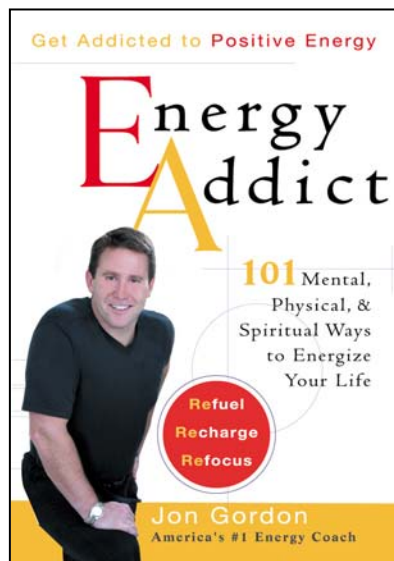


Jon Gordon

The Energy Addict™

The Energy Addict Challenge



By Jon Gordon, author of *Energy Addict*:
101 Mental, Physical, and Spiritual Ways to Energize Your Life.

**A Simple 7 Day Plan to Increase
Energy, Focus and Success**

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The Power of a Plan

You create your life every day and where *you* apply your energy depends on what you want to create. You, and only you, are in control of the actions you take and the choices you make. The purpose of having a plan is to help you make choices, decide where to focus your energy, incorporate positive rituals, routines and habits into your life and turn chaos into concrete. Chaos is often the result when you allow your energy to be wasted and scattered. Concrete results when you create a plan, focus your mind and actions, follow the plan and create your life.

It all starts with the simple act of writing your plan. When you sit down and put your ideas on paper, you transform your scattered thoughts into the powerful force of the written word. Your plan will give you direction a week from now when you feel lost. It will motivate you a month from now when you want to give up. It will help you organize your life today and remind you of your commitment tomorrow.

Once you create your plan you must incorporate it into your life. It is a living and breathing document that can be seen, held, posted, downloaded, read, organized and taken anywhere. It is your life on paper. When you create your plan, you tell yourself and the world who you are, where you are going and how you will get there. You set the wheels of change in motion and transform chaos into a plan and a plan into reality. At first, your plan is a collection of everything you think, say and do. Eventually your plan is who you are.

As you begin to live your plan, keep in mind that some habits may be easier to incorporate into your life than others. Don't get discouraged if this happens. It is normal. You are changing your life and that is no small, easy task. Just keep on course and stay consistent. Track your results and monitor your progress. Don't read ahead and try to do the plan all at once. Take it slow. Doing one positive action every day is better than trying to do too much too soon. Remember, life is about the little things. Small changes yield big results.

Practice Energy Building

This plan consists of 7 strategies to increase your energy. Each day you will be introduced to a new strategy. You should use the first strategy on the first day and then continue using it for all 7 days. For example, you will start by eating breakfast on Day 1, and then continue eating breakfast for the duration of the plan. On Day 2 you will incorporate the thank you walk and continue this practice for the duration of the plan. Each day you will incorporate a new energy increasing strategy. Then you will continue this strategy, at the very least until you are finished with the plan, and at the most for the rest of your life.

My goal is that after 7 days you will see a measurable increase in your energy level. By adding a new strategy each day and continuing to utilize this strategy, you are doing what I call “energy building”—building or creating your life one power source at a time. Even if you just eat breakfast, drink water and get more sleep, you will notice an increase in energy. However, imagine what your energy level will be like if you build your life with 7 different energy increasing, energy maximizing, and energy focusing strategies.

When you complete this 7 day plan, you should continue to incorporate these strategies into your daily life. They have made a difference in my life and I believe they will make a difference in yours. Yes these strategies may be simple and basic, but remember it’s the little habits we do each day that create our lives. America is experiencing a personal energy crisis because we are not doing the simple things. We are not eating breakfast. We are not exercising and we are not sleeping. If you use this plan to create an energy foundation of simple, powerful habits you’ll be amazed at the difference it produces in your energy level. Try this energy experiment and feel the results for yourself.

Consider me your personal energy coach. I am here to help you along the way and encourage you to email me with your thoughts, progress, and experiences as you live this plan. I can be emailed at Jon@JonGordon.com. Once you complete this plan, I ask that you send me a note with the results of your own “Energy Experiment.”

Best wishes and may your day be filled with boundless energy. - *Jon*

Day 1

Eat Breakfast

One of the simplest things you can do to increase your energy during the day is to eat breakfast. I'm not talking about a Pop-Tart or some other pre-packaged grab-and-go snack. You need real fuel to kick-start your engine each day. Indeed Mom was right. When you eat breakfast you activate your thermic switch to burn fat and produce energy throughout the day. Studies show that if you eat breakfast you are more alert and you perform better at work. Breakfast eaters also show less fatigue and are usually leaner than those who skip breakfast.

Action Steps

- Plan. Decide what you are going to eat for breakfast the night before so when you wake up tired and sluggish you already have a clear plan of action.
- Make time for breakfast. Get up 10 minutes earlier. All it takes is a few more minutes in the morning to increase your energy and productivity. It's worth it.
- Make it healthy. Pop-tarts and high sugar cereals don't count. You might as well eat a candy bar. Instead, eat foods high in fiber, high in protein and low in fat. Here are a few examples of an energizing breakfast:
 1. Oatmeal with low-fat milk, raisins and a piece of fruit.
 2. Whole grain bread with low-fat cream cheese and a piece of fruit.
 3. Whole wheat toast with peanut butter and a piece of fruit.
 4. My favorite breakfast is a bowl filled with ½ cup of low-fat plain yogurt, an apple chopped into quarter size pieces, low-fat granola, chopped walnuts (great source of omega 3 essential fatty acids), and raisins.
 5. 2 or 3 eggs (hard boiled if you are busy) and a piece of fruit.
 6. Energy Cocktail. See www.energyaddict.com Fuel for you page.
- Use the weekly planner below to help you plan your breakfast meals. Add this schedule to your daily planner or PDA.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Breakfast							

Affirmation (Say this each morning when you wake up)

Today I will eat breakfast to increase my physical and mental energy. Eating breakfast provides me with the energy to live and work at peak performance.

Day 2

Take a 10 Minute Thank You Walk in the Morning

It's simple. It's powerful. And it's a great way to kick off your week of increased energy, happiness and success.

Why it works:

When you are thankful it's physiologically impossible to be stressed. By being thankful you activate the part of your brain associated with positive emotions and you deactivate your amygdala, the part of your brain that ignites fear and stress. Walking is a powerful mental and physical energizer. When you walk you produce endorphins and flood your brain with happy neurotransmitters such as serotonin and dopamine which make you feel happier and more energized. So the thank you walk helps you decrease the stress that zaps your energy and causes the release of hormones and neurotransmitters that boost your energy.

How to do it:

- Today schedule your 10 minute thank you walk. Schedule your time now
- _____
Write down what you are thankful for. Family, kids, your garden, the fact that you have a job, health, that you can walk, hear, etc.

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- Before you walk, stretch and clear your mind.
 - Simply start walking and say what you are thankful for. For example, I say "I'm thankful that I am able to walk. I'm thankful that I am healthy. I'm thankful that I have a wife and children who love me. I'm thankful that I live near the beach."
 - While you're walking, as various thoughts (besides your thankful thoughts) pop into your head, don't fight them. Just notice your thoughts and let them flow in and flow out.
 - Re-focus on being thankful. Feel thankful and this feeling will elevate your step and your mood.
 - When you are done walking, stretch. Make a mental note of how you feel.

***Remember to consult with your doctor before beginning any exercise routine.**

Day 3

Recharge Your Batteries with More Sleep

Research by Professor James B. Maas, a professor of psychology at Cornell University shows that if you get less than eight hours of sleep a night, you are operating impaired-- your alertness, productivity creativity and general health are all affected. Maas explains that a third of all Americans get six hours of sleep a night or less when they should be getting nine or 10. Indeed, too many of us underrate the importance of sleep. The fact is, we need to sleep in order to re-energize our bodies. Sleep can not be replaced. Studies show that without sleep you are prone to more accidents, mistakes and fatigue. Sleep is essential to a healthy, energized YOU.

Action Steps

- ❑ Decide what time you need to go to bed to get at least seven to eight hours of sleep a night or until you feel rested.
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- ❑ In your daily planner, write down that time and make sure you are in bed 10 minutes prior. Note that you might find it difficult to fall asleep the first few nights. Just keep in mind that you are training yourself and your body.
 - ❑ To help you go to sleep, avoid sugars and caffeine before bed, eat a snack if you are hungry, exercise during the day, clear your mind and say to yourself, "It's time to go to bed. I deserve to sleep."
 - ❑ Stick to your planner and go to bed each night at that time. Eventually you will get used to going to bed at that time.
 - ❑ Observe your energy in the morning and throughout the day as you get more sleep each night.

Affirmation (Say this at night before bedtime)

Getting enough sleep is a key ingredient to my health, energy and success. I make it a priority to recharge my batteries with plenty of sleep.

Day 4

Drink Water

Scientific research tells us that a lack of water consumption leads to fatigue and headaches. Sure it sounds like a simple practice but I bet if you evaluate your daily habits, you will find that you are just not drinking enough water. Water is the fuel your body and brain needs to survive and thrive. So fuel up with water and fuel up often.

Action Steps

- ❑ Drink at least 8 cups of water a day.
- ❑ Sip water every thirty minutes. According to research, each sip you take sends a clear and immediate signal to your brain to increase alertness and energy.
- ❑ Drink water instead of soda.
- ❑ When you are working out make sure you sip water to stay hydrated.
- ❑ Keep a water bottle or cup of water at your desk if you work in an office.
- ❑ If you travel a lot carry a water bottle with you on the road.
- ❑ If you feel hungry, try drinking water first. Sometimes we think we are hungry when in reality we are thirsty. Many times after you drink water your hunger subsides.
- ❑ When you wake up in the morning, drink water. This will help you replenish the water you used while sleeping.
- ❑ Check out my favorite water, www.pentawater.com. It goes through an 11-step purification process and it completely energizes me.

Affirmation: (Say this daily)

I drink water to provide my mind and body with the fuel it needs and craves. With each sip of water I increase my alertness and energy. Drinking water helps me live and work at peak performance.

Day 5

Eat Healthy Energizing Snacks

According to Dan Benardot, Ph.D., R.D., Associate Dean of Research for the College of Health and Human Sciences at Georgia State University, we should eat approximately every three hours to stay satiated and energized. Studies show if you have moderately-sized meals plus small between-meal snacks, you increase your levels of energy and alertness. Without healthy snacks your blood sugar falls and you experience fatigue and tension. Here are a few of my family's favorite snacks:

1. A smoothie made with fresh fruit, yogurt, protein powder and ice.
2. A handful of raisins and nuts.
3. Whole grain bread with a piece of cheese.
4. Vegetarian chili or soup.
5. A piece of fruit.
6. Whole wheat crackers with peanut butter.
7. Hummus, pita bread and vegetables.
8. Celery and almond butter.

Action Steps

- Plan your meals and snacks the night before. If you do not plan your snacks before you get hungry, you will likely make poor food choices.
- Bring a bag of nuts and raisins to work with you.
- When you are traveling, bring healthy snacks.
- When you feel your energy crashing in the afternoon, eat a healthy snack to help you stay alert and focused until dinner time.
- Eat raisins and nuts instead of chips and cookies.
- Buy a fruit bowl for your office or home.

Affirmation (Say this daily)

I eat snacks that fuel my body and mind with great sources of energy. I eat snacks that help me work more productively in the afternoon.

Day 6

Breathe In Energy

One of the most simple and powerful ways to increase your energy is to breathe. We all do it, but sometimes we forget to do it right. When you get stressed, research shows you take shorter breaths and less oxygen reaches your lungs. This means less oxygen in your brain and body and less energy for you. So, as you work, shop, clean, run errands, do the laundry, get together with friends, make time for family and attack your to-do list, remember to simply breathe. Monitor yourself and ask, “Am I stressed? Am I breathing?” Each time you feel yourself getting stressed, focus on your breathing. Learn how to take deep, energizing breaths and use this technique when you find yourself getting stressed.

Action Steps

- Practice your energizer breath now.

- Step 1 Get Comfortable. Loosen your shoulders and neck.
- Step 2 Exhale completely.
- Step 3 Inhale through your nose for a silent count of 4.
- Step 4 Hold your breath for a few seconds.
- Step 5 Exhale through your mouth for a silent count of 4 (focus on your breathing).
- Step 6 Repeat 5 to 10 times (imagine each breath fueling you with energy).
- Step 7 Repeat Steps 1-6 as necessary

- Practice your energizer breath three times a day --when you wake up, after lunch and once after dinner.

- When you find yourself getting stressed, just start focusing on your breathing.

Affirmation (Say this daily)

Whenever I feel myself getting stressed I remember to use my energizing breath to restore my energy. With each energizing breath I breathe in energy and I breathe out today's worries. With each breath I become a powerful centered and focused force in the world.

Day 7

After Dinner Positive Energy Walk

A simple 5-15 minute walk taken within 30 minutes of eating dinner will increase your metabolism, help you burn more calories, provide you with more nighttime energy and help improve your sleep. So instead of plopping on the couch after dinner and falling into a food coma, take a light easy going walk either by yourself or your loved ones and energize your evening. While you are walking you will also want to fuel up with positive energy by identifying your accomplishments for the day. Instead of thinking of all the things that went wrong that day, like so many of us do, think about what went right. By focusing on your successes each day you'll increase your optimism and you'll create more success and positive energy in your life.

Action Steps

- After dinner spend 5-15 minutes walking and reflecting on your accomplishments and successes for the day. To help you focus on your accomplishments each day complete the following sentences.

Today I consider myself a success because I _____

Today my accomplishments include _____

I had great conversations with _____

I helped _____

I am proud that _____

- Do this mind-body exercise each night and look forward to creating more success, happiness and energy tomorrow.

This concludes your 7 Day Energy Plan. Please email me at Jon@JonGordon.com with your thoughts and progress as a result of this plan. Do you feel more energized?

I also encourage you to sign up for my free energy tip weekly email newsletter. Simply visit www.EnergyAddict.com to sign up. Stay energized!!!! Jon