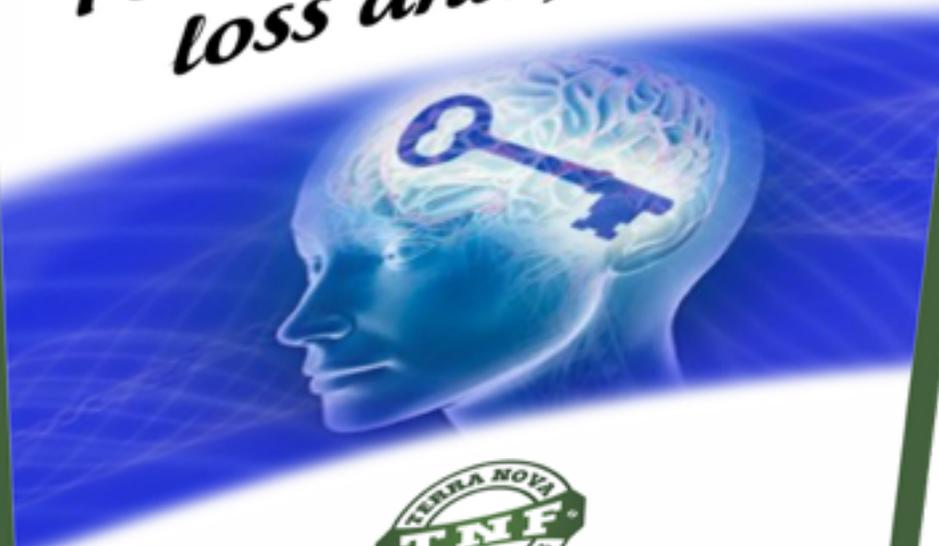


8 SUCCESS PRINCIPLES

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*For life long weight loss and fitness*



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**“As to the methods there may be a million and then some, but principles are few. The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble.” -  
Ralph Waldo Emerson**

We all have a decent clue on what we should be doing. Most of us know better but do we do better?

If you take a trip to your local book store you have countless step by step treasure maps from countless certified masters to do anything from A to Z.

But how many people actually do it? Think about the how to's and the mechanics as the content. The mind set is the **CONTEXT**.

The difference between knowing the path and walking the path is in the **CONTEXT (your mind set)**

Quite simply people who get what they want have a complete opposite mind set.

With absolute certainty I know you and I all have access to this same Success mind set.

I have read countless Biographies of the most famous and successful people the world has ever known. Most of them are not cut from a different cloth they just chose to sow their mind in a different way.

Did you know Abraham Lincoln lost virtually every election he entered before becoming president? That he suffered from deep depression and was suicidal before becoming known as a stoic leader of a nation?

Did you know Martin Luther King Jr. Attempted suicide twice as a kid before delivering “ I have a dream” landmark speech.

Did you know that Mahatma Gandhi attempted suicide as a child before ushering in an era of LOVE and NON VIOLENCE.

I myself was labeled a trouble kid and stupid. I was put in classes for kids who did not learn like the others. I was suspended multiple times from grade school, and middle school. I never had a GPA over a C average throughout my life. I was kicked out of both high school and trade college. Yes both.

14 years later I was invited as a member of Toast Masters to be a judge for a local high school speech contest. I walked in and introduced myself to the other 2 judges, one of them was my former teacher who kicked me out of her class in high school ( Now the principle). I had come full circle.

I write to you as the owner of a successful gym more successful than most of the smart kids in my high school.

These are extreme examples to illustrate the ultimate point... **“The past DOES NOT equal the future.” Tony Robbins**

Here is to your future... These success principles are going to be the foundation that will give rise to strategies and methods to life long weight loss and fitness.

# Principle #1

## RAISE YOUR STANDARDS

It's time to make a commitment that you will no longer tolerate lower standards of health and fitness. This is the new you with a new standards.

**Change it to a MUST! We get what we tolerate.** Are you truly ready to commit to a higher lever of standards?

**We can have the most up to date and cutting edge strategies and methods but if we don't raise our level of standards we will fall back into poor behavior our habits.**

I have a standard that says I **MUST** wake up at least 1 hour and 30 minutes before I have to leave the house. I do this to put myself proactively in a peak mind set with meditation, gratitude, visualization, Stretching and incantations.

If you are a parent I'm positive you have certain standards about your kids that you will **NEVER** violate. You would never offer heroine to your kids. You have a standard of what a loving and responsible parent must never do. Say it to yourself in the mirror. *“ I will raise my standards, I get what I tolerate ”*

Staring into the mirror and repeating something with emotion takes a passive idea in the back of your head and activates it with the full force of your expressive energy and your nervous system. *(its one of my secrets to being in a fantastic mood virtually every minute you see me)*

Come on TAKE ACTION! DO IT! Your results will match your level of engagement.

## Principle #2

### CHANGE YOUR LIMITING BELIEFS (SCRIPTS)

If your beliefs are limiting your results will be limiting. Your mind and body do not want to make you feel like a liar.

Henry Ford said it best “ *Those that think they can and cannot are both right*” Beliefs are like applications that run your actions. When you say you can't you are running the “ I can't” application in your head.

Think of words or beliefs as the raw materials that your mental tools are built from. You need the right tool to do the right job.

**We want to keep the Saw sharp as Author *Stephen Covey of 7 habits of highly effective people* would say.**

**We keep the tools sharp running the “ I can” “ I must” and “ I will” applications in our brain.**

**Go ahead say it! If you can't you *MUST!* Say it to yourself “ I can” “ I must” and “ I will”.**

**In order to get something new that you want you must do or think something new.**

**Many people also don't follow through because they have mixed feelings or uncertainty.**

They may have the pleasure and joy of wanting a body they deserve but also experience pain of past failure and of perceived cost of getting what they want.

Serving two masters of pain and pleasure will lead to uncertainty and half effort.

Our brain is designed to go towards pleasure and avoid pain. You will learn to use these two forces to excel and create massive follow through.

### **Principle #3**

## **CHANGE YOUR STRATEGY**

In order to get something new you **MUST** change what you are currently doing. You **MUST** commit to a step by step plan or process.

**We can have all the enthusiasm, will power and accountability in the world but if our strategy is not sound we can end up going East when we should be heading West.**

**Confusing movement or activity with progress can throw off our compass. We also need to know where we are to make right choices towards your compelling future.**

**The Success Blueprints will be your proven system to get the body you deserve.**

## Principle #4

### DECIDE WHAT YOU REALLY WANT AND WHY

Clarity creates power. We **MUST** declare a precise and specific outcome (goal). Without a specific outcome how will we know if we have made progress or have arrived?

Vagueness creates confusion and frustration. When you have vague goals you get vague results.

This is what the vast majority of people ask. They say “I want to lose weight. “ That is like saying I want to have a vacation somewhere in Europe. Without a specific location how would we know which hotels and airlines to book?

**Throwing a birthday party for a loved one? Would you say to your guests its in Pacifica in the afternoon?**

**How frustrating would such a vague description for all parties involved be? You give the specific location and time so that people can plan it all out.**

**We also need to condition our minds to get results in advanced.**

**The number one determining factor that decides whether you will succeed is the belief that you can.**

**When you picture yourself already looking, talking and walking as if you had the goal your brain starts to believe its possible and seeks ways to make it happen.**

How would people talk, look and treat you differently if you achieved this goal?

When we get results in advanced it primes our minds to seek it out.

This also puts your mind set into a resourceful state. In a resourceful state you have access to your best self and can fully express the full arsenal of your abilities.

Most people are in a unresourceful mind state when discussing their goals and as a result they do not have access to their best self and full arsenal of abilities. You will learn to gain more consistent access to your best self.

Ever get a new car and all of a sudden you see that same color and brand of car all the time? Your mind now seeks it out.

Know that what you focus on is what you will get. Focus is POWER!

Focus on what you want not what you don't want.

This is a major mistake of 97% of the population when it comes to weight loss and fitness.

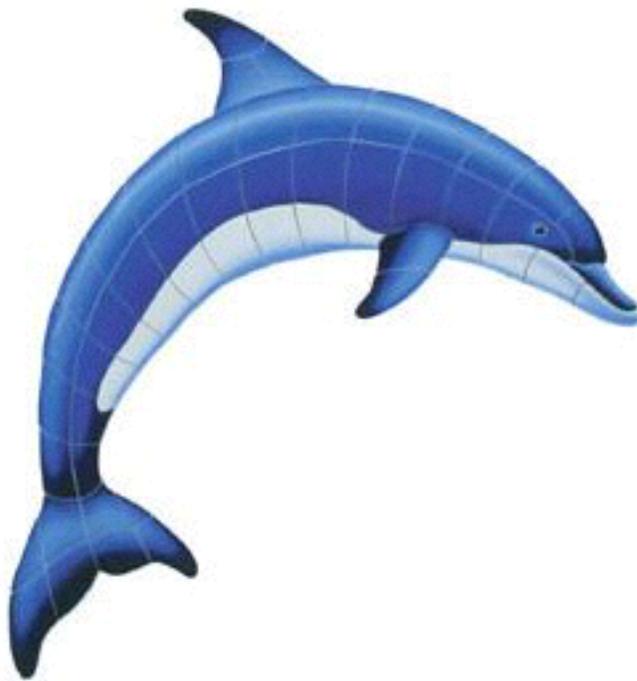
*“ I’m so sick of being overweight and fat” “ When will I stop being fat?”*

You brain cannot tell the difference between a *want* and a don't want.

**All your mind hears is FAT and  
OVERWEIGHT. Don't believe me? DONT  
PICTURE A PINK UNICORN! I SAID DONT  
PICTURE THIS PINK UNICORN!**



**It's impossible your mind cant tell the difference between a negative don't want and a positive want. This is what 97% of people do with focusing on FAT and OVERWEIGHT.**



**We must focus on what we want. Like the blue dolphin. The blue dolphin is all the things we want.**

**For example: “ How can I get leaner?” “ How can I eat healthier?”**

Where the focus goes the energy goes, where the energy goes the emotions go, where the emotions go the actions follow.

## Principle #5

### GET LEVERAGE!

People who do not succeed at achieving an aim use only their current reality or means.

**People who succeed use the power of LEVERAGE.** There are many types of leverage. Using leverage can change an outcome from “should” to a **MUST!**

We will go in detail about leverage. We are also going to change what you link pleasure and pain to.

**Leverage is using a system, tool, another person, coach, group, rewards and or consequences to do something you could not do on your own.**

**In order to get something new ( your goal) you must use or do something new.**



**Imagine attempting to pick up a very big and awkwardly shaped rock just with your**

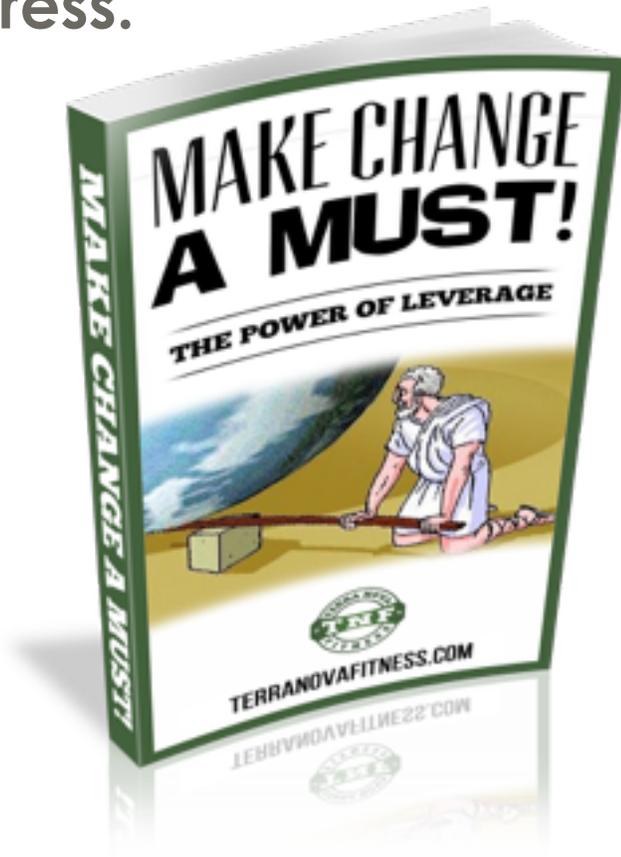
**bare hands? That's like using your current reality or just your own resources. How frustrating!**

A success mind set looks at that same rock and asks the question. “ *How can I use leverage to get this done?* The more



leverage we can stack on top of each other makes geometric growth or progress a very real possibility.

In a future Ebook/Webinar we will go over specific methods and system of using Leverage to gain an unfair advantage over your peers in achieving progress.



## **Principle #6**

### **INTERRUPT LIMITING BELIEFS (SCRIPTS)**

**We went over eliminating limiting beliefs and living to a new standard of living. When we do this its naturally that challenges both internally and externally will present obstacles.**

**We may experience better quality limiting beliefs or old ones that show up from left field.**

**We all live the stories that we tell ourselves. Every TV show and movie has a script that determines the plot and actions of its actors.**

We are all projectionists broadcasting scripts to our lives. The first step is to become aware of the scripts and stories playing in our heads.

Most people are actually surprised when I repeat the limiting scripts they are playing.

One of the best practices is to observe and name the scripts other people are projecting to their life. What would you name their TV show or movie?

What category would you put their movie in? Drama? Comedy? Inspirational? Hero? Tragedy? Thriller? Erotic Thriller?

Tear up the limiting script and your TV show **will start to be rewritten.**

You will learn how to interrupt the loops (scripts) **that don't serve you and hold you back**. The more crazy, weird and outrageous the interrupt the easier it is to break the bars that have imprisoned the star of the movie (YOU!!!!)



In a future Ebook/Webinar we will go over specific methods and systems to interrupt these limiting scripts. It becomes a fun game that you can learn to master.

## **Principle #7**

### **CREATE NEW EMPOWERING BELIEFS (SCRIPTS)**

Right after tearing up your bad (limiting) script replace it with a new empowering award winning script (belief).

Remember you will live the story that you tell yourself.

People who succeed at their goals use language and have beliefs that **empower and serve their outcomes.**

**People who succeed not only use different language they use the complete opposite type of language as people who fail.**

If the words and scripts playing in winners head were printed out into a script, there movies would be classified in the hero and inspirational movie categories.

Les brown has said that there are

- **Winners**
- **Losers**
- **Winners who have not yet learned how to win**

**Winners know that one of the many secrets to getting the emotions we want lies in the words and physiology we use. In the end we all do or don't do things because we want to feel an emotion.**

**Some refer to this as transformative language. Words are the raw materials that our emotions are built with.**

**Winners know that words *MUST* come first then emotion comes second. If we wait around for permission from external circumstances to feel a certain way we will live a spectator life. We must be the proactive directors of our lives.**

**Words can be used to elicit an emotion or decrease or increase the intensity.**

**Science has proven that words have the power to release certain emotional chemicals in our bodies.**

Science has also proven that certain physiology can put you into a resourceful mind set.

For example, Power postures and movements that instantly put you into a resourceful mind state. We go over these in great detail in future success blueprints.

If you describe life is a bitch or war then that is the lens your emotions will be filtered through.

If you describe life is a adventurous Tv show then that is the lens your emotions will be filtered through.

We have a choice to narrate our health and fitness movie as either a struggle or **worth it.**

**Why wait for permission to feel a certain way? Give yourself permission.**

**Wake up and describe that the day is going to be amazing! Say it several times. Trust the process even before you believe in it. Your brain does NOT want to make you feel like a liar.**

**Say amazing several times and notice that your mood starts to feel amazing.**

**Happy people use emotionally elevating words.**

**Lets say that your friend gave you directions that did not work out.**

**Do you have a different reaction to the following words?**

**My friend ...**

- **is confused**
- **mislead**
- **LIED!**
- **meant well**

**The same situation with different words all will elicit different emotions.**

**Words can also decrease the intensity of an emotion. I learned this from a live Tony Robbins event.**

**If you find yourself really angry say the following “ *I’m really peeved!*”**

**Repeat it several times and you will find the original angry emotion starts to lose its intensity and you may actually start to laugh.**

**You deserve to have an empowering belief that says**

- I'm the hero of my movie**
- It's not easy but it's WORTH it**
- I will have the body I deserve**

## Principle #8

### REINFORCE/CONDITION THE NEW BELIEF (SCRIPT) UNTIL IT IS CONSISTENT

Any script or belief that is consistently reinforced will eventually become the story of your new empowering TV show and you the star.

Have you ever taken a second language in high school or online? Even for a few years? Can you speak fluent in that language? Most will answer no.

One of the main reasons is because it was not backed up and activated with the power of your nervous system or uploaded into your subconscious mind.

We will tap the ultimate power of your **nervous system** and your **subconscious mind**.

**A landmark study of choice clearly backs up the power and usefulness of our subconscious mind.**

**Subjects had Functional MRI scans hooked up to their brains. A FMRI allows scientists to see what part of the brain is being used.**

**The subjects were presented with choice and it was found that their subconscious mind made the decision five seconds before the conscious mind.**

**This is a tremendous finding and backs up what success masters have been saying for hundreds of years.**

**We will learn how to use our conscious mind to program our subconscious mind for success in our fitness and weight loss goals.**

Just like feeding our bodies with healthy foods we **MUST** feed our minds with healthy success thoughts, mantra's affirmations and incantations.

Most people have thoughts or beliefs that are located in the back of their minds but in passive mode.

We will learn how to use the power of our nervous system to make those passive thoughts become **ACTIVATED**.

We will use methods of high energy emotions, projected words and movements to make those thoughts activated with the full power of your nervous system.

If I could sum up the the believability and significance of an activated nervous system working for your goal its in the following analogy.

Imagine your son just broke the news that he is engaged to his girlfriend Jasmine.

The next day you have lunch with Jasmine.

Scenery one.

*You:* JASMINE! i'm so happy you are going to marry my son. Congratulations!

*Jasmine:* (With monotone movement, low energy and very little eye contact) Yes we are getting married, I know we should.

Would you say Jasmine is serious about getting married to your son? Is is marriage doomed or a story book marriage? Are you certain or uncertain about this marriage?

**This is what 90% of people are doing when they talk about their goals.**

**Scenery two.**

***You:* JASMINE! i'm so happy you are going to marry my son. Congratulations!**

***Jasmine:* (With punctuated movement, high energy and penetrating eye contact) I'm so excited about our future! I know we are meant to be and having you as a mother in law is going to be amazing?**

**Would you say Jasmine is serious about getting married to your son? Is this marriage doomed or a story book marriage? Are you certain or uncertain about this marriage?**

**Jasmine activated the full power of her nervous system and emotions transferring absolute certainty and commitment.**

**We are going to explore how we can use the power of our nervous system to create a sense of certainty, excitement and breakthrough for your goals.**

**Make a commitment that you and I are going to follow through and complete this process together.**

**Remember, I need your participation in this process in order for you to be a success. To have the body you deserve and are meant to have.**

**I promise you once you learn to be in your directors seat you will NEVER go back to being a spectator.**

**It is my hope that this becomes an addition to you. A healthy and empowering addiction that serves any vision you dream up.**

**I'm humbled and grateful you have taken the time to read this. I value your time and ask that you value yourself by becoming a director of your life.**

**Dedicated to your success,**

**Chris Shah**