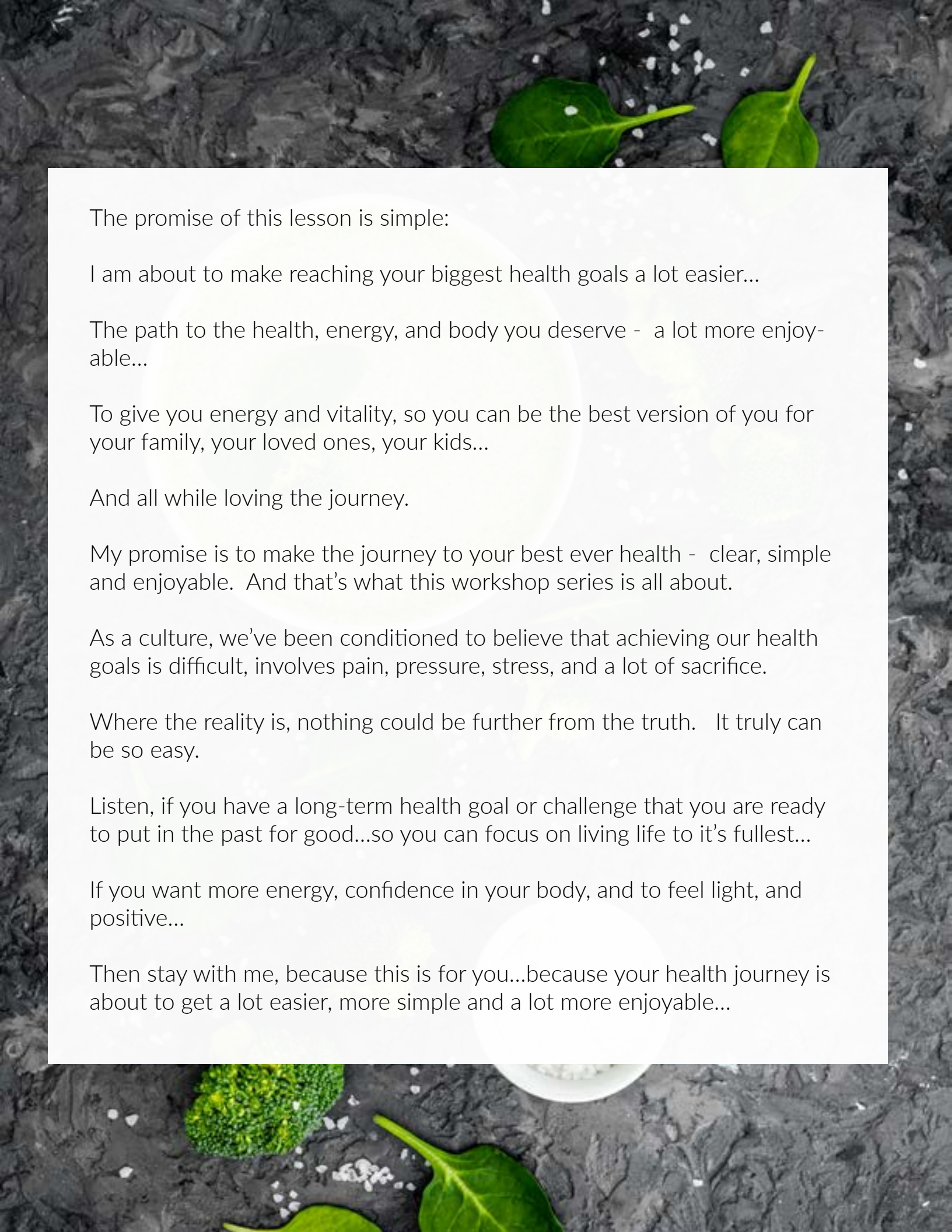


# Effortlessly Alkaline Lesson One: Making it Happen & Making it Stick

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...

# Effortlessly Alkaline Workshop: From Frustrated & Stuck, to Alkaline & Thriving

Welcome to the Effortlessly Alkaline Workshop! For every lesson in the series you will get a 'follow-along' workbook. These workbooks will help you to both follow along during each lesson as you watch, and contain the extra resources and information for you to refer back to for years to come.

There will be 'fill-in-the-blanks', recipes, resources, studies and more.

But it all starts here, with *you* and your big goals! So as we get started, I encourage you to set your intentions for this workshop.

Don't let it pass by passively. The workshop is 100% action, no theory. It is designed to get you moving - to make it happen, and make it stick.

The dangerous thing to do is to just watch along, and nod along, passively, and think 'oh this is great, I'll come back to this someday'. Do not fall into that trap. Do the exercises in the workbook!

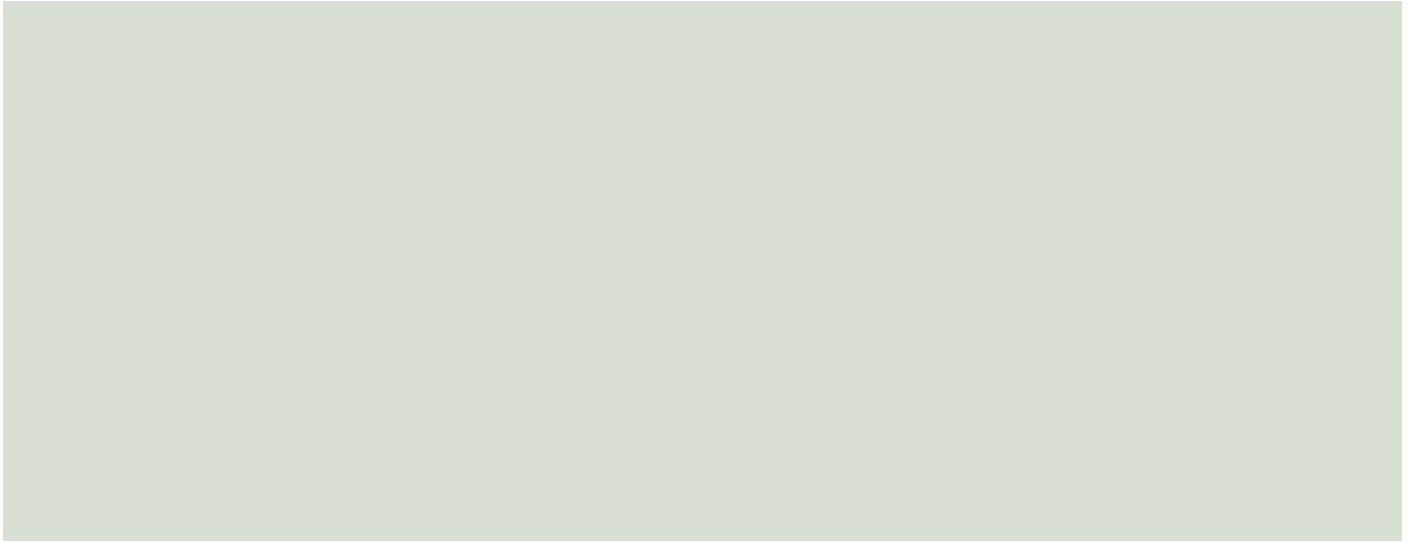
I have designed this series to make it *easy* for you to get started, and it's all about one-step-at-a-time, simple, straightforward, no confusion, no complexity, no overwhelm.

So as we get started, I hugely encourage you to pause for a moment, and do the first quick exercise on the very next page...

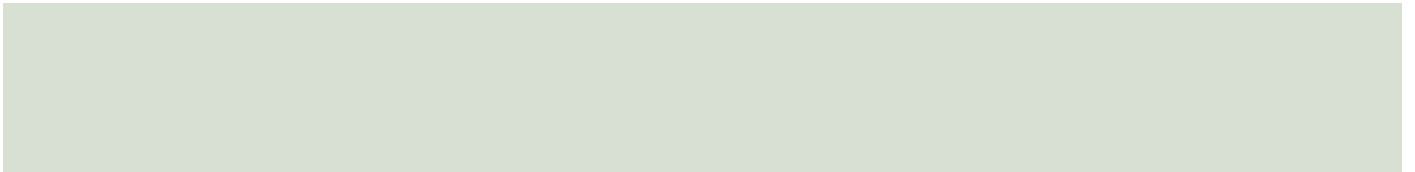
Ross

# Set Your Intention

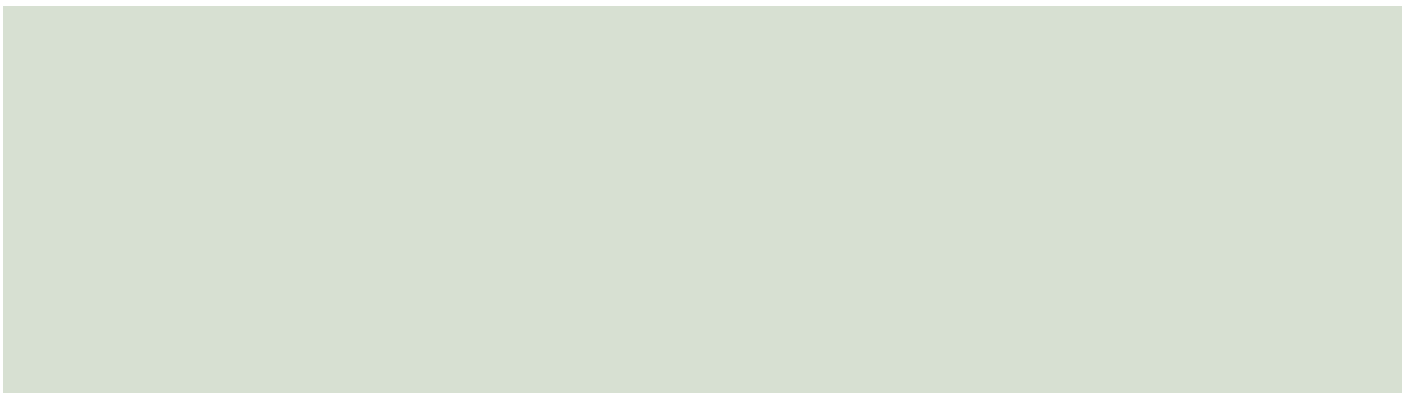
Take a moment to think about, then write down your intention(s) for attending this Workshop. Why are you joining? What do you hope to gain by participating?



What is the #1 health goal or challenge you have right now?



Describe, what would your life be like if you no longer had that health challenge, and had achieved your goals?



Continued...

And what would your health be like, one, two, five, 10 years from now if you do NOT reach your health goal or overcome this challenge?

Embody this. Stay focused on how AMAZING your life will be when you have reached the health, energy and vitality you deserve. I am deeply committed to getting you there. Let's do this....

# The Big Picture of this Workshop (and my coaching)...

Before we tuck into the goodness of Lesson One, there are a few repeating themes that will come up throughout the series AND in my coaching in general.

These are the principles that my Alkaline Base Camp (ABC) coaching program are built upon, and the reason why my members get such incredible results with their health and energy.

These are my ABC Principles.

## **ABC Principle #1: Don't DOITALLATONCE**

The biggest mistake that SO many people make, and 99% of 'diet' plans will have you do this - is trying to do it all at once. Give up all the naughty stuff, only eat the good stuff. Quit everything.

That's not a plan. That's a recipe for disaster. For so many reasons. It is literally proven to fail. We have studied it. It never works.

## **ABC Principle #2: Start with ONE THING**

Start tiny. Start with one thing. And forget everything else. You would be shocked at how well this works, and it immediately removes all overwhelm, all confusion, all stress. And it makes it simple, easy to get moving.

Once you've mastered this ONE THING, add another thing.

## **ABC Principle #3: The Power of TINY CHANGES (plus Consistency)**

This is our mantra: HUGE results can come from TINY actions...*when practiced consistently*. Don't discount the power of making the right small steps.

## **ABC Principle #4: Embrace the Power of Habits**

We will cover this in depth throughout the Workshop - but habits can be very, very easy to create when you know how, and I will show you how. When you turn the right actions into habits - your health will flow on autopilot. You'll be doing the right things every day without ever having to think about it.

And the 'willpower' element disappears when it is a habit. The definition of a habit is something we do daily, and the decision to do it is *already made in our subconscious mind* - we stop becoming the bottleneck to progress.

## **ABC Principle #5: This is a LIFESTYLE that Doesn't Take Over Your Life**

IMPORTANT! Life is not meant to be anything other than an enjoyable, effortless journey. Health is not meant to come at the cost of pleasure and fun. Please note: my goal for you is to get you to your biggest, wildest health goals - while loving the journey.

There is always room for fun, treats, date nights, meals out, social events.

The way I coach has this embedded in. You don't have to be perfect - you just follow the steps, feel amazing, and know that you can relax and have fun too.

Let's do this....

Onwards, to Lesson One....

# Lesson One: From Frustrated & Stuck to Thriving & Alive...

## The Two Game-Changing Fundamentals

Before we go too far into the training, there are two fundamentals you need to be aware of. My approach is a little counter-intuitive at first. It's different from **every** other 'diet' (it's not a diet) or approach to health out there.

So before we crack on, it's important you understand these two fundamentals:

### **Game-Changing Fundamental #1: The Willpower Fallacy**

There are two big problems with willpower:

- 1) Willpower is a \_\_\_\_\_ resource
- 2) Willpower is powered by \_\_\_\_\_

You literally cannot build a 'diet' plan or any approach to health on willpower. If you do, it will fail.

The first problem, it is finite, means that you will run out during the day. Some days before you've even left the house.

And the second problem, it being powered by glucose, means that whenever our blood sugar drops (i.e. when we then cravy naughty treats) we will have no willpower!

Not sustainable! Forget relying on willpower. We need a plan that does NOT require willpower.



## **Game-Changing Fundamental #2: “20/80 Habits”**

What if you could get almost the whole way to your biggest health goals, with just a small number of consistent actions?

Pareto's Principle:

In any endeavour, you can get \_\_\_\_\_% or more of your desired result, from just \_\_\_\_\_% of the inputs.

This is everywhere - wherever you look:

80% or more of the traffic in any city is on just 20% or less of it's roads

80% or more of the money a business makes comes from 20% or less of it's customers

80% or more of the money you spend at a grocery store comes from 20% or less of the things you buy

80% or more of the time you wear 20% or less of the clothes you own

And it absoltuely applies to health too.

You can truly get to 80% or more of your biggest health goals, by doing just 20% of the actions.

Amazing. And it *works like crazy*.

So...this begs the obvious question...

## **What Are the 20% of Actions?**

Let's find out...

## Whoa, whoa, whoa...not so fast...

I can't just tell you those actions yet. You'd jump straight into them, and you'd risk jumping into them without the most powerful tool at your disposal!

And that is...

# The Alkaline Base Camp (ABC) Habit Framework:

Now before I jump in I want to give a massive hat-tip to three huge inspirations in my study of habits. These people really paved the way for this new science of habit formation, and they are:

[+] BJ Fogg

[+] James Clear

[+] ...and Charles Duhigg

If you want to go deeper on the science of HABITS, and it's application outside of health, I highly recommend you check out their work.

### **The ABC Habit Framework**

If the fastest, easiest way to your health goals is through the small number of most powerful, important actions - the 20/80 - let's turn these into HABITS so they happen every day on autopilot!

We do this with the ABC Habit Framework.

There are four pillars to the ABC Habit Framework and we use this *extensively* in the Alkaline Base Camp (ABC).

When you have a new action that you want to turn into a habit, if you can pick one or two steps that touches upon each of these four pillars, your action will turn into a habit in no time at all.

## The Four Pillars of the ABC Habit Framework:

- [+] Be \_\_\_\_\_
- [+] Be Enjoyable
- [+] Be \_\_\_\_\_
- [+] Be Reinforced

For any given habit, you want to have at least one step you are going to follow in each pillar. The more you have, the quicker and more embedded the habit will become.

And when you think of what a habit is:

Habits are \_\_\_\_\_

They are the things we do without thinking. They require no mind power or decision making – the decision is already done – we just do them on autopilot.

According to researchers at Duke University, habits account for about 40 percent of our behaviors on any given day. Our habits basically equal who we are.

So making habits of these 20% most powerful health actions – this might be a good thing right? It's actually really very exciting!

Now, this might seem quite conceptual so let's jump into an example to ground this – and to get you started with something you can use right now – let's look at HYDRATION – the saviour for me when I was stuck in hospital and the first of the Four Core Actions.

**Let's apply the ABC Habit Framework on the next page...**

## Applying the ABC Habit Framework

In **Lesson Two**, we will be diving deep into the Four Core Actions so you will have your roadmap for getting started the right way on your health journey – but I want to go through Hydration now so you can get started today, see the ABC Habit Framework in action and start getting results. Let's do it!

# Four Core Action #1 - Hydration

Getting properly hydrated will change your life. You cannot be healthy and thriving and dehydrated at the same time.

Take this seriously. It is a game-changer. If you start here and JUST do this, you will get outstanding results.

And remember:

**Results brings confidence > confidence brings momentum > momentum brings motivation.**

It gets easier and easier the more you do - and when you start with ONE THING and only build on this when you have turned that ONE THING into a habit...the results snowball.

**Onto hydration...**

## **The Reasons People Don't Stay Hydrated:**

- 1 - They simply \_\_\_\_\_
- 2 - They don't like plain ol' \_\_\_\_\_
- 3 - They don't make it \_\_\_\_\_ for themselves!

And so the ABC Habit Framework is PERFECT for this.

Let's go through the four pillars so that we can ground this for you, I know it seems conceptual right now, but it will soon be clear :)

## **Pillar One: Be Clear**

To make our habit as simple as possible to follow, we need to make it really obvious. And to do this, my favourite tool is something I call 'Habit Linking'. This is where you take an existing habit that you're already doing on autopilot and simply attach your new habit to it!

When you link a new habit to an existing habit, it is SO easy.

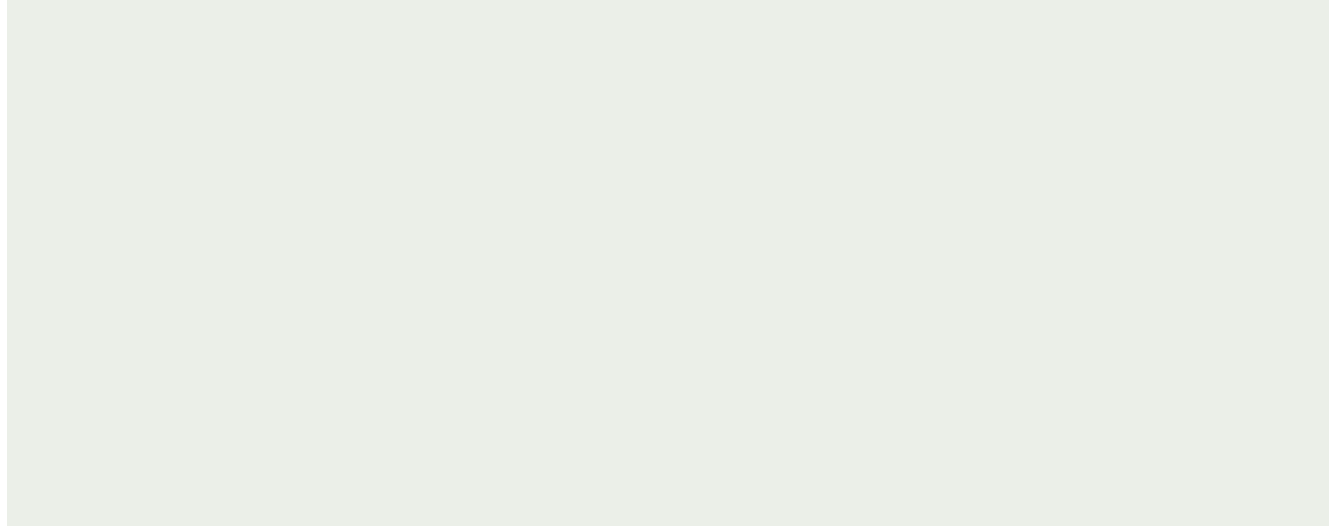
## **Ideas for Hydration:**

Can you link drinking 300-500ml of water (a big glass) to any of these existing habits?

- Waking Up!
- Cleaning your Teeth
- Preparing Meals
- Arriving at your work desk
- Commuting
- Cleaning Up After Dinner
- Taking the Kids to School
- Anything else? There are LOADS!

## Which Habits Are You Going to Link Hydration To?

Pick 3-4 existing habits you can link drinking a 500ml glass of water to. If you do this, you will smash your hydration goals!

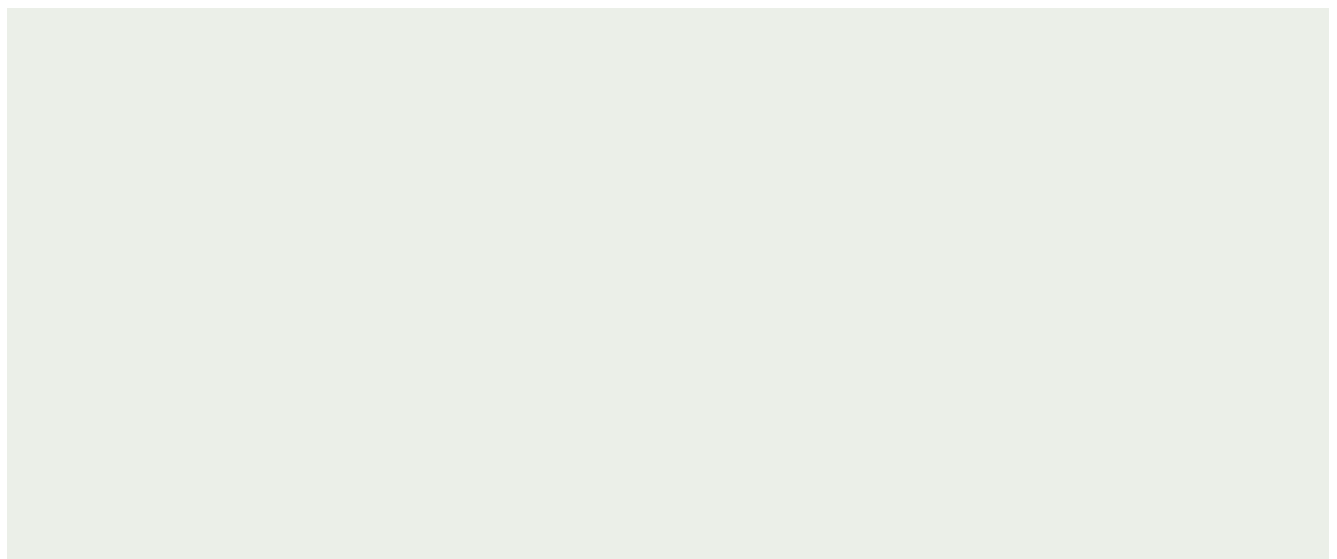


## Pillar #2: Be Enjoyable

This one is also easy – you’re simply making your hydration delicious! Think lemon water, coconut water, herbal teas (hot or cold), flavouring your water with infusions like strawberries and mint, ginger and cucumber and so on.

There are so many ways you can do this.

Which 3-4 ways will you ‘flavour’ your water to make hydration more enjoyable and delicious (and therefore more likely to happen)?



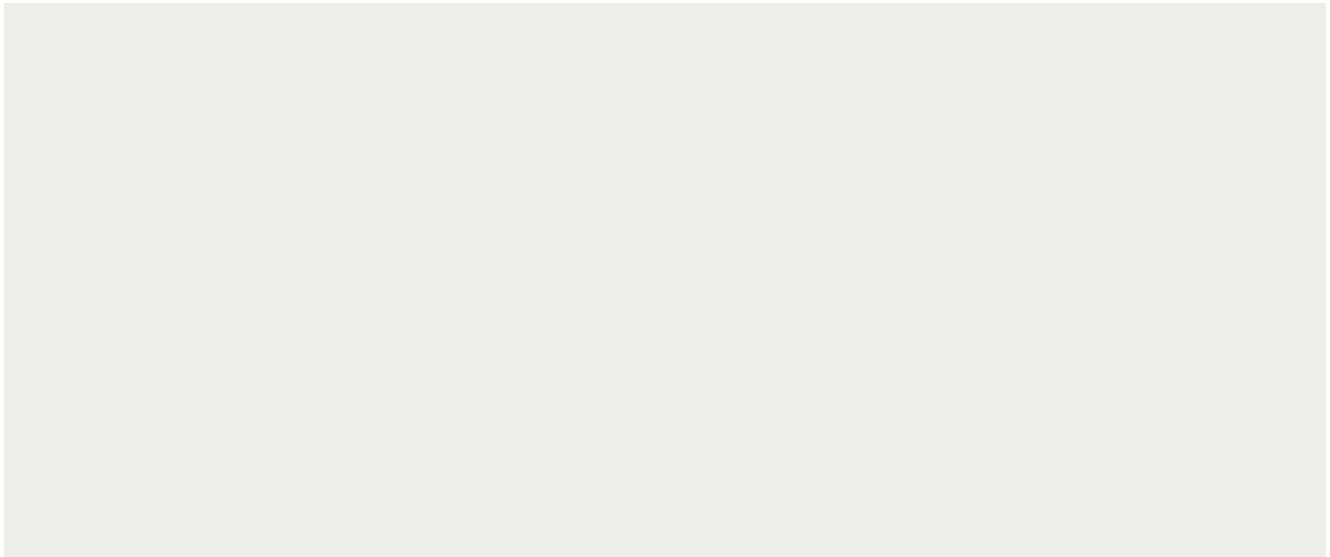
## Pillar #3: Be Simple & Remove Friction

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 habit.

So remove the friction – think of all the things standing in your way and change them or remove them:

- Buy 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 you frequent!
- Fit water filters to a couple of taps around the house

What will you do to make hydration simple and friction-less:



## Pillar #4: Be Reinforced / Repeatable

This is where we make it as satisfying as possible to tick the box that the habit has been done, and the goal has been achieved. The research tells us: what is immediately rewarded is repeated. So, in any new habit we want to create, we should look for ways to add in immediate reward.

For hydration, simply tracking your progress throughout each day, and across days/weeks can be hugely satisfying, and there is huge reward in just that tiny

satisfaction.

For most people, just a visual representation of their progress on a chart or tracking app such as Streaks or Daily Habit, is more than enough.

And remember – this is 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. The more you can add the more sticky the habit will become.

## The Old Way vs The New Way

The 'old way' of doing things - basically saying to yourself 'I am going to be perfect from THIS MOMENT ON!' doesn't work. It never did.

Related to this first of the ABC Four Core Actions, hydration, is a great example:

Strategy One (the old way): simply saying to myself I am going to drink more water...

Compared to the new way - what we have learned today...

Strategy Two (the new way): I am going to consciously follow the Habit Framework - and add four simple little steps to my plan to build hydration into an automatic habit.

Can you see the difference?

Night and day!

And it's so much more enjoyable and delicious too!

This is the power of what I am teaching you now. This is how I coach and why the guys in my Alkaline Base Camp get such incredible results day after day.



And now that you're clear on:

- 1) You can completely let go of any reliance on willpower and take a big, deep breath and sigh of relief...
- 2) You KNOW how powerful the 20/80 Habits are and how they remove the overwhelm and stress and bring a certainty that you WILL reach your biggest, wildest health goals and LOVE the journey
- 3) You have the Habit Framework to make it so EASY to create these powerful new 20/80 habits in your life and move forward with confidence

So now...

## The Next Step (Lesson Two): What Are the Most Important 20/80 Habits to Focus on First!

What are the other three ABC Four Core Actions that will get you alkaline, thriving, energized and moving rapidly towards your biggest health goals.

This is what you will learn in Lesson Two. We will build on what we've learned today and I will reveal and teach you exactly what the four 20/80 Habits are, and we will go through the Habits Framework for each so you can put it into practice. This is results guaranteed.

Lesson Two will be available in just a couple of days.

Until then...

# 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.