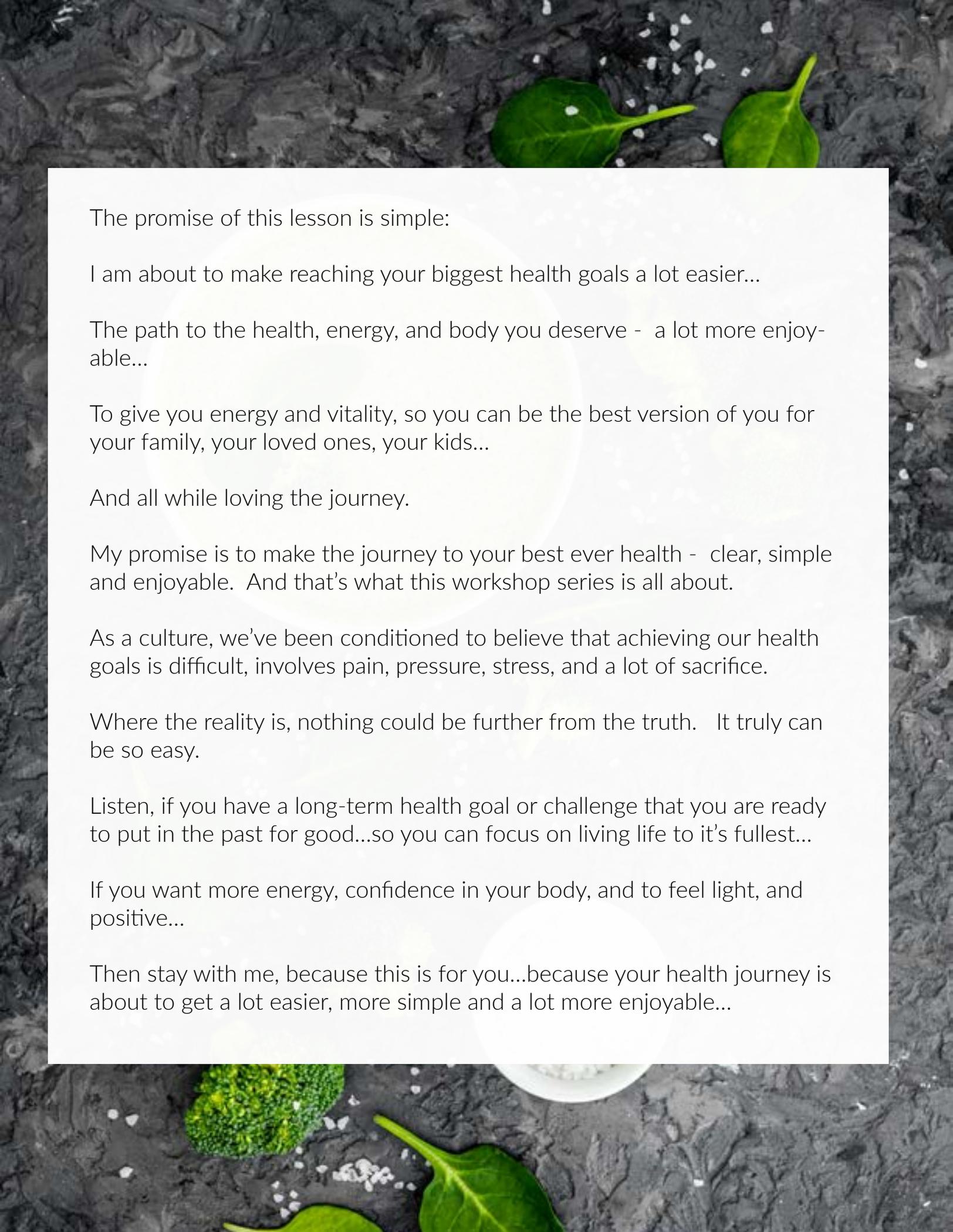


Effortlessly Alkaline Lesson Two Transcript

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...

When it comes to reaching your health goals, there's an old way of doing things and a new way. If you've ever struggled to stay on the healthy part, if you've ever found it hard with stress and cravings and sacrifice and overwhelm, if you've stopped, started more times than you can remember, and you're ready to step into the new way where it's easy and effortless and fun.

This series is for you because this is the new way. Free from stress. It's easy, it's enjoyable, and it all starts now. Hi, I'm Ross Bridgeford, founder of the Alkaline Base Camp. For the past 15 years, I've helped people achieve their biggest goals for their health and for their bodies, the incredible level of energy and vitality that they deserve.

And welcome to lesson two in my video workshop series Effortlessly Alkaline this lesson. Today is all about getting started your first few weeks on the alkaline lifestyle and that, right, this is a lifestyle. This is not a diet. And today you're going to learn the most powerful steps that you need to take. First. These are called the four core actions.

And when you focus on these four actions, only these four actions following them one at a time, you will get incredible results. You'll build momentum and it will all be so easy. And stress-free today. I'm going to show you what they are. And most importantly, I'm going to give you the exact roadmap, the step-by-step to turning each one of these four actions into an automatic habit in your life.

So that you're doing them every day on autopilot, because listen, I know the last thing you need is more stuff to do. And this lesson, I'm going to show you how I'm actually going to simplify and give you less stuff to do and save you so much time. Listen, I've taught this approach to thousands of my students, and I've helped them to overcome all sorts of conditions like autoimmune, type two diabetes,

cancers, arthritis, osteoporosis reflux, thyroid disorders, digestive disorders. And I know weight loss, isn't everyone's goal, but a lot of people have lost a lot of weight and they've all transformed their health by making one important shift, instead of doing things the old way and trying to do everything all at once, they instead shifted to the 20/80 habits. They focused on only the most important things and doing them one at a time.

And they all succeeded regardless of their goal. One need to overcame lupus and lost over 25 pounds, deniers overcame auto-immune psoriatic arthritis and psoriasis Eugenia lost 28 pounds. Jennifer overcame, depression, pain and lost 30 pounds. Val

who overcame fibromyalgia. And what I'm going to share with you today is based on these proven real world results, the successes and the beautiful part of this story is not really just what this shift has done for their health,

but what he's done for their life. Robert was able to get rid of chronic fatigue and able to start coaching his son's cricket team and competing in marathons. When Nita was able to resume her passion of hiking and recently climbed Mount Kili-manjaro Sam's family. They've just told her, we've got Sam back. This is what it's all about. And she was down my spine.

It's about your quality of life, your confidence, not just in how you look in them. When you look in the mirror about how you feel and the confidence in your body to be strong and vital for decades to come. The joy of being the very best version of youth for you, for your family, for your loved ones, this is what I'm passionate about.

It lights me up. And it's what I'm sharing with you today. And in the whole of this video workshop. Now a couple of days ago in video one, we talked about two very important fundamentals that are going to make it a lot easier for you to reach your health goals. Fundamental. Number one, that was about eliminating the need for, and the reliance on willpower.

And then fundamental number two was to shift instead of willpower and doing it all at once to the 20/80 habits, those small number of powerful actions that are going to get you to 80% of your goals and forgetting about everything else. And we then applied the Alkaline Base Camp that ABC Habit Framework. So the first of our four core actions, which is hydration,

the quickest, easiest, simplest way to change your energy is fix your hydration. And we covered that in depth in lesson one. So you do not want to miss that. So if you haven't seen less than one yet, stop this right now, go to lesson one, go and watch that right away. And then come back to this lesson. All right.

So today in lesson two, I'm going to build on what we started in lesson one, by sharing the remaining of those 20/80 habits, the rest of those four core actions. And we're going to apply the ABC Habit Framework to each and every one. And this is where I start every single member of my Alkaline Base Camp coaching because these four core actions alone can get you to 80% or more of the way to your biggest health goals,

the most wild health goals. This is also going to give you clarity, which is so important. Overwhelm is the worst thing when you're first starting out, and this is going to show you exactly what to do in what order step by step in lesson three, we're going to move beyond this getting started phase. And I'm going to show you the total roadmap of getting from wherever you are now to our client and thriving and amazing.

And soon after lesson three, I'm going to be opening the doors to my Alkaline Base Camp coaching groups so that you can work directly with me on all of this. And I'd love for you to join me. But today we're focusing on these first steps, do these and you will get results guaranteed. Okay. So in video one, we talked about the concepts of my 20/80 habits and these 20/80 habits

when you're first starting out, these are the Four Core Actions and we explored the ABC Habit Framework and how we can apply the ABC habit framework to each of these four core actions. And in less than one, we started with hydration. Now it's a recap. There are four pillars of the ABC Habit Framework, pillar. One, be clear. You want the action that you're wanting to turn into a habit to be really obvious,

but it right in front of you and make it obvious a couple of times a day so that you can't miss it, be enjoyable. You need to turn the action into something attractive that you really, really just enjoy doing. Be simple and remove friction in this pillar. It needs to be simplified and made easy to do that. That new action can't feel like hard work or have difficult steps to make happen.

It needs to be simple and finally be reinforced and be repeatable. You need to make it satisfying so that you're going to want to do the action again. And again, each time you do it, you're going to want to come back more. So with hydration done, let's now move into the other three core actions. And once you've got these locked in an automated in your life,

when you've turned them into habits, you're going to be absolutely flying. This is exciting. So let's get into it. Getting enough greens. Each day is essential. This alone can change your life. In a recent study conducted out of Washington state university called defining powerhouse, fruits and vegetables. The researchers analyzed hundreds of different fruits and veggies and ranked them based on their micronutrient content.

That's things like vitamins, minerals, antioxidants, and so on. They then published a table of the top 41 strange number. I'm not sure why 41, but they published these top 41 and the top 15 of these most powerhouse fruits and vegetables or leafy greens, all of them, the top 15, most nutrient dense foods on earth or leafy greens. This tells you something.

Now the general rule of thumb for most government health advice, which we know is garbage, is five serves of fruits and vegetables a day. But we know that that's rubbish. That's not enough. So what I say is let's go for seven serves of greens a day. If you can do this, I promise you everything else will start taking care of itself and listen.

It's a lot easier than it sounds so let's get into that ABC Habit Framework on this one. So you can start applying this to your life. So be clear. This is the simple one, because the easiest, most bang for your buck, biggest reward versus effort way to get a huge amount of greens into your life. Is this have a fresh green juice or green smoothie each morning.

We're not talking to anything complex, but if you can have a juice of cucumber and spinach and celery and kale and lettuce, maybe throw in some tumeric or ginger and some water to it, or get some coconut water to give it some sweetness. This is a basic green juice. And it's going to give you three to four, or maybe even more serves of greens before you've even left the house in the morning.

Pretty amazing for a smoothie, very similar, just think avocado, spinach, cucumber, kale, lettuce, some form of nut milk. And if you know, you want to go chocolatey, you can get some cacao powder in there as well. You can get some green powders in there in the Alkaline Base Camp. I give you probably 15 different ways to sneak in the greens in our go green masterclass.

And we work to find the ones that will fit seamlessly into your lifestyle. But for now, this is the easiest way to get a big juice. There are hundreds, probably 200, 300 juice and smoothie recipes in the Alkaline Base Camp too. So you're never going to get bored. You will always find at least a dozen new, love that again for now.

There's a couple in your workbook to get you started, but this is just the simplest easiest way to be simple. Be obvious. Start your day with a green juice or smoothie, and you've practically take the box already. It doesn't get easier than that. And

this is powerful, fresh green juice or smoothie each day will change your life now to be enjoyable.

Here's a really great way to make your greens much more attractive, delicious dressings. Again, I've included a couple of recipes in the workbook, but basically if your dressing is so delicious and so flavors that flavorsome that you can use it to dress even the most simple vegetable dish and you'll love it. This is so powerful because you can literally throw together a really high alkaline abundantly green meal together in just a couple of minutes.

If you've got delicious dressings and sources available, you don't need to work hard. You just get the salad or the veggies together, steam them, however you want. Dress them simple, easy do not discount the power of an amazing dressing. Now be simple and remove friction. This is possibly my favorite way to get extra greens each day. And this little hack is so popular with my ABC members.

And it's the side salad with every meal trick. Now the rule here is that with every lunch and every dinner, you can have, whatever you want to eat can be steak. It could be pizza. It can be whatever you want, but you have to have a really decent sized salad and you have to finish all of that side salad. Now we're not talking some crazy goats,

cheese, pomegranate roasted fig kind of salad here. We're literally just talking handful of greens, handful of greens, a nice fat rich dressing, maybe one of the ones you made from the last step on top of it. Simple eat that. And this will give you two to three serves of greens a day as well. And again, same, no extra work,

no extra time required. You're already making a meal for lunch and dinner anyway, and you just go bang, bang, dress it finished. And that way removes the stress. Have whatever you want for lunch, whatever you want for dinner, but you're still getting two to three serves of greens. We've that meal. And you're ticking this box. Are you starting to see how I've done all the thinking and all the hard work for your hair?

I just love these little hacks that tick this box with no extra hard work or extra time to quiet. And then the final one be reinforced. This step is all about giving satisfaction to that action. You're trying to make into a habit, make it satisfying study. After study on human motivation shows that when we have some form

of celebration of progress, this becomes powerful.

The first three steps make it more likely to happen. This step makes it more likely to be repeated yesterday. We talked about having a bit of a progress tracker where you can tick a box so you can see your progress visually and go on a run streak of you. I've done this for 7, 8, 9, 10 days in a row. And using an app such as streaks or daily habit is really good for this.

You only need a tiny when you only need this little acknowledgement of your win for this to work. And then once it's a habit, you don't need to do this part anymore, or it's going to automatically happen. But this is really useful for those first few days or weeks. So by having a juice or a smoothie, adding that side salad to each lunch and dinner,

creating delicious dressings that you can have on hand to make even just a side of steamed greens, even more delicious in just minutes. And then by reinforcing these habits, you're going to easily get to five seven serves of greens a day easily. Just do this on your life or change forever healthy fats and oil was my goodness. Healthy fats and oils are so essential.

You literally need them. You cannot be healthy and deficient in healthy fats, no matter what your goal or the challenge, no matter what it is, your body needs an abundance of healthy fats to heal and thrive. You cannot skip this and please, please, please. If you've got any lingering fears around fat, please leave that at the door. Okay.

I've included some of the huge volume of studies in the workbook that show that this fear of fat is completely misplaced. It's coming completely debunked. Fat is your friend. It is essential. Fats do not make your fat. They do not clog your arteries. They are anti-inflammatory, they're healing, their alkaline. They digest their feeling, their brain pairing. You need fats to thrive and we're trapped.

So we're talking about, well, we want to be getting an abundance of amiga three, ideally around three tablespoons a day, and then saturated fats from coconut oil around one tablespoon a day. So let's get into how are we going to get them into your life and turn this into a habit. So be clear again, to make this as effortless as possible.

We can fit having healthy fats into our existing routines and habits, and it's going to

make it so simple if we do this one great example of this is when you get up in the morning and you have some sort of morning beverage make that morning beverage or fat rich beverage. Now this isn't as strange as it sounds that you can have one of my tumeric teas or a tumeric glass,

or just a simple smoothie that contains coconut oil and nuts and cheer and all those sorts of things. And I've given you again, some recipes in the workbook to make this happen. So make this your morning beverage only wake up instead of something I could tea or a coffee, because this is as be clear as it is. You wake up, you have a turmeric latte.

We all wake up in the morning. That's one habit. When you do have a tumeric latte, simple, you've got it covered, be enjoyable. Now this is always my favorite step because it's just making things delicious. And there are so many ways to make getting healthy fats delicious because fat is delicious. You could make one of my creamy chia pots,

my coconut pots of breakfast, or my alkaline chocolate moose for dessert or on any salad or veggies, you can use a fat rich dressing, again, recipes in the workbook. So don't forget to download that and you can make getting fat and really delicious, which is just going to make this so simple now on to be simple and remove friction. Adding fats into recipes,

you're already making is such a simple way to do so. Add coconut oil to your morning oats or your morning cereal, cheer seeds to your recipes like smoothies and juices. And your morning, every morning syrup, you can add a flax, flax oil, rich dressing to your salads, always be looking for the path of least resistance don't reinvent the wheel.

And then when it comes to being reinforced again, use an app like daily habits to track your progress each day. This is so important where you're forming these habits, or even again, the simple wall chart with each of these four core actions lined up and you take each day, this keeps you going in those crossroads moments. When it would be easy to say,

oh, I'll do it tomorrow. I'll start tomorrow. This keeps you going. And this pillar be reinforced is also about increasing the likelihood that your behavior is going to be repeated again next time. So always be looking at that things that you can do to set yourself up, to make it easy to repeat. Can you Volk make some of these fat,

rich salad dressing so that you've got them on hand? The moment you make a salad or the moment you make them a meal of veggies, things like this, planning ahead and making it easy for next time, go a really long way. Okay? So that's hydration greens and fats covered. Let's get into the last one, which I love. And it's so important.

This one's for call action. Number four is getting those anti-inflammatory foods every single day. So no matter what your goal or challenge inflammation is playing a huge part. You've got to get the inflammation out. If you want to reach your health goal and reach your potential and live with the energy and vitality you deserve, you've got to get the inflammation out and the most 28 habits for inflammation,

tumeric, and ginger baby, getting that tumeric and ginger into your daily life. So first up be clear. The simplest step here is to tie the tumeric habit into an existing habit. Once again, we've talked about having a green juice each morning to tick the greens box. So you can add like a centimeter of root tumeric and ginger to a juice.

We've talked about your morning, tumeric and ginger night linking the latte to a thing that already exists in your life, the habit of waking up, but to make it even more simple, even more simple with the hydration habit from lesson one, where you have a lemon water each morning, this is simple. Just add tumeric, just add tumeric to your morning,

lemon water. So simple, take seconds. You just grab some tumeric, grab a cheese grater or a vegetable peeler, get some shimmer. Can you lemon water done easy, simple, love it. No extra time, delicious and talking of delicious with the be enjoyable pellet. This is where we bring in even more deliciousness. So again, touching on one of the previous suggestions of having that delicious creamy tumeric latte is a real treat each morning.

It's just so rich and creamy and delicious. You could not be possibly making consuming, tumeric more enjoyable unless perhaps you have my alkaline hot chocolate. That is also in your workbook, which is just deep and rich and velvety and creamy and contains both your tumeric and the serve of the healthy fats you need. And the amazing Alkaline minerals that come in the raw cacao powder,

be simple and remove friction, look into those meals and drinks where you can simply add tumeric and or ginger is the easiest way to keep it simple. So here's a few

little ideas you can great tumeric and audit ginger into salads and stir fries. Literally just great in you're barely even know it's there. The kids won't know it's there, but you're getting that tumeric and ginger everyday,

you can add tumeric and ginger to your fresh juices like we talked about, or you can blend tumeric and ginger into soups and stews. This makes them really deep and rich and delicious. There are so many more ways, but this, again, these are ideas to get you start thinking through the things that are going to work in your lifestyle. And again,

if you join me in the Alkaline Base Camp, we go through this stuff in depth to make this work in your lifestyle. And I really hope you do join us and then be reinforced with all of these 28 habits. The noticeable and clear benefits or experience will be a huge reinforcement to keep it going and tick this box. Just the benefits you're going to experience.

This is all about making it satisfying to complete the task. Again, it's also all about increasing the likelihood that you're going to repeat the behavior again and again and again. So there, are there any things that you can do in your life to make it easy to set yourself up for next time with tumeric and ginger, for instance, could you great enough tumeric around this time and put it in the fridge?

So you've got it there. Ready again for your next meal or for your latte the next day, or could you grate a heap of it and freeze it in an ice cube tray? So you simply pop out whenever you need it, or even juice, a load of tumeric and ginger and freeze that in ice cube tray, there is satisfaction in this.

I get satisfaction from this for sure. But in preparing shortcuts like this, when you execute on these shortcuts, it gives you a little boost. It gives you that little boost. That's going to make it far more likely that you're going to keep this in the future. And that's what this fourth pillar is all about. Listen, right now, I want you to imagine a time in the not too distant future,

where you are successfully hitting your hydration target each day, you're having that green juice or that green smoothie. And you're getting those seven serves of greens every single day. You're getting a bundle of essential, healthy healing fats every day. And you're removing that inflammation every day to all of this every day, stacking one on top of the other. Can you imagine just how phenomenal you're going to feel from the combined power of these four actions?

And this is us just getting started from here. The results that this will bring, you're actually going to find it even easier to take it up to the next level, because remember results, bring confidence, confidence brings momentum. The momentum brings the next level of results. It's a beautiful cycle. Now this is really important. Again, these are the four most important steps.

And what I want you to do is pick one of these four core actions. You were starting with one of them. And then in your workbook, pick the habits you want to build around your chosen first action that are going to get you moving. Just take it one step at a time and the results I promise you will be fast and they will flow.

Keep it simple, guys, keep it simple. You're going to be surprised at what massive results can come from. Just staying with these tiny steps and then building the building and building. And the best part is that all habits. So once you've mastered one, it's locked in. You don't ever have to think about it ever again. That creates the link in your subconscious,

and it happens on autopilot. And I promise you, I promise you changes that seem small and unimportant at first are going to compound into remarkable results and quickly life becomes energized and a lot simpler. It just flows. And again, this is us just getting started so much excitement. It makes honestly that has stand up on my neck. Now, speaking of taking action,

before we go today, please leave me a comment below this video right now. And tell me, what will your life look like in just a short time from now, once you've applied and I've mastered and turned into a habit, all of the four core actions, once they're happening every day effortlessly, without you even having to think about them, right in the comments now,

what that will do for your life. And if you found this video useful again, please share it on Facebook or Twitter or Instagram, or even just send this page to a friend by email, let them know about it. And today we're focused on the first steps. And in the next video, I'm going to show you the entire plan for your alkaline.

Energized life is going to show you the step-by-step for getting from wherever you are now to those biggest wildest, most amazing health goals, the vitality you deserve with my effortless alkaline lifestyle. I'm going to show you the entire, and you're going to see how this ABC Habit Framework and the philosophy of the 28

year habits is applied throughout the journey. It's going to cover quitting sugar,

bee inflammation, mastering breakfast, lunch, and dinner, healing, digestion, getting more energy. The whole journey. I believe that this in lesson three is the most valuable training in this entire workshop. You're going to walk away with so much clarity about how everything fits together. And you're going to see the areas that are most important for you to look after right now,

I'm even going to include a PDF download of the entire framework. So you can print this out and you can use it as a roadmap whenever you need to refer back to it, no matter where you are in your journey excitingly or so in lesson three, I'm going to show you how to overcome the biggest obstacles to getting started, which is time. I'm going to share with you some of my most treasured time-saving hacks from the Alkaline Base Camp.

And some of my members have shared theirs too. So we're going to go through those plus another little hack. If you've got someone in your house who is maybe a little bit unsupportive of your healthy eating efforts. So nice way of putting it, I'm going to show you the best way to handle this so that you're not making one meal for them. And one meal for you.

It's going to save you so much time. This next video is all about equipping you for long-term success and giving you the big picture and the big strategy for making the progress you're after. But for now, I'll leave you with this just by learning what we've covered today. You are one step closer to your ultimate goal. If you want to get past your big health challenges,

whether that's losing weight or getting out of pain or fatigue, whatever it is and you and I both know, it's so much more than just that one thing, because it means you're going to have the confidence and the energy back, the confidence in how you look and feel the confidence in your health for decades, decades to come, and you'll have that energy and positivity.

That's going to rip them out to your family and your loved ones. You'll have the energy to be more present and have more time. And that's what really matters. So please take what you've learned here today and start putting it into practice. Maybe you're just in the beginning stages, or maybe you can apply a lot of these right away. The key thing is to just get moving.

You want to take these small steps, which will get you to where he wants to be. And again, in lesson three, I'm going to share the entire framework of the Effortlessly Alkaline plan, which is going to help you fit everything together for the longterm, for your long-term abundant health, energy, and vitality. And I'm excited just knowing what a difference this is going to make.

I can't wait to see you all in the next video. So until then get started even just one simple thing, get started and I'll see you in Lesson Three.

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.