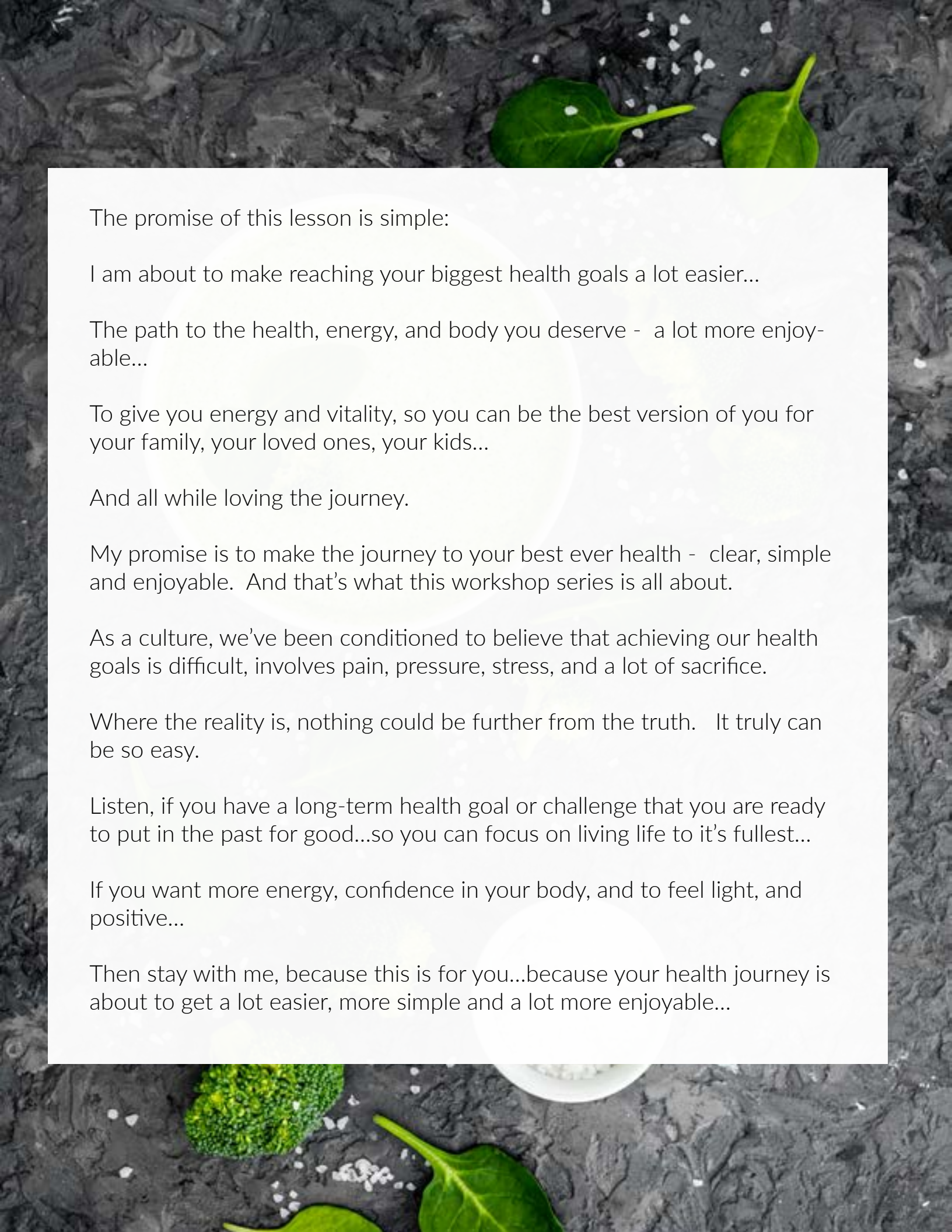


Effortlessly Alkaline Lesson One Transcript

Getting Started, Removing the Stress,
Making it Easy & Removing Overwhelm



Effortlessly Alkaline
WORKSHOP



The promise of this lesson is simple:

I am about to make reaching your biggest health goals a lot easier...

The path to the health, energy, and body you deserve - a lot more enjoyable...

To give you energy and vitality, so you can be the best version of you for your family, your loved ones, your kids...

And all while loving the journey.

My promise is to make the journey to your best ever health - clear, simple and enjoyable. And that's what this workshop series is all about.

As a culture, we've been conditioned to believe that achieving our health goals is difficult, involves pain, pressure, stress, and a lot of sacrifice.

Where the reality is, nothing could be further from the truth. It truly can be so easy.

Listen, if you have a long-term health goal or challenge that you are ready to put in the past for good...so you can focus on living life to it's fullest...

If you want more energy, confidence in your body, and to feel light, and positive...

Then stay with me, because this is for you...because your health journey is about to get a lot easier, more simple and a lot more enjoyable...

The promise of this video is simple. I'm about to make reaching your biggest health goals, a lot easier, the path to the health and energy and body that you deserve a lot more enjoyable to give you vitality and energy so that you can be the best version of you for your family, your loved ones, your kids, and all while loving the journey.

My promise is to make the journey to your best ever health clear, simple, and enjoyable. And that's what this workshop series is all about. As a culture, we've been conditioned to believe that achieving our health goals is supposed to be difficult. You need to go through pain and pressure and stress, and for there to be all of this sacrifice where the reality is, nothing could be further from the truth. I'm here to tell you now it truly can be so easy.

Listen, if you've got a long-term health goal or a challenge that you're ready to put in the past for good, so that you can focus on living life to its fullest. If you want more energy and more confidence in your body to feel light and positive, then stay with me because this is for you because your health journey is about to get a lot easier, simpler, and a lot more enjoyable.

Hi, my name is Ross Bridgford. I'm the founder of the Alkaline Base Camp, the best-selling author of the Alkaline Reset Cleanse, and a world-leading alkaline nutrition coach for over 15 years. And welcome to my brand new workshop series effortlessly.

I'm going to show you a whole new way of looking at your health journey. Something that's going to instantly remove any stress or self-doubt, it's going to reconnect you with your body. And it's going to give you that simplicity and ease, and it's going to start getting your results from the get go with zero stress, zero hard work. This is a totally different way of doing things.

So if you've got a health challenge or a health goal that has been part of your life for what feels like forever, and you're finally ready to break through and put it in the past, or if you're sick and tired of feeling sick and tired. And instead you want to wake up energized knowing that each day you're moving towards your dream health and your health goals.

If you're ready to step into that new life, your new health, where you're feeling incredible confidence in your body, not just in how it looks, Ben, how it feels as well on that confidence to know that you're going to feel strong and energized and vital for many decades to come then stay with me because you are about to discover how thousands of people just like you have completely transformed their health and

their life using the exact steps that I'm going to teach you today all while absolutely loving the journey.

The goal of this workshop is simple. It's to give you a proven plan, a plan that makes getting to even your biggest, most wild health goals, enjoyable and achievable to make it fun and easy because getting healthy shouldn't be stressful. And today I'll show you the first step by helping you get started on your new plan. So you can see how effortless and easy it can be.

Because when you get started with the steps that I'm going to share today, you're going to quickly get results. And I am passionate about getting you results. Why? Because results bring confidence and confidence brings momentum and momentum brings motivation. It's an amazing positive cycle. And once you've started with me, it's all gonna fall into place.

Now I know you might have tried a lot of things in the past, and I know you might think that the reason you haven't been able to stick with a plan or a diet in the past is because of you or your willpower, or you believe that it's your fault for not being strong enough. And I want you to know this is not true. The problem that most of us have had in the past is the plan.

And we're going to change all of that today. Listen, this is going to be very different to what you've learned before. And you might be shocked about how easy it's about to get, because listen, the alkaline diet works. We know it works the data and the studies and the research have given us undeniable proof. Over the past 10 to 15 years study,

after study has shown it to be powerfully effective against weight loss, cancer type two diabetes, osteoporosis, cardiovascular disease, chronic kidney disease, port sports, performance, muscle mass auto immune, and so much more. This isn't publicized a lot in the mainstream media, but the data is there. It's rich. And it's clear the alkaline diet is powerful.

It works. And it's been proven in study after study and my clients they've proven it in the field to massive weight loss, fibromyalgia gone pain, gone chronic fatigue on digestion healed, osteoarthritis gone, lupus gone, auto immune, gone diabetes gone. It's absolutely undeniable that it works. That's not up for debate. And this series is all about making it happen.

It's all about getting you started and making it stick. This series is a complete game changer. So before we dig in, I've got to warn you. Some of the things I'm about to share, they might seem a bit counter intuitive, and they might seem a bit different from what you've heard before. So it's easy to dismiss them. And that's why before we go any further, it is so important that you're aware of two absolutely key fundamentals that are going to directly impact you right now with your ability to get results with your health now, and in the future. Willpower is not the answer.

Listen. Most of us are kind of got a strange idea of what willpower actually is. And it isn't some part of our character that we've either got a lot of, or not much. If we've got strength or a weakness with it, doesn't define our standards or our character.

What is willpower? It's quite simply a function of your brain. It takes care of focus and task performance and emotions, as well as decision-making and choices that help the date. It's actually responsible for a lot. And there are two big reasons why we need to discard willpower from any strategy to achieve any health goal.

Firstly, there is the phenomenon of decision fatigue. This relatively new field of study has been proven beyond doubt that each day willpower is a finite resource. This is important every day, you've only got so much willpower to use. And when you're faced with something requiring self-control, it uses up some of your willpower. And then when you've run out good luck and willpower, isn't only about whether you resist the cookies or have a glass of water, any activity requiring focus from reading to checking emails, to writing that assignment or reading a gossip magazine.

These will all deplete your willpower reserves and studies actually show that we've only got around 15 minutes of strong willpower per day, 15 minutes. You can't build a health blood around 15 minutes of willpower.

So this is the first floor. The second floor is this. The fuel of willpower is reliable. Willpower has a fuel. It effectively runs on glucose. So the more up and down your blood sugar levels, the more erratic your willpower is going to be. If your blood sugar levels are low, your willpower disappears.

I can sense there were some light bulbs going off for some people right now.

Yes. When your blood sugar is low and those cravings for sweets and treats hit, this means your blood sugar is low and it means your willpower is non-existent interest-

ing that might explain some stuff too. So when you combine these two factors, number one, willpower gets depleted with every decision of self-control throughout your day. And number two willpower disappears when blood sugar dips any wonder that as the day goes on the likelihood of you crashing and eating foods that you know you shouldn't skyrocket, it's clear, you can't rely on willpower to be a part of your health plan going forward yet practically every diet and healthy lifestyle plan out there expect you to every other approach out there is built on a foundation of just hoping your willpower is strong just at the right moment, but it never is not long term or even medium term.

Can you see why I'm saying again?

And again, if you've tried and struggled in the past, it is not your fault. What I'm teaching you today. Ah, it's totally different. We have to adapt our strategies. So we're not relying on willpower. If we can work with what we can control, we can effectively bypass temptation. We can keep consistency and we can continue nourishing our bodies and thriving for out the day.

And this brings us on to our game, changing fundamental number two. So fundamental number one, willpower, that's really important, but this one number two, this is the essential light we talked about a minute ago. Society has conditioned us to believe that getting healthy means pain and sacrifice and hard work. Ooh, what if it didn't have to be that way?

What if instead of all that you focus only on a small, really small number of actions and forget, literally forget about everything else. And this will get you bigger and better results than you've ever had before. Let me repeat that. The way to success is to focus on only a tiny handful of actions, a small handful of things and forget everything else.

Now I get, this may be quite different from what you've heard in the past, but I want you to know what I'm about to teach you now works. It works. I've taught it to so many thousands of people with all different goals over 15 years. And it works. I tell you now it's so easy and I know it's going to work for you too.

To explain what this means, I have to roll the clock a little bit back to 2011 just after we'd had our first little boy Leo, because this was when the first seedlings of the 20/80 appeared in my life. At this time, I felt like my life had gotten out of control. We had just moved 1100 miles across Australia to a whole new city

where I knew absolutely nobody.

We bought a house and then knocked half of it down. We had a six month old baby who then promptly broke his leg. And he had a cast from his toe up to about here and his chest. And he couldn't move without help. And I was struggling. Work was flying out of control and my health suffered badly. I got sick, I got chronically fatigued and I got desperate.

I wanted so badly to be the dad that I'd always imagined that I'd be, but I was struggling to hold it together. I'm sure many of you can relate at that time. My diet was the thing that I let go of and my health fell apart pretty quickly. Now, when I ended up with pneumonia and having to spend several nights in hospital on oxygen,

let's just say that was something of a wake up call. You know, I was frustrated with myself because I knew that having your health is the most important way to contribute to others. And by sacrificing my health, I was seriously limiting how much I could be there for my family. And I wanted to get started and return my health back to where it was and get thriving and get energized again.

But in hospitals has only so much you can do. Let's be honest, the food in hospitals, it's not healthy. It's pretty awful. So that wasn't an option. I hardly have my juice on my blender there with me in hospital either. So the one thing that I could take control of was my hydration. So for the rest of my stay,

the next three days in hospital, I got back to super hydrating. That was all I could do. So that's all I did. And the results they were remarkable just by focusing on this one thing and letting go of everything else. I still got great results. I got discharged from the hospital early feeling remarkably well, given the treatment I had to put on in the hospital.

Let's just say there was a few tubes involved, but I felt fantastic. And once I got home, I just got stumped back into my juicing, my veggies and my salads. And frankly, I didn't think a lot about my hospital experience ever again. I just wanted to get nourishing again. And I went at it with Gusto and before I knew it,

I was thriving again, shock news Ross. The alkaline diet works. I just needed that little jolt to remind me so fast forward a few years.

And I just created my very first version of what later would become my Alkaline Base Camp program. We call it the ABC for sure. And I'd gotten a bunch of people, really great results with the ABC,

but there was always this small segment, this little group of people after each training, who they just really want it to be a part of it. They wanted to get stuck in as well, but they just felt too overwhelmed to really get started. Their lives were too full. They were too stressed, you know, kids and work and balancing everything.

They didn't have the time or the mental head space to take it on board. But these were the people that I really, really badly wanted to help. And I still wanted to get result for these guys. So I reached out to a few of them and I started a little extra coaching group with them. I spoke to them in depth about where they're at,

what their day-to-day life was like their diet. And it was clear trying to change their diet all at once from a standard American diet to an alkaline diet all at once was just too psychologically overwhelming for them. And I'm sure you can relate. I needed to get them started. And this was where I remembered my hospital experience. The single focus on just one thing now,

whereas I have no choice. I mean, I hardly had a kitchen with a juice and an oven on a blender in the hospital all day, every day, these guys were being faced with so choices that they felt overwhelmed in that overwhelm. It caused them to do nothing. So I try to replicate my little hospital experiment with them and I ran a big coaching call with them.

And I told them to worry about nothing except just hydration for the next seven to 10 days. I train them on exactly what to do to reach their hydration target. And the rule was they could forget everything else, literally eat what you like, do what you like, but you have to get your hydration covered every day. Not everyone was perfect, that's fine.

But they all got incredible results. And the results stayed within as little as 24 hours. Now within seven to 10 days, those results are absolutely amazing. Energy improvements, weight loss, better sleep, skin improvements, digestive improvements. And from here we built on it. We tried something else simple. I ran another group call and this time I picked something else for the next seven days,

they focused on just this one thing. And again, the results float, even though they were a hundred percent relaxed with everything else, the results came flowing. And from here, I started to try and dig into the psychology of actually what was going on here. I went deep into the behavioral science, the data on willpower and motivation and all these other things.

And what I found was astonishing. I'm going to relate it to health and to diet it all just clicked. What I stumbled upon was Pareto's Principle, whereby in any endeavor or any situation in life or nature, 20% or less of the input will always lead to 80% or more of the desired result. Pareto's Law it's often also called, can be applied to practically anything. And it all started to fit with what I'd been teaching that small group.

While I only tried a couple of steps with these guys, I hypothesized what if 20% of the things I teach my clients could get them to 80% of the way to their health goals. I knew this was a breakthrough and I got to work over the next few months.

Absolutely everyone in this group had gotten absolutely astonishing results. And the best part was they were loving the journey. Remember these were the most overwhelmed, the most stuck and the most frustrated people in my coaching group. And now they were making massive strides forward and feeling confident and energized. And over time, the absolute best part of this was the more results that they made.

The more progress they made, the easier they found to add more stuff in this is like the rich get richer analogy. The more alkaline and energize these guys got the easier it became to get even more alkaline and more energized. So I set about creating a Mo a roadmap for this and focusing on those most important steps to get started, the things that will give you the biggest results with the least amount of effort required in sports performance.

They call this the minimum effective dose. The question, what is the minimum amount of input needed to get the desired outcome? And my findings through trial and error with another two or three groups of very willing participants showed me that there were four key areas to focus on first that will get you huge results with minimal effort needed. Of course, with these four steps,

This is what I now call the Four Core Actions. And over and over with different people with different goals, different circumstances. It works every time when I coach

this to people, they get results quickly and they enjoy the journey and they find it so easy to stick to because it's achievable. It's realistic, it's enjoyable. It's simple. And this now underpins all of my training.

Huge results can come from tiny changes - if they're practiced consistently. That's important. Let me say that again. Huge results can come from tiny changes when practiced consistently, this is a game changer. You have to stop trying to do it all at once. Please, when you keep it focused on these 20/80 Habits, the consistency part is so effortless.

Now, today, I'm going to dive into the first of these four core actions with you and show you how easy it is to apply when you use that ABC habit framework. You'll leave today with a clear, easy and achievable plan to get started now, and then lessons two and three. I'm going to go even deeper into the specifics of all of this.

In lesson two, I will share with you what those other three, four core actions are and how you can apply them with that framework. And then in lesson three, we're going to, I'm going to share with you my entire roadmap from getting from wherever you are now to alkaline and thriving, it's called my effortlessly alkaline path. And I'm going to cover everything with you in lesson three.

And this is why I created the Alkaline Base Camp. We call it the ABC. It's my monthly coaching. And if you'd love to join us, I'd love to help you too. And it's because I wanted to be able to deliver this to a much bigger group and impact more people and get them out of that frustration and pain and into a life of effortless health and vitality.

When you jump into the ABC, you'll see that I take each and every one of my new members by the hands, through each of these four core actions and we make each one super real and sustainable in their life. And this is where we start with everyone who joins because the results are phenomenal. The more you do this, the easier it becomes.

You're never stressed. You're never frustrated. And you certainly never overwhelmed. You know exactly what your next step is. This is a massive game changer, and you're going to love it. Now over the next few minutes, I'm gonna make this so easy for you and put it on autopilot for you. And I love making health as I was automatic people.

So you don't even have to think about it. So let's do that next. This is something I want to cover really quickly for you because it's something I'm going to be referencing throughout the lessons. In my next two videos. This is my ABC habit framework, and it's the basis around actually making it happen and making it stick. This Alkaline Base Camp habit framework is the key to getting it done in an achievable way that works for you in your life.

It works in your life. No stress, no hard work. So you can still get results while having fun and relaxing and saying yes to social events. Having date nights with your partner, enjoying a glass of wine here and there, a coffee with your friends. This puts your results on autopilot. Sound good. All right, let's get started. Now,

before I jump into this, I want to give a massive hat tip to three huge inspirations. In my study on habits, these people have really paved the way for the new science of habit formation and they are BJ Fogg, James, Claire, and Charles Duhigg. If you want to go deeper on the science of habits and I recommend that you do because it's applicable to everything in life.

I highly recommend that you check out their work. Now, as we've covered the easiest, fastest, most enjoyable way to incredible health and energy is through building these 20/80 Habits. These habits are the most effective and easiest ways to get results with your health starting right now. And they're so simple when you apply my ABC habit framework, you'll see just how easy it is to build these into those 28 steps and then build those into your day-to-day lifestyle.

And it's got four important pillars. Number one is be clear. Number two is be enjoyable. Number three, be simple and remove friction. Number four, be reinforced in each of these pillars. There are hundreds of different ideas or steps that we could take to tick each of those four boxes. And for any given habit, you want to try to have one idea or one step in each of the four,

because when you combine it all together, so you put one action and be clear one and be enjoyable. And so on, the more you have the quicker and more embedded, the habit will become in your life. It might seem a little bit conceptual right now, but let's jump into it. Let's go into an example now to ground this and get you started with the first of the four core actions.

And this one is hydration in my 15 plus years of coaching. The main obstacles most people have when it comes to hydration are these number one, they simply for-

get, this is most people. Number two, they don't like playing old water. They find it boring. Number three, they just don't make it easy for themselves. And so the ABC habit framework is perfect for hydration.

So let's walk through these four pillars of the habit framework. Now, specifically for hydration and guys hydration. If you fix this, it will change your life. And what I want you to do as we go through this follow along in your workbook and pick one or two of these and start putting it into action. You'll already have noticeable results with your health.

By the time we get to lesson two in just a couple of days, do it, do it, do it pillar one, be clear now to make our habit as simple as possible to follow, we need to make it really, really obvious in our day-to-day life. And to do this. My favorite tool is something I call habit linking. And this is where you take an already existing habit.

Something that you're already doing on autopilot during your day, every day, without thinking about it. And you simply attach your new hydration habit to it for hydration. This works a treat. And if we want to make the habit clear to us, we just linked drinking water to things we're already doing in our bait. Here's some ideas for hydration. Each time you do one of these activities during the day,

have a glass of water, waking up cleaning your teeth, preparing meals, breakfast, lunch, and dinner, arriving at your work desk, commuting, cleaning up after dinner, taking the kids to school and so on and so on. And so on. You get the idea. If you've simply linked to having a glass of water to each of these habits that you already do,

you kind of reach your hydration targets so easily. And this is something we go deep on, really deep on the news all the time in the Alkaline Base Camp, because it is so powerful and so effective. I'm sure you can see just from this little example, how easy this can make these things to do. This one is also so easy. You're simply making your hydration delicious think lemon,

water, coconut water, herbal teas, hot or cold, cold herbal tea up, flavoring your water with infusions like strawberry and mint and ginger and cucumber. And so on. The more delicious it is, the more you enjoy it, the more attractive it will be. And the more likely you'll be to keep on doing it. Of course you can just have plain water as well,

but making it absolutely delicious and delicious to taste, to look at, to create an

experience. It, you know, sometimes even put real effort into it. It turns it into a treat and it makes it easy to replace other less alkaline nor dehydrating beverages like coffee throughout the day. For example, just now picture a beautiful picture on your desk of chilled water with strawberry and Basil's or cucumber,

a mini so good. Wouldn't that make it pretty easy to drink an extra 40 or 50 ounces? I think it would, the easier you can make it for yourself. The less friction there is, the more likely it is that you'll start and stick to the new habit. So remove the friction. Think of all of the little things that standing in your way and change them so that they work for you or remove them completely simple ideas by multiple water bottles,

have water bottles that you enjoy drinking from sounds weird, but this trips up so many people place water bottles around the house each day in areas that you frequent fit Waterfield was two, a couple of different taps around the house. So you can always get a glass of felt what you get the idea. And this is a really interesting one. This is where we make it as satisfying as possible to tick the box that the habit has been done.

And your goal has been achieved. The research tells us over and over. What is immediately rewarded is repeated. What is immediately rewarded is repeated. So in any new habit we want to create, we should look for ways that we can add in an immediate reward, a simple satisfaction for hydration, simply tracking your progress. There are each day across days and weeks,

so you can see your progress can be hugely satisfying. There's huge reward in just this tiny satisfaction for most people, just a visual representation of their progress on a chart or a tracking app, such as something like streaks or daily habit is more than enough. And remember, this is so important, not every single one of these four habit pillars has to be enough on its own to make the habit work.

They all just contribute a little bit. Okay. The more you can add just a little bit here, a little bit there, the more sticky the habit will become does this all make sense? Now we've only really covered one of the training options. One of the strategies per pillar of the four ABC habit frameworks to get you started in the ABC, we go into a lot more depth on each one.

There's loads and loads of different options for you to shop from and pick from, but you can see how much more likely you are to succeed with hydration with the ABC

habit framework versus the old way of doing things, which is basically just saying to yourself, I'm going to be strong and drink more water every day from now on it's quite the contrast. And it's a great example using my approach and the ABC habit framework applied to these 28 habits versus the old way of just going for perfection and just being strong and pushing through what a difference night and day.

And can you see how this will work in your life so much easier and so much more achievable and realistic. And that's so important for me to make it achievable and realistic for you and you get way bigger results. If hydration was the only thing you had to focus on for your health, just this nothing else, you can relax on everything else and just focus and say,

well, hydration becomes an automatic habits, something you do every day without noticing. So just focus on hydration, forget everything else. Can you see how much more easy and enjoyable your health journey is going to be? How much easier it's going to be to get started? How much less stress and less overwhelm there's going to be. This is the power of what I'm teaching you,

right? And how this is how I coach and why I get such amazing results. So consistently for people. And now that you're clear on number one, you can completely let go of any reliance on willpower. You're not going for perfection. It's not overwhelming. And you can take that big, deep breath and that sigh of relief, because number two,

you now know how powerful the 20/80 habits are, how they remove that overwhelm and stress. And they bring that certainty that you will reach your biggest wildest health goals, and you will love the journey. Number three, you've got the habit framework to make it so easy to create these powerful, new 28 habits in your life and move forward with confidence.

So the next step is answering the question, what are the other three core actions? What are the next most important 20/80 Habits to focus on first to get you alkaline thriving, energized, and moving rapidly towards your biggest health goals. We've covered the first one today with hydration, but this is what we're going to go into in lesson two,

in much more depth, we're going to build on what we've learned today and I'll reveal and teach you exactly what the other 3 20/80 Habits are. And we'll go through that habit framework for each. So you can start putting it into practice and under-

stand it and see it in the real world with examples. This is results guaranteed because once you know exactly what to do,

you'll see, it's so easy to get massive, huge results without hard work and in just a matter of days. And I'm going to show you all of this in the next video. Now, before we go today, I'd love to get to know you a little bit more. So leave me a comment right below this video. And tell me, what would your life look like if you achieved your number one biggest health goal.

If you overcame your biggest health challenge, how would life be different? What would it mean for you and your family? Let me know in the comments below, because I'm going to read every single one and only respond to as many as I can. And if you found this video useful, please share it on Facebook or Twitter, or even by sending a friends,

the URL to this page. I would so, so appreciate that. And lesson, before we finish up for today, I want you to know, I know how hard this journey can be when we've been doing it the old way, when you've been relying on willpower and trying to give up all your favorite foods at once and be perfect. And I know that friends and family,

I know how critical they can be when we try new things, especially new things that are health. And especially when it's counter intuitive or when you've tried new things before that didn't work out. And especially when really they're just in their own heads and they're beating themselves up. And when they see you making massive progress, really we know it just reminds them that they're still standing still.

So if you take nothing else from this video, I want you to know that you can do this. Don't let anyone tell you otherwise when you give your body, the tools and the nourishment that it needs to thrive, amazing things will happen, and you can do this. Everything you have ever wanted for your health is absolutely possible. And when you have that positivity,

that vitality, that vibrancy and that energy, that this type of health brings, it's going to ripple out to your friends and your families and all of your loved ones. And it's going to impact them to impossible ways we couldn't even dream of right now. So let's do this. Let's make this happen. Leave me a comment below this video, and I'll see you in the next lesson.

Priority Access to the Alkaline Base Camp

The Alkaline Base Camp (ABC) is currently closed to new members, and has been for over 11 months.

I will be opening a small number of spaces on the 9th December. If you want to receive advance, priority notice and get 24 hours access before everyone else, click this button:

YES Ross! I Want Priority Access to the ABC!

The Alkaline Base Camp is my monthly coaching program, where every week I deliver a new hands-on training to help you get alkaline & thriving, to make it happen, and make it stick.

It includes monthly new, exclusive recipes, video masterclasses, live trainings, Q&A coaching calls with me, and deep-dive trainings on the most important things: Anti-Inflammation, Quit Sugar, Digestive Healing, Hormone Reset, Effortless Weight Loss & more.

And loads of access to me, as your coach and our fun, LIKE-MINDED vibrant community.

It's everything you need, in manageable, bite-sized chunks, to live alkaline.