

THE ULTIMATE GUIDE TO BECOMING A HAPPY, STRONG AND SUCCESSFUL RUNNER



– EVEN IF YOU DON'T KNOW WHERE TO START

*Run*your way

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Introduction

The Ultimate Guide to Becoming a Happy, Strong and Successful Runner – Even If You Don't Know Where to Start

Running with ease and joy is one of the greatest feelings you can experience as a runner. There is simply nothing else like it. That's because when you can become a happy, strong and successful runner, you get to enjoy the freedom and confidence that comes from running while being able to run any event or adventure you put your mind to.

However, there are many obstacles you have to overcome before you can get there. Not only do you have to learn how to set goals, create a plan and learn to run – but you also have to learn how to manage your brain, which can be the most difficult challenge of all. All of this can leave you falling well short of the mark and stop you from ever becoming the runner of your dreams.

Fortunately, though, becoming a happy, strong and successful runner doesn't have to be as challenging as you think. Far from it, in fact. Simply by implementing the right tried-and-tested techniques, you can become the runner you want to be without experiencing any of the common frustrations.

How would I know? Because, at Run Your Way Coaching, I'm an expert at helping runners find their happiness, strength and success in running in just 90 days. Over the past 4 years, I've helped clients finally become the runner they want to be without the years of hard work and trial and error most people usually have to suffer through.



I've written this eBook to share some of the powerful industry secrets I've accumulated during my time as a runner and qualified mindset coach. The information you're about to read will help you become a strong, happy, successful runner while making sure you avoid overtraining, worries of DNF'ing and battling through your training.

You're about to discover:

- 5 simple techniques you can use to become a happy, strong and successful runner
- How to avoid the 4 most common mistakes made by runners – making even 1 of these errors could cost you your running dreams and set you back months or years
- 3 insider secrets that can help you become the runner of your dreams in as little as 90 days – number 2 will completely blow your mind!
- The TRUTH about running and why many runners never become the happy, strong and successful runners they dream of being.

By the time you've finished, you'll have all the information you need to kickstart your journey to success and become the runner you've also dreamt of being. Let's get started!



5 Simple Techniques To Help You Become a Happy, Strong and Successful Runner

Some days, running with ease and joy might seem like a faraway dream. But, if you implement the right strategies, you can get there far sooner than you think. I've outlined 5 simple, tried-and-tested techniques you can use to complete any running goal you put your mind to.

#1 Train your Subconscious Mind

If you're serious about becoming the runner of your dreams, one of the first things you absolutely must do is to harness the power of your subconscious mind.

- It's absolutely vital to train your subconscious mind if you want to get control of your brain and become a happy, strong and successful runner. Why? Because, research suggests that up to 95% of your brain functioning is subconscious. What that means is that 95% of your brain is running on programming developed over your lifetime. If that programming is not in line with your goals it will sabotage any attempt by your conscious mind to change your behaviour. That negative spiral you get in about training and racing? - that can be overcome by training your subconscious brain!

#2 Optimise Your Environment

As well as training your subconscious mind, you also need to ensure that your environment supports your goals if you're ever going to be a happy, strong and successful runner.

- This strategy is really powerful because it can help you get consistency in your training and remove stress and anxiety in a MUCH shorter time frame. Research shows that if your environment doesn't support your goals your chances of achieving them are greatly diminished. With my simple framework you can get clear on how your environment is affecting you and make the necessary changes to fast track your success.

#3 Plan for your Unique Situation

Too few runners do this when it comes to becoming the runner of their dreams. Sadly, the consequences can be disastrous and prevent them from ever reaching their goals.

- You are an individual and have specific needs to get you to being a happy, strong and successful runner. A one size fits all approach to training doesn't work. You have tried plans from the internet before and struggled to get where you needed to go - because they weren't designed with you in mind. If your training programme isn't suited to you it will cause stress, anxiety and decrease your enjoyment of running. It might also cost you getting the results you know you could get.

#4 Rewrite the meaning of Grit

A lot of runners don't know about this one - which is crazy because I think it's an absolute MUST-DO when it comes to becoming a happy, strong and successful runner.

- You don't have to run more, do more, beat yourself up, push harder or longer. No! Research is now showing our old views of grit and our old approach doesn't work. Grit is about having the tools you need to know when to push and when to back off. Grit isn't struggling through, grit is finding the sweet spot of giving yourself grace, managing your brain, and ultimately achieving your goals from a place of gratitude rather than fighting for it.

#5 Accountability and Support

Having accountability and support is another straightforward strategy you can use to become the runner of your dreams.

- The statistics show that having a person you are accountable to will increase your chances of success anywhere from 60-95%! When you are learning new skills, support is essential to help embed new concepts. You've had times where you have learnt something new and then struggled to implement. Close support from a trusted mentor who is skilled in the techniques you are learning will decrease the time it takes to learn new skills and get you to your goals much quicker.

The 4 Most Common Mistakes Made By Runners And How You Can Easily Avoid Them

Sadly, when it comes to becoming a happy, strong and successful runner, too many runners make simple mistakes which cost them dearly. If you're not careful, you could follow in their footsteps and end up falling well short of your goal. But don't worry – I'm here to help. I've put together a list of the 3 most common mistakes made by runners – as well as easy-to-follow tips on how to avoid them.

#1 Beating Yourself Up

Far and away the most common mistake runners make which kills the joy of running and sabotages success is beating themselves up. I see it all too often – I've honestly lost count of how many people I've come across who have made this error.

- When attempting to motivate yourself, you absolutely must not beat yourself up. Sadly, the running culture has some 'Influencers' who glorify the hard line and promote a drill sergeant type approach to motivation. The result? What should have been a form of motivation becomes a form of self-destruction and an exhausting fight in your head. Training runs become a mental battleground, you're forced to struggle through each run, feeling like you're just not good enough. To avoid this disastrous scenario, ensure you use positive motivation, and check the negative self talk. You should also ensure you have a number of strategies to use as an alternative to the hard line approach to motivate you in a positive way.

#2 Not having a Detailed Goal Plan

Not having a detailed plan for getting to your goal is another common mistake, and is right up there with beating yourself up in terms of the amount of time and energy it costs runners. It's such an easy mistake to avoid, but it happens WAY more often than it should.

- When it comes to becoming the runner of your dreams, a common mistake is not having a plan. In fact, some research suggests that not having a plan prevents 95% of people from achieving their goals. Sadly, too many runners neglect this step – keeping their dreams from becoming reality. They fail to plan for their weaknesses and limiting beliefs and have an ill-defined why which prevents them from really committing and making their goals reality. If you can create a detailed plan that addresses in detail your what, why and how, you will develop a deep enjoyment of the process and achieve higher levels of success!

#3 Using Running as Therapy

This mistake might not be as common as the first two I've outlined – but that doesn't make it any less harmful. In fact, it could be the most costly out of the three – an error that could see you throw away time, become injured and ultimately prevent you from becoming the happy, strong and successful runner you want to be.

- Not having the tools and techniques to manage your mental health beyond running can be a complete and utter disaster. Not only that, but when your running doesn't have the added pressure of needing to be your therapy you can enjoy it more. If you rely solely on running to get you through you are much more likely to run more than you should and neglect other more appropriate techniques that will increase your coping skills both on the trail and off. Having better coping skills will not only reduce your risk of injury and overtraining, but they allow you to finally quit the negative spiral and finally run happy and free and become the runner of your dreams.

#4 Over-Training

This one is costly and can have serious consequences.

- When choosing a coaching plan, you absolutely must do your research to ensure you hire an experienced, reliable coach. Sadly, the industry has too many cookie cutter programs designed for the masses that don't take into account individual needs. What happens? You train too much for your particular situation and push yourself too hard. When something comes up in life and you get behind in the program you're forced to continue on at a rate that might not be ideal for you, resulting in over-training which ultimately results in you not becoming the happy, strong, successful runner you want to be. To avoid this disastrous scenario, ensure you find a coach who will create a program just for you and based on your needs. You should also make sure they are open to feedback from you and that the program can be adjusted when life happens (which it always does!).

3 Insider Secrets to Help You Become a Happy, Strong and Successful Runner in as Little as 90 Days

At Run Your Way Coaching, I've got my finger on the pulse of running, and I've picked up a secret or two during my time as a runner and coach. Here are just a few gems that you can use to help you become a happy, strong and successful runner in as little as 90 days.

#1 Running is a Journey Not a Destination

Not many people acknowledge this – but it can drastically reduce the amount of time it takes you to become a happy, strong and successful runner.

- Loving the process will change your running forever and help you become the runner of your dreams. Many people see social media pictures of smiling runners and epic scenery and they want the 'dream'. What they don't realise is the work that goes into getting to those. That's because the race day or the mountain run is a snapshot in time, that is the result of the daily practice of running. Loving the process means having the tools, strategies, right program, and right mindset. Doing something as simple as adjusting your expectations and embracing the process will drastically improve your chances of success.



#2 Being a Strong, Happy and Successful Runner Requires More than Just Running

This is something runners are always dismayed by when I tell them about it – but once I explain why, their dismay quickly turns to delight as they realise how much it can improve their running.

- Correct recovery, strength training, nutrition, sleep and mobility work can boost your running ability and reduce the chance of injury. Not many runners even know where to start – but a good coach will be able to support you in this area. You see doing all these things other than running are essential to you being a happy, strong and successful runner. Sports scientists have shown that if you attend to all these other areas of running your chance of success greatly improves. Not only that, you will feel better, recover quicker and ultimately be able to run more. The bottom line? If you really want to become the runner of your dreams – and FAST – then you need to do more than just run.

#3 Don't Rush the Distance

This is something I've learned after 15 years in the industry – but it's far from common knowledge, even among other coaches.

- Sadly, many runners push too far too soon, resulting in injury and burnout, and ultimately failing at becoming the runner of their dreams. Doing too much too soon doesn't work as your muscles, bones and ligaments need time to adapt to the loads placed on them. Some coaches will allow people to jump up the distances at detriment to the runners health and well-being. These coaches are trying to help their clients by encouraging them, buying into the narrative of mind over matter. I've seen many aspiring runners DNF at goal races because they moved up too soon. Finding a coach who will guide you through the distances – if that is where you want to go – will help you remain healthy through your running journey – and help you become a happy, strong, successful runner for life.

The TRUTH About Running and Why Many Runners Struggle to Become Happy, Strong and Successful Runners

Have you ever tried to do something difficult without help? It could be something as simple as trying to move a heavy piece of furniture – like a desk – all by yourself. You probably knew in the back of your mind that it was better to ask a friend or family member for help – but you became impatient and gave it a go, to see if you could do it yourself.

Sadly, shortly after trying, it became clear that you just couldn't do it. The desk was WAY too heavy. Not only did you knock over the nearby lamp, but you've now got a stabbing pain in your lower back... and the desk is still stuck right where it was.

If only you'd asked for help.

Well, the truth is that running is a lot like that. It can be very difficult – or even impossible – to become the runner of your dreams without any assistance.

Of course, there is one huge difference. Becoming a happy, strong and successful runner isn't as simple as moving a piece of furniture. No, there is a LOT more to it than that. And the consequences could be far more costly than hurting your lower back or putting a scratch on the wall.

Not only could you cost yourself thousands of dollars in generic coaching, race entries, accommodation, flights, physio bills, but you could also set yourself back years on your journey. You could end up further away from becoming the runner of your dreams than you are right now.

Sadly, this is something that happens all too often to runners. Instead of seeking expert help, they try to go it alone and fall well short of achieving their goals.

That's why it's imperative that you ask for expert advice to achieve your goals. And when it comes to running, there's no one better than Run Your Way Coaching. I have 15 years of experience in running and coaching – during which time I've helped many clients become strong, happy and successful runners.

I can help you avoid the common pitfalls, steer clear of the costly mistakes and be on the road to becoming the runner of your dreams in 90 days. Why risk giving up on running when you can use my expertise and proven systems to become the runner of your dreams? To find out how I can help, get in touch with me below for a free, no-obligation consultation.

[Claim Your FREE No-Obligation 15-Minute Consultation And I'll Help You Become a Happy, Strong and Successful Runner.](#)



THANK YOU FOR TAKING THE TIME TO
READ THIS EBOOK – I HOPE YOU'VE
FOUND THE INFORMATION HELPFUL AND
CAN USE WHAT YOU'VE LEARNED TO
BECOME THE RUNNER YOU'VE ALWAYS
DREAMT OF BECOMING.

If you're truly serious about becoming a happy, strong and successful runner, then I have excellent news. For a limited time only, I'm offering you a free, no-obligation session.

During your 15-minute session, we'll discuss your current situation, what your goals are and how I can help you achieve them using my proven system.

We'll also then cover a stack of valuable information together, including...

How you can become the runner of your dreams in 90 days, what you should never do when working towards your goals, and how to avoid all the most common mistakes that runners make which sabotages their success.

There's no cost or obligation to move forwards with my service afterwards if you feel like it's not for you. It's simply a free information session designed to educate you and provide value to you in advance.

To claim your free consultation, or find out more information about this limited-time offer, all you have to do is click the link below.

[Claim your free session here](#)

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