

10 YEARS YOUNGER

Reset your body clock to look, feel and perform at your best - no matter what age you are

When was the last time you thought about what your life is going to look like over the next , 10, 20, or 30 years?

Do you think about your career, your relationships, your family, your finances and most importantly, your health?

Why do I say *most importantly*?

Because without your health, everything else in your life suffers.

“Without health there is no happiness.” wrote Thomas Jefferson.

Gandhi taught us: ***“It is health that is real wealth and not pieces of gold and silver.”***

And it’s also been said that a ***life without health, is like a river without water.***

Thing is, for most of us, it’s all too easy to put our health at the bottom of the ever increasing pile of priorities.

Everything seems more important....

Until....it’s too late.

Then, the only thing we care about is getting our health back.

Maybe you’re at that point now?

The good news is, you’re here, reading this guide!

Which says you’re open to doing something before it’s too late.

Which is my goal for you today.



My name is Kane Hamilton.

And for almost 10 years, I've been helping busy men and women in their 30's, 40's, and 50's regain full control of their health, body, strength, confidence, and ultimately, entire quality of life.

And now it's your turn.

Inside this guide, I'm not only going to detail **exactly** what you need to feel 10 years younger in your body...

But also the proven way to *maintain* it for the rest of your life!

Here's what we'll go through

- How to rid yourself of the niggling injuries that are constantly holding you back from doing the physical things you love doing.
- The little known mistakes you're making that are preventing you from achieving the sustainable results you desperately want
- Proven methods to rapidly, but safely, improve your strength, posture and mobility.
- The best way to learn how to train effectively with the limited time you have each week.
- How YOU can get started today, to begin your new health lifestyle.

And best of all...

I'm going to share this with you using **ONLY** tried and true methods (that I've personally been using for over 2 decades on myself, and almost 10 years with my clients).

It's my goal to significantly reduce your risk of chronic disease and illness, so you can begin feeling younger in the very near future.

So let's not waste any more time.

Today is yesterday's tomorrow.

Let's begin.

K Hamilton

Coach and Founder - Prime40



PART 1: WHERE YOU'RE AT

Before I share the 'what', we must first discover 'where' you're at now.

For each of the following, **mark down which of the following affect you:**

- I need to sit down to put my socks or undies on
- Just 5 minutes with the kids has me out of breath
- I wake up tired every morning with a stiff back
- I spend my weekend 'recharging the batteries' - aka resting half the day
- The few extra kilos around the waistline are quickly turning into a gut
- My doctor has told me my cholesterol is elevated or my blood pressure is rising
- I know my diet isn't as good as it could be, but unsure what to do or where to start
- I know I'm not moving as much as I should be, and my body often holds me back from doing things I want to do

OK, How did you go?

The more boxes you ticked, the more at risk you are.

Everything I've listed here...are all early signs of **chronic disease**.

And chronic disease ages you. It shaves years off your life, and is a leading factor to why we're experiencing a very serious health epidemic around the world right now.

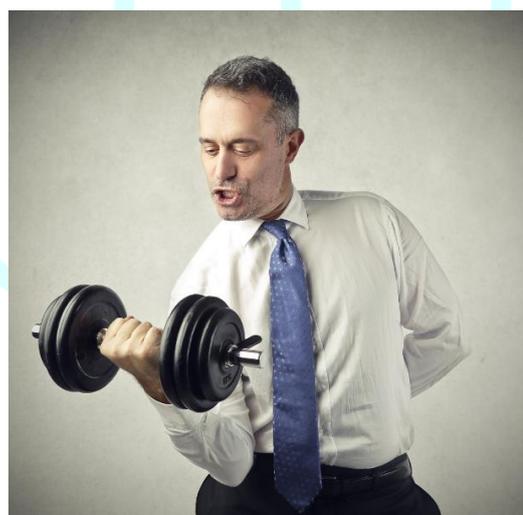
I know it's not *nice* to say, and not many like to hear it, but it's my job to be real here.

In 2018 the ABS reported that just over half of Australians aged 50 lived with 1 or more chronic conditions.¹

The good news is, it's not permanent.

With the right strategy, action, and guidance...*All of the above CAN be reversed!*

Which brings us to part 2...



PART 2: THE REAL DEAL

Ultimately, there are just 2 behaviours that contribute to chronic disease. They are:

1) Poor diet and

2) Inactivity.

Working with men and women in their 40's for almost 10 years, I see it everyday and the truth is not that they need to diet or do some new fitness fad.

High blood pressure, elevated cholesterol, back/neck pain, lack of energy, a growing waistline, a reliance on medications much sooner in their lives than they should be.

It's a BIG and concerning problem.

Unfortunately, in most cases the first, and most common, 'solution' prescribed is almost always medication.

And to be fair - in some cases, this is necessary.

But in many of the cases I've seen over the years, medication should almost never be the solution for anyone under the age of 60!

Why?

Because medication treats the surface level symptoms...Not the underlying behaviour CAUSING them.

Medication treats symptoms.
Behaviour change treats *the root cause*.

Taking a pill cannot make the decision about the foods you should be eating to reduce the high cholesterol. Nor can it choose the right exercises to eliminate those tension headaches and muscle imbalances that are causing your back pain.

For that, we need to go deeper.

Here's what I know about you for sure:

- You've tried dieting.
- You've a gym membership.
- Running hurts your knees.

- You're almost always tired.
- Your back plays up more than it should.
- You're finding new aches and pains every time you start a new activity.

It's time for a change.

In the next section, I'm going to address (*head on*) exactly how you can change your behaviour so you can get NEW results...



PART 3: THE SHIFT

OK, let's now discuss why you're not where you want to be...and more importantly, *what you can do about it.*

The reality is, the actions you've taken thus far have been really good at getting you to where you are now.

The problem is, if you're reading this, it's probably not the destination you wanted.

Which means, if you want new results, you'll need to take new actions.

And it's in this section, I'm going to share with you the MEAT of this guide.

The 5 key mistakes most individuals in their 40's are making, and what you can be doing instead to completely turn your circumstances around!

MISTAKE 1: Associating Diets with Health

Over 90% of people are back to where they started within 2 years of beginning their weight loss journey.

There are many reasons for this, the most common are:

- Trying to *outwork* a bad diet. People essentially use exercise as a punishment to try and 'undo' all the 'damage' they did by eating. Doing this you're creating a terrible (and unsustainable) mental & emotional relationship with food and exercise.
- Attempting a restrictive fad diet that's not sustainable and cuts out a major food source. When you can't stick to a 'diet' for more than 4 weeks, that's because you equate 'healthy' eating with eliminating all your favourite foods. It won't last.
- Put a (short) time frame on weight goals. People overestimate what can be achieved in a month and underestimate what can be achieved in a year. You commit to something for 16 weeks to achieve some magical weight loss goal and then what? Back to the old ways that got you here in the first place?
- People **believe** they eat well (but in reality they don't).

So what's the answer?

**Instead of weight loss goals,
make consistency goals.**

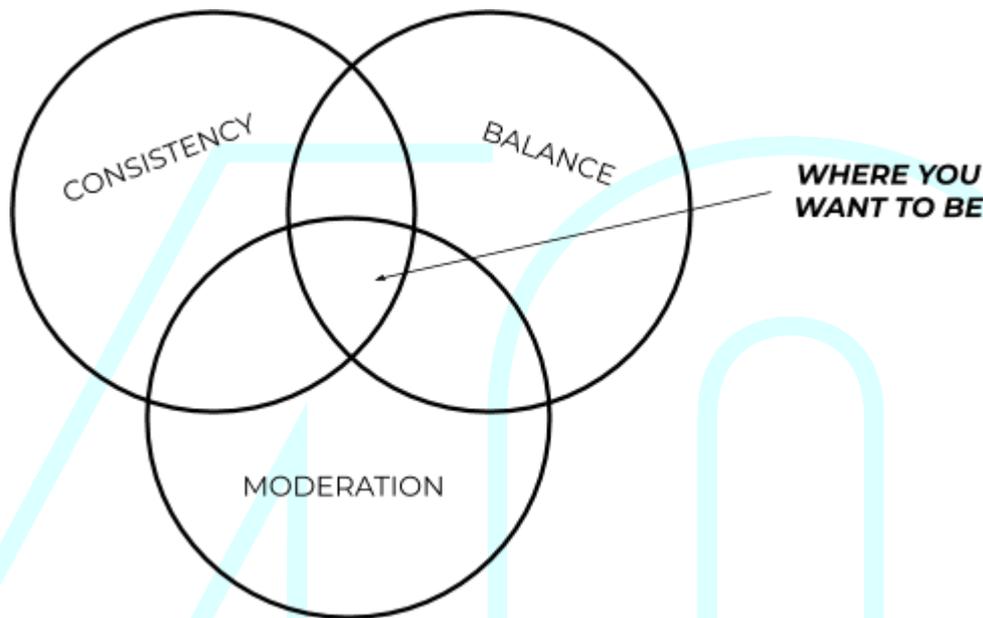
See eating 'well' 60-70% of the time, still means that 30-40% of your eating is poor.

This is what's holding you back.

From my clinical experience, the reason why people do this is because they're equating a 'healthy diet' with restricting ALL of their favourite foods, when it's not the case at all.

My rule is, if it's not sustainable for the rest of your life, I won't do it.

When you combine: Consistency, balance, and moderation, your long-term health takes care of itself.



Fad diets require you to be 100% on point. **Being 100% on point isn't perfect, it's prison.**

Wouldn't it be easier to hit 80% on your nutrition than 100%?

At 80% you can still go out, enjoy yourself, have fun on the holidays, while not obsessing over everything you eat.

Your progress will be slower over the short term, but more enjoyable and sustainable over the long term.

Don't get me wrong though, eating at 80% will still take discipline, and it will still require you to say no.

Just not all the time.

This means less binging, less times you have to get back on the 'diet wagon', less feeling bad about yourself, and less blaming yourself for having no dietary discipline.

Think about this, if you consistently ate using the 80% guideline for 28-29 days of the month, after just 1 year, it would be impossible NOT to see some incredible changes.

Remember this, you can't control your weight, but you can control your consistency.

So stay consistent, and watch the magic happen.

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MISTAKE #2 You Don't Train, You Exercise

The second mistake is you have no long term plan with your health and fitness.

So what is the difference between exercise and training?

Exercise is the physical activity performed for the effect it produces **today!**

Each 'workout' is performed for the purpose of producing a stress that satisfies the immediate needs of the exerciser: burn some calories, get hot, sweaty and out of breath, get a muscle pump, a good stretch.

Sounds good, right?

But is it really helping you over the long term?

Exercise might give the illusion of progress, but it's fleeting.

What works much better for sustainable results is TRAINING.

Training is where we work for the future. Creating a plan with an outcome in mind and sticking to it.

Problem is, most people say "*showing up is half the battle.*"

And while that *is* true...

The other half, that's rarely spoken about, is to get lasting results, you must be working towards a structured plan.

Think of it like a jigsaw puzzle. Exercise is having 100 of the same piece and wondering why it won't come together. Training is having a complete set where it all fits together aiding towards a final picture.

See, when you simply 'show up', and perform a series of randomly selected exercises with no progression, no forward thinking, no proper planning, and no additional resistance from your last session...

Your body has NO REASON to change (so it won't).

See, the human body responds, and changes, to *external stimulus*.

That is, you must give your body a reason to change.

The *CAUSE* must be big enough for an *EFFECT* to take place.

That's why each session is important.

It must not only build upon the last, but also be worked into an overall long term plan specifically built for you.

A good plan takes into account:

- Your short, medium and long term goals
- Your body (every body is different)
- Your current limitations (injuries, niggles, experience)
- Your schedule (work, family, sleep)
- Your ongoing progress (things should be tracked and measured)
- Your ideal outcome after staying consistent for 12 months

When you work towards a well thought out, specific-to-you plan, you'll see meaningful and lasting progress.

This evidence in itself is going to give you even more drive to continue, and on and on the cycle goes.

Strength gains. Fitness levels increase. Cholesterol and other crucial health markers dramatically improve. And your mobility, mindset and overall quality of life do a 180.

Because now you're working TOWARDS something.

And human beings are most happy, when in the pursuit of a worthy ideal.

It won't happen overnight...

But when you stay consistent, and then look back over a 6, 12 and 24 month period, you'll be amazed at just how far you've come.

So, what does your plan look like?

MISTAKE #3: CHASING FEELINGS NOT PROGRESS

Just like your exercise and food, you need your fitness to be fun and enjoyable.

Picture this: You arrive at the gym. You're unsure what to do, so you jump on the treadmill for 15 minutes because that's what you think you're supposed to do.

"Damn, this is boring".

Next, you go try some of the machines you're familiar with. Not sure what weight you last used but 35 sounds about right. Easy enough.

Repeat for a month. Nothing changes.

You see 0 results, and on top of that, it's becoming boring.

So you give up. To be honest, *I don't blame you.*

Next, you decide it's accountability and community you need.

So you join a gym with classes.

It looks fun and you don't need to think about anything other than showing up and listening to the instructor reel off motivational sayings and high fives.

And in the beginning, it feels like it's working.

You get a good sweat up, your muscles are burning and there's plenty of variety.

After a while though, you again notice a lack of noticeable progress.

This is because instead of each session building upon the last, all this is really doing is leaving you tired, and sore.

So you give up again.

Truth is, group classes are designed for anyone and everyone who is after the rush of those endorphins - no matter the age, body or experience level.

It's churn & burn - Henry Ford's assembly line for fitness.

And this here is the mistake.

Chasing a short term 'feeling' in the here and now, never produces long term and LASTING results.



To get those real and lasting results, you'll need to switch from chasing a 'feeling', to just quietly and methodically **doing the real work**.

You're not in your 20's anymore (don't worry - neither am I!)

Which means nowadays it's so much less about biceps, abs and measuring up to others around you.

Your goals are different now.

Rather than spending the weekend 'recharging the batteries', you want the energy to go and live life.

You want the energy to play with your kids when you arrive home from work.

You want to feel young again. Less back stiffness, more strength and better orthopaedic health to continue to do the things you love doing.

And that cannot come from classes or simply working out to get a sweat on.

To make measurable, and tangible progress, you need to be training in ways that can be measured tangibly.

And the best way to do this is via training with weights that increasingly get heavier as you continually get stronger and movements that challenge the body the way it's meant to.

At 40, this needs to be the priority.

Why do people not train strength more often?

That's because strength doesn't tickle.
It's hard.

It's your lean meat and 3 veggies of the fitness world.



**Any workout can make you sore.
Any workout can make your sweat.
Any workout can make you tired.
*But not every workout makes you better!***

Stop chasing a feeling and start chasing a result. Fun isn't better. Better is better.

When you focus on just doing the work of getting strong, athletic and feeling your best...

You naturally end up losing weight, building muscle, getting stronger and actually loving your body. Which ultimately turns into ***confidence***.

By training the fundamental movements the human body was designed to do consistently, you keep your body in good orthopaedic health, allowing you to do all the physical things you love doing without any restrictions or pain that will ultimately have you feeling better and younger.

And wouldn't that be a better goal?



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MISTAKE #4: TOO MUCH SITTING

How do I know? Because almost everyone sits too much.

We sit when we eat. We sit when we work. We sit when we relax. We sit when we are on public transport or in the car.

The problem is, sitting wreaks havoc on your posture.²

It prevents your glutes/hamstrings to fire which are powerful lower body muscles³ that hold you upright.

Increases risk of obesity, metabolic disorders, cardiovascular disease and diabetes.⁴

And severely weakens the muscles of your core.⁵

Many say that stretching solves this. But it doesn't.

All the stretching in the world and telling yourself to sit up straight is not going to fix your posture..

But other techniques will.

If you have ever been to a Physio, Osteo or had a massage, did they spend the next 30 minutes stretching you out?

No, they release your muscles (reduce tension) each using their own techniques and provide strengthening exercises.

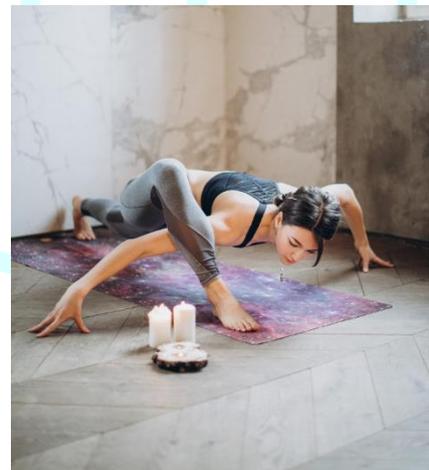
They are essentially trying to achieve greater mobility so the joint can move actively through it's range of motion.

Yoga-like flexibility has its place but serves little to no purpose in real life.

As it relates to aging, inadequate mobility (from sitting) can substantially hinder daily functionality and lead to joint stiffness and pain, inactivity, ultimately a worsened quality of life and feeling older.

Think about it: the most basic daily acts like reaching overhead, sitting, standing, and bending over require, at least to some degree, adequate mobility.

Worse yet, a loss of mobility, which most people start to develop in their 30's creates a debilitating domino effect as it makes it more difficult to train effectively, which accelerates the aches and pains and prevents the results.



Hence why your hips and knees begin to aggravate each time you begin to exercise, no matter how much time you have 'let it rest'.

What is it you would rather do whenever you experience back/neck pain:

1. Go see a doctor/chiro or take medication every time you experience a flare up or...
2. Learn techniques and methods that look after your orthopaedic health long-term that ultimately reduce or eliminate the need to rely on someone else.

We can't avoid sitting, but there are certainly methods like daily mobility drills and fitness regimes you can implement that go a long way to offsetting and ultimately solving the problems that sitting causes.

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MISTAKE #5: YOUR HEALTH IS NOT A PRIORITY

People don't like me saying this to them. But if we look objectively, it's true.

If you tell me you don't have the time to commit at least 5 hours of a 168 hour week to train and prepare your schedule, this tells me your physical health is not really important to you.

EVERYONE finds the time and money for their 3 most important priorities in life.

Which means those who prioritise their physical health, find the time.

And those who don't...won't.

Here's what I know.

If we don't enjoy something, it's hard to get motivated to do it.

Which means you'll often find a way to get out of it.

This however, will never lead to lasting results.

What you need is to rewire how your brain sees training, and associate it with progress, working towards something meaningful, and a key driver to increased self confidence.

That way, even when motivation is low, you'll still want to show up.

And when you hold yourself accountable to show up consistently you create discipline and good habits.

Which is one of the key factors of success - the ability to do something regardless of how you feel, what your body tells you and when you are supposed to do it.

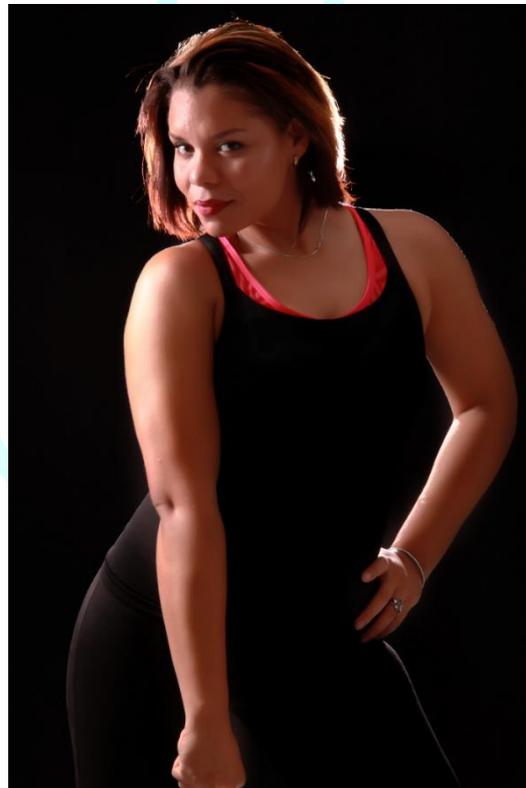
Without it, success in all areas of your life will continue to elude you.

And no matter how much you get, you'll never be satisfied.

But you're only ever going to have the discipline to get through the hard times WHEN you value something, and you MAKE it a priority.

Which means you have a choice.

Find out what that choice is on the next page...



PART 5: THE ACT

You're now at the pointy end of the guide.

The part where you must DECIDE.

Do I want to continue on the path I've been on for the last 5, 10 or 20 years?

Or am I ready, committed, and truly dedicated to do something about it?

Why it's so important to act now...

Through my experience, of training hundreds individuals of all different shapes, sizes and ages, it is your 40's that are the most important decade in your entire life for your physical health and well-being.

I believe this is your last opportunity to right the wrongs with your health.

Unlike when you're in your 20's, time is no longer on your side.

Now's the time when the decisions you make regarding your health and fitness determines how fast your decline is from 50 and beyond.

Which again, is great news.

Because it means if we can get your health in order now, you can completely turn it around.

Guaranteed.

With just one caveat.

It's going to take work.

These changes I'm talking about here, they can't be done in some 12-week program.

Why?

For 2 reasons.

Firstly, you can't undo years of a certain lifestyle with a click of a finger.

Secondly, this belief is based on the proviso that it is not only executed with the right action, it needs to be maintained for the rest of your life.

Let me explain...

Looking after yourself properly is a skill.

It must be taught, learnt, practiced, and applied.

This takes time.

We were never taught how to cook, eat, move or train at school.... or ever!

One thing about us humans... we enjoy the things more we're good at and hate the things we suck at.

It holds true for all of us. In many aspects of our lives.

We'll take the easy, immediate and less rewarding option over the harder more rewarding option. Even if it defies logic.

This especially rings true with our health & fitness.

To maintain a healthy relationship takes continuous effort but is rewarded with a lifetime of memories and experiences.

To complete a degree takes years of study and discipline, but in return is rewarded with a lifetime's worth of income.

But take something like eating less and exercising more - and logic is thrown out the window.

I have trained people in all decades of their life.

Young adolescents all the way through till the late 80's

And through this experience I have learned that your early/mid 40's is the time change needs to happen.

I've seen firsthand what happens to people's health when they have taken a certain path.

I've seen people who have always prioritised their health still doing the things they love doing playing golf or swimming in the ocean well into their 80's and beyond.

I've also seen people in their 50's & 60's whose regular doctor's visit is part of their weekly routine because their body won't do the things it's supposed to due to poor choices earlier in life.

What are the rest of their days going to look like?

More importantly, if you continue doing what you're doing what will YOUR days look like at that age?

Your 40's is the fork in the road decade of your life where something needs to be done now before the hill becomes a mountain.

Would you want to add quality years to your life?

The question is, what specifically convinced you that feeling young had to be temporary?

Where shares (may) add money to your bank account, Prime 40 add quality years to your life!

Get started today

Confidence Starts Here for only \$299

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¹ <https://www.abs.gov.au/statistics/health/health-conditions-and-risks/national-health-survey-first-results/latest-release>

² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4499985/>

³ <https://www.health.harvard.edu/pain/the-dangers-of-sitting>

⁴ <https://diabetes.diabetesjournals.org/content/56/11/2655>

⁵ <https://www.sciencedirect.com/science/article/abs/pii/S0140673612610319>