


Foreword by Mocha Lee

NOT ANOTHER WORKOUT!

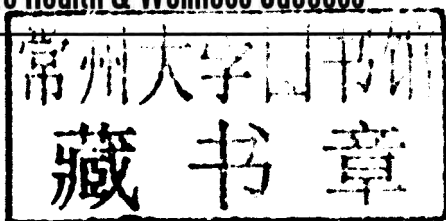


Developing the Ultimate Mindset to
Achieve Health & Wellness Success

ANTONIO E. CHEEKS

NOT ANOTHER WORKOUT!

Developing the Ultimate Mindset to
Achieve Health & Wellness Success



ANTONIO E. CHEEKS

iUniverse, Inc.
Bloomington

Not Another Workout!

Developing the Ultimate Mindset to Achieve Health & Wellness Success

Copyright © 2011 Antonio E. Cheeks

You should not undertake any diet/exercise regimen recommended in this book before consulting your personal physician. Neither the author nor the publisher shall be responsible or liable for any loss or damage allegedly arising as a consequence of your use or application of any information or suggestions contained in this book.

All rights reserved. No part of this book may be used or reproduced by any means, graphic, electronic, or mechanical, including photocopying, recording, taping or by any information storage retrieval system without the written permission of the publisher except in the case of brief quotations embodied in critical articles and reviews.

iUniverse books may be ordered through booksellers or by contacting:

*iUniverse
1663 Liberty Drive
Bloomington, IN 47403
www.iuniverse.com
1-800-Authors (1-800-288-4677)*

Because of the dynamic nature of the Internet, any Web addresses or links contained in this book may have changed since publication and may no longer be valid. The views expressed in this work are solely those of the author and do not necessarily reflect the views of the publisher, and the publisher hereby disclaims any responsibility for them.

Any people depicted in stock imagery provided by Thinkstock are models, and such images are being used for illustrative purposes only.

Certain stock imagery © Thinkstock.

*ISBN: 978-1-4502-8424-0 (pbk)
ISBN: 978-1-4502-8425-7 (ebk)*

Printed in the United States of America

iUniverse rev. date: 2/11/10

DEDICATION

To my Father, who has been with me and supportive of me, my entire life. And even when I did not know Him, He knew me. He gave me all that I needed to be whole and complete, and waits for me to be bold enough to take the opportunities that are sent my way. I now turn this book over to you, God, my Father.

To my wife, Karen, who is the wind beneath my wings and the love of my life. She lights a fire under my feet in such a caring and loving way. I thank her for praying for me with this book ... she is truly a prayer warrior.

And to my family, I want to remind them that all things are possible, if you just believe.

ACKNOWLEDGMENTS

No man is an island. This can be a hard truth for most men to accept because of our egos. It took me years of fumbling around before I realized that a man who isolates himself can't reach his full potential in life.

I am thankful for many people who have embraced me and all of my stuff. Thank you First Baptist Church of Glenarden for being my place of worship and a place that keeps me rooted in biblical principles.

To my Brothers in Discipleship. I want to thank all of you for keeping me accountable in many areas of my life. Don't forget, we must reach back and pour into others.

To all of the personal trainers I have worked with over the years, thank you for allowing me to mentor you. Whether you know it or not, as I was teaching, I was also learning from you too.

Thanks to the Life Builders team and leaders; you have encouraged me in my journey. Together we will continue to lift the spirits of people and walk alongside them, as we coach them through life challenges.

Foreword

By Mocha Lee, Fitness Pro & Actress

In the time that I've known Antonio Cheeks, I have come to understand and realize that he has an interesting and refreshing viewpoint on health and wellness. Antonio's enthusiasm is what initially drew me in to his concepts ... and now it's his energy *combined* with his tried-and-true principles that makes me respect him so much as a wellness guru.

I've been in the fitness industry for 16 years but I learn something new from Antonio every time we have a conversation. He has a broad knowledge base that allows him to break down the most complicated health concepts in a way that everyone can understand.

In this book, he tackles a person's mindset! He is basically making the argument that if you are not mentally ready to make changes in your life and health, then you will not be able to succeed in these areas. However, Antonio doesn't stop there ... he provides practical steps to help you develop a mentality that allows you to overcome your struggles and succeed with your health goals.

I've trained hundreds of people from all walks of life – from the celebrities (pro-athletes, actresses and politicians)

to the stay-at-home moms – but the one common factor is they all determined in their ***minds*** that they wanted to achieve a certain goal ***before*** they contacted me.

The argument Antonio makes in this book is essential and timely! If you need help getting over those hurdles that keep you from achieving true health and wellness, then I encourage you to go through this book carefully and complete the discovery assignments. These simple exercises will allow you to zero in on your specific needs.

Antonio is a fitness expert, personal development coach, author and speaker; but the thing that stands out to me the most, is the fact that he cares about people and helping as many as possible move to the next level. Developing the ultimate mindset to achieve health and wellness is not easy BUT it is possible and Antonio shows you how!

INTRODUCTION

Where does your journey for better health and wellness truly start? Have you received a warning from your doctor? (Health scares are one of the top motivating factors to starting a wellness plan.) Is it when you joined the local gym or fitness club? Is it when you ordered the latest exercise program that you saw on TV in the middle of the night? Were you trying to prepare for an upcoming wedding? Or were you embarking on a new career?

All of these are good reasons to start but they don't necessarily have a lasting impact. The majority of us *talk* about getting healthy, but we don't put the action behind our words to make it happen. In order to be successful, it is critical that we develop a complete wellness approach that first begins with your mindset.

For more than 10 years, I have watched and interviewed many individuals who had good intentions to make changes and stick to a fitness plan or health routine, but they fell short. They tried diets and all sorts of workout plans, but did not have lasting results.

If this sounds familiar to you, then this book will unlock some key aspects missing from most wellness plans. This is not another book discussing workout techniques ...

because the majority of people know what to do; the fact is we simply don't do it. Instead, we are going to address the mindset needed to be successful in reaching our health and wellness goals.

In today's microwave, fast-paced world, it is not uncommon to hear how important it is to take your vitamins – a highly recommended solution to replenish necessary nutrients in the body. Trying to juggle long work hours, family and social schedules, with the occasional workout can be overwhelming. However nutrition and exercise are vital to long life and good health, as well as a healthy mentality.

Because of our poor eating habits, taking vitamins has become an essential part of our daily life. Before you tune me out, please hang with me a little longer. Just as vitamins are critical to your diet, we will be discussing concepts that are essential to your success in becoming healthier.

In this book, we will focus on powerful words and activities that begin with the letter C. We can also refer to them as your “mental vitamin C's.” It is my hope that these mental vitamins, along with some interesting assignments, will help you succeed in the things you desire most in life. I believe this book will serve as a guide for you to get over the hurdles that come your way. I've applied these very principles in my own life and they have worked for me.

Overcoming Myths

Ironically, I don't believe it is from a lack of effort that we fall short of our goals when it comes to health, but rather our mental programming about health. I was once told that if you wanted to find where a person's heart lies, follow their money. You see in the United States, we spent \$46.3 billion in 2004 on the weight-loss market and that number has increased recently to approximately \$61 billion (Source: www.worldometers.info/weight-loss/).

In one sense we all know that there is a cost to living, so my concern is not the amount that we spend, but rather the results that we don't see. The Federal Trade Commission conducted research and found that there is not much truth in advertising when it comes to weight-loss claims that are made by many companies on television. Many people pour money down the drain purchasing all types of products that fail to yield results.

If you are not aware, the rate of obesity is at an all-time high and we have created a new category called ***Morbid Obesity***. Even our children are under attack with poor eating habits, lack of physical activity and stress. Chronic diseases such as type II diabetes, high cholesterol, hypertension and some forms of cancer are showing up in record numbers in children and adults.

So what is going on here? Along with poor eating habits and lack of physical activity, it costs more to eat better, so economics and access plays a role as well. I believe that the biggest culprit, however, is that we get too excited about the things we want to accomplish in life without a clear

understanding of the task before us and the mindset to see it to the end. Ask yourself how many times have you started something and did not complete it? Weren't you excited each time you tried out the new idea?

News Flash: Excitement is an emotion and like any other emotion, it will come and it will go. The solution to this problem is to start your next task with a concrete mental outlook, which will help you stay focused on this journey to obtaining success with your health and wellness goals.

THE MENTAL DEFICIENCY

One of the big barriers to being healthy is misinformation. We see so much information and promises in the health & fitness industry that sometimes you can be paralyzed into doing nothing at all. Some of this information may indicate that if you just drink this product, you will look like the size zero spokeswoman or the muscular guy bench pressing 250 pounds. with his index finger!

Some advertisements may tell you to use a particular machine, take a pill, eat certain diet foods, listen to a tape and, the latest for me, wear a particular undergarment that will cause you to lose three dress sizes in a few days.

By the way, did you know that most of the people showcased in these ads or infomercials are models and they have been working on their bodies all of their lives. I really do hope and pray that we stop getting caught up in vanity and learn how to take better care of our health – such as addressing the risk factors that lead to hypertension, high cholesterol and diabetes.

As we push back the clouds of confusion, we find that there are just a few focus areas that evoke a healthier and more productive life at home, work and play. Primarily if we look at how we approach clean nutrition, resistance training, cardiovascular training, flexibility and rest,

you will have the “secrets” to losing weight and living healthier.

Now don't misunderstand me, you must know how to manipulate each one of these areas to elicit the desired results. But don't rack your brain over this, help is available! I highly recommend consulting with a fitness professional and/or nutritionist who can set you on a path to success in a relatively short period of time. Make sure you speak with those who have the proper credentials and can help you make a plan based on your personal goals. There is no one-size fits all solution, you should walk away with a plan that is tailor-made just for you.

Most importantly, as we delve into the heart of this book, your mindset is the key to your success. Don't allow your emotions to sway you, think about your health needs and how to address them. Don't be influenced by temporary, quick fixes that won't last. If you need help, consult with professionals who can help you get off to a good start. Now that we have our focus areas together, allow the following mental vitamin C's to keep you on track.

CALCULATE THE COST

Now that health care reform is here, what does it mean for you and me? Not sure are you? It does not mean we have less of a responsibility to eat better or make better health choices for ourselves and our families. You are still responsible for shopping at the grocery store instead of eating fast food, staying up-to-date with health information and having a positive outlook on life.

According to the Centers for Disease Control and Prevention, seven out of every 10 deaths in the U.S. resulted from chronic diseases that are preventable through a healthier lifestyle and more exercise. Let's think about this for a minute. They did not say you needed to take more medicine or spend thousands of dollars. You just need to change your lifestyle and exercise.

I know you are extremely busy, but are you too busy to live? If not for yourself, maybe someone else is important enough in your life for you to give exercise a try.

For some people it is not about finding time, it is the perceived cost of living a healthier life. It may seem that eating healthier costs more and you can always get a quick and cheap meal deal instead. But let's take a look at obesity and its cost. The health cost of obesity in the United States is as high as \$147 billion annually, based on a recent study from the Centers for Disease Control.

What I find fascinating is the years of life lost – up to 20 years for certain racial/ethnic groups – due to being overweight or obese. In fact, 300,000 people die each year at a cost of \$100 billion per year.

So health care reform or not, if we do not take better care of our health, what will it matter? Now ask yourself, what am I going to do? What are my options? Where and when do I get started?

As you move forward in this book, you will learn skill sets that will prevent you and your family from being a part of these mind-boggling statistics. Now get ready for your next vitamin.

CHANGE

We are what we do... Not what we did. Now if we continue doing what we used to do, we can't be upset that we are still what we were, simply because we're still doing what we did! - Damon Lofton, motivational speaker

Deciding to make a health or lifestyle change can be an interesting and sometimes emotional event. There are many triggers that can cause an instant desire to make changes. Have you ever had a friend or relative get sick and said to yourself, "I need to go see a doctor too?" Have you ever looked at a show that talked about heart disease or blocked arteries and thought, "Am I at risk?" Did you hear about a young person who died from a heart attack and you immediately joined a gym?

These could be emotional responses or just weird timing, but think about it – are they built on a solid foundation?

When many fitness professionals look at clients, we like to observe the ***Transtheoretical Model of Change*** (Stages of Behavioral Change). This is a framework that describes the different stages of acquiring and maintaining healthy behavior. It provides a way to understand lifestyle modification based upon readiness to change, making the assumption that people progress through stages of behavioral change at varying rates (Prochaska & Marcus, 1994).

Now let's take a brief look at the stages:

Precontemplation is when you are unaware that you need a change in your life. You may feel that this is your life and this is the way it will always be. There is no need to give you a pep talk because it is not something you are open to. You get up, go to work, come home and go to sleep, then start the cycle all over again.

Contemplation is when you know that you need to change, but are not really sure how to get started. What step should you take or who will assist you?

Preparation is when we seek every opportunity for change and become willing to combine behaviors and thoughts with activity.

Action is when you are now practicing the new behaviors. Change is being made and you are on the road to success.

Maintenance is the most fragile stage and where you must employ the other vitamin C's in this book to stay the course. Setting regular goals and the right support team is critical. But we'll discuss these components in subsequent chapters.

Determine which stage you are in and begin developing a plan to move to the next level. The next vitamin will provide some insight.