

The Empowered Entrepreneur Show

Episode 027

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Intro: Welcome to the Empowered Entrepreneur Show. Discover your life's purpose, reprogram your mind for success, and attract an abundance of paying clients to your business. Now here's your host, Tom Tenaglia,

Tom Tenaglia: Aloha, empowered entrepreneur. I am Tom Tenaglia and you're listening to the Empowered Entrepreneur Show. Today I want to talk about New Year's resolutions. You might be out and about, living your life, and different people that you come across have talked about what their New Year's resolution would be for this year. If you're like most people, or if they're like most people, the New Year's resolution's probably out the window by now.

I believe I've seen studies that say that people who make New Year's resolutions give up on them within the first six or seven days of the year. As an empowered entrepreneur, I think it's important to talk about that because there are things that we do want to change in our lives. There are things that we want to do to improve, to progress, to live our life's purpose, and in order to do that we need to be consistent. So you know, fascinating to me, I would see that, and what's the most common New Year's resolution that people would have? Often I would hear, oh, it's to lose weight or to start working out or to eat healthy or whatever the case may be.

I actually would be in the shopping center getting food and over the course of several years I would notice a trend of people ... At the beginning of the year, the line out the salad store was like, it was all the way around outside the store, around the corner. It was crazy. That would go on for about maybe a month, month and a half. At that point, the line at the burger shop in the same shopping center would be almost nonexistent. Come early to mid February, the burger line would continue to get bigger and the salad line would continue to get smaller and the time of day that the line forms would basically change. So in other words, the latter part of the morning, 11:00 to 11:30, at the beginning of the year the salad line is pretty long. But by the middle of February, 11:00 to 11:30 you could walk straight in and go straight to the counter and get your salad.

You know, this is interesting to me because the power of habit, the power of belief, the power of purpose, all of these things that come together to influence the things that we do in our lives. To me, it dawned on me that it's like, why do people wait until the beginning of the year to decide to make a resolution? As a marketer, oh absolutely, if a ton of people are using the beginning of the year to make a resolution, I'm going to leverage that in my marketing 100%. But as an empowered individual, I want to understand why do they wait? Because every day is a new day. Every day is the beginning of something new. You could just as easily change something that you want to do the next morning that you wake up. It doesn't have to be January 1st.

So, in working with people, one of the things that I make sure that I do is to help get the momentum going on the behaviors that they want. If somebody wants to be able to work out regularly, we do have to overcome inertia. We do have to get the momentum started. If there are years or decades of patterns that we need to undo, yeah, we can undo that at the unconscious level and then we still have to put action behind it. We still have to focus on the things that are going to get us those results and we still have to overcome that initial inertia. What I notice happens is, for the most part people who then make New Year's resolutions, by the end of the first week, they've let the inertia kind of overtake them and they're back to their old patterns, whether it's an old environment or they let life get the best of them or it's family or kids or career, whatever, for lack of a better term, excuse, somebody wants to give him.

I really basically look at this and I go, how do I leverage the fact that people want to make resolutions at the beginning of the year from a marketing perspective? But how do I also make my own resolutions stick and not just do them at the beginning of the year, but rather each day? Each day, what do I want to do differently today and what am I going to do consistently between today and tomorrow? So I do want to let you know that, as an entrepreneur, let's think about the cycles that go on in the world that the majority of our customers are probably experiencing. Maybe there is a New Year's resolution. Maybe there is something that your product or service can help them in the New Year to achieve a particular goal. As a marketer we can leverage that. We can say, here's how to turn the next year into your best year. Here's how to finally break free of your giving up on your New Year's resolutions.

Then as an empowered individual, we need to remember what are those things that we can change, and if we're going to wait ... why wait until January 1st? You know, one year I decided I was going to start a completely new workout program in November and I did, and I did extremely well with it. People asked me, "Why did you wait? Why start now? Why not wait until January?" And my answer was basically, "Why wait?" Because first of all, in the course of Thanksgiving and Christmas here in the States, if I had planned to wait to start my workout until January, I could have easily overeaten in Thanksgiving and Christmas and I would be spending the first six months of the following year burning off the calories that I had put on in November and December. So I just said, "Forget it. I'm going to start the workout in November, and it's going to make me very conscious of the food that I'm putting in my mouth over Thanksgiving and Christmas so that I don't overeat."

For me, that helped a lot. That helped so that by January when everybody was starting their own diet and exercise routine, I was well in my momentum and I maintained that momentum for a long period of time. Then, well yeah, then I lost track of my why, my reason for doing it and then the behavior changed. So when I got back in touch with the why, why am I working out, why am I eating clean, then I was able to get the behavior back. I also needed to pay attention

to, is my reason a reason towards or a reason away? Was I trying to get away from something or was I trying to go towards something else? Because if all I wanted to do is to be able to fit into a certain pant size, the moment I would fit into that pant size or waist measurement, then there would be no reason to continue to work out if it was to get away from a really high a waistline. But rather if it was to promote health, then I had a reason to continue to work out and eat cleanly.

The other thing is, are you doing it for something internal or external? Are you doing it for you or are you doing it for someone else? What you really want to be able to do is, the change that we make needs to come from within and be for reasons that are within. Call it self-initiated and self-maintained. It's within you, it's started by you, and it's maintained by you. You know, back when I was looking for a girlfriend, I did a workout routine during that time. But at the time the purpose of the workout routine was to find a partner, and it was completely outside of what was self-initiated and self-maintained. And sure enough, given the fact that I then found my partner and then ... well, then the workouts stopped because there was no longer a purpose for the workout.

So, giving your resolution a purpose that is self-initiated and self maintained, that comes from you and is maintained by you, and also something that is based on something that it's towards that you want to aim for, you may or may not achieve it. The aim gives a direction. So while there are certain fitness goals that you can achieve, if your resolution's fitness ... I'm just using fitness as an example. Let's say somebody wants to bench a certain amount of weight. Okay, there's a fitness goal. You can achieve that. But if their aim is to progress, to constantly be able to increase the weight or increase the reps or increase the intensity, there's really no end to that, and so it gives momentum to what it is that you're doing, especially if you have a purpose for what you're doing.

So as we think about what we're doing here, look, you don't have to wait until next January 1st to make a resolution and to stick to it. Start now. Just pick something that you want to do, track it, and be consistent about it. If you do want help with that, I do offer a reprogram your mind weekend. It's a fantastic one-on-one experience where we let go of any of the sticking points getting in the way, and we create new behaviors, and we install those things as behaviors so that you're able to maintain your focus on them.

I really want you to make this year the best year for you, and every year becomes the next best year for you. And so think about those things that you may want to shift and if ... Look, if you've been maintaining your New Year's resolution so far, fantastic. Keep going. Just focus on the day at hand. What do I need to do today to keep my agreement with myself, and then do it. If you decided not to set a New Year's resolution because you figured why bother, are you making the shifts that you need to make in your life? Are you changing, improving, growing, learning? And if not, how do you start leveraging the

current day and basically instead of happy New Year, it becomes happy new day.

Every day is another opportunity. Yes, you can get even more specific and say every minute is really a new opportunity, every hour is a new opportunity. The longer you wait, the more inertia has to be overcome energetically speaking. And so let's get started on what it is that you want to do and then be consistent with it and you overcome the inertia and then you have momentum in one direction.

Perfect example that I shared with a client the other day is, it's like brushing your teeth. Growing up, I had to be reminded to brush my teeth at times as a young kid. As time went on it became more automatic and then it became completely automatic where, when I wake up in the morning, I brush my teeth. When I go to bed, I brush my teeth. Doesn't matter how tired I am, it doesn't matter how many hours of sleep I got. And so we get to a certain point where it becomes a habit and it becomes something that we've overcome the inertia of not doing it, that there's so much momentum that if I were to even think about not brushing my teeth, there's so much momentum that would have to be overcome to not do it. Like, at this point, I can't even go to sleep if I haven't brushed my teeth. I have to brush my teeth. And that only came from years of making sure that I brushed my teeth.

That is basically what it comes down to. How can somebody be so consistent? Because they've been consistent. It's actually then harder to not be consistent, and so what we want to do is work on getting over that inertia, getting over that momentum. See, people ride the wave at the beginning of the year and then they give up on it when that wave kind of dwindles down. Everybody else stops doing their New Year's resolutions, so they do it. They stop doing it. But that's when you push through. That's when you overcome the inertia and you continue the momentum. That's when the momentum is just about to form and you just keep going. If you keep doing your goal every single day, before you know it, it's been years and then it's been decades. That's how we do it.

If you want help with your New Year's resolution or with creating an amazing year, as of the time of recording this episode, if you go to riseaboveyourchart.com, R-I-S-E-A-B-O-V-E-Y-O-U-R-C-H-A-R-T.com, riseaboveyourchart.com, I am offering Pam Gallagher's book. Pam was on a previous episode in December. I'm offering Pam Gallagher's book for just shipping and handling and I'm also offering a membership to an astrology-based personal growth and empowerment group that will help you leverage the energies in your astrological chart, your personal chart for this year and beyond, for as long as you remain a member.

The purpose of that program is to literally help you with the things that you want help with, to finally overcome the sticking blocks and to truly make a

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difference in your life in a very positive way. So go check it out, riseaboveyourchart.com, and if the offer is still available when you're listening to this, great, take advantage of it. If not, you can always go to empoweredentrepreneurshow.com and click on the resources tab and see what we're currently offering. With that, I hope that helps you and let's continue to have an amazing year. With that, *Aloha; a hui hou*. Talk to you again soon.

Outtro:

Thank you for listening to the Empowered Entrepreneur Show.