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## FOREWORD

The ancient root of the word *enthusiasm* is *entheos*, meaning literally *the fire of the gods*. The word is *fire*. Not *charisma* or *charm*, which are both too easy, and in the end, alone, are empty of substance. I write of a motivated and motivating fire, which, if possessed by the right teacher, can create an inspired vision with goals attainable by anyone, at any age, anywhere. Sadly, it is a fire many fitness and wellness professionals seem to have long ago surrendered to a host of gimmicks and fads, resulting in nothing but frustration and lost hope.

Twelve years ago, I was teaching a sports science class in Chicago—a session I thought would be cancelled due to an unexpected blizzard. That morning, I encountered fire personified in the first student to arrive, the remarkable Staci Boyer.

Through the years, I have been privileged to witness this inspired flame grow and touch the lives of countless others. As a mother of two wonderful boys and a wife. As a community leader organizing seemingly endless programs to help those less fortunate. As a truly inspiring motivational speaker who delivers both education and inspiration to groups across the nation. As a multi-award-winning certified personal trainer, two-time master trainer, author, and wellness coach.

Staci Boyer is the epitome of motivation and inspiration. Her energy is boundless and, through her life's work, has the effect of lighting up those around her. When you meet her, you sense immediately the depth to which this inspired

vision runs. It is something that, in another age, might have been labeled a *magnificent obsession*.

Staci has dedicated herself to help anyone at any age experience a truly motivated and healthy life. She has proven it through her lectures and classes across the country. I've witnessed on many occasions the ovations she has received after presentations which brought the seemingly impossible within grasp.

Through her groundbreaking work, *Motiv8n' U*, you will have the opportunity to meet this remarkable woman, grow from the knowledge she shares, and experience that motivating fire, which is both warming and inspiring. But as you follow her life's journey, you will soon realize this fire is forged in the furnace of achievement *and* affliction. Her path has not been an easy one, by any means. And yet, despite the challenges she has encountered, which would have caused many to quit, she has chosen to grow and teach others how to move beyond their obstacles to experience a fulfilling life.

Through my own journey as a doctor, teacher, master trainer, and consultant, I have witnessed the remarkable achievements of the professional and Olympic champions I have served. But are these accomplishments solely the rights of those born on Mt. Olympus, with the appropriate genetics and opportunities? To many real people, the ability to create lasting change seems out of reach, both physically and emotionally. But through *Motiv8n' U*, Staci Boyer applies her vast experience to proven techniques to provide a path out of frustration and into the experience of a fit, strong body and spirit carrying readers toward their dreams.

In these pages, Staci has mapped out an innovative two-part plan to help you achieve a healthy and truly enthusiastic life.

Part One will motivate you to start on this path and maintain the momentum once you begin. The CORE foundational concepts immediately demonstrate that Staci, as your coach, respects both you and your goals and is truly walking by your side along this exciting path.

Part Two continues the journey by presenting eight powerful principles of change that will help you arrive at your goals. These principles can be applied by anyone, of any age, to reach any goal. They concern your inner well-being as well as your outer transformation in strength and fulfillment.

In over twenty-five years of working with some of the world's greatest athletes and performing artists, I have seen it all. Through Staci Boyer and her tireless dedication, I have experienced what every teacher truly dreams of: a student who has taken everything offered and found every possible way to share her knowledge, inspiration, motivation, and that sacred fire with everyone she meets.

I once spoke with Staci about her time serving our country in the United States Navy during the Persian Gulf War. She told me about a time when, while she served as a hospital corpsman on the Navy hospital ship *USNS Comfort*, warning sirens signaled imminent attack. I asked, "What did you do?" I could have guessed the reply: "I just did my duty. I took care of people who needed my help and tried to make a difference."

This is one example of Staci's commitment to those she serves, and this is the kind of support and dedication you will be surprised to feel coming through the pages of *Motiv8n' U*.

I am always proud to introduce Staci Boyer to all I know and am equally honored to introduce *you* to this motivating leader. As you experience the enthusiastic fire found within the pages of *Motiv8n' U*, I know your life goals for health and wellness will be ignited and soon become a beacon for many others in the years to come.

*Dr. Jack Barnathan*

*President, N.Y. Strength Inc.*

## INTRODUCTION

### BEEN THERE, DONE THAT!

*You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, "I lived through this. . . . I can take the next thing that comes along."*

*You must do the thing you think you cannot do.*

*Eleanor Roosevelt*

Have you ever stopped to wonder what happened to the dreams you had for yourself—dreams of exciting work, a happy family life, looking great, and actually making a difference in the world? I have.

Wherever you are in life right now, chances are I've been there. Whether you're at the top or the bottom of the mountain, at home or homeless, in shape or out, I've been there.

I'm here to tell you, if I can climb out of some of the deepest pits, bounce back from the most deflating setbacks, and make the most of the worst circumstances, so can you. I promise you, there is no situation you can't overcome if you set your mind to it.

Overweight? Out of shape? Jobless? Homeless? I've been there. Despairing over your marriage, finances, a bankruptcy, or foreclosure? You're not alone. Maybe you're simply stuck in the funk of everyday living, feeling restless, bored, and discontented. Hey, I've been there too.

I've been down many dead-end streets that forced me to face these very

same issues, but in the process I found ways to turn things around and get back on the right road again. In fact, turning your life around is not as complicated as you might think. Your life can be maneuvered through some fairly narrow passageways and turn on a dime. It's nothing at all like trying to turn the *Titanic*!

This is how quickly things can turn around for you: In a week, you can radically change how you feel. In a month, you can radically change how you look.

I don't care if you are eighteen or eighty. I have helped men and women of all ages point their lives in the direction of their dreams. Whether you're a young lady preparing to participate in the Miss America pageant, a soccer mom wondering what happened to your figure, or a retiree looking to make a difference in the lives of others, the principles and processes are the same. You just need thirty quality days to swab the deck, repair the sails, and get the ship of your life back on course.

Experts say it takes thirty days to form a habit. That's not very long in the grand scheme of things. If you're a mom, a college student, a new employee, or an empty nester wondering what to do with your life now, I am telling you that if you will give me thirty days, together we can begin to change your present and future reality. Sure, it might take longer to drop all of the weight you'd like or to redirect your life so it's more fulfilling, but all of that will come with replacing bad habits with good ones. In thirty days, you can establish lifelong fitness habits that will rock your entire world!

Renowned business philosopher Jim Rohn once said, "Motivation is what

gets you started. Habit is what keeps you going.” Once you discover what truly motivates you, you can begin putting the habits into place to reshape yourself—and your future. In eight days, you will see a difference; in eight weeks everyone around you will see a difference; in eight months you will have accomplished more than you have in the last eight years; and by the end of the next decade, you’ll have done more than you ever thought possible. There is no limit to what you can accomplish if you simply form the habits that will get you there.

I know this probably sounds too good to be true considering how busy you are. I understand! I am married and have two children—Corbin, 12, and Drew, 5. I run my own business as a personal fitness trainer, motivational speaker, and consultant, which requires quite a bit of traveling. I am also the official trainer for the Miss Illinois Scholarship Association, am working toward my master’s degree in social work, and within the last three years have competed in three fitness competitions—Bikini Universe, Mid-Illinois National Body Building and Figure Championship, and Fitness America Pageant Midwest—placing first runner-up in all! (Check me out in the finals on my Web site at [www.staciboyer.com](http://www.staciboyer.com).) Believe me: I know what busy is!

So is it too much to expect to have a successful career, a vibrant marriage, a well-tended family, a tidy house, and a tight behind? Not if you form the right habits.

No, you can’t do everything, but if you do the *right* things, it’s surprising how much of the rest will take care of itself.

And there’s more good news. The keys you need to succeed are already

inside of you. We just need to bring them out into the open and let them begin unlocking your best future. By doing the right things—simply making the right choices—you can build the foundational strength you need in *all* areas of your life to see you through any challenge. I am not saying it's easy—just that it's possible and so, so worth it!

This book is about getting not only your body but your life in shape. That means starting your day off right by choosing to be your best self; maintaining your kitchen so you and your family can eat right every day; organizing your closet and your checkbook so you, not your stuff or your money, control your life; and dreaming big about the legacy you leave. Being healthy is not just about fitting into your skinny jeans. It's about sleeping through the night; being productive at work; having energy to play with your children; following your dreams; and, of course, having the spunk to find your way to the squat rack.

Fitness is an overall state of health and wellness. It's a puzzle we need all of the pieces to complete. When we put quality finances, organization, relationships, vocation, emotions, spiritual wellness, nutrition, and humor together, we make a *quality life*.

And it all starts with the first thirty days, the time you'll need to thoroughly integrate the principles and practices that will get you where you want to go from here on out.

To that end, I have organized this book into two parts addressing the two main areas you'll need to master to get fit and stay fit in all areas of your life.

Part One is about finding the motivation necessary to start on the right

path and keep going even when you want to quit. The four chapters in Part One highlight four CORE concepts: choices, ownership, refining vision and taking responsibility, and engagement. You'll discover what core issues drive you, how to read your inner compass, and how you can draw strength from past experiences to propel you forward.

Part Two presents the eight action steps that will take you from where you are now to where you want to be. These action steps spell out the word STRENGTH and include setting SMART goals, thinking about what you want, revving up your relationships, empowering yourself, negating the negatives, giving back with gratitude, taking charge, and harnessing the power of honesty, humility, and humor.

Together, these concepts and action steps work together to form the CORE STRENGTH we all need to lead lives worth living and chase the dreams we all so deeply desire.

Are you ready to get started? Great! Then turn to chapter one. You've got some new choices to make to get you up and running!

*You cannot change your destination overnight, but you can change your direction overnight.*

*Jim Rohn*

**Motivation** (**mō-tə-īvā-shən**): the psychological feature that arouses an organism to action toward a desired goal; the reason for the action; that which gives purpose and direction to behavior.<sup>1</sup>

*WHAT'S MOTIV8N' U?*

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<sup>1</sup> WordNet 3.0, Princeton University, 2006, Wordnet.princeton.edu (accessed February 2009).

## **PART ONE**

### **ESTABLISHING A STRONG CORE**

*People can't live with change if there's not a changeless core inside them. The key to the ability to change is a changeless sense of who you are, what you are about, and what you value.*

*Stephen R. Covey*

*Every movement you make begins from your center of power.*

# THE FOUR ESSENTIAL ELEMENTS OF A STRONG CORE

*If you want to make your dreams come true, the first thing you have to do is wake up.*

*J.M. Power*

Who are you, really, and what do you really want? When do you feel the most alive? What genuinely motivates *you*?

I want you to wake up to what really motivates you, to identify and draw strength from those things that inspire and stimulate you, and to understand what deflates and de-energizes you.

The four chapters of this first section will help you establish your true inner motives. They are like the four legs of a table. Without each one firmly in place and balanced, the table won't stand, or at least it won't bear any weight. I want to help you build a sturdy table that will hold all of the settings and centerpieces you want to put on display, a strong table that's not lopsided or wobbly and won't collapse when someone leans on it. We're talking about CORE STRENGTH, inner strength unseen at first glance.

True strength, or motivational STRENGTH, begins from within. CORE STRENGTH works from the inside out. Not just beginning with your gut muscles but from your innermost thoughts, beliefs, and values. It is a strength pervading every area of your life so everything works together congruously: a systemic,

holistic, comprehensive strength encompassing every aspect of your being. In other words, functional fitness, or fitness with a purpose, is about more than toning your muscles; it's about toning your mind. It's a mind-set that translates into a lifestyle.

True fitness is strength of character to overcome obstacles, bear heavy burdens, endure tough situations, and persevere in believing and doing the very best. It's about flexibility, balance, control, and poise under pressure. When you are mentally and physically fit, you have an inner peace and a sense of freedom in knowing you are the master of your mind and your body, and that mastery extends into your ability to command your reality, your potential, and even your destiny.

In 1902, James Allen wrote the revolutionary *As a Man Thinketh*, in which he stated, "The outer conditions of a person's life will always be found to reflect their inner beliefs," and "All that a man achieves and all that he fails to achieve is the direct result of his own thoughts." I also like what Golda Meir once said: "Trust yourself. Create the kind of self that you will be happy to live with all your life. Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement." As you read on, I want you to take a good look at the kind of self you will be happy to live with for the rest of your life.

Getting motivated begins with understanding what motivates *you*. It involves some self-reflection and understanding of your inner drives and desires, as well as your inner demons and destructive thought patterns. Most of us don't even realize the behaviors and habits sabotaging our best efforts to change. Some

of us don't even realize we need to change.

A Russian philosopher named George Gurdjieff concluded, "Self-observation brings man to the realization of the necessity of self-change." This observation, he wrote, is the catalyst for change: "And in observing himself a man notices that self-observation itself brings about certain changes in his inner processes. He begins to understand that self-observation is an instrument of self-change, a means of awakening." As Allen did, Gurdjieff believed that what you produce in your mind is ultimately what you produce in your life, and the best life you could produce begins with self-knowledge.

The outer you is a result of the inner you, so let's get started producing your best life from the inside out.

Fitness is the result of developing your heart and soul muscles as much as your abdominal muscles. Motivation begins in the heart, with an inner desire. It begins with a mindset of core beliefs and motives. In the next four chapters, you will explore the source of those motives, harness and build upon them, and generate the momentum to stay motivated to maximize your strength, fitness, and *freedom* in every area of life.

*They themselves are makers of themselves by virtue of the thoughts which they choose and encourage; that mind is the master weaver, both of the inner garment of character and the outer garment of circumstance, and that, as they may have hitherto woven in ignorance and pain they may now weave in enlightenment and happiness.*

*James Allen*

*The task of self-knowledge and of further self-development is of such importance and seriousness—it demands such intensity of effort—that to attempt it any old way and amongst other things*

*is impossible. The person who undertakes this task must put it first  
in his life.*

*George Gurdjieff*