

SPECIAL REPORT: How To Get Motivated To Lose Weight Now and Make It LAST: The “Driving Force Reverser Technique”

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This report reveals a powerful psychological technique that, if you take a few minutes right now to learn and put it to use correctly, will quickly create within you powerful motivation to lose weight both now and long-term.

This is one of my top “secret weapon” techniques that I use and teach to all my weight loss motivation coaching clients to helping them create and sustain the high levels of motivation needed to lose weight, and keep it off for good.

To benefit from this technique it *very important* that you ***read through this short report in its entirety*** to gain a full understanding of why and how this method works, and then take the action steps detailed at the end of the report to experience the power of this technique for yourself.

Continue then to use the technique as instructed in the days and weeks to come as a powerful tool to motivate yourself from now on to take action and reach your perfect body weight.

NOW, to get you started you first need to understand...

The “Driving Force” That Controls Motivation (and EVERYTHING you do...)

One of the most powerful "secrets" that I've discovered from years of studying psychology and coaching clients is that your level of motivation to do or not do anything in your life is controlled by PAIN and PLEASURE.

More specifically, **your levels of motivation to do or not do something is determined by what you *associate* pain and pleasure to in your MIND.**

If you aren't doing something, it's because in your mind you associate *pain* to doing it. If you are doing something, it's because in your mind you associate *pleasure* to doing it.

Pain and pleasure are the driving forces that determine your motivation and therefore the actions you take.

Why Most People Lose Their Motivation and Fail to Lose Weight

One of the main reasons that most people can't stay motivated to lose weight is because in their mind (consciously or unconsciously) they associate pain to losing weight and pleasure to not losing weight - or to staying where they are.

Whether they are aware of it or not, in their mind most people associate pain to taking the actions needed to lose weight (diet, exercising) and pleasure to doing things that prevent them from losing weight (eating unhealthy foods, skipping workouts to watch TV, etc.). This is one of the main reasons why most people feel motivated or "pumped up" at the start of a diet, but it never lasts.

Of the two "driving force emotions", *pain is the most important because pain is the greater motivator in the short term.*

Your mind is wired up to move you away from pain.

If on a conscious or unconscious level taking actions that lead to weight loss are associated to pain, then you're going to find it next to impossible to lose weight.

You won't be able to stay motivated and you'll sabotage your success by skipping workouts and going off track on your diet, even if long term you know you want to be thin.

Pain is stronger than pleasure determining your actions and levels of motivation, at least in the short term.

The Key to Lasting Motivation and Weight Loss Success: Make Pain and Pleasure Work FOR YOU Instead of Against You

As you now know, most people fail to lose weight because they have pain and pleasure working against them. They have pleasure associated to taking actions that cause them to gain weight, and they have pain associated to taking actions that will cause them to lose weight.

If you've lost your motivation or failed to lose weight in the past, it's almost certainly because of negative pain and pleasure associations in your mind (in one way or another, this has been the case with ALL of the weight loss motivation clients I've worked with to date).

The key to overcoming this massive cause of weight loss failure is to REVERSE the pain and pleasure associations you have in your mind and make pain and pleasure work FOR YOU instead of against you.

In other words, the key is to get yourself to associate pain to failing to eat healthy and nutritious foods and to not exercising regularly, and huge pleasure to eating healthily and to exercising consistently.

This is simpler than you may think, and a powerful way to do it is to use the “Driving Force Reverser Technique” to shift the associations in your mind - causing you to feel highly motivated and WANT to eat healthily and work out and, as a result, lose weight.

“The Driving Force Reversal Technique”

“The Driving Force Reverser Technique” consists of asking yourself two simple but powerful questions:

- 1. What will it *cost me* if I don't take action to lose weight right now?**
- 2. What massive and immediate pleasure will I *gain* by taking action to lose weight lose weight right now?**

By asking yourself the above two questions, this technique causes you to feel and associate pain to procrastinating and not taking immediate action to lose weight, and it causes to feel and associate pleasure to taking action right away to lose weight.

Using the technique as soon as you finish reading this report will quickly create a strong motivation to take action to lose weight now because it will shift your focus and reverse pain and pleasure associations in the moment that cause you to feel unmotivated and procrastinate.

Using the technique daily over a consistent period of time (like 30 days) will literally “re-wire” or re-condition your mind on both a conscious and an unconscious level, completely reversing the old pain and pleasure associations that you used to work against you, and replacing them with new associations that automatically prevent you from going off track and drive and motivate you to take the actions that will move you towards lasting weight loss success.

IMPORTANT: How to Use the Technique Properly - Tips and the Correct ACTION STEPS You Need To Take....

The key to making this technique work is to take the time to think of, imagine and visualize your answers to the two questions in this technique and think of things that create *strong emotions* of pain and pleasure for you.

The stronger you can get yourself to feel the “driving force” emotions of pain and pleasure as you answer the questions, the stronger your motivation will be and the faster you will “re wire” your brain and make pain and pleasure motivation automatically work and to your advantage.

As you ask yourself the two questions, consider:

If you *don't take action* to lose weight now:

- What will it cost you in terms of your self esteem? How will you feel about yourself, now and in the long term?
- What will it cost you in terms of your health, both now and long term? What *could* it cost you?
- What will it cost you in your friendships and in your family, both now and in the long term? What *could* it cost you?
- What else will failing to take action to lose weight now cost you in other important areas of your life, both now and in the long term? What *could* it cost you?

And when you DO take action to lose weight right away:

- How will it make you feel, both now and in the long term?
- How will it increase your self esteem?
- How will it benefit your health, and your energy?
- How could it improve your relationships with friends, family, and other loved ones?
- How else could taking action to lose weight result in massive pleasure and positive benefits in your life, both now and in the long term?

After using the above as guidelines to help you create a strong emotional response, the key is to get straight into ACTION. Use the motivational fire and fuel the technique will give you and act on it. This is critical.

The best time to use this technique is first thing in the morning before a workout and / or before eating your first healthy meal or the day. You should also use this technique anytime you feel your motivation drop and feel like skipping a workout or going off track on your diet.

ACTION STEPS

Put the “Driving Force Reversal Technique” into action right now to fire up your motivation and begin the process of re-wiring your mind to drive you on to achieving lasting weight loss by taking the following action steps:

- 1. Set aside 5-10 minutes of quiet, focused, uninterrupted time – ideally first thing in the morning before you eat your first healthy meal or do a morning workout**
- 2. Think of your weight loss goal (the weight you want to be at, how you want to look and feel)**
- 3. Ask yourself:**
 - *If I don't take action to lose weight, what will it cost me?*
- 4. Take a minute to imagine, visualize and think of all the things that will / could happen if you fail to take action to lose weight**
 - Even though it's uncomfortable, really feel into and experience the pain of failing to take action and make it as strong as you can.
- 5. Take a deep breath, quickly clear your mind.**
- 6. Now, ask yourself the second question:**
 - *If I do take action to lose weight, what massive and immediate pleasure will I gain?*
- 7. Take a minute to imagine, visualize and think of all the massive pleasure you will experience as a result of taking action to lose weight now and of all the pleasurable benefits you will gain in all the areas of your life**
 - As you visualize and imagine, really feel into it and make all the pleasurable feeling as strong as you can
- 8. Take a deep breath, quickly clear your mind again.**
- 9. Take a few minutes to repeat steps 3 to 7 another two or three times, and try and make the emotions even stronger.**
- 10. Take IMMEDIATE action**
 - Change and motivation is created, reinforced and fuelled by ACTION. If you can, get out and exercise for 30 minutes, eat a healthy first meal of the day, or do something straight away that moves you towards your weight loss goal.

- If you can't take immediate action then schedule time as immediately as possible to take action that will move you towards your weight loss goal

11. Repeat the exercise over a consistent period of time (ideally first thing every day, for 30 days in a row)

- Regularly repeating this exercise will “re-wire” your brain to make you feel motivated to take action to lose weight automatically and habitually.

12. Continue to use the “driving force reversal technique” at any time if you notice your motivation or commitment weaken, or anytime you feel like skipping a workout or going off track on your diet plan.

NOTE: You may find it useful to write or print answers to the two questions in this technique out on paper and review and feel into those answers to save you time as you do this exercise

Final Tips...

As final tips I'd like to emphasize that this technique is an awesome tool both for short term and long term motivation.

You can use this technique now to fire you up and get you motivated to take action, and you can use it whenever you need a motivation boost.

The true power of this technique however comes from using it consistently over time to wire it in and make it automatic. Scientific studies show that after around 30 days our brain will have literally re-wired itself by forming new neural pathways and connections in place of old ones.

This is one of the most powerful and effective techniques you can use for motivating yourself to lose weight, so use and practice it consistently and you will literally be re-wiring your brain to work in your favour and drive you on to successful and lasting weight loss.

Use This Technique Now – And Please Send Me Your Results and Feedback + Any Questions You May Have

Nothing will happen unless you take action. You know now things that most people never know about maintaining motivation for successful weight loss.

USE this exercise now, and in the days and weeks to come and reap the rewards it will bring you.

If you have any questions at all about how to use this technique please email me at my personal address below and I will be happy to help you.

Also, please let me know about the all the positive results and “success stories” you get as a result of using this technique (it’s what I teach this stuff for!):

richardspackman@gmail.com

To your success – in weight loss, health, fitness and life.

A handwritten signature in dark ink, appearing to read 'Richard Spackman', with a long horizontal flourish extending to the right.

Richard Spackman

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<http://www.motivationtoloseweight.org>