

Press Packet

Lifestyle Choices that Change Your World

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Word Cures: How to Keep Stupid Excuses from Sabotaging Your Health
Is available at www.wordcures.com or 1-877-WORDCURES

Lifestyle Choices that Change Your World

7 Holistic Health Truths & Tips

Lifestyle changes. Sure. We all know how important it is to eat healthy, exercise, reduce stress, laugh more, clear up strained personal relationships, start a retirement plan, clean up the basement, and enjoy our job. You do, right? And you'll take care of it, too. Soon. Honest!

Knowing and doing are different. You know, basically, what to do. But you may not appreciate how important even the smallest of lifestyle changes can be to your health. In fact, getting your life together may just be the secret key you need to improve immunity, reduce pain in your muscles and joints, increase your sense of satisfaction in life, and even become less "accident prone."

But it's hard to remember that in the frenzy of daily life. Then one day, it all comes crashing down. One of the plates you were juggling drops. You **knew** you should have been exercising, should have forgiven your sister, should have saved some extra cash for a rainy day. But you didn't do it.

Why not? Wait. I'll bet you were too busy!

This segment explores 7 Holistic Health Truths & Tips that can help you get back on track again. It's easier than you think!

The 7 Truths:

1. You do have time for what's truly important to you.
2. You are as deserving of good health as anyone. It never hurts to raise your standards.
3. You are responsible for how you order your world, conduct your relationships, and manage stress.
4. Many conditions that occur more frequently in older people are the result of factors other than age itself.
5. Your day-to-day lifestyle choices, based on the environment you perceive, have everything to do with how your inherited potential plays out.
6. Denying the truth (lying to yourself and others) won't change the fact that the background issues behind your symptoms are still there running your life.
7. Your results in the life are at the effect of your focused action. It's a fallacy to expect results first.

Transforming your life is easier than you think. The strategies you need are straightforward and learnable. Dr. Eckert's new book, ***Word Cures: How to Keep Stupid Excuses from Sabotaging Your Health*** provides a light-hearted resource for participants who are ready for that next step.

Elizabeth Eckert, PhD, specializes in creating balanced bodies and optimized lives. Her professional training includes developmental psychology, structural bodywork, and energy medicine. She has extensive clinical experience working with pain patients in private practice and research settings (research at Henry Ford Hospital, Detroit, MI). She lives and works in a nearly ideal location in spacious North Dakota.

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Sample Interview Questions

7 Holistic Health Truths & Tips

1. How important are lifestyle factors *really*?
 - Important enough that the Journal of the American Medical Association (March, 2004) identified three lifestyle factors as the leading causes of death in the US:
 1. Tobacco use
 2. Poor food choices and lack of exercise
 3. Alcohol use
 - Relationships
 - Finance
 - Career
 - Personal contentment and satisfaction
2. When we think “lifestyle changes,” most of us think of things like eating better, exercising, and taking our vitamins. Your changes are different. Why?
 - The changes I talk about, things like getting your priorities straight and learning everything you can about your challenges, are precursors to the lifestyle changes most people are familiar with. I’m all in favor of the others, too, by the way.
 - Most of us already know, basically, what we should be doing. We just don’t do it. Knowing and doing are different. My lifestyle changes are geared toward helping people learn to consistently **do** what they may already know they should be doing.
3. How did you identify the key factors that trip people up?
 - Listening to people express why they think they can’t have what they say they want
 - Observing patterns
 - Watching the effects of those beliefs on people’s life and health
 - For most of us, our “inner saboteur” takes over far more often than we realize
4. Who is this “inner saboteur?”
 - It’s an inside voice that stops you from doing what you say you want to do. Just as you’re about to take a decisive action, he or she convinces you it’s not safe.
 - It sounds like this:
 - You don’t deserve it.
 - You don’t have time.
 - You’re not good enough.
 - It’s too risky.
 - You can do it later.
5. What’s the difference between a great reason and a (stupid) excuse?
 - A reason simply says why you did something (or not). There’s no judgment; no good or bad. “I fixed supper because the kids would be home soon” is a reason.
 - An excuse is a special type of reason. It contains an apology for doing something you believe you shouldn’t have done or for not doing something you believe you should.
 - An excuse attempts to rationalize or justify your actions to make you look good.
6. Let’s have ‘em – your 7 Truths:
 - You do have time for what’s truly important to you.
 - You are as deserving of good health as anyone. It never hurts to raise your standards.

- You are responsible for how you order your world, conduct your relationships, and manage stress.
 - Many conditions that occur more frequently in older people are the result of factors other than age itself.
 - Your day-to-day lifestyle choices, based on the environment you perceive, have everything to do with how your inherited potential plays out.
 - Denying the truth (lying to yourself and others) won't change the fact that the background issues behind your symptoms are still there running your life.
 - Your results in the life are at the effect of your focused action. It's a fallacy to expect results first.
7. Do you have a favorite?
- It's hard to pick, but I think I'd have to choose the last one: **Action Produces Results**. So many people expect results first! Nice try, but the thinking is backwards.
 - Like "sure I'll start working out – just as soon as I lose some weight."
 - Or "sure I'll get my life together – just as soon as I start feeling better."
 - Or "of course I'll forgive Peter – just as soon as he apologizes."
8. Are there even more Truths & Tips?
- Sure. Your readers or listeners can request 21 Holistic Health Truths & Tips direct to their inbox. Go to www.truthsandtips.com. It's free.
 - Each of the 21 Truths and Tips represents one of the "Stupid Excuses" from my book, *Word Cures*, where they're discussed in more depth.
 - Of course I also offer strategies to move past them...
9. I suppose you're immune to this stuff yourself – right?
- I'll have to say I've gotten better. But some of these habits are so pervasive that they can sneak up on anyone. Why just last week...
10. How can we get ourselves moving?
- Try my Seven Simple Steps:
 1. Prioritize. Set a goal.
 2. Develop a plan for reaching your goal.
 3. Take action.
 4. Eavesdrop; recognize the patterns that stop your progress.
 5. Make a different choice.
 6. Do it again.
 7. Celebrate (with a treat that doesn't conflict with your goal).
11. What can we do to motivate others in our lives (spouse, teenagers) to get moving, too?
- DON'T: be a nag or a know-it-all.
 - DO: make sure it's really their goal (not yours).
 - DO: help reinforce their vision of what's possible.
 - DO: help them stay objective.
 - DO: be unconditionally supportive regardless of their timeframe or occasional slip-ups.
 - DO: join in. Start a project of your own!

Holistic Health Truths & Tips

Lifestyle Choices that Change Your World

1. Truth: You do have time for what's truly important to you. How important is your health?
 - Tip: Make prioritizing your goals your highest priority. Recognize that priorities change.
 - You'll hear yourself say: "I don't have time for this."
2. Truth: You are as deserving of good health as anyone. It never hurts to raise your standards.
 - Tip: Make sure that you can afford to maintain your health, even if it means getting a different job, moving, or doing without something else.
 - You'll hear yourself say: "I don't have the money."
3. Truth: You are responsible for how you order your world, conduct your relationships, and manage stress.
 - Tip: Alter your perception that any person, place, or thing has the ability to control you without your permission.
 - You'll hear yourself say: "It's stress."
4. Truth: Many conditions that occur more frequently in older people are the result of factors other than age itself.
 - Tip: Enjoy positive expectations for healthy longevity. Act accordingly.
 - You'll hear yourself say: "It's old age."
5. Truth: Your day-to-day lifestyle choices, based on the environment you perceive, have everything to do with how your inherited potential plays out.
 - Tip: Choose healthier strategies than those modeled by less robust family members — even if it makes you a "black sheep."
 - You'll hear yourself say: "It runs in the family."
6. Truth: Denying the truth (lying to yourself and others) won't change the fact that the background issues behind your symptoms are still there running your life.
 - Tip: Own what you know. Tell the truth.
 - You'll hear yourself say: "I just don't know..."
7. Truth: Your results in the life are at the effect of your focused action. It's a fallacy to expect results first.
 - Tip: Get clear on how cause and effect works in your life. Whenever possible, address problems at the level of their cause.
 - You'll hear yourself say: "I'll deal with it later (after I'm well.)"

21 Truths & Tips direct to your inbox: sign up at www.truthsandtips.com.

Seven Simple Steps...

That Bring Your Vision to Life

1. **Prioritize.** Identify the situation you wish to change. Create a goal to bring about the resolution you want. Make sure you've clearly articulated the results that will let you know when you've reached it.
2. **Devise a plan to reach your goal.** Remember the words of Dwight D. Eisenhower: "In preparing for battle I have always found that plans are useless, but planning is indispensable." Stay flexible as you move forward.
3. **Take action.** Set up action steps based on your plan and begin taking them.
4. **Eavesdrop.** Observe your self-talk about the issues that come up as you put your plan into action. Then, go the extra mile. **Recognize the patterns that stop your progress.** When your self-talk stops you from taking an action that supports your goals, you're listening to the voice of your "inner saboteur."
5. **Make a different choice.** Your saboteur would have you believe that your very survival will be threatened unless you do what he or she says. In the past, you would have listened. That belief is a lie! Tell your saboteur "thank you for sharing" and politely dismiss the objection. **Then take the action anyway.**
6. **Do it again.** You'll do this more than once, but each time it will get a little bit easier. Once you experience the elation that comes from doing the impossible, you'll want to do it again.
7. **Celebrate!** Reward yourself with a treat (that doesn't conflict with your goal).

** See www.WordCures.com for the e-manual *Saboteur's Guide to a Productive Life: 7 Simple Steps to Freedom*.

“Stupid Excuses” Fact Sheet

Lifestyle and Chronic & Degenerative Disease:

- The Journal of the American Medical Association recently reported the leading causes of death in the US during the year 2000: tobacco use, poor diet and physical inactivity, and alcohol consumption¹. All are lifestyle issues that lead to various degenerative conditions.
- Even though chronic diseases account for the greatest burden in terms of illness, diminished quality of life, and death, few Americans undertake the modifications that would result in a healthy lifestyle.²
- Only 3% of U.S. adults consistently meet each of four basic healthy lifestyle characteristics (nonsmoking, healthy weight, consuming 5 or more fruits and vegetables a day, regular physical activity).³
- Heart disease, cancer, stroke, and diabetes accounted for nearly 1.5 million deaths in the US in 2001, 62% of all deaths⁴. In addition to premature death, they diminish productivity, increase disability, decrease quality of life, and increase the health care cost burden.
- In 2000, 47% of Americans were current or former smokers⁵.
- In 1999 and 2000, 55% of Americans had a body mass index (weight-to-height ratio) greater than the 23 – 25% considered healthy⁶.

Chronic Pain:

- Back pain and headaches accounted for nearly 22 million doctor visits in the US during the year 2000⁷. Back pain, the most common form of physical disability, will affect an estimated 80% of Americans at some point in their lives⁸.
- During a typical physician office visit, drugs for the relief of pain are discussed second in frequency only to heart medicine⁹.
- Pain affects a person’s ability to concentrate, do their job, exercise, socialize, get a good night’s sleep, do leisure time activities, perform chores around the home, and have sex. Uncontrolled pain also makes people depressed, irritable, listless, and unable to cope¹⁰.
- People’s attitude toward pain when it first develops is “quite casual.” 71% of patients surveyed on behalf of the American Chronic Pain Association were not proactive about seeking medical advice because they believed the problem would go away¹¹.

Personal Finance:

- The calendar year ending September 18, 2003 boasted a record 1.66 million bankruptcies — the largest number ever for a consecutive 12-month period¹².

¹ Actual Causes of Death in the United States, 2000. *JAMA*. Vol. 291, No.10, March 10, 2004.

² Healthy Lifestyle Characteristics Among Adults in the United States, 2000. *Arch Intern Med*. 2005; 165:854-857, April 25, 2005.

³ Healthy Lifestyle Characteristics Among Adults in the United States, 2000. *Arch Intern Med*. 2005; 165:854-857, April 25, 2005.

⁴ National Center for Health Statistics. <http://www.cdc.gov/nchs/fastats/deaths.htm>

⁵ Actual Causes of Death in the United States, 2000. *JAMA*. Vol. 291, No.10, March 10, 2004.

⁶ Actual Causes of Death in the United States, 2000. *JAMA*. Vol. 291, No.10, March 10, 2004.

⁷ *Advance Data No. 328*. June 5, 2002. <http://www.cdc.gov/nchs/data/ad/ad328.pdf>

⁸ American Academy of Physical Medicine and Rehabilitation. <http://www.aapmr.org/media/hotstory/htm>

⁹ *Advance Data No. 328*. June 5, 2002. <http://www.cdc.gov/nchs/data/ad/ad328.pdf>

¹⁰ *Chronic Pain in America: Roadblocks to Relief*, http://www.ampainsoc.org.whatsnew/conclude_road.htm

¹¹ *Americans Living with Pain Survey*, Roper Public Affairs & Media, April 2004.

<http://www.theacpa.org/documents/surveyresults.pdf>

¹² http://www.uscourts.gov/Press_Releases/pr02252004.pdf

Biography:

Elizabeth Eckert, PhD

Elizabeth Eckert can show you how your inside world of thoughts and habits manifests in the everyday elements of your life. With an emphasis on creating health, she identifies common errors of perception that if undetected may undermine your best intentions for well-being and establish the conditions for chronic pain, disease, and other common lifestyle challenges.

Elizabeth's education includes developmental psychology, structural bodywork, and energy medicine. She has extensive clinical experience working with pain patients in private practice (Detroit, MI and Minot, ND) and research settings (Henry Ford Hospital, Detroit, MI) and is a popular neuromuscular therapy instructor.

Elizabeth offers individual consultations and personalized restorative retreats from a nearly ideal location in spacious North Dakota. She is the author of *Word Cures: How to Keep Stupid Excuses from Sabotaging Your Health* and an accompanying e-manual *Saboteur's Guide to a Productive Life: 7 Simple Steps to Freedom*.