



No Sweat: How the Simple Science of Motivation Can Bring You a Lifetime of Fitness

Michelle Segar PhD.

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"When it comes to exercise, most of us have gotten the message but still lack the motivation. That's why we need this remarkable book." --**Daniel H. Pink, author of *Drive: The Surprising Truth About What Motivates Us***

"*No Sweat* provides a step-by-step program for staying motivated to exercise. Michelle Segar shows us how easy it is to apply science to achieve a lifetime of fitness, well-being, and meaning--without breaking a sweat." --**John Ratey, MD, author of *Spark: The Revolutionary New Science of Exercise and the Brain* and Associate Clinical Professor of Psychiatry at Harvard Medical School**

"This is the best book on exercise I've ever read precisely because it's not a book about exercise. Practical and research-backed, *No Sweat* will help you stay motivated for life." --**Dan Heath, co-author of the *New York Times* bestseller *Switch: How to Change Things When Change Is Hard***

"Michelle Segar has cracked the elusive code of behavior change in health." --**Jane Sarasohn-Kahn, MA, MHSA, Health Economist and Advisor, Health Populi blog**

Do you secretly hate exercising? Struggle to stick with a program? Millions of people try and fail to stay fit. But what if "exercising" is the real problem, not you?

No Sweat translates years of research on exercise and motivation into a simple four-point program that will empower you to break the cycle of exercise failure once and for all. You'll discover why you should forget about willpower and stop gritting your teeth through workouts you hate. Instead, you'll become motivated from the inside out and start to crave physical activity. You'll be hooked!

Practical, proven, and loaded with inspiring stories, *No Sweat* makes getting fit easier--and more fun--than you ever imagined. Get ready to embrace an active lifestyle that you'll love.

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