are.

One thing that almost all entrepreneurs have in common is the fact they have put in some serious time early on in their life.

While their friends were out partying, they were at home working on their business. While their high school classmates were getting married and having children, many were attending business conferences and traveling to network. While others were sleeping they were planning.

Chances are, you've made some sacrifices in your life to get to where you are today. Or, you plan to make some sacrifices to get to where you *want to be*. You know and accept that this is all part of the game.

To be truly successful at that higher level in life, you do need to give up some things that many other people simply won't. That is, after all, what separates you from them.

And you do this willingly. Because that is *how bad* you want to realize success with your end goals.

The problem with this however? Many entrepreneurs get to their 50's and 60's only to find that they are experiencing premature aging and are in poor health.

Whether this is due to the hectic pace they called their lifestyle sustained for all years prior or thanks to the fact they were so stressed early on in their days, they've aged quicker than many of their counterparts. Their health is on a downward spiral.

Long hours, little rest, and high stress do not do the body well. You need something to combat all this. That something can be a health and fitness program.

Taking part in regular exercise is one of the best ways to slow down the aging process, counteracting the changes that are taking place.

This will help ensure that by the time you reach your 40's, 50's, and beyond, you are ***still*** feeling great and are able to enjoy all that life has to offer.



You don't want to look back over time with regret. Thinking about how you ***should*** have done this or ***should have done*** that differently.

You want to feel good about who you are and what you've become. If you've aged heavily, chances are you won't.

When you exercise, you help to combat free radical damage that takes place in the body, which accelerates the process of aging. With each workout you do, you help shield the body from stress, and encourage a process of adaptation to take place, which will then only make you that much stronger down the road.

The more often you exercise and the stronger you become, the more total stress you will then be capable of handling.

Another major unseen and not often talked about health benefit when you exercise with the right program is that you stimulate growth factors like human growth hormone and your bodies stem cells which travel via the blood stream to every cell, organ and tissue in your body including the brain and initiate a recycling process.

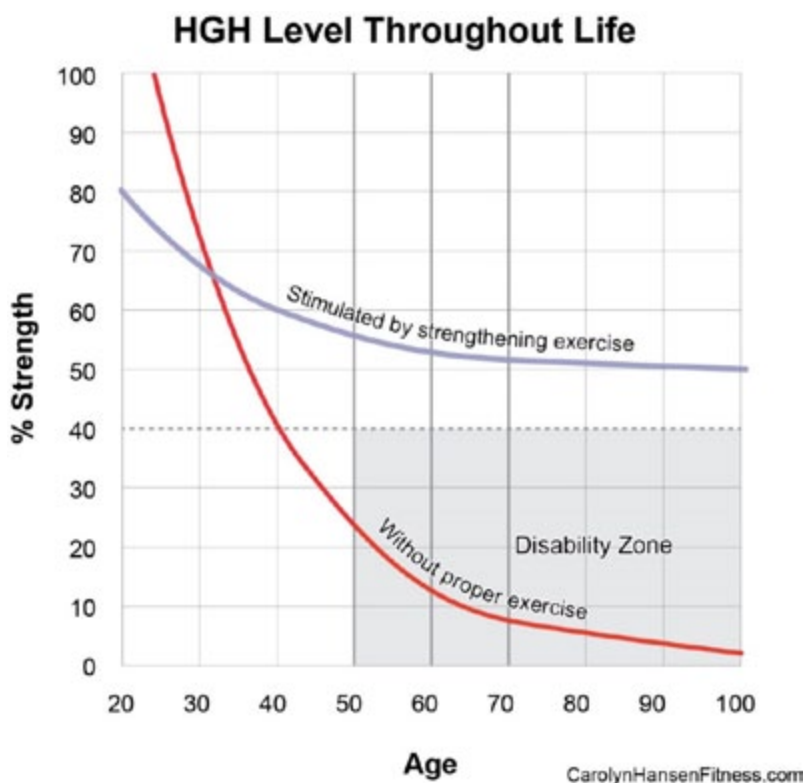
Often called the 'youth or fitness' hormones, they make every single cell younger, stronger and healthier. Not just a little bit younger... but a whole lot younger.

Recent research is revealing how exercise can trigger genes and growth factors, which recycle and rejuvenate brain, muscle and body tissues.

The main trigger of this recycling mechanism is tissue breakdown. Fasting, muscle injury and short intense exercise (like strength training) are all catabolic events which force your body to break down its tissues' protein and move it towards recycling. When your body is forced to do this, it always prefers to sacrifice first its damaged proteins and old or sick cells.

This is the rejuvenating process you are triggering with exercise and it the best hands down method of slowing the aging process and keeping your health and wellness at the highest level.

Without the physical movement we have been designed for there is not the stimulation and release of 'growth and repair' hormones that renew, replace, repair and rebuild cells and tissues as they become old and worn out. And without this rejuvenation of these tired old cells we age at an accelerated rate and get sick.



These rejuvenating growth factors cannot be stimulated in any other way but with the intensity (degree of effort used) of physical activity, something which is becoming extinct in our increasingly sedentary modern world.

This is how we were designed and we cannot get away from that no matter how we cut it. It doesn't take a genius to see the correlation between our inactive world and the skyrocketing disease rate.

To bring this home we should be shocked that 400 million people are predicated to die in the next decade of preventable 'lifestyle' disease ie cancer, heart disease, diabetes and hundreds of other equaling devastating conditions. Never in the history of mankind have we been so unhealthy.

For intelligent beings we seem to have gone astray somewhere!

Eating a healthy diet also proves to be an incredibly powerful strategy as far as slowing the aging process and keeping us healthy goes. Replace processed food 'look-a-likes' (things with food labels) with REAL foods which means quality protein, healthy fats and high amounts of fresh fruits and vegetables. This is number two in the most important things you can do if you hope to decrease signs of aging and fight the hands of time.

Unfortunately, this is what many entrepreneurs do **not** do. Instead of eating the foods they should be eating, they are feasting on take out or fast food that they pick up as they continue to put in the long hours on their business.

Once simple trick is to get a 4 minute breakfast smoothie into you that packs a huge nutrition punch of up to 50 percent of your daily nutrient requirements in one hit! Quick and easy to make, delicious and portable, the very best breakfast solution available that will keep you full and satisfied for at least 4 or more hours.

To download my Green Smoothie recipe book:  
[Click here:](#) (or click the book image):

Taking action today with simple things like this is the way forward to get yourself on a better path and set you up for a healthier future.



# Boost Energy with a Nutrient-Dense Diet: The New Old Way to Eat

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You may have heard about nutrient-dense foods. It's the new way to eat.

But actually, it's the old way to eat. It's how people ate in the days before sodium-laden, sugar-laden, fat-heavy processed, non-nutrient food look-alikes. And it's how we'd eat now if we weren't so lazy.

The nutrient dense diet is simple, and as a matter of fact, it's not a diet at all but a way of life. It boils down to this: eating foods that nourish the body and shunning those that don't.

When we make the switch to this way of eating we are no longer focusing solely on things like weight loss and instead focusing on overall health benefits for long term gains.

Here are The 8 Healthy Success Results we all want and they can be achieved with a nutrient-rich eating style that supports your exercise program:

1. A detoxified body
2. Natural weight loss
3. Dramatically improved health
4. Loads of natural energy
5. Disease reversal (obesity, heart disease and diabetes, etc.)
6. Slower aging
7. A younger look
8. Maximized longevity

These Healthy Success Results are the natural outcome for anyone who embraces this way of eating. And, they happen in order, one by one, each adding to the success of the previous one.

When you detoxify your body, you will lose weight naturally, dramatically improve your health, create more energy, reverse lifestyle -induced diseases (obesity, heart disease, diabetes, etc.), age slower, look younger, and maximize your longevity!

Imagine detoxifying your body from the buildup of the chemicals and toxins that cause the overweight condition and health complications.

You will feel cleaner and lighter than ever before. Your body will start to self-heal, and your digestion will improve. You will have more energy, a lifted mood and your skin will begin to glow and emit a more youthful radiance.

Now, while your body is becoming cleaner, it will become lighter, as you lose excess weight naturally. You will finally be eating the way you were meant to eat, in-tune with your body and its systems.

Your body has always been trending toward being healthy, desiring healthy foods, and you are finally appeasing it, by feeding it what it wants - nutrients!

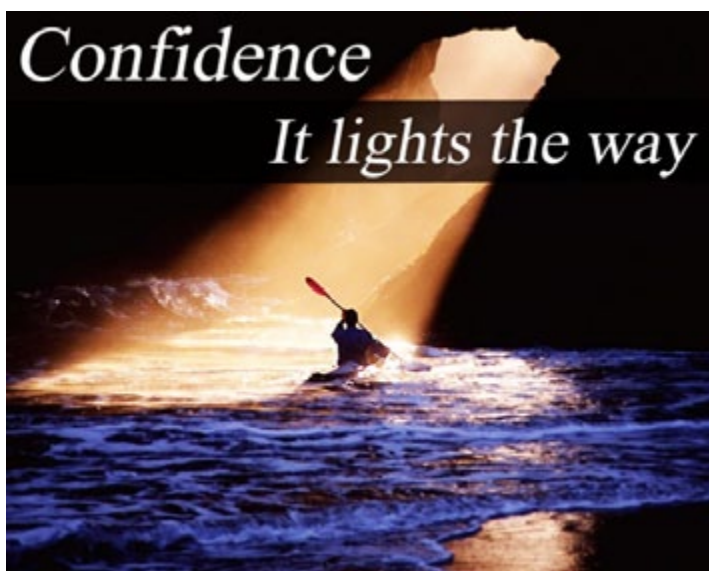
I have created a simple eating plan based on this style of eating in my [Minimalistic Fitness System](#). It has both an exercise program and an eating plan to support that program so you have the energy to give it your best shot.

But it is important that you do begin this journey if your goal is to achieve any or all of the 8 Healthy Success Results listed above.

# Fitness and Confidence

Finally, the last reason why you simply cannot afford to pass up on a fitness and health promotion program is because these two things will help get you on track to unshakable confidence.

When it comes to running a successful business and influencing others, one thing that can really matter is your confidence level.



If you are going into a meeting hoping to gain funding, secure investors, or help sell your product to customers, you need to be at the top of your game.

When you feel healthy, it'll show. You'll exude a much higher level of confidence. You'll come across as more secure in who you are, more certain of what you have to say, and you'll be able to have that much more influence on others.

When you feel good about your body and your appearance, it changes how you present yourself. You may not realize this yet as you may have never experienced a point where this was the case for you.

But once you get to that point, you'll never look back.

The level of confidence you can achieve after putting in the time and effort with a healthy eating and exercise program is like no other, so consider putting in the investment now so that you can see what this is all about.

You will not regret it.

# 19 Proven Methods to Sustaining a High Level Entrepreneurial Lifestyle

So...in addition to regular exercise, there are other healthy lifestyle choices that can increase your productivity for a better business along with boosting your resistance to stress.

1. **Believe:** First, wrap your brain around the conviction that your health is your greatest asset, and you cannot compromise it. This is your daily reminder and motivator to not only get started but to keep it going for the long haul.

Make exercise a priority. A healthy body will help cultivate a healthy mind.

2. **Explore:** Decide where you are going to exercise as this is your number one tool to be super healthy. You may prefer to train at your local gym or at home.
3. **Strategize:** Decide your strategy: How will you go about it? Who will you do it with (if anyone)? Frequency? Time of day? Tools and systems that you need? Start date? Rest dates? Rewards for accomplishing milestones?
4. **Schedule:** Plan your healthy lifestyle into your calendar like any business strategy. If it's on the calendar, it gets done, right? For instance, add the times of your exercise sessions and treat them as not negotiable.
5. **Launch:** This is the execution phase, the product launch and show-time! Just Start Doing it. Follow the strategy, stick to the calendar and start with day 1, then day 2 and then day 3. Just like building a business, you do it one day at a time. No faster. No slower. DO NOT BREAK THE CHAIN!
6. **Evaluate:** Keep track of your progress: how you feel, how you eat/sleep, how much you weigh, how much energy you have. Evaluate how things are going after 2-3 weeks.

If the program isn't working, make changes, modify and improve it, but stick to your fitness plan! If necessary pay a trainer for some coaching.

**7. Habituate:** After 2-3 months of solid work you can consider you now have a priceless exercise habit, you have tested it, launched it and worked out the kinks.

**8. Get back on the train:** Unless you are Superman, which you might be, you are going to fall off this wagon at some point, and that makes you simply human.

But what makes you divine (and healthy) is getting back on track, so when the rough patch comes along, hang on tight, but get back into the game and start with Step 1 to re-build the habit. Repeat as necessary.

If, or when you get side-tracked by the call of work and you feel like saying “forget it!” or other variations of the phrase, ask yourself this:

A. What’s the point of building my successful business?

and

B. Who will be there to run and reap the rewards of my baby if I do not care enough to take care of myself first?

**9. Stay active during the workday:** Humans weren’t created to sit motionless for hours in front of a digital screen. When we become sedentary and inactive, problems start to occur. Sitting for long periods of time is linked to obesity, metabolic syndrome, high blood pressure, high blood sugar and excess body fat.

Try and take a physical break every hour for at least five minutes. Simply get up and walk around, get a drink of water, stretch out, breathe deeply, and do some jumping jacks, squats or push-ups to get your heart pumping and blood flowing.

You will feel energized and it will reboot your metabolic motor and get things moving around your body again. Along with your structured exercise program, whenever you go out – to the store, the movies, the mall, on your lunch break – physically challenge yourself by parking farther away, taking the stairs and generally making an effort to include more incidental exercise whenever possible. Always keep hustling with your physical activity, every chance you get grab it!



Each of these subtle actions results in stimulated muscles, increased blood-flow and calories burned.

10. **Make phone calls active time:** Try to take phone calls standing up (or even walking around). It's a few extra minutes of physical activity and it all counts. You can also have active meetings. Go for a walk with a colleague or make a date to play golf or some other fun activity.
11. **Be aware of stress:** Stress can be the gateway to a myriad of health issues and problems, including fatigue, depression, and anxiety. Failing to manage this all-too-prevalent component of an entrepreneur's life can lead to some devastating consequences.

It may come as a shock but 70 percent of hospital admissions can be traced back to unmanaged stress. I think you will agree with me that this is NOT a successful business strategy.

12. **Eat a healthy diet:** Well-nourished bodies are better prepared to cope with stress, so be mindful of what you eat. Start your day right with breakfast and keep your energy up and your mind clear with balanced, nutritious meals throughout the day.



13. **Reduce caffeine and sugar:** The temporary “highs” caffeine and sugar provide often end in with a crash in mood and energy. By reducing the amount of coffee, soft drinks, chocolate, and sugar snacks in your diet, you’ll feel more relaxed and you’ll sleep better.
14. **Avoid alcohol, cigarettes, and drugs:** Self-medicating with alcohol or drugs may provide an easy escape from stress, but the relief is only temporary. Don’t avoid or mask the issue at hand; deal with problems head on and with a clear mind.
15. **Get enough sleep:** Adequate sleep fuels your mind, as well as your body. Feeling tired will increase your stress because it may cause you to think irrationally.

Beyond a take-charge approach and a positive attitude, you can reduce stress in your life by nurturing yourself. If you regularly make time for fun and relaxation, you’ll be in a better place to handle life’s stressors.

### **Develop a “stress relief toolbox”**

Come up with a list of healthy ways to relax and recharge. Try to implement one or more of these ideas each day, even if you’re feeling good.

- Go for a walk
- Spend time in nature
- Call a good friend
- Write in your journal
- Take a long bath
- Light scented candles
- Play with a pet
- Work in your garden
- Get a massage
- Curl up with a good book
- Listen to music
- Watch a comedy

- 16. Spend one hour outside daily:** Force yourself to go outside and get some fresh air, vitamin D and exercise. Even a brisk short walk is enough to recharge yourself.



- 17. Improve your posture:** Acknowledge how you're sitting this very second. Are both of your feet planted on the ground? Is your chest up and shoulders back?

When you correct your posture, you allow your spine to rise and your chest to open, which eases tension and helps the breath flow more freely. The oxygen can now penetrate more deeply into your lungs.

As you begin to take these deeper breathes you activate your parasympathetic nervous system, which is lowering your stress hormone levels, healing your brain, and stimulating recovery and digestion.

Your strengthening exercise program will have a magical effect on your posture strengthening the muscles in your back and 'core' to give your body the strength to maintain good posture for longer.

- 18. Improved presentation/public face:** An added bonus of your strengthening exercise program is you will gain confidence, enthusiasm, optimism, improved self-image and boosted self-esteem. Together with improved posture which will make you look taller, slimmer and more confident.

There will be times when you need to present yourself in the best possible light, maybe to a room full of people for a presentation or simply a meeting with someone to help grow your business/ It's important to be at your best with your "A" game face on.

- 19. Limit "Time-suckers":** Set email answering and social media updates to certain times. You can get bogged down answering emails or checking out stories on Facebook.

Limiting time-suckers will allow you to get more done, which frees up time to exercise and eat healthier. This is time better spent.

# Run Your Body Like a Business

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It is helpful as an entrepreneur to think of our body like a business. We are each the CEO of our own company - the company of our body and its health.

When we're born, we are the proud owners of a family business that we have inherited through our DNA: our body. The decisions we make affect our lifespan and the quality of life we lead.

**In the same way as CEOs must act in the interests of their companies, it is our responsibility to care for our body and our health.**

To do that we each need to take control of our health and if necessary turn around unhealthy conditions before they do damage. The end goal is to live your life in peak health and side step disease conditions that can take you out long before your time.

To keep our body healthy we must learn to think like a CEO and run our body as a CEO would run a business.

Of course, this brings additional challenges and responsibilities in decision-making and requires us to understand the effects of our day to day decisions on our long term health and wellness.

We need to get to know our "normal state". In today's world, stress is never far away. Unchecked, it can cause a permanent state of inner tension and unease. It is vital for each of us to discover our own "normal state."

Of course the normal state varies from person to person but it is the point at which you feel completely in balance, relaxed and *happy!* Many people become so used to stress that they no longer realize how far out of balance their lives have become.



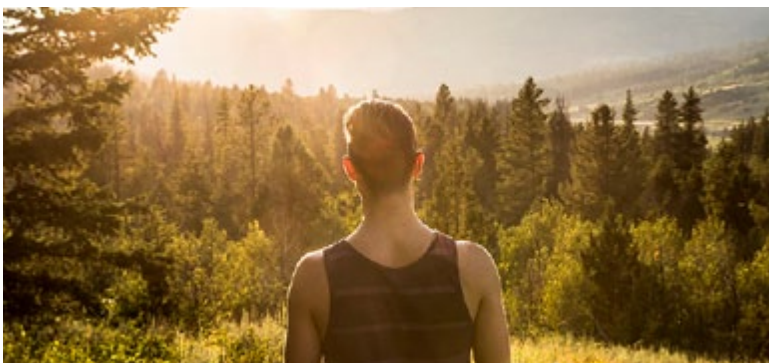
Contrary to popular belief, stress and a hectic schedule do not equate with efficiency and productivity. Quite the opposite: In the long term, they damage the body and mind impairing our ability to function.

It's up to each individual to discover what he or she needs to do to return to the normal state and this is where your exercise and nutrition health program come into play.

To be able to maintain a healthy business, we have to learn the ins and outs of the things that will allow that to happen (like proper exercise supported with great nutrition) so we can keep productive for long-term growth and sustainability.

Our health is built on four pillars: physical activity (exercise), nutrition, mind-set and stress management. These components are closely interlinked and completely dependent on one another. They are the foundations of good health and wellness.

It's a simple formula and not too difficult to implement with the right mind-set. This is the glue that holds the other 3 things together. The stress component is easily controlled with your fitness and nutrition program so you really only have ONE thing to implement and that is making sure your mind-set is right and concurrent with your long term life and business goals.



You could think of the components as a four legged chair. Each is essential in its own right and we need all four to ensure stability. The message here is, "Don't neglect even one of these components for any length of time!"

Also it doesn't make sense to drill into a complicated solution for one area if you are neglecting the basics in another area. Doing just the basics in each area can go a long way towards a healthy lifestyle.

Another helpful strategy is to develop a business intelligence strategy for your body. In operations management, you benefit from being able to draw on data that has been collected over a period of time. You can access and analyze any part of it to help you make informed decisions that will optimize your company's processes.

Sadly, we don't enjoy the luxury of being able to conduct a detailed process analysis of our bodies. But there is a simple way we can monitor our "input" over an extended period and that is to record it in writing.

Note down what exercise you do and what you eat, how you sleep, what you weigh and even how you feel over a period of days or a week or two. The idea is not to put yourself under pressure, but to get a true picture of what exercise you actually do and what you really eat during that time.

This is the starting point for making positive changes to your health regime. The longer you take notes, the more data you'll have and the more accurate your analysis will be.

Another positive side effect is that you'll also get a chance to discover what the exception is and what the rule is. For example, you might find that, although you thought fast food was the exception in your life, your analysis tells you it is actually the rule.

Supply and demand is one of the most fundamental economic concepts. And the theory of supply and demand, applies as much to exercise and nutrition as it does to business.

Are we giving our bodies the physical activity and the nutrients they need to produce the 'output' we expect from them? We can begin by finding out exactly what is in the foods we eat. Which vitamins, minerals, proteins and fats do they contain and in what quantities?

Armed with that information, you can investigate whether your diet is actually good for you or not. Using the data you collect you can perform a gap analysis in order to discover the discrepancies between your health objectives and your actual lifestyle.



Next the aim of every business is to make a profit. In terms of our health, profitability means moving and feeding our bodies with the raw materials that will produce the maximum amount of energy.

We should think of our body as a power unit, a macro economy that consists of multiple small enterprises. If you optimize the input to your body's cells, you will gain maximum output and use the energy you have to the best advantage and in our case building a business and lifestyle that is enjoyable, viable and sustainable for the long haul.

From time to time we need to perform a risk management assessment. The older we become, the more important it is for us to apply the principles of risk management to our health. Compare the benefits to be gained by taking a good amount of exercise (both structured and incidental) during the day to the risks of choosing the low-effort (or no-effect) option.

A good example is, "Shall I take the elevator or the stairs?" When you're young, you can afford to take bigger risks. As you get older, you need to follow a more sustainable strategy. The biggest mistake you can make to age prematurely and set the stage for disease is to skimp on exercise.



Lastly do a business sustainability assessment. This means making a real effort to break any bad lifestyle habits that you identify. Many of the illnesses associated with growing older are the result of decades of unhealthy living.

While it's relatively easy to find short-term solutions to health problems, our aim should be to develop a holistic, long-term strategy for our health. Work on maintaining your personal balance by ensuring that – on average – you are doing the right things for your body and by reducing stress through effective time management, just like a CEO.

As a business and health coach with decades of experience in both this is where I can help as my health and wellness program provides a deeper dive into the underlying drivers to figure out what you can consider changing to address any issues you identify and try to make your body (and business) run in a more healthy and productive manner.

I really hope you can see now that maintaining a healthy body is like running a successful business – the same economic theories and principles apply.

# Conclusion

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So there you have the many reasons why you *must* be focusing on health if you want to secure wealth.

As someone who hopes to have a long and satisfying life, enjoying all the fruits of your labor, you simply cannot afford to miss out.

Even a few weeks without exercise will start to have negative implications on your health and body, so this is not something that you can afford to be taking lightly.

It just makes good business sense to be healthy and the most successful entrepreneurs combine great health with great business!

Its really about health by choice, not by chance.

The way to experience perfect health and greater lifestyle freedom is to create balance in your life. Healthy entrepreneurs treat health as a lifestyle.

You can't put a Band-Aid on a bad business plan, just like you can't eat healthy for a week and expect to function at peak performance or get into great physical shape.

Successful entrepreneurs wholeheartedly embrace healthy living: They work smarter, not harder and put their health at the top of the totem pole of priorities so they can plan the game of life full out.

Aside from family, friends, and relationships, there are few things more important in your life than your health and your career. When you passionately pursue both of these things you can experience a longer, more fulfilling life. Place your health, fitness and wellness first and foremost and you can have everything you want in your entrepreneurial pursuits.

Take the steps you need to in order get to the end goals you have – enjoying a life of freedom.

Your happiness depends on it.

Let me help you on this journey whether you simply want a place to begin or if you are already travelling this road and want to kick it up a notch or two.

I can shortcut the journey and lead you straight to the place where fantastic results are to be had. I've made all the mistakes in my 30 year plus journey so you don't have to and I'm excited to be able to take you there in a very short time frame.



For the Productivity Program:

Click this link: [Super Productivity Secrets](#)

If you would like to make more solid and long term lifestyle changes I invite you to check out my full lifestyle program that has many strategies for maximum peak performance living:

Click this link: [Reclaim Your Longevity](#)

If you would like me to guide you on a more one on one and personal level I can do that too. We will fit the pieces of the puzzle together to make your business and your life all that it was meant to be.

Click this link: [Next Level Coaching](#)

To your health and business success...always!

**Carolyn**

## References:

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Heinonen, A., et al. "Bone mineral density in female athletes representing sports with different loading characteristics of the skeleton." *Bone* 17.3 (1995): 197-203.

**For more tools and resources that will assist you in attaining your goals and achieving the success you desire in life, please visit:**

**<http://CarolynHansenFitness.com>**