



*60 day dream body*

**Reach your goals  
automatically,  
as if by magic**



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## **Lose weight without relying on your own will power**

What causes permanent change? If your goal is to achieve long-lasting change in your own life, there's only one way to persevere and reach those goals!

Raise your standards!

I'll tell you what I always tell my clients: if you want to know how to change your life, I can tell you in three words. As boring as it sounds, the answer is to raise your standards.

So what does that mean? It sounds simple; raise your standards. When I tell people this, they frequently respond by saying: well, thanks for your revolutionary idea ... and thanks for wasting my time!

But think about it. Achieving permanent change is different than just pursuing a goal. You won't always reach your goals, but you will always achieve your standards.



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Maybe it will help if I explain the concept of a “standard” another way:

People are always telling others what they “have to” do. Bosses, parents, teachers - they give commands, not suggestions.

But if you think about it, most people also carry around long lists of “shoulds” in their heads - don’t they? Your list of “shoulds” might sound something like this: “I should lose some weight,” “I should work out more often,” “I should be better about returning calls and emails,” “I should get to the office earlier,” “I should trust people more easily.”

No matter what’s on your “should” list, it probably sounds like the resolutions everyone makes at New Year’s. Making resolutions is totally normal - but in most cases they turn out to be disappointing because you know you won’t follow through on them.

But when you really make a decision to go for something it becomes a “must” for you - an absolute must - and you cut off all escape routes that could stop you from completing it ... You promise yourself: I will find a way, and I will accomplish this goal.



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People who make decisions and set their intentions to complete them raise their standards. They convert their goals from “shoulds” to “musts,” and they find a way to stay the course.

Think about your own life. Is there some area of your life in which you want to raise your standards? Is there some goal which, if you reached it, would change your life forever? Maybe you wanted to give up smoking at some point, and spent years and years trying to quit. You told yourself: “I should.” And then, one day, something happened. Something clicked inside you.

Something brought you over your hurdles. You said to yourself “No more!”

That was a totally different type of experience, wasn't it?

Something shifted inside you and transformed a “should” into a “must,” leaving no way back. Can you think of an example of this kind of experience in your own life?

Did you use to smoke cigarettes, eat some kind of unhealthy food, drink too much alcohol, but eventually said to yourself: “enough is enough!!!”?

You simply didn't practice these habits anymore - you made the decision not to rely on your willpower anymore.



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In that moment, when something clicks inside you and your goals become your “musts,” you don’t have to use willpower.

The goal becomes a part of your identity.

I’ve learned something over the years: if a goal isn’t part of a person’s identity, he or she will rarely act on it. If they do, they will only do so in a half-hearted way and will give up again relatively quickly.

People are always saying things like:

“Well - I try so hard to give up smoking, but to tell you the truth - I’ve been a smoker my whole life, and I’m still a smoker.” That person knows that his days are numbered, but he keeps coming back to smoking because human beings act according to who they believe themselves to be.

Here’s what I’ve learned: the strongest force in human personality is the need to act in accordance with the way we define ourselves. If you define yourself as a person who is mature, you might say you won’t act crazy or do anything stupid anymore - unless, of course, you’re drinking. Then you might tell yourself: “The alcohol made me do it” - but in the end, you know you yourself are at fault.



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The alcohol simply gives you permission to be yourself - it becomes an excuse. If you are acting crazy or doing something shameful or foolish, you aren't behaving in a mature way. Your behavior doesn't match the way you define yourself.

People often say "I would never do that. I'm not that type of person." And I always ask them: really? When did you define yourself? I mean, how long ago was it that you started determining what you can do in your life and what you can't do? How many years ago exactly?

When most people look at the way they live their lives today, they see that their habits are based on a series of standards, convictions, and decisions they made 10, 20, or even 30 years ago. So often, people make decisions when they are very young about what kind of person they are or what they are capable of - and these decisions become demands that control their whole lives.



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Here's a story that might sound like a kitschy metaphor - but it's true. I can remember visiting the circus with my family. They had this huge elephant, and we watched the trainer take a little rope, place it around the elephant's neck, and tether him to a little stick in the middle of the arena.

And when I saw that, I knew that the elephant was powerful enough to tear down the whole tent without batting an eye - but he didn't fight. He didn't even try to resist.

Why? Because the elephant is conditioned. The trainers conditioned this elephant when he was a baby. They trained him to act like this. When he was a small elephant and didn't yet have the strength to fight back, they put a big rope around his neck and tied him to a huge post in the ground, and the elephant fought and fought and fought, to no avail.

And one day, after he'd tried it enough times without success, he finally decided: I am incapable of pulling up this post. If an individual has defined his identity like this - in our example the individual is an elephant - he won't try any more. I am what I am, and this is how my life is. This definition becomes his guiding principle.



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I want to ask you to examine yourself to find out where conditioning has set limits on your abilities, and to ask yourself: "When did I decide to accept these limitations?"

When did you begin to accept that you are overweight, instead of having your dream body?

You might not even perceive it as a limitation. You might think to yourself "this is just how I am."

This is just a way of saying that you've spent your life trying to be a certain way in order to avoid mistakes, to make people like you or respect you - but it isn't necessarily who you really are.

Most of us have no idea who we really are.

A large percentage of my work consists of bringing people to the point where they can act spontaneously without thinking - this is when they show me who they really are, when their energy awakens them to a new kind of life.

And when you do that - when you start to reconnect with your true self - you will suddenly have access to a new kind of energy which creates higher standards for you in every area of your life you want to change. That's the ultimate goal of this program.



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When I talk about standards or about the contrast between “shoulds” and “musts,” you should think about your own life. I know there are areas of your life in which you achieved something that raised your standards and changed your life. Whatever people have achieved is bound up with their identities - they live those experiences every day.

We live in accordance with who we believe ourselves to be. That’s how it works.

I’ll give you an example. Look at your body. Your body today is the absolute mirror image of one thing, and one thing only. It’s not your goals, and it’s not your ideals - it’s your standards.

This is the identity you’ve given to yourself. If your standard is to be an athlete, then your body has a certain amount of power, muscle tone, and energy which are available to you because this is who you are. You have to do everything necessary to preserve this identity.

I’ll say it again - the strongest force in the human personality is the need to remain in harmony with the way we define ourselves. When you know who you are, you know how you will act.



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As soon as you have become caught up in an identity, your mind will find a way of keeping you there. If you say: "Well - I'm overweight, I've always been overweight, I must have big bones," and this is the story you tell yourself, then you will always find a way to return to it. It's your starting point.

This is your identity, to which everything else is connected. If you see a person who is in great shape, you might ask him: "Do you work out?" You know the answer: "Yes." "How often?" He'll say: "Three, four, five times a week," or something like that. In a seminar, I ask people who work out at least five days a week to stand up. And you look around and you know that they work out five times a week because you see it in their bodies.

Without action you won't get any results. You need to turn action into ritual. A ritual is an action you perform consistently and regularly.

Are you smirking right now? About people who find the time to work out five days a week? Do they have more time in the day than you do or any other person doew? Of course not. Do they have less to do than you? Of course not. It's simply a must for them. They have to work out like this, so they do it, and their



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lives have changed because of it. I didn't say you have to work out five days a week. I am just saying that if you really want something, you have to do it consistently and make it your standard.

It all depends on how you define yourself. To define yourself by thinking "I am what I am" is simple, and it doesn't change your identity. It just perpetuates it.

You have to make a decision, not just set a goal for yourself. Losing ten pounds doesn't sound nearly as inspiring as a vision like "I'll get back to my fighting weight," or maybe "This year, this month, or in the next 90 days - I'll reshape my body. - I'll try a new challenge. - I'll find techniques or strategies. There are millions of things I can try out on myself." Or "I want to feel younger, stronger, and more dynamic than I ever have before."

These are the visions I choose for myself, because I want the energy of my vision to have a real effect on my life - it's tough out there, and I want to be stronger than I ever had before. I want to stand in front of the mirror and not laugh at myself when



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I'm naked. I want to look at myself and see a good reflection of who I am - to be proud of what I see.

Whatever you do, a part of you might always be laughing, or at least smiling. Some things will bother you, but others will bring you to another level. When you identify yourself in a new way, you'll come into a new part of yourself every day and find a way to make these experiences the true standard in your life.

The same thing goes for money. Think about it. It doesn't matter what's happening with the financial markets. People who make money will find a way to keep earning money no matter what. Right? I mean, most people have the standard of just paying their bills. And they find a way to do that, even in financially difficult times. People for whom this is an absolute standard will find a way to accomplish this.

The standard for most people is paying their bills. And most of them do it. Some people don't just have the standard of paying their bills, but also of taking care of themselves and their families, and maybe also helping out some friends, and they find a way to do that. Even if they live in a family that doesn't have



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enough money and might not even have enough money to pay its bills, they do their part. And if you are in a situation where your mother, your father, your sister, or someone else gets sick and there isn't enough money for the treatment, and no one else has enough money to help out, you would still find a way to get the money you need to care for your mother or father - wouldn't you? And to keep paying your own bills. You couldn't do it before. Why not? The situation raised your standard. Not everyone would behave the same way. Another person in the family might have the money but still not care for their mother.

In the end, my friends, it all comes back to your attitude. Changing your life means changing your attitude. You can't control the outside world, but you have absolute control over this one thing - if you recognize the dynamics which shape who you are. And identity is a matter of simple, clear, basic awareness - when you begin to change it, everything else in your life will change.

So start forming a new identity for yourself right now. You don't need to know how to do it yet. The beginning of your process is



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about recognizing who the person is who has achieved your dream body. What is this person like?

Anything you put after the words "I am..." or "I did..." will determine your identity.

So, who and what are you?

Are you lazy, fat, or suffering from big bones? Or are you a person who is fit, healthy, and full of energy? This has nothing to do with how you feel today, it has to do with how you want to feel!

**So, who do you want to be?**

**Write it down as though it were already the truth. Instead of "I want to be..." write "I am...", "I did..."**

**Go ahead, write it down! Results come from action, not from reading or listening. If you form an identity in your head and if you read what you wrote down to yourself multiple times every day OUT LOUD, your subconscious identity will change and will help you to conform to this image of yourself.**



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**You will achieve your dream body without effort. The first thing you have to do is simply write down who you are and read it OUT LOUD to yourself every day, repeating it to yourself over and over. It will take a couple of days, but then you'll be operating on auto pilot.**

Just think of it like a children's merry-go-round. You need to push hard to get it started, but once it's turning you only need to give it a little shove now and then to keep it turning around and around with almost no effort at all ...

So, who and what are you?

Are you someone who is fit, healthy, and full of energy?

I'm not talking about how you feel today, I'm talking about how you want to feel!

**So who do you want to be?**

**Write it down as though it were already the truth. Instead of "I want to be..." write "I am..." , "I did...".**



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The basic premise is that when you start to change one thing, you start to change everything in your life. Most people have more than enough money to do what they want, when they want, where they want, and with whom they want. If it's a "must" for you, you'll find a way to do it. I know it sounds simple, but it's true.

Someone once said that you could take all the money out of society, even from people rich and successful enough to be philanthropists. But it wouldn't take too long before the successful people had their money back. Not because they're manipulative, but because it's their standard. Don't misunderstand the term manipulative. What I mean is that successful people would have the same standard in their minds, and would find a way to become successful again. My message to you is to take these three magic words to heart and live according to them: Raise your standards. If you really want to do it, I'll tell you the most important secret. Have you done it? Have you ever told yourself: I'm raising my standards?



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You might think - Ok, let's go. I'll make a lot of money, I'll change how my children behave, I'll work on making my relationships the best they can be, I'll change my body - or whatever. But if you don't have any motives that are strong enough, then you will miss the chance to be motivated and you will fail. It's because you haven't secured your standards, you haven't created the basic conditions necessary to make them a reality. The basis for making standards a reality are rituals.

The key to success is breaking up large tasks into small pieces, into little things you can do every day which give you the momentum to easily be successful.

This method ensures you don't feel overextended, and by accomplishing small goals you can experience victory day after day, every day.

With these experiences under your belt, you won't worry what happens in the world around you or what kind of food someone puts in front of you. You'll feel your strength deep within yourself.

This isn't an artificial feeling. It comes from within you, and it works. Rituals define us. Look at all the results in your life - they come from your rituals. It all begins with the standard you set for



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yourself and your life, and then you create daily rituals, allowing these to automatically lead you to success!

For example: when you're in the place where you want to be physically, you will have totally different rituals than you would have if you hadn't reached that physical goal.

People who are overweight have completely different daily rituals than people who are physically fit - and we all know it.

You get up in the morning, and what's the first thing you do if you're a fit person? Your running shoes are standing by the door and you slide them on. It doesn't matter how you feel, you put your shoes on, tie them up, and start your run or your ritual morning workout.

If you're overweight, you'll turn over and act out a totally different ritual. You want to just hit the snooze button and go back to sleep. You lay around, get your coffee or whatever - your tall iced mocha. You stop at Starbucks to get your cinnamon roll. Even though you know that these are the things responsible for making you look the way you look, and the reason you so often feel bad in your own skin. But if you haven't worked on changing your standards, you'll fall back into your ritual and eat the muffin...



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If you have a great, passionate relationship, you'll have different rituals when you come home in the evening than someone who has a lousy relationship. When the person with a failing relationship comes home at night, the first thing he does is to get on twitter or write an email or curse at the news, or maybe to not even go home at all. But what kinds of rituals are those? You can imagine the effects these rituals would have on your own relationships.

Whenever I study successful people, the first thing I pay attention to is the types of standards they have set for themselves, and then what kind of small daily rituals they follow.

You should always think of it this way: success and failure aren't monolithic events. They depend on little daily rituals which add up to big results over the course of years.

And success doesn't happen over night or all at once; it is the sum of all these small things. Success means having a vision. Success means making it a mandate. Success is living every day based on motivations strong enough to see and feel.



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Success is understanding that I am here to grow and to become a better person.

I am here to give the world more than just myself. Success is caring for others. Success is calling someone up or sending them a message to say “I love you” in the middle of the day for no reason at all.

That changes your relationships. To have a ritual of being funny, acting crazy, and creating surprises. How many relationships today are dead because they don't have any surprising rituals anymore? You need some rituals that keep up your interest in life, because no one will give you a better life than you yourself will.

All of these little things are what result in success. You see it in business with people who give more than anyone expected. All of the little things they do make people say: “Wow, this is really someone I want to do business with.” The same principle applies in every area of life.

When you're looking at someone who's really successful, you want to say: “Wow, he's just incredibly brilliant.” Have you looked beneath the surface?



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What are this person's standards and rituals?

I read an interview with Michael Jordan, the world class basketball player - in my opinion, the best who ever lived, a man who achieved incredible feats at the high point of his career. Behind the scenes, someone asked him what had caused his success.

What is it? Is it God-given talent, ability, skills - what is it?

"You know," he said, "I can't even really throw all that straight ... I have a lot of talent, a lot of God-given talent, and a lot of experience. I really worked hard, but the truth is that it's my standard."

He said: "every day I demand more of myself than anyone else expects of me. I'm not competing with anyone else, I'm competing with my own abilities and standards."

A magical formula, since most people set their standards low. Why? Because you spend your time with friends who have low standards, and eventually become like them.

Do you ever watch daily TV talk shows? You see the people on these shows and you wonder - where do they find these people?

Why do people watch this kind of useless crap?



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I'll tell you why they watch it. When the audience looks at these freaks, they think "compared to these people, my life is really good."

If you think like that, you don't need to change your life or take any kind of initiative. The only thing you need to do is find someone with a low standard and feel satisfied that you're better than them and you don't need to do anything. If the guy on TV is fatter than I am, I don't need to change my habits...

But this good feeling is an illusion. The only thing that will make you happy in the long term, my friend, is to stand up - to set your standards higher - to find out what you're capable of and to feel the power you have within yourself.

To overcome whatever is holding you back and to get to the other side - to your true self. That's what the game is all about.

Look at the best athletes in the world - any of them. Tiger Woods - what's his vision? To win golf tournaments? No - to be the best who ever lived. That's his goal.



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That's his vision. But he achieves it by basing it on rituals. If you have only a vision and no rituals, you may as well stop lying to yourself.

His rituals consist of doing things which no one has ever done before. He started to lift weights. What other golfer lifts weights? None of them. He went out and changed his swing when he was the best in the world because he decided that to be the best who ever lived, he needed to change his swing. If you understand anything about golf, then you'll know that you don't change your swing once you're already the best.

But he went out and re-taught himself so that he could get even better results than other golfers. How many people work on their good results to become even better?

It's unbelievable. Take a look at someone like Michael Phelps, who won seven medals for swimming in 2008, which I believe only two people in history had ever done.

If I remember correctly, he won seven gold medals in one season. And so here's a guy who already has six medals in his pocket, is totally exhausted, but he takes off and wins in the last lap. I'm sure you remember. And how did he win? By a hundredth of a



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second. Do you think it was his long experience that led him to the win, or was it his standard, which told him: "this is who I am. I am the champion and no one can take it away from me." And somehow, in this last millisecond, this last hundredth of a second, he drove himself on to beat his competitors.

So what's your standard? Your standard is the least amount with which you will be satisfied. If your standard is a spongy body that barely lets you climb the stairs, then that's what your reality will look like.

But if your standard is a firm, sexy body, full of energy, power, and strength - what do you think your body will look like?

How can you create a new standard for yourself? You decide on it! Make a decision! Detach yourself from any other possibility. Burn the boat you rode to the beach and set out to conquer your island.

Do it even if the body you have today doesn't match your standards. If you determine your standard today and then lay out



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small daily rituals which support this standard, your body will transform as if by magic in a very short time...

This program is full of suggestions and workouts, nutritional ideas and sports exercises you can make into your daily ritual.

You'll have rituals regardless. The only question is: which ones will they be? And will they lead you to your dream body or to a place of constant dissatisfaction with yourself?

What rituals are you starting today? Will your journey begin by climbing the stairs to the 6th floor today, instead of taking the elevator?

By riding your bike to work instead of driving?

By starting every day with a veggie shake instead of with coffee?

By taking at least 10,000 steps a day?



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What's your standard, and what are the rituals that support it?

Write it down, and stick to it!

Think about it - results and achievements come from actions, not from reading or listening! So let's go - sharpen your pencils and get writing. Writing everything out will bring you a sense of clarity, and your results will come much more quickly than if you just thought about them!

So here's my assignment for you, if you want to complete it. If you want to move on from reading and listening into action, here are some simple things you can do.

**Number one - write down how your life is in this moment in the most detailed way possible. You might say "well, I'm 13.5 pounds overweight," depending on what your weight or your situation is like, or "my body is so fat," or "I wake up every morning feeling exhausted."**

**Write down the truth about where you are right now in your life so that you can get a clear picture of your situation.**



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**Just write down the truth about what's going on in the area in which you want to make a change. Write it like it is.**

And then comes the second step, which requires you to be completely honest with yourself. What are the rituals which have brought me to this point. No matter what results you are receiving - even if you don't like those results - there are some rituals which are keeping you in this place.

There are rituals about what you eat and don't eat, how you move or don't move, how you sleep or don't sleep.

There are tons of rituals that might cause you to perceive a lack of variety or of flavor or of energy or of concentration in some area of your life.

There are multiple things you do - it's generally not just one thing. You should list a whole group of small things which you do on a regular basis. Just write down all the rituals you have.

And then you'll take the third step. What do you want? What's your vision? Be concrete about this. "I want to get back



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to my fighting weight. I want to be as strong as I've always felt." Or whatever your vision is. Be concrete.

And then the last step, number four: what are the rituals which will bring you to that point? What do you have to change every morning in order to achieve this kind of energy and strength? What do you have to do? How often will you work out? On which days will you work out? At what time? A ritual is something you do constantly, out of habit, at a set time, so that it becomes automatic.

Let me tell you something. The energy you feel today about starting this program won't last, but a ritual will last your whole life. I'll bet that right now you have rituals in your life you've been performing for years, even though they aren't beneficial to you.

Understand this and wake yourself up. If you want a new life, you don't have to start on January 1st. Begin today - just start and see what happens; find out how simple it is and what amazing transformations and results you can achieve by only adopting a few small rituals.



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**Don't do all of them, just do two or three new things.**

**Do you know what will happen? You will start having impulses. Once you've started disciplining yourself in one area of your life, you'll feel yourself begin to do the same in other areas.**

**I always like to remind people of something a teacher of mine once told me.** There are two types of pain in life. There is the pain of discipline and there is the pain of regret. And while discipline only weighs a few ounces, as my friend Jim Rohn taught me - regret weighs tons.

When you make changes yourself to your own life you will be proud. No amount of money or praise from other people can replace the feeling of pride you'll have in the knowledge that you have taken back control of your life - that you've brought your already great life to the next level.



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So I ask you now - what do you want to change? What's it really all about? What are the rituals which will get you there? You'll need to do a little homework. If you're not sure, then ask the people closest to you. They'll tell you what your rituals are.

What do I really want? What are the rituals that can get me there? Once you've decided that, bring yourself to the point of action where you can begin these rituals yourself.