

Look Good, Feel Good in 2013

Spartan Race Leads The New Year's Revolution

As we head into the New Year, we're all looking for ways to improve our lives. Whether we need to lose weight, get healthier, eat cleaner, get more rest, or move more during the day, we all have room to get better. Spartan Race has always been in the business of ripping people off their couches and getting them out leading healthier lives. So, how can you make some positive changes heading into the New Year? Here are a few tips to get you started.

Look good. Feel good.

These are two simple, attainable goals that we all want at the end of the day. And yet, sometimes, it can seem so far from your reach. The difference between hope today, and accomplishment tomorrow, is motivation. How do you get motivated? You lean on your friends at Spartan Race because we're here to help. Sign up for an event with some friends. The rest as they say, will become history. Yes, it really is that simple, just take the first step. The founders of Spartan Race have been doing this for years. First, you commit to change with friends and people that support you. Next, you start going to bed earlier, waking up earlier, training more, eating healthy. You will push and your friends will push harder. **T.E.A.M. Together, Everyone Achieves More.**



Every day, alongside your friends, you will find a drive and motivation the likes of which you have not known. You will be inspired every day to stay on track, and when you fall, your friends will be there. Peer Pressure, is an amazing training ally. Never underestimate your capacity for accomplishment.

The Atlantic Magazine just reported that, "the Köhler effect occurs when weaker individuals, when placed on a team, perform better than they would on their own." And not just a little bit...up to 200% better. When you strive to match others, you'll achieve your goals twice as quickly.

How can a Spartan Race help you drink less beer and shrink your waist you ask?

It's simple; we make you commit to sweat. Signed up for our WOD (Workout of the Day)? [Get signed up and get a daily dose of Spartan training.](#) You only have one body and the healthier it is, the better it will reward you and function as a precision tool. It is not hard to comprehend that once you remove processed foods out of your diet, start raising your heart rate, and work your lungs, liver etc. you will see dramatic improvements. The body will dispel the toxins and reward you for your efforts.

Once you embrace the Spartan lifestyle, the ultimate reward will come from the mind. Sounds will never be more audible, thoughts more clear, goals once seeming impossible will be within reach. With the proper fuel, you become focused to a level you cannot fathom. Functionality will increase and stress will decrease.

We all set resolutions at the beginning of the year. And the sad truth is that 70% of New Year's resolutions will fail. Now that's science, not marketing, but it got your attention didn't it! Want a permanent resolution that will last the whole year? How about a Spartan Trifecta? Finishing a Spartan Sprint, Super and Beast in a Spartan season represents a goal that only a few thousand people have accomplished. The Spartan Trifecta medal is a coveted point of pride for everyone from elderly racers, to extreme athletes. The common ground for everyone, is commitment.

Need more than a medal?

There are plenty of additional side effects to exercise. You'll cut your risk of heart disease by 50%, you'll decrease your risk of cancer by 20%, you'll strengthen your bones, you'll increase your problem solving abilities, your ability to concentrate, live 5-10 years longer (on average) and so many other benefits. It is truly a universal panacea for body and mind. And you'll become part of a community of like-minded individuals who will inspire you to reach for goals previously out of reach.

Need motivation?

It starts with saying what you want aloud, and it might end with a bet...that simple. Make a challenge with a co-worker; first one to the finish line of the Spartan Race wins. It might give you the extra push that you need. Lay it all out and your goal becomes tangible. Once everyone knows, you will be constantly reminded and refocused. You will be amazed with what you can accomplish. You'll be that much more likely to succeed if you surround yourself others who are working out.