

CHAPTER TEN

It Pays to Be Healthy

Excerpt You-Inc. Own Your Business, Own Your Life

Copyright © 2009 Rosie Bank

"Slow down and everything you are chasing will come around and catch you"

~ John DePaola

"The winners in life treat their body as if it were a magnificent spacecraft that gives them the finest transportation and endurance for their lives."

~ Denis Waitley

The wellness revolution has been called "the next trillion dollar industry." Over 80 million baby boomers voluntarily invest time, energy, and resources to look and feel their best. The science of anti-aging is a topic on many people's minds as advances in medicine, science, and natural remedies promote longevity and prolonged youthfulness.

At the same time, there is an epidemic of degenerative diseases. The numbers of deaths per year from *lifestyle and stress induced* diseases are in the millions. Certain illnesses, such as cardiovascular disease, cancer, and diabetes are estimated to be up to 85% preventable. According to some researchers, Type II diabetes is practically 95% avoidable.

Given the evidence of potential downside risk for having forgotten to exercise and eat well (degenerative disease and premature death), we can add value and years to our lives by paying more attention to our bodies and taking better care of ourselves. John Maxwell, an expert in leadership and a prolific author, worked himself into a serious heart attack. He later revealed that the smartest thing we can do is to invest in our health while we still have it. This is a better plan, he says, than chasing money for years and years while we forget to take care of ourselves. It is prudent to invest in our health up front rather than to find ourselves in a position to take our hard-earned assets to try to buy back our health once we have lost it.

The cost, effort, and time required for you to maintain your health is one tiny fraction compared to the cost (and emotional strain and potential devastation to you and your family) to try to buy it back. It is cheaper, more convenient, easier, less of a hassle, and a lot more fun to remain healthy than it is to try to recover from being ill.

WHAT DOES THIS HAVE TO DO WITH YOU AS A BUSINESS OWNER OR YOU IN NETWORK MARKETING?

There is a preponderance of people in this industry who are dedicated to their personal growth and the development of leadership skills. If you are committed to your self-improvement, by extension you would address goals, issues, and concerns around your health and your body. Being the best you can be and living a life that is about influencing others to improve *their* lives includes your finding time to eat well, exercise regularly, and de-stress. Connect the dots between your being a person who wants to help others at the highest level of which you are capable and your having a relatively high regard for your health, your body, and your appearance. It is more difficult to live a life of making a difference if your energy is chronically low, or if you hate the way you look and feel. It makes sense that you would make taking care of yourself a priority.

In our business, we preach the benefits of “work/life balance.” This means that you have a favorable ratio of time for your business, time for your family, time for your spirituality, and time to take care of yourself. If you flinch at the possibility of having this much time and question if this is even feasible, you have come to the right place. Time is a “biggie” for many people. When I was originally approached by my sponsor in 1999 I told him that I had no time to do this. Just as we will explore in the next chapter on money, the belief that there is not enough time is insidious and will show up over and over during the day. The perception of “not enough time” is often associated with “not enough wellness.” For many people, the belief in the shortage of time manifests as their putting caring for themselves at the bottom of the list.

Be careful what you affirm. Deepak Chopra has documented that the belief that there is not enough time runs the potential risk of promoting cardiovascular disease and premature death. It is like a self-fulfilling prophesy. Be mindful of any fear about running out of time. Relaxing around how much time you have will give you more of it. Your perception of sufficiency around time will increase how much time you perceive. Sufficiency works like that. This is among many reasons why yoga is called the fountain of youth. It promotes relaxation mentally and physically. You can create “more than enough time” just as you created “not enough time” by adjusting your perceptions and learning to relax.

TAKE YOUR BODY WITH YOU

Your body plays a big role in supporting you in life in general and business in particular. Conversely, your body can be an impediment on your journey to go change the world. It takes energy and stamina to stay focused and productive. It takes a fortified immune system to protect you during stressful times. The more well days you have and the fewer sick days you have means more time you have to get the job done and to enjoy the fruits of your labor. You want to be as healthy and energetic as possible.

It takes a lot of mental and physical energy to manage being sick. When you are alive, well, and feeling great, there is an increase in productivity, enthusiasm, and results.

Having radiant energy increases your attractor factor and will draw people to you. Some of the most important people you will ever meet and work with will find you because of your glowing good health.

I have told two little stories so many times that I have come to believe both of them.

- I am younger and healthier now than I was 10 years ago.
- My health is so good that it will rub off on you.

Being healthy does not necessarily mean having a heart of a 20 year old. Nor does looking good require that you win a beauty pageant. And last, being fit doesn't mean you are going to place first in the Ironman. Putting these qualities in perspective can help you steer yourself to making choices that improve how you look and how you feel without having to break world records. The benefits will reward you instantly as well as for the rest of your life. Feeling better physically can catapult you into higher performance, higher earning, and being able to help more people.

THE THREE PILLARS OF HEALTH: DIET, EXERCISE, AND NUTRITION

In all areas of health and wellness, focusing on the body you want to create can energize you more than any deprivation diet or New Year's resolution. When you are clear why you want to live, *and when you have attached this purpose to the people you love and the lives you want to change*, you are propelled forward. Asking yourself what you want to create holds much more positive energy than telling yourself what you cannot eat, or forcing yourself to do exercise that you hate. Stay positive. Have fun. Enjoy the creative process as you choose wellness every day.

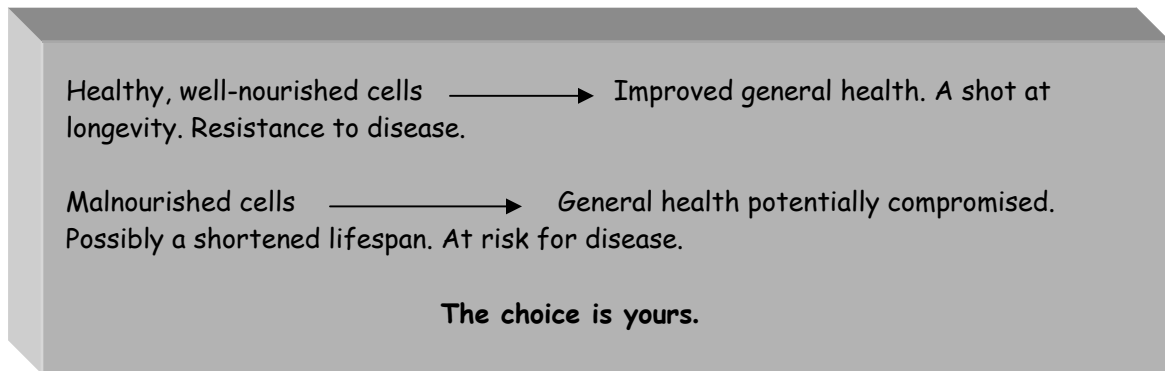
Select wisely your meals and snacks and what you eat to sustain yourself. Think of this like the octane level of the fuel your body runs on. Eating nutritious-dense food that is high in fiber, complex carbohydrates, and artery-friendly fats will improve your health. Avoiding processed foods, excess sugar, and saturated fat will be good for your heart and helps you to prevent a variety of diseases such as cancer, diabetes, and cardiovascular issues. Your life is worth living fully. Making healthy choices is an extension of high self esteem and your desire to be in control. Choose freedom over enslavement to unhealthy substances. This actually promotes greater health because of the peace of mind this entails. People who value their health tend to want to be in control. This in turn is empowering and freeing.

Ideally most of the food you eat is nutritious-dense. Sustain yourself on food that promotes a healthy heart, unclogged arteries, and energy production instead of fat storage and chronic inflammation. When you have consumed whole foods and supplements that provide a broad spectrum of health-promoting nutrients, there is far less damage when you enjoy a treat occasionally. When you are fortified you are not at risk so you can afford to be imperfect. It is freeing to know you can enjoy little pleasures without compromising your overall wellness. We love dessert in my family. When taken in moderation and when we sustain ourselves on pro-health meals and snacks, a little sweet treat can be easily tolerated without undesirable consequences.

* * * * *

Exercise means moving, breathing, and breaking a sweat. You create natural mood-elevating hormones and reduce stress. Because some of the hormones that are stress-related have potentially serious side-effects, this is a winning combination. The enjoyment factor and the health benefits can transform your day and brighten your outlook. A moving/stretching/breathing/strengthening break will help you become more cheerful, more relaxed, and more optimistic. By creating a slower resting heart rate, you become calmer and more centered as you face challenges and take on bigger projects. Make time to rest, recharge, and re-energize. You are worth it. You deserve to feel terrific.

Nutrition means an additional layer of supplementing on top of your meal choices. This provides your body with extra protection to promote wellness and longevity. An immune system that operates optimally is one that has received the proper ratio and quantities of vitamins, minerals, and other micronutrients. A diet rich in antioxidants (through diet and supplementation) gives your cells what they need to function optimally. Since our cells are the smallest living building blocks in our bodies, they determine the way our bodies function on all levels.



Dr. Ray Strand is an expert in wellness and nutrition. His books are listed in the Resources Section of this book and are highly recommended for anyone who wants to make her or his health a priority. He is a distributor with and advocate for a line of nutritional supplements that are formulated to provide optimal health at the cellular level. According to Dr. Strand, these are the benefits to you for the following:

Healthy Diet

- Weight Loss
- Improved sensitivity to insulin
- Decreased risk of Heart Disease
- Decreased risk of most Cancers
- Decreased risk of Diabetes
- Decreased risk of Alzheimer's dementia
- Decreased risk of Macular Degeneration
- Decreased risk of Degenerative Arthritis
- Enhanced Immune System

Exercise

- Weight Loss
- Lower Blood Pressure
- Stronger Bones
- Decreased risk of Osteoporosis
- Improved Insulin Sensitivity
- Decreased risk of Heart Disease
- Decreased risk of Diabetes
- Enhanced Immune System
- Increased Strength and Coordination
- Overall increased sense of well-being

Nutritional Supplementation

- Optimized Antioxidant Defense system
- Optimized Repair System
- Improved Insulin Sensitivity
- Nutritional supplementation is about health
- Builds the body's natural defense systems
- Allows your best chance of protecting your health

FALLING IN LOVE WITH FOODS THAT ARE GOOD FOR YOU

There are countless reasons why people do not choose pro-health food. Do any of these look familiar to you?

- Not enough time
- Don't know how to prepare
- Can't buy stuff like that where you live
- Costs too much
- Your spouse and kids won't eat it if you feed it to them
- Tastes crummy

If your intention to be well is strong enough, whatever argument you have made to defend your habits to eat unhealthy food begin to drop away. You have done many things in life that are far more difficult than adding fruits, vegetables, and whole grains to your meals and snacks. If you come back to "*What do you want to create?*" then your choices (and your body) change shape over time. Bring consciousness to what you put in your mouth. Pay attention to your emotions when you reach for food. Relax and breathe while you eat. It is important for you to be conscious of what you eat and how you feel when you are eating. Feeling centered, grounded, and relaxed around food will help you make choices that promote longevity, high energy, and better health.

The most delicious food in the world is the food that is the best for you. Just as you don't have to become Mr. Universe to be in better shape, you do not need to overhaul your entire diet to make a difference in your health. Multi-grain pasta and bread are nutrition dense. They have a heartier texture than those made with refined and processed flour and that contain empty calories. They give you something to chew and won't spike your blood sugar, two components that provide immediate and lasting satisfaction. If you find one new pro-health substitute in your meal planning per month, at the end of one year, you will have radically improved your diet. Something deceptively simple like switching from white to brown rice or corn tortillas to sprouted grain tortillas helps.

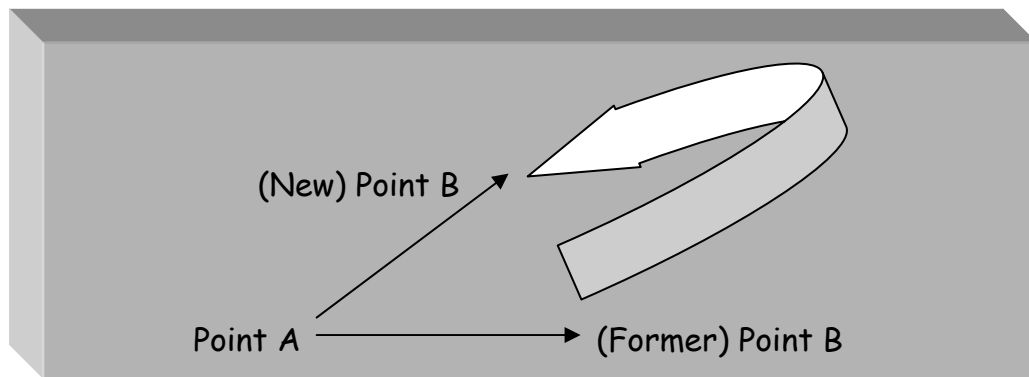
One of the biggest reasons why people do not make modifications in their diet is because they believe that it won't make a difference. This is erroneous thinking. You have to start somewhere. Focus on the incremental benefits as you allow for even greater ones.

Let's say that Point A is where you are in present time. Point B is where you are headed if you continue on the same journey. This information pertains to those of you who might be pointed in the direction of chronic disease. You don't like where it appears that you are going to end up.



If point B is not where you want to end up, you can make some modifications that are modest in their scope. Let's say you start off with fruit for dessert instead of ice cream every night. Add some regular walking a few times per week. Let's throw in a daily regimen of high quality supplements. You have now lowered your sugar intake, increased your intake of fiber and antioxidant, gotten the glucose from your blood to your muscles, and added a layer of protection to your cells... all with a modicum of behavior modification.

These simple disciplines, repeated over time now produce potentially dramatically different results.



A few degrees in a different direction, *extended over time*, will draw you to a completely new destination. When it comes to your health, never underestimate the benefit of simple changes along the way. Every improvement you make counts

YOUR BODY AND UNFINISHED BUSINESS

Over lunch one day, a friend named Katy told me that her biggest fear is becoming like her mother, whose health was always poor. She, the mother, was dependent, needy, and a huge inconvenience to her two daughters. Katy said that she wants nothing more than to *not* become like her mother. In a confidential manner, she told me how much sleep she loses worrying about her health and fearing that she will die early. Katy lives with a tremendous amount of angst and discomfort. She said she thinks about this all the time. She is very overweight which puts her at risk for cardiovascular disease and diabetes.

Katy is as an example of someone who is otherwise accomplished, but whose life is impacted by a misalignment with her body. Her fears and beliefs plague her during a portion of every waking hour. She is accomplished professionally and holds a prominent position as a professor at a local university. Her work in education is recognized nationwide. By many standards, she is a high achiever having earned a few degrees in her field. Amazingly, Katy has done all of this while simultaneously living in dread of her impending mortality and physical dependency. She is doing good work on the outside, but unfortunately feels miserable on the inside. In her own words, she is always stressed.

What is it about this highly accomplished individual that on one level is out in the world making a difference, yet, in her private life is practically tortured about her health and her body? It was after this conversation that I made the connection between unfinished business and various states or lack of physical health. Katy has done an impressive amount of work in her field, but she is sorely lacking from having done work on *herself*, particularly around her body. She is in her early 50's, suffers from osteoarthritis, recently had her hip replaced surgically and in her own words, struggles every day. She flat out refuses to make any changes that benefit her body or her health.

I have tremendous compassion for anyone who is out of sync with their health and their body. Many years ago I was still locked in a belief that supported my being ill. It looked from the outside that I was doing good work. But the struggle inside was very real and quite painful. Because I had not chosen to be well yet, life was much more difficult than it is now. I recognize unfinished business in others because this was my experience. My life changed dramatically when I realized that health was a choice. *Is failing health inevitable, or might you not tamper with that belief for your own benefit?* Imagine that your health can improve year by year. Be the best you can be in this body. As I did on my own journey, you will need to stare down any limiting beliefs you have about your health and your body. I do not mean to make this sound easy because for me this was sustained personal work that took place over time. But it was among the most amazing and significant transformational experiences of my life.

Recently I spoke with a neighbor, Jenn, who said that after she lost weight, she and her husband are now looking for nutritional products. When I asked her to tell me more about what she was looking for, the first thing she said was, "Anything, as long as they are not too expensive." I was amazed. If that is her *first* consideration, to not spend too much, what value is she placing on her health? How about products that make a difference? How about products that are manufactured with reliable formulas? To have the first concern be that they not cost too much—whatever that is—suggests that Jenn has not decided that her health is a priority. To think, "I will do something good for my body as long as it doesn't cost me too much" sounds like a person who might forego her health throughout the day if something better came along for her to spend her money on. What *is* her health worth?

On a positive note, take Mario, someone I met through my networking organization, who discovered that the most important thing to him is to be around for his grandchildren. His own father died in his fifty's and never met his grandchildren. Wisely, this younger man linked his food and exercise choices with his most compelling reason to live a long life. He lost the weight around his middle because he learned that central obesity was one of the strongest predictors of diabetes and cardiovascular disease. He began to exercise daily and adopted pro-health eating habits. He discovered the body that he wanted to create and attached a higher purpose to having it.

Like Mario, many of us are creating healthy and strong bodies. We take our bodies with us on our journey to have a life that is about making a difference. When I remind myself what my purpose is (to improve the health of others, to create financial surplus, to leave a

legacy for my children, to help others achieve freedom), what I need to do becomes clearer. You can put time and effort into your daily practice, like I do, through food choices, exercise, and supplementing. Once you discover the most compelling reason for you to do this, you may experience less of a struggle. This might be easier than you think.

Whether you are moving mountains or just climbing them, anything you can do to increase your vitality will support you throughout your day. If time management is the challenge, putting things on your calendar will increase the chance that you actually get to them. If you are super busy and work from a calendar or to-do list, schedule time for a walk or the yoga or dance class so you see it on your list. I taught myself that when I felt too busy to exercise, that was a cue to go move, breathe, and work my muscles. I bought myself more time after a great work-out. Invariably I come back to work refreshed.

Getting hooked on feeling good is an excellent way to have new habits become perpetuated. Give yourself a treat and give yourself a break. Be well. You deserve it. So do the people whose lives you want to touch. The world will be a better place when you take good care of yourself.