



**SIX PACK
FOREVER**

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One of the most asked questions I get is this:

How the hell do I keep my six pack after I get it?

It's a good question... but often not what they are really asking.

Here's what they're really asking...

How the hell do I keep my six pack after I get it without making my life revolve around fitness and nutrition.

Now we are getting somewhere.

See getting a six pack is easy.

Keep it is hard.

But not impossible.

There is really just 1 area to dial in if you want to do this.

Your self image.

Once you master this concept, you'll be able to have a six pack forever.

Self Image Mastery

This is by far my most important report ever written.

Sit back, open up and allow me to shove this gold down your throat because without mastering this, you have nothing.

The first person to discover the self image was a crazy plastic surgeon, turned psychologist named Dr. Maxwell Maltz.

His thesis?

“The “self-image” is the key to human personality and human behaviour. Change the self image and you change the personality and the behaviour.”

Here’s how I understand it...

Change the way someone sees themselves and you change the personality, behaviour and ultimately their life.

If you took a guy who is horrible with women - but magically changed his self image to a guy who has to push girls away because there are so many of them - his personality changes... his behaviour changes and ultimately his life changes.

Originally when a girl rejected him - he would take it personally - feeding his self image that yes in fact he does suck with women.

However once we altered his self image - that same rejection - turns into the girl playing hard to get.

Same situation. Different self-image and ultimately a different outcome.

The big problem is that the self - image you have now is not necessarily yours. It may have been imposed upon you by friends, family or colleagues.

It doesn't necessarily represent who YOU really are - with fitness, with women and with life.

Let me tell you a short story to illustrate my point further.

There was a kid, let's call him James, who sucked at math. Now James, in his previous year was told he sucked at math by his teacher. He ended believing he was the kind of person who just couldn't do math.

So when he got to the next grade, James failed every single test.

Thankfully the new teacher (somehow) had a deep understanding of human psychology and made him believe that in fact he was amazing at math. He was just ahead of the curve and this stuff was too easy.

Overnight, his self image broke. The remainder of the year he did not score one math test below an A.

Why?

Because his self image changed. He went from someone who was bad at math to just the kind of person who is really good at math.

And so, it's time for me to break your self image and rebuild it into one that has six pack forever built right into it's DNA.

Ready?

Close your eyes (after reading) and answer the following questions:

1. What kind of person do you realistically think you are? Why do you believe you are that kind of person?
2. What if any limitations of yourself were because of some off hand comment by someone in your past? What if they were just trying to make you feel small so they could feel bigger - and you've taken that to mean who you actually are? What if none of that is actually true at all?

I know that was a little bit of a psychological mind fuck but I really want you to understand who you are. You might not actually be the fat kid, or

the person who can't get abs or the always overweight guy. It might just be something someone told you, you were and you believed it.

But not anymore. Because now you can choose your own self image.

And it all starts with the behaviour.

Behaving like someone who has a six pack forever, and you will develop the self image. And then you will achieve your goal.

Everything you do, every thought about yourself, every emotion you have can be simply traced back to how you see yourself.

Because you see yourself as the kind of person who drinks and doesn't do drugs. You drink and don't do drugs.

Because you see yourself as the person who can't lose weight no matter what, you can't lose weight no matter what.

Because you see yourself as the person who doesn't break rules, you don't do anything dangerous.

And how you see yourself determines everything you do.

Everything you want in life - as long as you can see yourself as the kind of person who does those things - you will do them.

So now, do you see the power of the self image?

Who you think you are, is not necessarily who you are.

The self image I've been slowly installing into you is this: You are just the type of guy who just has effortless abs year round.

So think about it for a second...

1. What are the behaviours of someone who has six pack abs forever?
2. How do they eat?

3. Do they drink? How much and how often?
4. How do they train?
5. What supplements do they take?

Other than figuring out those behaviours (because they are different for everyone) I'd also like to provide you with some other strategies to help ingrain your self image.

1. Looping - when goal setting write out in your journal: I'm just the kind of person for whatever reason is (insert goal here). Write it out 10x a day to deeply ingrain it into your subconscious. I like to do once every hour for the first month of a goal.
2. Character modelling - When I wanted to get really ripped, I found a character who I wanted to be like and imply modelled him. For me it was Thor. I modelled his eating patterns, training methods and daily behaviours. I constantly asked myself would Thor eat this, or training like this or supplement with this. Eventually you act like it enough and it becomes part of your subconscious
3. Focusing on just the good stuff - Use the nourishment of losing just 1 pound to feed your next pound. Forget about the times you failed. Fuck em. It's over. Focus on 1 pound at a time, one inch at a time on bite at a time.
4. Love yourself truly and deeply - If you love yourself truly and deeply, what would you do right now? Would you eat that food? Would you skip training. Would you binge all weekend? Think about that question every time you are about to undergo a behaviour.

