

# Weight Loss-R<sub>x</sub>

Happy New Year!



I have always loved starting a new year. There is something so

[Back to edit](#)

## Email Preview

 Desktop

 Mobile

[Send a Test Email](#)

## Inbox Preview

Use Inbox Preview to see how your email will look in the top apps and devices.

[Use Inbox Preview](#)

cleansing and refreshing about it. Turning the page to a new year fills me with hope and excitement. And who doesn't love making new year's resolutions? Resolutions can be a great way to accomplish goals. But if we go about it the wrong way we can sabotage ourselves before we even start. How? Well, if you are like me, your resolution list might look something like this:

- Lose weight
- Save more for retirement
- Be more understanding of others
- Start a non-profit to help the community
- Exercise for an hour a day
- Volunteer at the animal shelter
- Get a promotion
- Install solar panels on your roof
- Install solar panels on your neighbor's roof
- Learn a foreign language
- Finish a half marathon
- Make new friends
- Go on a dream vacation
- Eat nothing but organic, locally grown and ethically raised foods
- And on, and on, and on.....
- 

Uh huh. Right. In the real world, this is what usually happens by the following December:

I can't believe it's been a year since I didn't become a better person.





In reality, only about 8% of us actually wind up keeping ANY of our new year's resolutions. Now before you get too depressed, that doesn't mean we shouldn't even try. It just means that we have to do something different than we have always done before.

So what is the secret? Well we've all heard what experts say about this. "Keep your resolutions realistic. Don't be too hard on yourself when you fail. Stay at it. Prioritize your goals. Reassess.", etc. The problem is that we all know this, and still only 8% of us keep any of our resolutions. So here are the top five things you should do if you want this to be the year you finally make a serious change.

## 1. Make Only One Resolution!





Making just one resolution may sound crazy, but it works. Every resolution you make past the first one cuts your chances of succeeding in half. Only a super human could keep all the resolutions most of us make every year. So all you are really doing is planning for failure. If you're really honest with yourself, you know full well that by the middle of February you'll be saying "Hey, I can't do all of them, but at least I did one of them, sort of." Which means you did the super easy one that you didn't really care about anyway. So instead of an impossibly long list of resolutions, pick the one thing that is most important to you and focus on it like a laser beam. Do nothing but that one thing. Master it. Own it. Practice it until it's ingrained into your DNA. Then and only then, if you want to tackle another one, great. Go for it. But never, ever start a new one until you've conquered the most important one first.

## 2. The Carrot or the Stick? (Reward vs. Punishment)





What if I offered you the following bet? I'll flip a coin and you call it in the air. If you're right, I'll give you \$150. But if you're wrong, you give me \$50.

Mathematically, this is a great bet. It's a 3 to 1 payoff in your favor. Saying yes should be a no brainer. But the majority of us would turn the bet down. Why? Researchers blame it on what they call "Irrational Loss Aversion". They find that if the average person loses something they already had, they think it's worth almost 4 times as much as they do if they earn that same thing but didn't have it before. It makes no sense, but that's the way our minds work.

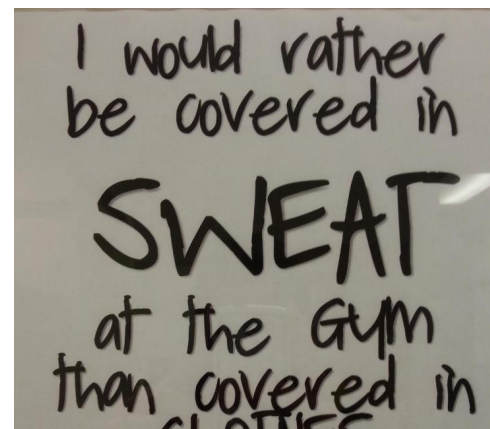
As far as resolutions go, it means we are much more motivated by punishment than we are by reward. So instead of promising to reward yourself for keeping a resolution, punish yourself if you don't. It sounds harsh and it is. But by more than a 3 to 1 margin, punishment works better than reward. The reward still comes, just later, when you accomplish your goal!

### 3. Surround Yourself With Visual Messages





The human brain responds to the messages we get from our surroundings. Whether those messages come from a spouse, things we see and listen to on TV, the radio or the internet, from our friends and co-workers, or even our own internal dialogue, the messages we allow into our minds have a profound impact on what we subconsciously feel, think and do. So manage the message! One of the most effective ways to do this is through visual stimuli. You can do it with either positive or negative imagery but here, positivity seems to win the day because positive visual images tend to motivate us to action, while negative images make us retreat into inaction.





#### 4. Don't Tell Anyone!



This one seems really counterintuitive to me. You would think that boldly proclaiming our resolutions to other people, especially the doubters, would put more pressure on us to actually do what we said

audience, would put more pressure on us to actually do what we said we were going to. But it turns out that the human brain often mistakes talking about something for actually doing it, and simply telling other people what we plan to do partially makes us feel like we've already accomplished it. Psychological studies show that if we tell others our goal, we will work, on average, about a third less hard on that goal than we would have if we'd kept our mouths shut. Ah, humans. Is it any wonder we have such a hard time with this stuff? Anyway, if you would like to watch a really interesting Ted Talk on this topic click [here](#).

## 5. Realize That You Actually Can Be A Rock Star



Motivational speakers and politicians are fond of saying that, in America, you can do whatever you set your mind to. That if you want to be president, you can. If you want to be rich beyond your wildest



to be president, you can. If you want to be rich beyond your wildest dreams, you can. If you want to be tops in your sport, you can.

Let's be realistic for a moment. Most of us will not be the President. Most of us will never be the CEO of a Fortune 500 company. Most of us will not find the cure for cancer, spark a revolution, throw a football like Tom Brady or sing like Beyonce. If it was that easy we'd all be rich and famous.

But..... almost any of us can be super fit if we put our minds to it. We can be a healthy weight. We can live happier, healthier, longer lives. We can look great and feel good about ourselves. This is one of those extremely rare things that will make others envy us yet is entirely within our own control. I am not saying it is easy, and that's why the vast majority of people will never do it. But you can do it, and the fact that almost nobody else does it makes it easier for you to stand out. You can be elite. You can be a rockstar!

## Exciting New Offer for Weight Loss Rx Patients

*We have decades of experience with **Botox** and dermal fillers (like **Restylane** and **Juvederm**) and would like to offer you 15% off your first visit. Ask us if you'd like to learn more about how Botox and fillers can help you look as great as you feel.*

## Get Your Next Visit Free!

*We really appreciate referrals. For each person you refer you will get 50% off your next visit. Refer someone and your next visit is only half price. Refer two people and your next visit is free. Four referrals and the next 2 visits are free, etc. We have several ways to make this really easy for you. Ask if you're interested.*

Sincerely,  
David J. Barnes, DO  
Medical Director, Weight Loss-Rx

DrBarnes@WeightLoss-Rx.com  
[630-870-1842](tel:630-870-1842) (call or text)

# Weight Loss-Rx

PHYSICIAN ASSISTANT

# Feel Great, Look Incredible

Weight Loss Rx | 55 South Main St., Suite 345, Naperville, IL 60540

[Unsubscribe {recipient's email}](#)

[Update Profile](#) | [About our service provider](#)

Sent by drbarnes@weightloss-rx.com