



7 Key Mistakes Entrepreneurs Make For Their Health And Fitness

By Paul Miller

Welcome

Thank you for downloading this report on what I believe to be the top mistakes that entrepreneurs make when it comes to health and fitness based on a recent survey that I conducted.

They are also mistakes that I have made personally and observed others making over recent years that have ultimately held us back. These mistakes are made as a result of one reason and one reason only, we all want to be successful.

I specialise in working with males entrepreneurs over 30 that in the pursuit of success have sacrificed their health to the point of physical pain.

In my time as a personal trainer I have worked with over 400 people, half of which have been one to one clients and the other half have been personal trainers that I have delivered custom made workshops to.

I have had more injuries than I care to remember and made a commitment to myself that I would not let them affect me later on in life. Otherwise what is the point in being successful in the first place?!

I believe that there are three key elements to accelerating success in business and they form my coaching method. These are 1) Fitness, 2) Fun and 3) Relaxation. However, in order to work on these important elements, I also have a ‘-1’...Pain prevention.

Over 90% of the people I have worked with over the years have come to me with some kind of pain and injury somewhere. Low back pain, knee pain, shoulder pain, muscle problems. The list is endless.

Virtually all of the issues I have worked on have been very easily dealt with and very easily avoidable. However, if not addressed, they can really play up later in life, as demonstrated by elder folk that I have had as clients.

The aim of this report is to help raise awareness to those of you with at least a slight issue of pain and to give you some tips on how to makes a few slight changes.

One reason that I have had such a great success rate in helping people recapture that child-like movement of days gone by, is that the people I work with are committed to doing something about it and they listen and apply.

I love educating people. I am not interesting telling someone what to do and just have them get on with it. I want to be asked why they are doing it. This is your body and your health remember. Be curious and inquisitive.

This is the sure fire way to get results. Education is key. With education you become empowered and are much more likely to stick to things, simply because you know why.

Anyway, let's get started with mistake number one which in my humble opinion is the biggest mistake of all and certainly one that I suffered from as a result.

Here it goes, the biggest mistake we make as business owners is...

1. Putting The Business First

“Huh?! But we have to! It is our livelihood, our ticket to freedom and to the life we desire!”
No it isn't. You already have the life you desire, you just can't see it. You run your own diary therefore you can do what you want, when you want. You just fill that diary up with a lot of stuff that really doesn't matter. Certainly not more important than your main objective anyway, which is to live more. That is why you work.

What we want from life is more living. This is pretty unanimous across the board. We want to experience more in life and have more fun, do more things. Yet we think the answer to that is to spend all our time working. As our American friends would say, “Go figure!”

The irony is that we stop actually living in the pursuit of wanting to live more. Doesn't make much sense does it?

Now I am not suggesting you pack everything up and go travel the world tomorrow. All I am saying is just review your diary and try to find as many white gaps as possible. This is the first thing I do with my clients.

There is honestly nothing important enough in the world to not have white gaps in your diary. It doesn't matter what is at stake. White gaps are the life blood of your health. You'll soon see why.

I know exactly what it is like to fill my diary up and not have room to breathe. It got to point where I had to schedule in my free time. How bad is that! It felt like organised fun, which wasn't very fun at all.

“Okay, I get the picture but what does this have to do with health and all this pain stuff you keep harping on about?”

Well, it all boils down to stress, and the harmful effects it has on the body. The obvious problem is that those impressive stomach lines you had growing up are now long gone. More importantly however, it can cause musculoskeletal problems.

You will no doubt know what it is like to be tight around the neck and shoulders as a result of being tense and stressed out. This is how the body protects itself against the threat of pain. With stress being the alien in all this, the body will feel that it is under attack.

Another issue with this is how much it will drain your energy as a result. Can we really achieve peak performance if we are running low on energy? Not only that but when low on energy we seek high sugar foods and caffeine to keep us going in the short term. Hence the added timber around the mid section. You can start to see the vicious cycle appearing.

Tip

Build a social life away from alcohol.

It is very easy to unwind over a drink or three with friends. Again, this is no different to the need for bad foods. It will just decrease your energy and pile pounds on over time.

Arrange something fun with your friends or family. Something active that gets you out and about for a period of time. Away from the phone, away from the emails.

Start to think of what you would enjoy to do, what is it that you are actually working for and just go and do it anyway. Anything you want to do you can do now. Why wait until you have worked yourself into the ground for years. You won't be able to enjoy it as much then.

The other option is to ignore this and just carry on as you are, toiling away. So let me try it from another angle and talk about the problems associated with...

2. Sitting Down All Day

It doesn't take a genius to work out that sitting down for long periods of time is bad for us.

“Well, duh!”

We know this. There is no new information there. I am not going to win a Nobel Prize for bringing that up!

However, there seems to be very little knowledge of why it is bad for us. So let me explain for you. It all comes down to movement.

The less we move, the more risk we have for pain and injury. This is because movement, as well as pain, comes from the brain.

The brain is responsible for storing our ability to move. It has a memory of it and will decide if we are capable of certain movements or not. If we sit on our backsides all day and do virtually nothing, then our brains will literally start to erode our ability to move.

What this then does is cause us to have a greater risk of injury when we do decide to exercise or play a particular sport. This is because over time we have forgotten what those movements are like and our bodies can't handle it.

I am not going to win a Nobel Prize for that either but it is a handy thing to be aware of at least!

I'll give you an example of how this affected me. Given that I am always up and about and have been active for life.

The more and more I have put myself in front of a computer for the purposes of content creation and having online clients, I find that I have to work more on my mobility work. When I don't, I feel so much tighter, especially in my hips, when I train or play football for example.

I realise the importance of keeping mobile and agile and dedicate enough time before each training session to ensure I work on it. It is very easy for people to dismiss this as just a part of the ageing process but I don't buy that at all. I put it down to the laziness process.
#justsaying

Tip

Mobilise those hips!

I have a short video with 5 different mobility exercises for the hips which will help loosen you up and reduce the risk of injury. The routine will take you 18 minutes per day and will even help towards alleviating current issues such as low back pain. Drop me an email, paulmiller@moveplayexplore.com and I'll ping it over to you.

This will start to build the foundations of good quality movement but there is something that you need to stop doing in order to build on it further, which is...

3. Only Doing One Type Of Exercise

I get that you may have your favourite, which is great because that alone may be enough to get you away from your desk from time to time. However, we are knocking on a bit and at our age (no offence but we must be honest with ourselves here!) variety is the spice of life.

“Cheeky git!!”

It is very easy to just go for a run because it requires no gym membership, no equipment and no one else to help you with it. In all honesty though, running by itself, as well as any activity by itself, will only allow you to move that particular way over time, and forget your other capabilities.

Let's go back to the hips again. The hips are what is known as a ball and socket joint, therefore they can move any which way. They also dictate how well the body moves and how much force we can generate.

Long distance running will only create movement in a small range of motion in the hips, therefore further ranges get forgotten about by the brain. Runners are notorious for having 'tight' (this is in inverted commas for a reason and is the subject for another time) hamstrings and calves for example and have yet to figure out that stretching doesn't work.

Muscles and soft tissue will react to movement. Muscles are dumb and have no say whatsoever when it comes to range of motion. It is the range that the joint can manage which will dictate the state of the muscle.

I am not telling runners to quit what they love doing and go join their nearest gymnastics club. I am merely pointing out that we require variety in order to get the most out of the training we predominantly enjoy.

Keeping with runners as a theme. I once was asked by a guy that was into his marathons how to help with his back pain and constant pain in his legs. I simply gave him a few mobility drills to do for the hips and the pain soon went. Not only that but he shaved 20 minutes off of his personal best. Not bad for someone in his early forties, you might say!

How much force do you think you can generate with tight and restricted joints? Imagine a boxer only being able to punch from an inch away. Compare that being able to get a good loading of his muscles by pulling all the way back and delivering a knockout blow.

Tip

Mix it up!

Try other sports. You may enjoy them and it will take care of the first tip which is about socialising. Now you have become time efficient too! Man, I am good!

Also, get some bodyweight strength work in next time you are out running. (I use running as an example because most of the people I speak to go running, but you can apply to anything). How about some squats and some lunges? Some push-ups and pull-ups?

You don't need a gym. They are boring and very de-motivating. Get yourself outside, the equipment is all there, you just need to be creative. I piggy back my friend up a hill quite often. Playgrounds have lots of stuff to exercise on such as monkey bars.

“But I am really limited for time so I only do...”

4. Short Intense Workouts

Well we have been through this already haven't we. You have no reason for having no time. Yes you have a business to run. Yes you have a family at home.

- A) Your business is not an excuse to sacrifice your health
- B) Your family is not as excuse to sacrifice your health

They both require the best YOU. The very best. You can only be at your very best if you look after yourself. You will inspire no one if you let yourself go. And I mean, NO ONE!

#EndOf!

Now you may think that is a little harsh. I don't mince my words. I have adopted this attitude for your own good. Most of you may tell me, in no uncertain terms, "do one!" And a select few will take notice and hear what I have to say.

My whole ethos is about never wanting to feel physically old. That is why I got into this business. I hear people complaining all the time that they have XYZ wrong with them but when push comes to shove they let themselves get swamped with work instead of doing anything about it.

Is this really the quality of life we had planned for ourselves? No it isn't. We want to play, have fun and be joyful. So why are we going to de-value ourselves by only doing these short 20-odd minute workouts each day?

Is that all you're worth? It will catch up with you eventually. Remember what I talked about in Mistake #2? About the issues of being sat down all day. You already have tight and restricted joints but you're going to jump around all over the place. Your body isn't prepared for that.

What do you think will win? The 10 hours per day you're seated vs the 20 minutes you work out for? Something will give sooner or later and it won't be pretty! 20 minutes is how long I spend just warming up and mobilising my joints.

#RantOver

Tip

Commit time to exercise properly.

I have the best results in my own training and in productivity when I take a two hour break in the middle of the day to train.

“2 hours! You must be joking! You don’t honestly expect me to take two hours each day for exercise, do you?”

Nope. Not at all. Only one hour of it will be for exercise and only for one day each week. The idea of two hours is so that you have time to get where you are going, time to train, time to shower and time to eat. You will be refreshed and energised by the time you get back to work. Rushing around to fit a 20 minute workout in will only add to your stress. Life is a marathon, not a sprint. And so is your day.

Also, I am only suggesting it is for one day per week because once you start seeing the value in doing this in regards to feeling good and relaxed, not to mention a clearer mind, you will soon start to think of adding a second day, and a third and so on.

You will find that the total 10 hours per week will have saved you double that as a result. The clearer mind will release tension which will help solutions magically appear. The exercise itself will boost your energy levels and you will become much more productive. Then you will have more time to have long weekends away. Every month. Just like me!

Of course, you may like the short workouts and you don’t care about the risk of injury. In fact you may even have a niggle and just...

5. Play Through The Pain

If putting your business over your health was the biggest mistake then this surely is a very close second.

“It only gives me a little bit of jip, it doesn’t concern me.”

You may end up rephrasing that a few years down the line. Of course, why would you care? It is so far away.

Well did you know that 33% of people in the UK over the age of 45 suffer with Osteoarthritis. My theory is simple. We are coming out of the Industrial Revolution therefore the subject of this group are people that were held back by their jobs. Either manual labour staff that worked their fingers to the bone, and white collar workers that spent all day at their desks.

They have no choice. They had to stay there and do what they were told to do. We don’t though. We can get up and about whenever we want to. That is the joy of running our own businesses. We call the shots.

Therefore, I do not agree that Osteoarthritis is just a part of ageing. It comes from spending years of being de-valued to the point where being able to look after themselves became more challenging. And also the perceived demands in life making it that bit more difficult.

I appreciate that there maybe many people that jump on my back because of this and will want to beat me down but it is just my theory. All I am trying to do is make the point that looking after our joints is a key component of health.

“#AlrightWeGetIt!”

Now looking at pain in the bigger picture. I mentioned earlier that pain, as well as movement, is in the brain. There are no pain receptors in the tissues of the body. Pain is a story that is created in the brain based on the perceived danger that the tissues are in.

Pain is, believe it or not, a good thing. It is a warning signal to say that the tissues are at risk if you don’t look into it. I have had more injuries in my life than hot dinners. Being a typical bloke I tend to wait until I have died before I do anything about it.

What I realise now is that it is vital I get on it immediately and suss out what is going on. Otherwise who knows how things might play out in my latter years.

Tip

Follow me!

Read my blogs, sign up for my weekly newsletter and all that jazz. I mostly talk about pain science subjects. There will also be the odd nutritional nugget and me bitching about football but on the whole, pain is my thaaannnggg!

In this survey, I wanted to decipher how people managed their pain. Out of a number of options including physiotherapy and osteopathy, I wasn't surprised to discover that people ignore it, (hence Mistake #5 here) but I was surprised to learn that almost as many people opt for...

6. Massage

Or was I? In all honesty that is exactly what I would opt for. I love a good massage. They make me feel great and certainly relive a lot of built up tension. I believe that massage has an immense amount of value in my industry.

However, the point I am making here is that I do not believe that massage alone is the answer. We need something else. And that is movement.

You may be familiar with those foam rollers you see very few people use in gyms. The purpose of those is to stimulate slow twitch receptors in soft tissues so that over time the tissues will iron out and joint mobility can be improved.

This is a very beneficial part of training for those with extremely poor movement brought on by those of you that...yep, you guessed it, sit down all day.

So if we have a massage and just leave it then what is likely to happen? The tissues will just go back to where they were to begin with. The same result happens with stretching, this is why stretching doesn't work.

A good analogy is money. I listened to Wayne Dyer talk about how money is an energy and it is attracted by those in tune with that energy. If you put the wealth of the world in a plane and scattered it everywhere, it wouldn't be too long until it ended up back where it started.

The answer lies in movement. Now that we have had a massage, we need to look at creating more movement and more range around our joints so that our brain can remember this ability and further assist in ensuring we stop getting locked up.

The more we focus on our movement and the variety in how we move, the less risk we have of becoming injured. Then you will stop complaining that you aren't flexible. Then you will realise that you don't actually mean flexible, you mean mobile. #SmartArse

Tip

Follow me! This time on YouTube.

Now that I have got used to all this technology lark I have my very own YouTube channel.

“Well done, brain cells!!”

There will be plenty of videos coming your way with all this mobility based stuff. There are even a few videos of me making green juices on there if you care? I just wanted to get used to the camera!

“Okay Paul, I am on board, just for your witty sarcasm alone. I am, however, a little sceptical because I have had bad experiences with personal trainers in the past.”

I know you have. Why do you think I dedicate so much of my time to study pain science? With the ever increasing demand that life places on us these days. with stress, lack of time, watching England play football, how do you think that is going to show up? By eating away at the body.

Our bodies will always tell us the truth. They will bring to our attention that something is wrong. Therefore mistake #7 is...

7. Not Doing Your Homework On Personal Trainers

I teach the Personal Training Certification and though it has some fantastic material in it, it doesn't actually have anything in there that gives information on how to deal with injuries and pain prevention.

It is also very generic and will bracket certain groups of people and try to give a one size fits all approach to personal training. This is a huge mistake because everyone is different. Everyone moves differently and everyone will train differently.

I design workshops to help bridge that gap between the generic model and how to break down the movement of an individual. I teach personal trainers how to spot for poor movement through watching someone walk. Then to explore it deeper.

I am not telling you this to impress you, I am telling you this because I have a select number of personal trainers that want to know this stuff. That is the point. The desire to learn and constantly up skill their knowledge.

In my industry, research comes out on a daily basis, therefore we need to make a conscious effort to stay up to date. In my opinion, qualifications, in any industry, are often not worth the paper they are printed on. The most successful people in any industry are those with the hunger and desire to become great.

This requires dedication outside of the day to day sessions with clients to constantly get better at our craft. Very few personal trainers do this. Having a list of courses they went on is great but how much actually gets applied. The real learning and application comes when we go out of our way to source the best possible information through books and research studies.

This is a profession that I take very seriously as I believe personal trainers are of an extreme amount of value. In my humble opinion, everyone would benefit from a quality personal trainer.

Tip

Suss out the trainers that care from the ones that don't!

Be observing and see how they work. See how assertive they are. Not in a Sergeant Drill type way (because that is most definitely not what personal training is about) but more a "I'm boss" demeanour. A quality personal trainer will not let you call the shots. It is my way or the high way. You want results don't you?

Remember earlier I said I adopt this attitude for your own good? Well it's true. In my early days in the industry I let clients walk all over me and they got nowhere as a result. Drop your ego so that we can keep ours in tact and you'll do just fine. :-)

A quality personal trainer is someone that can give you a rationale for every exercise or drill they give you rather than throw a bunch of exercises together. They also charge a lot and take no shit.

"Alright, calm down mate, I get the picture!"

Fin!

So there you have it. What I believe to be the top 7 mistakes that business owners make when it comes to health and fitness.

As you would have guessed by now, movement is key. It is very much a staple of good health, I believe, and is the springboard for a life well lived.

No one wants to sit at a computer all day. We get all fidgety and restless. Get up and and about. Get moving. Your business will still be there when you get back, only this time, you'll be better equipped to run it.

With greater productivity you will be able to have more time to do the things you really want in life. Or you could just reinvest that time back into your work and let the vicious cycle start all over again!

What I mean by that is that you have choices. It is up to you how you run your day. Don't think that you are resigned to just spending all of it working. You can do what you like.

I mentioned earlier that none of what I am telling you is new information. Of course you know it. Yet it is difficult to pull yourself away sometimes. In this case, ask yourself what you really want from life and then ask, can you get there quicker if you had greater energy, greater strength, optimal health and vitality.

No matter what it is that you want, it wouldn't be worth having if you couldn't enjoy it properly. Life is effortless if you know how to play. It really isn't as difficult as people make it out to be.

Remember, the choice is yours!

P.s. if you have any questions on anything you have read here, or you want an argument about football then please feel free to email me paulmiller@moveplayexplore.com

Paul Miller

Having worked with over 200 clients in his time as personal trainer, Paul noticed one very disturbing thing. Decline.

Paul never wants to lose the health and fitness he has always had and dedicates a lot of time into studying the latest tools and techniques in pain science and injury prevention.

Paul believes that if everyone lived more and enjoyed life, he would have very little work to do.

