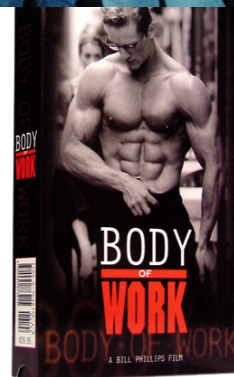
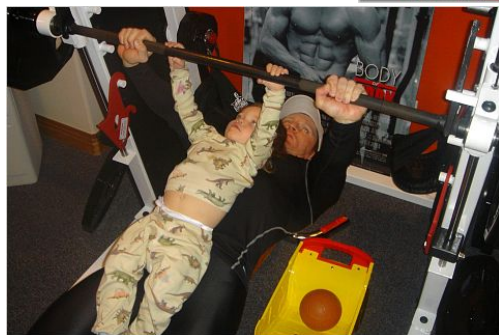


Living at Full Strength 2006





"I want you to print this entire learning guide out and follow along so that you can lock in the knowledge and put to immediate action.

- Shawn Phillips

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## Teleseminar Dial-In Details

Date:	Wednesday, December 28 <sup>th</sup> , 2005
Time:	7:00pm (mountain) / 8:00pm (Central) / 9:00pm (Eastern)
Dial In:	1-512-879-2020
Passcode:	898946#
Topic:	Be Your Best in 2006

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## 4 Tips To Get The Most Out Of This Call

1. Print this file so you can write and take notes during the call
2. Think of how to quickly implement the information shared on the call
3. Make a deadline to take action on at least 3 tips you'll learn on the call
4. Start thinking about how much better you'll feel after implementing tips learned in this teleseminar!

**Q: What is the BEST DIET for losing fat and gaining lean muscle? ('tis the season!)**

- Diets are never the answer they are "a period of deprivation and suffering"
- Diets are always temporary : they begin and end
- Low Carb = Low Energy
- Balanced protein & carbs is best (for most!)
- The sound practices in Body for Life are still the gold standard
- Protein's role in nutrition is FINALLY being recognized

Notes

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**Q: What's the NUMBER ONE most important thing I must do to develop SCULPTED ABS?**

- Simple, basic exercises – no fancy gadgets
- An extraordinary level of focus & intensity
- Total body training and nutrition (no spot reduction)
- Get, read and study ABSolution

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**Q: I turned 40 this past year and feel like it – I want to get in shape but don't want to set my goals too high and get disappointed. Shawn, what is a realistic goal for me to set as a person in the “second half of life?”**

- Age is a first and foremost a number – don't fail before you start
- Goals are the source of energy (or anxiety) – be lofty but not delusional
- Muscles are “The Engine of Youth”
- Enjoy the Journey – stay focused

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**Q: What is the most important reason to strength (weight) train (or exercise in general)? Why would I do this now and stay with it for life?**

- For yourself – to live stronger, longer
- For others – your children, family
- For your country – to support the (financial) strength of America (or ?)
- The US spent over \$130 billion on obesity related medical costs (it will bankrupt us)

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**Q: Is there such a thing as healthy fast-food? – what's the best choice and how do you go about eating in a hurry?** (What's a busy person to do to eat right?)

- I have a few places here – and there are more and more healthier choices
  
- Yet, the challenge to control portions / calories is real and the cost can be quite high
  
- I see Fast-Food changing in 2 ways:
  1. better choices for health and
  2. the advent of a nutrition shake that is truly a performance fast-food

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**Q: How do I stop struggling and sustain real, LASTING MOTIVATION for LIFE?**

- Motivation is inherently (by design) fleeting : know that
- Motivation is most often “external” as the BFL Challenge was
- Freedom is found when motivation (external) transforms to inspiration (internal drive)
  - a. The path to mastery follows the line of : I Should > I have to > I want to > as a path (mastery)

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**Q: Seriously Shawn, what the heck have you been doing for the last few years?**

*“Where the hell have you been – sitting on a beach enjoying umbrella drinks?”*

- sold my interest in last company - got married – had my first child, a son.
- writing a few books, developing Focus Intensity Training (F.I.T.)
- Living Full Strength in the 2nd Half
- Decided to launch the world’s best nutrition shake (the \$5.00 shake!)

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**Q: How do I LOSE FAT FAST? I see so many amazing systems and supplements on TV. Which one is the best for me to drop 40 pounds?**

- Maybe it's a silly question but "why?" – why do you want to lose that weight?
- Create a focus on the result – how you will look, feel, etc.
- Enjoy the journey to health and strength – not the race
- Reminds me of the "US' war on obesity" – one cannot win this war...

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**Q: How do boost my rapidly dropping METABOLISM after 40? It's clearly falling down...**

- What is metabolism and why is it so often to blame?
- What are the keys to elevating your metabolism?
- Do weight loss supplements help?

*Metabolism is the rate at which the body utilizes/expends calories to sustain life.*

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**Q: I have 3 children, work full time and then some, life is demanding. How would you suggest I find the TIME to exercise and eat right? (It's easy for you as a pro-bodybuilder...)**

- Start some where and do some-thing! Anything is a start and engages motion
- There is no right time but there is a time where it's too late
- My belief – you don't have the time NOT TO do it.
- You might take a moment to examine your beliefs – how are they serving?

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**Q: What's the best BAR for WEIGHT LOSS ?**

- Bars, RTD's vs. Shakes?
- Why a Blender is a MUST have...

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**Q: What is the BEST training program for me / ever?**

A-ha moment / Key Point:

- It's not the "What" you do – it's HOW you do it that matters

Story / Example:

- "WHAT" is not the answer – it's the wrong place (where most) look
  - The secret is in the "HOW + WHY" – not WHAT
  - Strength training can be deeply enjoyable and engaging practice when done with total focus and concentration – intensity : Explain
- 
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**Q: Shawn, what is the most common road block to success you see in people – what holds them back more than anything else?**

- Lack of sustained (able) motivation – unrealistic goals
- If they treated their money the way they treat fitness, they'd invest \$1,000 in a savings account and try to draw out a million in a month!

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