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

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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.

## Book Information

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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.

Finally, a proven, FUN, sustainable approach to discovering joy in fitness activities, for life! In No Sweat, Michelle Segar introduces a brilliant approach, MAPS (Meaning, Awareness, Permission, Strategy) to our route to a lifetime of fitness and well-being. It's based on over 20 years of her research and client experience on exercise and motivation. I enjoyed a career in the health care industry for over 25 years and am also a personal trainer. The philosophy and approach articulated in No Sweat offers coaches of all kinds engaging and accessible tools for diverse audiences. In every chapter, Segar offers specific questions for clients to help them transform their relationship with exercise through the "Your Move" exercises. What makes MAPS so useful and unique is it drills down to what matters most to people and offers motivational strategies to start and stay on track. Segar teaches us to ask the right questions by identifying our limiting beliefs as well as what fuels us in life. Simply put, she calls us out and asks us to get real with our lives. For example, exercise per se, isn't the problem, it's our relationship with it. We learn that to change any behavior, it's necessary to change our minds. The exploding field of neuroscience now demonstrates we can re-wire our brains (i.e., neuroplasticity) through new experiences. Aerobic exercise is actually one of the most effective ways to do this non-pharmacologically. Anecdotally, I've had the privilege of observing the impact of this in my 90 year old uncle who was a lifelong runner. He emulates a lot of the advice Segar encourages about self-care and remains sharp as a whip. What an inspiration!

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