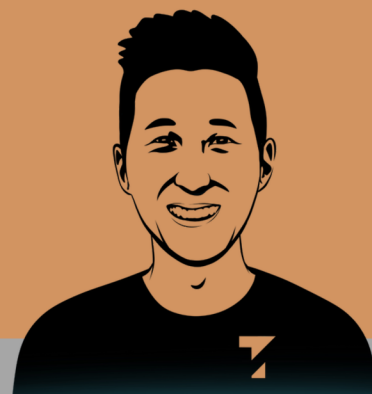


# OLIVER NAM'S INSIDER CIRCLE



EXCLUSIVELY PUBLISHED FOR MEMBERS OF THRIVE TRAINING

## Inside the Mind of Oliver Nam



Ella (7yrs), Lindsey, Oliver and Norah (3yrs)

### The Battle is Won Between the Ears

Every Sunday I put extra time on my laptop to look at my calendar.

I try to reserve at least an hour during the night time to go over what I'm about to face the upcoming week.

I always remind myself, "the battle is won between the ears"...you've heard that before and you'll hear me say that to members.

So many times if we just prepare and stay the course we'll succeed and get to any goal. But a lot of the times we get distracted because our thoughts tell us "theres a better way" or the "grass is greener on the other side."

**It's your mindset.**

**And for your health and fitness, this is the most important thing to control.**

A quote that comes to mind is "Memorable is Portable."

When you remember something you'll carry it with you, which means you're much more likely to live it.

When you signed up with Thrive, that excitement of starting something new was a real thing.

Im sure many of you felt that buzz, and truth be told, that buzz will not last forever.

But in reality, our team has constructed things in place to teach you ideas and concepts that are easy to remember and give you the ability to carry them with you...many times its a cup, or a sticker, or something to put on your refrigerator (keep an eye out for this one).

Here are some points that are ringing true about mindset so you can with the battle between your ears.

### WHY NOT ME?

Its all about the feeling that you deserve the success you're achieving. Whats the point of trying to be successful when get close you self-sabotage yourself, because deep down you feel like you dont deserve it.

The best way to go through mental pain and anguish is to believe you're NOT worthy of achieving your goal.

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## **You are...you just need to consistently tell yourself, “why not me?”**

I dont meant to get on a “personal development” rant, but imagine if everyone at Thrive believed in themselves? Believed that they deserved to lose the extra weight...believed they could keep the weight off...believed in themselves to keep it off forever.

Imagine all the new members you could inspire and build up when they walked in the door. Imagine if you were totally accepting of all your flaws but still knew you deserved great fitness success.

I’ve had my own personal acceptance issues in my journey...stuff is not easy...still go through my own ups and downs...but with certain things I fully believe I deserve, its amazing how things start to change. (The most have come through my marriage with Lindsey).

Please dont beat yourself up about your fitness level until you’ve done some true self-acceptance.

## **MOVING ON**

We’re all going to face challenges, hurdles and set backs with our fitness.

I definitely have my own and thats why you’ll hear me talk about my back issues.

Its a setback, but it doesn’t define me.

I have so much scar tissue and arthritis there that there’s no getting around it, its reality. But I’ve grown to not wallow in it anymore.

## **It is all about MOVING ON quickly from the setback.**

Heres an example Im working on with my 7 year old daughter Ella...I call it “time the despair.”:

When she gets upset or angry at something, like when her younger sister draws all over her artwork, she usually gets super pouty...she gets into a funk.

This is what I do so she can move on.

I give her my phone and put it on the stopwatch mode. I ask her, “are you ready”...and then she pushes start.

She now knows she can stay pouty and miserable as long as she wants, but when shes ready to move on, she presses stop and its time to move on.

She stops being upset at the incident. She starts focusing on moving on.

She’s allowed to sit there and stare at the timer and it usually lasts 30-45 seconds until she pushes the stop button.

I see it in her face...her eyes change. She starts to breathe a bit deeper.

Just a strategy we use for her to move on to the next.

On the flip side, when you have your wins, celebrate them with all your heart...but move on. Theres more to accomplish.

## **LETS GO**

Heres the final thing that pushing me mentally right now.

## **Lets go.**

You’ll hear me scream that in a class...

You’ll hear me scream that to myself...

Its my battle cry.

## **LETS GO simply means...go take action.**

**Dont think...just go.**

**If you sit still, nothing is going to happen.**

**If you need to workout more, go.**

**If you need to eat better, go get better food.**

Heres the thing...you probably know all the things you need to do to feel better...you just need to be reminded to get going.

So go.

## ***Without moving, success is impossible.***

The most successful members of THRIVE are the people who are action takers.

Thats the secret sauce...get going and get moving....LETS GO.

# 2025 MARKETING CALENDAR

One of the best ways to hit your health and fitness goals is to know whats coming around the corner and participate as best you can.

Its not the event that assists you in your journey, its the people you meet and the friendships that form that keep you accountable! Take a peak to the first half of events for 2025!

## January

4 Weeks of Giveaways!

## February

Share the gym you LOVE with the one you LOVE!  
(28 Days of Fitness for 2)

## March

Orange County Therapy & Fitness (OCTF)  
Listen to local medical practitioners and see how t  
hey treat the aches and pains you're going through.

## April

30 Day Dad Challenge!  
Compete with other Dads for the top prize.  
Little competition doesn't hurt anybody!

## May

Mothers Day Month Gift!  
Buddy Week! Cinco de Mayo Party on Friday the 9th!

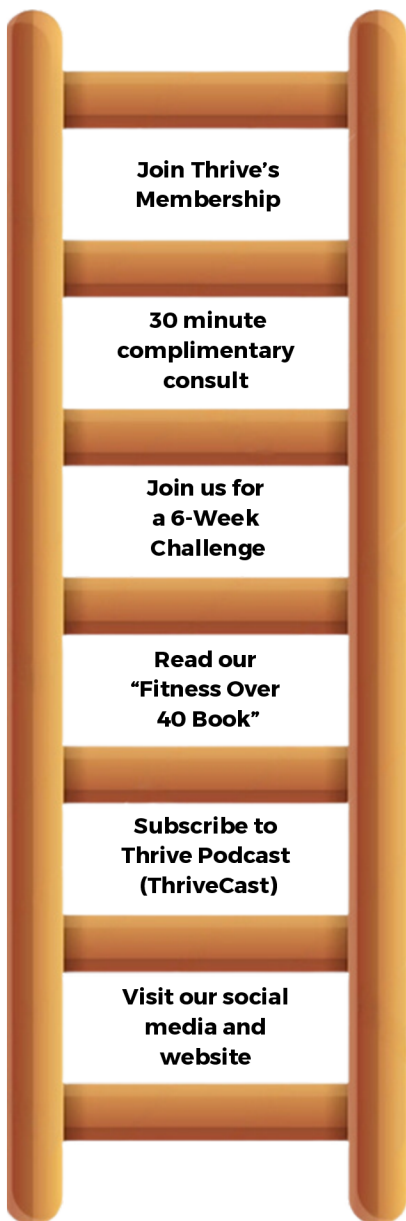
## June

6-Week Summer Shred!  
Compete for top prize...6 months FREE membership!



# How to Refer Your Friends and Family to Take Their Fitness To The Next Level

## THRIVE'S LADDER OF SUCCESS



### **Thrive Training Membership: What is it and what makes it different than all the others?**

We understand it can be intimidating to start your fitness journey, therefore, we pride ourselves in cultivating a supportive and judgement-free community. Most people are anxious and unsure of what to do in a gym setting... leave that up to us while we guide you throughout this whole process.

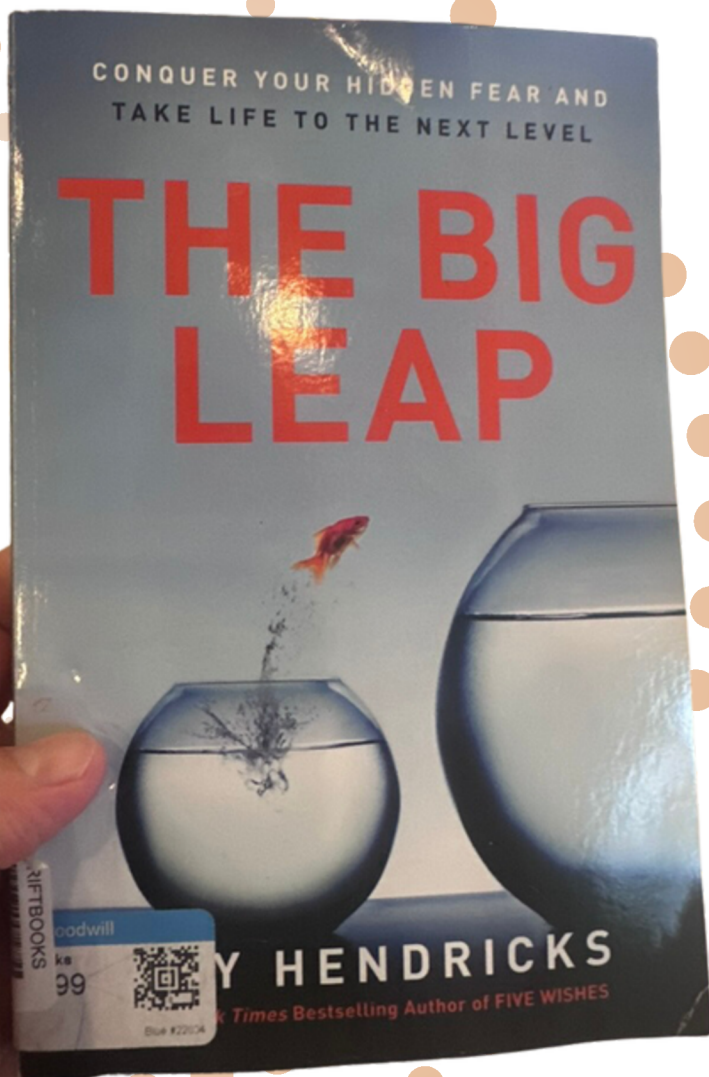
### **30 Minute Complimentary Consult: What's going to happen?**

Take a quick tour of our studio and meet some of the trainers and members. We've thought of everything from the colors of the wall to the pictures being hung...we want this space to be your safe haven. You have to feel comfortable in here so you can then become strong!

### **Text "THRIVE Trial" to 949-696-5615**

For more information and to book a complimentary consultation, visit: [www.ThriveTrainingIrvine.com](http://www.ThriveTrainingIrvine.com)  
Follow us on social media: @ThriveTrainingIrvine

# What I'm Reading



One book I'm currently reading is called **The Big Leap by Gay Hendricks.**

It was recommended by my buddy Marcus McDuffie...he owns a similar gym in Pasadena.

If you know me, you know my whole fitness journey started with personal development books. Started with Rob Kiyosaki's Rich Dad Poor Dad and The Slight Edge by Jeff Olsen.

I'm not unfamiliar with these books to say the least.

**But The Big Leap caught me from the first couple of pages.**

You know when you read something and it seems like the author is writing directly to you...it's a giddy feeling.

I hate when I have to grind through the first several chapters of a book...nothing worse than being told a book is good but have to wait to see if it truly is...

**Hendricks dives into our mental challenges...our self-imposed limits for ourselves.**

Whether it be money, happiness, fitness, getting out of pain, losing weight...even our ability to be happy with where we currently stand...

**Its a concept he believes where most people self-sabotage their own progress with deep fears and limiting beliefs.**

Right when you start to feel good, achieve something great or you realize you're becoming someone you admired before, you self sabotage yourself from truly being there because you're afraid.

He shared an example of when people actually start to lose weight...they see themselves lean out, start to lose a couple of inches...they stay strong for several weeks, but on a random weekend they sabotage their progress. Not because they can't sustain the progress they made, but because its so new they're unsure of how to mentally hold that state.

**They drink the glasses of wine, eat the 2 plates of pasta, eat the late night snacks...the list goes on and on and each of us have our own self sabotaging mechanism.**

I remember talking to Marcus when we were Ubering together at New Jersey...he's part of the same CEO Mastermind I go to.

We were talking about how he hit a huge milestone in his business.

He said it nonchalantly..."I just got out of my own way...then the business hit an awesome stride."

### **So heres what I'm learning:**

1. We need to be able to let go. I dont need to be prefect...complete is better than perfect.
2. Its ok to be scared of the unknown...thats growth. I dont need to know all the answers...thats why I surround myself with kind people around me. These kind people will give it to me straight because they want me to succeed...not just give me what I want to hear to keep harmony. (The difference between being "kind" and "nice.")
3. I dont have to play small.
4. There are people that believe that after a series of good events something bad has to happen...that there's no way it can be this good. In actuality, it really can be that good if we allow it.

It makes me think...

...I am capable of having consistent love, money and creative outlets my whole life.

...I dont have to be scared I'll lose any of it...

If you're reading any books that might be good for me or our entire training team...we'd love to know which ones they are! Please share!

- Oliver

# MEMBER APPRECIATION

This month we're shining the spotlight on **Dr Dave Gutierrez**. One of the hardest working members of our Thrive community and has taken his health to levels no one could have imagined.

Before officially starting with Thrive Training, Dr Dave got caught in one of the craziest health situations our entire team has heard of.



Now, whatever your stance is on COVID 19 and all its implications, the fact remains that Dr Dave was hospitalized in the hospital for 6 months...was in a coma for 4 of those months...had to be admitted to 4 different hospitals with several of the countries best doctors.

Honestly, he wasn't given a good percentage to pull through.  
But his family was resilient.

**They found a way to keep him stable in one of the most precarious events in America's history.**

After being discharged and encouraged to take care of his body, his son (residing in Connecticut) called me and said,

"We need someone who can help my dad get stronger.  
He's been through some tough s\*\*\* lately and we just need someone to take care of him, push him and get him stronger."

**We took that challenge as an entire team.**

**Currently, Dr Dave is one of the most consistent members with us who works out 3x/week.**

The initial weeks and months were a steep learning curve in finding his threshold.  
We started with just squats and door push ups.

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**cont.** Im not sure of the exact turning point, but I distinctly remember videos of Dr. Dave unable to get up from the floor without full assistance.

I remember him almost falling because he didn't have the leg strength to walk in a straight line or get up from a chair.

Now he's walking without his respirator for 15 minutes around our entire complex. Now he's lifting weights, carrying 25 pound kettlebells in a straight line...and more importantly...he's talking trash to us while he's doing it.

We'd be afraid and worried if he didn't talk trash to us...that would mean he didn't love us. 😊

**Since joining Thrive, Dr Dave has seen consistent growth in strength, balance and his ability to control his body.**

Each month he's surpassing the previous achievements and development.

I recall when I first sat with him during his consult...his goals were pretty simple...but its the simple we take for granted.

He wanted to get up and down from a chair without help...completed.

He wanted to take walks without his respirator...done.

But it was his most recent goal that he achieved that made all our trainers super happy.

**His daughter just got married this year.**

4 months before the wedding, he came into my office and said to me, "Hey Oliver (in his Dr Dave voice)..."

My daughter is gettin married in 4 months. I want to walk her down the aisle with no machine.

And I want to dance with her...

**But I'm scared...  
I'm not sure if I can do it  
without help from my  
machine."**

Fast forward to the wedding...Dr Dave, along side his daughter, says it all.

From our entire Thrive team...

You make fun of us during your workouts...

...but then you take us out for steaks at night.

We love you Dr Dave.

- Thrive Team