

# INTRODUCTION



“

*Whatever you can do, or dream you can, begin it.  
Boldness has genius, magic, and power in it. Begin it now.”*

**-W. H. Murray**

# THE PHONEBOOTH DOOR OPENS



**F**ive years ago I created a program entitled The Relentless Transformation. Its goal: walk into a phone booth and walk out Superman.

In the years that followed, 200+ individuals walked through the program's doors and accomplished more than I can do justice in words. Bodyfat, inches, pounds, sizes, before/after pictures, bloodwork, physical ability, strength - the stories are a breathtaking blur.

*"I have incorporated the methods from the Transformation into my life and the lives of my husband and two young children. The Relentless Transformation is LIFE CHANGING! It is not a diet or a fad, it is a life style. Here are stats that the Relentless Transformation helped me achieve...**6.75 inches off my abdomen, 4.5 inches off my waist, and 3.5 inches off my chest and thighs. Down three dress sizes!** That's in just the eight weeks! No joke!!!"*

- Carley Boyd

*"I went into Transformation half hoping to debunk the diet component of the program and half looking to change up my workout routine. Roger schooled me and I now recognize the impact of a quality diet on my body composition and wellbeing. **14 lbs, 6% body fat, and a shredded physique in 8 weeks...** well worth the investment of time and energy. The return on that investment was HUGE!"*

- Chris Savage

*"I have always been active but as I got older, I was "falling behind" in that no matter how much I worked out, I was still gaining weight and very lethargic. Roger's approach helped me alter not only my training but also my diet. I realized that I am gluten-intolerant. Roger's approach helped me deal with that realization realistically and positively. In the past year and a half, I have reformed my diet and my whole approach to fitness has changed for the better. **In my 30s I'm in the best shape of my life!** This is a life-altering and REALISTIC plan."*

- Melissa Green

And yet I look back at the very first Relentless Transformation and the many iterations that followed, and I see room for improvement. Amazing things happened. More is possible. That is simply how my mind works.

Allow me to illustrate with two stories...

# A TALE OF TWO TRANSFORMATIONS

## TRANSFORMATION 1.0

September, 2009

With the Transformation over, I walked purposefully down 7th Street and straight into Bean Exchange cafe.

“I’ll have a large black coffee...

“...and two chocolate chip cookies, a pumpkin muffin, a glazed donut, and whatever that pastry is over there.”

The barista paused a beat, likely considering the treats’ ultimate fate, before bagging them.

I paid, exited the Bean Exchange, and continued the purposeful walk straight into my apartment. In business-like fashion, I spread the treats onto my desk and ate every last one of them.

## TRANSFORMATION 5.0

July, 2014

With the Transformation over, I rose casually and began my morning routine.

I placed freshly ground coffee beans into the French press...

...and mixed grass-fed yogurt with a collection of whey protein, cacao nibs, chia seeds, fruit, and cinnamon.

I sat down to enjoy breakfast and began reading and working. Business as usual.

5 years.

2 Relentless Transformations.

2 “successful” 12-week periods of change.

2 very different endings.

2 very different definitions of “successful”.

# MOVE MORE, EAT LESS, REBOUND HARD

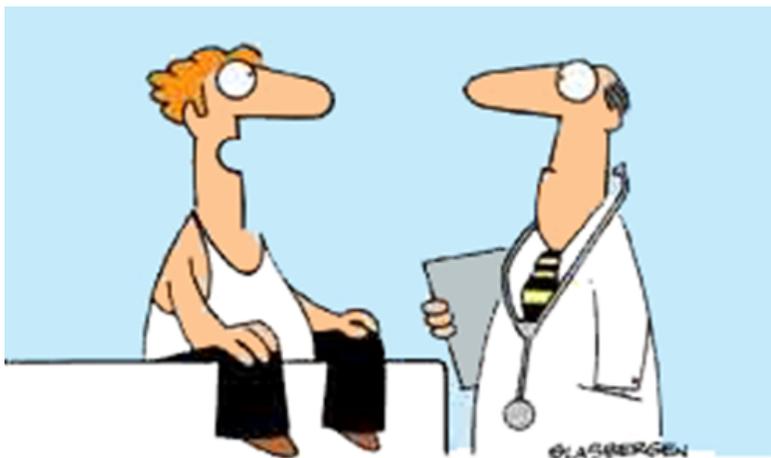
5 years' worth of perspective is invaluable.

*What good are 6-pack abs if they appear like Punxsutawney Phil on Groundhog Day before returning to hibernation?*

*Why do anything for your body today that you wouldn't do tomorrow?*

*What good are results that don't stick?*

The truth is that those "results" aren't results at all.



**"EAT LESS AND EXERCISE MORE? THAT'S THE MOST RIDICULOUS FAD DIET I'VE HEARD OF YET"**

Fleeting results are the hallmark of most diet and exercise programs.

Move more and eat less, right? Translation: over-exercise and starve your way to results ...and then a severe rebound.

I did that to myself in 2009. I'll never do that to myself again.

Neither will you because this isn't most diet and exercise programs.

What was it that Rocky said? "If I can change, and you can change..."

Positive change is the hallmark of the The Relentless Transformation program. Sustainable positive change.

In the spirit of change, I've taken a pretty darn successful recipe, deconstructed it, and re-imagined it. I've baked in 5 years of personal growth. I've baked in 5 years of 200+ Transformation client lessons. I've baked in 5 years of 1,000+ non-Transformation client lessons.

## **WELCOME TO RELENTLESS TRANSFORMATION 5.0.**

# REALITY CHECK

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*The truth is that our finest moments are most likely to occur when we are feeling deeply uncomfortable, unhappy, or unfulfilled.*      **-M. Scott Peck**

Are you in need of a fresh start?

It's ok if you are. It's easy to understand why that might be the case.

You have a vision in your head of what you could, would, should look like, feel like, and perform like. You also have reality - simply what is.

**THE GREATER THE DISCONNECT BETWEEN YOUR VISION AND YOUR REALITY, THE GREATER YOUR DISSATISFACTION.**

Of course you want to do something about this disconnect, but life has a tendency to just happen. Days, weeks, and months fly by with it unresolved. The more time that passes, the more excuses arise.

*“I'll start on Monday.”*

*“I'll begin as soon as \_\_\_\_\_ passes”.*

*“I'll do it when I have more time.”*

Today the excuses are over.

To resolve your disconnect, you have two options: change your vision or change your reality.

If you are reading these words, you choose the latter.

That's a good start.

*Put your future in good hands - your own.*  
**-Mark Victor Hansen**

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# TRANSFORMATION FUNDAMENTALS

There are certain non-negotiable premises of a Relentless Transformation. They are the program's compass. They must not only be accepted, they must be internalized.

## **PREMISE #1:**

**BEING SELFISH IN HEALTH ALLOWS YOU TO BE  
SELFLESS IN LIFE.**

Your health is your first priority. It is the great enabler. It improves the version of you that your family and friends see, that your co-workers see, and that the world sees.

## **PREMISE #2:**

**MAKING HEALTH YOUR FIRST PRIORITY BEGINS  
WITH YOUR GOALS.**

You don't just wake up with different priorities. You begin changing them by setting aligned goals that reflect them.

## **PREMISE #3:**

**INPUT = OUTPUT.**

Achieving your goals requires a plan. A smart plan focuses on input and output. What you put into it will directly result in what you get out of it.

## **PREMISE #4:**

**"ACTION IS THE REAL MEASURE OF INTELLIGENCE."  
-NAPOLEON HILL**

With reframed priorities, aligned goals, and a plan in hand, what remains is acting on that plan. Nothing is accomplished without action.

## **PREMISE #5:**

**CONSISTENCY COMPOUNDS.**

Consistent action builds habit. A small, long-term habit is far more powerful than an extreme, short-term habit.

## **PREMISE #6:**

**YOU MUST KNOW WHY.**

It must be you that wants this. No one can want it for you. The stronger your reasons, the stronger your fuel, the stronger your Transformation.

## **PREMISE #7:**

**THE GREATER YOUR EFFORT, THE GREATER YOUR  
ULTIMATE SATISFACTION.**

There is no free lunch. It's only fitting, right? To reap the significant health rewards, it is you who must put in the effort.

## **PREMISE #8:**

**SIMPLE IS BETTER. SOMETHING IS ALWAYS BET-  
TER THAN NOTHING. WHAT YOU DO MOST OF THE  
TIME IS WHAT MATTERS.**

Perfection is a fool's errand. Don't waste your time pursuing it.

## **PREMISE #9:**

**CHANGE IS NOT LINEAR.**

Positive results do not pour in on a daily basis. Ebbs and flows are natural. Limit the ebbs and ride the flows.

## **PREMISE #10:**

**START WHERE YOU STAND.**

You can only start from where you stand today. Discard the past, focus on the here and now, and act on behalf of an incredible future.

# BELIEVE IT AND ACHIEVE IT

**THE RELENTLESS TRANSFORMATION'S SLOGAN:**

**"CHANGE YOUR BODY IN 12 WEEKS. CHANGE YOUR HEALTH FOREVER."**

You are about to change your health forever.  
That realization is both empowering and terrifying, all at the same time.  
When you feel empowered, stand tall and ride the wave for all it's worth.  
When you feel terrified, remember these things:

YOU HAVE AN INFRASTRUCTURE  
SUPPORTING YOU.

YOU HAVE A COMMUNITY  
STANDING BEHIND YOU.

MOST IMPORTANTLY, YOU ARE  
DOING THIS FOR THE BEST  
CAUSE OUT THERE: YOU.

**THE TRANSFORMATION IS ON, SO WORTH IT!**

*Man often becomes what he believes himself to be. If I keep on saying to myself that I cannot do a certain thing, it is possible that I may end by really becoming incapable of doing it. On the contrary, if I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning.*

-Mahatma Gandhi

**BELIEVE IT.**

**YOU CAN DO IT.**

**YOU WILL DO IT.**

**LET'S GET TO IT.**

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

-Henry Ford