

How to Create Positive Habits by Irish Author, Brian Keane

Submitted by: Brian Keane Fitness

Wednesday, 30 August 2017

In his Amazon bestselling book, *The Fitness Mindset* (<http://amzn.to/2tiOdBc>), health expert Brian Keane, from Galway, Ireland, explains how to create positive habits and break negative ones.

Brian Keane (<https://briankeanefitness.com/>), originally from Maam Valley in Connemara, Ireland, takes influence from author, Charles Duhigg's system of habits. He refers to the 'routine - cue - reward' system which claims you can effectively change a habit by changing one of the components of this system.

Brian Keane, a former school teacher and fitness model said, "For me, the routine of coming home from work was always going to be the same, so I changed the cue. Instead of automatically reaching for chocolate bars in the cupboard, I left a pre-packed gym bag beside the front door. I would come home (routine), pick up my gym bag (new cue) and the (reward) came via the serotonin release from exercise."

Brian Keane believes that becoming self-aware of your negative behaviour, patterns and habits isn't always easy. He says, "It is essential to recognise which habits are supporting you and which ones are destructive to your life. Reading books, using podcasts and following the right people on social media is crucial to change as they can 'point' things out in a way that you have missed or failed to see.

"Deep-rooted habits are more difficult to change but it's the small things every day that allow you to change these habits. By taking the right steps consistently, you could be rid of them forever."

Aristotle wrote, "We are what we repeatedly do". Brian maintains that with enough practice and repetition any behaviour, good or bad becomes automatic over time.

To make the right automatic choice, Brian Keane reveals, "The key is educating yourself what are good choices for your body and mind and to create healthy habits accordingly. Over time your choices will become automatic.

"For example, if you eat healthily, those food choices become automatic and sticking to a good nutritional plan becomes habit. Finding or creating a plan that includes your preferences – food you enjoy and that works with your lifestyle and schedule becomes the way you eat and not a diet you are following."

Brian Keane's advice is to reflect on how deeply your habits are rooted and then put a plan in place to create new positives ones.

Brian Keane's new book 'The Fitness Mindset', published by Rethink Press is available to order on amazon at £11.99 and can be found here: <http://amzn.to/2tiOdBc>. The book reveals the best tips and strategies improve your health, lose weight and maintain the mindset to reach your body goals. In its first 24 hours of sale 'The Fitness Mindset' became an Amazon Best Seller and has remained number one in the nutrition category for the past eight weeks.

Links:

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

Book: https://www.amazon.co.uk/dp/1781332525/ref=sr_1_1?ie=UTF8&qid=1499094174&sr=8-1

Brian Keane Instagram: 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 or Mary-Jane Rose at Mary-Jane@famouspublicity.com or Tina Fotherby at tina@famouspublicity.com or call the office on 0333 344 2341.

About Brian Keane:

Author of new book 'The Fitness Mindset', Brian Keane is a fitness trainer, former professional fitness model and the owner of Brian Keane Fitness. He has an impressive online following with over 61,000 Instagram followers, 64,000 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, due to be 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.

Brian Keane's book is currently at Number 1 on Amazon's Fitness Training Best Seller List.