

## **Press Packet**

### **Six Stupid Excuses that Sabotage People's Lives**

#### **Contents:**

1. Segment Description: **Six Stupid Excuses that Sabotage People's Lives**
2. Sample Interview Questions
3. Fact Sheet
4. Top 10 Excuses
5. Seven Simple Steps (To get your life back on track)
6. Press Release
7. Biography: Elizabeth Eckert, PhD

*Word Cures: How to Stop Stupid Excuses from Sabotaging Your Health*  
Elizabeth Eckert, PhD.

Available at [www.wordcures.com](http://www.wordcures.com) or toll-free 1-877-WORDCURES.

# Six Stupid Excuses that Sabotage People's Lives

How to get off the couch and into action. Today.

Has your spouse been giving you the same old excuses for 20 years... why he can't find time to go to the gym, eat healthy food, get enough sleep, or simply take a daily vitamin? Most people wake up in the morning intending to follow their dreams. Their goal may be as simple as eating right to lose a few pounds or as challenging as beating a chronic illness – but the reality is that one thing after another ends up getting in the way of any real progress.

Dr. Elizabeth Eckert's new book, *Word Cures: How to Keep Stupid Excuses from Sabotaging Your Health*, reveals the most popular excuses people rely on to get through their day. Once identified, these former roadblocks become no more than funny little phrases to laugh at and move beyond. The result? Major positive changes in daily habits – and a healthy, satisfying life.

## The Six Stupid Excuses

- #1. *I don't have time for this!* - Time Management and Learning to Say No. No other person has any more time than you do. People who get more done learn to use their time wisely and stay focused on their goals.
- #2. *Never enough money* - Priority and Value. Learn the difference between short-term pleasure spending (like designer coffee) and choices that create long-term value (like high quality produce).
- #3. *I'm stressed out!* - Taking Control of your Life. No one can do stress to you. This thinking keeps people from ever identifying the real problem.
- #4. *It's always been this way* - Unwillingness to Change. The most popular way to unintentionally drive away people who can help you.
- #5. *Blame it on old age* - Proper Health Maintenance. No matter the age, the human body is a dynamic system that requires maintenance. It simply doesn't work to accept chronic aches and pains as a normal part of aging.
- #6. *It runs in the family* - Heredity. This "bad gene" myth allows us to become victims of our family's worn-out bad habits.

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.

Contact: Elizabeth Eckert  
Office: (701) 839-4755  
Cell: (701) 240-6266  
Email: [info@wordcures.com](mailto:info@wordcures.com)

# Sample Interview Questions & Answers

## Six Stupid Excuses That Sabotage People's Lives

1. You say people get off track in life with stupid excuses. Are you calling us stupid? Don't people find that insulting?
  - The excuses are stupid; people generally aren't. Most of the people I speak with are smart and sophisticated. They just don't think clearly about their own stuff.
2. What's the difference between a stupid excuse and a great reason?
  - Reasons explain a person's behavior, pure and simple. Like, "I fixed lunch because I was hungry."
  - An excuse is a special type of reason that attempts to rationalize or justify why a person did something he believed he shouldn't have ... or why she didn't do something she thinks she should have. An excuse attempts to excuse behavior.
3. What got you interested in people's excuses? How did you come up with your list?
  - Watching people explain to me why they thought they couldn't have things that it was obvious they could have if they'd just quit talking themselves out of them!
  - First, I made a list of the common explanations I heard over and over. Then, I made those reasons into a quiz, inviting people to add on their favorites. Since we're generally better observers of others' behavior than our own, I also asked people to respond with reasons they heard a lot from other people. ☺
4. What's the most outrageous excuse you've heard so far?
  - Same reason, 3 situations:
    - a. "Sure I'll start exercising. Just as soon as I lose some weight."
    - b. "I'm too sick for their program" (A medically-supervised holistic pain program – willing to receive patients on a stretcher if need be, so long as they were willing to explore the deeper levels of their condition.)
    - c. "Get me well. Then maybe I'll listen to your ideas about creating health."
  - Then there was the gentleman, a business executive and single father of 2 young children, who missed his appointment because he forgot he was moving...
5. Does this just work for health? Or can we apply these ideas to other areas of our lives?
  - Job, business, finances, relationships, creative expression. You name it.
6. What role do bad genes play in all this? Aren't some things really cast in stone? ("It runs in the family" - 6<sup>th</sup> most popular)
  - Of course there are some things we just have to deal with. But not as many as lots of people think. Many things we pass off as inherited were actually learned. And learned behaviors can be changed if we have the motivation.
7. Most people believe that health problems are the result of aging ... yet you seem to have a different opinion. How does that work? ("It's old age" - 5<sup>th</sup> most popular)
  - Certain problems occur more frequently in older people, for sure. However they're not necessarily the result of aging. Take the analogy of your car. Let's say

you forgot to change the oil and the engine seized up at 20,000 miles. Would that be the result of aging? Or lack of maintenance? Your body reacts the same way.

8. Stress kills — and we all know it. So how can you say it's an over-used defense? ("Just stress" - 3<sup>rd</sup> most popular)
  - People mis-represent the cause of their stress. Generally, when you hear someone say "It's stress," what they really mean is "It's out of my control." Which is generally not the case. For example: it's not really your spouse that causes your stress, it's the power struggle between the two of you. You could resolve the power struggle. Drop it, and presto — no more stress!
9. Health products are expensive. By the time you add up organic food, health club membership, supplements, and whatever else, most people are tapped out. How do you figure lack of money isn't the problem? ("I don't have the money" - 2<sup>nd</sup> most popular)
  - So are those designer lattes and vacations at Disney. Let's prioritize!
10. You say people don't really have a time problem. Come on — we're all overbooked! Find me the time to cook dinner and maybe I'll think about it. ("I don't have time for this" - #1 spot!)
  - Ditto the money answer. Get clear on what's most important and you'll make the time for it. After all, who else has more time than you do?
11. Ok, you've been teasing us about the "single biggest blow-off line" that stops people from addressing a problem. What is it? ("It's just how I am" - 4<sup>th</sup> most popular)
  - This phrase slams the door on the possibility of making any sort of change.
12. When all is said and done, which excuses do the most damage?
  - Excuses that cause you to stop trying to correct the challenging situation.
13. Fine. Now let's do something about it. What's the best way to catch ourselves in the act of sabotaging something we say we want?
  - Eavesdrop. Listen to your own conversation. What are you telling yourself?
14. You have "Seven Simple Steps" for getting back on track. Are there any of the steps that people have trouble with?
  - Oh yeah. The first problem is setting a single priority to focus on.
  - Next is making a clear plan to get where you're going (we love to "wing it.")
  - And the third problem is doing anything remotely different from what you've been doing all along. (You know. The actions that created that result you didn't like.)
15. 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!

# “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 consumption<sup>1</sup>. All are lifestyle issues that lead to degenerative conditions like heart disease, cancer, stroke, and diabetes.
- The disease group consisting of heart disease, cancer, stroke, and diabetes accounted for nearly 1.5 million deaths in the US in 2001, 62% of all deaths<sup>2</sup>. In addition to premature death, those same diseases diminish productivity, increase disability, decrease quality of life, and increase the health care cost burden.
- In 2000, 47% of Americans were current or former smokers, providing risk not only for themselves, but for those around them<sup>3</sup>.
- In 1999 and 2000, 55% of Americans had a body mass index (weight-to-height ratio) greater than the 23 - 25% considered healthy<sup>4</sup>.

## Chronic Pain:

- Other than cancer pain, the most common types of chronic pain that physicians treat are lower back pain (75%), headaches and migraines (52%), osteoarthritis (40%), and fibromyalgia (15%)<sup>5</sup>.
- Back pain and headaches accounted for nearly 22 million doctor visits in the US during the year 2000<sup>6</sup>. Back pain, the most common form of physical disability, will affect an estimated 80% of Americans at some point in their lives<sup>7</sup>.
- During a typical physician office visit, drugs for the relief of pain are discussed second in frequency only to heart medicine<sup>8</sup>.
- 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 cope<sup>9</sup>.
- 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 immediately proactive about seeking medical advice because they believed the problem would go away or was not serious<sup>10</sup>.

---

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

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

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

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

<sup>5</sup> *1999 National Pain Survey*, Ortho-McNeil Pharmaceutical.

[http://www.chiro.org/LINKS/FULL/1999\\_National\\_Pain\\_Survey.html](http://www.chiro.org/LINKS/FULL/1999_National_Pain_Survey.html)

<sup>6</sup> *Advance Data No. 328*. June 5, 2002. <http://www.cdc.gov/nchs/data/ad/ad328.pdf>

<sup>7</sup> American Academy of Physical Medicine and Rehabilitation.

<http://www.aapmr.org/media/hotstory/htm>

<sup>8</sup> *Advance Data No. 328*. June 5, 2002. <http://www.cdc.gov/nchs/data/ad/ad328.pdf>

<sup>9</sup> *Chronic Pain in America: Roadblocks to Relief*,

[http://www.ampainsoc.org.whatsnew/conclude\\_road.htm](http://www.ampainsoc.org.whatsnew/conclude_road.htm)

<sup>10</sup> *Americans Living with Pain Survey*, Roper Public Affairs & Media, April 2004.

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

### Personal Relationships:

- In 2002, the US population averaged nearly half as many divorces as marriages<sup>11</sup>.

### 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 period<sup>12</sup>.
- 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 figure<sup>13</sup>.

---

<sup>11</sup> 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](http://www.cdc.gov/nchs/data/nvsr/nvsr51/nvsr51_10.pdf)

<sup>12</sup> [http://www.uscourts.gov/Press\\_Releases/pr02252004.pdf](http://www.uscourts.gov/Press_Releases/pr02252004.pdf)

<sup>13</sup> <http://www.federalreserve.gov/Releases/g19/Current/>

## Top Ten Excuses

Why people say they don't do what they know they could.

1. I don't have time for this.
2. I don't have the money.
3. It's stress.
4. It's just how I am. (It's always been this way.)
5. It's old age.
6. It runs in the family.
7. I just need to relax.
8. I just don't know...
9. It's too risky.
10. I'll deal with it later (after I get the result I want).

## 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. **Eavesdrop.** Observe your self-talk about the issues that come up as you put your plan into action.
4. **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).



# News Release

FOR IMMEDIATE RELEASE

Contact:

Elizabeth Eckert, PhD

Wellness Images

1225 4<sup>th</sup> Street SW

Minot, ND 58701

Office phone: (701) 839-4755

Cell phone: (701) 240-6266

email: [info@wordcures.com](mailto:info@wordcures.com)

<http://www.WordCures.com>

## Stop Stupid Excuses from Sabotaging Your Life

Minot, ND – August 27, 2004 – Most people wake up in the morning intending to fulfill their dreams. Their goal may be as simple as eating right to lose a few pounds or as challenging as beating a chronic illness. But the reality is that very often, one thing after another ends up getting in the way of any real progress.

It's frustrating, to be sure. But frustration is only the beginning. Lack of follow-through in daily lifestyle choices can lead to serious consequences. The Journal of the American Medical Association recently reported the leading causes of death in the US – tobacco use, poor diet and physical inactivity, and alcohol consumption (Vol. 291 No. 10; March 10, 2004) – lifestyle issues.

What happens? How do such smart, sophisticated people (like us) end up throwing away our excellence before we even get to lunch? "The fixed way people speak and think about their lives is a prime factor in creating their health status," says Dr. Robert Levine, Co-Director of the Complementary and Integrative Medicine Program at Henry Ford Health System in Detroit, MI.

Dr. Elizabeth Eckert agrees. Her new book *Word Cures: How to Keep Stupid Excuses from Sabotaging Your Health* reveals the most popular excuses people rely on to get through their day. Once identified, these former roadblocks become no more than funny little phrases to laugh at and move beyond. The result? Major positive changes in daily habits – and a healthy, satisfying life.

### Six Top Excuses

**#1. *I don't have time for this!*** (Time Management and Learning to Say No). No other person has any more time than you do. People who get more done learn to use their time wisely and stay focused on their goals.

- MORE -

**#2. *Never enough money*** (Priority and Value). Learn the difference between short-term pleasure spending (like designer coffee) and choices that create long-term value (high quality produce).

- #3. ***I'm stressed out!*** (Taking Control of your Life). No one can do stress to you. This thinking keeps people from ever identifying the real problem.
- #4. ***It's always been this way*** (Unwillingness to Change). The most popular way to unintentionally drive away people who can help you.
- #5. ***Blame it on old age*** (Proper Health Maintenance). No matter the age, a human body needs maintenance. It simply doesn't work to accept those aches and pains as a normal part of aging.
- #6. ***It runs in the family*** (Heredity). This "bad gene" myth allows us to become victims of our family's worn-out bad habits.

It really is as simple as recognizing the patterns that keep us stuck. As we recognize the fallacies in our everyday explanations, we mobilize vibrancy and vitality. It's instantaneous! We make different choices, and before long, life starts to look a whole lot better.

Elizabeth Eckert, PhD, specializes in neuromuscular therapy, developmental psychology, 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.

For additional information or a sample copy of *Word Cures*, contact: Elizabeth Eckert; phone (701) 839-4755 or (701) 240-6266; email [info@wordcures.com](mailto:info@wordcures.com).

*Word Cures: How to Keep Stupid Excuses from Sabotaging Your Health* is available at <http://www.WordCures.com> or in Minot at the Natural Health Shoppe and Home Sweet Home.

Wellness Images specializes in creating health and well-being. We forward a holistic model whose elements integrate according to the participant's goals. We built our reputation delivering structural bodywork for pain patients. Continued dedication to looking beyond the obvious led us to include mind-body products and services as well. Wellness Images relocated to Minot, ND in 2001 after ten years in the metropolitan Detroit area.

CONTACT INFORMATION:

Elizabeth Eckert, PhD  
Wellness Images  
1225 4<sup>th</sup> Street SW  
Minot, ND 58701  
Office phone: (701) 839-4755  
Cell phone: (701) 240-6266  
<http://www.WordCures.com>

###

## **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*.