

I Screwed Up ...



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NEW

The health industry is a sham.

Most health "professionals" don't own their mistakes. I did.

I screwed up once, big time.

Learned the hard way; I don't want you to.

The world's health is collapsing.

And guess who's at the helm?

Professionals peddling the same tired, ineffective advice.

"Follow the pyramid."

"Eat less, move more."

Surface solutions. Deep problems remain.

Do we need more protein bars and detox teas?

Or a real shift in perspective?

The industry won't change unless we challenge it.

Enough with short-term results.

Enough with hiding behind fancy jargon.

Your health isn't a business model.

Demand better. Challenge norms.

I did, and I won't settle for mediocrity.

Neither should you.

It's time to rethink. Relearn. Rebuild.

Your health is on the line

The health industry has let us down.

I too once followed its misleading path.

It's a journey filled with lessons, not regrets.

But here's my truth: we deserve better.

Our world is aching for genuine care.

Yet, many voices offer quick fixes, fast trends.

"Trust the age-old advice."

"Eat less, feel less."

There's depth beyond these superficial solutions.

Are we nurturing our souls or just our images?

It's time for heart-centred guidance, not market-centred gimmicks.

Our well-being isn't a checkbox or a trend.

Let's reclaim our health narrative.

Together, with love and understanding.

I stand with you, for authenticity and genuine change.

You're not alone on this journey.

Let's nurture our inner essence and outer strength.



One Size Fits All

NEW

There's no universal diet that works for everyone.

I once prescribed a one-size-fits-all approach. A grave error.

Low-carb, paleo, macros: I've peddled them all.

But people aren't templates. They're unique.

Health is individualised, not commercialised.

I was guilty of not truly listening.

"Seeking to understand" became a forgotten mantra.

In our quest for simplicity, we oversimplify.

Every body has different needs.

Yet, the industry peddles blanket solutions.

How can one diet fit all?

It's lazy. It's misleading. It's dangerous.

We're in an era of personalised medicine.

Shouldn't our nutrition reflect the same?

Enough with these universal diet dogmas.

You deserve a plan crafted for YOU.

It's time we demanded better.

For your health, for your life.



Skipping Nutrition

NEW

Nutrition is not a side note; it's the headline.

I used to focus solely on sweat and sets. I was blind.

Exercise without nutrition is a ship without a compass.

We've reduced nutrition to calories and cheat days.

But it's the essence, the heartbeat of health.

The industry celebrates six-packs over sustainability.

But muscles fade; internal health stays strong.

Meal plans? More like short-term schemes.

How did we stray so far?

We've been tricked into chasing aesthetics over authenticity.

Eating isn't just fuelling; it's healing, bonding, living.

Nutrition isn't the background; it's centre stage.

You can't out-train a poor diet.

It's time we shifted our focus.

From mere workouts to holistic wellness.

For a healthier, more fulfilling life.



Not Continuing Education

NEW

Learning doesn't end with a diploma; it's only the beginning.

I once thought I had health all figured out. My arrogance was my downfall.

Stagnation in education is the death of expertise.

The body of knowledge is ever-evolving, and so must we.

Yet, many wear their dated "knowledge" like a badge.

"New research?" They scoff, trapped in their bubble.

Our industry's plagued by outdated dogmas.

Holding onto past beliefs blunts progress.

Clients deserve the latest, not the archaic.

Every day not learned from is a missed opportunity.

The real experts are perpetual students.

Challenging, questioning, growing, adapting.

Being "set in our ways" is a path to irrelevance.

To evolve in health, we must evolve in thought.

The pursuit of knowledge is non-negotiable.

For the health of our clients, and our integrity.



Failing to Adjust Plans

NEW

Static health plans are the industry's silent killers.

I was guilty. Guilty of the "set and forget" mindset.

Clients aren't robots; they're evolving beings.

Yet, we hand them stagnant, unchanging programs.

Why this blind allegiance to the initial plan?

If the client can't follow the plan, we blame the client, not us.

Clients grow, regress, plateau, surge.

A plan that doesn't adapt is a plan destined to fail.

This industry? Infatuated with protocols over personalised care.

You lost 10 pounds? Great. Now what?

You hit a wall? Where's the recalibration?

The narrative has been: Stick to the plan.

But what if the plan isn't sticking to you?

Adjustment isn't a sign of weakness; it's wisdom.

Plans that don't evolve are chains, not guides.

Real coaching listens, learns, and pivots.

Health is dynamic, ever-changing.

Demand a journey that respects that.



Overselling Supplements

NEW

Supplements are not the gold standard; integrity is.

The health industries secret moto: Promote a pill, earn a penny.

Profits prioritised over true client progress.

How did health morph into side-hustles?

Your body isn't a market for baseless products.

True, some supplements have merit.

But many are peddled without need, let alone hard evidence.

Acclaimed rat studies. Low study sizes.

It's not about nutrients; it's about numbers.

Commission over clients.

Labels scream promises, posts shock the social feed, but whispers hide truths.

Real health? It's not bottled or capsuled.

It's educated.

Your wellness isn't a sales target.

Seek information, not just influence.

It's time for a cleanse — from hollow health hype.

Demand transparency, not just transactions.



