



# Willpower for Weight Loss E-Book

By [Lance Goyke](#)

## Why I wrote this guide:

Have you ever made an attempt to lose weight—fit into your old clothes, tone up your arms, or trim down those love handles—only to end up worse off than when you started six months ago?

People everywhere fail to lose weight because they focus on the wrong things. They wonder if they're gluten intolerant, if sets of 12 reps are better than sets of 10 reps, and if peanut butter is paleo. Are the answers to these questions really what's holding you back?

NOT A CHANCE.

Watching people get stuck in this trap hurts my brain. It's not their fault, they're just misinformed. But it's time to learn the truth:

*If you want to lose weight, you need to attack the problem at its source.*

You can spend years looking for the imaginary pill that eliminates cellulite...

...or you can take action and start making progress **today**.

You see, most people would rather dream of one day becoming an improved version of themselves instead of taking action. We are programmed to be afraid of failure.

Yes, putting yourself to the test is scary, but the alternative is much worse: eternal stagnation.

I've combed the research and spent years training all types of people to observe the three key components of weight loss—and I'm going to walk you through them in this guide.

## How to lose the weight—and keep it off

Seemingly everyone out there has wanted to lose weight at some point in their life. Some people figure it out. We call them *the lucky ones*. If you're not one of them, I'll show you exactly how to attack your weight loss goals using the techniques that all professionals agree on.

Because those "lucky" people don't have luck to blame for anything.

Think your diet is the problem? I will explain to you why it's not what you eat, but **why** you eat it that's holding you back. And this is true whether you're 400 pounds or 150 pounds.

Have all the exercise fads out there left you confused? I've been writing fitness programs for years, and I can tell you that the basics work. That's why I've included a FREE 12-week training program (more on that later).

Have you ever given any thought to your thoughts? A simple shift in your mindset can raise your willpower when you need it the most. And willpower is crucial to losing weight—that's why it's the centerpiece of this weight loss guide.

I want to give you all of this. Why? Because I like to teach. I like helping people grow. If you want help, I want to help.

### Who is this guide for?

This guide is for anyone who has caught themselves saying...

*"I wish I looked better."*

*"Diets don't work for me."*

*"I just can't seem to keep the weight off."*

*"I've hit a plateau."*

*"I feel destined to be fat."*

*"I've tried everything."*

Procrastination is your enemy; start NOW.

When you perform an action over and over and over again, your brain commits this pattern to memory. If you're reinforcing negative behaviors, change becomes even more difficult. And these routines are never eliminated, only replaced. "Old habits die hard," is not just a cliché; it's neuroscience. The easiest way to make the change you desire is by starting NOW. Procrastination is your enemy.

I've never been more excited about a project than I am right now. I want this guide to be the most helpful thing I've ever made, and that's why I've included actionable steps to get you started on your weight loss journey.

It all starts with changing your psychology to make success easier.

There are two ways you can view weight loss: through a dietary change lens or through a lifestyle change lens. Where is your focus?

### Diet Focus

Short-term mindset

Rapid initial weight loss, followed by weight gain at or above initial levels

Life revolves around diet

Serious and stressful

Huge initial mental commitment

Try to do everything at once

Easy to fail

Require a lot of willpower

### Lifestyle Focus

Long-term mindset

Gradual weight loss that sticks

Diet fits into lifestyle

Fun and enjoyable

Small initial mental commitment

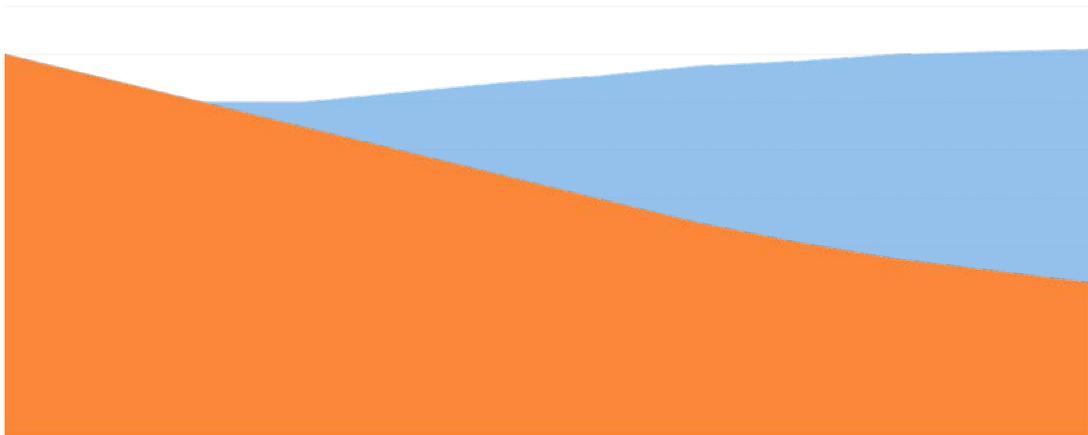
Focus on big wins

Difficult to fail

Requires minimal willpower

## Your Weight Over Months

■ Diet Focus   ■ Lifestyle Focus



Willpower is like a muscle. Every time you stray from your normal routine, you use a little bit of willpower. It replenishes (quicker for some than others), but when you try changing a bunch of things at once, your willpower brain shorts out. Have you ever felt like change is impossible?

Less is more. A lifestyle-focused weight loss plan counts on small changes over a long period of time. And time is a lot easier to find than energy.

*Try to do too much, and you do nothing.*

“Just do it” is not a plan.

...and it’s about as successful as doing nothing

I want to show you how to “trick” your willpower to set yourself up for success. But sheer will is not going to be enough.

I want you to drop that pant size. I want you to set a healthy example for your children. I want you to look the way you used. That’s why I wrote this guide. But I won’t sugarcoat the truth: losing weight is hard work. I’m here to make it as easy as I can. It’s up to you to do the rest.

Let’s get after it.

Lance Goyke



*Lance Goyke*

## Step One: Know Thyself

With all the talk in the media, it's easy to get hung up on diet talk. Atkin's, paleo, gluten free... it's everywhere. But, counterintuitively, the specifics of your diet are not the most important part of your weight loss plan.

Most people have a general idea on what it means to eat healthy.

But realizing that you eat like crap means nothing if you don't know why you eat it.

We'll talk about this more soon, but first I want to ask you a question:

How would losing weight change your life?

*I'd smile when I look in the mirror instead of turning away.*

*My self-confidence would pour over into my work.*

*I wouldn't be the butt of the office jokes.*

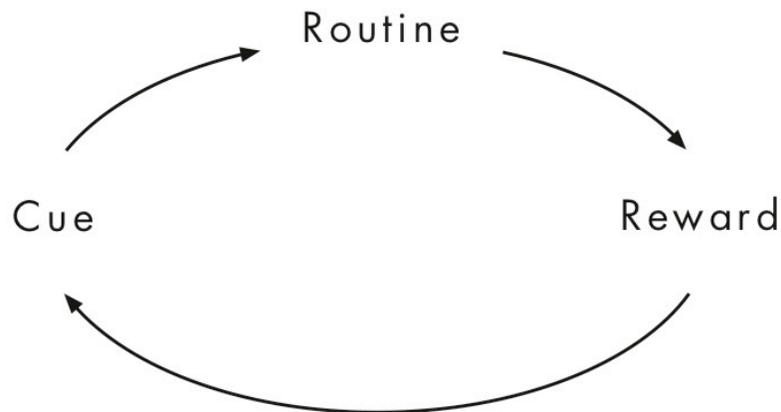
*I could show my children that healthy changes are possible.*

*My friends and family would be proud of me.*

*I would feel young again.*

We all want to feel better about ourselves, but most of us never take the first step because we don't know where to start. And those who do get lost along the way.

To understand why I don't care about what you eat (at least at this stage in our journey), we need to talk about how habits are formed.



All of your behaviors have the same basic structure: something cues a routine you perform to obtain a reward. Charles Duhigg talks about this "habit loop" at length in his *New York Times* Bestseller, [The Power of Habit](#) (highly recommended).

Food doesn't magically jump into your mouth. You put it there. But why do you put it there?

On the most primal level, you eat for fuel. We all do. Without it, you would die. But how many of you are close to starvation? Probably none.

So, now that we've ruled out fuel as a driver of your poor eating habits, what's left?

*I dine out often.*

*My spouse makes me unhealthy dinner every night.*

*I feel so run down at the end of the day that I can't help it.*

*It's just so easy to snack on junk food.*

*I don't really enjoy eating healthy food.*

What's the biggest thing holding you back from losing weight? Focusing on these big wins will give you the motivation to keep at it when you start seeing progress. And getting to know yourself is the first step on the road of recovery.

Why do you dine out so often? Is it because you don't know how to cook? Is it because you feel too tired to make dinner when you get home?

Why does your spouse make an unhealthy dinner every night? Maybe he or she doesn't think there's anything wrong with it.

Why do you feel so run down at the end of the day? How can you avoid this feeling to make better choices? Maybe you should pack a snack for the end of the work day to refuel yourself before it's time to make dinner decisions.

Why do you find it so easy to snack on junk food? Why is the junk food there in the first place? Could you pre-make healthy food to replace the junk food?

Why don't you enjoy eating healthy food? What kinds of healthy foods might you enjoy? Maybe you can gradually ease yourself into these foods to build up your taste tolerance.

There is no specific solution that will work for everyone. That's why I ask you all of these questions.

*No change will stick if you don't identify the source of the problem.*

This skill is just like any other; it needs to be refined with practice.

Now I mentioned earlier that most people know what you're supposed to eat, but what if you aren't one of those people?

My nutrition advice can be summarized in one sentence: Eat more meat and vegetables and eat your carbohydrates before and after your workouts.

Now go get to know yourself. Here's your homework: keep track of everything you eat and what time you eat it for 3 days. This food logging exercise is the best way to become more aware about the food you eat. If you're feeling frisky, you can even keep track of the amount of food you eat and calculate the number of calories, fats, carbs, and protein.

In the next chapter, we'll talk about how exercise is not only good for your body, but also for your mind.

## Step Two: Exercise

Exercise is the easiest way to increase your willpower.

I've worked with hundreds of different people helping them achieve their goals in the gym, classroom, and life. The most successful have a common quality.

But before I tell you what characteristic these successful people share, imagine what you want to look like in one year. Now imagine that day is today.

Would you feel proud? More confident in yourself? Open to wearing a two-piece on the beach?

What new things would you try? Would you try rock climbing? Sky diving? Would you ask out your favorite attractive barista at Starbucks?

The possibilities are endless, but where the heck are you supposed to start?

The people who exercise to lose weight usually fail. While there are infinite reasons for this, I purposefully focused on what I see are the 3 most important pieces of the weight loss puzzle. My hope is that, using this system, you will thrive and compel others to do the same.

*You can be one of the success stories that inspire people.*

Do you usually feel better or worse after your workouts?

If the answer is worse, we need to change how you look at exercise.

In my experience as a strength coach and personal trainer, those who use exercise to beat themselves up don't last. Exercise should make you feel rejuvenated.

I mentioned earlier that willpower is like a muscle that can be trained just like your abs or biceps. How would you like to train both at the same time?

That's exactly what you're doing when you go to the gym. It takes willpower to get up and go workout, and that development of your willpower muscle transfers over to all walks of life.

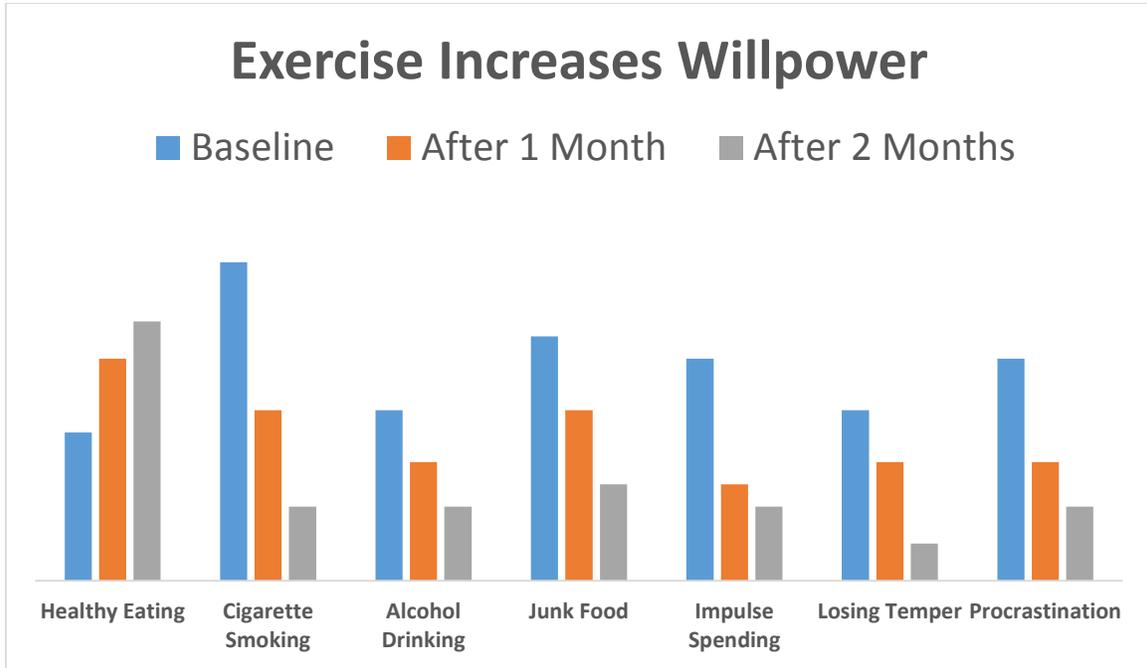
The bottom line is that exercise is absolutely necessary, **especially** if you're trying to lose weight.

*Exercise should be your number one motivational tool.*

A study from Megan Oaten and Ken Cheng in 2006 looked at the effects of exercise on tons of behaviors over the course of two months. They found that exercise:

1. Makes your willpower more resistant to fatigue.
2. Reduces the need for pharmacological aids in the form of cigarettes, caffeine, alcohol.

- Increases self-reported healthy eating.
- Decreases many self-reported undesired behaviors (e.g. eating junk food, losing temper, procrastinating).



Exercise is an essential component of behavior change. But where do you begin?

To answer that question, I wrote the Willpower Workout for Weight Loss.



In the Willpower Workout for Weight Loss, you'll get:

- ✓ Four months of written exercise programs.
- ✓ Clear instructions and big-bang-for-your-buck exercises that get you faster results while freeing up time to
  - ✓ Go out on dates
  - ✓ Play more golf
  - ✓ Spend time with your family
  - ✓ Relax at the end of the day
- ✓ Done-for-you set and rep schemes, rest periods, speed and power exercises, core exercises, strength exercises, and conditioning protocols to make you happy when you look in the mirror, keep you from huffing and puffing whenever you take the stairs, and set a healthy example for your children.
- ✓ A warm up routine with specific flexibility and mobility exercises so that you can move more confidently and fight off those troublesome aches and pain.
- ✓ A logical progression from week-to-week & month-to-month so that you always know what steps to take next to make progress that is sustainable.

Plus, you'll receive:

- ✓ Video exercise demonstrations of EVERY exercise linked directly in the program.
- ✓ FREE REPORT: "The Top 5 Ways to Sabotage Your Weight Loss"

Everything you need to get started on your weight loss journey.

I'm confident that this program will help you, but just in case you're a little less sure, there's a **100% money back guarantee**.

Click the button below if you're interested.

**LET'S GET STARTED!**

Go give the program a shot and let me know what you think (I read every email sent to [lance@lancegoyke.com](mailto:lance@lancegoyke.com)).

In the next and final chapter, we're going to discuss how to unlock your hidden potential with a little bit of mind hacking.

## Step Three: Get Your Mind Right

Changing your mindset can instantly increase your potential in all areas of life, especially weight loss.

When I was younger, I always thought I was a math guy. Mathematics always came easy to me in school. My teachers would tell me, “You’re going to be an engineer when you grow up.”

I tried that for my first semester of college. No way was that going to stick.

All of this feedback that I received when I was younger gave me what Stanford University researcher Carol Dweck calls a “fixed mindset”: the belief that my qualities and potential are fixed.

Have you ever tried something and failed? It kind of sucks, doesn’t it?

*I am positive I will never lose any weight.*

How would you feel if you asked your best friend how confident they are that they can lose weight and they said that?

I’ve had a client say this to me, and it breaks my heart.

I don’t mean to puff you up with foo-foo dreams. The journey is not easy. Weight won’t just magically fall off of your body. You may never again look like you did when you were 18.

...but, then again, maybe you will. Change is always possible, but the journey you take is what determines whether your change is for the better or for the worse.

Which one of the following columns sounds more like you?

### **Fixed Mindset**

“After a strenuous mental activity, my energy is depleted and I must rest to get it refueled again.”

“I’m too tired to make dinner.”

“Work was so exhausting today that I don’t think I should go to the gym.”

“I’m not the type of person who can lose weight.”

### **Growth Mindset**

“My mental stamina fuels itself; even after strenuous mental exertion I can continue to do more.”

“I can’t wait to go home and make the dinner I have planned.”

“Work was so exhausting today, I can’t wait to go to the gym.”

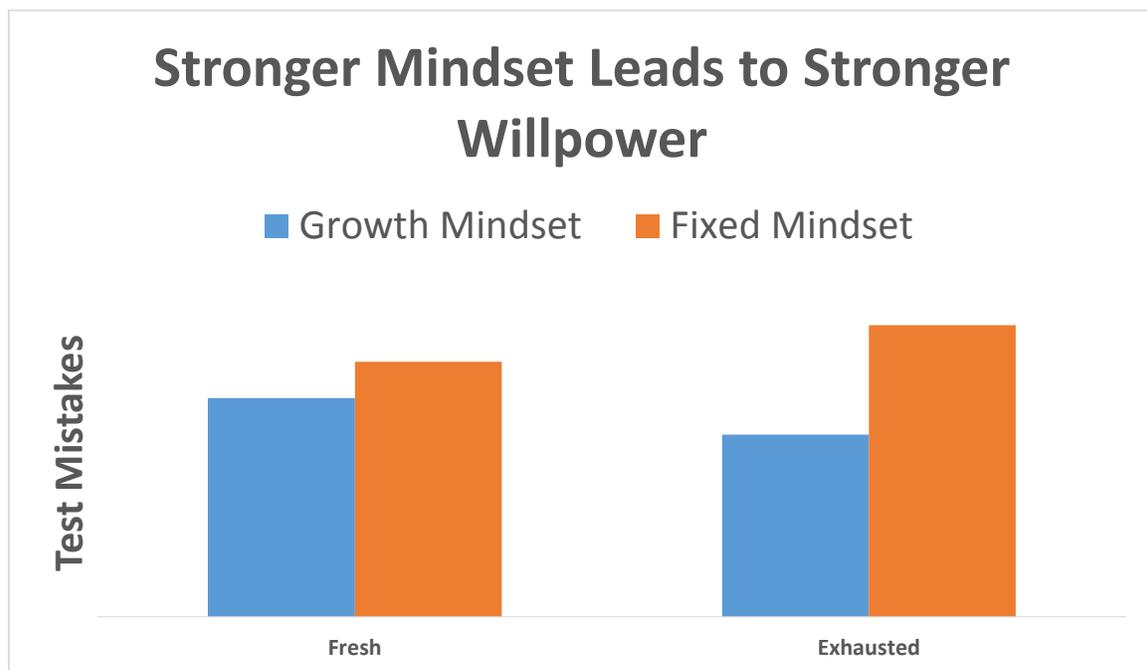
“I’m going to eat well and start losing weight.”

If you don’t think you can lose weight, why would you even try? These people don’t believe they can grow. We say they have a “fixed mindset”.

When you adopt a “growth mindset”, you understand that change is possible. This is the first step to losing weight.

Researchers have even proposed that you can only lose willpower if you believe your willpower can be lost.

In 2010, Veronika Job, Carol Dweck, and Gregory Walton tested people when they said their minds were fresh and retested them when they said their minds were exhausted. The researchers found out that the exhausted subjects who thought their mental energy could be depleted made a lot of mistakes on the test they were given. The other subjects, however, were apparently immune to exhaustion.



How cool is that?

I want **you** to be immune to exhaustion, and it all starts with your mindset.

Take a minute and think about your weight loss goals. Ask yourself, and be honest, if you think you can drop that pant size.

*On a scale from 0% to 100%, how confident are you that you will accomplish your weight loss goal?*

If the answer isn't 95% or above, make your goal easier.

Imagine you and four of your closest friends or family members got together and made specific weight loss goals: lose x pounds and y inches around my waist in z days.

Now you each take your goals to a bookie who says that, depending on the goal you set, putting down \$100 will return anywhere between \$500 to \$5000.

...if you hit your goal.

Who wouldn't place that bet!?! The reward is tremendous!

Well, the odds say that if you hit your goal, every one of your friends will miss it and lose their bet.

Don't believe me? In 2010, researchers Nicholas Burger and John Lynham examined a bookie's data and found these numbers. The article they published is called ["Betting on weight loss... and losing."](#)

The thing that makes this so astonishing is that you all directly control the outcome of your bet. So your weight loss goals are totally in your hand AND you've put money on the line, and most people still don't succeed.

Is it any wonder why people struggling with weight loss feel so helpless?

It is my experience that most people's weight loss goals are too lofty to be realistic. Then, when they don't hit their goals, they forget about all of the real, measurable progress they've made and backslide back to where they started.

That's why I want to make sure you're completely positive that the goal you set is easily attainable.

If you realize that every experience you have is a chance to learn and grow, then you instantly increase your potential for success.

## How do you get started?

Now that you've learned the 3 key components of weight loss, it's time to put them into action.

I've already told you to make a 3-day food log because that's the single best way to start off your weight loss journey.

Get out a sheet of paper and answer these 4 questions:

1. Write down your weight loss goal. Are you at least 95% confident that you can achieve this goal? If not, rewrite it.
2. Think about your typical day and pick out your #1 willpower problem area. Is it planning dinner? Getting to the gym? Learning how to cook? Giving in to peer pressure?
3. Finish this sentence: Working out makes me feel...
  - a. Energized
  - b. Beat up
4. Which of these statements are you more likely to say,
  - a. "I'm destined to be fat forever."
  - b. "I deserve to lose weight. I can do this."

You know what? Go ahead and email me your answers ([lance@lancegoyke.com](mailto:lance@lancegoyke.com)). I'd really enjoy reading your response if that's something you're comfortable with. I'll even help you answer any questions you're unsure of.

Please do this immediately. Otherwise, it will fall by the wayside (trust me, I've been there).



EMAIL NOW

Thank you for reading all of this. Just the fact that you've made it this far shows me how dedicated you are to losing weight.

P.S. Don't forget to give the [Willpower Workout for Weight Loss](#) a shot.

P.P.S. If you know someone who needs help with weight loss, send them this free guide.