

## An Invitation

There are many reasons you may have decided to start a fitness and wellness program. You may be feeling frustrated, out of shape, and stuck in a body that's holding you back from the life you want to live. You may be tired of quick-fix diet and exercise programs. You may be looking for a new way of doing things—a plan that breaks you of your old patterns and beliefs. Or you may have hit a plateau after training successfully for years. No matter what your past story, making the decision to evolve from wherever you are now is a powerful first step. So let me take this opportunity to formally invite you to discover your true potential and start living the extraordinary life you deserve.

My name is Erik Hajer, known to many as Coach E, and I want to thank you for giving me the opportunity to be your partner on your fitness and wellness journey. For the record, I am *not* another diet and exercise sage. I created this workbook with the belief that you hold the master key to your own transformation. You are creative, resourceful, and brilliant! You may have been derailed in the past, but, no matter what, you can overcome any obstacles that try to stand in your way. The reason is, the power you need does not lie somewhere “out there” but *within you*.

This workbook is about giving you the tools to awaken your power to make *your* lasting fitness and wellness connections. It's about creating a mindset and lifestyle that support living well. And it's about thriving as opposed to just surviving.

You deserve to feel more than just “fine.” You deserve to feel fantastic. You deserve to live your dreams! With that intention, I invite you to join me in a partnership. I cannot climb the mountain for you; however, I can be your guide, help you find *your* path, and support you every step of the way. If you're ready to live as the fit, vital, and empowered person you can and deserve to be, then together we can do what may have once seemed impossible.

“*Change is often a result of lighting a fire under you. Lasting transformation is a result of lighting a fire within you!*—Coach E

## Make Your Connection

We've been taught to believe that if we want to change our bodies, we must focus exclusively on diet and exercise. This belief is fueled by the notion that the body is a problem that needs to be fixed. And the measuring stick of success is often an unrealistic, “ideal” body that has been determined by popular culture, advertising, and quick-fix diet plans and drugs. Plugging into this ideal is like

building a house without a foundation. The frame may sustain itself over a brief period of time, but a house without a strong foundation will eventually collapse.

Following a plan that prescribes strict diet and exercise rules eventually causes most people to rebel and give up. No wonder so many people have difficulty staying on track with traditional plans! Imagine, instead, how it would feel to transform by developing a sustainable and enjoyable *lifestyle* that unlocks your potential. Imagine how it would feel to have explosive energy, abundant vitality, and look fantastic to boot.

What is important to remember is that fitness and wellness are intricately linked. Physical fitness is often defined in terms of strength, agility, balance, flexibility, and endurance. I invite you to think of fitness as more than that. When you feel fit, you love the way you look and you love the way you feel. This feeling of empowerment often spreads throughout your entire life. Also, wellness is more than the absence of disease—it is a state of being well in body *and* mind. When you are well in body and mind, you not only feel strong, energetic, and healthy, you feel capable, positive, and happy. Awakening your mind and body is the first step toward accessing the unlimited power of your whole, integrated self.

This workbook is a call to action designed to inspire the real you to emerge. It is a lifestyle system based on the belief that the “whole you” has the power to create enduring fitness and wellness in your life. This holistic approach is a powerful and potent paradigm shift from the mainstream diet and exercise model that focuses on a one-size-fits-all approach to losing weight. This workbook is not just about losing weight, it is a personal guide to living your whole life to its fullest potential.

## **My Story**

My interest in fitness and wellness is a personal one. Growing up I witnessed my mother struggle with obesity and food addiction. It was heartbreaking to watch her, knowing she was stuck in a body that was holding her back from the life she wanted to live. After many years of yo-yo dieting, my mother discovered a holistic approach to wellness. It was the key to her personal transformation.

My mother’s journey inspired me to dedicate my professional career to helping others discover their key to lasting fitness and wellness. In 1995, I founded EH Fitness and Wellness Coaching, a whole-health coaching company.

For many years I contemplated the questions: How can people create more wellness in their lives? What are the keys to lifelong fitness success? And why is it so hard for most people to break through their old patterns?

After much trial and error, as well as personal and professional application, I came to the conclusion that there is a universal block preventing most people from awakening their full potential. Ironically,

I found that this block had nothing to do with food or exercise. Almost every client was engaged in a struggle between his or her own thoughts and actions. While most people believed they wanted to get fit and feel more alive and energetic, their thoughts and actions often contradicted their intentions.

Realizing there were limited resources in the fitness market to help people overcome this challenge, I became driven to develop an interactive workbook that combined a leading-edge fitness program, a holistic approach to food, and an accessible system for taking consistent inspired action. The intention was for people to make personal connections to fitness and wellness, and overcome old beliefs and fears for life. And the results were remarkable! I began witnessing amazing breakthroughs and transformations. Not only were people transforming their bodies, but they were living more vital and empowered lives. I knew I had something valuable to share with the world.

It turns out, however, that in my quest to create a workbook to help my clients, I was the first one to be transformed.

For most of my adolescent and adult life, I poured mega amounts of energy into achieving my physical potential, competing in numerous marathons and Ironman Triathlons around the country. While I looked and felt fit, something was always missing. I constantly strived for the next “hit” of feeling fit and well. I never achieved the sustained level of happiness I believed my physical triumphs would yield.

Working the exercises described in this workbook helped me realize that I am so much more than what my body looks like and what it can be trained to do. In fact, it was never about just transforming my body, it was about transforming how I was thinking, how I was feeling, and how I was acting. It was about transforming my life. This was the catalyst to breaking through my own limiting beliefs, habits, and fears that had been preventing me from thriving and feeling fantastic. This integrated approach has helped me reconnect with the whole me. I now know happiness comes from within, and I can happily achieve as opposed to achieve to be happy. For me, this has opened the door to a new way of being that I never dreamed possible. I have never felt more fit, vital, and whole. This is the feeling of fitness and wellness I want to share with you, wherever you may be on your journey and whatever personal block you may want to overcome.

To date, this system has inspired and empowered people of all ages and athletic abilities to not only transform their bodies and take control of their health, but also rediscover their power to create positive energy, meaning, and happiness in their lives. My clients have been my greatest teachers and a source of abundant inspiration. My sincere motivation is that this workbook acts as your guide as you become the person you can and deserve to be. It doesn't have to be a struggle. *You* are the author of your story. *You* can make it happen! I'm excited and grateful to be an ally on your journey.

Let *your* transformation begin!

# How to Use This Workbook

As the title suggests, this is not a one-size-fits-all program. Instead, this workbook provides you with an opportunity to develop a personalized plan that unlocks your potential. The intention is to meet you where you are and help you discover *your* master key to living your most fit, vital, and empowered life. To that end, here are a few suggestions to help guide you:

## **Part I. Turn Your Mind Into an Ally: Empowerment Provisions for Your Journey**

The first section will help you discover your personal power and give you the tools to take consistent, inspired action. You will also learn how to break through any inner obstacles that may have derailed you in the past. Many clients who have come to me feeling “stuck” in their old patterns and beliefs have found it beneficial to spend quality time on this section before starting the fitness and nutrition sections; in essence, laying down the mental foundation before building the house.

Part I is not intended to be read and completed all at once. Rather, this first section should be practiced and integrated over time. To get the most out of this section, I suggest doing no more than one “Your Turn” exercise per day. You may even decide to spend multiple days working on a particular exercise. Once you have laid down the groundwork, you will learn how to develop a daily practice—or “mental workout”—to strengthen your empowerment provisions. If you’re not ready to address a given area, simply move on to the next exercise. You can always circle back, “rework,” and review places where you feel blocked. You may find this section stirs up a host of thoughts, feelings, and emotions. Some exercises may be inspiring and liberating while others may evoke resistance and bring up challenges you’ve been struggling with for years. Know that any and all reactions you have are okay, and that simply becoming more aware of these thoughts and feelings can be transformative. Give yourself the time and freedom to notice what comes up for you without forcing or judging. Go at your own pace.

## **Part II. Breakthrough Fitness System and Part III. Mindful Eating**

The fitness and nutrition sections provide you with a simple yet effective exercise and mindful eating program that can be personalized to work for you. The system is based on proven exercise techniques and up-to-date nutritional information. These two sections are framed as a 90-day jumpstart program intended to inspire you for a lifetime.

## **Part IV. Living Wellness**

The final section offers you suggestions for staying motivated while leading a happier, healthier, and more vital life. Many clients have found that reading this section while working on their fitness and nutrition plan helps solidify important strategies in connecting physical fitness with overall well-being. For many, this has been a catalyst to breaking through for good.

Remember, *you* hold the master key to your transformation. You may find that some of the exercises, ideas, and suggestions connect with you while others do not. Keep in mind that every sentence in this book is an invitation to discover your own answers. I believe that this is the most powerful way to inspire you to create lasting, lifelong fitness and wellness.