

# Ten Top Life Lessons from Amazon Best Seller Brian Keane

Submitted by: Brian Keane Fitness

Monday, 31 July 2017

---

Former school teacher and fitness model Brian Keane has punched his way to the top of the Amazon charts with his new book 'The Fitness Mindset' (<http://amzn.to/2tiOdBc>).

In his book, Brian offers a huge range of hints and tips to help readers achieve and keep the body they want. Brian also has a passion for living life to the full. He believes his success has been shaped by the 'Ten Life Lessons' he follows on a daily basis.

Brian Keane (<https://briankeanefitness.com/>) said, "The last section of my book is a compilation of the best advice I have gathered throughout the years. It's a mixture of things I have learnt through training, parenthood and the ups and downs of life. These are the values I live by every day and hope to inspire others to do the same."

Brian Keane's Ten Life Lessons:

Wherever you decide to go, go 100%.

One of the life advices I would give to my younger self would be, "Once you know what you want, go after it with all of your heart." Today, I make all my life decisions on the simple premise that it's either a 'Hell, yes' or it's a 'No'. If it doesn't excite me, I don't do it. If it does, I'm all in.

Everything and everyone has beauty, but not everyone sees it.

If someone has annoyed or been rude to you, you may perceive them as 'being rude'. Rudeness, like most things that annoy us, is an action, not a characteristic. Learn to separate the thoughts of what they're doing as an action and not who they are. They may be just having a bad day and it's not a reflection on their character – and definitely not a reflection on you.

It doesn't matter how slowly you go, as long as you don't stop.

It doesn't matter how slowly you are moving forward towards the life, mind or body you want, as long as you're moving in the right direction. You will eventually get to where you want to be.

If you think you have all the answers, you haven't asked all the questions.

One of the miraculous beauties of life is that we will never know it all. Things change, ideas change, science changes – we are creatures constantly evolving. Remember, people once thought the world was flat.

Life really is simple, but we insist on making it complicated.

Find the things that make you happy, do more of it. Find the things that make you unhappy, do less of it.

If you hate somebody, that's on you, not them.

Hate, like every other human emotion, is nothing more than a manifestation of thought – you control it.

Hate puts your mind into a negative place, where the mere association of the person you associate this feeling with can destroy you as a person and your underlying happiness.

Don't adjust the goals, adjust the action steps.

As human beings, we have put a man on the moon. Next time you try to 'get down four dress sizes' or 'get abs for the summer' and wonder if you can do it, remember that as a species, we have put a man on the moon.

Respect yourself and others will respect you.

One of my biggest goals in life is to instil the feeling of self-worth and respect into my daughter. I would trade every single thing in my life to make sure my girl grows up with confidence and self-respect.

I truly believe that respecting yourself gives you the confidence to be truly happy in life. How can anybody else respect you if you don't respect yourself?

What the happy person looks for in themselves, the unhappy person looks for in others.

Happiness comes from within, it's not a tangible thing. A nice car, a new house, an attractive partner – none of these things in themselves bring true 'happiness' or 'fulfilment'. They're external sources that can be taken away with a blink of an eye. Learn to find the happiness from within and you will always be happy.

Study the past if you want to define the future.

Learning from other people's mistakes or triumphs can allow you to create any life that you want. If you want to have more energy, sleep better, have the body you always wanted, or be the person who has the confidence to stand tall in any room, then consume every bit of information that supports that vision.

Brian Keane's new book 'The Fitness Mindset' (<http://amzn.to/2tiOdBc>), published by Rethink Press, is available to order on amazon at £11.99. The book reveals the best tips and strategies improve your health, lose weight and maintain the mindset to reach your body goals.

Links:

Brian Keane Fitness Website: <https://briankeanefitness.com/>

Book: [https://www.amazon.co.uk/dp/1781332525/ref=sr\\_1\\_1?ie=UTF8&qj...](https://www.amazon.co.uk/dp/1781332525/ref=sr_1_1?ie=UTF8&qj...)

Brian Keane Instagram: [https://www.instagram.com/brian\\_keane\\_fitness/](https://www.instagram.com/brian_keane_fitness/)

Brian Keane Facebook: <https://www.facebook.com/briankeanefitness>

ENDS

Brian Keane is available for interview. If you would like to speak to Brian please contact Adam Betteridge at Famous Publicity at [adam@famouspublicity.com](mailto:adam@famouspublicity.com) or Mary-Jane Rose at [Mary-Jane@famouspublicity.com](mailto:Mary-Jane@famouspublicity.com) or Tina Fotherby at [tina@famouspublicity.com](mailto:tina@famouspublicity.com) or call the office on 0333 344 2341.

About Brian Keane:

Author of new book 'The Fitness Mindset' (<http://amzn.to/2tiOdBc>), Brian Keane (<https://briankeanefitness.com/>) is a fitness trainer, former professional fitness model and the owner of Brian Keane Fitness. He has an impressive online following with over 62,800 Instagram followers, 66,500 Facebook fans and hosts one of the top fitness and nutrition podcasts on iTunes (<http://apple.co/2tJc3Fp>).

Aged 9, Brian became inspired by body-builder and actor Arnold Schwarzenegger and began his fitness journey. On his 16th birthday, he received his first gym membership as a gift from his parents and has been training ever since. Brian later went to university and received an honours degree in Business. In 2010, he moved to London and became a primary school teacher while running a personal training business simultaneously.

In 2014 Brian left teaching to develop his career in fitness. In that year, he won the Fitness Model Pro Card at the Miami Pro event which kicked off his international career as a fitness model. In May 2015 Brian's daughter Holly was born. Brian divided his time between his daughter and building a business to serve people from all walks of life on a global scale.

Brian's online fat loss and muscle building training programs focus on helping people improve their fitness through short high intensity training sessions and nutritional strategies that suit their lifestyle.

'The Fitness Mindset' book, launched this Summer, incorporates 17 years of his training and nutrition experience with nearly 30 years of his life journey. The first section of the book focuses on how to get into shape and achieve body goals. The second section provides advice on dealing with problems such as anxiety, stress and worry. Crucially it shows readers how to maintain fitness by changing their mindset.

Brian Keane now lives in Galway, a beautiful harbour city on Ireland's Atlantic coast, known as Ireland's cultural heart.