

Radio Press Packet

5 Simple Lifestyle Changes that Help You Live Happier and Longer

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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

5 Simple Lifestyle Changes Help You Live Happier & Longer

Master these “antidotes” and watch life get easier

Mention lifestyle changes, and many people think about the same old health tips we’ve heard for decades. Who doesn’t know they should quit smoking, eat healthier, and exercise more? But behind those tips are other seemingly subtle changes that make it all possible. These simple changes in lifestyle and attitude can have an even more lasting influence on your quality of life — and even increase your lifespan. Transforming yourself is easier than you think!

Dr. Elizabeth Eckert’s new book, ***Word Cures: How to Keep Stupid Excuses from Sabotaging Your Health*** reveals subtle language patterns anyone can use to change their perspective of what’s possible.

- Take her mini-quiz to see what’s stopping you.
- Master the “antidote” that suits you best.
- Watch your life turn around.

The 5 Lifestyle Changes

#1. ***Create and maintain clear priorities.*** Learn how asking the simple question, “What’s really important right now?” can evaporate popular excuses about lack of time and resources.

#2. ***Focus on factors you can influence.*** Is it always the other guy’s fault? Old age? Learn to focus on factors you can influence yourself and you’ll be surprised how good things can get.

#3. ***Stay objective.*** There’s something to influence in just about any situation. But we may have trouble finding it. Learn to be objective, and your options increase immediately.

#4. ***Learn everything you can about your challenges.*** Where’s the greater risk – taking action or letting things slide? The only sure way to fail is not to try. Get clear and get moving.

#5. ***Develop a vision that calls you to express your unique gifts.*** People who understand their strengths and use them consistently simply don’t allow themselves to get stopped.

It really is as simple as recognizing the patterns that keep us stuck. How? Try ***“eavesdropping.”*** It’s one of the ***Seven Simple Steps*** that Dr. Eckert will teach your audience during this humorous and motivational segment.

Elizabeth Eckert, PhD, specializes in developmental psychology, neuromuscular therapy, 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) and is a popular neuromuscular therapy instructor. She lives in a nearly ideal location in spacious North Dakota.

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Sample Interview Questions

5 Simple Lifestyle Changes

1. How important are lifestyle factors **really** in looking at quality of life, health, and longevity?
 - Important enough that the Journal of the American Medical Association 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
 - Job Satisfaction
2. How did you identify the 5 key factors we're looking at today?
 - Listening to people express why they think they can't have what they say they want
 - Observing patterns; the most common reasons fall into groups
 - Watching the effects of those beliefs on people's health
 - For most of us, our "inner saboteur" takes over far more often than we realize
3. 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 convinces you it's not safe.
 - He 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.
4. 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.
5. How can we (our listeners) learn what's holding us back? Do you have a quiz?
 - The "**Sabotage Style Mini-Quiz**" is on a separate page.
6. Tell us about the "Priority-Starved" style.
 - The "Priority-Starved" style is someone who thinks he/she has a resource problem. There's never enough (time, energy, money). In reality, he has a priority problem.
 - He's often directed by what other people tell him is urgent (to them) rather than what he knows is truly important (for him).
 - Priorities change.
 - Antidote: Create and maintain clear priorities.

7. Tell us about the “Cause-Challenged” style.
 - The “Cause-Challenged” saboteur attributes his/her problem inappropriately – usually to something or someone he believes he has no control over.
 - He perceives he has little control over his life; he doesn’t take action to address problems while they’re still small enough to resolve.
 - There are often many factors that impact a problem. We can’t always influence all of them, but we can usually do something.
 - Antidote: Focus on factors you can influence.
8. Tell us about the “Perspective-Deficient” style.
 - The “Perspective-Deficient” sabotage style occurs when the person lacks objectivity about their situation.
 - A fly on the wall wouldn’t agree with their analysis of the situation.
 - They experience resignation, apathy, or denial. They may call it boredom.
 - Antidote: Stay objective.
9. Tell us about the “Informationally Inadequate” style.
 - The “Informationally Inadequate” style shows up in someone who has based his or her conclusions on inadequate information.
 - He doesn’t understand his problem well enough to think clearly about what might be done to solve it.
 - This is the person who says, “I’ll start exercising as soon as I lose some weight.”
 - Antidote: Learn everything you can about your challenges.
10. Tell us about the “Visionary Vacuum” style.
 - The “Visionary Vacuum” is someone who has lost his/her sense of belonging or meaning in life. He’ll say he’s “just going through the motions.”
 - He can’t see his strengths and has no viable vision for expressing them.
 - He is often overwhelmed by guilt.
 - This style is so pervasive it can supercede the other four.
 - Antidote: Develop a vision that calls you to express your unique gifts.
11. 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. Eavesdrop on yourself for issues that come up as you take action.
 4. 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).
12. 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. You could even join in!

Sabotage Style Mini-Quiz

What makes your "inner saboteur" tick? Find out now.

As you listen to the following statements, pretend it's you speaking. Do any of the statements sound like you? Give each one a "yes" or a "no." If you're more likely to think the statement than speak it aloud, guess what? It still counts. No cheating!

THE QUIZ:

1. "I just don't have time for this. It'll have to wait."
 2. "I'm drained. I don't have the energy for this."
 3. "At my age, what can you expect? I'm just too old."
 4. "My life's too complicated. It's stress!"
 5. "It's always been like this. It's just how I am."
 6. "There's no help for my problem. I've tried everything."
 7. "If I start, I'll have to stick with it. That's just so unappealing..."
 8. "It might not work out. I can't afford to take a chance."
 9. "My life is really out of balance. I don't even know what I want anymore."
 10. "I'm just going through the motions. It's hard to find meaning in my life."
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SCORE YOURSELF:

- If you answered "yes" to questions 1 or 2, your priorities need attention. Your saboteur style is "Priority-Starved."
 - If you answered "yes" to questions 3 or 4, you need to focus your attention on factors you can influence. Your saboteur style is "Cause-Challenged."
 - If you answered "yes" to questions 5 or 6, your key factor is objectivity. Your saboteur style is "Perspective-Deficient."
 - If you answered "yes" to questions 7 or 8, you'll make better choices when you learn more about the issues that challenge you. Your saboteur style is "Informationally Inadequate."
 - If you answered "yes" to questions 9 or 10, your best strategy is to develop a vision that calls you to express your unique gifts. Your saboteur style is "Visionary Vacuum."
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Sabotage Style Summary

1. Priority-Starved. This saboteur style has trouble keeping his/her priorities straight. He thinks he has a resource problem. In reality, he has a priority problem.

He/she sounds like this:

- I don't have time for this!
- I don't have the money.
- I'm drained. I just don't have the energy.

Antidote: Create and maintain clear priorities.

2. Cause-Challenged. This saboteur style mistakenly attributes the cause of his/her problem, typically to factors he believes he cannot control.

He/she sounds like this:

- It runs in the family.
- It's stress.
- It's old age.

Antidote: Focus on factors you can influence.

3. Perspective-Deficient. This saboteur style thrives on apathy, resignation, and denial. A fly on the wall would interpret things differently. His perspective is off.

He/she sounds like this:

- Why bother?
- I just don't know...
- My life is just so WONDERFUL! Everything's just PERFECT!

Antidote: Stay objective.

4. Informationally Inadequate. This saboteur style has based his conclusions on insufficient information. He doesn't understand his problem or his options.

He/she sounds like this:

- I'll deal with it later (after I get the result I want).
- It's too risky.
- I can take care of this myself.

Antidote: Learn everything you can about your challenges.

5. Visionary Vacuum. This saboteur style is bogged down by under-achievement. He/she can't see his strengths clearly and has no viable vision for expressing them. He/she is generally overwhelmed by guilt.

He/she sounds like this:

- It's hard to find the meaning in my life anymore.
- I really don't even know what I want.
- I'm just going through the motions.

Antidote: Develop a vision that calls you to express your unique gifts.

Seven Simple Steps...

That Bring Your Vision to Life

1. **Prioritize.** Create a goal to start with. 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, recognize that 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).

“Stupid Excuses” Fact Sheet

Chronic and 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.
- Heart disease, cancer, stroke, and diabetes accounted for nearly 1.5 million deaths in the US in 2001, 62% of all deaths². 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 smokers³.
- In 1999 and 2000, 55% of Americans had a body mass index (weight-to-height ratio) greater than the 23 – 25% considered healthy⁴.

Chronic Pain:

- Back pain and headaches accounted for nearly 22 million doctor visits in the US during the year 2000⁵. Back pain, the most common form of physical disability, will affect an estimated 80% of Americans at some point in their lives⁶.
- During a typical physician office visit, drugs for the relief of pain are discussed second in frequency only to heart medicine⁷.
- 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 cope⁸.
- 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 away⁹.

Personal Relationships:

- In 2002, the US population averaged nearly half as many divorces as marriages¹⁰.

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 period¹¹.
- Consumer debt steadily increases. By the end of May 2004, Americans owed over \$2.23 trillion, up over 33% compared with the 1999 year-end consumer debt figure¹².

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

² National Center for Health Statistics. <http://www.cdc.gov/nchs/fastats/deaths.htm>

³ Actual Causes of Death in the United States, 2000. *JAMA*. Vol. 291, No.10, March 10, 2004.

⁴ Actual Causes of Death in the United States, 2000. *JAMA*. Vol. 291, No.10, March 10, 2004.

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

⁶ American Academy of Physical Medicine and Rehabilitation. <http://www.aapmr.org/media/hotstory/htm>

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

⁸ *Chronic Pain in America: Roadblocks to Relief*, http://www.ampainsoc.org.whatsnew/conclude_road.htm

⁹ *Americans Living with Pain Survey*, Roper Public Affairs & Media, April 2004.

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

¹⁰ Sutton, PD. Births, marriages, divorces and death: Provisional data for October – December 2002. *National Vital Statistics Reports*, Vol. 15 No. 10. Hyattsville, MD: National Center for Health Statistics. 2003. http://www.cdc.gov/nchs/data/nvsr/nvsr51/nvsr51_10.pdf

¹¹ http://www.uscourts.gov/Press_Releases/pr02252004.pdf

¹² <http://www.federalreserve.gov/Releases/q19/Current/>

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 and disease.

Elizabeth's education includes developmental psychology, neuromuscular therapy, 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*.