

# Creating a Sustained Healthy Financial Lifestyle

By Eugene Ortiz

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In my last article, "Network Marketing for a Transformation Economy," I said that experiences are personal and memorable, but memories fade; sensations fade; and that the transformation as an economic offering involves creating a series of customized experiences designed to create and sustain a change in the customer. I also said that this will involve a strong commitment on the part of the transformation elicitor as well as the aspirant. You may relate to this if I give an example too many people can relate to: the dieting experience.

Dieting is the practice of following a strict regimen that may include any or all of the following: counting calories; measuring portion size; restricting yourself from eating favorite foods or entire categories of foods; loading up on particular foods; following an exercise routine that involves specific exercises or activities at specified days or times; I could go on, but the idea here is that following a strict dieting regimen may work great as long as you stay on it. The problem with dieting is that, by its very nature, it is a temporary solution because it requires the dieter to repeat over and over the process of referring to specified guidelines in order to sustain the regimen. This requires the kind of discipline that would have made dieting unnecessary if the dieter had that kind of discipline in the first place.

The key to creating a sustained healthy body involves more than following a set of external dos and don'ts; it involves changing your view of the roles food and physical activity play in your life. If you see food as a source of emotional gratification and physical activity as a source of discomfort, you are likely to keep eating and avoiding exercise. If instead you see physical activity as a means

of gaining strength and food as a source of energy to support physical activity, you are more likely to eat the appropriate food for the appropriate purpose and to choose your physical activity according to the kind of strength you are seeking to gain.

Similarly, if you involve yourself in money-making schemes for quick monetary gain and see talking with people as a chore, you are likely to quit the venture when the first person you invite to participate fails to see your offer. On the other hand, if you view talking with people as a means of organizing a coalition of like-minded individuals all working together to establish a better world to live in together than they could expect to find by chance, by working a wage or salaried job, or being shackled to a business with employees or customers to worry about, then you are more likely to share your knowledge with others to find those people because your motive is more spiritual than material.

To be sure, it is easier to say think this way and not that way than it is to actually change one's world view. What you need to do to create a sustained change, or transformation, is to stage a series of experiences leading progressively to that ultimate goal, and create an environment that will support that new world view once the transformation has taken place.

This will involve finding a mentor or someone to guide you through the process, and also finding others to share your journey and to be there with you when you reach your destination so you can enjoy it once you get there, and of course to help prevent you from transforming back into who you were before. This is something you really need to be aware of; you can transform back to your old world view given the appropriate conditions. All it takes is to stop moving long enough for the television and nay-sayers to work on you.

So, know where you want to go, because that's the only way you are going to get there; get help from someone who can help guide you along the way; together, create an action plan consisting of a series of specific steps designed to create memorable, progressively successful experiences; and surround yourself with a mastermind success team of like-minded people who will create an environment with enough "oxygen" to sustain your new world view. Those are the keys to creating a sustained healthy financial lifestyle.

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Eugene Ortiz is a transformation consultant, technical communicator, and rhetorician. To learn more about how you or your business can prepare for the coming Transformation

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