

Desire: The Starting Point of Weight Loss Success

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Desire is the starting point of success at any endeavor, especially weight loss. Without a genuine desire to achieve your weight loss goal, you will inevitably abandon your mission before it is completed. Napoleon Hill says, "...every person who wins in any undertaking must be willing to burn his ships and cut all sources of retreat. Only by doing so can one be sure of maintaining that state of mind known as burning desire to win, essential to success." In other words, weak desire equals weak results.

I stress the word *genuine* because most people, if asked, would like to lose weight, yet very few are willing to do what it takes to accomplish this goal. Often times what we say we want and what we really want are not congruent. For example, if you say you want to eat healthier, but every morning find yourself in the drive-thru ordering egg, bacon and cheese biscuits, then there is definitely a conflict of interest between your conscious mind (what you say you want) and your subconscious mind (what you really want).

You may also lack genuine desire because you are externally motivated rather than internally motivated. Here's the difference. External motivation means that your drive to attain your goal comes from a source outside of yourself. For example, I want to lose 50 pounds so my husband finds me more attractive, or I

want to lose weight so I "wow" my peers at my high school reunion. In these examples, the external motivators are your husband and peers respectively.

Perhaps you think you should lose weight because society and popular culture tells you that you should. You open up the magazines, turn on the television and all you see are slim, fit people prancing around half-naked. This image is what our culture has classified as desirable, and often times, without our own awareness, we also think that is what we want.

It is normal and perfectly fine to be externally motivated, but if your desire to lose weight is driven only by external influences, then it is much harder to stay on your path during challenging times, or when those external motivators are no longer present.

On the other hand, when you are internally motivated, your desire to lose weight comes from your own "cravings" and values. Here are some examples.

- I want to lose 50 pounds so I can feel good about myself.
- I want to improve my health and fitness so I can improve my quality of life.

The bottom line is that you are self-driven and not 'they-driven'.

It is crucial that you are certain that what you say you want is what you really want. Otherwise, you will not be willing to do what it takes to attain your goals. Ask yourself: Is body transformation something that I genuinely desire? If the answer is "yes," then you are ready to begin your journey. ✕