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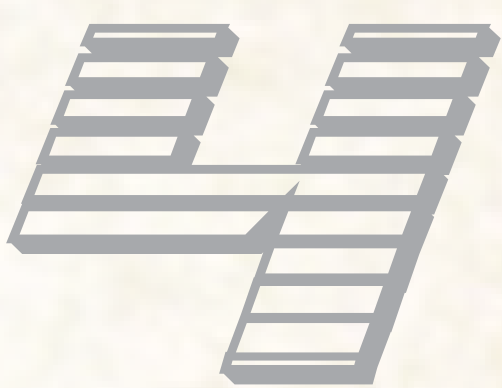


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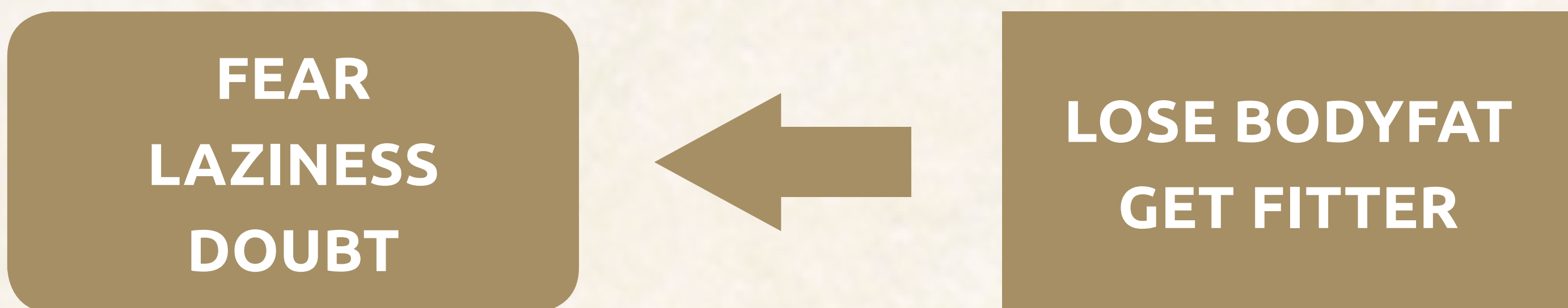
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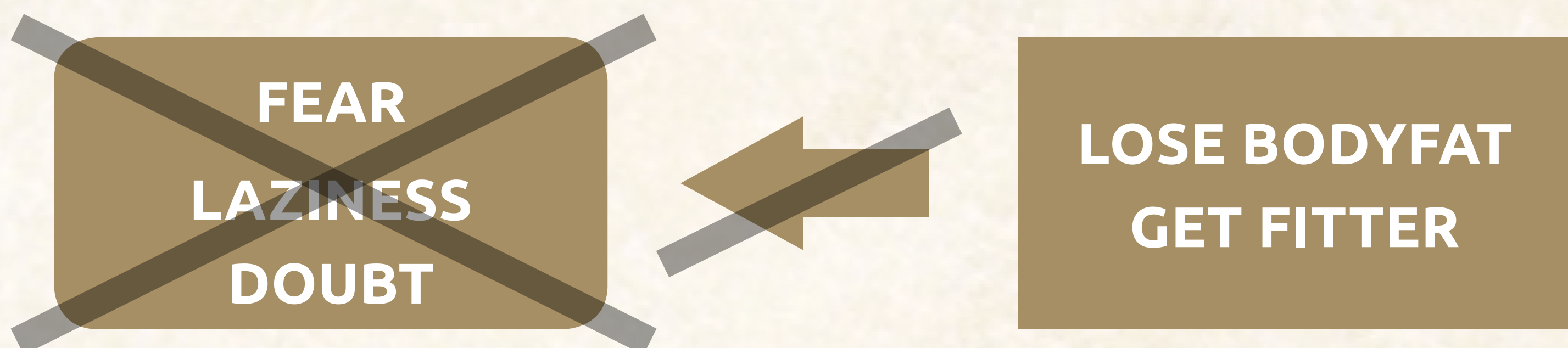
## *INTRODUCTION*

**H**ave you ever had a moment in your life you wished you could do over? A decision you look back on with regret, knowing that if you'd found just an extra measure of inner strength you would have chosen what you knew in your heart was the right course of action. Courage is that inner strength, and it's a quality you can never have too much of in your life. It gives you the mental fortitude and resilience to follow your dreams despite the presence of fear and in the face of pain and hardship; it empowers you with the personal discipline to take on the best and worst life throws at you with equal candour. How do you develop courage, and most importantly how can you utilize it to improve your fitness and health? This short handbook will introduce principles that will help you shatter your perceived limits and mental barriers, then equip you with strategies to not only help you reach your health and fitness goals, but more importantly enjoy the journey along the way.



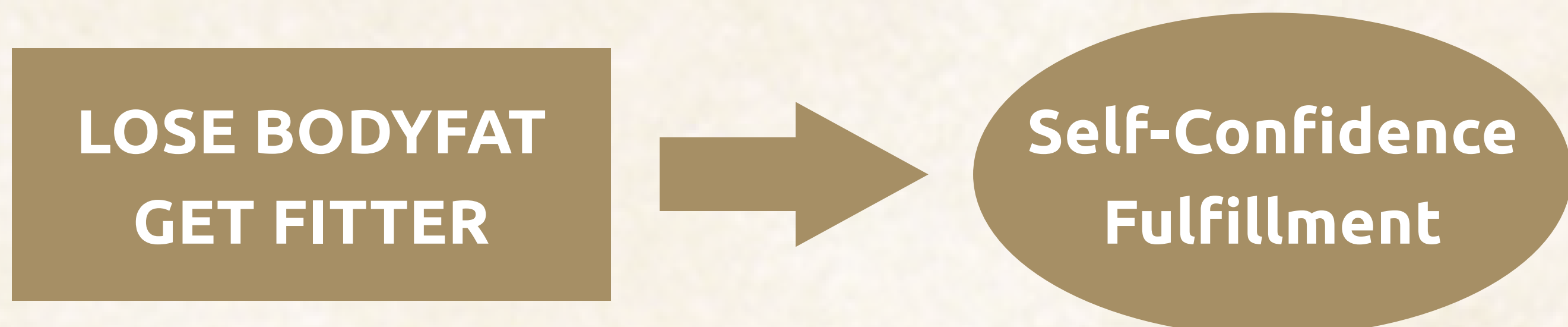


It's important to visually recognize that these factors are not necessarily connected to your goals and that any connection between the two is a choice made by you alone. Since you (consciously or unconsciously) are the one responsible for linking your goals with self-limiting thoughts, you also have the power to take that link away.



The best way to do this is to replace those negative feelings with ones related to your goal that are proactive, encouraging and above all positive! Create a new circle, and this time fill it with all the emotions that make you feel good about aiming for those goals. For example when you think about losing weight and slimming down, you could visualize fitting into the same clothes you wore on your wedding day and imagine the pride and inner satisfaction you'd feel when you get there. If your goal is to feel stronger and look fitter, consider all the opportunities that would open up to you when you hold yourself with the added confidence

of having the body you desire. Whatever your goal is, I want you to identify all the positive thoughts that achieving it would bring, and then create a strong link between the two.



Finally, you're going to complete the Reframe by taking the most important step; making your goal and the positive emotions associated with it one and the same. This means not thinking about one without thinking about the other. It means making the link between your positive emotions and your goals so close that they become indistinguishable. They become one Frame. By rewiring your emotional signals so that goals and Positivity are part of the same frame, you'll be much more successful.



# ***ABOUT THE AUTHOR***

Jam Acero is a Melbourne-based personal trainer and Director of the fitness lifestyle project Athletic Edge. Operating from the core principle that a balanced approach to training and nutrition is the key to a healthy lifestyle, Jam's mission is to empower people with the knowledge, ability and inner drive to fulfill their ultimate potential. Whether it's educating crowds at fitness seminars and workshops, motivating people to develop mental toughness at outdoor bootcamps, or working with clients one-on-one for maximum results, he is passionate about making a positive impact on your life and inspiring you to bring out your best.





*Having Jam as my personal trainer showed me what my dietician or doctor couldn't do. The nutrition support guided me to a more sustainable way to fuel myself, and combined with a focused and progressive exercise program helped me to achieve significant and lasting results. I'm a fitter person, able to do cycling trips, race down ski slopes, and more importantly still eat the foods I love.*

**– Debra, Pharmacist**



*Jam helped me by educating me on nutrition and how to implement an effective yet practical AND sustainable diet. My whole outlook on health and fitness has changed for the better and it's something I know will stay with me for life.*

**– Avtar, Manager**



*Jam's passion for training others is evident each session. He pushes you to strive for your best in an encouraging manner while still maintaining challenging workouts from week to week. Whether it's their fitness level, diet or lifestyle, Jam is dedicated to his clients to see them become the best version of themselves and remain focused.*

**– Kimberley, Jeweler**



*If you are results-driven like me, Jam would be one of the best trainers you can find. His training is efficient, effective and fun. With the right training and right diet that Jam will set up for you, you're almost guaranteed to see the result you want.*

**– Marc, Architect**

**GET THE *EDGE* ON YOUR FITNESS**



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