

5 *Insider Secrets*

To A **WINNING** **PHYSIQUE** **TRANSFORMATION**



NO HYPE,
Just Proven
Contest-Tested
Tactics To
Revealing Your
Best Beach Body

BY DOUGAL MACDONALD

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5 Insider Secrets To
A Winning PHYSIQUE
TRANSFORMATION

No Hype, Just Proven Contest-Tested Tactics
To
Revealing Your **BEST BEACH BODY**

By
Dougal Macdonald
"Mr. Inspiration"

"Who am I? And why on earth should you believe anything I have to say?!"

Probably the simplest way to get that beach body we all dream of is entering Transformation contests, it's how I got started and it's how I got to be where I am today.

My name is Dougal Macdonald and ten years ago when I was 50 years old I was out of shape, going through a messy divorce, battling to keep a struggling business alive, and with a self-image that was, let's say, less than inspiring. I wasn't exactly the best role model but I was an avid goal setter, and I WAS looking for a way out of the mess I was in.

Searching the Internet for some goal-setting software, remember that back in 2000 this wasn't as easy as you might think; but there I was, bright-eyed and bursting with expectancy and hope, punching the keys and believing in a miracle.

It appeared...BANG. Body-for-LIFE. Reading through the whole BFL website inspired me so much that I immediately got in my car and started driving from book shop to book shop to find the BFL book. Eventually I managed to lay my hands on a copy and, back in my office, read the book from cover to cover.

I devoured the information on the web site too and got back into my car and, again, scoured the city of Johannesburg looking for the tapes of success

stories that went with the book; with much searching I managed to find them, there were two. I went straight home and watched them both...and then again.

The stories about overcoming many, many different adversities actually made me cry. I'm not shy to admit that. The stories were SO powerful that they left an indelible impression on me and actually changed my life and led to the formation of my personal mission statement, which to this day burns brightly like a lamp in my heart.

I saw that there was a Body-for-LIFE transformation contest and since I have very competitive streak I immediately looked for the 'where do I sign?' section. Instinctively, I then went round telling everybody what I'd done. My own staff, the staff in the next office, the business on the next floor, I was so excited about this BFL 'thing' that had brought me back to life in an instant, that I just told every body I saw without even thinking about it.

That night it just occurred to me what I had done. This was my first taste of accountability being a key driver in success, how could I let myself down by not following through?

Well, that's how it all started for me. That first contest at age 50, I lost 22lbs, my waist size went from a 38 to a 32, and my body fat went from 35% to 11.5% in 12 weeks.

Come game day, a big presentation award ceremony was held and all the contestants, their families, their friends, health and fitness industry leaders were all there; it was a BIG DEAL to the industry in South Africa. Lights dimmed, a local celebrity started the ball rolling and the announcements

started. All the age group winners were announced with my category last...it was tremendously exciting.

The third place winner in the over 50s category, can't remember who it was, the second place winner...DOUGAL MACDONALD... hey Dougal, that's you, get up on stage. WOW...me! Really?! The adrenalin excitement and thrill for me was immense. I was hooked, won a whole lot of great prizes, jacked up my self-image unbelievably, got my life solidly back on track, sowed the seeds of a new career, or life's calling as it has become and started running towards my dreams.

The following year, 2001, I placed third and in 2002 I placed 2nd again. The judging was all done in BFL head office in Colorado, in the USA so I was pleased that the original BFL panel had done the judging. In 2002 I actually got to meet and become friendly with Porter Freeman who was by then running BFL in the USA...my biggest thrill that year was to have been awarded my BFL Winners Jacket for service to Body-for-LIFE in South Africa, the only one of three ever won in South Africa.

I never did win my age group but no matter, I had competed and I had placed top three, three years running and it had changed my life...in 12 weeks. 12 WEEKS! That's all it took!

One simple Transformation contest and it will happen to you...not maybe, it WILL. If you follow the simple, tried and tested rules in the field of battle you will be a winner no matter if you take the 1st prize or not.

I competed again in years to come on a few different occasions but my crowning glory came in 2009 when I entered Tom Vento's Holiday Challenge, a brilliant concept by Tom that set the premise of coming out of the Christmas holidays looking, and

feeling, better than when you went in. It was a huge success for everyone, including me.

Again, come judgment day, apart from making a great transformation, I was a category winner "Most Inspirational" which was right in line with one of my goals - to inspire, uplift and encourage people to become their best.

I also was part of the team that won the overall team prize and, again, I was thrilled because support was a major component of winning. All this as part of a large International entry really thrilled me and encouraged me to keep going flat out.

So, I AM a winner and I know how to share my secrets to getting the absolute best from these contests...and I am going to tell you how everything you need to know to do the same.

"So turn the page and let's get started"



Insider Secret No 1

Courage

"The ability to confront fear, pain, uncertainty and intimidation."

You have been searching, like I did, to change your life. It may just be a physical thing or it may turn out to be a radical shift like it was with me... a complete life-changing experience.

This takes a lot of courage. To make the decision to change, to be overwhelmed by everything you have to do, learn, implement and finally to take on the accountability component.

This all takes guts. You have probably tried a lot of diets in the past but you have failed. If you hadn't you wouldn't be here now would you. So nothing has worked in the past.

How do you pluck up the courage to jump in boots-and-all and '*change your life forever*'? Because that is exactly what a contest will do for you.

Courage. You will probably vacillate between yes and no many times whilst thinking about it and the accountability factor is probably the scariest part of all. But think about this.

IF NOT THIS, THEN WHAT?

This is your life; it's the only one you have and if you place ANY value on who you are, or dream about being, then now is the time to have the courage of your convictions and dive into deep water.

So it takes courage but once you jump that first hurdle and tell yourself, and everybody else entering, 'I am in!' all that trepidation and doubt washes away and excitement takes its place.

Having the courage to change your life seems easy, now that you have jumped the first hurdle.

Insider Tips

- 1. Decide to take on the challenge.**
- 2. Write down why you are doing it**
- 3. Tell everyone you are doing it.**

Insider Secret No 2

Think

"To decide by reasoning, reflection, or pondering"

This is the secret to life. Thinking; we all do it, we all have to do it and we do it all the time without even realizing it so we may as well make it effective.

There is thinking and there is QUALITY thinking. Better questions, rather than just questions, will get you going in a way that you could never have imagined.

"What is it exactly that I want to achieve?"

What do I need to do to win? Pin-point, laser-like, specific questions make the difference.

Do I want to make a difference to others? Do I want to win the big prize? Do I just want to complete the 12/14 weeks successfully according to my goals?

Often times we ask the wrong questions which can send us down the wrong track. We are all a product of our past. The things we have heard said to us repeatedly by our authority figures, parents, teachers and other people we trust.

"Hey if he/she says I will never amount to anything, then they must be right."

All the experts exhort us to ask the question,

"Who am I?"

What is holding me back? What do I have to do to overcome the things that limit me? Do I even know what they are? How do I find out?

There is a much better question, however, which cuts through all those mind-sapping questions

"Who do I WANT to be?"

You see, if I accept that my subconscious has internalized what I've been told about me over years, then I affirm those things and reinforce them by listening to the voice that tells me *'I will never be a success, I'm too old, fat, stupid, lazy, useless'* (pick all that apply). So, SMART THINKING tells us that the opposite must also apply.

What happens when you format the hard drive of your computer? You have so much information in there that is surplus to requirements, or just plain outdated and useless that you get rid of it by hitting the 'delete' button and overriding it with new, fresh and updated information.

Makes perfect sense, doesn't it, that we should do the same thing with our thinking tool - the Brain.

Input fresh information based on 'who you want to be' and over time your subconscious overrides "who you are".

Insider Tips

1. What do I want to achieve.
2. Be Specific. (7% body fat, add 2kgs muscle)
3. Ask yourself 'Am I in it to win it, and I am prepared to do whatever it takes?'

Insider Secret No 3

Overcoming the six-week slump

"To fall or sink or suddenly drop"

There comes a time in everybody's transformation where they feeling like dumping the whole thing. Motivation to do the challenge wanes, the training is hard and sometimes you don't feel like it; the eating plan is too tough and all your friends are partying up a storm.

This is normally at about six weeks.

There are a couple of reasons for this. Generally it is just what it is - a slump. You are really into it but you just plain get tired, or you may get sick or injured. But occasionally there is a more sinister underlying reason - your original reasons for taking the challenge on are not strong enough to keep you motivated.

You need, then, to re-visit your 'reasons why' and confirm to yourself that you ARE doing this for the right reasons, and not just because you want to get

into a size 'whatever' for your high school reunion, whereupon you will have a ball, drink yourself silly, eat whatever you see and within a few devastatingly short weeks be right back where you started from. Silly isn't? Well actually it's not; it's just that your reasons weren't the right ones.

You have the reasons tucked away; you just haven't uncovered them yet.

Dig deep, be seriously introspective, update the reasons and get back on the horse.

Remember, when you do slump and slip, don't give up. You are only one meal/one training session away from a perfect score.

Insider Tips

1. What are my REASONS WHY?
2. To get through a slump revisit why you are here, and where you have come from.
3. Ask for help within your accountability circle.

Insider Secret No. 4

Self Talk

"Self talk is the internal dialogue we use to view the world, explain situations and communicate to ourselves"

"Learn to create a movie...in your head"

You can always build this into a real thing if you have the means and the technology skills, but for now in your head and let's understand some fundamentals first.

We can ONLY live in the present. Even as I write this 'word', it is already in the past. My immediate thought right now, this second, is already gone. So what does that mean to us? It means that we MUST create the US we want to be as if it were NOW.

I AM....not I will try, or I am going to - I AM! This is critical to understand because your subconscious doesn't care what information it accepts, it accepts everything.

Furthermore, your subconscious cannot differentiate between a real or an imagined experience, so put

all the I AM's into your affirmations and let us let our subconscious work on that rather than, "Oh I can never do anything right, I am such a loser".

My personal affirmation all rolled into one is

"I love weight training and healthy eating and I am at 7% body fat with rock-hard abs, I LOVE my life."

Right now my BF is at 10%, down from 35% ten years ago remember.

Keep these thoughts uppermost in your mind and they, more than anything, will impact on your life going forward.

Guard what you put into your head; it is the ONLY thing you CAN control.

Insider Tips

1. Learn to listen to what's going on inside your head.
2. When you hear negative self talk hit "SWITCH" and override it with something positive.
3. Stay away from 'dream stealers' and those who would want to see you fail.

Insider Secret No 5

FOCUS and daily action steps

"A point toward which thoughts are made to converge"

You have a lot of things going on every day beyond a Transformation Challenge, so you need to be organized and prioritize. The transformation is only a part of your life and it cannot, and must not, completely consume your life.

So if you don't focus on what is important at THAT particular point in time you are heading for disaster. Try telling your husband/wife and kids that you are redoing your training program whilst they're waiting for dinner, and then write and tell me how that is working out for you.

First you HAVE to focus on and plan your meals and if you don't, this will discourage you more than anything. Your eating plan will be chaotic and it won't take long before you chuck in the towel.

A little focus is needed on planning; planning a weekly shopping list, what you are going to eat and when. This is a one-off thing and once it's done everything seems very sharp, in contrast to the

blur you experience without that laser-like focus and planning.

The other part of this equation is your training component. I'm only going to talk about what happens when you get to the gym.

Let me sketch a typical scenario, I see every day at the gym.

Man/Women arrives at the gym for a planned session. Gets frustrated because there is no parking at the door. Gets irritated when they park in the 'wheelchair' space and someone threatens to give them a reason for parking there. Bad start, but it gets worse. *"Boy I am under such pressure at work, I shouldn't be here, I should have skipped today, oh boy."*

And He/She hasn't even put a foot in the door yet. Up the stairs into the gym, head for the first exercise and the mobile starts...*"Hello, yes I know about that order, I'm sorry it's a problem, No I'll get it sorted in an hour...mmmm, Okay half an hour, Ok bye."* Well that takes care of half of the session anyway...and they end up doing a watered down version at double pace and not very efficiently because they're are thinking about the order they need to get out.

FOCUS and laser-like thinking sketches a very different scenario.

I arrive at gym and park as far away as possible. Parking is plentiful and I get to warm up with the walk. I have my plan in my hand and I have role played it before I get there. I leave the mobile in the car and 'SWITCH OFF' work. This is my time, it is going to improve my life and its part of my plan so there is NO discussion. I am going to give it 100%.. I get into the gym, put the blinkers on, get my head down and work smoothly through my routine. I'm done in 45 minutes and I leave knowing that I am one more step towards a winning Transformation Challenge AND winning at my life.

Could it get any better?

Insider Tip

1. You can only focus on one thing at a time. When you are training..that's it.
2. Planning is everything. Take time the night before to plan your day.
3. Realise that daily training is YOUR time. Diarise it as you would any other appointment.

These are the **5** Insider Secrets you **MUST** use to get the best out of your new life.

There are no alternatives, there is no easier way.

If you would like to read the full version of the Book of **INSIDER SECRETS** let me know.

I sincerely want to **HELP** you become the **BEST** you that you can be.

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