

**EVERYDAY HEALTH AND FITNESS FORMULA FOR PROFESSIONAL MEN OVER 40:**

**YOUR ULTIMATE TOP TEN TIPS GUIDE TO**

**UNLOCK THE SECRETS TO A HEALTHIER, FITTER AND MORE BALANCED LIFESTYLE**

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**INTRODUCTION**

***“Man sacrifices his health to make money. Then he sacrifices money to recuperate his health. And then he is so anxious about the future that he does not enjoy the present. The result being that he does not live in the present or the future. He lives as if he is never going to die, then dies having never lived.”* The Dalai Lama**

The Top Ten Tips e-book is intended to help you with refocusing and prioritizing your life around the things that matter. If you do not have your health, then nothing else matters.

There is no end to being busy. We never run out of things to do at work or at home. Our health, however, will not wait and if we ignore it then our bodies may start to breakdown and can become diseased.

No one would argue that we are not in the grip of a global health crisis as evidenced by high global rates of obesity, diabetes, cardiac disease, respiratory dysfunction, cancers, high blood pressure, and other disorders and diseases. Many of these disorders or diseases could be avoided or at least alleviated by our taking responsibility for our health outcomes.

Living in a fast-paced world, working long hours fueled only by fast food, high alcohol consumption, pharmaceuticals and sedentary living habits, there is little wonder that the quality of our lives is on the decline.

This is even more so for professional men over 40 who face additional challenges as their bodies change and their time is taken up with serving other people’s needs and not their own.

My hope is that this e book will act as inspiration for men over 40 to reclaim a healthier and fitter future for themselves.

**ABOUT THE AUTHOR**

The director and head coach at Fit *over* 40 Mastery is John Gray a certified and accredited life and business coach with Australia & New Zealand Alliance (ANZCAL).

John has been coaching for over 17 years and has a wealth of experience to bring to his personal coaching programs. John has also been a practicing Barrister & Solicitor for over 40 years.

John has been on his own personal health and fitness journey and the knowledge he brings to this resource has been hard earned through his own journey to a fitter and healthier life.

The tips that are given in this resource guide have been key to John at 67 years of age losing weight (102 kgs to 86kgs), recovering his health (after high blood pressure, COPD and abdominal surgery) and finding the energy to operate busy legal and coaching practices, to travel overseas, play in a band, compose and record his own music and to be an involved spouse, father and grandfather.

For John it’s all about walking the talk and sharing what he has learned along the way!

If you are interested in taking your health and fitness to the next level contact John at Fit *over* 40 Mastery.com for further information on our coaching and online programs.

1. **The Mind-Body Connection**

**Understand the powerful link between your thoughts, feelings and physical health.**

Our physiology and health are powerfully impacted by our thoughts and emotions. When we have a thought, that leads to a feeling and how we feel will influence what we focus on, and it is our focus that determines what actions if any we take.

However, the external world seeks to influence and control us unless we take control of our lives. We are constantly bombarded by messages that tell us how we should think, feel and live our lives.

To take back our lives we must reclaim control of our internal world – what we think, feel and do. Our thinking is influenced by the stories we tell ourselves. Our stories are influenced by our patterns (beliefs) and the habits they produce. Often these patterns were embedded in our subconscious at an early age. It is these patterns that influence our thinking, emotions and focus.

There is also another pattern that affects everything: energy! Energy is everything!

Where does energy come from? Sound, movement, physiology.

The number one pattern that negatively affects everything is low energy.

When we are in a low energy state our thinking, emotions and actions become negatively geared. This state creates limitation and keeps you in

your comfort zone. The path of least resistance will never make you proud or happy.

The good news is that you can gain control and use your mind and body to alter this state and change this to a high energy state where anything is possible. This is where the interconnect between being physically and mentally fit occurs.

**We can develop the following skills for success:**

(a). **Pattern recognition** – helps us to remove fear. There are triggers for our patterns. For example, if we are bored, lonely or sad we may overeat or drink alcohol. See it for what it is.

(b). **Pattern utilization** – helps us to achieve results. We can use patterns to develop the habits required to achieve what we want in our lives. Developing a daily fitness routine is one of these habits.

(c). **Pattern creation** – helps us to create mastery. To see it better than it is and how you want it to be. Having a detailed vision of where we want to go helps us move forward.

**The keys to breaking through are:**

(i). **Our** **State** - our physiological, mental and emotional states. We experience the life we focus on. When we are in a high energy state we are in flow and can push through to achieve what we want and can deal with the challenges that life throws at us. Conversely, in a low energy state we will find limits, reasons not to do the very things we say we want to do, or we will allow things to stress and overwhelm us.

(ii). **Our Story** – we have been telling ourselves stories all our lives such as we can’t do something, or life is tough, or we have failed before and will fail again, we are not good enough, we can’t……. etc. Our stories create the limiting beliefs we have about our lives. Change your stories, change your life.

(iii). **Our Strategy** – how are we going to achieve what we want? Most start with this key and become overwhelmed. We cannot solve problems at the same level where the problems were created. The right strategies follow being in a high energy state and have supporting beliefs which will in turn create supporting thoughts, emotions and appropriate actions. We can learn and develop strategies based on what others have already done.

1. **Mindset & Resilience**

**Develop a growth mindset and learn strategies to build resilience in the face of challenges.**

If we want to achieve successful outcomes in life and grow in the process, we will need to adopt a new mindset.

We have all experienced successes in life, but we are meant to do more otherwise life becomes predictable and boring. We are meant to grow, evolve and dig deeper. We just need the state of mind to support that.

Our existing mindset has gotten us to where we are now but to move toward a different more exciting future we will need a new growth mindset.

To follow our dreams, we need to grow our mindset, and this requires us to find better stories to tell ourselves. These stories involve us creating a new identity for ourselves, one that aligns with the future we want.

Who do we need to become to be a fitter, healthier and stronger person. Be that person and if need be fake, it until you make it.

We need to surround ourselves with the inspiration of others who have already been where we want to go. It requires developing a daily routine that supports our new mindset.

So, what can get in our way? We can.

As we embark on any new journey in life it can be hard to maintain focus on what we want to achieve and the changes that will necessitate for us.

In the face of the challenges, we will inevitably face, we can feel at times overwhelmed by how much there is to do and how far there is to go. At these times it is important that we don’t give up or step back. We must keep building and moving forward. Success is always on the other side of one more thing!

When we talk about feeling overwhelmed it usually means we are focused on and trying to do too many things at once. At these times it is important to

bring our focus back to our foundation point which are our reasons for doing what we are doing in the first place.

It can be helpful to visualize our journey like the growth of a tree from the initial seedling (the germination of our lives) to a mature tree with a solid trunk (the core foundation of growth) and then the branches extending outwards in different directions (the various areas of our lives) and finally the multiplicity of leaves (the things we are doing in those areas).

If we focus too much on the leaves then our view of the trunk becomes obscured, and it can feel like we are chasing our tails trying to tick off as many things as we can in as short a time as possible. Before too long we have lost sight of why we are doing what we are doing and feelings of overwhelm can stop us in our tracks.

The antidote to overwhelm is to reconnect with our core foundation and then to just take one step at a time. Doing this will give us confidence and create forward momentum in our journey.

There are also other things that can hinder our progress such as perfectionist tendencies. Perfectionism is a safety mechanism which prevents us from acting and experiencing failure. If we don’t act, we can’t fail!!

If we wait until it is the perfect time to act when we have everything, we need lined up then nothing will happen because there is never any moment when everything is in perfect alignment. That’s not how life works!

Other obstacles to our success can include a lack of self-belief, a fear of failure, not enough time, not enough money, and so on. These obstacles can pull us away from our dreams.

When faced with these or similar obstacles in our journey it is important for us to take a moment and consider what opportunities will be available for us in a year from now, when we have achieved the results, we have dreamed of.

If we dreamed of being fit, healthy and stronger what would that look like and what could we do?

Would that include:

* Just feeling a whole lot better and healthier,
* getting a whole new wardrobe,
* enjoying being on the beach in summer,
* liking the image that you see in the mirror,
* having more energy and having more focus,
* being a better spouse or partner,
* being able to travel the world,
* being able to play a sport.

You get the idea so make your own list.

Our opportunities will always far outweigh our objections. They will motivate and keep us on track when our old mindset tries to take back the reins of our lives.

**3. Having a MAP and Setting SMART Goals**

**Know what results you want to achieve and have specific, measurable, achievable, relevant and time-bound goals for lasting success.**

To get anywhere in life we need to know where we want to go and why and how to get there.

We need a Massive Action Plan (“MAP”).

The more specific you can be about what you want the better. What does that look and feel like to you. Use your imagination to get a clear picture of that in your mind and what that feels like.

The fuel to get us moving in the direction of what we want are the reasons we want what we want. Why do you want to be fitter, healthier and stronger? What would that mean for you? What opportunities would be available to you that you don’t currently have?

Goals are the stepping-stones to the outcomes we want. These goals need to be specific, measurable, achievable, relevant and time bound (“SMART”).

If you don’t know what actions to take the best place to start is by finding out and emulating what someone else who has already done that did to get there. This will save you time and help you avoid pitfalls along the way.

At Fit *over* 40 Mastery we have been where you are and we know the specific steps to take to get you fitter, healthier and stronger. We can help you close the gap between where you are now and where you want to go quicker.

Don’t let old stories stop you from investing in a bright new future. Slay your dragons and do what’s hard. Feel the fear and do it anyway!

There is no magic bullet that can instantly take you from where you are now to your desired destination. What is needed is knowledge, skills and daily practice.

We can provide the knowledge and teach you the skills, but you need to do the rest. Get resourceful – we can show you what resources you will need to get started.

Practice does make perfect!

You need a daily routine that supports where you want to go. This includes not only embracing the practical aspects of the right training and correct nutrition which we can teach you when you engage in our online courses but also feeding your mind the right food such as listening to and/or reading inspirational audio/other books, participating in online courses and workshops, listening to podcasts, and engaging with a Fit *over* 40 Mastery coach.

We must develop stamina and keep moving forward – be disturbed at not reaching your true potential. We need to develop a culture of progress. We need to schedule into our lives the things we need to do every day. Kaizen – one step at a time.

Measure your progress by reviewing regularly where you are at with your goals and energy.

What have you learnt and put in place? What is working or not working? Adapt and change when required. Be flexible. But just keep moving.

**4. Overcoming Limiting Beliefs**

**Identify and break free from the beliefs that hold you back from reaching your full potential.**

As we have discussed, beliefs powerfully influence our lives.

A belief is the repetition of a story we keep telling ourselves. Our life story is just a set of beliefs and different emotions linked to our beliefs. Our emotions control our lives. Once you believe something our thinking locks onto that and our thinking creates certain emotions.

Life is affected by invisible forces such as electricity, wind, heat, cold. Beliefs are also invisible forces that have a large impact on our internal and external environments.

A belief is a feeling of absolute certainty about what something means. Certainty leads to action; uncertainty leads to inaction. Certainty about our limits leads to no action.

What you look for you will find. Once you believe in something you will find examples that reinforce that belief. You can even find things in your mind that are not even there. That’s how strong a belief can be.

A limiting belief can stop you from doing something you say you want. But once you recognize this and deal with it you can change this belief into one that supports and doesn’t limit you.

Beliefs are picked up from other people. In addition, we are influenced by cultural, community, national and global beliefs. When we emulate other people, we can take on their limitations.

Beliefs can create and beliefs can destroy.

Our strongest beliefs are our Identity beliefs. Identity is the controlling face of the results in our lives.

Our identity beliefs are a powerful force in our lives. It is how we define ourselves. The strongest force in the human personality is the need to be consistent with how we define ourselves.

When did we come up with the definition of ourselves?

Our identity is grown and defined right through our life journey like a rolling stone gathering moss. Mostly we are unaware consciously of this process.

No long-term behavior changes without changing our beliefs. The key is to identify those beliefs that are stopping you from making progress. You can then choose a different belief that supports you rather than limits you and if you act on that new belief immediately, you can cement it in place.

The path of least resistance will never make you happy. Good times make weak people, weak people create bad times, hard times create strong people. If you say you can’t, you probably won’t. Instead, just do it provided you do not endanger yourself in the process. Common sense is also important.

The philosophy of stretching yourself requires you to do things that are different. Security will only keep you in the same place, if you want freedom you need to step up. Your mind will come up with many reasons why you should not do something. It will create reasons for you to stay in your comfort zone. We use problems like a drug – fear of not enough or not good enough.

To create change, do something you have not done before. That will create an opening that will strengthen you.

We offer personal coaching programs to help you unlock and replace your old mindset and embrace a brighter future.

**5. Practical Fitness Training Fundamentals**

**Master the basics of daily training and exercises tailored for older men.**

Once you have worked on your mindset, created a vision of your desired future supported by SMART goals, you will need to understand the basics of fitness training for men over 40.

Fitness training for men over 40 requires a different approach to that used by younger men. The reason for that is that as we age our bodies change and in men the natural levels of a particular hormone reduce as we age.

This hormone is vitally important to certain developmental functions in men in particular, muscle growth and strength.

This is the reason why as we age, we can experience male problems in the bedroom, more brittle bones, a beer gut, man boobs, loss of muscle tone and strength and even health issues such as diabetes.

One of the primary ways to generate an increase in this hormone level is through physical exercise. However, not just any form of physical exercise will do.

While cardio workouts are always beneficial these alone will not produce the desired results. You could run for miles every day and still not lose any weight and you will certainly not gain strength in your core and upper body.

You will get the biggest bang for your buck and will witness almost immediate results and experience weight loss, muscle growth, more energy and greater overall strength when you start our recommended form of fitness training.

When you enroll in our online Fitness *over* 40 Mastery course you will find out what this training involves and why only this type of training will increase muscle strength and fitness and help you lose weight.

At Fit *over* 40 Mastery we have developed trainings and other exercise programs which can be tailored to your circumstances and current fitness profile.

The beauty of our online is that you do not need to join a gym to be able to do the training because it can be done either at home when convenient or at a workplace during a lunch break.

The key to getting started is to remove as many obstacles as we can to you, taking the first steps towards a fitter and healthier future.

The usual obstacles that will stop you from investing in a brighter, fitter and stronger future include not having the time, feeling embarrassed about how you look, having to pay expensive gym or other memberships, you have tried before and failed, you have never done anything like this before, you don’t have the strategies, skills or resources to achieve the results you want.

In terms of investment and resources all that is required is a disciplined mindset and a readiness to change and invest in a better future.

Getting fitter and healthier over 40 is not rocket science. It does, however, require a determination supported by a daily routine which becomes part of your lifestyle no matter where you are.

We can teach you the strategies and skills required. Using our online course means you always have available at your fingertips the necessary resources such as our advice, knowledge and support.

We can also provide personal coaching to support you moving forward with your health and fitness goals.

**6. Nutritional Fundamentals**

**Get to know the essential nutrients your body needs and how to incorporate these into your daily diet.**

To support your fitness, journey your body needs certain nutrients to be part of your daily diet. These nutrients are just as important as the practical aspects of fitness training. One without the other will not produce the results you want.

Nutrients can be grouped into micronutrients such as vitamins and minerals and macronutrients such as protein, carbohydrates and fat. As to which of these nutrients you need to incorporate into your diet will depend on your fitness goals.

This is not about fad diets that never work in the long term but specific tailored daily meals that will give you the essential nutrients you need to develop the body and lifestyle you want.

For example, if you want to grow muscle then a meal regime that is high in protein, fat and carbohydrates will be needed. If you just want to lose weight and get fitter, then you will want meals lower in carbs and more balanced between protein, fat and whole foods.

The most nutrient rich foods include oily fish, eggs, avocados, potatoes and green leafy vegetables. However, no food provides all the nutrients we need so it is essential to have a varied diet that includes fresh ingredients and as little processed foods as possible. The more processed a food is the less beneficial nutrients it will contain and the more processed ingredients it will contain such as sugar.

There are many studies that recommend specific and measurable diets which just become too complicated and time consuming to maintain over the long term.

Again, it is important to eliminate any objections you may think of not to incorporate a better dietary regime into your lifestyle. Keeping it simple is a key component to this.

At Fit *over* 40 Mastery we provide as part of our online course simple but detailed advice on dietary plans that will assist you in achieving your goals.

**7. Lifestyle Balance**

**Tips on balancing work, family, and fitness to create a cohesive and healthy lifestyle**.

A healthy work and personal life balance involves consciously managing your time and energy to meet both professional and personal commitments while prioritizing self-care and wellbeing.

It is fair to say most of us struggle with this from time to time.

We need to manage time rather than let time manage us. There are always the same 24 hours per day and nothing we can do will change that. The old saying there’s just not enough time simply means we are not managing our time adequately.

If we don’t take control of the available time, we have every day for all the various important aspects of our lives then things will fall through the gaps.

There are tangible steps we can take to achieve a successful work life balance such as:

* Must do lists. What is important and what is not.
* Prioritizing health and fitness.
* Focusing on the big stuff rather than the small stuff.
* Learning to delegate when you can.
* Allowing downtime to relax.

We can use technology to help us such as calendars and diaries and the ability to work remotely and use AI for delegatory functions. There has never been a time when we have available so many resources to help us.

If we don’t manage our time, we can quickly get overwhelmed and stressed. Usually, the things that get passed over when we are in this sort of state are our health and fitness and personal downtime.

One of the best ways to make sure this does not happen is for us to make a commitment to ourselves through investing in a structured course of some kind and to incorporate that into our daily routine. If we have invested time and money into this already, we are less likely to not want to give this the priority it deserves.

If we are not fit and healthy mentally and physically then we will not be sharp and focused at work and present in our relationships with family and friends and we will not enjoy our downtime as much.

There’s an old saying that we should not sweat the small stuff and it’s all small stuff. I would qualify that by saying it’s all small stuff apart from our personal happiness and wellbeing. This includes our health and fitness goals.

Achieving a workable long term lifestyle balance will be one of the most important things you can do for yourself. All aspects of your lifestyle need to be integrated cohesively. It’s not about prioritizing one aspect over another but more about allocating adequate time for all parts.

We need to become masters at managing ourselves in relation to time.

At Fit *over* 40 Mastery we have personal coaching available to help you achieve more in less time and we have a tool kit full of valuable resources and strategies to help you.

**8. The Importance of Sleep**

**Explore the role of quality sleep in recovery, performance and overall health.**

There is now robust evidence to show that sleep is critical not only to our physical health but also to our mental health.

We spend approximately a third of our lives asleep. Sleep is an essential and involuntary process, without which we cannot function effectively. It is as essential to our bodies as eating, drinking and breathing, and is vital for maintaining good mental and physical health. Sleeping helps to repair and restore our brains and our bodies.

Throughout the night, your heart rate, breathing rate and blood pressure rise and fall, a process that may be important for cardiovascular health. Our bodies also release hormones during sleep that help repair cells, build and repair muscle and control the use of energy. These hormone changes can affect your body weight.

Sleep allows muscle tissue time to recover between workouts. Sufficient sleep is also important in having the energy to exercise. Not getting enough sleep can lead to being less physically active during the day and reduced muscle strength during workouts.

A lack of sleep can lead to physical health issues such as obesity, diabetes and heart disease.

During sleep we can also process information, consolidate memories, and undergo maintenance processes that help us to function during the daytime.

We all need to make sure we get the right amount of sleep, and enough good quality sleep. There is no set amount of sleep that is appropriate for everyone; some people need more sleep than others.

Our ability to sleep is controlled by how sleepy we feel and our sleep pattern.

The sleep pattern relates to the regularity and timing of our sleep habits; if we have got into a pattern of sleeping at set times then we will be able to establish a better routine and will find it easier to sleep at that time every day.

During sleep, the body goes through a variety of processes and sleep stages. Good quality sleep is likely to be the result of spending enough time in all the stages, including enough deep sleep which helps us feel refreshed.

Poor sleep over a sustained period leads to problems which are immediately recognisable, including fatigue, sleepiness, poor concentration, lapses in memory, irritability and premature ageing.

Up to one third of the population may suffer from insomnia (lack of sleep or poor-quality sleep). This can affect mood, energy and concentration levels, our relationships, and our ability to stay awake and function during the day.

Sleep and health are strongly related, poor sleep can increase the risk of having poor health, and poor health can make it harder to sleep. Common mental health problems like anxiety and depression can often underpin sleep problems.

It is essential for us to better understand the sleep process to ensure that we get a regular amount of good quality sleep.

We can all benefit from improving the quality of our sleep. For many of us, it may simply be a case of making small lifestyle or attitude adjustments to help us sleep better.

**9. Accountability**

**Learn to stay accountable to your health and fitness goals and create a support system that works.**

When we start something new the initial excitement phase can wear off quickly. When this happens, the temptation can be to put off doing the things we need to do to take us closer to where we want to go.

Procrastination is a thief of time. It is easy to get away with this when we only have ourselves to be accountable to. Life can and does get busy and our old lifestyles can easily take us back to where we don’t want to be.

While enthusiasm will take us only so far, being accountable for doing what we say we want to do will take us the whole distance. However, our self-accountability muscle can be weak.

If you are serious about making lifestyle changes to give you the future, you desire we recommend you engage an independent third party to be your accountability partner in your journey.

Accountability partners can be from your network of colleagues, friends and family who you rely on to keep you accountable for the goals you have set for yourself. However, the closer such a person is to you emotionally the more difficult it may be for them to do what is required when the going gets tough.

**Three elements are essential to establish accountability:**

1. Communicate expectations in advance of any assignment.
2. Connect at regular intervals to discuss progress and provide feedback.
3. Give praise, support, or final feedback once the work is complete.

Accountability entails taking responsibility for your actions and ensuring that you do what you say you will do. However, aaccountability without consequences will be a lame duck. We are not talking about punitive consequences here but just open and direct dialogue to get things back on track.

Engaging in personal coaching is the best form of accountability you can get. Your coach will have a no holds barred approach to making sure you do what you say you are going to do. No excuses accepted.

This is the reason that all successful professional sportspersons have coaches. If you were to ask the most successful sportspersons who they owed their success to often they would say their coaches who were there with them when the going got tough and they were ready to quit.

Let’s be honest, all change requires effort and discipline. If it was easy everyone would be doing it. Passion will take you only so far but the extra mile to the finish line requires focus, commitment, a never say die attitude and a support network.

When you enroll in our Fit *over* 40 Mastery online programs our coaches are always available when you need support.

**10. Staying Motivated**

**Find out how to maintain motivation and discipline throughout your health and fitness journey.**

Keeping motivation levels up at the start of your fitness journey before you start to see results and when you have been at it for some time and are getting bored will be key to your success.

A simple list of top 10 things to do to keep you motivated would include:

1. **Keep your WHY** (why you are doing this) at the center of your attention.
2. **Review your Mindset** – often our old stories can creep back into our thinking without us knowing and seek to take back the reins from us.
3. **Set realistic goals** – if you set them too high and you fail to achieve them then you will not see any point continuing.
4. **Visualize success** – focusing on the result and the opportunities available to you will help push you through when the going gets tough.
5. **Schedule workouts** - if you don’t plan to act you are planning to fail. Create a daily routine that is just what you do a bit like brushing your teeth.
6. **Mix it up** – keep the training fresh and include different exercises from time to time.
7. **Accountability** – having an accountability partner or coach by your side to see you through when the going gets tough will be essential to your success.
8. **Track progress –** keeping a fitness journal or having a fitness tracking APP will provide a record and encourage you to push on.
9. **Celebrate Success** – reward yourself when you hit significant milestones.
10. **Enjoy it** – when it is not a grind, and you are having fun you are more likely to keep on going.

At **Fit *over* 40 Mastery** we are dedicated to the success of all our clients.

If you would like to discuss how we can help you achieve your health and fitness goals, please feel free to contact us at [info@fit*over*40mastery.com](mailto:info@fitover40mastery.com).

**DISCLAIMER**

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