



fitness is an

# inside job

5 Mindset and Habit Shifts You  
Need to Make RIGHT NOW to Get  
Radical Results

*by julie booker*

*"I knew how to eat healthy and work out, but I wasn't consistent and always let myself down. Julie's mindset shifts and habits work in every area of my life. Now, I continue seeing results daily!" Chery W.*



# *Hey, gorgeous!*

I am so genuinely happy you found this guide.

I'm a huge believer that 'when the student is ready, the teacher appears.' I also don't believe in coincidences — so the fact that you found this guide means you're in the right place, at the right time.

WOOOOOOOO!

Whether you're here because you're sick of diet-hopping (jumping around from diet to diet) with little to no results, or because you want to simply create healthier habits, I've got you covered.

My intention with this guide is for you to walk away with actionable steps to shift your mindset and start implementing the habits TODAY, so that you can start creating a body and life you love.

Before we get into the mindset & habit shifts you need to make immediately if you want to start seeing real results, let's talk about something very important:

## *Why Diets Always Fail*

- you're not eating enough, so it's not sustainable
- you're restricting food groups, so you can't eat this way forever
- you don't trust that getting to your goal is actually possible (maybe you've tried before and failed)
- you're not being honest in your efforts or showing up to put in the work \*tough love here!
- you self sabotage whenever you do start to see results
- Your scale is broken and keeps going up instead of down ;)

# Why You Need This Guide

Before we get into the tips, I wanted to give you a bit of insight about who I am and why I get SO FIRED UP about mindset and habit work.

My name is Julie Booher, and I've worked with hundreds of people over the past 5 years as a group exercise instructor, personal trainer, and nutrition coach.

At first, I started coaching people on the basics of fitness and nutrition: both in person and online.



My main teachings revolved around “what and how much to eat” or “do THESE exercises to get a great butt!” (ok, not exactly THAT superficial, but you get the point).

It was all focused on the OUTSIDE: *How can we change the way you look so that you're finally happy?*

But then I realized, through my own personal results and those of my clients, **no one instantly became happier when they reached their goal.**

I had a PROFOUND mindset shift, and the way I coach dramatically changed, because I finally realized that

*fitness is an inside job.*



It doesn't matter how good you look by 'society's standards': if you don't do the work to improve your mindset and habits ALONG with your body, you will never truly be happy, no matter how "good" you look. And frankly, your results will never be sustainable unless you do this work.

That's why I want women to stop chasing this 'dream body' without doing the INSIDE work along with it.

Realizing that **FITNESS IS AN INSIDE JOB** has allowed me to stop dieting for good, finally be free from food drama, weigh what I want, and live in a body I'm super comfortable with. And it's helped SO MANY women I've worked with do the same, so no — I'm not a special unicorn (*although my mama tells me I am. Thanks mom.*)

This guide is not made to teach you the how-to's of nutrition and fitness: that's what I refer to as Level 1 information. If you're interested, you can learn the basics on my website or through my coaching.

Level 2 is where we're operating now, because I KNOW how you feel. Truly and deeply, I do. I understand your fears, frustrations and willingness to change.

*You're here because you've TRIED diets, meal plans, workout programs, yet there's still something missing — you're STILL not where you want to be.*

Maybe you've lost and regained the same weight over and over again, maybe you have just a few pounds to lose, heck — maybe you ARE happy with your body but you want to keep improving and becoming a better human.



Or, you've run into a MAJOR (but very common) problem: you know what to do, you're just not doing it!

*You don't need another diet.* What you need is an extreme mindset shift, and the habits to go along with it, so that you're able to go from knowing what to do, to *actually* doing it.

With this guide, I'll teach you how to shift your mindset, create healthy habits, and realize your potential so that you can create a body and life you TRULY, genuinely love.

And no, this isn't some woo-woo bullshiz (although I do love meditation and most things woo-woo).

This is tangible, practical advice that — if you start implementing TODAY — will bring you one step closer to achieving results that last.

Let's do this!

*5 Mindset & Habit Shifts*  
YOU NEED TO MAKE RIGHT NOW





## *Believe It's Possible to Change*

Sounds simple enough, right?

But there's a very good chance that you know it's important to believe in yourself, but you're not actually doing it.

The first step to making any change is self awareness, so ask yourself a question: do you genuinely believe in your heart it's possible to change?

So often, we're left with a bad taste in our mouth from past experiences. Maybe you've tried to lose weight before and failed. Maybe your whole life, you've never really had confidence in yourself. Maybe you haven't even considered believing in yourself in a really long time, if ever!

I get it.

Our society teaches us to play small, not stand up for ourselves, shrink down, become less and ultimately just get in line and do what we're told.

But what if you actually believed in yourself, just this once?

What could happen if you BELIEVED you could lose weight? Get the guy? Move across the country? Interview for your dream job? Start your own business? Stop dieting and eat intuitively?



There's a super cheesy but totally true saying that says:

**Whether you think you can or you think you can't,  
you're right.**

Simply by generating awareness and taking inventory of the places in your life where you may be lacking confidence and belief in yourself, is often enough to make a change.

Here are some two practical things I do every day to trust and believe in myself more:

- **Follow the fear:** I try to do something every day that scares me. Not put-myself-in-danger scary, but more uncomfortable scary. This could be anything like sending an email, talking to a stranger, writing a vulnerable blog post, telling someone how I really feel. Every time you do something that scares you, you start to trust yourself more because you show yourself, "Hey, I didn't actually die from that thing I was so afraid of!" Trust in yourself = confidence. Lacking confidence is simply a lack of trust in yourself. So do something that scares you every day, and watch how much that translates to a higher belief in yourself and your possibilities.
- **Repeat "I AM" statements:** As part of my morning routine, I have a list of written affirmations that I say out loud every day. It's important to speak these as if they're already true. For example: I am living in a body that I absolutely love and feel confident wearing anything I want. Even if it's not true YET, the more you start to use positive language about yourself — the more likely it is to positively impact your actions & come true.



## Adopt a Growth Mindset

This is going to be a radical mindset shift for you, I guarantee it. It was for me, too!

When you've tried to get healthier in the past, you've probably focused on the logistic, tactical elements of losing weight:

*"I want to lose 5 pounds. I want to look toned. I want to fit into my dress."*

I get it — those goals are always the first that come up in my client sessions when I initially ask why someone wants to make a healthy lifestyle change.

But what if you shifted AWAY from getting healthier for purely aesthetic/physical reasons, and instead shifted to thinking about how becoming healthier will radically improve your life — and ultimately help you grow into a BETTER PERSON?

There's a difference between a fixed mindset and a growth mindset:

In a **fixed** mindset, people believe how they are is how they're always going to be, and that their habits are fixed traits that they can't change.

In a **growth** mindset, people believe that their most basic abilities can be developed through dedication and hard work.



This makes it FUN to work toward what you want to achieve — you'll learn how to work hard, build confidence and trust in yourself, learn SO MUCH about who you are as a person, and many other important lessons along the way.

In this new growth mindset, you want to [lose weight, get healthier, insert goal here] because it's going to improve your life in some way: you'll have energy to play with your kids, you won't crash at 3 p.m., you'll have the energy to start the new hobby or business you've been wanting to try but putting off forever.

In a journal or in the space below, list some of the ways getting healthier could help you become an all-around better person. What lessons will it teach you about yourself? How will your life improve as a result of working to get healthier?

*How I'm Using My Goal to Help Me Grow...*



## *Get to Know Your Upper Limits*

In his book, *The Big Leap*, Gay Hendricks describes a philosophy that says we each have a self-imposed Upper Limit to which we allow ourselves to feel happy, successful and joyful.

Most of us, Hendricks says, spend our lives operating in our Zone of Excellence, but never take the initiative to operate in our Zone of Genius — which is the only place where we can truly THRIVE.

So why is it, despite our best intentions to (lose weight, meet new friends, meet the love of our life) — we feel like we're always an arm's reach away from what we really want?

Long story short, it's this: we sabotage ourselves when we feel TOO good, mostly due to an underlying belief that we don't deserve to feel that good. So, we 'upper limit' ourselves to bring us back to our comfort zones.

For example, let's say things are going really well with your partner for a while, but then you find yourself randomly picking a fight for no reason. \*UPPER LIMITING\* Or, you're on a roll with prepping your food, choosing healthy options at restaurants, working out, and then you blow it at a friend's birthday party and eat a whole cake because 'you feel like it,' only to feel guilty later. \*UPPER LIMITING\*

MIND BLOWING, right?

So simple, yet if we actually take this information and do the work to find out where we're \*upper limiting\* ourselves, we can really make some major shifts here!

In order to go from saying you want to achieve something, to actually DOING what's necessary to achieve it, you need to do some digging to find out your self-imposed limitations and where you ultimately self sabotage.

In the early stages of my fitness journey, I had an upper limit surrounding how my body could look. I didn't know about "Upper Limits" back then, but it's clear to me now that I had an underlying belief that I wasn't worthy of looking good, feeling confident and putting myself out there.

So, whenever I'd start to see results, I would go out and eat a whole pizza, ice cream, cake, cookies, anything to bring me back down to what my body and mind felt was "normal."

I can now see that I was reaching the threshold of my Upper Limit, and had I just continued eating well and working out without second guessing whether or not what I'm doing is "good enough" (and therefore sabotaging my success), I would've seen great results!

So, where in your life are you Upper Limiting yourself?

Once you identify those areas, you can start to notice when you begin to self sabotage.



One of my favorite mantras that I repeat to myself often is:

"What would it feel like to feel REALLY GOOD  
all the time?"

That reminds me that it's not only OK to feel happy all the time, but it's actually possible (with a little effort), and something I can strive towards.

If you want to read more about Upper Limits and how to stop self sabotaging so you can finally see the results you want, check out my blog post on the topic:

<http://julieboohar.com/blog/stop-self-sabotage>

## *Know Your Why + Plan Action Steps*

WHY do you want what you want?

To help you dig deeper, I want to give you a very typical example of why your WHY may not be deep enough to elicit real results (yet!)

When I have my initial session with a client, it goes something like this:

**Me:** What are your goals?

**Client:** I want to lose 10 pounds.

**Me:** OK great. Why is it important to you to lose 10 pounds?

**Client:** I want to look really good for my cruise that's coming up in few months. I want to feel really sexy in my bikini since I haven't felt that way in years.

**Me:** That's a great start. What is it about losing 10 pounds that will make you feel sexy in your bathing suit?

**Client:** Well... I don't know. I just know that if I lose weight, people will look at me differently and think I'm attractive.

**Me:** Why is it important for people to think you're attractive?



**Client:** Honestly... I never really felt pretty growing up. Kids used to make fun of me at school because I was overweight. I only received positive attention when I looked good. So I've carried around a lot of extra weight in my adult life as a way of hiding and playing it safe.... I guess so I don't have attention on me, because I'm scared of being seen for who I really am.

**Me:** Great! So your WHY for losing 10 pounds is not just that you want to look hot in a bikini. Your WHY is that you want to be able to SHOW UP fully in the world, have attention on you and not be afraid of it, and for people to love and accept you as you are. Correct?

**Client:** YES! That's exactly it.

\*Then we usually continue the conversation by me asking "What would happen if you showed up in your bikini TODAY? Do you think you could learn to love yourself right now? And we go into deeper work about self acceptance NOW vs. waiting til the end goal (because that's the only way to build confidence: NOW, not when you 'arrive'.)

BUT for the sake of keeping it simple, establishing your own WHY is a good enough place to start.

Start by asking yourself **WHY do I want [x] goal?** Then it's usually a good practice to keep questioning 'why' a few more times until you get to the deep reason of why it's important for you to make a change.

True transformation only comes from a pain point, which means you're too uncomfortable in your current state that you're fed up and change becomes *mandatory*.

Otherwise, it will just be another time where you start working toward your goals, and stop again when you don't see results. A deep WHY pushes you through all the hard times, including plateaus, setbacks, and simply keeps you motivated enough on the reg to make it to the gym and eat well.

SO, now that you've established your WHY, let's take action steps to get there!

What's the FIRST thing you can do to take a step in the right direction?

(Possible answers: Get a gym membership, sign up for a coaching program, hire a personal trainer, look up free workouts online, prep your food for the week).

Honestly, you don't need to overcomplicate things. I have plenty of resources on my website that teach you the principles of what/how much to eat (read this post: [julieboohar.com/blog/gpf](http://julieboohar.com/blog/gpf)).

It's just a matter of doing the things you know are necessary to get results, day in and day out (even when you don't feel like it!) that will add up to amazing results.

Focus on doing the best you can with the 24 hours in front of you. If you do that every day for a long enough period of time, you'll be amazed at the improved version of you a few months from now!

While it may seem small, the ripple effect of these small, seemingly insignificant daily habits is **extraordinary.**



## *Break Your Day into Thirds*

Remember how I said the ripple effect of small habits is extraordinary?

I want to help you break your day down SO SIMPLY that it's almost hard to have **bad** habits.

One of the most effective tools I've learned over the years is the principle of breaking your day into thirds, starting with the morning, and mastering 1/3 of your day at a time.

When nutrition clients come to work with me, we literally JUST focus on breakfast for 1-2 weeks.

And while you may be saying, *"WHAT? You focus on changing one meal for two weeks? That seems a little snail-paced, doesn't it?"*

It's actually been the single most effective tool in my clients' adherence to their healthy eating.

Once they've mastered making their breakfast healthy and have consistently made healthy choices for two weeks, we move on to lunch. Two more weeks where we're practicing making good habits at lunch, then we move on to the 'witching hour' (aka 3 p.m. when all you want is an XL espresso and 10 bagels). Then dinner. You get the point.

And here's what happens: when we focus on the first third of the day (just breakfast), 9 times out of 10 my clients make healthier choices for lunch and dinner, too!

But by taking the stress out of making healthy choices ALL DAY LONG (especially if they're new to healthy eating), they build up confidence when they're successfully able to make healthy choices for just ONE meal. Then the rest of the day is just brownie points!

Win the morning, and you win the day.

What are some habits you can start establishing in the first third of your day, that will allow you make healthier choices the rest of the day? *\*ripple effect strikes again!*

Here are some of my favorite ways to start the day:

- Drink 1L of water immediately upon waking and/or drink warm lemon water with a dash of pink Himalayan sea salt.
- Read my affirmations + create a gratitude list.
- Journal (I freehand write 3 pages in a composition notebook — whatever comes to mind!)
- Plan my day (I organize based on my top 3 MUST DOs, then the rest are just bonuses if I complete them. Again, it's about building confidence by completing things and not stacking the odds against yourself with a mile-long to-do list.
- 20 minutes of movement, minimum (a walk, stretching, or my work out)
- A healthy GPF style breakfast (find ideas here: [julieboohar.com/blog/gpf](http://julieboohar.com/blog/gpf))

Ultimately, you want to master the first third of your day by creating a routine that's meaningful to YOU. Take some time to find out what wakes you up, energizes you, fills you with gratitude and makes you happy to get up and tackle your goals head on!



## *The #1 Question to Ask Yourself to Ensure Your Success*

Y'all know I can talk endlessly about mindset and habits, so it's only natural to leave you with a bonus tip.

In all seriousness, there is ONE key question you can ask yourself about your current lifestyle to almost guarantee your long-term results. It's this:

**CAN YOU DO WHAT YOU'RE DOING FOREVER?**

In other words, can you eat this way forever? Can you work out this way forever? Can you maintain these habits forever?

*If the answer is no, you're participating in another 'quick fix', so don't expect your results to last.*

Sure, we all want a magic pill or instant results, but the faster our results come, the less likely we are to sustain them.

Trust me when I say it's WORTH IT to take your time when you're making healthy lifestyle changes. It's not sexy, but it works. And the best part? If you start slow, master your mindset and habits over a gradual period of time, you are 100000x more likely to be able to sustain the results LONG TERM.

And that's what we're all *really* after, isn't it?

## *You did it!*

Before you head off to start implementing these mindset and habit shifts (because you know it's not enough to just read about it, you actually have to take action to see results!)...

I just wanted to let you know how proud I am of you.

In this guide, we just uncovered the tip of the iceberg. There are SO MANY MORE habits and mindset shifts I can't wait to teach you.

The tips in this guide are a great place to start, and if you're looking for more guidance and accountability — you can always apply to work with me 1-on-1.

At the end of the day, I hope you see YOU in the way that I see you: beautiful, bright and so worthy of the body and life you desire.

No matter how many times you have tried and failed, it's never too late to start again.

You are the author of your life, and you can write your own story however you wish. Start writing your new story today!

*Make your Life a Masterpiece.*

IMAGINE NO LIMITATIONS ON  
WHAT YOU CAN HAVE, BE OR DO.

*xo, Julie Booher*





*Work With Me 1-on-1*

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