



## WHAT IS THE MOXIE84?

The Moxie84 is about health, fitness, nutrition, mindset, and habit change... But it's about so much more than that. It's a complete "reset" – mind, body, and spirit. The Moxie84 program is a 12-week (84 days), interactive, life-changing coaching experience that has been years in the making. My purpose in creating the Moxie84 is to use my knowledge, experience, and passion to enable happier, healthier, and fuller lives and to inspire and empower people by giving them the tools to take charge of their physical, emotional, and cognitive well-being to become the best possible version of themselves.

After years of studying the habits and routines of high performers and through experience, trial-and-error, self-examination, and self-experimentation I've identified some key practices and behaviors that create positive change and growth, and which can ultimately lead to a happier and more successful life.

I have developed an understanding of the key elements in the formation of a habit. I discovered practical success strategies I could use to build positive habits and eliminate negative ones. I have distilled what I learned into habits that you can implement into your daily and weekly routines which will act as big 'needle movers' affecting positive change across the Big Six areas of your life (which we will cover in detail very soon).

### Physical Body Habits

The first several habits will focus on your PHYSICAL BODY. Your physical body is the "vehicle" which carries you through life and if you don't look after it and supply it with the right "fuel", it will not function optimally. If you exert too much stress on your vehicle and its "engine" and don't maintain it in good condition, it will break down.

Without your body functioning at its best, you lack the foundation upon which to make other positive changes in your life. It is therefore important to have habits which work to optimize and improve the key aspects of your body health.



### *Mind & Emotion Habits*

The next few habits will focus on your MIND & EMOTIONS.

Your mind and emotions affect every part of your life. They are interlinked and have a clear mutual effect on each other. Our minds, the thoughts we have, and the beliefs we hold, produce a response in the form of our emotions. These emotions create our internal state and sense of well-being, which in turn influences our behavior. It is important to have habits and practices in place to maintain positivity, clarity of mind, and a balanced emotional state.

The Mind & Emotion habits will help to better regulate and improve your mental and emotional state, thereby enabling you to live as the best version of yourself.

### *Personal Growth Habits*

The remaining habits will focus on Personal Growth.

Humans are wired to grow and evolve. We grow by facing our fears, overcoming adversity, and pushing ourselves out of our comfort zones. We grow by setting new standards for ourselves and challenging what we think we are capable of. When we are actively pursuing personal growth, we feel a sense of positive momentum and control over our lives. We experience a positive shift in our personal energy and feel a sense of excitement about the future.

The Personal Growth habits will help you accelerate your personal growth and take the necessary steps to becoming the type of person you strive to become.

### **THE REINFORCING CONNECTION BETWEEN POSITIVE HABITS**

Many of the habits presented throughout this course have a direct positive effect on our ability to carry out the other habits. The connection and mutual influence from the Physical Body Habits (Diet / Nutrition, Exercise & Daily Activity, Sleep, and Stress Management) is perhaps more evident than others.

For example, there is a clear connection between the food you eat and your desire to exercise. Healthy nourishing foods provide you with more energy and also improve your mood, which in turn increases your desire to exercise. Consequently, when you exercise you will have more physical and mental energy which often equates to more willpower



to resist temptations. Exercise and daily activity also reduces stress which makes you less likely to comfort eat – and in this way the positive cycle continues.

Regular exercise also greatly enhances the quality of your sleep which, in turn, positively affects your energy levels, motivation, mood, and your level of willpower.

The improved energy levels and mood we obtain from implementing these Physical Body Habits also helps us to overcome the resistance that might arise around building new habits in the other areas of our lives.

### **FIRST THINGS FIRST... WHAT THE MOXIE84 IS NOT**

The Moxie84 is NOT one of those over-the-top “XX-Day Fitness / Nutrition Challenges”. The biggest potential problem – one that’s true of pretty much all “XX-Day Challenges” – is that they tend to be extreme lifestyle changes for a relatively short duration in the grand scheme of things. Although you will likely see some results with these XX-Day Challenges (if you are able to stick with them for the duration), the question is: *What happens at the end of the XX days?* Unless you have a sustainable framework for longer-term habit change, there is a good chance you will revert to old habits.

Simply put, whether your goal is to build a rock-solid physique or a million-dollar company, it’s going to take more than 30, 60, or 90 days. Given the demands of most of these XX-Day Challenges the overall program is too demanding for many people juggling a job, family, and other aspects of life which leaves them feeling like they must choose between their health plan and spending time with family and friends. That’s not fun or sustainable.

Most programs will tell you what to eat, what to avoid, and how to train. But, if you think about it, most of us know WHAT to do. We just aren’t doing it consistently. Right? We do not need more information. In fact, we have too much information. We are inundated with it.

Most people have goals. They know what they want to do and what they wish to accomplish. Many people also have the knowledge, competency, and skill nailed down, but they do not follow through *consistently* enough to get the results they desire. **Most often, consistency is the limiting factor.**

Whenever you set out to improve your skills, change your behavior, or better your life, beginning in small, manageable steps gives you a greater chance of long-term success. Remember, you do not have to change everything all at once. **A tiny change adhered to *consistently* will be just as effective, if not more so, than a large one only practiced half-heartedly.**



Doing too much too fast not only overwhelms you, but it can also doom the effort to failure – thereby reinforcing the belief that it’s difficult, if not impossible to succeed. When you start with small, achievable steps you can easily master, it reinforces your belief that you can easily improve.

Each of us needs to find something that works for us, but that thing needs to be sustainable even after the challenge is over. The Moxie84 focuses on building SUSTAINABLE fitness, nutrition, and lifestyle habits that can be your foundation for taking control of your fitness year-round.

### HOW IS MOXIE84 DIFFERENT?

After trying countless different tools, self-help books, apps, journals, etc. I observed that the basis of most coaching models is to:

1. Identify a client’s wants and obstacles.
2. Identify ways to remove those obstacles.

While this is a good start, it has critical missing elements. What happens at this point is that this creates a temporary breakthrough, which feels good in the moment for the client because they seem to have this grand aha, but before long the old patterns will start rushing back. (Sound familiar?) If the coach doesn’t know how to facilitate deep, lasting transformation, then they must create the same breakthrough over and over again. I call this the fake breakthrough – or the *fakethrough*. Eventually, these temporary, feel-good breakthroughs will stop working.

My own experience has proven that knowing how to train, what to eat, and what not to eat is not enough. Motivation, willpower, and knowledge will not cut it either. The secret is to change someone’s experience without them having to remember to be different. When you are different without having to remember to be different, you are doing something like a neurological restructuring on an identity level. So, habits are not just something you do. They actually become who you are. This is the magic.

It’s not about willing yourself to go to the gym every day. It’s not about depriving yourself of the foods you love. It’s not about “white-knuckling” your way into a lean body or top athletic performance. *It’s about becoming the kind of person who chooses healthy living because it’s who you are.* When looking to make positive changes in our lives, we need to understand the role that our identity plays in driving our behavior. In other words, who are we being?



What percentage of people do you think lose weight and then gain it back within 6 months? Take a guess...

[Drum roll...]

98%!!! That's because they are missing this step. The diet / XX-Day Challenge mentality is based on deprivation. You get quick-fix results because you're able to deprive yourself for a temporary period. But eventually, inevitably, this method falls apart. Which leads to fu@k-it-all binges and despite all your hard work you gain the weight back (and then some). So, we can look at what the 2% of people losing the weight and keeping it off do. That's the category you want to be in.

### RISING ABOVE MEDIOCRITY

Someone once said, "If you want what I have, you have to do what I do." There are far more average / mediocre people in the world than there are successful people. Am I right? I came to realize that to reach my goals and be successful in any area of my life I needed to learn the difference between the highly successful people and the average or mediocre people. I needed to study the high achievers – their daily habits, practices, and routines – and do what they were doing.

Habits are formed based upon needs, wants, and desires. Whatever you truly want out of life (a.k.a. your "Why") is what shapes the behavior that directs your everyday actions. If you get up every day and just coast wherever events and situations take you, you're going to end up somewhere other than the ideal place. Average / mediocre people do not seem to understand that their life is a result of their habits and behaviors. Therefore, they do more complaining, making excuses, and blaming of others and circumstances, instead of recognizing the problems caused by their own actions.

In my research, I discovered one major thing which separates high achievers from average people: **intention**. Successful people understand that their lifestyle is dependent upon *their actions*. Therefore, they only implement habits that help them work towards bettering themselves. They understand that to become the best version of themselves, they need to live in alignment with their truth and steer their own path via daily habits and practices which prime them for success. In short, everything they think, say, and do is intentional and aligned with their purpose, their values, and their goals. Anything that hurts their ability to acquire success or derails their ability to remain successful is swiftly casted away.

Successful people also avoid "time wasters". Money isn't the only important resource for wealthy people. Time is crucial too. When we invest our time in anything, it's lost forever. Be choosy about the apps you spend your time with, too, instead of spending hours on end watching Netflix or scrolling through Instagram, Facebook, TikTok, Twitter, or YouTube. When you see time as the greatest risk of all, it will force you to become more aware of exactly how to invest your time.



*TIP: If you think you do not have time for this program / these new habits / routines, the first thing I would suggest is what I call a Time Diary. For a full day, capture your activities in 30-minute increments. You do not have to write something down every 30 minutes but try to keep up with it once an hour, so your recall is accurate. Obviously if you are doing something for a few hours – like sleeping – just fill it in when you can. You do not have to be super detailed. Just get the general idea. The goal here is simply to show how you spend your time. Then look for patterns and consider what to adjust.*

## THE RIGHT SYSTEM

As a longtime student of personal growth and development, I have been endlessly exploring ways to improve myself – physically, emotionally, mentally, intellectually, and spiritually – to look, feel, perform, live, and just BE better. Along this journey, I became frustrated that no matter how hard I tried, I struggled to achieve lasting positive results. Without a reliable system, I often had to rely too much on daily motivation and willpower to make the right decisions and follow the right behaviors that would benefit the different areas of my life. Anytime I made progress in one area of my life, I found I was simultaneously neglecting other areas and often felt out of balance. I would take one step forward and two steps back more often than I care to admit.

You are never standing still. Every choice you make (yes, *every* choice) is moving you closer to or further from your goals and the person you want to become. I came to realize that to make real, significant, lasting change I needed to be more intentional and deliberate with my actions. I needed a system that I could put into place to successfully introduce several key positive habits and practices to benefit different areas of my life and reinforce them to the point where they are “automatic”, eliminating the need for constant willpower and motivation – a system which would allow me to easily track my progress and record my small wins daily, weekly, and monthly, helping me stay accountable and focused, and in this way, build positive momentum and motivation to keep improving. **The Moxie84 is that system.**

The principles, practices, and habit development system outlined in this course are based on proven techniques and strategies and are the result of many years of learning and research which involved reading dozens of books, studying high achievers – their daily habits, practices, and routines – and of course my own personal findings through experience, trial-and-error, self-examination, and self-experimentation.

Although I am always a work in progress and never claim to have all the answers, my goal is to draw from my experience



and share what has worked for me, the specific actions I took, and the habit change strategies I employed that have allowed transformation to happen and resulted in lasting change. I want to share any details of my journey that may help you reach the same results in your life, even if your path looks slightly different from mine.

The exercises and practices throughout this course are designed to...

- Help you understand how habits work and teach you strategies you can use to build positive habits and eliminate negative ones.
- Help you successfully introduce several key positive habits and practices to benefit different areas of your life and reinforce them to the point where they are “automatic”, eliminating the need for constant willpower and motivation.
- Help bring awareness to areas that may be sabotaging your success that you aren’t even aware of.
- Increase your level of self-awareness, which is critical for personal growth, through reflection and self-monitoring practices.
- Easily track your progress and record your small wins daily, weekly, and monthly, helping you stay accountable and focused, and in this way, build positive momentum and motivation to keep improving.
- Stretch you out of your comfort zone, and challenge you to get curious and question how you are currently approaching your fitness, nutrition, health, etc.
- Gain clarity on the type of person you want to grow to become and build a strong internal narrative with behavior priming mantras that will support you in your journey.
- Make sure your mindset and beliefs are in full alignment with who you want to be and what you want to create in your external world.

## WHAT ABOUT NUTRITION?

With the Moxie84 system, I will help you to...

- Change your relationship with and attitude towards food and create life-long healthy habits
- Jump-start your metabolism
- End the vicious cycle and get rid of those addictive foods that leave you feeling toxic
- Reset your taste buds to desire healthier and more natural foods
- Eliminate your cravings for starchy, sugary foods
- Discover which foods are causing bloating, inflammation, intolerances, and weight gain
- Learn the basics of macronutrients and portion sizing and how to eat the right amount (in the proper balance) for YOUR needs and goals



- Learn how to meet your protein, vegetable, carb, fat, and calorie needs without having to count a gram or weight an ounce of food.
- Increase awareness of destructive habits, such as: overeating, eating too much of something and not enough of something else, life revolving around food, eating for fuel and function vs. emotional eating
- Identify what your cues and triggers are that stimulate a particular food response (desired or detrimental)
- Build habits that will ensure proper functioning of the body *and* foster a positive mindset.

By the end of the 84 days, you are going to have different rituals, different habits, and feel totally transformed in your body. And what we're aiming for here is not some quick-fix diet, but rather making those changes last. You will be empowered to become your fittest, strongest, healthiest self and you'll learn the habits, skills, and tools to stay that way for good.

