In an age of omnipresent pro-health messages, images of desirable health and wellness personalities, programs, and practices are indelibly etched into our subconscious mind. From every corner of the digital domain, images of "healthy" gurus and icons are embedded in our collective psyche. From the hot fitness model to the "ageless" wonder in the infomercials—these figures are socially accepted cultural icons. They dominate the mainstream health media. We live them...we eat them...we breathe them in our sleep. And for some of us, these motivators possess a "mystical" power to instill hope in us when there is none.

However, when the perceived power of these external motivators dissipates, so often does our will to adhere to pro-health practices. Regardless of their short-term potency, we may find ourselves asking the million-dollar question at some point in our journey to better health: "What happens when that symbol of health salvation disappears from our news feeds, gets fined for doping...or, dare we say, becomes less motivating?"

As a result, Dr. Joshua Garrin is on a mission to share how seven self-generated motivational forces can help you to pave the road between "I want to become a healthier person" and "I'm becoming a healthier person...and loving it!" The motives, which Dr. Garrin affectionately calls "The Seven Selves", are more than just driving forces of sustained behavior change: They are whirling, swirling "energies" that we often unknowingly use to inform decisions, solve problems, and empower change...in health and beyond.

The psychological premise behind The I-Way to Well: Manifesting the Seven Selves of Health Motivation is perplexingly simple: To shift the motivational paradigm away from the forces "out there" that have limited staying power toward the more potent, enduring, and sustainable motives that are already very much "in here." Unlike extrinsic motives that in so many instances fall by the wayside, "The Seven Selves" are not only here to stay—they’re already very much a part of us.

So, power on your inner GPS and begin your self-sustainable journey to discovering health motivation...from the inside out.

The force isn't "with" you. It's “in you”.