



EXERCISE ANYWAY BLUEPRINT

By Pam Burke

Hello, I'm Pam Burke. I am the founder of Outside Your Walls, and I help people hack life situations through exercise.

Outside Your Walls started a few years ago. I was in a bad way mentally. I felt broken. My career wasn't going how I wanted, and I was carrying way more weight than I wanted.

As I state on page 8 of this blueprint, my weight loss journey has gone up and down. The cycle has repeated itself many times in my slower to bounce back years. **Can you relate?**

Here's the deal. Along the way, I learned about myself. I've accepted while my story is the same as many others; it is MY story. Just like **your story is YOURS**.

You're unique. Don't put too much pressure on yourself following what the "gurus" say. They don't know your situation. That's a powerful lesson I learned.

I've also learned as I get older, the process is slower. But most of all, I've learned to **embrace the process, surround myself with good people, weight loss isn't the only outcome, so never give up.**

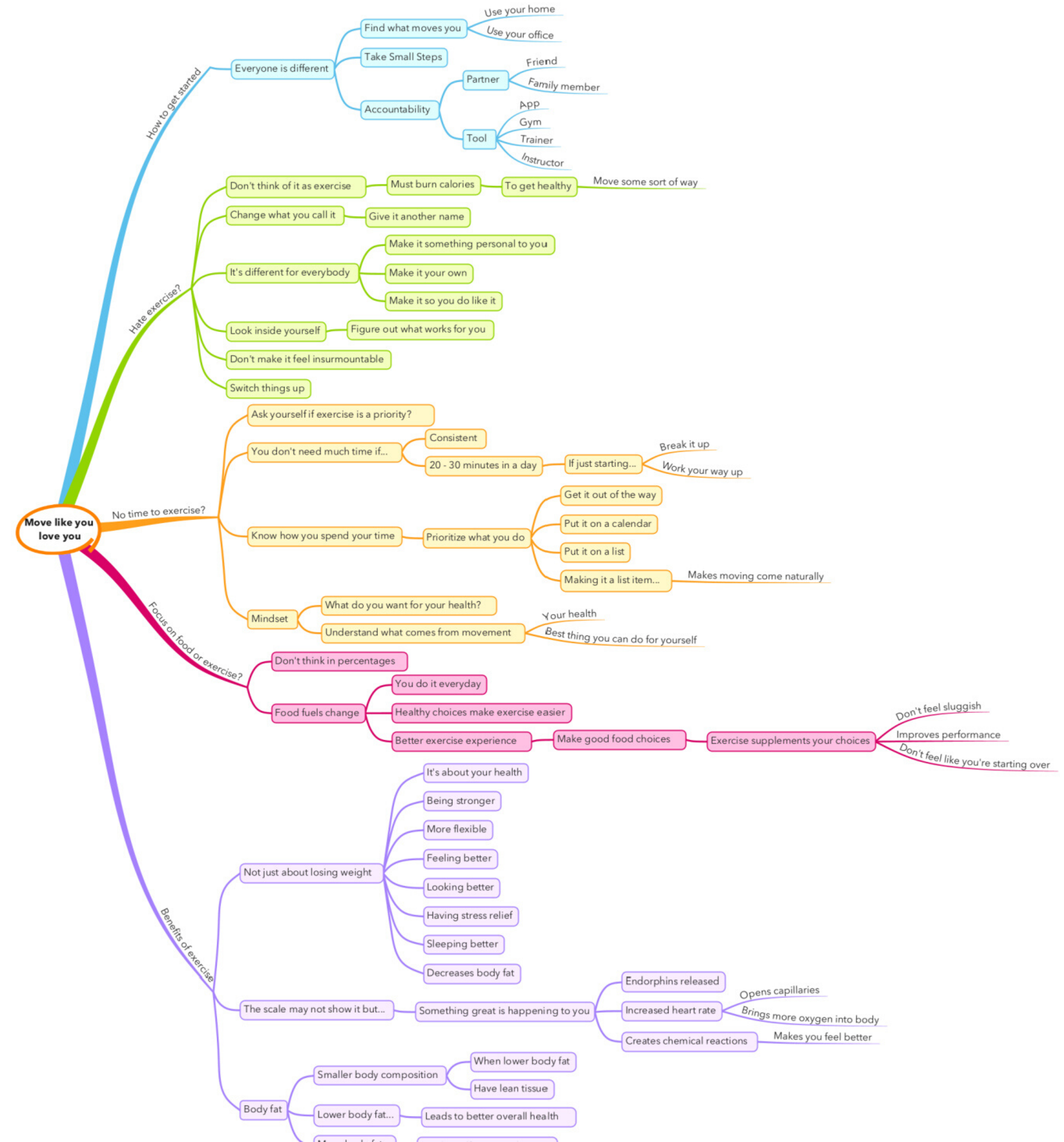
So now to what brought you here. **Here's your blueprint.**

It's based from a training I did with my personal trainer. **We answered the top struggles people have with staying consistent with exercise.**

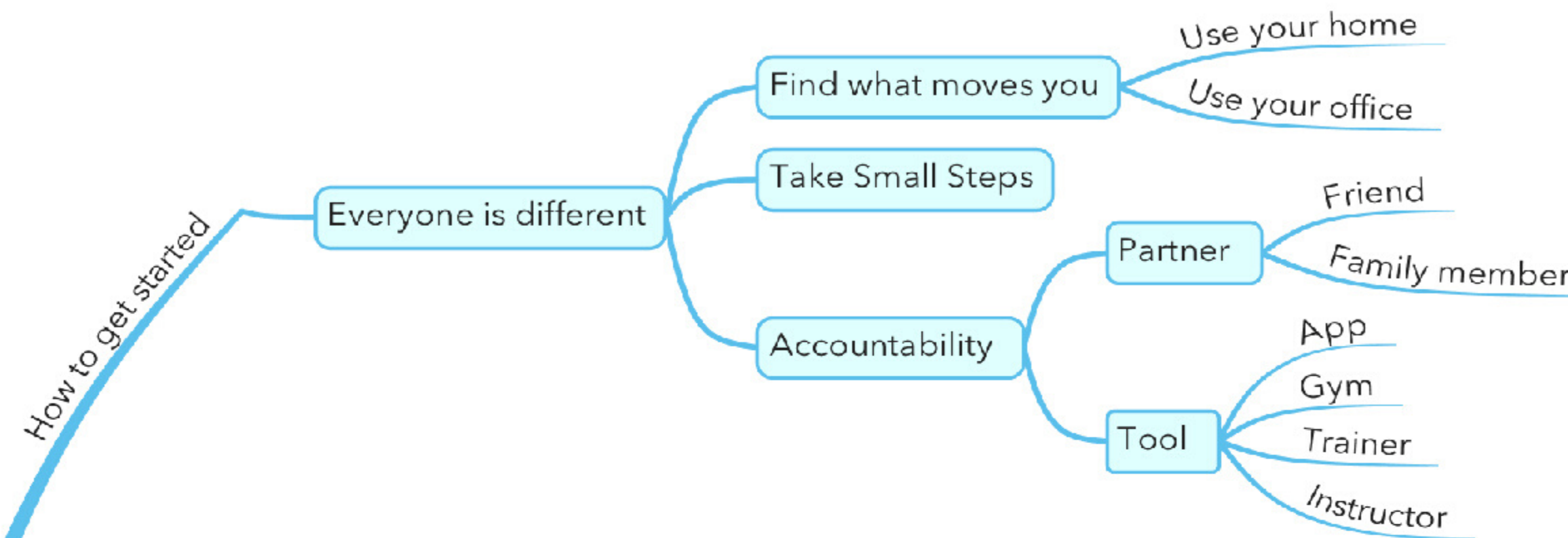
To get access to the training at the **COVID-19 special discount**, [click here](#).



MOVE LIKE YOU LOVE YOU



HOW TO GET STARTED



Cee I need to exercise more. Getting the motivation is really tough. I have to start small and work my way up. I used to love to run...now I prefer to jump.

I asked a group of women, "What is your #1 single biggest challenge with balancing food and exercise?" The answer was one that I hear often, getting started with exercise.

In fact, often times the response goes like this, "Getting started with exercise. I need to do morning exercise due to my work schedule. I need motivation." Or they've said, "Getting the motivation is really tough."

I shared with them a video I found on developing discipline. In that video author and speaker John C. Maxwell said, "There are two kinds of people. There's the type of person who says I'm going to wait till I feel like it before I do it. And then there's a person who says I've got to do it so that I feel like it."

This part of the mind map turns you into the second person - the I've got to do it til I feel like it person. So, use the mind map to get started.

Move like you
love you

HATE EXERCISE?



Exercise I hate doing by myself I really enjoy walking and have the desire but I can get easily swayed to do something else

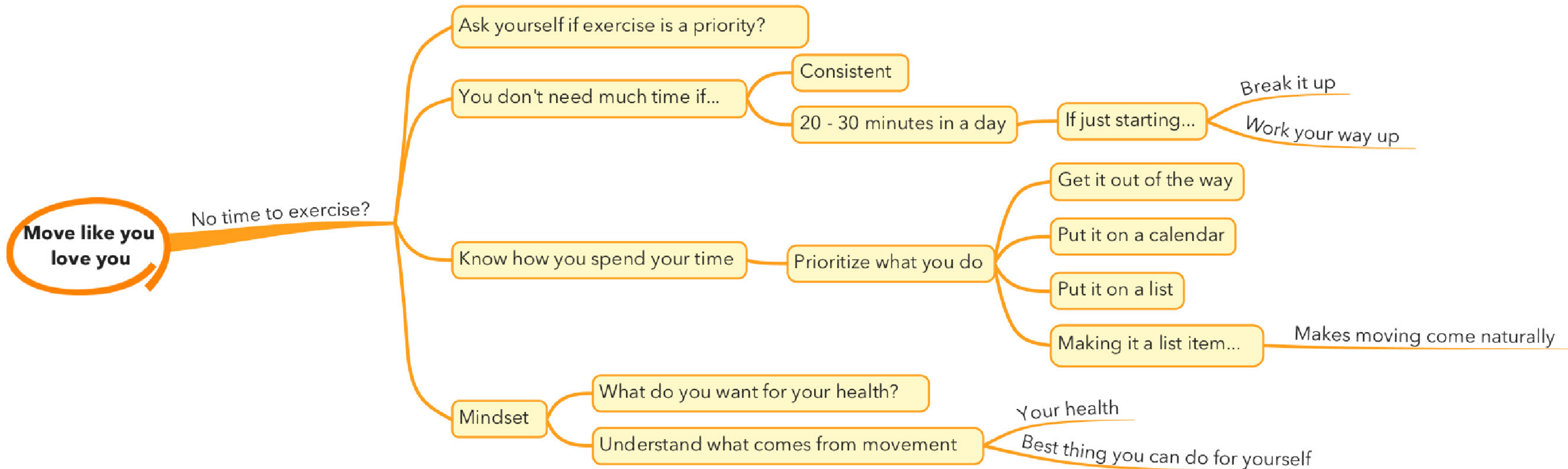
Have you ever seen advertisements promising weight loss without exercise. Do you know why advertisers do that? It's because one of the biggest objections to weight loss is exercise. Shame on them! Exercise has benefits other than weight loss (go down two pages). But...before you go, use this page to no longer hate exercise.

NO TIME TO EXERCISE?

Q4. What was your #1 single biggest challenge with balancing food and exercise?

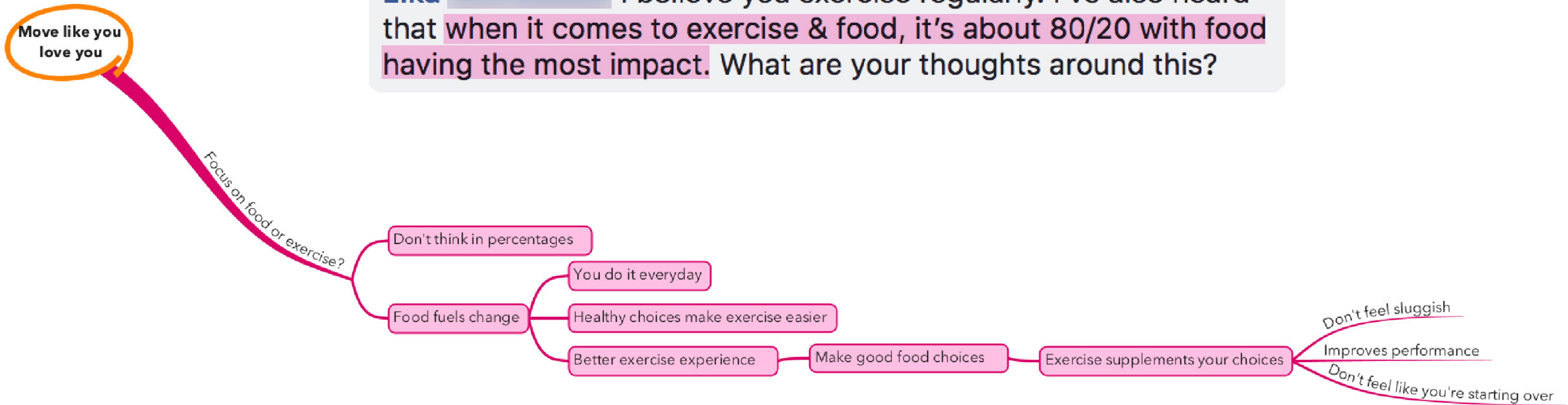
Making time to exercise

What are you afraid will happen if you don't exercise? Think about your fears. Think about what it would mean if your fears came true. That's why exercise is worth your time. Even if you can only fit in five minutes here and there, you have reduced your fears. Make time to move. You're worth it.

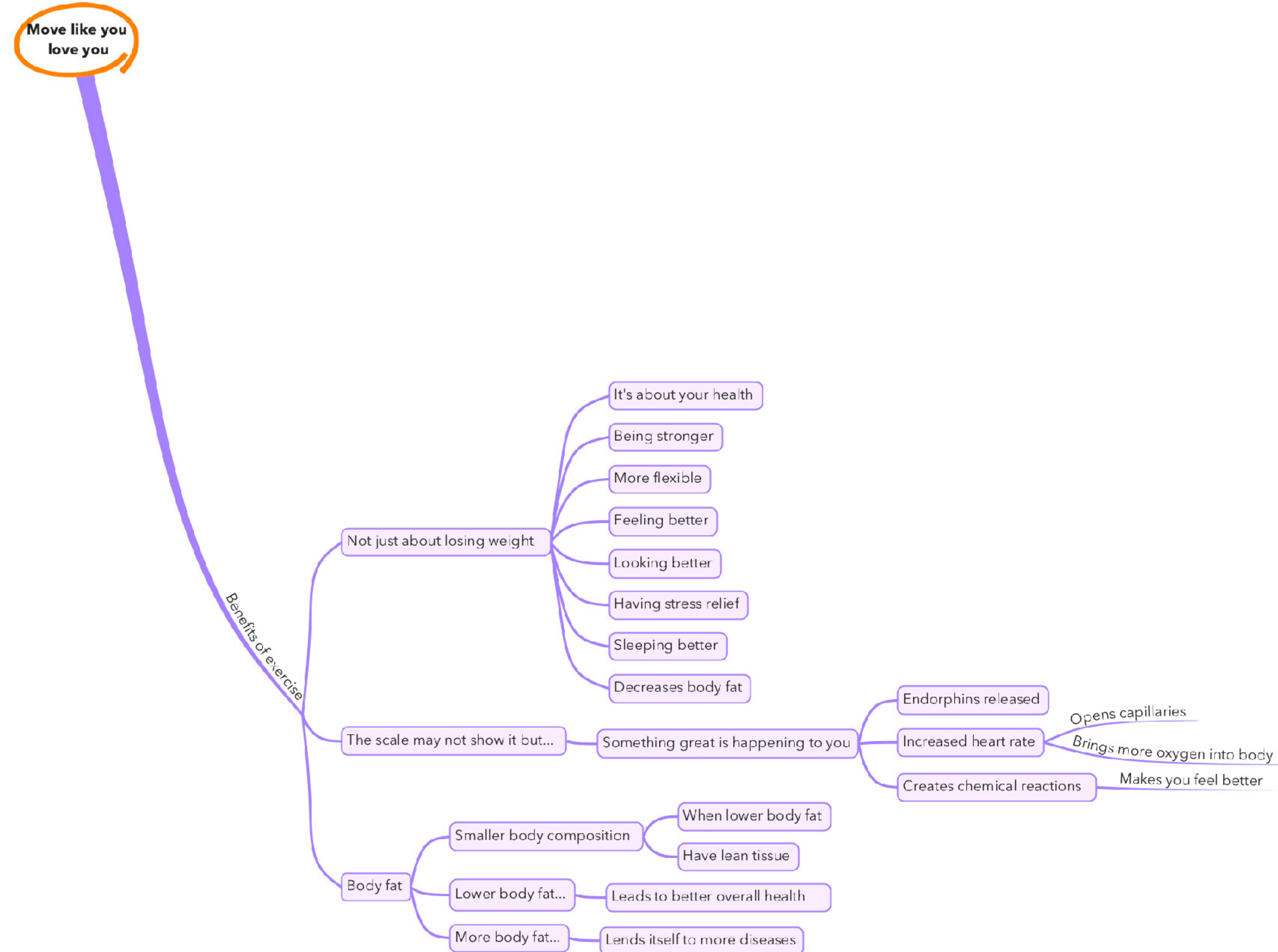


FOCUS ON FOOD OR EXERCISE?

Lika [redacted] I believe you exercise regularly. I've also heard that when it comes to exercise & food, it's about 80/20 with food having the most impact. What are your thoughts around this?



BENEFITS OF EXERCISE



"Continuous learning is the minimum requirement for success in any field." - Brian Tracy

My weight loss journey has gone up and down. Along the way I learned about myself. I've accepted while my story is the same as many others, it is MY story. I've learned as I get older, the process is slower. But most of all, I've learned to embrace the process, surround myself with good people, weight loss isn't the only outcome, so never give up.