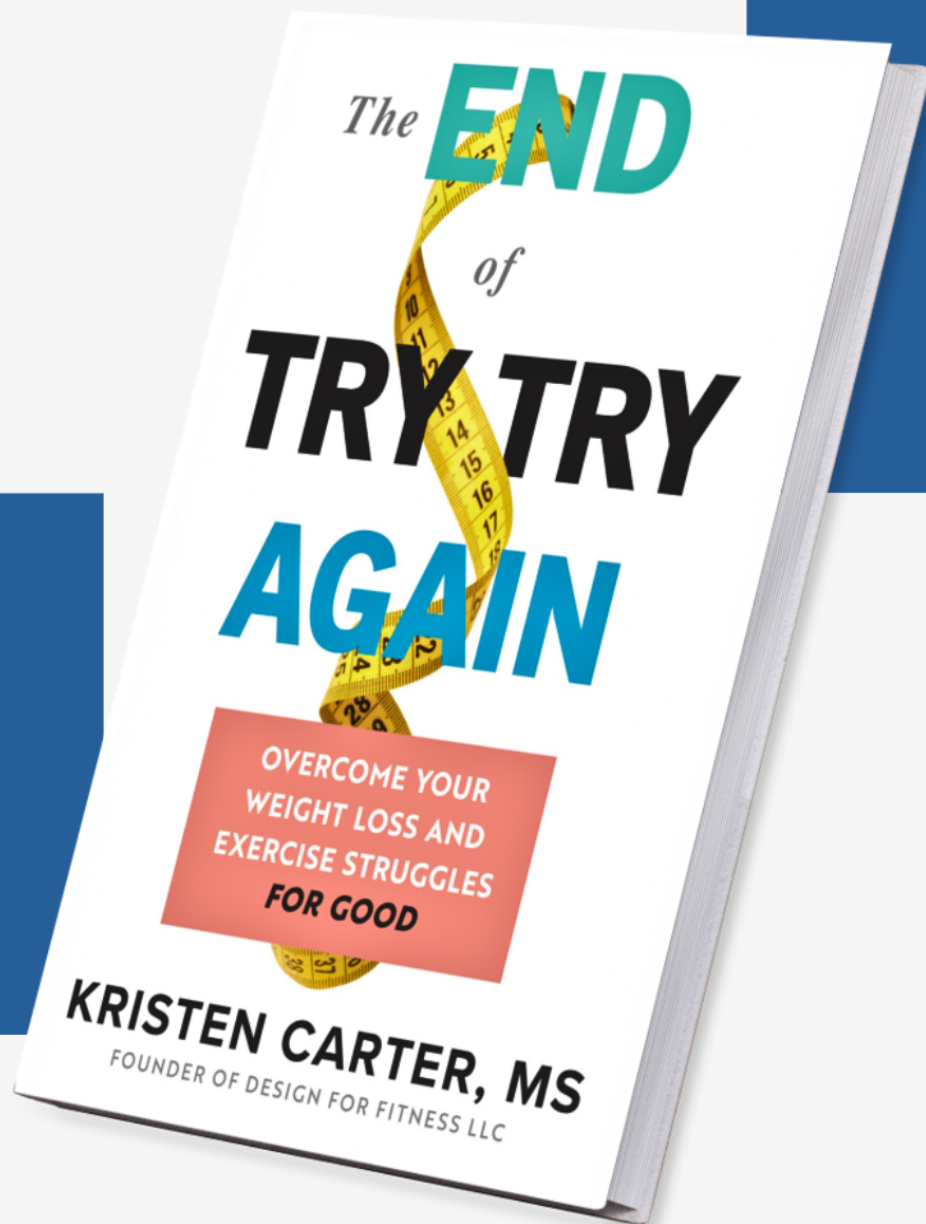


Kristen Carter MS



Discover how you can choose an acceptable lifestyle that balances desire with health. Find a way that allows YOU to be in control of your choices, and discover solutions that fit into YOUR life.

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The End of Try Try Again

Excerpt

Introduction

Research tells us that at any given time, 40% of adults in the United States are on a diet. Other research tells us that often people have gone this route three, four, or five times in a year! That indicates two things: Many people want to lose weight, and many have failed to do so, again and again.

The statistics on attempts to exercise regularly are a bit more elusive, but it is evident that only about 20% of adults in the United States are getting the recommended amount of exercise per week (150 minutes of moderate or 75 minutes of vigorous). Many, many people have tried to exercise more, only to give up sooner or later.

What's going on here? Why do weight loss and exercise efforts so often become a case of "try, try again"? Is there any way to end this cycle?

This book explores those questions. And (just so you know) the answer to the last one is "Yes!"

The gist is this: Eating and exercise are both very complex behaviors that involve culture, family, social experiences, emotions, and how our brains respond to cues. These behaviors become part of our identities and how we perceive what our abilities are. They are deeply ingrained and constantly reinforced through daily routines. Most of us can't just decide to make sweeping changes in these areas and succeed by willpower alone.

But changes in diet and exercise are worth making! Each person has their own reasons for wanting to make some changes. Often, we just want to feel and look better. That's great! No matter what your reasons are, there is a huge win when it comes to your health. This book will show you exactly how losing weight and exercising more can positively impact your health. It's another big reason to do this for yourself.

This book offers a different approach to eating right and exercising more. It begins with understanding how our brains and bodies work. Knowing HOW our habits form makes it easier to change them. And knowing WHY our bodies need nutritious food and regular exercise builds motivation — a lasting motivation based on personal values, rather than passing fads.

With that knowledge in place, we move on to solutions. We start by looking at what you are doing now, and why. Then we formulate a strategy for replacing some of those habits. Not all at once! Slowly and gradually, one small change at a time. We use what research has taught us about habit formation to create new, healthy behaviors that are lasting and permanent.

As you read the chapters that follow, I challenge you to keep an open mind. Be ready to learn some new things (I promise to keep it simple) and ask yourself some hard questions (I promise it will be worth it). When we're done, you'll be ready to apply new tools and strategies to become the "new you" that you envision. This book is here to help you each step of the way.

The Truth About Habit Change

Our habits are very dear to us. When it comes time to change them, we tend to resist. Even if we want to change a habit or two, it can feel like too much effort. It's not that we are lazy or don't have enough will power. It's simply the way our brains work.

Brain science tells us that we are built for efficiency. The things we normally do in our lives are actually reinforced somewhere in our brains each time we do them. That's so we don't have to actively think about every little thing that we do. Our brains are great at putting us on auto-pilot.

That's the good news and the bad news. It means we have to work with our automatic habits if we want to change them. But it also means that once we do change them, our new habits can become automatic. As you will see, changing complex habits like how we eat and exercise requires a comprehensive approach.

Awareness Is the First Step

Given all this, it is not surprising that when you start to think about losing weight and exercising more, it can feel like way too much to do.

Knowing how and why your brain fights changes like "diet and exercise" is a good start toward understanding why change can be so hard. Just giving yourself this new perspective is an excellent first step toward approaching change in a whole new way. It is a new lens that can get you to your diet and exercise goals.

ABOUT THE AUTHOR



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Exercise Physiologist
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Kristen is the founder of *Design for Fitness LLC* and has been working in fitness and nutrition for over 30 years. She is the author of *The End of Try Try Again*, and its companion *Action Workbook*. She is the creator of the popular Design for Fitness Health & Fitness Blog, and the **Psychology Today** Health and Human Nature Blog.

Kristen re-examines the tools we have been using to lead healthier lives by taking a fresh look at some of the challenges we face. She studies the obstacles posed by our environment, such as fast food, body images promoted by the fitness industry, commercialism in gyms, and pressure from those selling the latest diet or fitness fad.

She takes into account the realities of our busy lives and current lifestyles. She keeps close tabs on research in body/brain chemistry and human behavior as they affect diet and fitness.

Kristen holds an M.S. in Exercise Physiology from Temple University. She is a Certified Precision Nutrition Coach, Certified Personal Trainer, and Certified Titleist Golf Fitness Specialist, and is trained in Lifestyle Management and Weight Control, and Health Coaching. Kristen has been on national podcasts, live radio, and You Tube interviews. She is a public speaker, workshop leader, and author of numerous articles through her blogs. She can be reached at designforfitness.com

