

WEIGHT LOSS: CRITICAL FACTOR REVEALED



- ✓ CRITICAL factor in successful weight loss
- ✓ Key elements you need to know
- ✓ Check points to get you thinking
- ✓ Making a simple choice
- ✓ The 'How to' Checklist

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Losing weight and looking great is just a small component to a healthy lifestyle, but it is what you work hard for and we want you to see results. The easy answer to losing weight is the simple formula of eat less, move more (ie. Calories In < (are less than) Calories Burned. You can learn more about this in our FREE information guide '[Why Many Women Never Get Toned](#)').

Often people are enticed into a 'quick fix', but this generally leads to disappointment. Fad diets never work in the long run. You may see initial results, but often you end up heavier and feeling worse than you started. The reason for this is because they are not sustainable.

While it is important to have will power, especially to overcome bad habits, studies have revealed the critical factor for weight loss success is... **SOCIAL SUPPORT.**

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What is social support and its key elements?

There is more to support than just a 'pat on the back' when you've done well! Psychologists believe that social support offers various components, whether they be emotional or practical, that aid in being successful at

losing and maintaining weight. Accountability to others, feeling part of a community, motivation, inspiration, sharing experiences and celebrating success are all key elements to social support that help you achieve your goals.

Let's look at each of these elements of social support in turn.

ACCOUNTABILITY— It works both ways!

Being accountable to yourself is important, especially when it comes to measuring your achievements. However, while a number of researchers cite the importance of personal accountability, for example weighing yourself regularly, a recent study conducted at the University of Illinois concluded that being accountable to others was the CRITICAL factor in women's successful weight loss and maintenance of weight loss.

(<https://www.ncbi.nlm.nih.gov/pubmed/25231461>)

And let's be honest, self-accountability can be tricky as you will often find ways to justify why things are not working and even the strongest people deal with self-sabotaging behaviours.

If you literally state, out loud or in writing, to someone your goals and intentions it adds the dimension of being accountable to others. This can be in the form of telling friends and family or announcing it on social media. It can be as personal or public as you choose, but it is an important process for your success. In fact, we believe so strongly in 'answering to someone' that when you sign up for the free Active8me Kickstarter program we have you nominate an 'Accountability Buddy' who can participate by supporting you in your transformation journey. Active8me also offers the ability to sign up as a group, giving you multiple accountability partners and the chance to be part of a community.

CHECK POINT

- ✓ Who is your Accountability Buddy?
- ✓ Schedule a regular check-in with your accountability buddy.
- ✓ Have you made an announcement to your friends and family about your new fitness and health goals?



Belonging to a **COMMUNITY**

“Many hands and hearts and minds generally contribute to anyone’s notable achievements”

- Walt Disney

Being part of a weight loss/ fitness/ health/ wellness community gives you the infrastructure and support that is so important for success on your journey.

This can be in person, where you grow a friendship circle around improving your lifestyle, eg. workout buddies or friends and colleagues with similar goals. Or, alternatively you can be involved in online communities (like those offered by Active8me).

You’ll find peers who are on the same journey and have shared

experiences and understanding; people who can encourage you; new friends who you can discuss sensitive issues and concerns with anonymously; and a community who you can interact with, without feeling intimidated or judged. A study published in *Health Expectations Journal* found “that members of an online weight loss program were almost five times more likely to perceive encouragement support for their weight loss efforts” which lead to a perceived increased level of motivation and continued weight loss success.

CHECK POINT

- ✓ Do the people you spend most time with support your healthy lifestyle?
- ✓ Avoid people who may sabotage your efforts at weight loss.
- ✓ Join an online community to fulfil your weight loss/ fitness/ health support needs.



MOTIVATION— a reliable cheer squad!

Motivation is like an unreliable boyfriend - it comes and goes and is never there when you need it! With that metaphor in mind, it makes sense that you need support that is going to be in a caring and respectful long term commitment with you. BUT, it also has to offer you the 'kick up the butt' you need to keep you on track and consistently supporting your needs.

Research has shown that the type or quality of motivation is more important in predicting successful outcomes than the amount of motivation. In weight control, it is suggested that having autonomy (your own actions), competence (feeling of being able to achieve) and relatedness (how much you feel a part of the journey) are most likely

to result in adopting behaviours that lead to successful weight and health outcomes. While the best motivation comes from within, it is an integral component of support systems to 'prop' up your internal mojo with some outside help! Active8me provides you with a daily dose of inspiration along with the practical tools to help you. This comes in the form of daily nutritious, healthy recipes and meal plans, effective daily workouts, and practical mindset lessons - all in the palm of your hand! This gives you the sense of autonomy and competence in the process of living a healthy lifestyle. You deserve to make healthy living a part of who you are, not just something you do for show!

CHECK POINT

- ✓ You have to 'want' to achieve weight loss, not think that you 'should' for motivation to work (internal).
- ✓ Who or what will you turn to for motivation to keep you going? (external).



INSPIRATION— real life examples win every time

Inspiration is often the fuel for motivation. The most successful support systems work from a positive rather than a punishing, or fear perspective. That is, they are inspiring instead of threatening. So find your inspiration so it can fuel you on your journey.

Social media icons and celebrities can be great to look at, but having 'real life' examples are a lot easier to relate to. Surrounding yourself with stories, images, quotes and friends that offer you realistic hopes of achieving your goals will lead to an inspired effort.

Sharing your own journey may move someone from that inkling of wanting to improve themselves to making daily choices that support achieving overall health. You can go from being inspired to being the actual inspiration.

CHECK POINT

- ✓ Who are the real people that inspire you? Why?
- ✓ Pinpoint what type of inspiration is best for you.
- ✓ Do you have a vision for what you want your future to be? How will you look? Feel? Talk? What will people say about you? What's changed?

Active8me aims to see people embrace healthy, active living. We want to make a positive and lasting difference in people's lives. So many people take their health for granted and often learn too late that without their health you have very little left. The lesson is that once your health is gone, it is not something that you can buy back. We want to be a driving force behind your transformation and to equip and inspire you on your journey. Our programs are designed to specifically meet your extrinsic needs, which may be to improve your physical appearance, but we hope to positively transform your life so that you intrinsically believe you deserve to feel fit, healthy, toned and energized, living at your absolute optimum.



CELEBRATING

“A journey of a thousand miles begins with a single step”

- Lao Tzu

You may be at the beginning of your weight loss or healthy transformation journey, but it is important to recognise that you will require social support from the beginning. There will be many small steps that you take towards living a healthier lifestyle and there may even be some small sideways or backwards steps, but this is where you utilize your support systems to remind you of where you have come from and where you want to be.

Equip your supporters with the tools that you know will help you avoid bombing out, such as the common obstacles or food weaknesses you find most difficult to overcome. They can

then give you a little push to continue with your forward momentum.

You are human, so avoid punishing yourself when things don't go to plan. Instead, celebrate taking the first step (or getting back on track) with a reward, maybe a new work out outfit or funky yoga mat. Essentially, celebrate progress! You can always take some photos of your 'before', 'during' and 'forever' body to share on social media or with your accountability buddy. Accountability partners and other forms of social support are great for bringing you that perspective of how far you've come – so you can celebrate your progress on your journey.

CHECK POINT

- ✓ Use support on your transformation journey. Where is your social support coming from? Who is your accountability partner?
- ✓ Celebrate achieving a step in the right direction.

By now you have learned the idea that **having support is a critical part to successful, long term weight loss.** Now all you need to do is take the first step!



You have a choice to make...



1. Go it alone

You can ignore this crucial advice and try 'going it alone' and yes, there is so much information on the internet, so why wouldn't you? Hopefully it's clear why trying to do it all

on your own is not the best way. Plus, many scientific studies, along with our own experience confirms that you are more likely to be successful with support.

Or

2. Choose Support

You can choose Active8me to help you. Why? Supporting YOU to reach your goal is OUR number 1 goal. Your success is our success. You deserve to be fit, healthy, lean and toned. We have done all the hard work to bring you an easy to use, easy to follow, inspirational and expert program to make it as easy as possible for you to reach your goals. AND that is the important part, it is tailored specifically for YOU to reach what you are after. Olympians, dieticians, scientists and an incredible team

of health professionals have taken the guess work out and passionately poured their expert knowledge and experience into a holistic approach for your benefit. Take advantage of the supportive Active8me community and give yourself significantly higher chances of successfully reaching your goals.



Next steps - how to build your support network

You have learned the reasoning for why **support is so important in weight loss**, and obtaining any given goal. But, *HOW* do you build and maintain a support network?

- ✓ **Choose an accountability buddy that is right for the job!** Are they going to offer you emotional, practical and inspirational support or do you need a variety of people to meet your needs?
- ✓ **Join in!** Take the opportunity to step outside of your comfort zone and join neighbourhood events, community organizations, work health initiatives, active family get-togethers or even a new sport.
- ✓ **Sharing is caring.** Appreciate the support you are given and be ready to return the favour and help others achieve their fitness, health and wellness goals. Participate in forums, answer questions that you have learned the hard way and share how you have overcome your insecurities. You will find this builds further support for yourself as well. Sharing your experiences, both successes and failures, will demonstrate the ability to continue moving forward, providing real life inspiration and motivation for others.
- ✓ **Get competitive.** Sometimes the best camaraderie and support comes from the competitive spirit. You can build competitiveness into your weight loss goals by challenging friends and family to meeting certain goals. The Active8me app offers a points system to really charge those competitive fires, giving you a means to support others and share your progress.
- ✓ **Create a regular and scheduled 'check-in' session.** This could be in person for a workout or healthy meal, via phone, text message, email or skype.
- ✓ **Use technology to make your life, and achieving your goals, easier.** Having the Active8me app is like having a personal trainer, dietician and life coach in your pocket. It offers you reminders and supports every aspect of weight loss.





GOOD LUCK ON YOUR JOURNEY.

Every journey is better shared and social support is so critical to your success. We know you can do this we hope that Active8me can be part of the journey.

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