



**REVEALED:**  
**Why Exercise *Cannot* Be Negotiable,  
No Ifs Ands or Butts**

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By Linda T. Gottlieb, MA, CPT, CET

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I've heard every excuse to avoid exercise, hey! I wrote the book: [\*"No If's Ands or Butts – How to Turn the Top Ten Exercise Excuses into Fitness Triumphs"\*](#).

However, the harsh truth is that if you want to live your life as a healthy, fit and energetic individual, through middle and into older age, exercise *cannot be negotiable* in your life.

Maybe you downloaded this report because you are overweight and gaining more fat each year, or perhaps it's because you are getting seriously concerned about your declining health and know that something has to change. Or, maybe you are like millions of Americans that start and stop exercise programs and simply cannot stay motivated and on target and are desperate for a strategy that works.

I am so proud of the accomplishments of my clients, those folks that just didn't know how to do this thing called "exercise" in a way that they could manage, and even begin to enjoy. I am proud of you, too! You took the time to visit my website and seek to change your lifestyle...Hooray!

Let's start with dismissing the word "exercise" entirely. That's right; you have permission to never even say the word "exercise" again. Are you laughing? It's not a joke! We attach labels to each and every word in our vocabulary, and exercise is one of them. It may very well illicit negative feelings like:

Torture!  
Boring!

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Hurts!  
For someone else!

How about we do a little exercise right now? No, not the moving kind; the thinking, reaching back into your memory kind.

Think back to when you were 10 or 12 years old and the clock was ticking down the last 14 minutes of the school day. As you bolted from your seat and headed home, what was the first thing on your mind back then? Nine times out of ten when I do this exercise in my presentations, the responses are *some type of physical activity*. Kickball, baseball, bike riding, ice skating, jump rope, people shout out all kinds of things, usually with a big smile on their face and joy in their voices!

Why then, do we equate exercise with pain or some type of penalty? I remember another “P” word...PLAY! Let’s think of dancing, rollerblading or swimming instead of that “exercise” word. Don’t like any of those? It’s OK, you can use alternate terms like “physical activity”, “active movement” or “moving more”. Better? Ahhh, much less scary, no?

So, we’ve done it. We’ve demystified the word and you have given yourself permission to believe you can do this movement thing. You can.

Here are three secrets to living a physically active life. Take them and use them in good health!

1. Just change **ONE** thing.

The incredible thing is that if you change one thing today, everything changes. You won’t be seeing your path through the same eyes as the past so you are bound to view life in a slightly different way looking forward. We aren’t talking about making a major commitment in time and money to do this fitness thing.

Simply walking to the mailbox once a day or around the perimeter of the grocery store every time you shop proves that you can add more physical activity in your day. You rock.

2. Do it and do it, **NOW** (for five minutes).

Every day is another opportunity to move more. Take a morning walk – outside if the weather is agreeable, or march in place inside- for five minutes. Yep, I did say five minutes. The “five minute contract” is a

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powerful strategy and it can work for you, you simply need to try it. Promise yourself you will walk (swim, dance, bike) for five minutes. You have permission to stop any activity after the five minutes if you want, it's all fair. However, in my experience, after a mere five minutes of physical movement, my clients laugh and just continue on, for 15, 20 or even more minutes of joyful activity. You see, we never want to start, it's the hardest part. Giving yourself an "out" allows you to get past the initial inertia.

### 3. Understand Newton's **LAW** of Motion.

Speaking of inertia, Isaac's first law of motion is really the law of *inertia*. It goes loosely like this: a body at rest tends to stay at rest and a body in motion tends to stay in motion. We can apply this law (you don't want to disobey a law, do you? ☺ ) to help you keep up your daily movement plan.

If you have used secret strategy #1 and changed one thing, and did it consistently, I hope it inspired you to change a few things in the coming days and weeks. Maybe it was digging out that pedometer (I know you have one) from the bottom of your drawer and started watching your daily steps increase, or increased your mailbox walks (I know some folks whose mailboxes are ¼ mile away from their house- that's good fitness!) to neighborhood or mall walks multiple times a week.

If you have successfully negotiated with yourself using the five minute contract in secret strategy #2, you have been moving consistently and perhaps getting close to the 150 minutes of moderate level activity per week (like brisk walking) the Surgeon General of the U.S. says you need to do to be a healthy American. So, this third and final secret strategy is the best of all.

Keep it up! Make today a good day and tomorrow a great one!

You may find a day or two that challenges your new, fitter, way of life, but allow Isaac Newton's law to help get you off the couch and back into the swing of things. Be, *and stay* in motion!

So, my last words to you today are:

**Sorry, you are NOT excused!** Exercise excuses may shorten your life and make it less joyful.

Human beings don't like pain, but we do love pleasure. Excuses are used to wiggle out of doing something you don't want or like to do and provide a justification for it. It's my

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belief that the excuses you make up and tell yourself might be the most detrimental of all. Why? Because at some point, you start believing them!

I'd love to hear from you at [Linda@FitTraining.net](mailto:Linda@FitTraining.net) and, if you liked my report, share it anywhere and everywhere! If tweeting, facebooking, emailing, or putting this message in a bottle, please add the following credit, exactly as it appears below:

Linda T. Gottlieb, Master Motivator, Personal Trainer, Speaker and Author of "*No If's Ands or Butts – How to Turn the Top Ten Exercise Excuses into Fitness Triumphs*" believes you can choose to defy and define your age by moving your body and improving your life. She can be reached at 203.877.5270 and in cyberspace at [www.FitTraining.net](http://www.FitTraining.net)

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