

V I R T U O
F I T N E S S M A S T E R E D

MINDSET GUIDE



www.virtuofitness.com

Medical Disclaimer

There is a substantive body of evidence surrounding the benefits of mindset exercises. However, they are not suitable for everyone. Accordingly, if you suffer from epilepsy, a mental health condition, or have otherwise been advised not to undertake this type of activity, you should obtain your medical practitioner's approval before making a start.

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Welcome

We have over 20 years and counting of combined experience in helping clients just like you, and firmly believe that you and every client we've ever trained or currently, train, have not crossed our paths by chance. There is a reason you have chosen us to help coach, guide, lead, and motivate you in your efforts to better health and, hopefully, a happier existence. We have great belief in our clients and KNOW you can achieve your goals if you implement the plan we set in place, and discipline yourself to stick with it, even when it's not new and exciting anymore.

Our mission is simple. To help people live happier, healthier and more productive lives through fitness. As fitness professionals, we live, eat, and breathe fitness and nutrition.

It's what we do around the clock and why we're inspired to help you make it an essential part of your life as well. We wake up everyday to make you fitter and healthier so you can be better at everything else you do.

Testimonials

For the last year, Brandon has been coaching me and I have to say the results have been amazing. Like most people, I've been a yo-yo dieter and follow every lose weight and feel great trend, of course, none of them stuck and I was back at square one but, with Brandon's guidance, I've managed to lose weight and keep it off. The thing I love most about him is your goals become his goals and he is there to cheer you on every step of the way, with his encouragement I finally had the confidence to enter my first powerlifting meet.

Rebecca



Keith and Brandon changed my DNA physically, emotionally, and metaphorically. When I first started training i was what we call "skinny fat" or thick but with little muscle tone. These two men transformed me, my confidence is back, my jawline has never been more defined, my abs washable, my arms ripped and ready for bathing suit season. Thank you for this little oasis!

Lukas



Brandon was highly recommended to me and since day one I have not regretted my decision. His knowledge of the human body and nutrition is amazing. His ability to connect with the individual is what makes Brandon one of a kind. The workouts are tough, but his encouragement is what makes me achieve new goals. I've gained strength, flexibility, and have lost weight with Brandon's workouts and nutritional plans.

Travis



Get in touch

V I R T U O
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A Good Mindset

If we want to become good at things in life, we tend to have to work for it. When it comes to building a strong mindset, this too takes practice and effort. Understand that it's not something you were born with, but rather it is something you must grow yourself, through deliberate practice.

Building a strong mindset takes time. It will require your self-discipline and perseverance to keep pushing, even when things may just seem too hard.

On the following pages are some exercises to get you on the right path to building a strong mindset. For example, creating affirmations and setting goals.

We wish you all the best on your journey.

Melanie & Brandon

We recommend you use a diary alongside this workbook to complete the exercises

Mindset & Motivation

Our main goal for you is to create a sustainable lifestyle that enables you to look and feel good.

Many people make a decision to change based on things that they are having some dissatisfaction with. For example, many people are fed up with the excess body fat they have accumulated, they've had enough of feeling sluggish and tired, they are unhappy with feeling self-conscious, they feel stuck in a rut.

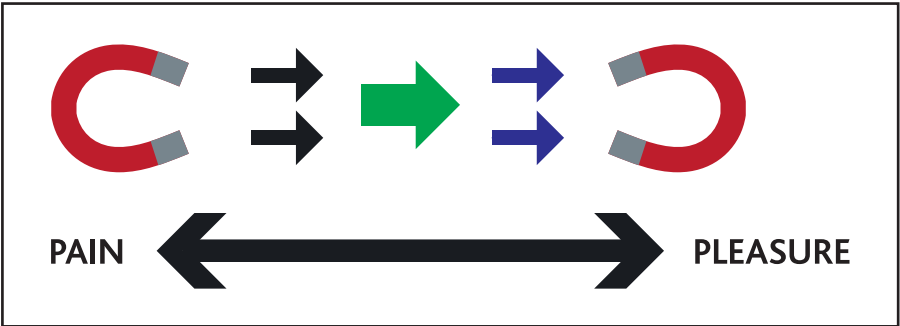
We might call this **"away from motivation"**, because these are all things that people generally want to move away from in life.

"Away from motivation" is very powerful because it is usually the thing that gets us to take action and to get us started.

Another way in which we are motivated is by being drawn towards the things we do want in our lives. In this case, a leaner, stronger, healthier body, more energy and vitality. Not only those things but what those things will allow us to do in life, how they will improve our lives.

For example, people have been able to start up their own businesses, gain promotions at work, feel confident in swimwear on vacation, attract a partner and even enter sporting competitions as a result of the increased confidence, self-esteem and new found energy they gained through the process of transforming their bodies.

We might call this **"towards motivation"**, because we are driven forwards towards the things that we desire in life.



So if the “away from motivation” is what gets us started, it’s the “towards motivation” that keeps us going.

It’s really important that we get clear about what we want in our lives, the easiest way to do this is to complete the AWAY & TOWARDS exercise.

This will take less than 5 minutes and will really give you clarity on the outcomes that you are looking to achieve from this program.

Away from Towards Exercise

Away

Towards

My Future Self Mental Exercise

This exercise, repeated often is one of the most powerful ways in which you can use the power of your imagination to help you make your desires become a reality.

90% of our behaviours are driven by the subconscious mind and this exercise is designed to make an impression on the subconscious so that our behaviours become more automatic and in alignment with our goal of transforming our bodies.

Start by finding a comfortable place where you will not be disturbed for 10-15 minutes. Some people like to lie down and others like to sit in a comfortable chair. The more you complete this exercise, the more easily you will be able to complete this exercise almost anywhere. I used to complete this exercise in my car during my lunch break.

Because this exercise uses breathing and relaxation techniques, it has additional health benefits. We will be covering stress in a later module but for now, we can say that stress can be detrimental to health and body composition. This exercise will help you to relax, which is an important aspect of managing stress levels.

Read the following through first and then do the exercises on the next page.

Start by closing your eyes. Then begin to focus your attention on your breathing. It does not matter whether you breathe through your nose or your mouth, just find whatever is comfortable for you.

Notice if you are breathing from your chest or your diaphragm, if you are breathing from your chest, start to breathe more diaphragmatically, feeling the belly expand and contract as you breathe. You may find that by doing this you have automatically released tension from your shoulders and that they have dropped, now is a good time to consciously let go of tension in your shoulders and neck and allow your shoulders to drop, notice how good it feels to let go of any tension.

Now bring back your attention to your breathing, to the in breath and the out breath, to the rise and fall that happens all by itself. Just stay with your focus entirely on your breath for a moment while the sounds play in the background.

Now take some deeper breaths, breathe in slowly and deeply from the belly and as your lungs expand, you feel your chest expand, breathe in for a count of 5 and breathe out for a count of 7, as you breathe out feel your shoulders relax down each time. Complete this deep breathing cycle 6 times while the sounds play in the background.

Now you are nicely relaxed, it's time to think about or visualize what you are working towards.

Those things that we wrote down in the Towards column in the motivation exercise, what were they?

It might have been to attain your ideal physique, to feel energised, to look better, to have more confidence, to attract a partner, to be more attractive to your partner, to love and be kinder to yourself more often, to be healthier.

Whatever those things are for you.

You can imagine yourself having those qualities in whatever way comes naturally to you.

Some people develop a clear image of what all this looks like, some people gain a feeling of what this will be like. Everyone's imagination is unique and so there is no right or wrong way to do this.

The main thing is that we are in a relaxed state and think about and can identify with our goals, and what we want to achieve. The more you repeat this exercise, the better you will become at doing this.

The more you focus on exactly what you want, getting a picture or a feeling of this, the more confidence you can have and the more you can trust yourself to make the right choices, and the more you find yourself increasingly able to cope more confidently with any situation in everyday life.

In fact, the more you think about what you want, the more excited you become and the more you enjoy doing the things that will propel you towards what you want.

Okay, so now we are going to bring our focus back to our breathing.

Just taking some deep breaths in and out.

We can start to bring our attention back to the here and now.

Bringing to our awareness our surroundings.

And opening our eyes.

Becoming fully alert, feeling fully refreshed in both body and mind, energised and motivated - fully capable of proceeding here with all due care and attention.

Goal Setting

Exercise:

What do you want? (try to be as specific as possible)

Why do you want it?

e.g. To look good in the clothes I want to wear, to have more energy to play with my kids, to feel more confident / have greater self esteem in my personal and professional life, to attract a new partner / to be attractive to my partner

Contract

I _____ make a commitment now, to positively change my health, the shape of my body, my attitude towards food and my education of what it takes to make this transformation a lifestyle that I will be able to maintain for the rest of my life.

Signed _____ Date _____

SETTING GOALS

Goal setting is shown by research to be one of the easiest ways to increase motivation and enhance performance (Locke and Latham, Univ. of Maryland).

The more specific the goal the better. For example, you might want to make your goal time based and set a date for reaching that goal.

My goal is to...

e.g. Fit into my wedding dress, be a dress size smaller, get a work promotion, develop a better shape, feel more confident, have more energy.

Mindset habits

Use evenings as a chance to reflect and recharge, ready for tomorrow.

Celebrate your wins every day, no matter how big or small.

It's important to record our positive moments to help us improve our relationship with ourselves and others.

This habit can also encourage us to feel grateful for the events of our day.

What went well today?

When we focus on positive thoughts, there is less room for negative thoughts.

This can actually help improve our sleep quality as we are less likely to wake up during the night with worries and niggles.

Are there any things that didn't go so well today?

Reflect on these things - you can always aim to improve on this next time.

Don't beat yourself up :-)

If you encounter the same problem tomorrow is there anything you can do to bring about a better outcome?

This exercise will help you consider problems and actionable solutions.

Exercising gratitude...

What 3 things can you be grateful for today?

Breaking things down

When we have a big goal ahead of us it can often seem like a huge mountain to climb.

This can result in feelings of overwhelm, fear and frustration. Before we know it, we've ditched the goal completely.

The easiest way to avoid this happening is to break down the goal into a series of smaller milestones.

e.g. John's goal is to lose 28 lbs for his wedding in 3 months time. He breaks down his goal into 3 pieces... Each month he aims to lose around 9 - 10 lbs.

However, this milestone still looks a little bit scary to him. Although he wants a challenge to stretch himself, he needs to balance this with being realistic.

He decides to break the milestone further into even smaller chunks (or 'mini milestones'). Every two weeks he aims to lose 5 lbs. This looks much more manageable to him than the larger milestone he created.

Start now and set your goal and milestones.

If you feel you can achieve the goal with less (larger/less frequent) milestones then go for it!

If you prefer more (smaller/more frequent) milestones then that's fine. We are all individuals and respond in our own way.

It's useful to have a big goal to aim for to get you motivated and excited but then you also need the little goals to keep you focused on daily / weekly actions

**My
Goal**

Milestone

Mini milestone

Milestone

Mini milestone

Milestone

Mini milestone

Mini milestone

Consistency

Consistent daily action will help you reach your goals.

It doesn't matter how small the action is... over time, the actions will add up!

e.g. James does 10 push ups when he gets out of bed in the morning.

Lee spends 10 minutes in his lunch break learning Spanish.

John swaps 30 minutes of his daily Facebook time for a book.

Pete spends an extra 2 minutes on the Stairmaster each week.

My daily actions

List as many as you are comfortable with. You can always add more later.

Affirmations

Affirmations are a great way to focus on positivity. They can help us counteract negative thoughts, eliminate negative self-talk and accomplish positive goals.

e.g. 'I'm not good at cooking' can change to "I'm learning to cook"

"I can't lose weight" can change to "Losing weight is easy for me"

"I'm destined to be single" can change to "I'm ready to meet my soul mate"

1. Identify.

What negative self talk / beliefs do you recognise? Write down everything that comes to your mind. List on left column on the next page.

2. Create affirmations.

List on right column next to each negative belief. Write in the present tense. e.g. "I am..."
"...going to be"

If the new affirmation feels untrue to you, then you might find it easier to reword it a little to make it believable. e.g. "Losing weight is easy for me" could be reworded to "I am getting better at losing weight"

Avoid using the word "trying". e.g. "I'm trying to lose weight" as it is self-perpetuating.

3. Use the new affirmations.

You might want to write down your new affirmations and put them somewhere you can see them each day. You could even take a photo of them and have them on your phone. Read your new affirmations from time to time to help reinforce them.

Negative self talk / belief:

Affirmation:
