



The Fitness Attitude: How to change your behaviour and learn to love keeping fit

By Bevan James Eyles

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World-leading fitness professional Bevan James Eyles has always been driven by one question: ‘What is it that motivates people to develop a long-term love of fitness and how can we teach that to others?’

This question led him to discover that success with fitness isn’t about a certain exercise or diet plan, but about attitude and behaviour patterns. People who have developed a long-term love of fitness have figured out what these behaviours are and know how to use them to their advantage.

In *The Fitness Attitude*, Bevan shares those lessons with his readers and provides them with a toolbox of strategies that can be used to implement successful fitness behaviours. These range from different ways to motivate yourself, ideas on how to positively enhance your environment, strategies to deal with setbacks, and ways to plan and set goals. Always practical, and full of many examples from Bevan’s personal experience, *The Fitness Attitude* is essential reading for those who want to be successful with exercise, to gain a deeper understanding of the behaviours that create success, and to enjoy the contribution that exercise can make to a healthy and happy life.

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Ethel Swafford:

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