

SPECIAL 10TH ANNIVERSARY COLLECTORS' EDITION

YOUR GUIDE TO HEALTHY LIVING

SEPTEMBER 1997

Win
a dream
vacation*
(see pg. 80)

Men's Fitness

JOE WEICER'S

BE THE BEST!

Bonus
Essential fitness
training poster

**10 best
TRAINING
TIPS**

**10 hot
TIPS FOR
GREAT SEX**

**10
healthiest
WAYS TO EAT**

**10 cool
WAYS TO
LOOK
GREAT**

**10
must-know
SPORTS
SKILLS**

**10 best
WAYS TO STAY
MOTIVATED**

Featuring One Step Beyond
WorldWide President

John Amatt

**JORDAN,
SCHWARZENEGGER,
CHAN AND MORE**
10 heroes of fitness

**Reprint differs in
appearance from
original article*

*No purchase necessary. All entries must be received by 10/1/97. Open to legal residents of the United States including the District of Columbia

If you want to be successful, who better to tell you how than people who've achieved great success in their own lives? Over the years, we've asked hundreds of champions in various fields to share their winning motivational secrets.



Encouraging Words

You've heard it all your life: To be successful, you need motivation. You got the message from Mom and Dad, teachers and coaches. Athletes, celebrities and business leaders all attribute their success to having been motivated to excel.

But even if you've had some great pep talks, you know keeping that inspiration is hard. What's the secret to staying motivated throughout your daily life? We asked 10 of the nation's greatest athletes, coaches and business gurus to tell us in their own words what keeps them going, and what advice they have for the rest of us.

Dick Vitale is a college basketball announcer for ESPN and ABC, and a former coach.

It all starts with goals. You need long-term goals, short-term goals and — this is important — a game plan. There are a lot of people who can articulate their goals and desires, but they lack a plan to get where they want to go.

The other things you need are energy, enthusiasm and excitement — a passion for what you do — so you can make things happen in your own life. Whether I'm doing a telecast, giving a speech or doing an appearance, I try to have fun and be excited. I feel and act like I'm 12 even though I'm 57.

Finally, don't be afraid of failure, because if you are, you'll never accomplish anything. And don't ever believe it when people say "can't." If I had listened to those people, I'd never have become a coach or a broadcaster, I wouldn't have written five books, I wouldn't be on David Letterman's Show. And if it can happen for me, it can happen to anyone. I'm a very ordinary guy.

By Terry Mulgannon
Illustrations by Terry Miura



Barry Bonds, the San Francisco Giants slugger and left fielder, is one of the most successful and highest-paid players in baseball.

A lot of things keep me motivated over the long term. I work as hard during the off-season as I do during the season so I'll be worth every penny the Giants are paying me, and so I can give the fans what they deserve every day. I don't want to let anybody [on the team] down, because when that happens, it's not a good feeling, especially when we're playing well. I'm always able to come back, but you don't want to slip in the first place, to have to keep climbing that mountain. You want to avoid that situation. What keeps me going is the desire to put myself in a position so that other players play better and the team can win.

Peter Vidmar was captain of the 1984 United States Gymnastics Team, which won a gold medal at the Olympics in Los Angeles.

You need a clear vision of your objective. If you know your goals — whether for the next three months or the next three years — when you get stressed out and ask yourself if they're worth working for, you should be able to say yes, even at the end of a hard day. A big part of that is re-evaluating things regularly and planning, long-term and short-term. Making lists of things to accomplish on a weekly and daily basis just takes minutes, but it makes you a lot more effective.

Something else I noticed when I trained as a gymnast was that everyone works out hard when things are going well, they feel good and they're getting results. But the best of them figure out a way to stay focused and diligent even when they don't feel like it. For me, that's the most important thing to work for — to keep up the effort when things fall apart. One way to do that is to establish deadlines. That's easy when you're a competitive athlete like I was. You can't move the deadlines — the Olympics are in the year 2000, and that's that. When you're just talking about fitness or losing weight, you can change the deadline as time moves along. But if you don't allow yourself to do that, if you set deadlines and meet them, you've got a better chance of meeting your

goals.

Harvey Mackay is CEO of the Mackay Envelope Corporation and author of several best-selling business books, including Swim With Sharks Without Being Eaten Alive (Ballantine, \$13).

You should surround yourself with winners, with successful people from any endeavor — whether they're business people, writers, sculptors, athletes — people who love what they're doing and are good at what they do. [Former Notre Dame football coach] Lou Holtz is a good friend of mine, and when I'm around him, his excellence and sense of achievement rub off on me. If you do the same, those people will help keep you up and motivated.

Always remember that it's not dog-eat-dog out there, it's rat-eat-rat. It's tough getting up and going out there every day and trying to succeed. You need all the help you can get. You spend 3½ years of your life in your car if you drive 10,000 miles a year, so make that time count by listening to motivational tapes. Turn your car into a university. In your spare time, read inspirational books. You need help to stay motivated, and you need to stay motivated to be successful.

Also, a good habit to develop is to write things down if you want to remember them and stay focused on them. You forget 50 percent of what you hear within four hours, so if you want to retain information that's important to you, to make it your own, write it down.

Rocky Bleier made it onto the Pittsburgh Steelers despite a lack of size and natural talent, but soon afterward he was drafted and sent to Vietnam, where he was seriously wounded. Upon recovery, he made the team again and helped win four Super Bowls.

Motivation doesn't mean you have to be all the time — even the most successful, best-motivated people have cloudy days, and you have to understand that. As for maintaining a sense of motivation and purpose for the long haul, you need a belief system, a past, a heritage, a tradition — the stuff you get from family. These are the things that make you who you are, that define your self-image.

As you grow, these things are challenged. You have doubts, or people say you can't do something because of their own fears or jealousies or feelings of inadequacy. But if you have an idea

of who you are and what you want to become, you can handle those doubts. Meanwhile, your self-image may adjust as new information comes to you from people, experiences or reading -- but hopefully, your self-image is also reinforced. It's a constant learning process of reanalysis and renewed focus; if you don't like your circumstances, you have to take control and change them.

John Amatt helped lead the first Canadian team of climbers to the top of Mount Everest in 1982.

Motivation derives from focus and desire. For me, it all comes from the fact that I wasn't successful in my own mind. I didn't attain the status I wanted when I was in high school, so in my adult life I wanted to prove I could make it. In high school, there are the ins and outs. The ins are the kids on the football team, the ones who excel academically, the popular ones. I was an out; I was shy. And ever since, I've been trying to achieve the success I desired as a kid. That's fairly common; the outs are often more successful than the ins later in life.

I am not, however, goal-oriented. If you have too many goals, you set yourself up for failure, especially in this rapidly changing world. By the time you attain a goal, it may be irrelevant. But I do have a visionary sense of direction. People need that sense of where they want to be, but they have to be flexible about the path. That's my approach. I don't know when I'll get there, but I'm comfortable with that.

You also have to fight complacency. How can I be better today than yesterday? You need to be dissatisfied in a positive way and pursue perfection. Find new ways to do what you do better. Try new things, find new arenas of challenge. You risk failure doing that, but you have to accept anxiety, fear and the risk of failure to progress in your life. In the modern world, that's certainly better than the risks of complacency. If you stay where you are now, you're being left behind.

Dave Carey is a former Navy pilot who was shot down over Vietnam, where he spent 5½ years as a prisoner of war.

As far as I'm concerned, staying motivated is a



matter of habits, and you have to be careful about the habits you develop. Take getting started in the morning. Do you get up vigorously or slug-like? How you begin your day affects how your day will go. Then look at how you spend your spare time. If you exercise, you're taking care of the machinery, the vessel you live in. Or you develop debilitating habits, like drinking too much or sitting around watching television — that's really noxious. Garbage in, garbage out. And you need to be careful of what you surround yourself with and what kind of people you spend time with. You have to pay attention to how you structure your day and your time.

Part of this is spiritual; you need to pull back from the helter-skelter of daily life and consider what's happening to you and where you're going. Otherwise, little by little, you get



off of your path, whatever it is. You get into slumps and end up places where you don't want to be.

Beyond that, you need to recognize how resilient, resourceful and powerful you are. Some appreciation of that is necessary to move yourself forward and avoid succumbing to inertia. We're all stronger than we think. All you have to do is reflect on the most terrible thing that ever happened to you. At the time, you don't think you can make it, but you do. You keep putting one foot forward after another, you just keep going one day at a time. Whatever the trauma was, you managed to get through it. You can translate all of that into your daily life; consider how much more capable you can be.

Denis Waitley, PhD, has written 10 books on self-improvement, including the top-selling *Being the Best* (Pocket Books, \$6).

The first thing to do is get a support group of like-minded, optimistic people with positive goals. You want to get together with people who have a desire for health and positive self-improvement, and they should be people out of your normal routine. You need at least three

others, and you should meet once a week or so for breakfast or lunch. Most pep talks wear off in three or four days, so just going to a motivation seminar doesn't cut it. But with your own group of goal-oriented optimists, you pump each other up on a regular basis.

You also want to exercise, especially in the morning. That gets your energy levels and endorphins up early and helps carry you throughout the day. You get all those benefits during the workday, when you want to be most productive.

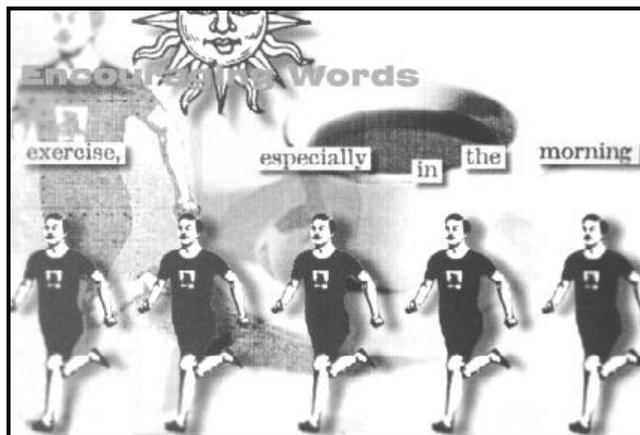
Then there are a lot of little things you can do to make your day more pleasant. I wake up to music instead of an alarm; it's just a nicer way to awaken. I avoid the news early in the morning so I don't start the day worried or upset. And instead of reading tabloids or things like that, read information that will improve your life. I especially like inspirational biographies of people who have made turn-arounds in their lives and succeeded in spite of misfortune. The whole key to staying motivated is realizing that knowledge is power, and getting the right kind of knowledge.

Brian Tracy is a management guru whose books include *The Great Little Book on Personal Achievement* (Career Press, \$7).

Take care of your health and fitness; there's nothing more de-motivating than not being healthy. If you're not already exercising, you should start. Eat right and avoid fats, sugars, smoking and drinking.

The other reason people feel de-motivated is because they're overwhelmed by events and the things going on around them. You need to take complete responsibility for your life and your future. Whenever you're confronted with decisions or situations that cause stress, you have to remind yourself that you're in control. Tell yourself, "I am responsible."

You need to talk to yourself all the time. Ninety percent of your emotion comes from that inner dialog, and the key is to explain things to yourself in a positive way. Take a depressed person, someone who's completely miserable. Then you tell him he won the lottery, and he's not depressed anymore. Nothing has really changed except the way he interprets the world. Successful people keep feeding themselves positive, nourishing thoughts. You can tell yourself you can do something just as well as you can say you can't.



Pat Williams is the senior executive vice president of the NBA's Orlando Magic.

You need to remind yourself that you're only on this earth for a short period of time, and you want to make it count. In my case, I want to have a positive impact on people, and that's one of the things that motivates me the most. Another thing that keeps me motivated is the desire to learn — you never want to stagnate. Reading is especially important, but what you read is critical. I like reading about baseball and the Civil War, and I read the Bible every day. I read everything I can about self-improvement, too. You've got to keep motivational material around, things that inspire you.

Mark Twain once said he could get along all day on one compliment. That's what builders do, and that's the kind of person you want to be.

Terry Mulgannon is a highly motivated and successful freelance writer and editor.

For more information and bookings, please contact:

**Your Local
Speaker Bureau**