



**WORLD FITNESS EXPO**

**BUSINESS**

THINK Yourself®

MAKE YOUR PT BUSINESS SOAR with LIFE COACHING

THINK Yourself™ DNA System

**DNA**

25 WORLD FITNESS EXPO BUSINESS

25th ANNIVERSARY

**WORLD FITNESS EXPO BUSINESS**

PERSONAL TRAINING MARKETING TRENDS SALES  
MANAGEMENT SERVICE GROWTH LEADERSHIP

**Friday August 10<sup>th</sup> - 8:00 a.m. to 9:15 a.m.**

**Session 3107**

**by Nathalie Plamondon-Thomas**

Transformation Expert

No.1 Best Selling Author, Master Coach, Speaker, Publisher

[www.thinkyourself.com](http://www.thinkyourself.com)



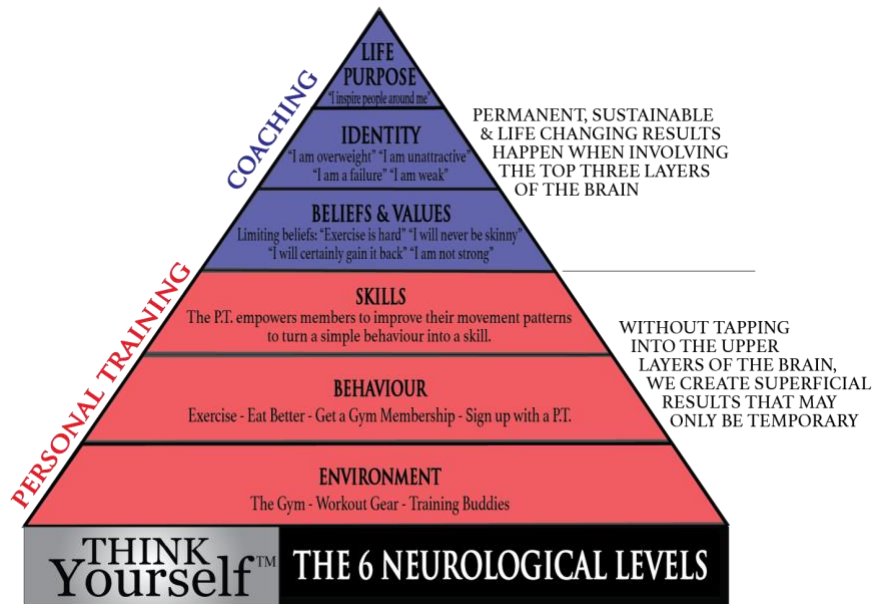
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# ROBERT DILTS NEUROLOGICAL LEVELS



NOTES: \_\_\_\_\_

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## YOUR BRAIN POWER

- Logical Mind
- Unconscious Mind
- Personal Assistant
- Self-Sabotage

NOTES: \_\_\_\_\_

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# THE D.N.A. SYSTEM

DESIRE (Environment & Behaviours)

NEW YOU (Skills & Beliefs and Values)

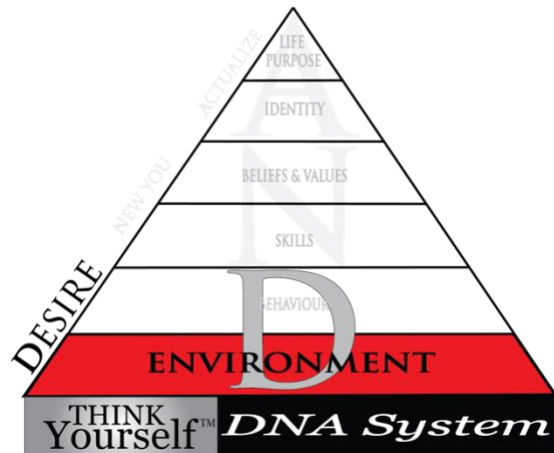
ACTUALIZE (Identity & Life Purpose)

NOTES: \_\_\_\_\_  
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## THE “D” - DESIRE

### ENVIRONMENT

- Who are you Talking to?
- STYLE-L.I.S.T. Assessment Tool
  - Leader
  - Influencer
  - Supporter
  - Thinker



NOTES: \_\_\_\_\_  
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What or who in your environment supports your best Self?

\_\_\_\_\_  
\_\_\_\_\_

Who or what should you surround yourself with? Be specific (locations, names).

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Who is your ideal client?

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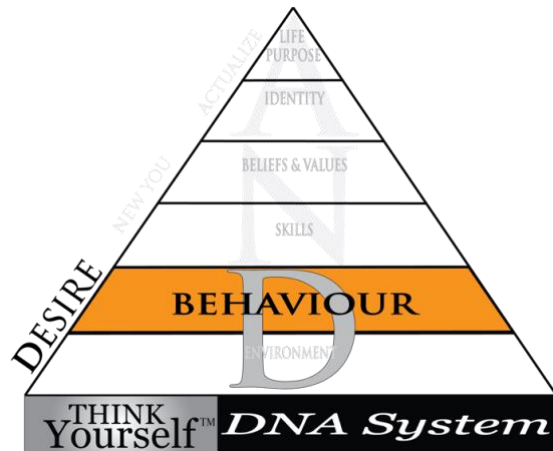
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## BEHAVIOURS

- Rapport
- Language

### BAD WORDS

- I am FAT
- Losing weight is HARD
- No PAIN no GAIN
- Don't GIVE UP
- Push through the PAIN
- I am just too TIRED today
- If I get my LAZY BUTT off the couch
- I ALWAYS gain it back
- IF I get to the gym



### BETTER LINGUISTIC

- I wonder when you will start loving it, today or next session...
- Do you want to start or finish with the burpies today?
- Keep going, you are learning so fast!
- How great it's gonna feel when you can run in the park with your kids

- You are tougher than you thought hey?
- You are getting more focused every session
- See yourself getting into that bridesmaid dress at your sister's wedding
- Hear what people are going to tell you at the office
- Now you can feel how it feels to be strong
- You're gonna be looking forward to our next session
- You are learning how it feels to actually like exercising
- Remember when you did this?
- Always? - Never? - Says who?

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What behaviour do I need to do more of?

\_\_\_\_\_  
 \_\_\_\_\_

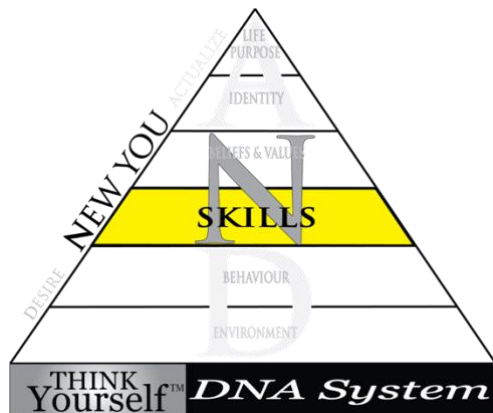
What behaviours or bad habit do I need to do less of, change or stop?

\_\_\_\_\_  
 \_\_\_\_\_

## THE “N” - NEW YOU

### SKILLS

- NICHE
  - Market
  - Skills
  - Passion



- Sweet Spot

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When do you feel strong? Alive? In Charge?

\_\_\_\_\_  
 \_\_\_\_\_

What skills come easily and are effortless for you?

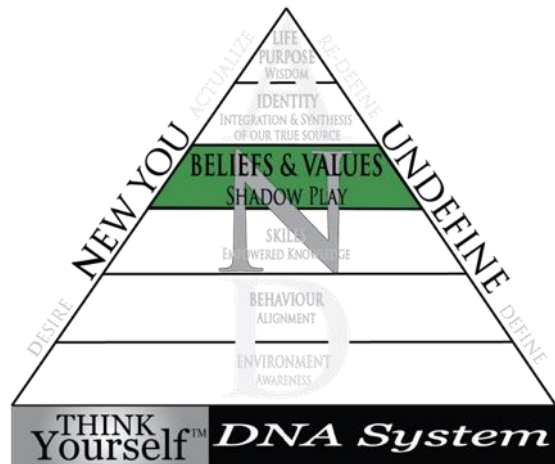
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What skills do you need to practice?

\_\_\_\_\_  
 \_\_\_\_\_

## BELIEFS & VALUES

- Limiting Beliefs - Negative to Positive
  - Exercising is HARD
  - When you go back to eating NORMAL STUFF, you will gain the weight back
  - I don't have WILLPOWER
  - I am not a therapist...



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What limiting beliefs do you hear your clients say?

\_\_\_\_\_  
\_\_\_\_\_

How can you help them re-phrase these limiting beliefs?

\_\_\_\_\_  
\_\_\_\_\_



What are your limiting beliefs about your PT Business?

\_\_\_\_\_  
\_\_\_\_\_

How can you re-phrase them?

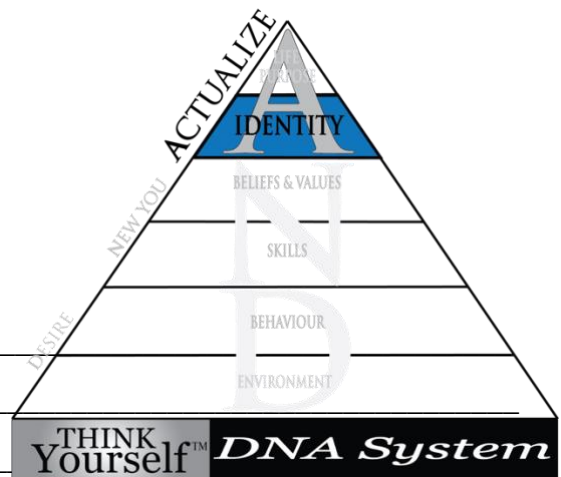
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## THE “A” – ACTUALIZE

### IDENTITY

- I am SHY

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What do you love about who you are?

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Is there anything that you do not like about who you are and that you want to commit to change?

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## LIFE PURPOSE

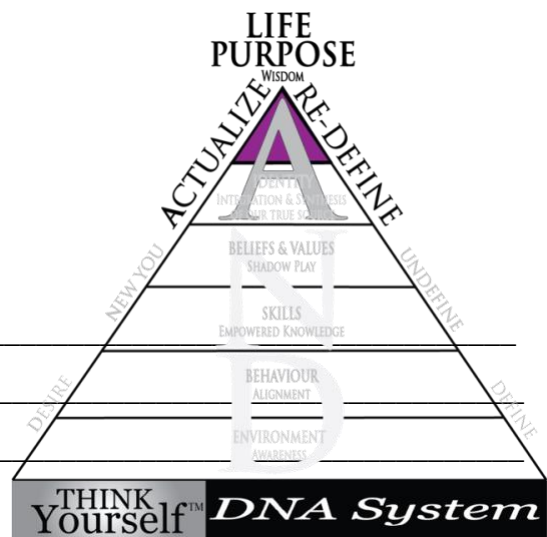
*People don't buy what you do, they buy why you do it.*

Simon Sinek

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What is your client's purpose?

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What is your purpose? How are you a contributor?

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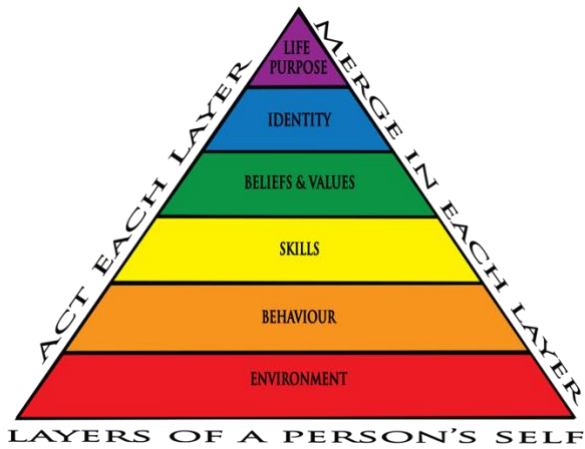
Why do you want the things that you want? What is your "Big WHY"?

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# ACT & MERGE



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## ANTICIPATE - PLAN B

What could get in the way?

\_\_\_\_\_

\_\_\_\_\_

What are you going to do about it?

\_\_\_\_\_

\_\_\_\_\_

## ACCOUNTABILITY

List one thing you will do this week:

\_\_\_\_\_

\_\_\_\_\_

What are you going to do to stay motivated?

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Write your accountability Partner's name and number:

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You will be talking one week from now, on \_\_\_\_\_ (date) \_\_\_\_\_

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## **YOUR FEEDBACK IS IMPORTANT**

Please remember to rate this session in WORLD FITNESS EXPO Mobile App.

### **Session no. 3017**

Download the mobile app in the Apple or Google Play stores in you haven't already.

Search for: World Fitness Expo 2018 in your App Store.

# NATHALIE PLAMONDON-THOMAS



The Expert with a proven system to reprogram your brain and give you transformational results. Founder of the THINK Yourself® ACADEMY, speaker, Master Life Coach and No.1 best-selling author of seven books on wellness and empowerment.

## NATHALIE P.

Transformation Expert

Master Coach – No.1 Best Selling Author – Speaker - Publisher  
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THINK Yourself® THIN

THINK Yourself® HEALTHY

THINK Yourself® GRATEFUL

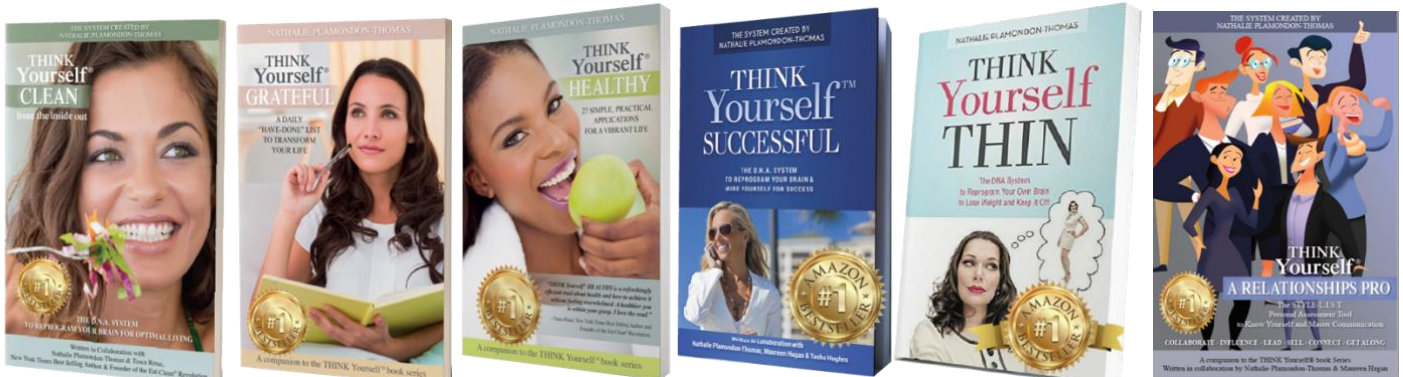
THINK Yourself® CLEAN from the Inside Out

THINK Yourself® A RELATIONSHIP PRO

All available WORLD FITNESS EXPO at the canfitpro booth and at [www.thinkyourself.com](http://www.thinkyourself.com),  
[www.amazon.com](http://www.amazon.com) and [www.amazon.ca](http://www.amazon.ca)

# THINK Yourself®

D.N.A. SYSTEM



**Coming out soon:**

THINK Yourself® WEALTHY

THINK Yourself® AN AUTHOR

THINK Yourself® SEXY

THINK Yourself® SOBER

Book your FREE 15 min. chat with Nathalie: [www.dnalifecoaching.ca/schedule](http://www.dnalifecoaching.ca/schedule)

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