

**SUSAN SMITH JONES, PhD**

FOREWORD BY DAVID CRADDOCK

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INVEST IN YOURSELF  
*with*  
**EXERCISE**

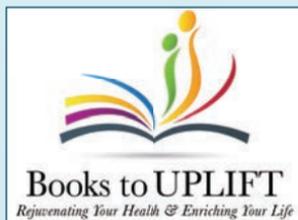


**Tactics to Build the  
Exercise Habit and  
Enrich & Energize  
Your Workouts**

# INVEST IN YOURSELF *with* **EXERCISE**

**Tactics to Build the Exercise Habit  
and Enrich & Energize Your Workouts**

**SUSAN SMITH JONES, PhD**  
FOREWORD BY DAVID CRADDOCK



The health suggestions and recommendations in this book are based on the training, research and personal experiences of the author. Because each person and each situation is unique, the author and publisher encourage the reader to check with his or her physician or other health professional before using any procedure outlined in this book. Neither the author nor the publisher is responsible for any adverse consequences resulting from any of the suggestions in this book.

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*This book is lovingly dedicated to everyone who wants to . . . create vibrant, robust health and fitness; lose weight and keep it off for good; attract wealth and prosperity; experience deeper levels of joy and happiness; establish more satisfying relationships; succeed with work and career; tap into the fountain of peace within; and live a more balanced and soul-satisfying life.*

*I know you can do it and I applaud your courage, perseverance and commitment.*





# Foreword

By David Craddock

*Each patient carries his own  
doctor inside him.*

—ALBERT SCHWEITZER

When Dr. Susan asked me if I would write the foreword for her book *Invest in Yourself with Exercise: Tactics to Build the Exercise Habit and Enrich & Energize Your Workouts*, I was delighted. For years she has been my holistic health guru and coach, teaching me how to create vibrant health and get fit and strong. As a result, I now feel about 30 years younger than I did just a few years ago, and people tell me that I look better than I have in decades. My work with Susan has given me the fountain of youth and vitality. But I'm getting ahead of myself. Let me start back at the beginning.

It was June 2009 when my health seemed to be at an all-time low. In England where I live, I focused much of my time on my career and didn't put time into my health needs. I had terrible allergies (they plagued

me for 30 years) and I definitely needed to lose lots of weight. I didn't know where to turn for the holistic help I desired.

There's a saying that . . . *When the student is ready, the teacher will appear.* One day I was talking to my mum (Marjorie) about my health issues. As always, in her positive approach to life, she said to me, "You will find the answers you seek." That same day, I got in the mail some information about a 3-Day Holistic Health Conference that would be held in London featuring many world-renowned health and human potential speakers. They were all experts in their fields from around the world, but the only one that truly caught my attention was the speaker Susan Smith Jones, PhD. She was giving three presentations on all aspects of healing and rejuvenating the body, mind and spirit, and I knew at that moment that I needed to attend.

Before I got this conference information, I had already known about Susan's work. Marjorie and I had been reading many of her articles in magazines in the UK and America, we had a couple of her many books, and I saw her on a TV talk show when I was in New York City. On a few occasions, we even heard her on BBC radio talk shows in the UK and saw her on some British TV talk shows. We always enjoyed her holistic, practical and positive approach to wellness, balanced living and creating our best lives.

Marjorie and I attended the conference together in London and were not disappointed. Susan's three presentations were life-changing for us. One was about

fitness and simple, practicable ways to create a strong, lean body and how to stay motivated to exercise for life. Another one of her talks was about nutrition and how to fuel the body with the healthiest foods and break unhealthy food habits. And her third presentation was all about the essential “healthy living extras,” as Susan would always refer to them—the other wellness components that can make a profound difference in how we look and feel, such a sleep, water hydration, stress reduction, meditation, positive relationships, an attitude of gratitude and more.



I couldn't get enough of her talks. Throughout all three, I was taking copious notes as I sat in the front row each time. During the question and answer sessions of each talk, I was always the first person to raise my hand and seek to get clarification of things she discussed. Susan was always patient, thoughtful and sensitive to my questions and other people's questions in the room. It was clear with her three standing ovations that everyone else in the room appreciated her three talks as much as I did.

At the end of the third presentation, I asked Susan if she would be willing to meet with me privately in the lecture hall after everyone left to talk about some of my health concerns and possibly even agree to work with me. During that first session with her, I knew for sure that I was guided to the best teacher for me. Susan is knowledgeable and kind, has a wonderful sense of humor and knows how to inspire, motivate and empower her clients. When I asked if she would agree to coach me on how to get healthy and fit, she agreed and suggested that I fly to Santa Monica (Los Angeles) with Marjorie the following January, 2010 to "start the year off with a positive commitment to health and youthful vitality," she said.

This trip and time with Susan turned out to be a godsend for Marjorie and me. For two weeks we stayed at a hotel on the bluff in Santa Monica and every day and evening, Susan worked with both Marjorie (she was 80) and me, teaching us about all of the principles and practices of a healthy lifestyle. I needed to lose

weight and get healthy and Marjorie needed to gain weight and become mobile again. Marjorie arrived in a wheelchair, barely able to walk on her own, and I resolved to achieve significant improvement in my health and was open to any guidance Susan would be giving me.

On day one, Susan took both of us to the hotel's fully loaded gym to do weight training and use the aerobic equipment, which we did every day we were there. She took me hiking in the mountains of Santa Monica, for long walks on the beach, and taught us many other enjoyable ways to exercise that were actually pleasurable such as exercising in the swimming pool in the beautiful sunshine of Santa Monica (quite different from England's weather)! All the time, she would talk to us both with great detail about why we should or should not do things a certain way, and yes, I continued to take loads of notes daily. Susan showed us how to order off restaurant menus for healthy selections, how to shop at grocery stores for the healthiest foods, made sure we were well-hydrated, sleep eight hours at night and she made the process of getting healthy really fun!

One of my favorite exercises in the gym is the rowing machine. Susan taught me how to row with good form to prevent injury and get the maximum benefits and now I row several times weekly. It's my favorite aerobic activity in the gym because it's great as a cardio workout, but it is also an excellent endurance- and strength-builder.



When we arrived in Los Angeles, Susan promised she would give us both her recipe for the “fountain of youth” and teach us how to maintain it when we got back home to England. Well, she did accomplish this and so much more. Marjorie arrived in Santa Monica unable to walk without assistance and 14 days later, Marjorie built up to walking three miles a day without help, and was gobsmacked at how great she felt. In fact, she didn’t want to leave Susan or the sunshine. Marjorie had never stepped foot in a gym before this trip, and she grew to love the weight training because she could see her strength increasing by the day. Susan patiently helped her feel comfortable with the weights and aerobic machines and watched her every movement.

Mum was over-the-moon with joy and vitality when she left and had gained six pounds, exactly what she needed. Oh, by the way, when we got back to England, Marjorie joined our local gym and kept weight training regularly. In fact, the local newspaper in our town in England wrote an article about Marjorie and her weight training, as she was the oldest member of the gym.

When I arrived under Susan's holistic care on the first day, after weight training, I noticed how tired I felt after our one-mile jog. By the last few days, I was weight training for one hour, hiking the steep mountains in



Santa Monica for three hours with Susan, and jogging on the soft sand of the beach for another workout—all in the same day! In-between these arduous workouts, we would stretch often to increase flexibility.

Susan introduced me to something called myofascial trigger point therapy on my body. From constantly sitting at my desk, in my car, on trains and in airplanes, without ever doing any stretching and other flexibility exercises, she said I had many palpable nodules in taut bands of muscle fibers, and these “knots” are an identifiable source of pain in my muscles and



were affecting so many areas of my body, including my posture. After only three sessions with Susan on my many trigger points, I no longer felt any pain in my back and shoulders that I had been experiencing for a few years.

Another one of her promises to me was that if I would follow her allergy program for four months when I got home, I would be rid of my allergies for good after 30 years of this annoyance. She was right. Within just under four months of taking some nutritional supplements and cleaning up my diet, keeping more hydrated and getting more sleep, my allergies were gone and have never returned.

I returned back to England 13 pounds lighter in 14 days, and we ate all day long. It was like a miracle to me! I learned a whole new way of eating—choosing delicious high fiber, nutrient-rich foods. Those two weeks under Susan’s guidance changed my health and life for the better. Since my visit with Susan in 2010, I’ve continued with her healthy living program, have lost a total of 75 pounds through regular exercise and a healthy diet, and she checks in with me regularly to fine-tune my personal plan of action for optimum health and youthful vitality . . . always. I can honestly say that I have never felt better in my life than I do right now.

Presently, I eat a clean, healthy, lean diet and choose organic foods, whenever possible. It’s easy to order at restaurants now because most menus have healthy alternatives or the chefs are willing and happy to prepare healthy dishes for me.



Because of Susan's positive teachings, combined with my desire to stay healthy, happy, strong and fit well into older age, I now usually workout in the local gym in town four to six days weekly. Susan even came over and helped me set up a home gym with some aerobic equipment (yes it includes a rowing machine), a couple benches, dumbbells and other machines. This way when my schedule is really tight with work, conferences and meetings, I still have a place in my home to exercise. And now, when I travel to locations around the world to give my lectures and presentations and to meet with clients, I always take my fitness clothes to get in power walks or jogs; I find hotels that have in-house gyms; and I pack in my luggage exercise bands which weigh next to nothing that are simple to use in the hotel room.

In all her sagacity, Susan always reminded me that . . . “When you commit to something like an exercise program, don’t let your excuses get in your way. You must follow through on your commitment to fitness and arrange your personal circumstances so that your lifestyle totally supports your commitment.” She’d often tell me to . . . “Do the things you need to do to order your life, eliminate non-essentials and focus on what is important.”

Susan helped me to understand that if we don’t have health, we lose our enjoyment and appreciation of life. It is truly our greatest wealth. She taught me that I am the president and CEO of my body and life and it’s up to me to take great care of my body. Here’s something she emphasized often to me: “To become master of your outer life, you must first become master of your inner world—CEO of your mind. Teach your mind how to think differently: how to be calm, loving, courageous and optimistic. The body reflects the mind and the mind reflect the spirit; all three are connected and holistic health incorporates the loving care of the whole person. Eating healthy foods gives you a more positive attitude. Choosing to be grateful for your miraculous body makes it easier to exercise and get ample sleep at night. So each day make your health a top priority and take loving care of your body with nutritious foods, daily exercise, positive living habits and a cheerful attitude.” I will never forget her teachings and now in my work with other people, I will often share with them some of the health- and life-enriching teachings I learned from Susan.



So when she asked me if I would write this foreword for her book, it was my great pleasure. In the pages of this informative and uplifting book, you'll learn from Susan the importance of exercise for overall high-level wellness; how to get the most from your workouts; ways to stay motivated to exercise; tips to prevent exercise boredom, burnout and injury; the best exercises to look younger, bolster energy and lose weight; how to fight excess fat by mastering your metabolism; how to incorporate prayer-walking to enhance mental and spiritual health; ways to turn dreams into reality; the power of choice; and much more.

“An investment in yourself and in your health,” as Susan repeated to me often in our training and teaching sessions, “is the best investment you can make.” This book will inspire, motivate and empower you, too.

David Craddock, MA (Oxon), BA (Hons)  
[www.DavidCraddock.com](http://www.DavidCraddock.com)  
[www.TimeForInvestment.com](http://www.TimeForInvestment.com)

*Far away there in the sunshine are  
my highest aspirations. I may not  
reach them, but I can look at them  
to see their beauty, believe in them,  
and try to follow where they lead.*

—LOUISA MAY ALCOTT





Modern living has channeled the average person in the USA and the UK into an increasingly sedentary existence. We human beings, however, were designed and built for movement, and our bodies have not adapted well to this reduced level of activity.

Yes, what we put into our bodies with nutrition is of utmost importance, but how we move our bodies is equally as important. If you do exercise regularly, you may have to cope with lack of enthusiasm at one time or another. How can you stay motivated to workout? “Just do it” was one of Nike’s rallying slogans of the late ’90s, but sometimes it can be tough to live up to. Sooner or later, a lack of motivation, boredom or burnout will enter the picture.

*Invest in Yourself with Exercise* is the perfect book if you want to make transformative changes in your level of fitness, reshape your body, say good-bye to excess fat, make your workouts enjoyable and rewarding and see results quickly. Susan’s well-designed physical fitness program can add years of fulfillment, vibrant health and peace of mind to your life.

“In the pages of this informative and uplifting book, you’ll learn from Susan:

- *the importance of exercise for overall high-level wellness*
- *how to get the most from your workouts and stay motivated to exercise*
- *tips to prevent exercise boredom, burnout and injury*
- *the best exercises to look younger, bolster energy and lose weight*
- *surefire ways to fight excess fat by mastering your metabolism*
- *why prayer-walking enhances mental and spiritual health*
- *how to turn dreams into reality—the power of choice and commitment*

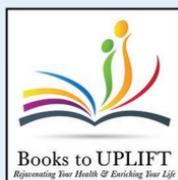
Plus so much more. As Susan told me often in our training sessions, ‘An investment in yourself and in your health is the best investment you can make.’ This book will inspire, motivate and empower you, too.”

—DAVID CRADDOCK, MA, BA



For more than 35 years, **Susan Smith Jones, PhD**, has been one of the world’s most recognizable names and faces in the fields of holistic health and fitness, human potential and balanced living. She travels worldwide as a motivational speaker and consultant, and is the author of many health-related books.

*To learn more about Susan and her work, please visit:*  
**SusanSmithJones.com.**



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