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No Sweat: How The Simple Science Of Motivation Can Bring You A Lifetime Of Fitness

MICHELLE SEGAR, Ph.D

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How the Simple Science of Motivation
Can Bring You a Lifetime of Fitness

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NO SWEAT



Synopsis

"When it comes to exercise, most of us have gotten the message but still lack the motivation. That's why we need this remarkable book." (Daniel H. Pink, author of *Drive: The Surprising Truth About What Motivates Us*) Do you secretly hate exercising? Struggle to stick with a program? Millions of people try and fail to stay fit. But what if exercising is the real problem, not you? *No Sweat* translates years of research on exercise and motivation into a simple, four-point program that will empower you to break the cycle of exercise failure once and for all. You'll discover why you should forget about willpower and stop gritting your teeth through workouts you hate. Instead you'll become motivated from the inside out and start to crave physical activity. You'll be hooked! Practical, proven, and loaded with inspiring stories, *No Sweat* makes getting fit easier - and more fun - than you ever imagined. Get ready to embrace an active lifestyle that you'll love.

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Customer Reviews

I knew something about research on motivation and exercise but until I read *No Sweat* I didn't know how to put it into practice within the unique context of my own life. As a kid I loved to take long walks outside in the woods. I couldn't have told you why until I read *No Sweat*, but now I understand. I was the only member of my family of five who liked to get sweaty, and the only member who didn't smoke. Walking outside felt like a way to individuate myself and at the same time drink in the fresh air and heady scent of the forest. Walking was a gift, not a chore. I thought I'd be a walker for life, but two years ago I stopped exercising and gained 25 lbs. I have three kids, two of them special-needs, one at high

risk for elopement (running away). I stopped giving myself permission to leave the house on foot, even with a cell phone, for fear that something would happen while I was gone and I couldn't get back in time. I tried running on our indoor treadmill instead (I hate gyms and classes) before the kids rose in the morning, but it was just too punishing to run in front of a TV with nothing to watch but infomercials and televangelists. Such content might be a gift for others but watching it was a chore for me. I went through Dr. Segar's book and came face-to-face with how I had traded the gifts of physical activity for chores, viewing exercise through an all-or-nothing lens. No Sweat is the first fitness book I've read that gives me permission to create exactly the exercise program that works for me, rather than expecting me to shape-shift myself and my life to fit some predefined notion of what "counts" as physical activity. This is why it feels so empowering. It is an utterly life-changing book that will give you permission to create your own behavioral plan and help you sustain it over the long haul. Dr. Segar reminds her readers: "What sustains you, you sustain." Not because you're lazy or hedonistic, but because your psyche is trying to nourish itself, and a healthy psyche is motivated to enjoy life on a daily basis. Her book is based on sound empirical research on motivations, movement, and emotion, and explains how they come together to shape our habits and our lives. No Sweat helped me understand why people who follow grueling exercise and dietary regimens to drop substantial weight report being no happier thin than they were heavy. Their lives still consist mostly of chores. Since reading No Sweat I've found myself exercising daily in ways that feel (to me) like play, and increasing movement when the opportunity arises. I feel more at ease in my body, and although the book is not about weight control I feel my pants are looser. I plan to use this book again to change my online spending habits, which I want to curtail. Now I feel empowered to do that. I am deeply grateful for No Sweat and for Dr. Segar's commitment to her clients and readers. Give it a read and learn something profound about how to change your body AND your life.

Michelle Segar has written a wonderful book for anybody who, like me, wants to be more physically active. Since I work from home, some days the only exercise I get is walking from my desk to the fridge! Dr. Segar is a behavior expert and first discusses research into motivation. Did you know that you are less likely to exercise if you're doing it for "should" reasons like weight loss and better health? Research shows that we choose immediate benefits over delayed gratification, so we are more likely to

exercise if it's immediately enjoyable and viewed as a gift to yourself. Another interesting finding was that we don't exercise because we don't feel like we're doing enough. The author recommends a philosophy that everything counts. You do not have to go to the gym for an hour. A short walk, some house cleaning, or a bit of gardening all count toward activity. You do not have to be training for a marathon. Exercise happens naturally when you choose activities that are enjoyable. The book is about self-compassion and finding solutions that will make you more of a more active person. It was a very motivating read and helpful for anybody who wants to problem-solve and figure out real ways to add activity to their life.

I work in Health Promotion, and a year or two ago I started thinking about our strategies, theories, and philosophies about what brings about behavior change and how to encourage behavior change. And I realized we're missing a lot of things. For example, giving people lots and lots of information and expecting big, lifelong change (cause life is so very simple and habits are just so easy to change!) So I went on a quest for new, different, more meaningful science. And found Michelle Segar's work. Her website and blog are full of rich, applicable information--and now No Sweat wraps much of it up in a well-written, clear, engaging package. No stranger to exercise myself, No Sweat has helped me think more deeply about my relationship with exercise and what self-care actually means to me, bringing me a number of aha's. (BTW, Michelle's MAPS model could easily be applied to any health behavior (possibly any behavior!) and the book is totally appropriate for science/research/non-fiction junkies or those that prefer story-rich fiction). So--if you struggle sticking with exercise, you're tired of being told what you "should" do, or you want to help others change their behaviors, spend a little money and a little time to read this book!

Dr. Segar's book held an endless amount of pearls for me both personally and professionally! I gained insights and applicable tools to better support sustainable behavior change in my nursing practice and personal life. As a clinical nurse specialist much of my work involves guiding human behavior to reach goals in staff and patients. What separates this book from others is that it holds concrete tools and strategies to make positive change SUSTAINABLE! On a personal note since reading this book, I've consistently maintained increased movement and exercise goals with more ease. In addition, I found it fascinating to better understand how science links to these easy-to-apply strategies. Having these tools in my pocket have been key to overcoming barriers that pop up everyday getting in the way of my journey towards optimal health. It's my gift of choice this year both in hard copy and book on tape!

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