

Hello everyone, my name is Art McDermott and welcome to the first ever Successful Aging Academy Podcast.

I realize a lot of you have no idea what the Successful Aging Academy is. So, first things first, let me get into that, describe what I'm doing, what motivated me to do it, and what exactly is it made up of.

Well, first of all, I've got myself a mission statement.

**What I want to do really is to create an entire generation of adults specifically over age 45 who simply refuse to accept traditional definitions of aging. But they rather welcome challenge and change, and display resilience and strength in every sense of those words.**

That's really what I want to do.

Why? What would make me want to do this?

First of all, the fitness and health products on the market for those over age 45, frankly, they kind of stink. Either they're really, really crazy intense and therefore likely to cause injury.

There are some chains out there that are famous for that.

There's not a product out there that's really targeting people over age 45, and it's a little frustrating. Because I know what needs to be done, I've dedicated my life to the fitness industry. So, I just figured it's time to maybe pull all these pieces together and create something that's appropriate for anyone over age 45 and 50 and beyond to execute without risk of injury.

The second reason is that there's a lot, and I mean a ton of confusion on fitness and especially nutrition.

The science is confusing. It seems to change every single week, and you really can't count on one thing being good for you one week and then good for you the next. It changes, oh, this week it's bad, this week it's okay. It's just a mass of confusion. A lot of it is myths, and lot of it's just flat out lies.

So, I feel compelled to straighten that out. That's another part of it. I think that all of us, especially those in over age 45, need to get our mindset right first. We could just jump into nutrition and jump into the workouts and things like that. But if you're not mentally ready for that, then there's no sense even starting.

Why do some people, why are they so successful?

They've been smoking, for example, for 30 years, and one day they just quit. How did that happen?

It didn't happen in an instant. There's a process that was going on in their mind for years knowing what they needed to do, and they finally did it. But they got into the right mindset before any change could be made. That's the key because how many of us have started something with the best of intentions and you go along and you go along, and then you get a little less enthusiastic and things kind of fade and then you stop.

You weren't in the mindset to make that part of your life. You didn't create the new habit, you didn't commit to the lifestyle change that you wanted and all of us have done that.

I wanted something that could be delivered online so you could get to it on your schedule, not mine. That's just a matter of convenience. I'm going to talk in a second here about exactly what it is that you're going to access online, and we'll go from there.

There is a book that's coming out shortly, I'm very excited about it's called the Successful Aging Blueprint. It's a step by step guide for those over 45 looking to reclaim their health and develop a resilient mindset. I'll obviously be putting some information out as soon as I get that uploaded to Amazon and it's ready to go.

I am going to start to do this podcast on a weekly basis, and I want to get you this information and want to be consistent about it.

I'm going to be doing a weekly email newsletter, which I just started again after a long hiatus, and a blog.

The Academy will be getting a lot of information out to you.

By calling it an academy, I'm really saying this is about motivation and education. I want to be sure that if someone participates in the Successful Aging Academy, by the time they've gleaned all the information that's in there, they could do what I'm doing. You should be able to be an expert in fitness, an expert in wellness, an expert in nutrition.

That's the level that I want you to get to.

I'm not saying you have to spend all your time studying it like I do, but I'm saying you should have the basic knowledge to be able to go out there and make the right decisions, conduct the right workouts and see the progress on your own.

But to counter that, you are never alone all right? I'm going to be here. I don't want people to ever say, "I'm on my own here. I got to work out on my own, I got to figure out this stuff out on my own." You don't, you don't at all.

It is an Academy so, there is going to be an enrollment process. I'm going to make sure people are really ready for this. I'm only going to open up that enrollment to the Academy approximately four times a year for 14 days, and then I shut it down.

I'm only going to allow 125 individuals into the program.

That's out of 77 million baby boomers and people over 45 in the United States - a massive number – I only want 125 people. I believe it's not going to be difficult to find 125 people who really resonate with what I'm saying. And it's going to allow me to have a much more personal connection with everyone in this coaching program, which is really what this is.

This is a wellness, fitness overall mindset coaching program for folks over 45.

I want to talk a couple minutes about what's actually in the program. I realize I've been a little vague thus far, So, I'm going to go through the components now.

The core is the mindset-lifestyle change program. I'm calling it the "Better You Now" program because you're going to jump into this immediately. This is our required curriculum if you will, from the Academy.

I really don't want people to just jump into workouts and nutrition, like I said, most people need to get their minds right first, so they can feel like they can take on anything that gets thrown at them.

Imagine if you had the ability stride into any challenge, any situation, any bad habit, or starting a new habit, knowing full well that you had the right system in place that you knew you were going to succeed.

You'd be unstoppable, right? Well, that's what I'm trying to do.

The "Better You Now" program is the core of what we're going to do.

And then we're going to have daily accountability and positive reinforcement. Again, you're not doing this alone. I'm going to be right there and we're going to build out a system where we define your worst habit or the creation of a good one, either way.

Then we're going to break down these obstacles to your success into small little pieces and using daily accountability and positive reinforcement. We're going to see the power of having that resilient mindset in place, and the decisiveness it's going to give you.

The daily accountability is a huge part of this or any really successful program.

We're going to have a private Facebook community. Every member of the academy is going to be part of this group. We're there for support. There's nothing stronger than that sense of community. Other people going through the same challenges you are, and being able to voice your obstacles and challenges and post about your wins and the good stuff that's happening, "Hey, I did this to work around this problem. I'm seeing this progress this week."

That kind of thing is so important. The private Facebook group is going to be a huge part of the community aspect of things.

On the fitness side, I've been fortunate enough to develop a complete library of workouts. This is part of a previous product that I put together ages ago. You're going to be able to pick from muscle gain programs, mobility programs, weight loss programs, general fitness programs, even some balance training, etc.

Whatever your issue is, wherever your focus is for your fitness, we're going to have a program ready for you.

Of course, no progress is made without dialing in the nutrition. I'm going to have complete meal plans ready with recipes, the whole thing.

It's not like I'm going to promote one particular type of meal plan, because people are different. People react differently. They have different receptors and different needs in their nutrition. But, I'm going to give people a plan to pull out the stuff that's getting in your way, add the things in that you're avoiding.

We have a lot of specialty programs as well; how to reduce inflammation through diet, programs for people who have like Type 2 Diabetes, borderline sugar and processing issues. We're going to be able to help you there. People who are maybe interested in the ketogenic diet, we'll have a way for you to do that.

This is all part of the nutrition library.

Here's what I think is the coolest part of the technology side of this; I've partnered with a company that's going to provide you with your own online health portal where everything is stored.

You can access a 24/7, it's going to be growing in functionality. For example, down the road we'll also do medical testing, and ideally connect this to your personal physician so they can access your results and see what's going on in virtually real time, They can track the progress you're making.

We want to be that connection between you and the medical side of things. All of that is going to be stored in one easily accessible place for you.

I'm also going to be producing live weekly coaching calls. The schedule has yet to be decided. It's probably going to be on a Wednesday or a Thursday. The calls will go like this; we'll start off with an educational piece, then we'll move right into the challenges of that week and celebrate the small wins.

Anything that you need to know about or improve upon is going to be part of those live coaching calls. That's where I get to interact with you on a direct basis.

One of the things that's going to be part of that is an application called Voxer. Now, a lot of you will be familiar with it, some may not. But what it is, it's kind of a walkie-talkie but not. It's like a phone, but it's not live.

You can call me, leave a message and I can listen to it at a later time if I'm right in the middle of something. Kinda like voice mail, but more immediate. I'm going to take those Voxer messages from all of you, and I'm going to have "Office hours" every week, where all those questions get addressed.

In speaking with some of you on the phone, I often heard the strong desire to have more immediate answers to questions. So, you're never going to be more than a couple of days away from an answer to a question. This is a great way for me to accumulate and address all these questions that you're going to have.

Let's face it, a lot of us are going to have the same question week in, week out, but we'll be able to address it using Voxer, which I think is a pretty awesome and handy tool.

Next, since this is an academy, why not have a growing curriculum of special interest electives?

Other experts and I are going to be designing programs on topics such as stress reduction, sleep improvement, smoking cessation, even technology and finance. I won't be doing the finance course, I'm going to bring in some experts in the subject matter.

We'll have expert interviews, and we're going to create really a series of electives for you to pick from.

I'm not going to like force content on you.

You get to decide the things that you're really interested in pursuing at a deeper level, and we'll have a course ready for you. You'll have the chance to say, "Hey, what do you really want to hear more about?"

I want to not get up here and say, "This is what I think you should be interested in." I want to hear what you're truly interested in. Then we're going to address it, attack it, make sure we have education around it and motivation to get past it, if there's an issue.

As I record this, the beta group for all of this is being formed.

So, if that's something you're interested in hearing more about, by all means contact me. I've got a really strong interest so far in the beta group. What I'll be doing after that, I'm guess at the end of the summer, we're going to open up our charter membership program.

Those people who take some action first are going to lock in a significantly different "tuition" than the people who they'll be paying when the full program has rolled out. What I'll be asking of the Beta Group is to provide me the invaluable feedback I need to improve and refine the program.

So, that's what a Successful Aging Academy is all about.

We have some really specific tenets that I believe in, and things that I want to make sure that you understand as part of this program. There's some very specific new terminology that we'll be using. In fact, when we talk about terminology, I've even come up with what I call a mantra that we're going to start with.

And here it goes.

Some of the things, when I sat down and brainstormed like, what do I really want to deliver? What do I want to do for everyone? I said, well, I want people to be mobile and strong. I want them to be resilient. I want them to embrace action because none of this is going to happen without you taking action, right? So, you have to embrace action. And I want to work with people and myself to dictate my own future. I don't want neglect of my health to dictate my future for me. Neglect of my mindset and brain health or anything like that, to force me to maybe give up my independence.

I dictate my own future.

I'm going to disrupt the status quo (you're going to hear that a lot).

Some people just walk through life doing the same old thing and following the same old patterns, even though those patterns might be killing them. We want to disrupt the status quo.

I am a successful aging rebel. If I had to put a name on it, that's what I want.

I don't want to accept the traditional definitions of aging as I said in the mission statement at the beginning of this broadcast. I really want to be a successful aging rebel, and dictate the future on my terms.

I'm ready. You have to be ready.

In fact, that's my core question. Are you ready?

I really want people to be ready for the challenges that life will inevitably throw at us when we get into our 40s and 50s and 60s. We have to be ready. If we're not, if we hadn't planned correctly, and we haven't thought this through and been really mindful of the decisions we're making, well, guess what, you forfeit the right to make those decisions.

Somebody else is going to be making those decisions for you. That's something we all want to avoid.

In short, that is the Successful Aging Academy Mantra, and the mission statement, the components and my motivation as to why. We're going to address each of these every week to a deeper level. I'm going to try to keep these podcasts at somewhere around 15 to less than 20 minutes. So, you listen to it really quickly on your way to work, on the radio, anywhere you can.

Until next time, all right, let's stay ready, let's embrace this status quo change that we're going to do and I hope you'll welcome me in the opening of the Successful Aging Academy. Have a good day.