

30X30 NO EXCUSES New Year's Challenge!®



Nearly 80% of Americans are overweight, out of shape, or both. This is a time for strength and immediate action—the future of America depends upon it!

We have a serious New Year's 2010 challenge which can be one of the solutions for America's decreasing health—30 days in a row of exercising for at least 30 minutes a day. It can change your life for the better—mentally, physically, and even spiritually. *Prerequisite?* Dedicate then execute after you declare NO EXCUSES for yourself. Interested? *Report for duty below then get started!*

RULES OF ENGAGEMENT

- 1) 30 Minutes Per Day Minimum**
- 2) 30 Consecutive Days in a Row**
- 3) NO EXCUSES!**
- 4) NO Minimum Pace Required—Just Move!**
- 5) Must Be “Dedicated Time” for Exercise**

- **30 Minutes:** The absolute minimum adults should be exercising per day. Do it all at once or in smaller increments. It doesn't matter...*JUST GET IT DONE!*
- **30 Days:** It takes 21 days to begin forming a new behavior and six months to create a permanent behavior change. One full month of regular exercise can truly set your behaviors into ACTION. Since there is no minimum requirement on pace or intensity, needing a “day off” is complete BS—you don't need a day off after a casual 30 minute walk, so keep going for 30 days!
- **NO EXCUSES:** There are thousands of great workouts and types of fitness equipment; most Americans don't use any of them on a regular basis. STOP making excuses that keep weakening our country! If you don't exercise, you lose by gaining weight and losing mobility and independence and America loses her strength. SO MOVE! You might fight, cuss, kick, and scream until about 21 days then moving daily will just become part of YOUR regular daily behaviors. NO Excuses! Kick yourself in the butt—make it happen! You can thank The Lean Berets later...but for now, GET MOVING whether you “currently” like it or not!
- **Pace Requirement?** NONE! JUST MOVE! Forget about sets, reps, target heart rate zones, and other physio specifics for now. Mental is more important than physical at this point in the battle. Just get used to exercising daily then major physical gains will happen later.
- **Dedicated Exercise:** We've heard the “excuses” about how yard and house work is great “exercise” yet never heard anyone saying they lost significant weight from pulling weeds or vacuuming! When you DEDICATE a block of time to EXERCISE ONLY, it's a higher level of commitment. You force yourself to step up, reach for a higher goal, and take away your own excuses. Trust us—dedicating to 30 minutes per day for 30 days in a row will yield results. If you break a leg, do arm lifts! But find something you can do dedicated to movement! See y'all in 30 days...STRONGER and HEALTHIER! --*The Lean Berets...Avengers of Health!*