



Your Vital 5

5 Daily Essentials To Fuel Your Mission

CAM MACDOUGALL

Introduction

I hear you, as busy professionals and entrepreneurs, we get pulled all over the place. Our environments change as we are constantly on-the-go, our weekly schedule looks like a stacked game of Tetris, and our health and wellbeing sits on the bench.

Time is rarely on our side, and it seems like getting sh*t done and taking care of business is the most important thing to do.

So we burn the midnight oil, drink 2-3 cups of coffee per day, fit in a workout when we can, sneak in the odd treat (because damn it feels good to be a rebel) and hope and pray that we will get some time to rest and recover on the weekend to prep us for another week of getting after it!

The thing is, you are addicted to the hustle because it is your mission, it is your purpose.

I've been there. I lived in the trenches for years watching my bank account grow while my health faded. I saw others around me doing the same thing, as well as others further down the road. The outlook was not so pretty.

I thought that more work meant more productivity and that inputs equated to outputs. Wow was I ever wrong.

See, the challenge was that I was creating and building my business from a place of burnout and stress.



I then got more tired, more overworked, more stressed, and more anxious to the point where I was drinking 3 cups of coffee per day, battling daily IBS, and suffering from chronic heartburn. I couldn't sleep at night and then I had to drag myself out of bed every morning. The only thing that got me up each day was the thrill of the chase (Or my ego...).

Something had to change if I was going to enjoy the happiness and health that goes along with success. I had to find a way to take care of myself.

I know what you are saying to yourself: "I get it Cam, my wellness is important." And then the little voice inside your mind kicks in...

"There's no way I can find the time."

"I've worked with personal trainers in the past and it barely worked. How is this any different?"

“I’m just so tired every day. How could I fit more in?”

You know this stuff is important. You just have no idea how to fit it into an already packed schedule. It seems impossible, trust me I know exactly how you feel.

There is good news, however, and that is that the solution really isn’t that hard. It’s actually quite simple, and it doesn’t take more time, just some strategy.

With a couple daily hacks and some small lifestyle adjustments, you can not only start feeling amazing overnight, but you can boost your productivity and efficacy at rocking your mission.

By implementing "Your Vital Daily 5" outlined in this guide, you will remain consistent in your workout programs, boost your energy, build vitality into your daily life, and maximise your productivity. Not to mention, look like a total badass.

Really, you have 2 options:

- 1) Stick to doing what you are doing today and maybe, just maybe the time will free up in the future.
- 2) Implement some small changes in the way you sleep, wake up, and manage your day, and then you get to watch your health and business results grow exponentially.

This guide is for those that choose option 2. You are a mission-driven powerhouse of a human being. You are seeing “success” in your career and now you want to take your game to the next level and redefine what it means to be a successful business professional.

The more energy, productivity, and fire you can bring to the table, the more effective you will be at bringing your mission to fruition.

Most people can work their asses off and neglect taking care of themselves. Their health suffers and they aren't as successful as they could be if they were healthy.

The thing is, you're not like most people. You are a peak performance driven professional destined to do some amazing things. You know you need to be healthy in order for that to happen. So read this guide, implement the tools, and let's start fueling your success with vitality.

I would like to get to know you better, be sure to visit me on Instagram @cammacdougall. Drop me a comment and say hello. I would love to hear what you are up to and how I can help you fuel your mission.



VITAL 1

The "Quick Hit" Morning Workout

We all start the day with good intentions. But let's face it, our workouts almost always fall by the wayside. Why? Because we prioritize everything else above them, so we never have time for them.

I'm going to let you in on a secret: when you are a busy professional or entrepreneur, there is NEVER time for a workout.

So then why is your Vital 1 to complete a morning workout? Well, because that is the only way you're going to get it done. But not only that, when you knock out a quick-hit morning workout before you start your day, you aren't going to believe how it changes your life and your work.

Morning workouts have been proven to increase productivity by over 21%. It's the best way to energize yourself, and it makes you look and feel great from the get-go each day.

Are you tired of rolling out of bed feeling stressed, overwhelmed, not-to-mention defeated? Yes, that's right, too many busy professionals feel defeated before their day even begins because they know that for another day yet again, they aren't going to have time to do everything they need to do to be healthy and happy.

But you can change that self-defeating cycle, and you can start today! Just think how good it will feel to accomplish something for YOU first thing in the morning, something you know you need. That sense of accomplishment will fuel you throughout the whole day and it will make you feel unstoppable.

Think about it, you know this is true. Have you ever gotten up early to get something done and then the rest of the day, you perform at peak levels? By the end of the day, you can't believe how much you accomplished and how good it felt.

As a busy professional, I am on the road all the time, in and out of hotels, and in meetings daily. I used to try and fit workouts in "When I could". We all know how that goes...

About 7 years ago, I started waking up 30 minutes earlier to get in a workout first thing. I figured, that way, no matter what came up throughout the day, I knew I was covered.

The results were amazing! My energy started rising substantially. I felt like I was switched on from the moment I sat down at my computer, and I was no longer a slave to my calendar. I took charge and it felt great.

The best part is that I realized I could do it anywhere, from my hotel room floor to the lawn outside of my Airbnb. I no longer had ANY limitations.

So, what kind of workout Am I talking about here? I recommend a 20-minute bodyweight morning workout because it is so convenient. It's beyond simple to do and you can do it anywhere. Plus, it's free since there's no need to hire a trainer or get a gym membership.

The workout routines are endless, but let's get you started with a few right away. Here are three 20-minute at-home workouts you can do to boost your state every morning...

20-Minute Full Body Hit

For 20 minutes let the clock run. During the 20 minutes cycle through the following movements with as little rest as possible. Keep moving, keep breathing and embrace the energy flowing through your system.

- 10 push ups
- 20 sit ups
- 30 air squats



20-Minute Burpee Ladder

Start with 1 burpee on the first minute and work your way up as follows:

- Min 1: 1 Burpee
- Min 2: 2 Burpees
- Min 3: 3 Burpees
- Continue as far as you can go (hitting 20 is VERY BAD ASS)

20-Minutes, On-The-Minute, Every Minute

Every minute on the minute do the following exercises:

- Min 1: 40 second plank (Rest the rest of the minute)
- Min 2: 12 alternating single leg glute raises (Rest the rest of the minute)
- Min 3: 30 mountain climbers (Rest the rest of the minute)
- Min 4: 20 Alternating lunges
- Min 5: 15 V-Ups
- Repeat 4 times

What if These Exercises Aren't For You?

At-home bodyweight exercises aren't for everyone, and if you're someone who enjoys getting out of the house and feeling the energy of other people working toward a similar goal, here's another solution for you.

When it comes to a quick-hit effective workout that you can find almost everywhere in the world, CrossFit is an amazing alternative to the bodyweight exercise routines I provided above. It's a longer workout and it isn't done from home, but it was my tool for years and I highly recommend it.

CrossFit gets the job done in 60 minutes, it's an amazing networking opportunity, and as long as you can check your ego at the door and take it slow, it will give you some amazing results very quickly. Not to mention, they usually open really early and have tons of awesome class options to get the job done.

[All CrossFit boxes are listed here](#). You can find one closest to where you live, and also wherever you travel. This can be a very powerful tool for helping you stay consistent in the gym.



VITAL 2

Morning Meditation

As a busy professional, meditation was the first things I started doing to boost my vitality. I was in a high-stress work environment and found that my mind was set to “reactive mode” every morning.

Reaction is not positive action, and it usually comes from not being able to shut your mind off. This reactive state kept me on overdrive, it burnt me out, and it limited my ability to think on my feet and be creative.

Meditation got me out of that reactive state into a peaceful-alert state that made me way more productive and reduced my stress significantly.

But I’m not the only one. Highly successful entrepreneurs and celebrities attribute much of their success to meditation, including Arianna Huffington, Jerry Seinfeld, Oprah Winfrey, Clint Eastwood, Hugh Jackman, Cameron Diaz, Ellen DeGeneres, and even Howard Stern.

In fact, while there are thousands of hacks out there to help you achieve happiness and success, none are as widely agreed upon as meditation. You might swear by a certain supplement, but it doesn’t work for your friends. A coworker might rave about Bulletproof coffee, but it doesn’t really work for you.

Meditation, on the other hand, creates a “calm yet alert” state-of-mind that is effective for everyone. When you start practicing it on a regular basis, you literally won’t believe the difference it makes in your life.

Meditation is a powerhouse of goodness, and scientists are still discovering new benefits. Just a few of the main ones include:

- **Productivity Enhancer** - Well after you have meditated, you’ll find yourself managing distractions and improving your focus without even thinking about it.
- **Creativity Booster** - Meditation activates the right side of the brain, which is responsible for strategic decision-making and creative thinking.
- **Stress Blaster** - Meditation helps us to flow with life more easily. This allows stress to roll off of us, and situations that used to get us all worked up simply don’t anymore.

Plus, meditation sets the tone for the day. Without it, our feet hit the ground running and our minds kick into full gear right out of the gate, which usually just causes racing thoughts that don’t serve us. Meditation is a really good barometer, allowing us to check in and see how we are feeling, and to tune into our inner guidance system to keep our worries, frustrations, and issues in check.

All we are talking about here is 10 minutes of silence each morning. Sit comfortably with your spine straight and your eyes closed. Let go of your thoughts without strain. When a thought comes up, thank it and let it go. It can be helpful to focus on your breathing or on relaxing your body one body part at a time.

Once I started meditating, I found that my thoughts were clearer, I started my day much more peacefully, and I had so much more energy and clarity with which to take on the day. I knew what I had to do, why it was important and how to get it done. It was the perfect way to start the day.

To stay consistent in my meditation practice, I use an app called [Insight Timer](#). It tracks my consistency, provides amazing guided meditations, and has some awesome music and sounds that make every morning frick'n amazing. It is the app I started using for my practice, and 7 years later, I am still going strong with it.

What if Meditation Just Isn't Your Thing?

While meditation will surely benefit everyone, it isn't for everyone. But that's okay because there are many other techniques out there to help you get into a similar state.

Breathwork

Breathing is another one of my favorite techniques, and it offers similar benefits to meditation. It has gained tons of popularity over the past few years. Breath, combined with cold water treatment, can bring you some amazing health and fitness benefits, while also calming the mind and helping you foster creativity and clarity. It's a powerful tool to use every day and can be a much more hands-on approach to getting into a meditative state.

If breathwork is something that intrigues you, you can sign up for the [O2 Daily Practice here](#). It is an amazing 5 minute practice to do each morning. It works wonders!

Walking Meditation

If you are someone who likes to move, a 10-minute walking meditation can be a great alternative to sitting on a meditation cushion. Walking in your neighbourhood, a park or a trail can be an amazing alternative as long as you focus on every step. No headphones, no distractions, not stimulus. Just you, the ground, and presence in each step.

All you need are your two feet, a quiet pathway, and a present mind. You could start tomorrow by walking around your block after your workout as a cool down while being present with every step. This is a great combo, and something I find to be very beneficial.



VITAL 3

Afternoon Movement

Your Vital #3 is to get up and move every 90 minutes, and this one will keep your vitality flowing throughout the day so that you can consistently access the energy and focus to be the best you can be.

Getting out of your chair in 90-minute intervals has been shown to improve productivity by almost 42%. The more we sit, the more our energy is drained, and the less we want to accomplish. When we sit for too long, we get bored, we distract ourselves, and our productivity is zapped so we get way less done.

Not only will prolonged sitting lower your energy levels and reduce productivity, but it has been proven to increase the likelihood of chronic illness by 10-20%. If longevity is of interest to you, remaining stationary is not something you want to do. Instead, you want to keep your body moving and in constant flow. It keeps the juices flowing and the productivity pumping while helping prevent disease. That's a huge win in my book.

While working as a sales admin at the beginning of my career, I was stuck at a desk writing up proposals, working the phone, and staring at my computer screen all day. I found that between 1 and 3 pm, I started crashing and I could barely keep my eyes open. So, I would grab a coffee, get 45 minutes of additional energy, and then fall back into a state of burn out.

Then, when I became an Account Executive, I was up and walking around everywhere. From meeting to meeting, I walked around, chatting with clients and walking with them in their facilities. I was always on the move, and I noticed that the mid-day crash was no longer a thing. I continued doing this even when I became an Assistant Vice President in the company.

Now as an entrepreneur, I make it my mission to get up and walk around every 90 minutes for at least 15 minutes. I will walk in the yard, walk on a call, do some stretching, and just move my body. I find it keeps me fresh, makes my body feel great, and it avoids the need for stimulants. Not to mention, structured breaks help me stay in deep work mode and keep my creative juices flowing.

I find it really helpful to use something like the [Tomato Timer](#). It is an awesome tool to remind you to get up and move. This timer will give you the option between a short or long break. I like to mix it up! It takes all the guessing out of it. When the alarm goes off, you get up and move for 15 minutes. Simple.

If Movement Every 90 Minutes Isn't Possible for You

Sometimes, our jobs just don't allow for this type of afternoon movement. If that's the case for you, I do have some alternatives that work really well:

Standing Desk

The standing desk is a great addition or alternative choice to walking meetings. You want to make sure that it is high enough so that you can keep an erect spine and have a perfect view of your screens right in front of you. Getting a good standing mat can do wonders as well.

You can get awesome standing desks from [Uplift Desks](#). They have a wide array of desks for all of your needs. This is where I have gotten all of mine in the past and I'm really happy with them.

Walking Meeting

The walking meeting is a very powerful tool that is seldom used. If you are so strapped for time that 90-minute intervals don't work, start booking walking meetings, where you dictate notes on a platform like Evernote and enjoy some time outside or walking in the hallways of the building. Not to mention, it's an amazing way to get some of your team on the vitality program as well!

The walking meeting is always at your disposal. Just schedule them in the calendar as "walking meetings" and start doing them. It is such a powerful tool to keep you up and moving.



VITAL 4

Morning Matcha

Move over coffee, Morning Matcha is the new beverage to kickstart your day! Matcha is simply powdered tea and it comes from the same plant that all green, white, and black tea comes from, the camellia sinensis bush. By consuming the whole plant in this way, the benefits are incredible.

With this superfood tea, you will kick your body and mind into gear like no cup of coffee could ever do. Why? Well, let's look at the health benefits of matcha from MatchaSource.com to answer that question:

- **Antioxidants Galore** - One cup of matcha tea has as many antioxidants as 10 cups of green tea. And according to a study at Tufts University, matcha has 20 times more antioxidants than blueberries or pomegranates. Yowza! With this many antioxidants going through your system, your body can stand up against disease and aging, while increasing balance and wellbeing.

- **Weight Loss Stimulant** - Trying to lose weight? Matcha has got your back. It boosts metabolism and burns fat without stressing the body. A study published by the American Journal of Clinical Nutrition even found that it moves the body's normal rate of burning calories from 8%-10% to a whopping 35%-43%!
- **Calm Alertness** - L-Theanine is a rare amino acid that is contained in matcha up to five times more than other teas. What it does is brings the mind into a relaxed yet alert state that improves concentration, memory, and clarity of mind without the agitated response often felt from coffee. **Detoxifier** - Matcha contains much more chlorophyll than other teas, which makes it a highly effective detoxifier, helping the body to rid itself of toxins, heavy metals, and other chemicals.
- **Energy Booster** - Because of all the reasons above, as well as how easily the body absorbs the nutrients from matcha, each cup will keep you energized for up to 6 hours! Coffee certainly can't make that claim!

I've come up with a matcha tea recipe that is not only better than any energy drink at providing your body with energy (and in a healthy way) but also tastes delicious. I highly suggest you swap this out for your morning (or afternoon) pick-me-up beverage. I have included links for all ingredients.

Cam's Morning Matcha Recipe

Prep Time: 7 min

Total Time: 7 min

Servings: 1 Cup

Method: Whisk, Blender

Cuisine: Vegan

Ingredients

¾ Cup of Almond or Coconut Milk (BPA Free and Organic)

¼ Cup of Water

1 Tsp TruOrganic Matcha ([Order here](#))

½ Tsp Maca Root ([Order here](#))

1 Tbsp Coconut Manna ([Order here](#))

1 Tbsp Organic Virgin Coconut oil ([Order here](#))

Pinch of Organic Cinnamon

Instructions

1. Froth your Almond or Coconut milk in a pot - whisk over medium heat from side to side until frothy.
2. Semi boil water (Take it off just before boiling).
3. Combine 1 Tsp of matcha with water and whisk with bamboo brush (Steel works fine, but won't froth as much).
4. Combine both milk and matcha in a blender.
5. Add Coconut Manna, Maca Root, Oil in the blender .
6. Blend for 30-60 seconds.
7. Pour in favourite mug and sprinkle cinnamon on top.



VITAL 5

Evening Screen Curfew

This is going to sound crazy to many people, but it is also one of those things that is life-transformative, and that is to shut off all screens 90 minutes before you go to bed. Let me explain...

All the energy hacks in the world don't matter if your sleep is not optimized. These days, 90% of people admit to being on their devices right up until they go to bed. This is an issue that is now being linked to obesity, heart disease, and other forms of chronic illness.

Screen time before bed delays important sleep hormones, preventing us from entering deep sleep for up to 3 hours after we close our eyes. You sleep, but you aren't really sleeping.

Getting your sleep hygiene dialed in is so damn important. Getting out of bed in the morning is only hard if you had sh*tty sleep. With good sleep, you will be up, alert and ready to get after it within minutes. That is where I want you to be!

The thing is, what I thought was calming my mind after a long day of over-stimulus was actually stimulating me even more. I kept waking up groggy even after 7-8 hours of sleep and I had no idea what the problem could be, so I just kept returning to the coffee machine. As you can imagine, that cycle became the norm.

I then read a book called [Sleep Smarter](#) by Shawn Stevenson, which taught me how to hack my sleep. In this book, he talks about screen time being one of the main killers of good sleep.

Wanting to wake up feeling like I did when I was a kid, I started using a curfew. At around 8 pm, I would shut off all screens, dim the lights, light some candles, and read a book or connect with my partner. The first night, my sleep was phenomenal. Now this is a staple in my life, and a non-negotiable for me and my household.

In order for this to work, you have to get your squad on board. Anyone that lives with you has to abide by the rules, otherwise their screen time will get you. In our house, we have an 8 pm screen time rule. If anyone wants to work past that time, they have to do it at the office or somewhere outside of the house. Not to mention they will soon have to deal with being made fun of for not owning their time during the day...

Try to make this a habit. Your productivity and work output are sure to increase because of it. It's a powerful rule to institute in your home, and if you have kids, it's an easy way to get them to sleep on time and to perform really well in school.

If the Screen Curfew Isn't For You

The evening screen curfew is another technique that works for everyone, but that doesn't mean everyone wants to do it. I get it, we all love our devices. So, in honor of that, here are some great alternatives:

Blue Blocker Glasses

For those nights when you have to put in the long hours and get sh*t done, a pair of Blue Blocker Glasses can be a great alternative choice. Now, this isn't a complete fix, and they are not a perfect substitute, but they do help. Putting them on instead of turning off the screens at 8 pm can bring some amazing results, especially if you are putting in the long hours.

PRO TIP: If you do the screen curfew at 8 pm and want to up your game, fire these on around 5 or 6 to get a good jump on any extra blue light that might be in your system.

Blue Blocker Glasses can be [purchased from Amazon here](#). There are tons of options. I am a fan of the old school orange construction glasses because they make me feel badass, but if you want to go for a more modern "Clark Kent" look, the option is there.

FLUX

There is also a program called Flux that you can download which changes the tone of your computer screen. Your phone also has night time mode that should be enabled to start bringing down the intensity of the blue light at a designated time. As stated above, however, these are only temporary substitutes and do not compare to shutting everything down.

You can [download the FLUX app here](#). For the iPhone, go to Settings > Display & Brightness > Night Shift, and select the times you want to Tina Turner down your phone.



CONCLUSION

Let's Sum it All Up

Working yourself into the ground for “tangible” results is a thing of the past. Honestly, this is old school business.

As innovators and powerhouse business professionals, we are paving the way for a new definition of success, one that is not only shown in the bottom line of our businesses, but in our personal energy, vitality and wellbeing.

The funny thing is that for so long we have had it all backwards. We thought that we had to hustle and grind to make things happen, even at the expense of our own vessel.

Not anymore, though. By following the steps in this guide, you are changing that paradigm.

Now, there might be some push back. Some people will wonder what you are doing and why you are challenging the status quo, but that doesn't matter. Your results, attitude and excitement for your craft will be all the evidence anyone needs. And soon, the rest of your team or family will have standing desks, be hitting morning workouts, and recommending walking meetings in the afternoon. The best part is, your productivity will go through the roof!

So, start implementing all of Your Vital 5 Daily Essentials today, and start reaping the rewards tomorrow. I guarantee you that you will start seeing positive results in both your body's health and your mission immediately.

Ready to Take Action?

If you want to dial this in even more, join me on my next Webinar where I will break down my 6C Method to becoming a Peak Performer. You'll discover how to stay consistent on the path to optimal vitality and you'll learn some amazing tips and tricks for taking your game to the next level.

Keep an eye out for my next email, it will have all the details.

We are building a new world of professional peak performers. Come join us and learn how to turn your body in to a vehicle for change in this world.

Follow me on Instagram at [@cammacdougall](https://www.instagram.com/cammacdougall) or come visit me at www.cammacdougall.com

Interested in high performance coaching? Book your free consult with me now: [Email hello@cammacdougall.com](mailto:hello@cammacdougall.com) and let's set it up!

Affiliate Disclosure: This E Book May contain affiliate links.