





# **THE GUERRILLA DIET** & LIFESTYLE PROGRAM

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## Introduction

It happens so very often — we resolve to go on a dietary, health and fitness program with gusto and fanfare, but in the first week of entering the program, everything seems to fizzle out.

Why is it that we don't stick to the diet plans, morning jogging plans, the workout plans, etcetera, that we make?

And what can we do to ensure we keep on with these plans, for our own sake and for the sake of the people that are dependent on us?



## Chapter 1:

### Why Do Most Health and Fitness Programs Fail?

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#### Summary:

In today's world, health and fitness programs rarely work. What's the reason for their alarming rate of failure?



## Why Do Most Health and Fitness Programs Fail?

We hear it a lot – People make grandiose plans to start dietary, health and fitness programs and then let go of them at the drop of a hat. What goes wrong?

The truth is that it is hard to stick with any program if you don't trust or believe in it (in this report we will look at ways to find a program you can trust). But even if you do have trust and belief in the program, any tiny failure you may (and will) confront has the potential to scare you off if you are not prepared. Research shows that most people enjoy change so sticking with one program may be challenging.

Prepared means having the right mindset to follow through with whatever program you have chosen to the very end. Luckily, we don't have to travel to the corners of the earth to find this motivation. The



motivation lies right here, within us; we only need to tap into it and use it. The most successful people are those who learned to deal with boredom in the best way and do not fear repetition, and even learn to like it. Dealing with boredom and continuing on the right path even though it seems boring, is the right way to success.



## Chapter 2:

### Determination and Motivation – Your Most Important Allies

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#### Summary:

The main things you need are determination and motivation. As it is true in everything in life that you do, it is true here as well.





## Determination and Motivation – Your Most Important Allies

The most important thing that you need to keep your dietary, health and fitness program alive – even more important than the program itself – is your own motivation. You have to be determined to take stock of the situation.

So, you have decided to lose weight. No dietary program will help you if you don't take action and stick with it. Even if you are sick and are looking for treatment, no doctor or treatment can help if you aren't determined in following through with the treatment program, whether it is taking the medication at the right time or abstaining from certain foods.

Nobody or nothing can help people who don't help themselves.



So, before even thinking of going ahead with a dietary or a health program, the one thing you need to be sure of is your own determination and motivation for it. This is also known as your “WHY”. Why do you want it? When your “WHY” is strong enough, this is the foundation of your motivation and determination.

If your WHY comes from avoidance of something you regard as painful, then you are more likely to be consistent than if your WHY is something that will cause you pleasure.

If your why is avoidance of disease, death, embarrassment, divorce, etc, then it is more powerful than having a WHY of wanting to look good, or to feel good.

You have to make sure you will be motivated to carry on with the program till the end and only if your WHY is powerful enough, will you be able to



overcome the difficulties you will meet along the way.

It is also nice to think about the end result as well. If you are planning to enter a weight loss program, you could think about the great body you will have if you follow through with the program for a few weeks. In fact, you could go right ahead and shop for some jeans a few sizes smaller than you are at the present. The people who sell to you may think you're nuts, but you know what you are going to achieve. Actually, stand up and tell them that this is what size you will be when you enter their shop again! Then, the avoidance of embarrassment will be your motivator that comes from the avoidance of pain.

What is your WHY? If you have some disease right now, than healing from it to be with your children is a powerful WHY. If you are on the path to finding a new relationship and believe you must



look better or else you will stay alone, then that is a powerful WHY. There are endless examples of avoiding pain. Look at your life and find your WHY. If you don't have it then why are you bothered to change your lifestyle. Changing lifestyle habits is not an easy thing to do and unless your are empowered by your WHY, you won't follow through when the times get difficult, and they always will at some point.

The best way to keep yourself motivated is always remind yourself of your WHY while also thinking about what is to come. Think about your reason for doing this and also think about the result of your efforts once you achieve them. The efforts you need to put in won't seem so very difficult then.



## Chapter 3:

### Selecting the Right Program

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#### Summary:

It is highly important to choose the right program from the crowd of programs available.



## Selecting the Right Program

The health and fitness industry is probably the most saturated industry in the world today. Part of the reason for that is people try out one program and then fail because of their own lack of determination and then think the program is worthless and try another. What the health and fitness industry doesn't tell people to their face is that they want you to fail. They want you to keep trying so that they can earn more money.

Finding the right program is like finding a needle in a haystack, but it is possible.

So what should you do when you are looking at a program for yourself? If it is a health treatment program, your choice is simpler. You just go to a doctor that you have faith in – usually your family physician – and then you do as they say. But the



issue becomes more complicated if you are looking for a viable fitness or dietary program.

If you want to choose a program, you should first narrow your choices to two or three dietary programs that really interest you. It is great if you get to speak to some people who have used the programs you are contemplating on and who have absolutely no commercial interests whatsoever in promoting what they are doing. I also recommend checking out Kirkus reviews about the program you are thinking about. Kirkus is the world's toughest book critic and thereby lends credibility to the best books on a subject, giving consumers an opinion they can trust and serving as the first indicator of a book's value. Check out Kirkus reviews on dietary programs [HERE](#). Check out The Guerrilla Diet Kirkus Review [HERE](#)



A health and fitness club is a great place to meet people who are conscious about their fitness and they won't mind giving you advice.

When you decide on the dieting program you wish to follow through with, take time out and read the book and the program. Read it mainly to understand what you will have to do, how much time you will have to devote, what equipment you will need, whether you will be able to do what is mentioned, what results you will see and how soon you will get them, etc. These facts will help you decide whether you want to be on the program. Check out The Guerrilla Diet & Lifestyle Program [Here](#)

Don't trust anybody when it comes to deciding on a dietary or fitness program for you. Most people will have commercial interests. Some friends will give you advice too, but they may be limited in their knowledge. It is best to speak with neutral





experts, like your doctor, or to read books by qualified professionals whom you trust and form an initial decision.



## Chapter 4:

### Starting Gradually

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Summary:

Fools rush in; wise men take things one at a time.



## Start Gradually

The key is to start gradually. When you start your health and fitness program at a gradual pace, you will become much more comfortable with it. This is due to the fact that we are tricking our reptilian brain to thinking that not much is changing. This way our reptilian brain will not abort our efforts before we have reached our desired destination (more on this fascinating subject in [The Guerrilla Diet & Lifestyle Program Book](#)).

So, when you are embarking on your new dietary or fitness regimen, don't commit the mistake of taking long strides right from the start. This is especially important when you are going to do things your own way. For example, if you are going to go jogging each morning, don't plan on jogging for an hour right from the first day. Start slow – maybe do just 10 to 15 minutes the first day. When your stamina increases, you will be



able to exert yourself for longer. But if you think of going the whole way right from the start, you will be exhausted to the point of giving up.

The same applies when you are trying a new dietary program. You could not possibly give up all your favorite foods all at once. This will actually make you depressed and persuade you to give up promptly. Depression also does something that will be detrimental to your weight loss plan. It releases a hormone known as cortisol. This hormone — also known as the stress hormone — will make you lose motivation and make you more vulnerable. You will give up your plan sooner because of the release of this hormone.

Instead, you could start by making small changes to your diet at first, and work the rest out of your schedule slowly. ([See the gradual 12 week Guerrilla Diet lifestyle and weight loss bootcamp at a special discount for you HERE](#))



When someone is trying to give up smoking, this same approach is sometimes followed. They are told to go on a reduction system, where they begin cutting down on the number of cigarettes they smoke each day. Over time, they drastically reduce their extent of smoking.

Thus, when you are trying to get into a long-term dietary and health program, it is not right to start drastically all at once, or else you will give up fast. Start slow and then build up the momentum. That's the way it will work for long term success.



## Chapter 5:

### Get Your Friends Involved

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#### Summary:

Friends can help in a lot of ways when you are trying to keep up with a health and fitness program. They could be the support system you need and could motivate you immensely.



## Get Your Friends Involved

Your friends could be quite instrumental in making you stick with your dietary and fitness plan. If you work out or go on a diet together with a friend, you'll do much better. If you have someone to go to the gym with you, or diet with you, or accompany you on your morning jogs, you will stick much better to your routine and to the program itself.

There are many reasons why this works. The main reason is that the boredom does not creep in when you have a friend to work out with or share recipe ideas with, or ask for support when you need it. Also, there might actually be a healthy competition triggered between the two of you. You might want to see who can jog more, who can eat healthier, etc. All this keeps you highly involved in your dietary and fitness program and also quite motivated.



In fact, if you have a friend to accompany you in your health and fitness programs, you will actually start looking forward to that time of the day when you can work out with them.

But even if you cannot get someone to diet or work out with you, you could involve them in other constructive ways. Just tell a few good friends that you are starting a health program. They will be all for it. But, suppose that all of that doesn't happen. They don't give you support and, on the contrary, they start mocking you. Even that can help! You can take their mockery in the right spirit. When friends tease you, you get the fire burning inside you that tells you to show it to them. Consciously or otherwise, you will double up your efforts just to show them that you can do it. Your friends keep you motivated even when they don't know they are doing it.





The next time you feel like gorging on that pastry when you are with a friend who knows you have started a diet, you will think twice. Chances are you will pass the pastry on. You won't eat it. That is because you won't like to falsify your resolve in front of a friend. But if you haven't told your friend about your fitness program, you would have no qualms about binging with them.

This is how friends help you. Even if they don't say anything, and are actually unlikely to do so, they create a feeling in you that makes you want to stick with your health and fitness program.



## Chapter 6:

### Chart Your Progress

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#### Summary:

Stay aware of how you are changing for the better. This encourages you to keep changing for the better since it raises your self esteem.



## Chart Your Progress

A very important thing for you to do when you are on a dietary or fitness program is to keep checking how you are progressing. This can keep you highly motivated, especially when you see that you are slowly becoming what you want yourself to become.

Humans are very much result-oriented. We want to see facts and figures — we want to see things as raw as they can be. This is the reason why charting your progress continuously can help you immensely.

However, I do **not** recommend that when you are on a dietary program that you should weigh yourself often, or when you are jogging to check how fast and far you can run, or when you are on a program to improve your blood sugar level or your blood pressure to keep monitoring yourself.



Absolutely not! This is not the right way to chart your progress. Instead chart your progress about how well you are doing with regard to the habit change. How often are you now eating healthier, how often are you exercising, how often are you maintaining your new habits. This is the progress you should be charting to determine whether the results you wish to see are gradually becoming nearer to your reality. Only change of habits will produce different results.

When you see that you are managing to maintain your new habits 75% of the time, then you can also rest assured that you will soon see that your efforts are bearing fruit. At this time you can also start measuring your waist size, your weight, your dress size and your fitness levels, but not too often. Remember, changing health habits is more similar to a marathon than to a sprint. When you



see even slight changes, you will become very pleased with yourself and your self esteem will increase as well. This will keep your fire burning.

It is only when you fall in love with your self that you will think of doing something for your body and you will be motivated for long term. The duty of making your body fitter and healthier is always entirely up to you.



## Chapter 7:

### Keep the Motivation On – Give Yourself Incentives

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#### Summary

Rewarding yourself is one of the best ways to ensure that you keep doing the right things.



## Keep the Motivation On – Give Yourself Incentives

Time and again, reward yourself for your achievements. However, don't reward yourself with a food treat; that will only make matters worse. When we are happy, the first thing that comes to our mind is a treat that involves food and most often, the worst kinds of unhealthy foods possible. And this is what brings on most of the health problems that the world faces today.

Instead, go shopping. Buy clothes that fit your newly fit and healthy body. You will be so happy about buying jeans that are a size smaller. You will feel you have achieved something special.

Or you could go on a trip, for example. You could take a break from work and simply hang out at home or with the kids, watching a special movie. Or you could go to a healthy romantic restaurant with someone you hold dear.



However, the best incentive is just looking in the mirror. When you see the improved shape you are in, you will want to congratulate yourself. In fact, you should keep some of your old photos for comparison. When you see how well you have turned out so far, you will want to go all the way. You will feel that it is possible for you to take further steps and succeed.

You have to understand that when you see that you have reduced your weight or size, you are happy. But you become much happier when you reward yourself for it. When you buy smaller waist jeans you see the practical connotations of your dietary program. You actually see the benefits. This is what motivates you to keep going on with it in the future. If you see these benefits and then begin rewarding yourself for it, you will see that you are able to push you toward better health achievements.





I also recommend connecting the habit of doing exercise with an action that you are already doing and causes you happiness. For example, if you like listening to certain music, tell yourself that you can listen to this music only while you are walking. The same goes for listening to YouTube videos, do this only while walking or doing another exercise. This way you are connecting what you already enjoy, with something that you desire to do regularly.



## Chapter 8:

### Set the stage for success

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#### Summary

Plan your meals for the week and make sure you have what you need in order to prepare them. Get yourself to the gym or go out for a walk each day, even if you don't think you want to exercise. Just by putting on sport shoes, or heading out to the gym or beginning the walk/jog, this will help you immensely. Just by setting the stage, you will be in better position to succeed.

Plan Your Meals and Head to the Gym... Even if You Don't Want to .



One of the ways in which you can motivate to keep at your dietary program is to plan your meals and have all and only the supplies to make healthy food options available. Just as one of the ways in which you can motivate yourself to keep working out is simply by making the effort to go to the gym. Research shows that most people who quit their exercise regimes don't do it because the exercises are too stressful for them; they do it just because they don't want to make the trip to the gym! Just as people who quit their dietary program don't do it because the diet is too difficult for them; they do it just because they don't have healthy food options available for them to eat so they grab whatever is available and then they feel that they have failed!

This is true. If you have joined a gym before, you will be aware of this feeling. You don't mind the exercises, but you do feel bored about putting on



your gym gear and heading out to the gym, which is probably too early in the morning for your liking. If you tried a new diet, the moment you are hungry and don't have the healthy food options that you should be eating easily available for you, you will consume whatever is easiest or cheapest to come by.

If you don't feel like preparing healthy food options one particular day, then just use a rice cooker to at least have some healthy brown rice with lentils available for you when you do get hungry. Or prepare a sandwich with a healthy spread to have handy in your bag. These easy steps may persuade you to continue on your dietary regime even if you are not in the mood.

If you don't want to go to the gym on one particular day, try telling yourself that you will just warm up a bit on the treadmill and then stop. Tell yourself that you won't do anything that needs you



to exert too much effort. When you convince yourself that way, you are likelier to head to the gym. And when you do start out on the treadmill, you will find that your stamina is building. When this happens, you will tell yourself that you could try one more exercise. You might go on to the exercise bike. That may induce you to go to the weights and then the resistance training and so on. Sooner than you think, you will find that you have had your complete workout! Or instead of jogging some days, go for a walk and listen to something interesting on your smart phone to help you pass the time.

Once you begin another day on your new lifestyle path, you will see a change happening in your way of thinking. When you feel satisfied and full after a healthy meal, you will get motivated to continue and will be less likely to grab an unhealthy food option. When you see all those



people diligently working out at the gym, or when you feel the energy coming back to you through walking, you will be motivated to continue.

Studies show that this approach works in 90% of the cases. i.e. 90% of the people who continue on a diet reluctantly, even when they don't feel like it, end up doing what it takes the rest of the day. 90% of the people who come to the gym reluctantly, or begin to exercise reluctantly, thinking that they will only work out for 5 minutes, end up working out their full routine, even if a little easier..

The same applies for every field. If you are feeling lazy about doing what it takes, persuade yourself to just begin and take the first steps. But when you are into it, you feel that you might as well continue with the whole thing properly.



## Chapter 9:

### Ensuring You Stick to Your Health and Fitness Program

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#### Summary

You can keep going, just convince yourself that you can.



## Ensuring You Stick to Your Health and Fitness Program

Given the large rate of failure of dietary and fitness programs worldwide, it is easy to see why anyone will have a fair share of apprehension when they try to get into such a program themselves. They are bound to think whether such programs will work for them or not. Even when you do join a new program or a gym, however much enthusiastic you are, somewhere in the corner of your mind you are wondering how long you will be manage to stick with it. Such damaging feelings start even before had your first workout at the gym or your first day on the diet.

This happens mainly because this is what we see happening around us.

The world is full of people joining dietary and fitness programs and then leaving them midway.





But it is their mindset weakness that makes them quit.

One of the best favors you could bestow upon yourself is to condition your mind into thinking positively about the program you are about to join. Don't allow any space for pessimism. There is no reason why you should think the program won't work for you if it has worked for countless others. Think that you will succeed. Expect the best for yourself. Think about all the benefits you will get because of the program. Think about your "WHY", your nicer body shape, your healthier heart, your improved physical capacity, etc, and you will want to carry through.

Think about how you will become a better individual. Think about how you will be able to travel to all those places and do all those things you wish to do when you are healthier.



Think about how your bank balance will improve because you will become more productive. Think about how you will get better prospects at work because you are healthier.

Also think about how you will be able to spend more quality time with your friends and family. Remind yourself of your WHY. Take a look at your children, if you have them. Wouldn't you like to be with them for a longer time here on earth? Wouldn't you like to see how they progress in life under your guidance?

We come back to square one actually. The best thing to make any health and fitness program work is the right motivation and determination and leaning to deal with boredom that will happen eventually on any program. You have to make sure you are on the best and healthiest program and keep yourself motivated so that you follow



through till the end and the best way to do this is to have a strong enough “WHY”.

Seeing yourself in a newer light, with new possibilities, seeing how you will be and not restricting yourself to seeing just what is currently present in your life. This is what will really help you on this highly important task you are embarking upon.



## Chapter 10:

### Watch Motivational Videos Regularly

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#### Summary

Watching motivational videos will keep you aligned with the best you can be.



## Watch Motivational Videos Regularly

Watching motivational videos will keep you aligned with the best you can be. They will help you acknowledge the difficulties that you are facing head on but they will also increase your personal power to continue on the program.

Below I have included links to some of the best motivational videos to keep you on the path towards achieving the goals you have set out for yourself.

Enjoy!

1. <https://www.youtube.com/watch?v=EyhOmBPtGNM>
2. <https://www.youtube.com/watch?v=ZmAFMNmSKus>



3. <https://www.youtube.com/watch?v=N2WVHlau77Q>
4. <https://www.youtube.com/watch?v=bYMUb4uQZoo>
5. <https://www.youtube.com/watch?v=l8lcbTWOE5c>



## Conclusion

There it is – Everything you need to never quit a dietary and fitness program again.

Soon you will be seeing a new you.

Because your perspectives have changed, your expectations have changed and your reasons are strong enough to help you follow through. You know now how you must start with your dietary and fitness programs so that you follow them through for life.

You can succeed. In fact, it is your duty to succeed!

I am wishing all the best to you!!!

Dr. Galit Goldfarb

[www.TheGuerrillaDiet.com](http://www.TheGuerrillaDiet.com)