



CAUTION

Why You Won't Be Successful in 2020

The Things You're Thinking About Doing
Vs The Things You Should Do

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Fitness

2020 is really no different from 2019. Or 2017. Or 2002.

It is a year in time.

Somehow as a society, we have picked the beginning of a new year as the perfect time to implement changes to our lives. I support these efforts in the end, yet I also want to acknowledge that most individuals do not accomplish the goals they set for themselves at the beginning of each year. The reasons for failure vary but I feel I can accurately condense them down into a few broad mistakes that this report will cover.

Finally, this report will not just be a pity party.

I will also provide the things you SHOULD be doing in 2020 if you hope to taste success by the end of the year.

That's right, I said the END of the year. Not February 4th. Not June 1st. Not July 4th.

....the end of the year.

Perfect segue into our first mistake that you are likely to commit.

MISTAKE #1 - Setting Short Term Goals & Expectations

One of the most crippling things I hear in life are unnecessarily short timelines for accomplishment.

I am not sure where it ultimately comes from. Perhaps desire?

The result is the same - failure.

Most things worth accomplishing are hard and will take a lot of time plus effort. This applies almost universally. But for some reason, when it comes to fitness, we jump straight to things like - 30 day results.

There are literally individuals who have lived a very unhealthy lifestyle for decades, yet expect things to turn around in 30 days, 3 months, or even 20 weeks. Not only are these timelines unrealistic, they doom the individual to failure before even beginning. Confidence is paramount to fitness success. Once an individual clearly sees they are going to fail their fitness goal, then tend to give up. Think about it this way....

- > Jan 1st there is an increase in gym memberships
- > Attendance at gyms are up for January
- > Feb 1st there is a sharp decline in active memberships & attendance
- > Every month there is a further decrease in memberships & attendance and this will continue all the way to January, where once again it spikes up

How can so many individuals sign up Jan 1st for a gym membership, but quit after 30 days? Because they have set unrealistic expectations and notice they will not complete them. So they give up.

Gyms are not the only business that suffers this trend. It is nearly all fitness business types - cycling, kickboxing, CrossFit, you name it.

MISTAKE #2 - Falling For Fitness Marketing

Fitness Marketing sucks.

It is probably one of my largest issues with the fitness industry currently. Fitness Marketing has decided that the best way to win over new customers is sensationalism.

Everything needs to be “more cool”.

Fitness companies now compete on coolness not effectiveness. Whether it's the “GREATEST WORKOUT EVER”, “FAT BURNING TORNADO WORKOUT”, “THE KETO SUPREME DIET” or “TAKE THIS FAT BURNING PILL AND LOSE 10LBS IN 3 DAYS”....it's all the same.

It's all bullshit.

But want to know the biggest issue of all when it comes to Fitness Marketing? It works.

It works because the consumers continue to allow it to work. We fall for it over and over and over. We constantly are paying \$50-\$100 at a time for the “miracle solution”.

At this point, it's becoming embarrassing. We are creating a new generation of snake oil salesmen because we are rewarding them with our money. Virtually no selective purchasing is happening.

The kicker?

For all the money our society currently spends on fitness, the results are the same. The results stink. We actually boast an increasing obesity rate that is right about 40% as of writing this, with projections that it will hit 50% in the near future.

I don't know about you, but it sounds like we are buying things that don't work. And they don't work because they are all hype and no bite. They are products or services that feed into your obsession of short term thinking.

MISTAKE #3 - Doing The Extreme

The final mistake we will cover in this report is going to the extremes for diet and exercise.

When you look at the data and knowledge we possess on fitness, it doesn't seem to be all that complicated.

Our society has steadily put on weight since about 1950 and recently it is beginning to rise more sharply. The causes are access to higher calorie foods which we consume regularly and the lack of physical activity.

Plainly put - we are eating more and exercising less.

So to me, it is no mystery that our overweight and obesity rates are climbing.

What's interesting though is what individuals are choosing to do about it. When you combine the three mistakes in this report you end up with:

Short Term Expectations / Goals -> Swindled by Fitness Marketing -> Purchase extreme diets or workouts

That is the chain that our society currently follows. And let me tell you how the story ends - failure, shame, and ready to repeat the cycle next January.

It is time this shit stops. But it has to stop because YOU decide it.

See here's the thing about diet & exercise - it's simple. You don't need to do extreme exercise to experience fat loss. The fact is most individuals cannot effectively do extreme exercise anyway due to their poor health and fitness.

Diet is the same way. Why jump straight to something like the keto diet and remove an entire third of food types from consumption? It does not need to be this dramatic.

And did I mention that diets follow a similar path to gym memberships? They are followed for a short amount of time with some limited success before a relapse occurs. Then the individuals regain the weight back.

Now we are going to tackle three things you should do instead of the three mistakes above if you are hoping to finally experience fitness success in 2020.....bottoms up, you are about to get a shot of truth. Served straight with no chaser....

These three tips are EXACTLY what we implement with our paying clientele.

TIP #1 - Nutritional Tracking

If we want to better understand our food intake and lifestyle, a good place to start is analyzing what we are currently doing. There is no easier tool for this than the MyFitnessPal app.

Download it for free right now.

Essentially what you need to do is log the food you eat and this tool will add up all the cool data such as calories, protein, carbs, and fat for you! When I first wanted to log my nutrition, smartphones did not exist yet, so I needed to calculate all of these things by hand and write it into a notebook. Yikes!

MyFitnessPal is so easy. Point and scan barcodes or type in words such as “banana” and allow the app to automatically calculate what you are eating.

The most important aspect of this is - calories

Calories are the most important, followed second by protein.

Here's a good estimate formula you can use to figure out how many calories you should be consuming to lose weight = Your Current Bodyweight x 11 (ie. 200lbs x 11 = 2,200 calories)

Then consume this many calories everyday. Obviously it is just an estimate and you may need to adjust this number up or down depending upon various factors, but nonetheless it is a good starting point and the one we use with all our clientele.

Protein consumption should be close to 1g per pound of bodyweight. (ie. 200lbs = 200g of protein per day)

Most individuals definitely under consume protein despite what government agencies report. A recommended amount of 56g per day is a joke. Most individuals should be consuming over 100g of protein per day.

TIP #2 - Common Sense Workouts

It might be super cool to join up with Orange Theory or CrossFit. It might be super sweet to try those booty butt bootcamps or the plethora of fitness classes offered nowadays.

But if you are in poor shape, these places will do more harm than good.

You don't need to train like an athlete to improve your fitness. Typically, we advise individuals to start with simple workouts at home. Bodyweight exercises from a seated position, standing, and lying down on the floor.

Exercise is not so much about working hard, but rather working smart.

You have to find a way to make exercise enjoyable without killing your motivation. If you really want to join some of the extreme exercise classes, you can always do that at a later point in time. But you really ought to start at your home with basics.

Starting at home also eliminates your excuses such as - not enough time, traffic is bad, I don't have money for a gym, etc etc

As far as the type of exercise? A mix of strength training and cardio is a solid choice. If you haven't worked out in a long time, a 30 minute bodyweight workout is all you need. Don't know what workout to do? Go to YouTube and search "Basic Bodyweight Workout" and follow along with one FOR FREE.

Once you complete bodyweight workouts at home for a month or two, you can either join up at a local gym or buy some inexpensive equipment for your house like a pair of dumbbells, resistance bands, or a TRX.

Building a home gym over time is one of the best investments I believe you can make. You don't need to dedicate an entire room to workout out either. There are people who can efficiently workout in an apartment or garage just fine.

MISTAKE #3 - Consistency Is King

Want to know the single biggest factor of your success or failure? Answer - How consistent is your nutrition and exercise.

The biggest elephant in the room that nobody in the fitness industry talks about is - consistently doing the right things for 6 to 12 months. That's right! I said 6-12 MONTHS not weeks.

I said it because it is true.

My goal is to dispense truth and help individuals improve their lives. I don't think there is monetary gain from hoarding information and knowledge. So I elect to share the info contained in this report for free.

But other fitness companies? They want to sell sell sell. \$\$\$\$\$

They monetize their information and sell books or secret programs where you only find out the specifics of the diet and workouts AFTER you pay. It's once again....bullshit.

So yes...6 to 12 months needs to be your focus. And I know that does not sound exciting. Perhaps I even lost 80% of the readers at this point!

But that doesn't make it any less true.

You need to do the following if you want to be successful:

- Set goals for the next 12 months (You can lose on average 0.5 to 2lbs per month, so a goal of 24 lbs lost in a year is a great goal!)
- Download MyFitnessPal and log your nutrition and hit your goals.
- Complete simple workouts that parallel your current fitness level
- Do all of the above CONSISTENTLY

You cannot afford to start and stop. Start and stop. Over and over.

Contact Ramsden Elite Fitness to hear what to do next
Tell them you read this White Paper for a free WEEK of fitness services!
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