



# ***PYT Weekly Training & Support***

## Lesson #66

# What's Your Reason for Wanting to Lose Weight?

by Jim Katsoulis

What's your reason for wanting to lose weight? What's your reason for wanting to be in this different body? Ultimately, you're going to have ups and downs. You'd be on track for a while; and then, you'd fall off track for a little while. And that's the way it's going to be, probably, for the rest of your life.

The thing that's going to help you stay on track longer and, more importantly, help you get back on track quicker is to be crystal clear about the reasons why you want to live this way.

I can't tell you how often I'll ask someone, "Why do you want to lose weight?" and they'll say, "Because I want to look good," and that'll be it. We need to have lots of reason, lots of reasons; and they need to be emotional. They need to be empowering. They need to be exciting.

We need to tap into the emotion of these reasons, and we need to be able to articulate them very easily, very quickly, and extensively. There's nothing wrong with saying, "I wanna lose weight because I wanna look better, and I wanna feel better. I wanna be able to walk into my job and feel confident, and feel strong, and feel like I'm a person who's in control."

When I work with other people, I get more respect because I not only look this way, I have more energy and I'm able to be more productive and more confident so I communicate other ways but I also feel good about myself. I know that I'm living congruently with what's important to me. And these are just a few of the reasons why I wanna lose weight and live in this body."

So, it's the reasons why. It always comes back to this. It's not the reasons why not. This is where a lot of people get caught up. They expect to eat well. They go out to dinner and they overeat. And then, they spend the rest of the night and the next day and the day after that thinking about why they screwed up. How something that's so important to them, how come they didn't stick with it.

"Why didn't I stick with it? Why didn't I do it? What's wrong with me?" And they spend all their time thinking about that.

Well, the good news is that you can screw up; you can do something totally opposite of what you wanted to accomplish. You can go out to a restaurant and pig out, eat all the food in the world, desserts, everything; and you can leave that restaurant and ask yourself the question, "Why do I wanna eat well? Why do I wanna eat better than that? Why do I wanna have that new body?"

And you can begin coming up with answers that are going to reinforce and kind of push you back on the path, the track, and the behaviors that are going to get you what you want. There's nothing wrong with that.

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You can leave all those mistakes behind simply with the question, “Why? What is the reason why I wanna live in this body?” Why does this work? It works because when you think about certain foods, the biggest challenge is that it's very emotional.

You think about your favorite dessert, your favorite sweets, and the more vividly you think about it, the more your mouth starts to salivate. Literally, your body goes into a chemical situation where it, literally, starts to crave these foods. There's a physiological response and craving. Well, that's very powerful.

And then, what people try and do is they think, “Why would I wanna lose weight? I wanna look good.” Very distant, very disassociated. There's no power to it. There's no emotion to it.

So, you wanna ask yourself regularly. This is an ongoing forever thought in your mind. “What are the reasons why this is important to me? I wanna look good.” That's like saying, “I have trouble staying away from chocolate?” Why do you like chocolate so much? “It's pretty good.”

See, that's not how people describe it. When people describe the food that they like, they say, “Ahhh!” Their tone, the way they speak about it, everything goes and becomes congruent and very emotional and powerful describing the enjoyment and the pleasure of that experience.

And you say, “Why do you want to look good? Why do you wanna be fit and energized?” “Uhm, 'coz it'd be better.” And so, they're not connected to that.

So, the way to get connected to it is to think about it a lot, all the time, and as often as you can. And it's fun! This is the difference. This isn't about, “Oh, I really gotta get back on track. I really gotta start eating better. I really gotta start exercising.”

Those are not fun. That's not the fun part of it.

Just like with food, you think about the food you want to make, usually, people aren't thinking about how they're going to prepare it if they're cooking for themselves. They're not thinking about, “Oh, First, I gotta do this whole recipe; and I gotta go shopping for the groceries; and I gotta put them all together; and I gotta cook it; and I gotta put it in the oven.”

They're not thinking about that part. They're thinking about the best part of it which is the eating it and the tasting it on their tongue, that part of it.

So, when you're thinking about what you want and the reasons why you want this body, you go to the best parts.

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So, for example, if you want to be attractive, if you want to appeal to the opposite sex or to other people, that's fine; go to that in your mind. Imagine yourself in the body, the confidence, the personality, the lifestyle that that body would give you or that you believe it would give you.

Imagine yourself speaking to people. Imagine yourself getting the attention that you may want. Again, it's different for each person what they want; but it's up to you. This is the most important [inaudible] **05:24** you're going to have because when you make weight loss, when you make "healthy" fun, when you make it enjoyable, when you think about it in a fun and exciting way, which it is, then, it becomes much different.

First of all, you want to think about it a lot because it feels good; it feels good just to think about it. You do this with food. People think about food all the time because it's enjoyable. We don't have to make food unenjoyable. What we want to do is make eating well, exercising, being alive, and having the body we want enjoyable.

And people don't do that a lot of times. They make that process miserable because they think about the worst things. They think about going to the gym and exercising which they hate; and they think about eating bland, boring foods that they hate; and they make it miserable.

What you want to do is ... what are the reasons that this is important to me? Why is this important to me? Over and over and over again because each time you ask it, you're going to get a slightly different response. And if you're not, then, dig deeper.

If you ask the question, [inaudible] **06:24** "I'd feel better. I'd feel better. It'd be better for me. I'd feel better." That's not enough.

If that's the only reason, you're going to struggle forever because that's not exciting. And I'll tell you what, having the body you want is way more exciting than, "It would be better." No, it's better in every way.

You wake up in the morning and it's easier for you to move. You have more energy. You're more flexible. You're more comfortable in your body. You put clothes on to make you feel good. You look in the mirror and you feel better about yourself.

You walk into work and you feel good. You see your family and you feel like a role model for them. I can go on and on and on because I asked the question, why is this important to me? I've asked it for years now, and I continue to ask it constantly. It constantly shifts a little bit depending on where I'm at in my life. But I'm in touch with why it's important to me.

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And if you do this, if you are constantly thinking about, why do I want to do this? What's going to be the best part about it? Why is it going to be good? Why is it going to be fun? Why is it going to be exciting? If you're constantly thinking about why eating well and having the body you want is going to be so enjoyable in all those ways and you're constantly thinking of all the reasons, it's going to start to snowball. That's going to be your reality.

And, now, you're going to have this huge perception of enjoyment and pleasure attached to eating well and being healthy. And, ultimately, what you're looking to do is to have this ... you want to imagine being like a ball. This ball is going to be this big – the enjoyment, the pleasure of eating well and being healthy, of exercising, of feeling alive, being strong and flexible, when you think about it, it's this much pleasure attached to it.

And when you think about eating junk foods or snack foods or whatever else, there's pleasure involved with it but it's only this big. And so, you put them side by side ... the healthy part is way bigger and it crushes the other part; and it's easier, then, to act that way consistently over and over again for years and years and years because it's fun and because it feels good.

I hope I've made my point here. What I want you to do over this next week and forever but, specifically, this next week is to consistently ask yourself why. Why do you want this body? Why do you want to do this? What are you looking for?

And look for answers that are positive like what you're going to get from it. They're enjoyable. They're fun. You're looking for the pleasure and the enjoyment of it. Those are the answers you're looking for. You're not looking for the pain part of it.

So, even if you say, "Well, if I'm in better shape, I won't be as likely to get sick." Let's flip that around into, "If I take care of myself and if I have less weight and I'm in better shape, then, I'll be healthier and I'll have more energy. I'll be able to breathe easier. I'll have more stamina. I'll have more strength. I'll be able to lift things up easier."

Make it all positive, what your lifestyle will be like, and keep thinking on this. Keep growing this idea in your mind. This is how you make these changes. Now, I tell you this now because this is a motivation technique. This is a technique you use when you screw up – what you're always going to do forever.

There are going to be times when you screw things up. And then, at that point, that's when you do this. "Why do I want this body?"

It's never about anything you have to do. It's always about what you want to do. And you want to constantly reinforce the ideas and the reasons why you want to do something.

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Don't be scared of it. If you overeat, that's fine. You need to, at that moment, say, "Well, why do I want to have that body? Why do I want to lose weight? Why do I want to eat better? Why do I want to exercise? And constantly come up with those reasons.

So, do this over the next week, and I think you're going to be surprised that it's going to change how you act, I guarantee. You'll eat better naturally. If you exercise, exercise will be a bit easier. And you just feel better overall because, now, you're going in a direction that's enjoyable and that's fun. And that's the path of permanent weight loss.

So, practice that this week, and I'll talk to you next week.

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