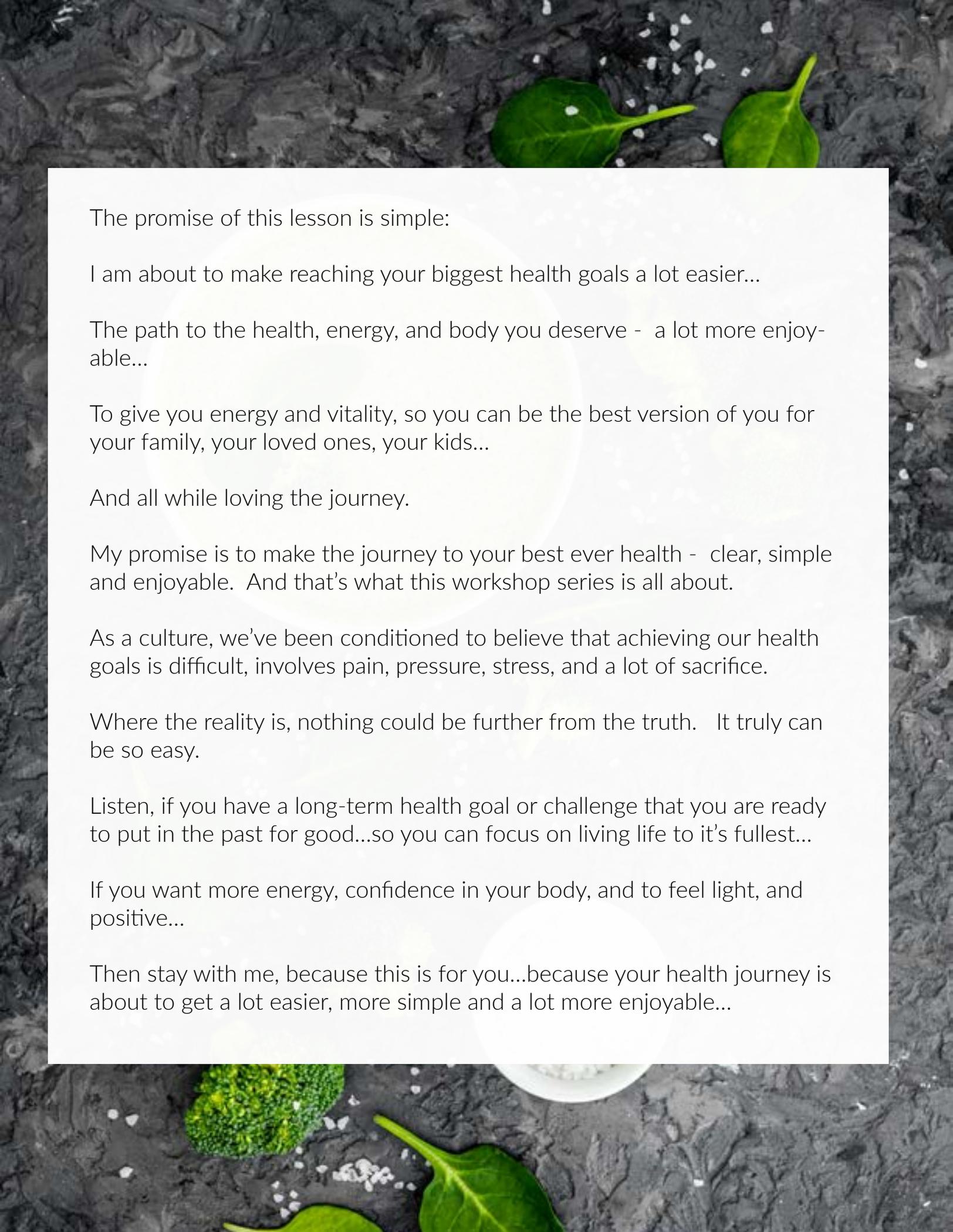


Effortlessly Alkaline Lesson Two: The Four Core Actions

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

Before we tuck into the goodness of Lesson Two, 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 Two....

Lesson Two: Make it Happen, Make it Stick! The Four Core Actions & the ABC Habit Framework Made Real

The Four Core Actions

To recap, in Lesson One we learned that we can apply Pareto's Principle to our health - and so 80% or more of our desired health goals can be reached by focusing on just 20% or less of the inputs (actions).

And the 'Four Core Actions' are those 20% of inputs.

We also covered the ABC Habit Framework - which is my method for making any action into a habit - so it becomes effortless and sticks, on autopilot.

In Lesson One I demonstrated how this can work with the Four Core Action #1: Hydration...(so go back and study that lesson if you haven't already!).

And today, we're going to deep-dive on Four Core Actions 2, 3, and 4.

We're going to make this real in your life!

Now remember - as we get started: don't try to do them all at once! Start with one, stick with JUST THAT until it's a habit and on autopilot, and THEN move onto the next.

Focus only on THAT thing until it's mastered, and so on.

When you do this, you will get exponential progress, huge results, but it will feel light, easy and fun.

Let's get into it...

First a quick reminder of...

The Alkaline Base Camp (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 Clear
- [+] Be Enjoyable
- [+] Be Simple & Remove Friction
- [+] Be Reinforced & Repeatable

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 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.

Four Core Action #2 - Abundant Greens

Getting enough greens each day is essential. This alone can change your life. It is a powerfully fast way to noticable, amazing results. And remember:

Results brings confidence > condfidence brings momentum > momentum brings motivation.

Your ultimate goal is to be consistently consuming 5-7 serves of greens per day. It may sound a lot at first glance, but it's actually quite easy when you apply the ABC Habit Framework:

Pillar #1: Be _____

This is simple - because THE easiest, most bang-for-your-buck, biggest-reward-vs-effort-needed way to get a HUGE amount of greens into your life is this: have a fresh green juice or smoothie each morning.

We're not talking anything complex, but if you can have a juice of cucumber, spinach, celelry, kale, lettuce, and throw in some turmeric, ginger and water it to taste - with coconut water even for some more sweetness - this basic green juice will give you 3-4 or more serves of greens before you've even left the house in the morning!

For a smoothie, just think avocado, spinach, cucumber, kale, lettuce almond or coconut milk, and if you want to go chocolatey - some cacao too.

In the Alkaline Base Camp I give you another dozen or so ways to sneak the greens in our GO GREEN training 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 boost.

There are also around 200 juice and smoothie recipes in the ABC too, so you're never going to get bored, and will always find at least a dozen you love.

Pillar #2: Be Enjoyable

Here's a great way to make your greens more attractive: delicious dressings! I've included a couple at the back of this workbook – but basically if your dressing is SO delicious and flavoursome then 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 high-alkaline, abundant green meal together in just a couple of minutes if you have delicious dressings and sauces available.

You don't need to work hard – just get the salad or veggies together and dress them! Simple steamed greens can be exquisite with the right sauce or dressing – so check out the recipes below for some ideas. And again there are LOADS more recipes in the ABC.

Pillar #3: Be _____

One of my FAVE ways to get extra greens each day is my little hack that is SO popular with ABC members, and it's the 'Side Salad with every meal' trick.

The rule here is that with every lunch and dinner – you can have WHATEVER you want, but you have to serve a decent side salad – and you have to eat the whole salad! This doesn't have to be complex – just grab a couple of handfuls of leafy greens like spinach, kale, watercress, lettuce etc, drizzle with a fatty dressing and you're done.

This alone can add 2-3 serves of greens a day.

Are you starting to see how I've done all the thinking and hard work for you here? I just LOVE these little hacks that tick the box with no extra hard work or time!

Pillar #4: Be Reinforced / Repeatable

This step is all about giving satisfaction to the action. Making it satisfying. And study after study on human motivation shows that when we have some marker or 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 with hydration we talked about having a progress tracker where you can tick a box, or fill out your progress and see it visually.

We covered this with hydration in a little depth yesterday – and the app such as Streaks – is the best I know of for this. Simply ticking a box, filling out as a ‘done’ tick on an app can be incredibly beneficial. You only need a tiny win, or a tiny acknowledgement of a win for this to work. And once it is a habit, you no longer need this step.

So by having a juice or smoothie, adding the side salad to each lunch and dinner, creating delicious dressings you can keep on hand to make even a side of greens on your plate delicious in minutes, and reinforcing these habits – you will EASILY get to 5-7 serves of greens a day.

JUST DO THIS and your life will change forever.

So – to recap – you’ve focused on Hydration and JUST that, until it is an effortless, automatic habit. You’re not kicking that goal daily and feeling amazing from it. You then moved on to greens, and now in no time getting 5-7 serves of some of the most nutrient powerhouse foods on earth every day is also a habit.

Can you imagine your level of health now?

Four Core Action #3 - Essential Fats & Oils

My goodness, healthy fats are SO essential – you literally need them. You cannot be healthy and deficient in healthy fats. No matter what your goal or challenge – inflammation, weight loss, fatigue, diabetes, cardiovascular – your body NEEDS an abundance of healthy fats to heal and thrive. You cannot skip this.

If you're concerned about fats being unhealthy, here are a handful of studies that prove they are absolutely NOT:

CLICK HERE for the Studies on Fats & Oils

Now – healthy fats are one of those things you do need to consciously focus on – it's hard to get enough by chance. So these steps are critically important.

Pillar #1: Be Clear

Again, to make this as effortless as possible, we can fit having healthy fats into our existing routines and habits – so one great example of this is: when you get up in the morning and have some sort of morning beverage -- make that morning beverage fat-rich!

This is not as strange as it sounds – you can have one of my turmeric bulletproof teas, a turmeric and ginger latte, or just a simple smoothie that contains coconut oil, nuts, chia and so on.

I've given you my Turmeric & Ginger Latte recipe in the workbook. Make this your morning beverage when you wake up, instead of tea or coffee. This is as 'be clear' as it gets – wake up – have a turmeric latte.

Pillar #2: Be Enjoyable

This is always my favourite step, and there are SO many ways to make getting healthy fats DELICIOUS. You could make one of my Creamy Chia Pots for breakfast, or my Alkaline Chocolate Mousse for dessert. And on any salad or vegetables, use a fat-rich dressing.

Again, I've included recipes at the back of the workbook, so don't forget to download that!

Pillar #3: Be Simple & Remove Friction

Add fats into recipes you already make: add coconut oil to your morning oats, chia seeds to your recipes like smoothies and juices, add a flax-oil dressing to your salads. Always look for the path of least resistance, and don't reinvent the wheel.

Pillar #4: Be Reinforced / Repeatable

Again, using an app like daily habits to track your progress each day is so important while you're forming these habits. Or even a simple wall chart with these four actions, that you tick each day. It keeps you going in those cross-roads moments when it would be easy to say manyana.

And this pillar is all about increasing the likelihood the behaviour will be repeated again next time – so are there things you can do to set yourself up to make it easy to repeat? Can you bulk make some of those fat-rich salad dressings so you have them on hand the moment you make a salad or a plate of veggies? Things like this go a LONG way.

Getting proper amounts of healthy fats each day will transform your life – your energy, weight, digestion, immune system, brain power and alertness – you will see a huge improvement within 48 hours.

Four Core Action #4 - _____ -

No matter what your goal or challenge, inflammation is playing a huge part. You have to get the inflammation out, if you want to reach your health potential and live with the energy and vitality you deserve.

Now, you'll see many complicated plans out there to live an 'anti-inflammatory' diet, and the vast majority of them are focusing on completely the wrong thing.

Again, that's not how we do things in the ABC – we are not about starting with perfection. No! We are about starting with the 20% that will get you 80% of the way to your goal, and the 20%, in fact it's probably going to get you to more than 80% of your goal – which in this case is getting the inflammation out.

The most 20/80 Habit for inflammation? Getting turmeric & ginger into your daily life.

Pillar #1: Be Clear

The most simple step here is to tie the turmeric habit to an existing habit, once again. We've talked about having a green juice each morning to tick the greens box – so you can add turmeric and ginger to this juice.

We've talked about your morning turmeric & ginger latte...linking the latte to a thing that already exists in your life – waking up!

But to make it EVEN MORE SIMPLE – with the hydration habit from Lesson One – when you have a lemon water each morning, just add turmeric to this! So simple! Takes seconds! Ticks the box. I love it.

Pillar #2: Be Enjoyable

This is where we bring in the deliciousness – so again touching on one of our previous suggestions – have that delicious, creamy Turmeric Bulletproof as a real treat drink each day – it's so rich, creamy and delicious – you could not possibly be making consuming turmeric more enjoyable.

Or my Alkaline Hot Chocolate that is in your workbook – deep, rich, creamy and contains both your turmeric and a serve of the healthy fats AND the amazing alkaline minerals in the raw cacao powder.

Pillar #3: Be Simple & Remove Friction

Looking to those meals and drinks where you can simply ADD turmeric and/or ginger is the easiest way to keep it simple – so here's a few ideas:

You can grate turmeric and/or ginger into salads, stir fries

You can add turmeric and ginger to your fresh juices

You can blend turmeric into soups and stews (delicious)

And there are SO MANY more ways. But this should get you started. AGAIN, this is something we go through together in depth in the Alkaline Base Camp. But these ideas are a great start.

Pillar #4: Be Reinforced / Repeatable

With all of these 20/80 Habits, the noticeable clear benefits you will experience will be a HUGE motivator to keep it going and tick the 'Be Reinforced' box. This is all about making it satisfying to complete the task

Again, this pillar is all about increasing the likelihood the behaviour will be repeated again next time – so are there things you can do to set yourself up to make it easy to repeat?

For instance – can you grate enough turmeric this time around, and put it in the fridge so you have it there ready for your next meal?

Or grate a heap and freeze it in an ice-cube tray to simply pop out whenever you need it. There is satisfaction in preparing shortcuts like this, and then executing on them. It gives you a little boost, and that little boost makes it far more likely you'll keep doing it in future.

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.

Strategy One (the old way): simply saying to myself I am going to be healthy from now on...

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 these Four Core Actions 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.

Summary of Four Core Actions

I want you to imagine a time in the not too distant future where you are successfully hitting your hydration target each day, having a green juice or smoothie and 7 serves greens daily, getting abundant essential healing

healthy fats and healing and removing all inflammation every day too – all of this every day. Can you imagine just how phenomenal you will feel from the combined power of these four actions.

And this is us just getting started. From here – with the results this will bring, you will actually find it even easier to take it up to the next level, because remember – results bring confidence, confidence brings momentum, and momentum brings the next level of results. It's a beautiful cycle.

Now this is important - these are the four most important first steps and what I want you to do is pick ONE of these four core actions. You are starting with ONE of them. And then in your workbook, pick the habits you want to build around your chosen first action that will get you moving.

JUST take it one step at a time, and the results will flow. Keep it simple. You will be pleasantly surprised at what huge results can come from just starting with these tiny steps, and then building and building.

So now...

The Next Step (Lesson Three): What is the Entire Journey? How Does it All Fit Together?

Introducing the Effortlessly Alkaline Path...

Once you have built these Four Core Actions into a series of automatic, subconscious, autopilot habits, you are ready to move into the next stage on your alkaline journey.

You will be doing it feeling great, feeling confident and with masses of momentum behind you.

But what is the next step? And what happens after that?

This is the next big problem that people have - they get some successes early on, but then don't know how to build on it or what to do next, and they fall away, and slip back into their old ways.

In Lesson THREE I will share my Effortlessly Alkaline Path with you - we will zoom out to the whole big picture, and I will show you the entire journey from A to B. From wherever you are now to your best ever health, and love the journey.

With this lesson, you'll know exactly what to do at each stage, every step on the way. It brings great clarity, and huge confidence.

I can't wait to share it with you.

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.

COCONUT CHIA CREAM POTS

SERVES: 2 | PREP TIME: 5 MINUTES | "COOK" TIME: 10 MINS

INGREDIENTS

- 1 cup of (organic) coconut milk
- 1/4 cup of chia seeds
- 1/2 date
- 1 cup of coconut yoghurt
- 1 tablespoon of flax seeds, ground, or 1
tablespoon of flax meal
- 1 tsp of sesame seeds
- 1/2 teaspoon of vanilla extract
- Optional Toppings for 3 varieties:*
- 1 handful of blueberries
- 1 handful of mixed nuts (almonds,
macadamia, pistachios, brazil nuts etc)
- 1 tsp of ground cinnamon
- 1 fig



INSTRUCTIONS

Firstly, sweeten the coconut milk by blending with the date. This little touch of sweetness and flavor from the date makes a huge difference!

Next combine the coconut milk in a large bowl with chia seeds, vanilla, flaxmeal (ground flax) and sesame seeds.

Put into the fridge for 10 minutes until the chia has expanded.

To serve, fill a small glass with a layer of coconut yoghurt, followed by the chia mix, then a little extra layer of coconut yoghurt & top with your choice of toppings!

ROSS' ALKALINE HOT CHOCOLATE

SERVES: 2 | PREP TIME: 5 MINUTES | "COOK" TIME: 5 MINS

INGREDIENTS

450ml coconut or almond milk

1 tbsp almond butter (note this is the secret ingredient, makes it SO creamy!)

2 tbsp organic cacao powder

1 inch of root ginger sliced

1 tsp cardamon powder

1 tsp cinnamon powder

1 red chilli (adjust to preference of heat)

1 tbsp coconut oil or MCT oil



INSTRUCTIONS

Start by slicing the ginger, and then add the ginger, milk, cacao, almond butter, spices and oil to a saucepan

Simmer for 5-10 minutes and then transfer to a blender and blend on high speed until smooth and a froth has formed

Sprinkle with cinnamon, serve and enjoy!

This is a fantastic one in the colder months...but can also be enjoyed on ice in summer too!

TURMERIC & GINGER LATTE

SERVES: 2 | PREP TIME: 5 MINUTES | "COOK" TIME: 5 MINS

INGREDIENTS

1 inch of fresh turmeric root

1.5 inches of fresh ginger root

2 tsp of coconut oil

250ml of full-fat coconut milk (don't worry coconut milk fat doesn't make you fat)

250ml of coconut water (or filtered water)

1 tsp of cloves

Optional: 1 vanilla pod

Optional: a pinch of black pepper



INSTRUCTIONS

Peel the ginger and turmeric and grate into a mortar

Add the coconut oil and using the pestle, turn it into a beautiful orange-yellow paste

Pour the coconut cream, water into a pan and spoon in the paste, and add the cloves

Bring to a simmer and simmer it all together for 4-5 minutes

Serve warm, straining if you wish

ALKALINE KETO CHOCOLATE MOUSSE

SERVES: 2-4 | PREP TIME: 5 MINUTES | "COOK" TIME: 20 MINS

INGREDIENTS

250ml coconut cream

1tbsp cacao powder

Pinch of salt

Stevia - small amount

Cinnamon

Frozen blueberries x 10g (optional)



INSTRUCTIONS

This is SO simple...

Put everything into a a blender, and blend til smooth

Transfer to a bowl, drop the blueberries in, and put into the freezer

Freeze for 20-30 minutes or until desired consistency is achieved

THAT IS IT! How easy is that?

THE ALKALINE FAT FLUSH JUICE

SERVES: 2 | PREP TIME: 5 MINUTES | COOK TIME: NIL

INGREDIENTS

1 cucumber

Handful of parsley

Handful of cilantro (coriander)

1/4 lemon (peeled)

1.5 cm root ginger

1/2 beetroot

Optional but great: 50ml aloe vera juice

Filtered water to taste



INSTRUCTIONS

Wash and juice all of the ingredients and enjoy! If it tastes too 'vegetable-y' for you, water down more with filtered water or coconut water.

THE HUNGER HORMONE BALANCING SMOOTHIE

SERVES: 2 | PREP TIME: 5 MINUTES | COOK TIME: NIL

INGREDIENTS

350ml almond or coconut milk

150ml filtered water

Handful of almonds, soaked overnight* (or
for min 2 hours)

1 Tbsp chia seeds

1/2 avocado

1 Tbsp cashew butter

1/2 tsp ground Ceylon cinnamon

1/4 tsp ground ginger

1/8 tsp ground nutmeg

1/8 tsp ground cardamom

1tbsp coconut oil

Pinch of Himalayan pink salt

Optional: 1 scoop of plant-based protein
powder



INSTRUCTIONS

1. Rinse the soaked almonds and add to the blender with the nut milk and water. Blend this until smooth and then add the remaining ingredients.
2. If you're using a protein powder, I recommend plant-based, and if you're on a weight loss journey, adding the protein is a good idea!
3. Serve as is, or over ice – it's really delicious!

3-INGREDIENT CESAR DRESSING

SERVES: 2-4 + | PREP TIME: 5 MINUTES

INGREDIENTS

1/2 cup raw (organic) cashews
1 cup (250ml) yeast-free vegetable
stock/bouillon
1-2 cloves garlic



INSTRUCTIONS

(If you don't have a high-speed blender (Vitamix, Blendtec, etc) the cashews need to be soaked in warm water for at least 30 minutes prior to making, otherwise, it might not blend too smooth...!)

1. Drain the cashews (if soaked)
2. Add to a blender with the garlic and stock
3. Blend until smooth!

.....et voila!

GREEN DETOX CREAMY DRESSING

SERVES: 2-4 | PREP TIME: 5 MINUTES

INGREDIENTS

1/2 avocado

Juice of 1 fresh lime

1 spring onion (also called green onion, salad onion, scallion – looks like this)

Small bunch of cilantro

1 clove of raw garlic

A glug of flax or avocado oil



INSTRUCTIONS

Simply blend everything together – the avocado, onion, cilantro, and garlic until as smooth as you like. I quite like it a little chunky, but you can go super-smooth by adding more oil or a little water if you like.