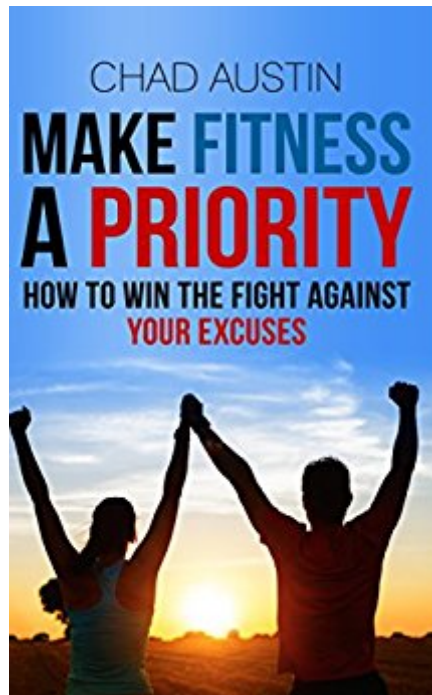




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Make Fitness A Priority: How To Win The Fight Against Your Excuses



Synopsis

If I asked you what are your top priorities in life, how would you answer? I think most people would answer by saying family and career. Everyone sees health and fitness as something that is important, but we always seem to put it off until later. We all have obstacles in our lives that we use as excuses as to why we can't make our own health a priority at the moment. We use these obstacles as validation to ourselves that it is just not in the cards for us to get in shape right now. Our fitness is always the thing we plan to get to later - you know, when we have more time. The problem with that way of thinking is that that magical day we are waiting for when all of sudden we won't be busy anymore and we will have tons of free time - that day will never come. It does not exist. That is the realization you need to make right now. I really hate to be the one to break it to you, but there will never be a shortage of excuses. There will always be excuses you can use to skip your workout and validate going through the drive through. By reading this book you will learn:

- *How to win the fight against your excuses*
- The most important word in fitness*
- Healthy habits everyone should follow*
- Why everyone should do resistance training*
- The importance of cardio training*
- How to become a donut slayer*
- How to break through plateaus when you hit them and most importantly
- *Anyone can learn to make fitness a priority in their lives.

All you have to do is make a decision to do it! It's decision time! Are you ready to overcome your excuses and Make Fitness A Priority in your life...or are you too busy?

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Customer Reviews

What I admire most about this author is that he doesn't waste any time beating around the bush or trying to sell readers false promises and unattainable goals. Chad Austin tells it exactly how it really is through a no-nonsense, straightforward and practical writing style. I finished the book in one reading session today, as I simply couldn't put it down and I already plan on giving it a reread later this week to keep what I've learned so far fresh in my mind. When I'm busy during the week I tend to burn myself out and find it hard to begin or continue with a workout. This has always been a problem of mine so one of the author's points particularly stood out to me the "ten-minute rule", which basically says to mentally force yourself to do just ten minutes, and by the time you get into that certain working mind frame before the time is up then it won't be hard to keep up the momentum. This may seem simple at first but anyone else that has struggled with the aforementioned as much as I have will recognize how much sense this solution makes. This is just one of the many tips that stood out to me within this read, and I ultimately can't recommend it enough.

The value of this book is in its pure simplicity. The author does not try to burden readers with clinical or physiological terms. A reader can tell that this book is written by somebody who has walked the path to success and has vast experience in training others. Throughout the book he shares bits/tricks to orientate reader towards being their best physical self. The added plus is in the book's built in step-by-step format. It quickly becomes obvious that the author not only understands exercise science but also human nature and the innate human tendency towards excuses and as well an individual's resistance in burdening themselves down with what they see as the hard way. He offers up a recipe of planning, self motivation, self evaluation and goal focus, in addition to recognizing and eliminating negative extraneous factors whether real or merely perceived. In addition, he addresses diet in conjunction with exercise. I would recommend this book, as it can be utilized by the novice or as a handbook for ex-athletes seeking a healthier, happier physical self. TCOB is the message.

I really enjoyed Chad's book - incorporating fitness into my life always seems like an afterthought but I know deep down that it needs to be just as important, as Chad mentions as any other thing we schedule into our days. This was a great read for me right now as I am one of those people that Chad talks about in his book with short term fitness goals and I strive and fail all the time to make fitness a constant thing in my life. At the moment I am training for a 55 kilometre event for the second year in a row. Last year I trained for 6 months, did the race and then didn't really exercise much for next 6 months and I want to change this mindset. The event is next week and after reading Chad's book I'm feeling more motivated to keep on with my training and exercise throughout the year! In Make Fitness a Priority we learn how to face excuses, a game plan and actions steps to incorporate fitness into your life. It also focuses on accountability. A great read!

Such a motivational read! I actually read this while running on the treadmill. I was so into the book that before I knew it I had ran a mile more than I intended to. Chad breaks fitness down into pieces you can handle and ways you can understand. Looking at what truly is holding you back from making fitness a priority makes it easier to accomplish. The push for nutrition to be the biggest part of your plan was great. I am absolutely guilty of trying to "run off a bad diet" but that never works. This was an easy read and can set those basic building blocks for you to make fitness a priority for you.

In Make Fitness A Priority, Chad outlines a simple, easy-to-follow approach to making fitness a part of your every day routine. He covers all the important points, from nutrition to exercise and other aspects of your daily health, but also provides the reader with the skills and encouragement to beat even the toughest excuses standing between you and your goals. This book is essential to anyone just getting started with a fitness routine, but also serves as a great refresher for the more experienced fitness enthusiast.

Chad Austin has done what every fitness trainer in the world wishes they could have done themselves: write a simple, concise book for the average person, aka 85% of the population, that simultaneously removes excuses, educates, and motivates the reader. A fairly quick read that I easily completed in one sitting, this is a great entry point for anyone that isn't happy with his or her current level of fitness and needs a little direction.

A great book for the beginner to the professional athlete, and everyone in between! Face your obstacles and make the decision to overcome them with ready-to-use strategies that have worked time and time again for thousands of Chad's clients.

A must read if you are a beginner to the fitness world. Chad hits all the right points! There are so many excuses we give ourselves not to hit the gym. Chad will talk you through with this book. Loved the cheeky humor to the Expendables!

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