Americans have been programmed to believe diets don’t work because of the inability of the average person to stick to them, and their unwillingness to take responsibility for their own failure. Make no mistake: many diets work very well. Because an individual lacks the mental toughness to stick to a diet doesn’t make the diet any less effective. Fat people have a difficult time accepting responsibility for their own behavior, so they blame their diet. That’s no different than a college graduate begging for money on the street and then blaming the school for his failure to succeed. This delusional thinking is a hallmark of the middle-class mindset. World-class thinkers know the real problem lies in the thoughts, beliefs and philosophies of the individual. They know diets work, but people often don’t. Exacerbating the delusion of the masses are the weight loss companies telling people getting fat isn’t their fault. Of course, this makes fat people feel comfortable with their failures, and comfort is the most important thing to the middle-class consciousness. So in addition to unhealthy foods, they begin ingesting pre-packaged meals and magical pills that promise to turn them into the next supermodel. To add insult to injury, these diet companies have the audacity to brainwash the masses into believing losing and maintaining their weight will be easy and effortless. Fortunately for these companies and unfortunately for their customers, fat people want to believe this so badly they lie to themselves. Human history is filled
with examples of the masses willingly deceiving themselves into believing things that aren’t true for the sake of psychological comfort. They lack the mental and emotional toughness to cope with objective reality. All this self-deception eventually leaves the person frustrated, unhappy and fatter than ever. At the same time this preventable tragedy is occurring, fit people are taking advantage of brilliant diets and getting superior results.

**Fat Loser Quote**

"Make a decision to stop treating your diet like a hobby and start treating it like a battle you must win. Get tough and hold your feet to the fire. 99% compliance is failure. If you’re going to get fit, it’s all or nothing."

**Critical Thinking Question**

Have you bought into the middle-class belief that diets don’t work?

**Action Step**

Start telling yourself you have 100% control over your own level of fitness.
The enemy of great is good. The A student is disgusted when she gets a B. The track star who misses his time by a tenth of a second considers it a failure. A fit person who has any excess fat remains unsatisfied. Most people think 99% compliance spells success. Throughout the ages, the masses have never understood that the last 1% of the equation is where victory lies! It’s the difference between a world-class existence and a life of mediocrity. It’s the final push to greatness that allows people to join the ranks of the great ones and write their own ticket. This ancient wisdom applies in weight loss and fitness as well. All the glory is in that last 1% of compliance. The difference between 99% and 100% compliance is like the difference between an amateur and a pro. To the masses, it’s only an extra serving or a taste of dessert. To a world-class thinker, it’s the destruction of a habit, and the beginning or continuation of a habitual way of thinking that says; “I can go almost all the way and succeed.” Or, “I can cheat a little bit and succeed.” Fat people take this into everything they do, which is why most don’t get what they want. This baffles the middle-class mindset that says; ‘something this simple can’t be that important’. The masses are looking for the secret to success while it’s right in front of them. Fit people know the power of a fully committed, made up mind. They know doing 99% of what takes to succeed is a recipe for heartache and failure. 100% is the only number that makes sense to them, and unlike the middle
class, they carry this 100% philosophy into everything they do. That’s why they achieve goal after goal. Society lavishes these people with praise and riches because they are so rare. But the truth is, becoming one of them is possible for any of us. One of the first steps is making a decision to go 100%. Are you ready to make that commitment to your weight loss goal?

Fat Loser Quote

“If you were 99% faithful to your spouse, would that be enough for him/her? Getting fit requires 100% compliance, at least in the beginning. Once you hit your desired weight, 99% compliance may be enough to maintain it. But in the weight loss process, don’t delude yourself into believing you can cheat your way through. This is the same thinking that made you fat in the first place. Break all the other rules if you wish, but stay 100% compliant and you will lose weight.”

Critical Thinking Question

Are you deluding yourself into believing 99% compliance is good because it’s better than what you used to do?

Action Step

Ground yourself into objective reality by waking up to the fact that getting fit is an ‘all or nothing’ proposition. Get serious and succeed, or quit and stay fat. The choice is yours, but treating your diet like a toy you can play with whenever you feel like it and succeed is an exercise in self-delusion.
Integrity is the most underrated principle in the middle-class mindset. Most people understand the role integrity plays in relationships, but fail to recognize the impact of integrity with themselves. Fat people lie to themselves and don’t consider the self-destruction this creates. They plan their diet and cheat as soon as they need an emotional lift. They justify their actions by blaming other people, events, and circumstances out of their control. They know down deep they’re lying to themselves but don’t believe it matters. Fit people live by the law of cause and effect, which states that for every cause, there must, by law, be an effect. Breaking promises to yourself destroys your confidence and weakens your self-esteem. Fat people have lied to themselves so many times they no longer believe their own promises. This is why fat people say they will “try” to stick to their diet and “try” to exercise. Trying to do these things is how they got fat in the first place, and trying will keep them fat forever. Fit people don’t try; fit people do. They know doing is the only way. This is why your success in this process is mostly about getting mentally tough enough to stick to your diet and exercise program long enough to succeed. Fit people maintain their integrity with themselves by doing what they promised they would do, no matter how tough it gets. All the positive thinking platitudes, politically correct language or outright spin will never change the fact that to be fit and healthy you must be mentally tough, and doing what you say you’ll
do is the heart of the process. The choice is yours: maintain self-integrity in your diet and exercise goals or die fat. It’s up to you. People can support and assist you, but no one is coming to the rescue. This is a battle you must win for yourself. So make up your mind right now: what’s it going to be, fit or fat? Good. Now stop talking about it and go do something to back up your promise.

**Fat Loser Quote**

“In integrity is eating what you say you will eat. It’s sticking to your exercise regimen even when you think you don’t have time, or just don’t feel like it. It’s staying on track to become the person you know you can be. The masses think it’s optional. The great ones know it’s mandatory.”

**Critical Thinking Question**

Do you have the integrity to stick to the diet and exercise goals you’ve set for yourself?

**Action Step**

Take small daily steps to build confidence in maintaining your integrity. The more often you keep your word to yourself the more trust you will build.
Fat people are always postponing getting fit for some perfect time in the future. Self-delusion tells them their health is not at risk and they have the rest of their lives to change. The truth is, being fat is like having a ticking time bomb on your body without a time clock. This is especially scary for the morbidly obese, who are ‘whistling past the graveyard’. With their thinking grounded in objective reality, fit people have a sense of urgency about getting thin and healthy. Their mindset is to take action while they still have a choice. Good health can deteriorate quickly, and tempting fate is a gamble fit people aren’t willing to take. This sense of urgency is a critical component of world-class thinking, and fit people carry it into every aspect of their lives. Like many of the mental toughness secrets of the world class, sense of urgency is both a philosophy and a habit of thought. The middle class is famous for procrastination, especially when it comes to areas of life that are uncomfortable. If I’ve learned anything about people in the last 24 years of study, it’s that the downfall of the average person is an overwhelming desire to be comfortable. In the mindset of the masses, comfort is king. While the great ones are doing whatever it takes to succeed, the majority of the population is just trying to avoid pain. The sad truth is many people come to the end of their lives with feelings of regret for not taking more risks and going after their dreams. It’s difficult to maximize your potential when your primary focus is playing it safe. It’s no different with fitness. Fat people suffer the negative effects of obesity every day, but they somehow believe it’s easier than sticking to a healthy lifestyle.
diet and exercise program. Fit people are baffled by this lopsided trade-off, but it makes perfect sense to someone clouded by delusion. The solution is simple: stop promising yourself you’re going to get fit someday, and do it now! The clock is ticking. What are you waiting for?

Fat Loser Quote

“When you find yourself about to cheat, ask yourself this question: if you don’t stick to your diet now, then when? Next time? The time after that? All of us are on borrowed time, and when we’re done, we’re done. There is no second chance. The time to act is now. This problem must be solved, and it won’t go away on its own. As a matter of fact, it’s going to get harder every time you fail. Why not just solve it once and for all and move on with your life?”

Critical Thinking Question

Do you have a sense of urgency about getting fit, or are you tempting fate by deluding yourself into believing you have forever?

Action Step

Decide to get fit now instead of later. Not next week, not after the holidays or next summer. Do it now, while there’s still time. Do it now, while you still have a choice.
People who’ve made the transition from fat to fit have a secret few are willing to share, and that’s the impact getting in shape has on their level of sexual energy. This massive increase occurs physically, mentally, and spiritually. It’s no surprise that looking good makes you feel good, and this winning combination makes you more attractive to others. The middle-class mindset, rooted in fear and scarcity, rarely acknowledges this fact due to the mental and emotional baggage they’ve been programmed with about sex since childhood. World-class thinkers embrace this beautiful and exciting facet of human existence, and they embrace the idea of increased interest and pleasure. The benefits of increased sexual energy go beyond the obvious, because like any raw form of energy, it can be converted and focused in any direction you choose. Athletes have used this technique for years, and so have many other ambitious performers looking for an edge. Sexual energy is like a shot of adrenaline that heightens your awareness and keeps you focused. Think about the physical, mental and emotional intensity that occurs before a sexual encounter and imagine harnessing it to be directed toward a business or personal goal. Fit people who use weight training also experience heightened levels of sexual energy and are able to use it to increase their strength and stamina. Being fat has the opposite effect, which is one of the reasons so many couples experience problems in their sex lives. If you’re fat and disgusted with yourself every time you
look in the mirror, the last thing on your mind is sex. And if both partners are fat, the problem is compounded. I mean, really: who wants to have sex when they can barely handle seeing themselves naked? Since the media sells advertising to companies patronized primarily by the middle class, you won’t hear much about this phenomenon. That doesn’t mean it doesn’t exist. Just know this is yet another benefit that awaits you when you join the ranks of the fit.

**Fat Loser Quote**

“Getting fit will reignite your sex life like nothing else. There’s nothing like getting in tune with your body. Your increased energy, vitality and self-esteem will positively impact your love life on every level.”

**Critical Thinking Question**

How much pleasure are you sacrificing in your sex life because you’re fat?

**Action Step**

Let go of the delusion that being fat isn’t hurting your sex life. Fat is a major turn-off, and being fat reduces your sex drive and inhibits your performance.