

Elizabeth Benton: Hello everybody and welcome back to the Primal Potential Podcast. I am Elizabeth Benton and today we're going to get really personal. We are going to take a look inside my life and one of my client relationships. Just to give a little bit of context as we dive in, I have decided that my goal in 2017 is to pour 100% of my energy into anything and everything I can do to help you take action to create the life you want, so like the new daily motivations podcast is an example of that, because I want this to be the year that you think about it or you play around with it or you're in it sometimes and then you drift. I want this to be the year that you go all in, all in on yourself. I am so determined to do all I can to help you make that happen.

I have this client and she has been in a few of my fat loss fast tracks. She is a devoted podcast listener. She emails me regularly. I think she's pretty great. I have over the last several months watched her change her mind. I've watched her go from a place of self doubt and kind of despair, not to sound dramatic, but I think starting out she really doubted her ability to change. I have watched her go from there to a place of confidence and really believing that the changes she wants to make are possible for her. She's done a lot of work, a lot of work, to build up her belief in her ability to change because it had been eroded after years and years and years of quite frankly breaking the promises she made to herself, not doing the things she said she would do. I think that mindset work is super, super powerful.

I also think that it's not a replacement for the daily grind, the commitment, the daily hard work of making the choices that lead to physical results because you can mentally and emotionally be engaged, but that doesn't mean you're committed to the work. I want her to be committed to the work. I really want that for her and I believe it's possible for her. As part of this 2017 pledge I made to myself to do everything in my power to help all of you do what you need to do to transform, I reached out to her. On Christmas Eve I sent her a video and I said, "I want to work with you one on one for free. I want to walk by your side as you fight for yourself, as you actually do the work, as you make this next big hard leap from where you are now, which is definitely an improvement from where you were, to where I know you can go and where I know you want to go. I want to walk by your side and support you as you move from the mindset work and being emotionally committed to the physical work and no longer making excuses about your choices. I want to walk by your side as you fight for every choice you make."

I'm really excited about it and I think she is too and I know she's also scared and nervous and feeling a lot of pressure and I'm glad she feels that way. If she didn't feel that way, I would think maybe I hadn't made the right choice. The other day I called her and we had a very strong conversation, an emotional conversation, and for those of you that have worked with me, you know that I'm not the like, oh, come on, you can do it, kind of type. I'm direct and I call it how I see it. I'm efficient in my communication. I told her,

I said, "I'm going to push you. I'm not here to cheer for you. I'm not. I'm here to help you help yourself and I'm here to remind you that change is hard and change is uncomfortable and we are doing it anyway because the only way to make it easier is to do it consistently."

Afterwards, we both really felt like we should have recorded the conversation and we didn't. She texted me after and said, "Can you send me some notes on the call." As I did that, as I put together my recollection of what we had talked about and some of the things I had shared with her, I decided that some of what I told her I think some of you might need to hear. I will add this caveat that there is a season for everybody and if you are in the season of building belief in yourself and focusing on the mindset work and not so much the choices, I think that's awesome. I think it's important and I support it 100%, but I also know that there is a time when you need to move beyond that and you need to go all in and you need to hold yourself accountable to the choices that you make, and I know that some of you have been doing a lot of the mindset work and feeling a lot better and more confident and doing things that represent an improvement, but maybe not holding yourself accountable to the consistency that you're capable of for real, true, physical change.

Maybe you're feeling really proud that you don't beat yourself up after a rough weekend of eating, you ate everything that wasn't nailed down and you're no longer beating yourself up for seven days about it. I think that's huge. I really do, but at some point you have to move beyond that, and if you don't it could become a liability. We want to be moving forward in one way or another, never stagnant, and you can unknowingly hold yourself back from progress because you get comfortable with the progress you've made and you feel proud of the progress you've made. I want you to feel proud of it, but I don't want that to hold you up from continuing to move in the direction you want to go. I think it's great to say, "Hey, I don't get dramatic over food. I'm not beating myself up over the pizza and the beer." Win, I love it, and there's more, and there's more.

I'm going to share with you some of this conversation, my recollection of this conversation that I had with this client, and I'm sharing it because I think some of you might be in this same place and need this message too. Here are some of my thoughts to her. You have toyed with this for long enough, this idea of change, this idea of creating something more and better for your life. You've played around with it long enough. It's kind of like practicing a sport over and over and over but still feeling like you're not really ready to get in the game. You are ready to get in the game. It's time and if you keep waiting, you'll never do it. It's time to make a real move. It's time to stop letting yourself off the hook with the candy bar or the fast food, and simply saying, "I'm not beating myself up. I'm moving forward."

Yeah, I want you to move forward. I don't want you to beat yourself up, but enough already. You know full well that the candy bars, the fast food, they

have nothing more to give you. This is your year. This is your time to fight for yourself, and you know what? This is your time to go all in on you, 100% effort to decide that the candy bars or the fast food or the alcohol or the cigarettes, whatever it is for you, they're not going anywhere. They'll always be there. You know the result they produce for your mindset, for your life, for your body, and it's time for you to choose more. It's time for you to choose better. It's time to make the hard choices every day so that you can live the life you want instead of just thinking about it and knowing it's possible and telling yourself you'll get there. Yeah, you'll get there because it's time to make the choices that take you there today.

I told her that it's time to raise her standards. It's time to elevate your performance. It's time to accept and act as if every day matters, every choice matters because every day does matter and every choice does matter. It's time to look at today and ask, what would be my very best today? You can do your very best for just one day and then you wake up tomorrow and say, "What would be my very best today?" That's the standard I am holding myself to because I know that that's what unlocks this life I'm capable of and I'm not waiting for it anymore. I'm not waiting for it anymore. The more you do that, the more you create that, the more you're going to want to keep doing it. It's time to move beyond what's better than before and start asking what is my best?

We all come to a point, and it's totally fine if you're not there yet, we all come to a point when it's time to take off the training wheels. It's time to perform. It's game time. It's time to commit, to no longer play around with idea, but to go all in on yourself. There comes a time when it's time to do your best, your very best, and that is not a punishment or a sacrifice. It's game time and you're competing for the very best prize, your most amazing life that you will not wait for anymore, that you will create by what you do today. It's not going to be created tomorrow or next month or when work is less stressful or after you've lost the first 10 pounds, today.

What is your best today? I shared with her that I ask myself that question several times throughout most days. I begin with how could I make today amazing? I've shared with you too sometimes it's how can I make myself proud? How can I make today amazing? Then, if later in the day, later in the evening, later in the afternoon I feel like I'm down or I'm struggling, I'll ask again. How can I make the rest of my day the best of my day? How can I make the rest of my day the best of my day? Tomorrow doesn't matter. Yesterday is irrelevant. This isn't practice. This isn't a dress rehearsal. You've quit enough. You've made plenty of excuses. They're exhausted. You don't need them anymore. This is it. This is your year. Are you at that point yet where you're tired of being half in, where you're tired of the debate of it being negotiable, of your effort being variable? Simplify, go all in. It's 100%, that's what I do, 100% effort. Wake up each day and say, "What do I need to do or not do to make today my best day? What choices today represent my best effort just for this one day?" Understand and accept that

every day will be different.

If and when you start to struggle, and there will be times in most days where you struggle, step back for just one minute maybe with a piece of paper, maybe with a notes app on your phone. Step back when it's feeling hard, when you're feeling down or emotional or unmotivated and ask, how can I make the rest of my day the best of my day? What would I have to do to really feel like I finished strong? Write it down. This is very real for me and it's been powerful. For example, yesterday. Yesterday was a tough day. Mid-afternoon is when my energy tends to be lower to begin with because I work my tail off from about 4:30 in the morning onward.

Mid-afternoon I was struggling. I was tired, I was emotional, I was unfocused, so I sat down. It probably took me less than two minutes and I said, "To make the rest of my day the best of my day, I'm going to get up right now and go for a walk. I'm going to breathe deeply. I'm going to go for a walk and then I'm going to go to the late yoga class later than I want to be out, but I know I'll feel better about this day if I do that. Then, instead of going to the grocery store to get food, I'm going to eat the food I have here because I know I'll feel better about that than if I go out and then require that I use willpower or discipline or any amount of motivation to talk myself out of whatever I could see at the grocery store. I make my life easier and I feel more proud if I just stay in and eat what's here. Then after that I'll have a cup of tea, I'll put on a face mask, I'll read, I'm going to turn off the news, not get sucked into that, and I'm going to go up to bed early."

You know what? Even though I felt like I was having a tough day, I ended the day feeling pretty amazing and calm. Guys, this is your year. Go all in on you. The excuses will always be there, but they're tired. You don't need them anymore, not right now. This is it. You are fighting for something worth winning, your very best life. Don't waste another day. Utilize these questions. What would be my best effort today? Can I do that for just one day? Yes, I don't care if your work schedule is busy or your kids are sick. Well, I care if your kids are sick. That's awful and I hope they feel better fast, but it doesn't mean that you can't bring your best effort.

What is your best effort today? Go all in. If you're at that point where you're tired of it being negotiable, you're tired of maybe you'll do your best, maybe you won't, maybe you'll try harder tomorrow, no. What is your best today? That is your sole focus. What is my best today? When you struggle, how do I make the rest of my day the best of my day? Define it and then do it and entertain no other option. Simplify your life by saying, "It's not negotiable. It's not negotiable. I am living this way now, bringing 100% of my effort to all that I do because I matter." Go all in on yourself. This is your year. This is it. I'm here for you. I want to support you. I want to help you. I don't want you to negotiate the work anymore. I want you to step up and commit to yourself because it's worth it, because you're worth it, because what you do today matters and you are capable of so much

more than you think, so let's take advantage of today and ask, how do I make it my best? How do I make the rest of my day the best of my day? It will get easier. I know it's not easy. I understand it's not easy, but make the choice to go all in on you.