

Why New Year's Resolutions don't Work



Dr. Rick Botelho is the author of *“Motivate Healthy Habits: Step-by-step Approaches to Lasting Change”*. He is a family doctor and Professor of Family Medicine and Nursing, at the University of Rochester School of Medicine, New York.

Dr. Rick can do live interviews with the host and callers to the show

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Why do good intentions fail? Most people think that they should change, but they don't really feel like it. **Dr.Rick** will help your listeners understand why:

- Couch potatoes can't lose weight or get fit
 - Nicotine addicts lack confidence to quit
 - Over eating feeds low self-esteem
 - Heavy drinkers can't face negative feelings
- On air, his English accent will entice your audience to listen.

He will chat about why people:

- Reward themselves with instant emotional gratification (**heart**) against trade-offs on their future health (**body**)
- Overlook their distorted views (**mind**)
- Value their health but can't walk the talk (**soul**)

To get mind, body, heart and soul working on change, his no-advice approach will help your listeners:

- Do emotional work
- Lower their resistance
- Change their perceptions and values
- Increase their motivation
- Walk on a healthy path
- Stay on course for good

After reprogramming your autopilot for health, you can coach others, step-by-step, to discover their path to health.

