

WALK IT OFF



THE JOURNEY OF A THOUSAND MILES
BEGINS WITH ONE STEP

- LAO TZU

**6 SIMPLE STEPS
TO GET FIT
WITHOUT SETTING
FOOT IN THE GYM**



C A R M I N A M E V S

Walk It Off

6 Simple Steps to Get Fit
Without Setting Foot in the Gym

Carmina Mevs

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Like any sport involving speed, balance and environmental factors, fitness walking poses some inherent risk. The author advises readers to take full responsibility for their safety and know their limits. Before starting a walking regimen, be sure to consult your physician and do not take risks beyond your level of experience, aptitude, training, and comfort level.

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Dedicated to my Walking Buddies Everywhere

Your support throughout this journey
has been invaluable and
your enthusiasm contagious.
Thank you for believing and making our
virtual community what it is today.

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ARE YOU TRYING TO LOSE WEIGHT AND GOING AT IT ALONE? Exactly how much money have you spent on weight-loss programs that didn't work?

And precisely how many of your favorite outfits are still collecting dust in your closet because you can no longer wear them?

Come on... You know you want that dream body...

The body that would make you the talk of the evening at your next high school reunion...

The one that will make your ex regret losing you...

So... why hasn't it happened for you YET?

Admit it.

This isn't the first time you've been looking for a proven way to lose weight... Is it?

When is it your turn?

You're about to discover simple yet effective strategies to losing all the weight you want and keeping it off without setting foot in a gym.

By purchasing this book, you've also earned yourself a free membership to Walk It Off, the first virtual walking club of its kind.

To claim your free membership simply go to:

www.WalkOffTheLBS.com

I'm looking forward to welcoming you in person as part of our budding community.

This book is going to open your eyes to a world of new possibilities when it comes to getting fit and feeling fabulous about yourself.

Are You Ready To Finally Get Fit And Have Fun Doing It?

WE HAVE A GLOBAL EPIDEMIC, and it's hitting too close to home for comfort:

2 out every 3 Americans are overweight and 1 in 3 qualifies as obese.

The worst piece of news is that our children are not exempt.

Did you know that 1 out of 5 children is overweight? In 2013, the World Health Organization reported that 42 million children under the age of 5 were overweight or obese. On what level is that fair? They don't even feed themselves!

Obesity, Type 2 Diabetes and Cardio Vascular diseases are called lifestyle diseases because they are caused by bad habits: namely poor diet, unmanaged stress and sedentary lifestyle. These chronic diseases affect 160 million Americans and account for a whopping 78% of our health care costs but here's the good news: they are preventable and reversible with lifestyle changes.

Let's pretend for a moment that you couldn't learn anything new from this day forward. With your current knowledge, can you think of one healthy habit or behavior you could start implementing that would significantly improve your health?

A study conducted with 23,000 people, by Drs. Hyman, Ornish & Roizen found that if people adopted 4 simple behaviors in their daily life, we could prevent 93% of Type 2 Diabetes, 81% of heart attacks and 30% of all cancers!

Those 4 simple, life-changing behaviors are:

- 1) Stop smoking
- 2) Eat a healthy diet
- 3) Maintain a healthy weight
and the most popular answer...
- 4) Exercising

This is common knowledge, so why aren't we doing it?

What the diet industry is not telling you is that knowledge does not equal behavior change. In other words, people know they should do but they're still not doing it.

It seems that every day there is a new diet, a new exercise program to try.

We have more research, more scientific studies and knowledge on weight

loss than we've had at any point in history but in the process, we are getting more and more confused and still not nowhere close to releasing those extra pounds.

That's why I'm so passionate about what we do at Walk It Off. Because if we can help people adopt a new healthy behavior, we can help them change their health, and if we can help them change their health, we can change their life!

I want to show what can open up for you and your health when you have a system for getting fit that takes will power out of the equation and makes working out an everyday event.

My goal over the next few pages is to arm you with simple strategies that will become daily routines that you can easily integrate into your everyday life, whether you want to lose weight, get healthy or just feel good about yourself.

This book is for you IF

- You are ready to put yourself first and make your health a priority
- You are too tired at the end of the day to even think about working out
- You are frustrated about spending money month after month on gym memberships that you never use

It's perfect for you...

If you don't have the support and motivation you need to stick to your new year's resolutions

and

If you're ready to fall in love with your body & finally feel good naked!

Take a deep breath. Relax. You're in the right place.

BUT WE HAVEN'T MET YET...My name is Carmina. I'm the founder and the Chief Motivation Officer at Walk It Off, and not so long ago, I was just like you.

I remember sitting in the back of a courtroom, waiting for my turn...

Feeling a bit dazed and confused that after everything, it would all end here... like this...

It was Wednesday, July 7, 2010.

It was the day I was officially getting a divorce.

This was the lowest point of my life and the heaviest I'd ever been. At 5'4" and 180 lbs I was classified OBESE on the BMI chart, which was a bit surprising to me, because I was always on a diet, always "watching" what I was eating. I even managed to work out once in a while. That's what you're supposed to do... Right?

Sadly, I was ALWAYS on the lookout for the next miracle product. You name it, I'd tried it. I was forever caught in the vicious cycle of yo-yo dieting.

I was forever losing a little bit of weight only to watch it come back with a vengeance!

On the steps of that public court room, that hot summer day, after getting yet another "FAILURE" stamp on my personal life... I decided I HAD to make a change.

First, I tried to suppress my appetite and craving for sweets with over-the-counter supplements and pills. That didn't work at all!

Then I tried all sorts of diets, went to meetings, measured and counted every calorie, and that was a little better...

But my problem was always the same: the diets or the exercise programs were too hard, too complicated or too expensive to sustain for a long time, and even when I did get some results, I could never stay motivated long enough to achieve my dream weight and size.

So the weight always came back, and there I'd be; on the lookout for the next miracle product.

Can you relate to what I've been through?

Good! Because there's a silver lining in all this: here's what's happened to me since.

One day I came across a product that allowed me to shed over 1 lb a week

on a consistent basis and the best part was that I was having fun in the process.

And that's when I realized it wasn't my fault!

Contrary to popular belief, I didn't become obese because I was lazy, undisciplined or stupid.

The simple truth is that the string of fad diets and information overload were sabotaging my best efforts.

No wonder I was struggling! For years, they had been telling me: "Calories In, Calories Out", "Eat This, No More of That" and when I figured out that it wasn't true, I was finally able to break out of the diet industry chains and get the results I deserved.

The real problem, you see, is the diet industry.

Once I realized that it wasn't about the latest celebrity-endorsed diet or workout DVD, that's when I relaxed and started to lose weight... really FAST!

When I started to lose weight, 12 weeks in a row, without fail...I knew I was onto something BIG!

So I want to show you what's possible for you when you have a system for getting fit and when you stop winging it.

Because Getting Fit is not about the latest fad diet or exercise program:

"It is about YOU making the right choices, choices that serve and empower you,

It's about adopting success habits that you can start right now and continue for the rest of your life,

And the key to your success will be learning to make the right choices effortlessly."^u

I didn't realize when I started, that not only does it feel great to look at my reflection in the mirror and feel good about what I see but it has also completely changed my outlook on life: I have more energy, more confidence and for the first time in a long time...

I am hopeful about the future.

But it wasn't just me, look what others are saying....

"I love being a member of the Walk It Off Club. This club has motivated me to walk and increase my exercising- I want to be healthy for myself and for my family. I love sharing my daily steps with other members and motivating each other with stickers and words of encouragement. I like feeling motivated and this club and its members provide that for me.

– Nate T., Maryland

"You have provided a service that so many of us have needed in order to keep our motivation going. Getting close to my day 50...Longest running streak for me as I usually lose hope. Keep up the awesome work. God bless you."

–Linda C., North Carolina

"I love being part of Walk It Off! The support from everyone is wonderful. It doesn't matter how many steps I take. Whether it's a lot or a few, I feel great that I got off the couch! The encouragement keeps me going!"

– Karla S., North Dakota

"Before I joined I had Zero motivation. Even though I wear a Fit Bit, I still had a hard time doing anything alone. Since I started, I schedule my walks with the group almost 5 to 6 days a week. The "walk and talk" sessions give me not only motivation but so many good pointers. I'm healthier, my moods are more positive; there are days I don't feel like it but after one "walk and talk" session, I feel like I've accomplished something for me! Joining Walk it Off will keep you going one step at a time. Best thing I ever did for Me!"

– Lou Ann, Pennsylvania

MY GET FIT PHILOSOPHY IS EASY TO ADOPT:

- Keep it Simple
- Make it Fun
- Don't Do It Alone!

That's why Walk It Off exists and that's my promise to you: to give you the support and motivation you need to see yourself through your weight-loss journey once and for all.

Walk It Off is a virtual walking club, but most people don't really know what that means.

So let me explain how things work on our campus and in the process I'll show how you can apply those same principles inside or outside of our club to achieve anything you want in life.

I will equip you with 6 simple steps to effortlessly integrate walking in your daily life as a long-term fitness plan. Using this simple system, we've had members go from the couch to competing in a 5K and a 10K in 6 months!

At the end of the day, you will get out of this club what you put into it.

I will teach you as much as I can, in the limited time that we have together over the next few pages, and then I promise to show you how you can take it to the next level, when you work more closely with me.

FIRST AND FOREMOST, WALK IT OFF IS A COMMUNITY OF WALKERS, brought together by the power of technology.

You only need 3 things to make the most of our program:

- A smart phone
- A Facebook account
- And a good pair of walking shoes

That's it!

You've heard of local walking clubs, right?

A group of people get together in a physical location, either at a park or on a trail, and engage in light conversation while walking together.

People walk for fitness, because walking is one of the easiest and most enjoyable forms of exercise.

But walking can be a lonesome endeavor.

Walking with friends is so much more fun, you don't see the miles or the time go by.

And it's good not only for your physical health, but your mental health as well.

A virtual walking club is very similar, except for one thing:

We never meet... Well...At least, not in person.

But I assure you that the friendship and motivation are just as powerful.

The idea of a virtual walking club came to me after I got injured once again, trying to beat my body into submission to release those unwanted pounds. I was out of commission gym-wise and my friend Michelle invited me to join her local walking club.

At first, I was excited to have found an excuse to ditch my gym membership but then I realized that walking one day a week was not going to make any significant impact to my waistline.

There was also the inconvenience of getting in the car and driving somewhere at 8 o'clock in the morning on a Saturday... not likely to happen very often!

Nonetheless, I started walking in my neighborhood, 5 to 6 days a week and enjoyed every bit of it. I was surprised to find out that I was getting a real

workout just by walking. I felt great and very accomplished after my walking sessions, but after a while I realized that I was missing something. The truth is I was getting lonely and I missed my gym class buddies.

It wasn't their physical presence I missed per se, it was the peer pressure to perform, the friendship and the bonding that form naturally when you share similar goals with a group of people.

I don't know... Maybe it's a girl thing....

Armed with the desire to find walking companions willing and able to walk 5+ days a week, I started to brainstorm and think about how I could bring people together, regardless of their physical location.

A few years ago, it wouldn't have been possible, or at the very least it would have been pretty expensive.

But today, thanks to cheap unlimited talk plans and free conference lines, we can have people from all over the United States and beyond, walking and talking together.

And that's what we do on a daily basis at Walk It Off.

Just check our Facebook event calendar for details.

The way it works is that members call into a conference line at scheduled times, ready to walk (and talk).

You can walk indoors or outdoors, on a treadmill, at the mall or just outside in your neighborhood.

You can chime into the conversation or just listen in.

We might be chatting away but make no mistakes, we are working out.

I'm so proud of each and every member of our community.

One of our members, Lou Ann from Pennsylvania, never misses a live walking session (unless the Eagles are playing of course!).

And just 6 months after joining our club she completed her first 10K race!

I know that not everyone can make it to the live calls. Some people listen the recorded sessions but most of our members will tell you that it's the inspiration we get from each other and the friendships that we have formed that keep us coming back for more.

"The journey of a thousand miles begins with one step."

– Lao Tzu

Each member of our walking club is on a journey.

We have made a commitment to ourselves, with the support of our virtual community, to walk and log 1000 miles each.

Sometimes we walk to support a good cause, sometimes we walk for silly prizes but mostly we walk to meet someone at the end of this journey: a stronger, slimmer, more confident version of ourselves.

At Walk It Off, our goal is pretty ambitious:

We want to help 10,000 members earn their 1000-mile badge in the next 5 years.

That's 10 million miles walked, the equivalent of going around planet Earth 400 times!

You already have everything you need to get started: a smartphone, a Facebook account and a pair of sneakers.

So don't wait to get started on your 1000-mile journey and join us today in our mission:

To Get People All Across America, Off the Couch, On Their Feet and Walking their Way Fit.

MY PROMISE TO YOU is to provide the motivation and support you need to stay the course. What I ask from you is that you keep showing, because:

“80 percent of success is showing up.”

– Woody Allen

I will provide the tools, the inspiration and the motivation, but you have to put in some sweat equity.

Here’s what “showing up” looks like on our campus:

- It all starts with walking of course!
 - 1) Walk anywhere you want
 - Outside, in your neighborhood
 - On a treadmill
 - At the mall
 - With a walking DVD/ YouTube video
 - With a Wii game—one of the popular one son our campus is called “Walk It Out”
 - 2) Track your miles with any app of your choice on your phone. There are a lot of free options for both Android and Apple phones. Some favorites are:
 - SHealth
 - C25K
 - Map My Walk
 - Runtastic
 - Run keeper
 - Nike

A lot of our members also are Fit Bit users, while others use a simple pedometer.

WARNING: Some people obsess over the accuracy of their tracking devices. Relax! We’re not performing a NASA experiment and your equipment doesn’t need to have the precision of an engineer. Let’s go with “Good Enough”! Deal?

- 3) Post a screenshot or tally of your daily walking activities on our private Facebook wall both to keep yourself accountable and to inspire other members. We can all use an ego boost

from time to time.

4) Log your miles on the Walk It Off app at

<http://log.walkoffthelbs.com/>

That's the only way your miles count towards your milestones and earn you badges.

Showing up also means liking and commenting on other members' posts. That's how we keep our community energized and inspired.

We also host a plethora of activities and events on our campus to help you stay engaged and motivated throughout your 1000-mile journey. Don't be a stranger!

I know that walking doesn't sound as "sexy" as jogging, running or the latest fitness craze but do yourself a favor and decide once and for all that you will never again try to impress anyone. Once I realized that I didn't have the moral obligation to impress anybody, I decided to let go of my "Victoria Secret Model" fantasies and focused instead on becoming the best possible version of myself.

Let me tell you a quick story. One that illustrates what your journey and transformation with Walk It Off is going to feel like. It's the story of two frogs who fell into a deep cream bowl:

“One was an optimistic soul;
But the other took the gloomy view,
"I shall drown," he cried, “and so will you.”

So with a last despairing cry,
He closed his eyes and said, "Good-bye."
But the other frog, with a merry grin
Said, "I can't get out, but I won't give in!

I'll swim around till my strength is spent.
For having tried, I'll die content."
Bravely he swam until it would seem
His struggles began to churn the cream.

On the top of the butter at last he stopped
And out of the bowl he happily hopped.”

What is the moral of this story? Have faith in the process of simple, success habits repeated over time. The problem is that sadly most people won't stick with the simple daily discipline of walking.

The steps you take today may seem insignificant and you certainly won't see any tangible results the next day, next week, or even next month, but “things can look very different when you see how they play out over time.”^[2]

The good news is that you don't need to engage in strenuous and stressful exercise routines to get your dream body.

Have faith in the process of simple, positive actions repeated over time.

Trust the process and keep stepping... You are heading in the right direction!

Love Letter from a Power Walker

Before I joined Walk it Off, I had workout buddies who at times did not show up, and more than once my workout group fell apart due to 1001 excuses. Since I have been in WIO I have never once felt like I was being dropped. Carmina and Lou Ann are like family. They have never let me down. I started with medical issues and Carmina has always encouraged me to take it one step at time and to never stop because I could do it. Those encouraging words and the constant stream of people who are walking daily, have been my salvation. I can be assured that on almost a daily basis there is someone out there walking it off and I am not alone. Just one phone call and I have a community of friends that I have never personally met but who have been my support system from the first call, the emails, and the many Facebook posts. Whether I take 1 step or 10,000, there is always a cheering section. As long as there is Walk It Off, I am encouraged to keep on moving. This is why I love this group that I stumbled on by accident but I will stay on purpose and I tell all my friends and family that they should “Walk It Off” too.

Da Shanda D., Texas

STEP 1

ADOPT HABITS THAT FIT INTO YOUR LIFESTYLE

Let's do a quick exercise. Touch the tip of your nose with your index finger right now! Seriously, just touch your nose...

Did you do it?

I'm 99.99% sure you did. Do you know why I'm so confident?

Because it was easy to do!

If I had asked you to do a push up instead, very few people would have actually put the book down and gotten out of their chair to do a push up.

Most people would come up with all sort of creative excuses and practical reasons to not do it.

Here's the bottom line: If you have to muster willpower on a daily basis to do something, chances are you won't stick to it long enough to see results.

"You will never change your life until you change something you do daily. The secret of your success is found in your daily routine." - John C. Maxwell

I could make grandiose plans to work out 2 hours every day and cut out all carbs from my diet. But did I tell you I'm from the Caribbean? There is no such thing as dinner without rice, white rice, that is!

Those big intentions may look good on paper but the probability of my following through for an extended period of time is very slim.

And if I don't follow through, what good did it do me to set those intentions in the first place and not deliver on my promises? None.

But what's worse is that it can actually hurt you to make those big outlandish promises to yourself and not keep them.

It kills your self-confidence, sabotages your self-esteem and it's all downhill from there, because the pervasive attitude soon becomes "why bother?" and that's a very dangerous place to be in. Don't go there!

Remember the fable of the Hare and the Tortoise? Everybody thinks that the moral of that story is "slow and steady wins the race." Not really! Being

slow is not a virtue and that's not why the tortoise won. He won because of his steadiness and consistency. The hare on the other hand had the ability and the speed to win the race but his downfall was only putting in some effort, some of the time.

To be clear, I'm not encouraging you to put in the minimum effort but what I'm saying is to set realistic goals for yourself, take on challenges that are easy for you to stick to.

I want to congratulate you on choosing to make walking your long-term fitness plan! It's the smart thing to do. Here's why:

- Walking has no medical limitations; it's recommended to anyone, in almost any health condition.
- Walking is easier: it puts less pressure on the joints and on your lower back.
- Walking is easier to keep as a habit.
- Walking is the king of convenience; you don't need special equipment or special clothing.

With a little bit of forethought everybody can incorporate 5,000 to 10,000 steps into their daily life.

That's why it works—it's simple to do.

Of course, this comes with the standard disclaimer:

Talk with your doctor before starting on a walking plan, especially if you've been sedentary for a long time or have serious health issues.

You will be happy to discover that you will stick to a walking program longer than you would to some insane exercise routine and because you stick to it, you will get results.

There's a universal law at play here that we conveniently choose to forget sometimes. It's the law of reaping and sowing. If you plant corn seeds, do you expect to reap beans at harvest time?

Silly question, right?

You can't raise your physical activity level on a consistent basis and see no results! But we often forget that this law can work against us just as well. People don't wake up fat one day: the lack of physical activity, mindless eating and unmanaged stress is what's making us overweight and obese as a nation.

Fortunately, walking those daily steps can have a big impact on your overall health.

Research has also shown that walking just 30 minutes a day may:

- Reduce the risk of coronary heart disease
- Improve blood pressure and blood sugar levels
- Improve cholesterol levels
- Maintain body weight and lower the risk of obesity
- Enhance mental well-being
- Reduce your risk of osteoporosis
- Reduce your risk of breast and colon cancer
- Reduce your risk of non-insulin dependent (type 2) diabetes

I strongly recommend that you participate in the rotating 5K and 10K training programs that we offer at Walk It Off. They will give you a structure and a series of predefined goals to reach for.

We run both the 5 and 10K in parallel over a recurring 12-week period.

Half way through the 12 weeks we hold a virtual 5K race and again at the conclusion of the 12 weeks, we host a virtual 10K.

They're a lot of fun! Join us next time!

You should also look for opportunities to add more steps throughout your day:

Because ALL of your miles count toward your 1000-mile journey. Whether you take those steps as part of a fitness walking session or you accumulate them during your daily activities.

Here are 7 ways to add extra steps to your day^{[3](#)}:

1. Take the five-minute walk with your kids to the bus stop (or to school if you're close) instead of driving them.
2. Vacuum your house for 20 minutes, moving around as much as possible.
3. Enjoy a 10-minute walk after lunch or dinner each day.
4. For every 45 minutes you spend at your computer, go for a five-minute walk around your office or neighborhood.
5. Need to take a personal call at work or dial a friend at home? Go outside and walk as you talk for 10 minutes.
6. During your kids' 45-minute soccer practice, walk around the outside

of the field for at least half the time.

7. Set your alarm clock 15 to 20 minutes earlier and use that extra time to loop around your neighborhood before heading to work

A good starting goal is 5000 daily steps. Then gradually work your way up to 10,000 steps a day.

If the idea of a 5K or 10K is intimidating at this point, start with the following 12-week walking plan from the National Heart, Lung, and Blood Institute.

The plan starts you at 15 minutes a day, 3-5 days a week and every week adds 2 extra minutes of walking.

Here's what your 12-week can look like:

Week	Warm-up	Brisk walking	Cool-down
1	5 minutes	5 minutes	5 minutes
2	5 minutes	7 minutes	5 minutes
3	5 minutes	9 minutes	5 minutes
4	5 minutes	11 minutes	5 minutes
5	5 minutes	13 minutes	5 minutes
6	5 minutes	15 minutes	5 minutes
7	5 minutes	18 minutes	5 minutes
8	5 minutes	20 minutes	5 minutes
9	5 minutes	23 minutes	5 minutes
10	5 minutes	26 minutes	5 minutes
11	5 minutes	28 minutes	5 minutes
12	5 minutes	30 minutes	5 minutes

Do what feels comfortable but challenge yourself to better your best.
You can do this!

Oftentimes we let our circumstances dictate our actions. That's why I love Ellen's story.

Like many of us, Ellen was a full time working mom, with an ill and elderly parent at home to care of. Stressed out and with more obligations than time in her day, Ellen neglected herself and her own health took a hit. She

soon found herself 60 lbs overweight and with a cabinet full of medication. But after seeing her mom die from complications of diabetes, she had enough.

Ellen made the decision that she wanted to see her children grow up.

Ellen stopped waiting to have time; she made time for herself because she realized that she was worth it. She started by waking up earlier than the rest of the family and started small, by walking 20 minutes, 3 times a week.

The happy hormones that she releasing by being more active gave her the extra incentive she needed to start making smarter food choices. Gradually Ellen started to increase the speed and frequency of her walks, before long she was walking 5 miles a day 5 days a week.

A year and a half later, she went from a size 18 to a size 8 and no longer needed her cabinet of medication because she was finally fit and healthy!

What Ellen's story teaches us is to build on small success habits and stick to them. The size of your intentions doesn't matter! The only thing that counts is what you do consistently.

Don't worry if your actions feel small and insignificant at first, they will pay out in the long run.

So what if it takes you a year to shed 50 lbs? Whether you decide to get started or not, next year is going to come. Better the New Year finds you walking your way fit then waiting on the sidelines in the same or worse shape. Don't put it off. Start today!

Be sure to include non-walking activities in your routine a couple times a week like strength and cross-training. They will allow your walking muscles to rest while training opposing muscle groups and reducing the risk of overtraining and injury.

Varying your walking workout also helps speed recovery, reduces burnout and the dreaded boredom. Especially as we get into long distance walking.

Cross-training activities should be done at a moderate pace. Some examples include cycling, swimming, Pilates, yoga, elliptical trainer, Stair Master and spinning.

ACTION ITEM: Ask yourself:

- **Where can I start slow and hold myself accountable?**

- **Where do I need to take that bigger leap?**
- **Where have I been avoiding pain or discomfort, when I know deep down that I'll adapt in no time if I just go for it?**

Then decide on a walking program (12-week, 5K or 10K) or choose a daily step goal and stick to it.

Love Letter from a Power Walker

I don't remember how I got the invitation to join WIO, but I am glad I did! This group keeps me motivated and inspired. After someone shared where to get a pedometer app for my phone, I really took off! I had been counting and timing my steps but this, actually seeing the count gets higher, really pumps me up. I set my goal for 10,000 steps but then one busy day I got in over 10 miles (which for me is about 23,000 steps!). As I do most of my walking at work, I cannot go at a very fast pace, but it is a steady pace. I then decided to shoot for that number every day. I don't always get there, but I do walk every day. Now, instead of an "I have to walk" attitude, I have an "I want to walk" one. I want to meet my goal! I want to inspire and be inspired by others! I want to feel better! Carmina and all the members are my virtual walking friends and I enjoy meeting with them every day. My niece recently joined our WIO family and is excited to be walking with us too! So, if you're looking for motivation to walk, this group is it! Walk it off! You'll be glad you did!! Happy member since October 2015. 830 miles towards my 1000 mile journey!

Kimberly Posey, West Virginia

STEP 2

ANCHOR YOUR GOALS

Did you know that 80% of people don't even think about setting goals? Shocking, I know! Here's what happens to the remaining 20%.

16% think about their goals but don't bother to write them down. Darren Hardy had this to say about them:

“Unsuccessful people carry their goals around in their head like marbles rattling around in a can.”

Need I say more?

Down to the remaining 4%. This is the winning team, the team everybody wants to be on. They get things done. Do you know why?

They actually write their goals down. A simple habit that most people won't bother with.

But wait! There's a special group within that 4%; I call them the “1%ers.”

Do you know who these people are? They are the super-achievers. What makes them high achievers in their chosen field is not that they have a high IQ, were born into royalty or are highly favored by Lady Luck. Nope!

The one simple habit that puts them above the rest is that not only they set their goals and write them down but the key factor is that they review their goals on a regular basis!

You won't recognize your life a year from now, if you embrace this simple success habit.

Don't start anything without letting the universe know your purpose.

Set your intention. Write it down. Review it daily.

Richard Brooke, the author of *Mach II With Your Hair on Fire*, says "Most people have goal-setting confused with desire. People think that if you write down all the things that you desire, that's goal-setting."

Goal-setting only works when your goal becomes your mindset or expectation.

Your goals have to become beliefs and expectations.

You have to believe that what you want is actually inevitable, that it can't NOT happen and that's why one of the first rules of writing goals is that you must express them in the present tense and with an active verb.

Don't go around saying "I want to lose 20 lbs by March" or "I will lose 20 lbs by March."

Instead say (and write): "I AM at my ideal weight of 135 lbs by March."

Your energy level has to match the words you're saying.

Own it and declare it, don't just wish for it.

Imagine if James Bond had a super-powerful gadget in his possession but didn't know how to use it. Pretty lame!

You too have a secret weapon and I'm going to show you how to put it to good use. Let me illustrate how it works.

Have you ever watched a movie and cried?

I'm not ashamed to say it, I cried watching *The Best Man Holiday*. I know that it's not an Oscar contender but there is this one scene that gets to me every time. It's the "*Holy Night*" scene. I don't want to spoil it for you if you haven't seen the movie yet. Honestly, it's kinda cheesy, but I have goose bumps just thinking about it now. There is something about that scene that really gets to me. Maybe for you it's a different movie. It doesn't matter. Just pick one because what I'm about to say applies to any.

Got one? OK. So let me ask you a question:

Do we not know that those people are actors, that they are playing a part and that they get paid for it? More so, aren't we fully aware that whatever situation they find themselves in is not real? Of course we are! But it doesn't keep us from crying our eyes out as if it was all really happening.

Why do motion pictures toy with our emotions so easily? It's because of a powerful tool that we all possess and can use to our advantage in reaching our goals: it's called the subconscious mind.

Our subconscious mind can't distinguish between what's real and what's not. To it, the imagined and the real are one and the same. Our conscious mind on the other hand is the thinking part, the part that rationalizes everything. Our subconscious is the part of ourselves that works on autopilot. You feed it instructions, and it executes them.

So, during the movie that we are watching, even though we know consciously that it's not real, to our subconscious mind it doesn't matter. The emotions that we are feeding to it are very real; we cry or get scared out of

our wits all the same. At that particular moment, what we're seeing on the screen is very real and we respond accordingly.

Your brain is a powerful machine!

So, what does this all mean for you when you're setting your goals?

While you want to make sure that you set SMART goals (Specific, Measurable, Attainable, Relevant and Time-sensitive), give yourself permission to dream and suspend reality and see yourself, in your mind, already having achieved your goals. Make your own movie. You get to write, direct it and star in it!

Losing 20 lbs in itself doesn't mean much. But what it may mean to you is how you're going to feel this bikini season, or what it's going to feel like to shop for a smaller size, or not having to change outfits five times because you don't like the way you look in any of them. It's about having the energy to enjoy life and feeling fabulous when you look at yourself in the mirror. That's what it means to anchor your goals. It's not about losing weight for the sake of losing weight, it's what releasing those pounds will allow you to do and be. It's about being healthy and being happy with yourself.

John Milton Fogg said, "unless I keep a slim, healthy, fit image of myself in front of the mirror in my mind every single day—in my head and heart—I'm fat and I'll eat, drink and behave my way into staying so."

When you change the conversation that goes on between your ears, you will change your behavior.

When you change your behavior, you automatically change the way you feel.

How you feel on any given day will dictate whether or not you take the actions that move you in the direction of your goal.

So go ahead: dream a little, put yourself in the proper mindset to achieve your goals.

My friend Sherry's husband was one of those lifetime smokers who was always in the process of quitting, but never actually succeeding in doing so. He tried program after program: the patch, hypnosis, counseling, gums...

Nothing worked!

Then something happened and the light bulb went on.

Sherry witnessed her father-in-law dying of emphysema and it was, as she described it, gruesome and scary. It was a wakeup call for her, and she realized then that she couldn't watch her husband die the same horrible death. She just didn't have it in her. So she issued him an ultimatum: "You quit smoking or I divorce you."

And she meant it. It wasn't an empty threat. That's what we call tough love.

Guess what? He enrolled in a local hospital program and this time around he did quit smoking.

It's not that the local program was any better than anything else he had tried in the past. What was different this time around was that he had "*Why Power*". His goal was anchored in the fear of losing his wife.

What's your Why Power? Is it your kids, your spouse or significant other?

Your being overweight is not just about you. It affects the people around you, the people you love.

Wanting to get fit has nothing to do with vanity, the quality of your life depends on it.

Does the extra weight you carry around sap your energy and confidence? Is it robbing you of your health? Is it costing you a promotion at work?

Your life is waiting. Keep stepping!

ACTION ITEM: Think about the following questions^[4] with as much detail and specificity as you can. Write down your answers and re-read them on a daily basis. Write them in the present tense, as if the future You was already a reality.

- What exactly is an excellent weight for you?
- What exactly do you look like at that weight?
- What do you think about when you see yourself in the mirror?
- How do your clothes fit?
- What do your new clothes look like?
- How do you feel at this new weight?
 - Are you doing any new activities now? What do you like best about them?
- What are people saying to you about the new you?

- How do you feel about that?
- Do you have any new attitudes?
 - Are you more confident, do you feel more attractive, more secure, happier?

It's your movie! Make it worth watching!

Love Letter from a Power Walker

On November 3, 2015 I joined "Walk It Off" and I started moving more. Walking makes me feel good and makes me love myself more than I ever have before. It's not every day that I feel like hitting the pavement, but I ask myself, what makes you feel good? What allows you to eat something that your doctor says you can't eat with diabetes? I was full of excuses like, "just wait until tomorrow to start". When I started walking, I was taking a lot of insulin, now I only take two pills twice a day. What I like about Walk It Off is the motivation that I receive during the challenges, the quizzes and the motivation from other members posting their walks and steps. That motivates me to keep moving and reminds me not to give up. The best advice I can give anyone is stop putting off today for tomorrow, because tomorrow might be too late.

Stephanie U. Williams., Mississippi

STEP 3

INCLUDE LOTS OF PUBLIC DISPLAYS OF ACCOUNTABILITY

According to the dictionary, being accountable means being “expected or required to account for one's actions.” This is why we ask you to post your miles on the Walk It Off Facebook wall. When you post the number of steps or miles you walked for the day, you are asking our community to help you stay accountable.

Doesn't matter if you only walk half a mile for the day and even if nobody sees your post,(which is rare, you'll get at least 1 “Like”), the fact that you had to post it publicly makes you aware throughout the day of your effort level. And you will find that you stick to your good habit longer when you allow other people to support you.

We love having a reason to cheer you on. Give us one!

You need to have faith in the process, because you won't see the pounds or inches disappear at first.

But if you base your choice of sticking to your daily walks on the evidence of what you can see right now, you're going to drown just like the pessimist frog of our story earlier. You will give up.

Instead, make choices that reflect what you know. And what you know is that the RIGHT ACTIONS repeated over time equal RESULTS.

You just need to stay in the process long enough to give it a chance to work.

It always starts with a choice.

So are we walking today?

Come on—lace up! Let's go for a walk!

Just to clarify, what we do at Walk It Off is called Power Walking. We are not talking about taking a casual stroll.

Art Weltman, PhD, the Director of Exercise Physiology at the University of Virginia says: "Fast-paced walking, when combined with healthy eating, is hugely effective for weight loss."

In his study, Dr. Weltman has found that women who do 3 short (about 30-minute) high-intensity walks plus 2 moderately paced recovery walks a week, lose up to 6 times more abdominal fat than participants who simply stroll five

days a week. (This despite the fact that both groups burn the exact same number of calories.)

Even better news, the study also revealed that when women walk, deep abdominal fat is the first thing to go. Goodbye sit-ups and crunches!

Now, that's a scientific fact we can all get excited about!

Even though you are encouraged to count your all your steps in your 1000-mile journey, it's important to have dedicated fitness sessions in your exercise regimen.

To qualify as an aerobic activity, your walks need 3 key elements:

Speed: Many of us stride more like a window-shopper than a power walker. The goal—thankfully— isn't the crazy race-walker style but you need to move at a challenging pace. Use a walking app on your smart phone to measure your pace. You may not start there, but eventually you want to reach a 3.5 to 4 mph pace.

Frequency: Start walking 3 days a week but the ultimate goal is to make walking a daily habit: 5 to 6 days a week. Give yourself at least 1 rest day.

Proper Technique: it sounds like there shouldn't be much to walking since it's something we do so naturally but an improper walking posture can cause many aches and pains. To name a few:

- Tenderness on your heel or the bottom of your foot
- Pain in the back of your heel and lower calf
- Aching in your mid-to-lower back
- Stiffness or soreness in your shins

This can all be avoided simply by easing your way into a walking regimen and using proper posture.

I borrowed the acronym R.A.C.E.S. from Kathy Smith to help you remember:

R: Roll your feet from heel to toe, i.e. strike the ground heels first.

A: Abs tucked in. It will help you build a strong core and prevent slumping or bending at the waist specially when walking fast or uphill.

C: Chin up. Don't look down at the floor. Look straight up ahead; it opens up your airway and increases the oxygen intake. Oxygen burns fat.

E: Elbows bent in a 90-degree angle. Swing them no higher than your chest. This method will help you walk faster.

S: Shoulders down and relax. No pent up tension. Relax and breathe.

ACTION ITEM: Create an account on the Walk It Off proprietary online app at <http://Log.WalkOffTheLBS.com> and start tracking your steps towards the 1000-mile finish line.

Love Letter from a Power Walker

I joined “Walk It Off” a few months ago and when I joined the group I was tired all the time with no energy. Being overweight and having a few herniated disks was not helping; over the years the pounds kept piling up on me. The first thing I liked about the group was the option to choose your fitness level: beginner, intermediate and advanced. I'm on the intermediate level. Some days I do really well and I walked 2 or more times a day; other days, I feel that I don't want to walk, not even a mile. But then I go to our Facebook page and I see all the posts from other members, I get motivated to get my miles in. We motivate each other daily and we celebrate each other's success. Carmina is a great motivator and is always looking for ways to push us to be healthy, posting valuable information. The other thing I really love is that regardless of our gender, age or fitness level we all have one goal in common which is to be more active and healthy. Personally I feel much better since I joined this group; the weight is coming off and have lots of energy. I love been part of this virtual group.

Milagros V., Illinois

STEP 4

RECRUIT SUCCESS BUDDIES

Seek out the company of people who are going or have gone where you want to go. Ever heard the saying, “you are the average of the 5 people who you hang out with the most”? By extension: “your level of health tends to be about the average level of health of your five best friends.”^[5] Are the people around you actively engaged in a healthy lifestyle? If they are not and if your health is a priority, find new friends. You can still love them and you don’t have to sever the relationship entirely but be aware of how being around certain people sabotages your best intentions. Perhaps you should consider spending less time with your friend Joe, if all he insists on doing when you get together is drink beer and eat wings. Just saying!

The community aspect of Walk It Off is what is making a difference in the life of our members. Sure, they get valuable information, and become more knowledgeable in the areas of nutrition and fitness but if that’s all we were doing on our campus, most of our members wouldn’t be any better off than before they joined.

Remember what we talked about earlier?

KNOWLEDGE does not equal BEHAVIOR CHANGE.

I am fully aware that the change that I help them bring about in their life is not due to new information, the difference is in the community that we have created together and the support we provide to one another. And through the sheer power of that community, we become agents of change in each other’s lives.

The law at work here is called the Law of Association. Whose attitude, actions and habits are you modeling?

Don’t feel like walking today? Take a peek at our Facebook wall. You will rapidly find that you are in the company of folks who have decided to make their health a priority and the fact that you have elected to be part of this elite group says volumes about you.

When we know that others are counting on us and watching us, we tend to show up.

I use this success principle in different areas of my life.

One of my personal development tools is to read for 15 minutes a day, 6

days a week.

Do you know the total amount of words read annually by a person who reads 15 minutes a day? 1 million!

But I don't do it alone. Left to my own device, I would probably forget to do it half the time.

Thankfully, I have Vanessa as a reading buddy and we exchange emails every day about what we read during those 15 minutes, what jumped out at us and what action we're going to take as a result of what we read.

I didn't count the number of words I read last year but I know for a fact that I read 21 non-fiction books using this simple system. Powerful!

On a more personal level, when my son Richard started kindergarten, his teacher asked me with a puzzled look on her face: "Ms. Mevs, Richard is doing great in class, the one thing I can't figure out is how he already knows all the other kids' names". I smiled and replied: "He doesn't. He's just reading off their names". You see, Richard started school already reading at a 2nd grade level when most kids are still learning their ABCs. Yes, I'm bragging, but I bring this up for a good reason.

I haven't measured his IQ, but I can assure you that it's not off the charts. Richard is a normal boy with a normal intelligence.

I attribute his academic achievements to one tiny secret. It's the one rule at my house that I never have to enforce.

It's a sacred tradition: Richard and I read together every night for at least 10 minutes. That's our secret. I'm no supermom and my kid is no genius. But this time-honored tradition has served us well for the past 11 years.

What does reading have to do with getting fit? Nothing. I'm sharing those seemingly unrelated examples to let you see what's possible in any area of your life when you commit to a simple daily action and when you have someone to support you and help you stay accountable.

That's the power of two or more people locked in arms and spirit marching to the same beat, toward a common goal. That's the power of Masterminding.

In the same way, the Walk It Off community is your Health & Wellness Mastermind and gives you access to hundreds of buddies. Find success buddies by being active on our Facebook wall.

One of the easiest ways to find mastermind partner sis to participate in our

daily Walk & Talk Sessions. We open the phone lines 5 to 6 days a week and walk together. Jump on the line and let's keep each other on track.

If you own a Fit bit, you can also join the Walk It Off Fit bit community and participate in their challenges. I hear it's a lot of fun!

ACTION ITEM: Request access to the Walk It Off private Facebook group and get into the habit of posting your miles on our wall daily and don't forget to engage with other walkers. (Check your email for our Facebook private group's web address.)

Love Letter from a Power Walker

I have been walking for fitness off and on for more than a decade. I have walked outside, on a treadmill and even tried a DVD walking program, I usually give up after a few months. When I received the invitation to join Walk It Off, I thought why not. At first I would just look at the posts and occasionally post my walks. But once the hot summer months started cooling down, I joined the group for walks and I was hooked. Live talking with a group makes walking so much more enjoyable. I won't lie and say that I'm perfect about getting out every day, but I'm much more consistent than I would be on my own. The other benefits of being part of this walking community is the support, encouragement and information that gets shared. Information from nutritional advice to which fitness trackers are best. Many thanks to Carmina Mevs for starting this wonderful group. And now it's time for a walk. Just keep moving.

Christy W., California

STEP 5

COMPETE AGAINST YOURSELF FIRST AND WITH OTHERS SECOND

Turn reaching your fitness goals into a game and you'll never have to work out a day in your life.

That's why we invented the Walk It Off awards!

As human beings we are wired to compete. A friendly contest does wonders for your spirit and motivation.

Dr. Oz said in an interview that "if people would just walk a thousand more steps per day, they would change their lives."

1000 steps takes only about 10 minutes to walk on average. But left to their own devices, most people won't go out of their way to follow the good doctor's advice.

But when you know that those extra steps could put you on the Walk It Off leader board for the week, that adds a little bit of zing to your steps. I can't tell you how many times I've heard WIO members say that they got on their treadmill late at night, just to get a few more steps in before calling it a day.

Seeing your name in bold letters on our Facebook wall gives a little jolt to your ego and that's a good thing! Use it to your advantage.

As you know, men and boys are overly competitive. When I want Richard to do something, I turn it into a game.

When he was little it was too easy: I only had to count to 3 and he'd try to beat me to it and would do whatever I wanted him to do in the time allotted. No screaming or spanking required.

Nowadays the games have to be a bit more sophisticated but the principle remains the same.

You can compete in one of three categories:

Beginner: if you can effortlessly walk up to 1 mile in a session.

Intermediate: if you can effortlessly walk up to 2 miles

Advanced: if you can effortlessly walk more than 3 miles in a session.

The Walk It Off Facebook wall is home to the WIO Awards Show and within each category, you can win one of the following awards:

Most Miles Walked (MMW):

This award goes to the power walkers who walked and logged the most miles the prior week. We also recognize 3 runners-up in each category in addition to the winner. That's what we call the WIO leader board.

But my favorite award by far is the **Most Increased Mileage (MIM)**. It goes to the power walkers who have shown the most increase in miles between two consecutive weeks. You don't have to be the fastest walker to win this award. Remember the Tortoise and the Hare? "Steady wins the race". Better your best!

When you participate in our virtual races, you have yet another opportunity to compete and win badges in recognition of your prowess. Claim and proudly display your badges on all your social media properties. You never know—you might inspire someone else who's been sitting on the sidelines. It may be the extra boost they needed to get started on their own wellness journey.

ACTION ITEM: Challenge yourself to get on the WIO leader board. You can do it!

Love Letter from a Power Walker

Walk It Off is an awesome source of encouragement and motivation as well as a great source of health & fitness tips!!! It's amazing meeting people from all across the world & being able to watch their journeyall while we cheer each other on to meet our personal goals! We are all on the same journey....just at different levels! Also, I love the way Carmina makes the group fun by having weekly challenges/contests/awards! Nothing like a little friendly competition to make things interesting! I'd recommend WIO to anyone....especially those who may need some motivation! At WIO, you're sure to get that motivation....& so much more!

Monica Cato-Brown, Mississippi

STEP6

REWARD YOURSELF ALONG THE WAY

Don't wait until you lose all 50 pounds to celebrate.

Rewards work magic!

You need to be celebrated, congratulated and even bribed into accomplishing your goals.

Think about it, how do you train dogs?

You give them treats when they respond with the right behavior, right?

So train yourself the same way.

It is important, however, to plan your rewards ahead of time otherwise it's easy to forget to reward your efforts. Hard work and no play kills enthusiasm in the long run.

Set a goal not only for when you'll reach the first 100 miles but also decide in advance how you will reward yourself for achieving this feat.

Write both the goal and the reward in your calendar.

Let's think about this for a bit: 10,000 steps is roughly 5 miles. If you were to set a goal of 10,000 steps, 5 days a week, you could easily walk 100 miles in a given month. In your calendar, mark the date at which you plan on achieving your 1st WIO milestone and be inducted as a 100-Mile Club Member!

I like to set money rewards for myself. It's easier than trying to decide what I want ahead of time, plus I rather surprise myself.

Bonus tip: Make your rewards match the level of your accomplishment.

For example if you pay yourself \$1 for every day that you walk, 100 miles, walking 5 days a week will take you about 20 days. Look at that! You've just earned yourself \$20! Put it in a discretionary account (an envelope) that you're allowed to spend on whatever you want, no questions asked.

Watch what happens as you keep your daily walking habit: when you reach 250 miles, you would have accumulated \$50. At 500 miles, \$100 and \$200 at 1000 miles! Sweet! Spend the money as you reach each milestone or wait for the big finish. But no dipping in between. Promise? The sky (and your wallet) is the limit.

At Walk It Off, we also recognize you for your milestones in a very public way.

We award digital badges for each of your milestones and you get officially inducted as a 100+, 250+, 500+ club member and crowned Super Power Walker when you cross the 1000-milefinish line.

This is a big deal!

Don't be bashful about sharing your WIO awards on your social media. You earned them!

Our 1000-mile Power Walkers also have the opportunity to be interviewed and featured on the “*Virtual Walking Club Show*” on iTunes. Subscribe to our podcast and listen as our elite members share their tips and secrets with you.

Go to <http://Show.WalkOffTheLBS.com>

Please note that you can take your WIO experience to the next level by signing up for a WIO+ membership.

In addition to the digital awards and public recognition, WIO+ awards you physical prizes and delivers them to your mailbox as you reach each of your milestones. Imagine getting something other than bills in the mail. What a concept!

In general, I find that WIO+ members tend to be more invested in their transformation and more active on our campus. And they are therefore getting more results. Those physical rewards will carry you through the finish line.

You can find more info about WIO+ in your inbox.

ACTION ITEM:

Map out your success. Don't leave it to chance. Anticipate challenges ahead of time.

How many days a week will you walk? For how long? What time of day works best for your schedule? What needs to be in place for that to happen? Make it happen! Start walking!

Love Letter from a Power Walker

Before starting my lifestyle change journey, I would come home from working at a doctor's office all day, most of the time too tired to cook so I would pick up fast food and would usually crash by 7:30pm or 8pm. Exercise was not in the picture! After getting kidney stones and having surgery 7 times within a year I knew something had to change! My cousin recommended Walk It Off for support and competitiveness! I thought what the heck! I joined and found that I love it! It keeps me motivated, inspired, and competitive! I love seeing my miles go up! I have started eating healthy and exercising daily! I have lost 24 pounds and 27.5 inches in 4 months! I know a lot of it is because of this group and their inspiration, encouragement, and friendly competition!

Brandy Wilson, Ohio

YOU CAN APPLY THOSE SAME SUCCESS PRINCIPLES to any area of your life where you want to see progress.

STEP 1: Adopt Habits That Fit Into Your Lifestyle.

Set minimum/acceptable goals first. Goals that you can and will do whatever it takes to meet.

STEP 2: Anchor your Goals.

Always start with “Why”. Most people focus on the How. No wonder they can’t stay motivated. Why is getting fit so important to you? What do you imagine it would feel like if you started to see success in this area? Keep those answers top of mind like a guiding light.

STEP 3: Include Lots of PDA or Public Display of Accountability. Don’t keep your plans a secret. Just like wearing a wedding ring, sharing your goals makes sticking to your resolutions much easier.

STEP 4: Recruit Success Buddies.

Get like-minded people involved in your success. Mastermind partners will challenge you to set and accomplish powerful goals, they will be an invaluable as a support system.

STEP 5: Compete Against Yourself First and Others Second:

“Competition is always a good thing. It forces us to do our best” said Nancy Pearcey, otherwise it’s easy to get “complacent and satisfied with mediocrity.”

STEP 6: Reward Yourself Along the Way

We are so busy looking towards the horizon for the next challenge that we often forget to look back at the shore to see the ground we’ve already covered. Take the time to celebrate your success.

NOW...SOME SOBERING NEWS

An article published by the Harvard Medical School, “*Simple math equals easy weight loss*”, revealed that to lose one pound by exercising alone, you need to burn approximately 3,500 calories.

All things being equal, on average you burn 100 calories for each mile walked.

If you didn’t change anything else about your current food intake or other activities and walked for 30 minutes (or 2 miles) five days a week, you’d log 10 miles a week. At that rate, it would take about 35 miles of fitness walking or 3 ½ weeks just to lose 1 pound!

Thus the saying “You can’t out-exercise a bad diet.” If you’re in it to lose it, we’ve got more work to do. Exercising is just part of the equation.

I just showed you an effective way to make working out fun but what about getting rid of cravings, losing weight and gaining energy....for good? What about feeling empowered and in control of your weight?

“Despite common assumptions that exercise “torches” body fat, vigorous workouts aren’t often linked with dramatic weight loss. A close look at the medical literature reveals that diet changes, not exercise, are the big drivers of dropped pounds.

A recent study in the journal *Obesity* found that after a full year of aerobic exercise—5 days a week for 45 minutes—overweight or obese women lost just over 2% of their body weight. That leaped to 11% among women who combined exercise with diet changes.

Another study, this one in the *American Journal of Clinical Nutrition*, found that an intense workout boosts women’s appetites so much that they tend to eat enough calories to entirely replace the ones they burned.”^[6]

My ultimate goal is to help you fit into your favorite outfits again and fall in love with who you see in the mirror.

But I know that it’s not easy to make changes.

I’d like to honor you for investing time and money into your health, for taking action and reading this book.

So I’ve decided to create a unique opportunity just for you.

It’s an opportunity to have a private one-on-one “*Get Fit for Life*” Discovery Session with me at no cost (a \$195 value).

And even if we never talk again, during this session you will discover the #1 thing standing in the way of your achieving your ideal weight and (finally)

being comfortable in your skin.

But there's one catch: you need to qualify.

I have a limited number of openings in my calendar for these free sessions and I can accommodate a maximum of 8 people on a given week.

So here's your chance to be one of them: the people who qualify will be contacted via email within 48 hours of their request and given the opportunity to schedule their session as new spots open up.

Sessions are scheduled on a first come, first served basis.

So, it's in your best interest to schedule one right away.

This session is for you if you can say "Yes" to the following:

- I'm ready to put myself first and make my health a priority.
- I want to finally get to the root cause of my problem.
- I'm ready to have a frank conversation about my weight.
- I have a specific weight goal and I'm serious about reaching it.
- I honor this gift, and if I qualify, I commit to following through by scheduling my session and showing up for the appointment.

I know this may not be a concern for you, but sometimes people worry that I'm going to try to sell them something during our session.

That's not my style.

Of course, if you want to learn what it would look like to work more closely with me during your session, we can certainly discuss that. But that will come from you, not me.

My main objective is to have you walk away with the #1 thing that is standing in the way of your achieving your ideal weight this year and (finally) being comfortable in your skin.

I like to make sure that I have time to focus on each person, so again I have only openings for only 8 qualified individuals on any given week.

To request a Free "*Get Fit for Life*" Discovery session, simply go to:

<http://Go.WalkOffTheLBS.com>

You will get an email once your request has been approved.

If you don't hear back, it's simply because I'm booked for the upcoming weeks.

But we'll add you to our waiting list.

If all this session did was help you uncover hidden challenges that may be sabotaging your weight loss efforts and keeping you fat...Would it be worth it?

If all it did, was give you more confidence and create a crystal clear vision for the ideal life you'll be living in your new, slim, sexy, & confident body.... Would it be worth a conversation?

Imagine what life will be like...

When you finally feel comfortable in your skin and no longer care about the number on the scale.

When you no longer have to give away your favorite outfits because you think you'll never fit into them again.

When you don't feel the need to change five times before going out because you don't like the way you look in your clothes.

To apply, go to:

<http://Go.WalkOffTheLBS.com>

One last story before we part ways.

Five frogs sat on a log. One decides to jump off. How many are left?

If you answered "four," then your math skills are just fine and your math teacher would be proud.

But unfortunately, this story isn't about testing your math skills. It's about finding out where you stand in life.

The correct answer is "five." Yes, all five frogs are still sitting there on the log. Because, you see, that one frog only *decided* to jump, that was the intention he set. He hasn't actually done it yet. Time to let go of your limiting beliefs and time to jump off the log...

"It's time to start living the life you've imagined"

- Henry James

More Love Letters from Power Walkers

I am a 65 year old overweight woman with rheumatoid arthritis. It is difficult for me to exercise a lot. I had been walking on my own and it was easy to skip one or more days of walking. One day on Facebook I found Walk It Off. I am happy to be part of the group.

I needed to get back into walking on a regular basis if I was going to lose the weight I wanted to lose.

The other members have motivated and encouraged me and I hope I have been able to do the same for them.

When I get on Facebook and see how others are doing it makes me want to keep walking and meet my goal of 10,000 steps a day. I don't always meet my goal but other days I walk further. Since I joined Walk It Off, I have lost 4 pounds! I am going to keep going so that I meet my weight loss goal of 40 pounds.

I am so thankful for WIO. It is good to know that you don't need to join a gym and use all their huge exercise machines to lose weight. All you need are your feet in a good pair of walking shoes, maybe a couple of hand weights, and determination to reach your goal.

- Janet Blickle, Oregon

Before joining WIO I was just an average person who liked to walk, but preferred to run. Since I have joined WIO, I love walking! I've learned to combine walking with everything I do and the more walking I do, the better runner I become. What I like most about the WIO is that members cheer each other on and want the same thing you want: to have a healthier lifestyle and the support to become and be more. It doesn't matter what your pace is as long as you get some form of walking/exercise in daily. And when you become a member of WIO, you can't go wrong. It's a great community to be a part of and sharing goals with like-minded individuals who are on the same journey as you is priceless!

- Yolanda Tillman, Mississippi

I love WIO! I joined this group to get the extra push to keep walking. I love seeing my name on the leader board. And the certificates to mark my achievements are awesome! I recently reached out to the group about my Binge Eating Disorder. Although it's a walking group everyone is so supportive, giving me encouraging words and support. It's nice being in a group where they understand your daily struggles with fitness. And they are always there to send a word of encouragement and to congratulate you on your accomplishments.

- Kara N., Texas

I BELIEVE IN YOU and I look forward to welcoming you as a member of our Walk It Off community, and I can't wait to walk & talk with you soon.

Your Partner in Fitness & Health,

Carmina  Mevs

Claim your Free Membership



THE JOURNEY OF A THOUSAND MILES
BEGINS WITH ONE STEP

- LAO TZU

Visit: www.WalkOffTheLBS.com

About The Author



Carmina is the founder and Chief Motivation Officer at Walk It Off, a supportive community that inspires women (and men) to create an active and healthy lifestyle through power walking.

She works with frustrated women (and men) who are tired of chronic dieting, who want to fall in love with their bodies and finally feel good naked.

She is passionate about her work because she struggled with her own weight for years. She went from being a scholar athlete to being obese and avoiding her reflection in the mirror.

Carmina is feverishly working to complete her studies at the Health Coach Institute. She is a proud Mama and lives in New Jersey with her son Richard. When she is not busy working with clients or walking up a sweat, she can be found cozing up with a good murder mystery book and a glass of pink Moscato.

[1] Jeff Olson, The Slight Edge

[2] Jeff Olson The Slight Edge

[3] 21 Ways to Add 500 (Or More!) Steps to Your Day
<http://www.allyou.com/diet-fitness/walking-lose-weight>

[4] *Mach II With Your Hair on Fire* – Richard Bliss Brooke

[5] Jeff Olson, the Slight Edge

[6] Hate Running?
<http://www.prevention.com/fitness/how-walking-healthier-running>