

Fantastic New You!

An Introductory Guide to Achieving an Astonishing Transformation in Your Weight and Appearance

**How to Rapidly Make Your Weight Loss Dream
Come True and Look Amazing!**

By

Mark Ellison

www.FantasticNewYou.com

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Results Disclaimer and Typical Results

This eBook does NOT recommend the sale or use of any specific weight loss service or product. It does NOT even recommend the sale or use of The Fantastic New You Weight Loss and Anti-Aging Program. Instead this eBook clarifies the 4 Key Factors the author believes are essential to the success of any weight loss program at the time of writing. This ebook provides the weight loss results of the author Mark Ellison. Mark Ellison is the part owner of the Fantastic New You Weight Loss and Anti-Aging Program. His results may not be typical.

The Fantastic New You Weight Loss and Anti-Aging Program is mentioned in this eBook, but is NOT specifically recommended. The Fantastic New You Weight Loss and Anti-Aging Program is a weight loss coaching program that provides individually tailored weight loss programs. Each customer of The Fantastic New You Weight Loss and Anti-Aging Program receives a unique fully personalized program based on their specific aims, preferences, and lifestyle. No two programs are the same. Because all of the individual weight loss programs recommended to clients are different, the best guide to the typical results that can be expected is the scientifically accepted principle that each time a slimmer creates a calorie deficit of 3500 calories they will lose a pound of fat.

The accepted guideline amongst conventional Doctors and Health Practitioners is that every time a slimmer creates a calorie deficit of 3500 calories they will lose a pound of fat.

If a slimmer is burning muscle instead of fat, then they will lose more weight because there are far less calories in a pound of muscle than in a pound of fat. However, burning muscle is very unwise as it can lead to rebound weight gain, and is not recommended.

In general, dieters can expect that any weight loss program will bring about the loss of a pound of fat every time they burn 3500 more calories than they eat.

How often a slimmer creates a calorie deficit of 3500 calories and burns a pound of fat can vary enormously depending on but not limited to the specific type of weight loss program the slimmer is following, their level of motivation to follow it, the extent to which they do follow it, and their metabolic response to their program, etc.

Ready To Create A Fantastic New You?

Mark Ellison is an Expert Weight Loss Transformation Coach.

He professionally assists overweight people to rapidly become the weight they would love to be and look great.

His areas of expertise include...

- * Rapid Weight Loss,
- * Healthy Weight Loss,
- * Looking Years Younger,
- * Maximizing Fat Burning,
- * Avoidance of Rebound Weight Gain
- * Biological Age Reduction
- * Toning and Avoidance of Sagging Skin
- * High Energy Eating
- * Avoidance of Cravings and Hunger



If you've been struggling with your weight and you're ready to once and for all completely transform your weight, your well-being, and your appearance, and you want to learn more

about the programs and services we provide to help you do that, I offer a no obligation **FREE 30 minute consultation** to clarify the changes you'd love to make, and to talk about how we can help you to do that.

If you're really ready to speed to your dream weight and look great, just click on the link below and follow the simple steps to reserve a **FREE 30 minute consultation**.

I'm available for only 10 people, and that may be even less by now, I don't know, but if you want to check, let's spend half an hour and we'll talk. And let's see how our programs can make a phenomenal difference in your life.

To book your Free Consultation now, click the link below:

<http://tinyurl.com/30-Minute-Appointment>

Introduction – Don't Be Yet Another Weight Loss Failure!

Hi, my name is Mark Ellison, and my purpose in writing this eBook is to help **you** rapidly achieve **your** ideal weight, look fantastic, and fit comfortably into **your** favourite pair of jeans once again. How good would that make **you** feel?

To help you understand how you can quickly bring about your own amazing transformation, I will shortly introduce you to someone who has achieved what slimmer's are so often told is impossible... **Flawless Fast Weight Loss**.

Not only did the person I am going to introduce you to achieve **Flawless Fast Weight Loss**, but through the UK's National Health Service, and the UK's Department of Trading Standards, they absolutely proved the incredible transformation in their weight and health beyond all doubt.

Here's what they accomplished...

- They lost 87 pounds in just 14 weeks (40 kg), i.e. 87 pounds in only 100 days,
- They lost an average of 6 pounds each week (2.7 kg), as proven by official weighings conducted by the UK Government,
- 74% of the weight they lost was fat, (i.e. not muscle or water),
- They went from being clinically obese to their ideal weight in just 14 weeks,
- Their body fat percent dropped from 36% to 16% in just 14 weeks,
- They didn't experience any weight loss plateaus,
- They maintained their muscle mass,
- They increased their strength by 8%
- They literally optimized their health in all areas, as proven by over 39 blood tests,

- Their energy level exploded,
- They improved their health so much that their Biological Age reduced by 8 years, i.e. they became the equivalent of 8 Years Younger,
- The improvement in their weight and health transformed their appearance so much that they genuinely look 10 years younger, and their neighbors didn't even recognize them,
- They didn't get any sagging skin at all,
- They didn't get any rebound weight gain,
- And they didn't experience any hunger, cravings or mood swings,

And in addition to these exceptional changes, their self-esteem and confidence improved enormously. Without a doubt they feel so much better about themselves and their new exciting life.

In short...

- They very rapidly lost ALL of their Excess Weight, and became Ideally Slim,
- They fully Optimized their Health,
- They became the equivalent of 8 Years Younger,
- They Look and Feel 10 Years Younger,
- Their Appearance has Improved So Much, they look like a completely different person,
- Their Energy Level has Exploded,
- Their level of Confidence and Self-Worth has increased enormously,
- And the responses they get from other people has also completely changed,

These astonishing results were not brought about by going on a typical calorie controlled, low fat or low carb diet, but through the application of the latest scientific breakthroughs in Psychology, Nutrition, and Exercise.

In this eBook, you are going to learn about the **4 Key Factors** that bring about this kind of amazing transformation in weight and appearance so you can use them to bring about your own incredible weight loss success. In fact, you are going to be one of the very first members of the public to find out what these **4 Key Factors** are, and why they make such a huge difference to a person's weight loss results.

Let's get going!

When it comes to body fat, there's no doubt that we live in extraordinary times. The number of people that are now overweight or obese has risen to epidemic proportions. In the USA, more than 60% of the population is classed as overweight or clinically obese, and the obesity levels in the UK are not far behind.

Over 90% of dieters put all of the weight they lose during a diet back on again within 12 months of finishing their diet.

And between 30 and 60% of those dieters become even fatter than they were before they went on their diet within 1 year of finishing it.

That's one heck of a lot of weight loss failure! And there's even more failure to come...

A recent study by Oxford University estimates that within 10 years 80% of all men, and 70% of all women will be either overweight or obese.

That's a whopping 22% increase in overweight and obese people over and above the current epidemic levels.

What does it say about the effectiveness of the current weight loss recommendations when the obesity epidemic is expected to get 22% WORSE over the next 10 years?

100's of millions of overweight people in the US and Europe go on diets each year, and the vast majority of them end up no lighter than they were before. Over time, Americans and Europeans are getting fatter and fatter.

At the present rate of increase, virtually 100% of ALL adults in the USA and UK will be overweight or obese within 25 years.

In the face of such a huge amount of weight loss failure we have to call into question the advice slimmers are being given... it clearly isn't working!! In fact, it could hardly be failing more.

Incredible Weight Loss Exceptions Do Exist!!

As you have just read, amongst so much weight loss failure there are some exceptions who achieve phenomenal weight loss success. They don't just lose a few pounds and then regain it all again. Instead, they actually reach their ideal weight and they keep the vast majority of their weight off ongoing. They transform their appearance, and in some cases, their health and their life.

I know these exceptions really do exist, because not only have I researched them for the last 20 years, but through the powerful principles you are going to learn in this eBook, I became one of them.

At the beginning of this eBook I referred to a person who very rapidly lost an incredible amount of excess weight whilst optimizing their health.

Well, if you've not guessed already...

I am that person!

Yes, I am Mark Ellison, and everything in this eBook tells you how I personally achieved the fantastic weight loss success that you now wish to discover too.

And if you want to see for yourself how this eBook could be the genuine answer to your weight loss prayers, take a look at my own astonishing weight loss transformation reported by **The BBC** and in **The Sheffield Star**, the main newspaper for Britain's 4th largest city, Sheffield.

If you are reading this outside the UK, then the article in The Sheffield Star states that I healthily lost 6 stones 3 pounds in just 14 weeks, **that's 87 pounds in total, in just 14 weeks**, or 40 kilograms. Here's the article on The Sheffield Star website entitled, **"You Can Lose Weight Fast and Healthily"**. It has 3 parts...

Part 1 - "How to Lose 6 Stones in 14 Weeks"

(A "stone" is an English measure and equals 14 pounds.

6 stones 3 pounds equals 87 pounds in total or 40 kilograms).

In this first part of the article there is a green play button you can click on to watch a short video of me being interviewed by The Sheffield Star answering questions about the program I followed.

<http://www.thestar.co.uk/video/How-to-lose-6-stones.4878734.jp>

Here are the other parts of the article...

Part 2 - "And He Also Looks 10 Years Younger..."

<http://www.thestar.co.uk/features/SMITH-OF-THE-STAR-And.4878738.jp>

Part 3 - "Olympic Coach and Strongman Impressed"

<http://www.thestar.co.uk/features/SMITH-OF-THE-STAR-Olympic.4878737.jp>

And here's another article the Sheffield Star Newspaper ran 4 months after my diet had finished, showing there had been zero rebound weight gain... not even a single pound.

"Poundbuster Mark"

<http://www.thestar.co.uk/news/Poundbuster-Mark.5151696.jp>

And here's the link to Esporta Health and Fitness Corporation, which was mentioned at the end of the article you have just read. Esporta is one of Britain's Premier Health and Fitness Club chains. I was a member of one of their clubs during my weight loss program, and their excellent staff and team of weight loss and fitness coaches witnessed my transformation week by week.

Each month Esporta selects the person who has made the most inspiring improvement out of their 190,000 members to be their National Member of the Month. This is a very prestigious

National accolade, as out of 190,000 members only 12 members are selected each year. After you click on the link below, scroll down to their Member of the Month page and you will see that I was selected as their Winner for February 2009.

http://www.esporta.com/member_of_the_month.asp

Following the first feature article in the Sheffield Star newspaper, The BBC asked if they could interview me about my weight loss. Here is the link to that interview on BBC Radio Sheffield...

[Coming Soon...](#)

Just in case you are reading a printed version of this eBook and you can't click on the links and read the articles, then here are a few photographs of the transformation I made in just 14 weeks...



WEEK 1



WEEK 14

WHAT A DIFFERENCE 14 WEEKS CAN MAKE!



WEEK 1



WEEK 14

WHAT A DIFFERENCE 14 WEEKS CAN MAKE!





Not bad for a guy who just a few weeks earlier looked like this...



WEEK 3 17 STONE 7 POUNDS
BMI 31.6 STILL CLINICALLY OBESE
04 SEPT 08

Proving My Weight Loss

When I began my weight loss program, I knew that some people would be skeptical about the amount of weight I was actually healthily losing. And so to prove my rate of weight loss beyond all doubt I went to the UK Government's Department of Trading Standards (the equivalent of the Federal Trade Commission in America) and asked them to officially weigh me at every stage of my weight loss.

They agreed to do that and also to give me official Certificates proving my weight loss. They also allowed me to film the official weighings. Both the official Certificates and the films of the weighings will feature in a forthcoming video showing the whole of my weight loss journey. The official weighings by this UK Government body confirm beyond all doubt that I lost an average of 6 pounds each week.

Proving That I Had Become Optimally Healthy

On finishing my weight loss program, I knew that some people would say that losing 6 pounds each week wouldn't be healthy. This amused me as I went on my diet because it was the healthiest diet I had ever studied in 26 years of research in Nutrition, and it is far more nutritious than even the healthiest "health" diets available.

By the end of my weight loss program I felt certain my health and energy had vastly improved, and so I was curious to find out how much healthier I had actually become.

And so I asked my Doctor to assess if any of the 17 problems that can occur from rapid weight loss had actually occurred in my case. I didn't believe they would have done for a second

because unlike mal-nourished, unhealthy, crazy crash diets, my approach was exceptionally nutritious and exceptionally healthy.

After an extensive assessment my Doctor informed me that none of the problems had occurred in my case. I then asked her what she would test if someone had been on a crazy crash diet, as opposed to a very healthy and nutritious weight loss program as I had been on. She said she would test liver function, kidney function, thyroid, cholesterol, blood sugar, and a whole list of other physiological and biochemical markers. I asked her if I could have all of the tests, and she agreed.

I went to Sheffield's Royal Hallamshire Hospital for a battery of 39 blood tests, and the results were staggering!

Not only was there NO decline in any area of my health, but every area of my health had an optimum result. My health had literally optimized during the 14 weeks whilst I lost 6 pounds of excess weight each week.

Here are some of the results. They are mostly in UK units.

Blood Pressure – 115 / 70 (Ideal)

Fasting Blood Sugar – 86 (Ideal)

Long Term Blood Sugar – 5.3 (Ideal)

Full Blood Count – Normal (Ideal)

Kidney Function Test – Normal (Ideal)

Liver Function Test – Normal (Ideal)

Thyroid Function Test – 2.1 (Ideal)

Triglyceride Level – 1.0 (Ideal)

Total Cholesterol – 4.23 (Ideal)

HDL Cholesterol – 1.1 (Ideal)

LDL Cholesterol – 2.14 (Ideal)

Total Cholesterol / HDL Ratio – 3.8 (Ideal)

Biological Age Test – New Biological Age – 36 (actual age 44)

Biological Age Reduction – 8 years in just 14 weeks (Great!!)

Body Mass Index – 22.2 (Ideal)

Body Fat % - 16.8% (Ideal)

Waist Measurement – 34 inches (86 cm.) (Ideal)

Resting Pulse – 50 beats per minute (Ideal)

Muscle Mass – Negligible Change

Strength – 8% Stronger

Power to Weight Ratio – 62% Increase

Energy Level – Abundant Energy

Prior to my 14 week program my health results had been very different. For example, my Blood Pressure had been a concerning 158 / 91, and my Fasting Blood Sugar was 112 (6.2) which is pre-diabetic.

In fact, one of the most impressive improvements was my Long Term Fasting Blood Sugar Level. Prior to my diet I had been pre-diabetic with a raised blood sugar level. After my diet, the tests showed that my Long Term Blood Sugar Level had become optimum.

I was delighted, and my Doctor said the transformation in my health in just 14 weeks was ***"Fantastic!"***.

Becoming The Equivalent of 8 Years Younger

Before I began my weight loss program I carried out a very extensive Biological Age Analysis developed by two of the World's leading Anti-Aging Experts. Biological Age is a measure of a person's overall physical condition. In short, it tells them whether they have the health of a person who is younger, older, or the same age as their actual age.

For example, a 60 year old person who has looked after themselves may have a Biological Age of 52. In other words, their health is equivalent to that of a typical 52 year old.

Whereas someone who has NOT looked after themselves very well for much of their life may actually be 32 years old, but have the health of a typical 45 year old. Hence, their Biological Age would be 45.

The extensive Biological Age analysis I undertook before my weight loss program showed that I had a Biological Age of 44, which also happened to be my actual age.

On finishing my weight loss program I retook the Biological Age Analysis, and the results were very different.

It showed that in the 14 weeks whilst I had been on my weight loss program my health had improved so much that my Biological Age had dropped to age 36. I now had the physical condition of a typical 36 year old.

This very significant drop in my Biological Age completely tallied with my Doctors findings and my optimum health test results from the Royal Hallamshire Hospital.

It also tallied with the very different responses I was getting from people. Quite literally, some of my neighbors, who I had known and lived near for 10 years, didn't even recognize me. On one occasion I went up to one of them in the check out at the local supermarket, and said "*Hi, Mate*" and after looking puzzled for a moment he turned to me and said, "*I'm sorry, but do I know you?*"

I had lived 4 doors down from this neighbor for the last 10 years and spoken to him on many occasions, and yet he didn't even recognize me at all.

Take another look at the following 2 photographs and you will see why some of my neighbors didn't realize who I was...



WEEK 1



WEEK 14

WHAT A DIFFERENCE 14 WEEKS CAN MAKE!



Person after person kept telling me I looked 10 years younger, and that's exactly how I felt.

The Biological Age tests showed that I had become the equivalent of 8 years younger, and I looked and felt 10 years younger, and all in just 14 weeks.

I felt like I had been rescued from my obese 40's and catapulted right back into my slim mid 30's. I had regained a decade of my life. And the change in my appearance was astonishing. It was as if I went to sleep as a middle aged obese man and woke up the next morning as a slim much younger looking person in my mid 30's. It feels phenomenal to look 10 years younger than my actual age, and have the rejuvenated physical condition to go with it.

Double Checking My Results...

Next, I sent all of my weight loss and health test results to a team of fitness and weight loss coaches at my Esporta Health Club, and asked them to try and find a flaw in my results. After thoroughly evaluating all of the data they told me that they couldn't find a single flaw, but they did want to double check that I hadn't lost any muscle mass by comprehensively testing my strength.

It is very important to avoid losing muscle mass whilst slimming as it is one of the main factors that prevent rebound weight gain.

Under supervision, I carried out a comprehensive range of isolation strength exercises. The strength tests confirmed that during my 14 week weight loss program my strength had actually increased by an average of 8% even though I had done no weight training during the program.

I asked an Olympic Coach how I could possibly be 8% stronger when I had not done any weight training. He said that I previously had fat deposited between my muscle fibers, and now that the fat had gone, my muscles were working more efficiently.

Whatever the explanation, I was delighted to find that my strength had not declined whilst I had lost 87 pounds.

One Final Check...

I then sent all of my weight loss and health test results to a team of Olympic Coaches, and once again asked them to try to find a flaw in my results. After a thorough evaluation, they too couldn't find a single flaw.

Zero Rebound Weight Gain...

Four months after finishing my diet, I went back to The Department of Trading Standards to be officially re-weighed. When people unhealthily lose a lot of weight through crazy crash dieting, they can lose a lot of muscle mass, and put in place several powerful causes of rebound weight gain. This can lead to them regaining 10 or more pounds per month after their diet has finished.

In fact, according to reports, some of the biggest losers on one of television's most famous weight loss shows have put on 30 pounds per month in each of the 2 months following their diet. Re-gaining 60 pounds is not my idea of weight loss success.

Even at just 10 pounds per month, I should have been 40 pounds heavier 4 months after my diet had finished. The official weighing conducted by The Department of Trading Standards not only confirmed that I had NOT put on a single pound. It showed I had become 4 pounds lighter. Despite my fast weight loss of 6 pounds per week, there was ZERO rebound weight gain.

Flawless Fast Weight Loss

We are so often told that if we lose weight rapidly, we will...

1. Undermine our health,
2. Get sagging skin,
3. Strip our muscle mass,
4. Get rebound weight gain,
5. Experience a slowing of weight loss, and experience plateau's,
6. Experience a slowing of metabolism and a major loss of energy,

And yet I had just lost 87 pounds in 14 weeks at a rate of 6 pounds per week, and instead...

1. Optimized my Health,
2. Got no sagging skin,
3. Maintained my muscle mass and strength,
4. Got no rebound weight gain at all,
5. Experienced no slowing of weight loss, or any plateau's, and...
6. Got no slowing of metabolism. In fact, my energy and vibrancy exploded,

Not even an extensive evaluation by my Doctor, a battery of 39 Blood Tests at The Royal Hallamshire Hospital, a thorough assessment by a team of Fitness Coaches or an in-depth review by a team of Olympic Coaches had found a single flaw in my weight loss results.

Perhaps the weight loss experts?? who are presiding over the GREATEST OBESITY EPIDEMIC IN THE HISTORY OF MANKIND don't know quite as much as they claim to.

May be they aren't making the valid distinction between...

- the **negative effects** of rapid weight loss from following a low calorie, **low nutrient**, crazy crash diet,
- And the very **positive effects** of rapid weight loss from following a low calorie, **highly nutritious**, very healthy weight loss program.

Whatever the explanation, I had just achieved what they so often tell us is impossible...

Flawless Fast Weight Loss.

In this eBook, **you** are going to learn the **4 Key Factors** that bring about this kind of amazing transformation in weight and appearance so **you** can use them to bring about **your** own incredible weight loss success. But first, here's a little bit of background.

A Bit of Background...

I graduated from The University of Sheffield in 1986 with an Honours Degree in Prehistory and Archaeology. The main focus of my Degree was the Evolution of The Human Diet. Little did I

know at the time of my Degree that it would lead to an incredible breakthrough in diet and weight loss?

Throughout the 20 years since my Degree, I have continually researched the cutting edge scientific developments in Nutrition, Health, and Fitness.

And in my career I have been a professional practicing psychologist since 1990, researching the key factors that enable people to successfully make lasting changes in their emotions, behaviours, and the results they produce in life.

In short, for the last 20 years I have been passionately studying the 3 fundamentals of weight loss success...

1. **The most powerful fat burning diets,**
2. **The most powerful fat burning exercise, and...**
3. **The most powerful motivation methods,**

It was through knowing these 3 fundamentals of weight loss success that I transformed my own weight and healthily lost 87 pounds in just 100 days after being ill and gaining lots of body fat as a result.

The 4 Key Factors of Weight Loss Success

When over 90% of the 300 million dieters in Europe and the USA are ending up just as fat or even fatter each year, it makes sense to find the exceptions that are succeeding, and find out what is making such a difference in their weight loss results.

After studying those critical **differences** for the last 20 years, I can tell you that...

There are only 4 Key Differences between the people who fail to reach their ideal weight and the people who completely succeed.

I call those 4 Differences "**The 4 Key Factors of Weight Loss Success**".

From all of the research I have done, and from the 1000's of clients I have worked with over 2 decades, it is clear that...

Those people who attempt to lose weight without the 4 Key Factors in place invariably fail.

And...

Those people who attempt to lose weight with the 4 Key Factors in place achieve outstanding weight loss success.

It is also clear that...

When people who have repeatedly failed to reach their ideal weight in the past, then put in place the 4 Key Factors, they too achieve outstanding weight loss success.

The Great News is that **The 4 Key Factors of Weight Loss Success** are NOT fixed things that some people have, and some don't. They are NOT unchangeable things that you can't do anything about.

For example, some overweight people mistakenly think they are overweight because their genes are making them fat, and they can't change their genes. In other words, they believe the cause of their problem is unchangeable, and they can't do anything about it. (You'll be pleased to know that numerous scientists no longer believe that people are overweight because of their genes. They don't think that theory has any merit whatsoever).

Unlike those incorrect explanations, which you can't do anything about, **The 4 Key Factors of Weight Loss Success** are things that **CAN** be learnt and readily implemented by **ANYONE**, no matter how much they have failed to lose weight in the past.

In 20 years of consulting with 1000's of clients, I have not worked with a single person who could not learn and implement all of **The 4 Key Factors of Weight Loss Success**. And I have worked with people from absolutely every walk of life from street people to business tycoons, from Rock Stars to International Soccer Stars, from the clinically obese to the obsessively slim, from children and their parents to suicidal depressives.

In my experience, and the opinion of the World's Leading Psychologists...

**Absolutely anyone can implement The 4 Key Factors of Weight Loss Success
and become the weight they would love to be. Including you!**

In this eBook, you are going to learn what those **4 Key Factors of Weight Loss Success** are, why they will ensure you rapidly become your ideal weight, and how you can put them in place to bring about your own astonishing transformation.

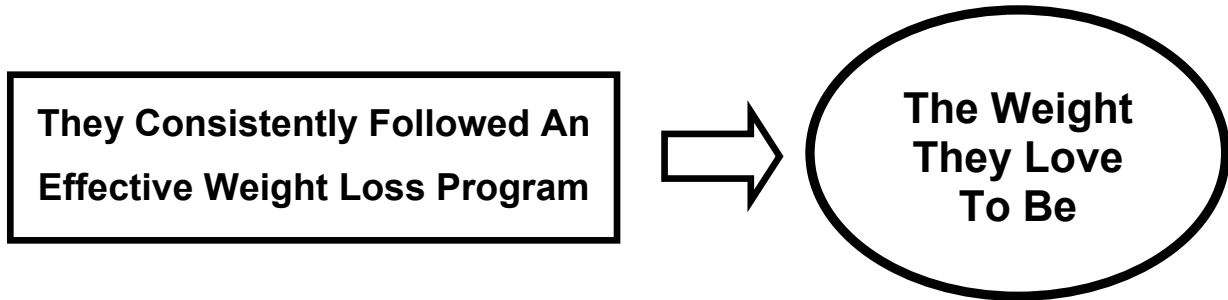
An Overview of How The 4 Key Factors of Weight Loss Success Work

Here's an overview of how the **4 Key Factors of Weight Loss Success** cause any person to rapidly reach the weight they would love to be...

Let's start with someone who has just become their ideal weight after years of being obese. They've healthily lost ALL of their excess weight, and they've made it! Their weight loss dream has come true, and they are ideally slim. They look fantastic in gorgeous slim-fitting clothes, and they feel great.

Let's break their success down to its simplest steps and see how they did it.

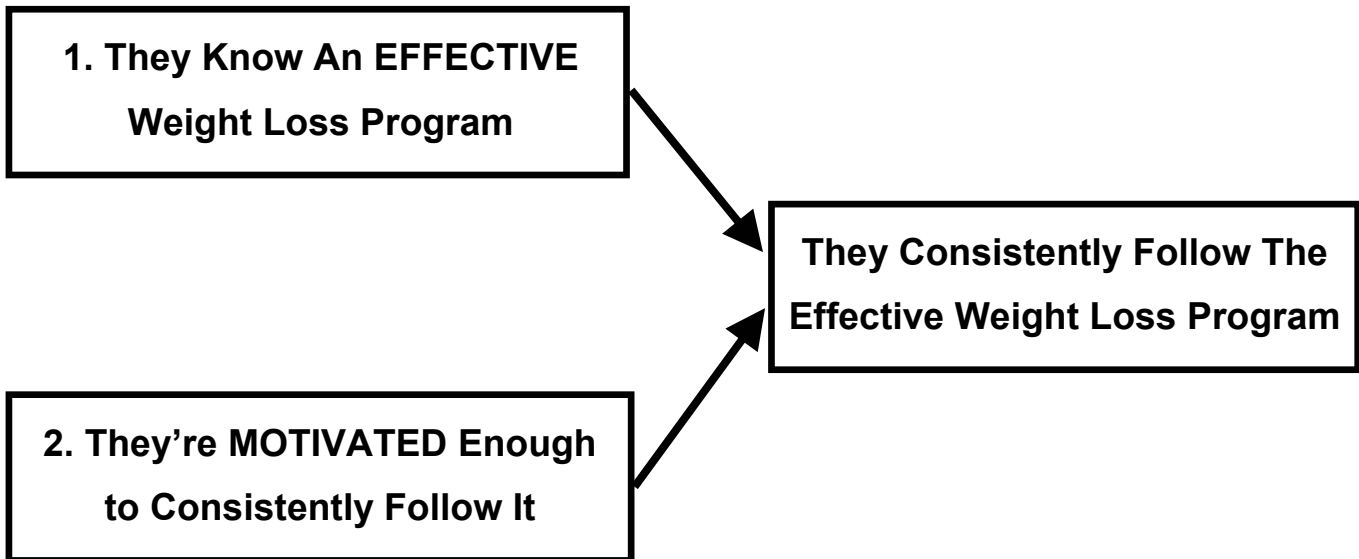
Many people would draw the obvious conclusion that the reason this person has reached their ideal weight is because they **consistently followed an effective weight loss program** all the way to their target weight. That program may have included a diet, or an exercise program, or a weight loss supplement regime, but whichever it was, it was **effective**, and they stuck to it.



That's true, but the critical question to ask here is **WHY** did this person consistently follow an effective weight loss program when so many millions of failing slimmer's don't?

Let's follow the trail of their success a bit further back and see what got them to consistently follow an effective weight loss program.

If you think about it, we could sum up the 2 reasons they consistently followed an effective weight loss program as follows...



Without question, it is true that a successful slimmer follows an effective program and reaches the weight they'd love to be because...

1. **They know an EFFECTIVE Approach to lose weight, and**
2. **They are MOTIVATED enough to consistently follow it until they reach their target weight,**

But just knowing that is next to useless, if you too want to achieve your weight loss dream.

Just knowing those 2 apparent causes of their success won't necessarily give you an EFFECTIVE approach, and it definitely won't make you MOTIVATED enough to follow it.

We have to follow the trail of their success one step further back, and ask...

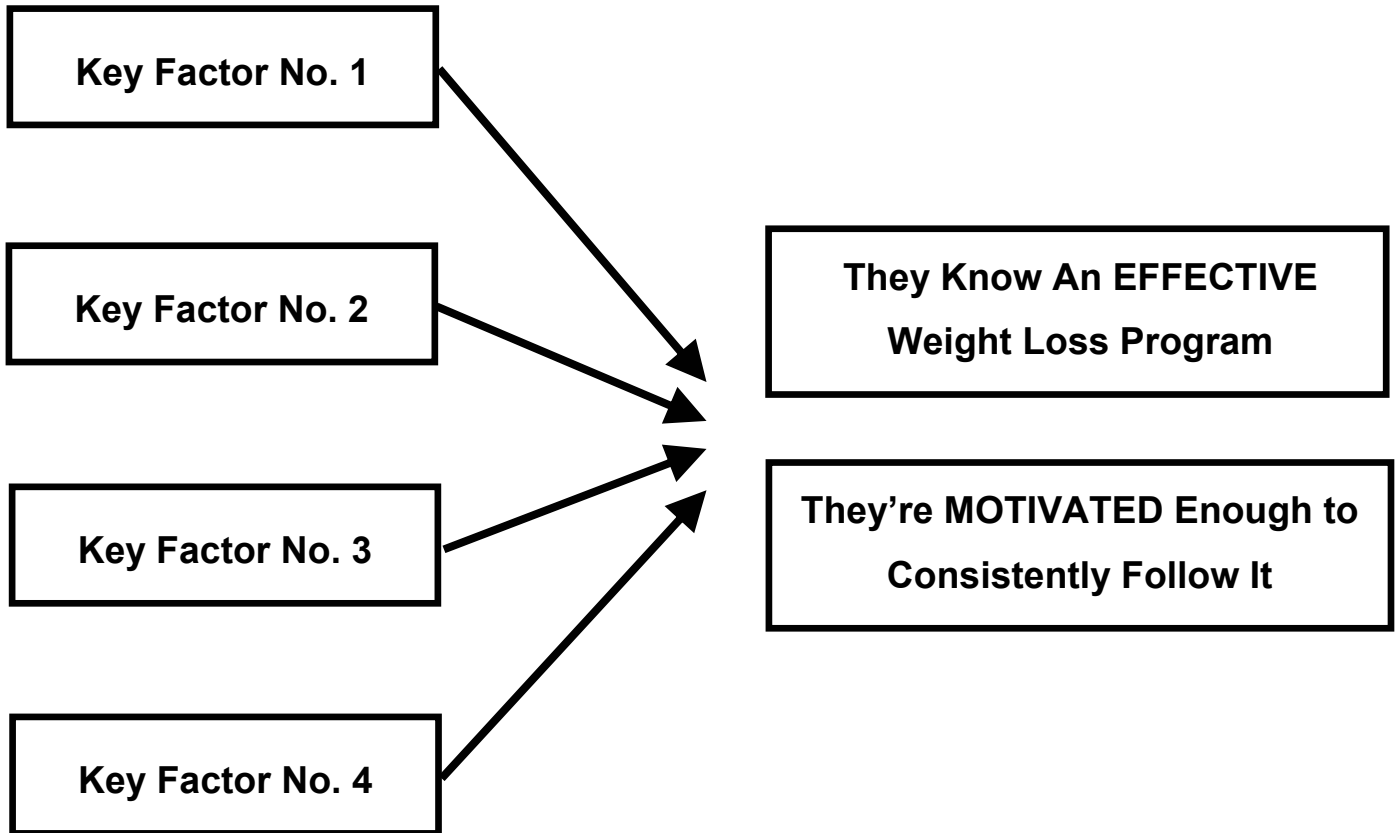
HOW COME they had an **Effective Approach**?

and

WHY were they **Motivated Enough** to consistently follow it until they reached their dream weight?

I have been researching the answers to those 2 questions for the last 20 years, and those answers are the **vital keys** to you rapidly becoming as slim as you would love to be.

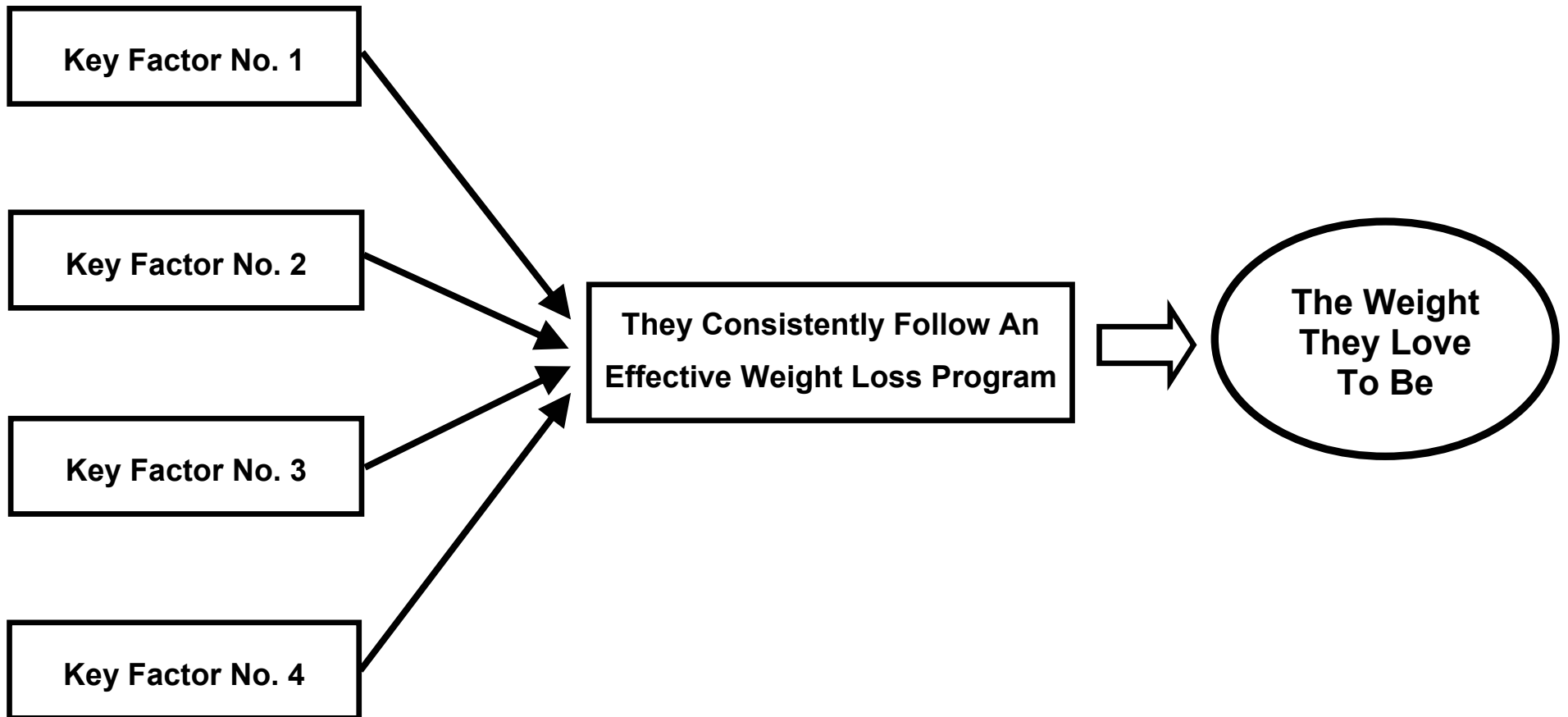
Two decades of research make it abundantly clear that the outstanding weight loss successes have an **Effective Way** to get slim and **Enough Motivation** to consistently follow it **BECAUSE** they have **The 4 Key Factors of Weight Loss Success** in place.



Take a look at the following diagram. It summarizes how **The 4 Key Factors of Weight Loss Success** causes a person to consistently follow an **Effective Weight Loss Program** and rapidly become **as slim as they would love to be**.

If you've ever wondered why some people have been able to get themselves to lose all of their excess weight and become slim, whilst you just keep yo-yoing up to heavier and heavier weights, you are about to find out.

The 4 Key Factors of Outstanding Weight Loss Success



Before you read about those **4 incredible keys** to your new slim life, I would like to share with you the three most important principles I have found to be true after extensively researching the science of successful weight loss and working with 1000's of people for over 2 decades.

Firstly, I believe that it's not only difficult to lose your excess weight without the **4 Key Factors of Weight Loss Success** in place, I believe **it is impossible!**

Very few slimmers begin their weight loss program with all of the **4 Key Factors** in place. In fact, many slimmer's attempt to lose weight with only 1 or even NONE of the **Key Factors** in place at all. It's like they are trying to drive to their destination without any wheels on their car. They're going no-where!!

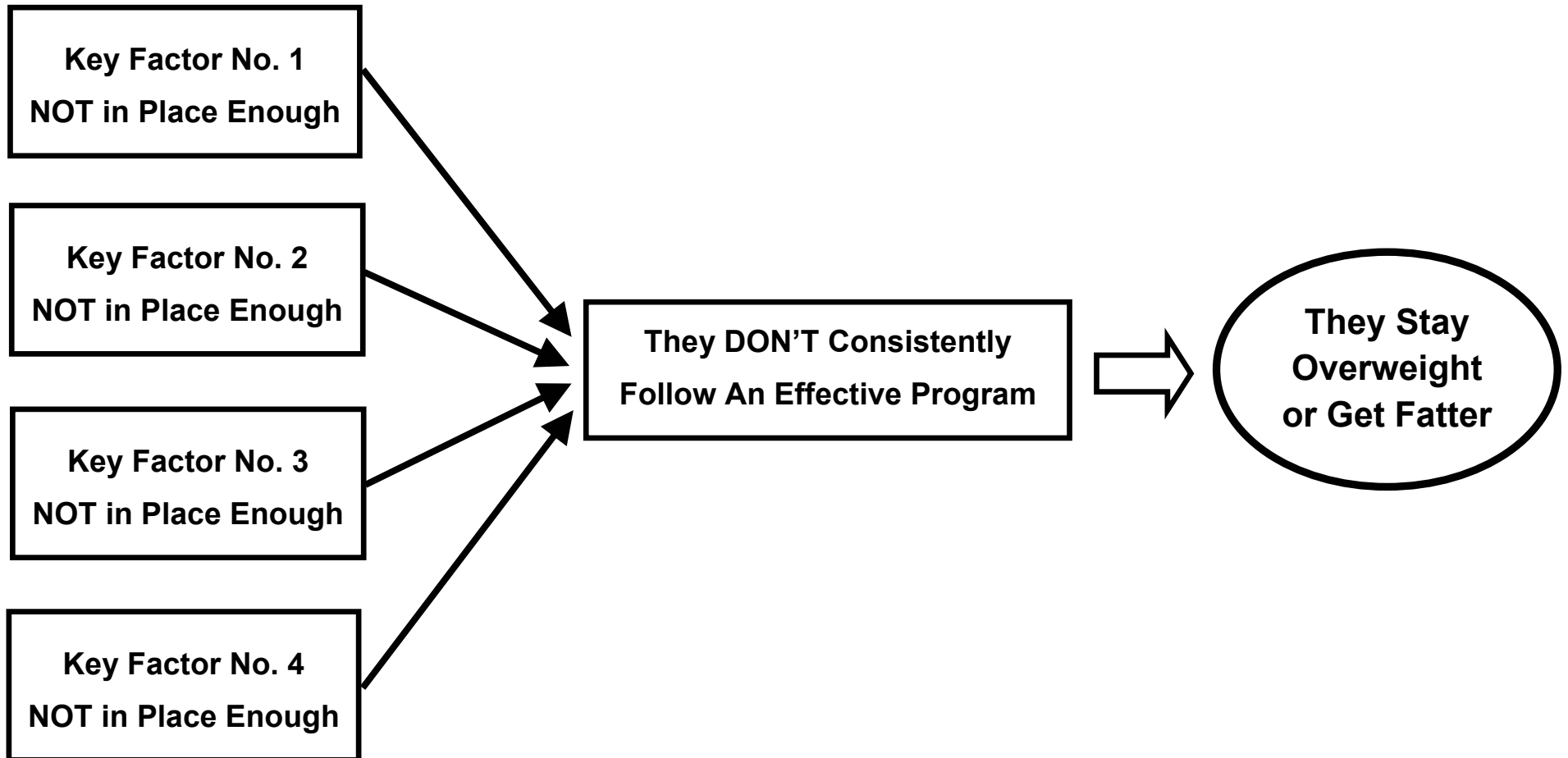
So many slimmer's think that they only need a diet, and then they will get slim. And often the diet they actually follow isn't effective for them anyway.

Is it any wonder they have difficulty getting themselves to follow their program when the diet they have isn't necessarily **EFFECTIVE** (i.e. it doesn't work), and on top of that, they don't feel **MOTIVATED** enough to consistently follow it?

Clearly they are trying to lose weight without the **4 Factors of Weight Loss Success** in place. Without **EACH** of the **4 Key Factors** in place **ENOUGH**, then their failure is **inevitable**, and it's just a matter of time before they give up and start getting even fatter.

Take a look at the following diagram.

The 4 Possible Causes That Guarantee Weight Loss Failure



Not having one or more of **The Key Factors of Weight Loss Success** in place enough is why over 90% of ALL slimmer's are failing to reach and stay at the weight they would love to be, but instead are getting fatter and fatter over time.

It's also the real reason why so many slimmers **repeatedly** fail to lose weight. It isn't because they have a slow metabolism or because they are genetically pre-disposed to be fat or because they have no will-power. After researching the subject for over 20 years, I can tell you that it's because they keep trying to lose weight without the **4 Key Factors** in place that any slimmer needs in order to succeed.

Here's the second important principle I have found to be true...

I believe that when **ANY** slimmer puts the **4 Key Factors of Weight Loss Success** in place, and they keep them in place until they reach the weight they would love to be, then **it's virtually impossible for them to fail**.

That's a huge statement to make, and it doesn't come from some desire to "hype" up what I am saying, but from years of research into what really makes the difference between **ordinary** people who fail again and again, and **ordinary** people who achieve outstanding success.

Thirdly, I believe that nearly all of the weight loss programs available today **FAIL** to even mention all of the **4 Key Factors of Weight Loss Success**, never mind help slimmer's to put them all in place.

Is it any wonder that over 270 million slimmers are failing? They are not being given the **4 Key Factors anyone** would need in order to successfully lose weight. Neither the medical industry nor the diet industries are effectively giving slimmers what they need to get slim.

If you have ever blamed yourself or your will-power for your excess weight, then **stop**. It's not your fault or the result of any imagined lack in you. If you have ever felt like a worthless, unattractive failure that has no will-power or self-control, then **stop right now...**

It's NOT You!!

I've never met you, but just like the other 270 million mis-led slimmer's, I have no doubt that **you are a very capable, worthy person** who will absolutely achieve your ideal weight if you are only given a proper chance to do that.

The more I have researched the multitude of approaches in the weight loss market, the more I have been staggered at the level of mis-information and the utterly pathetic approaches that are being touted as effective.

As you are about to find out, you don't need to miss out on being ideally slim and feeling great about yourself anymore. You no longer need to look longingly at those slim fitting clothes in your wardrobe and feel sad about never fitting into them again.

In the pages that follow, you can read what it really takes to reach the weight you would love to be. You can learn the real keys to phenomenal weight loss success from someone who has not only researched the subject for twenty years, but who has made their own astonishing transformation in their weight, health, energy level, Biological Age, and appearance. You can

start looking forward to being slim again, and begin to feel the excitement of looking great once more.

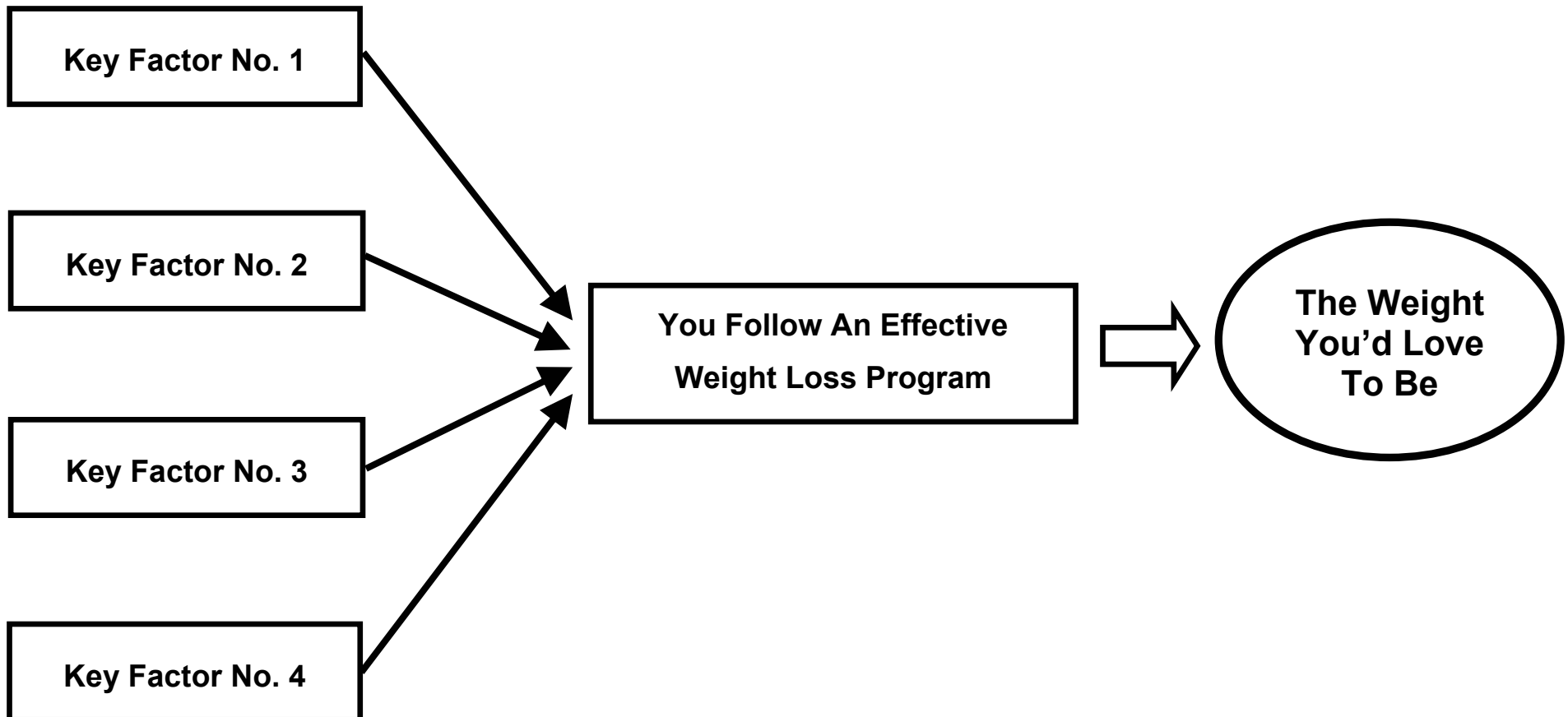
Remember what you read above. After working in this field for 20 years, I believe that...

*"The **4 Key Factors** that lead to outstanding weight loss success can be implemented by anyone. **Including you!**"*

*"When **ANY** slimmer puts the **4 Key Factors of Weight Loss Success** in place, and they keep them in place until they reach the weight they would love to be, then **it's virtually impossible for them to fail**".*

Here's your **Master Plan** for rapidly becoming the weight you'd love to be...

Your Master Plan For Rapidly Becoming The Weight You'd Love To Be



Now that you know there are **4 Key Factors** that bring about astonishing transformations in people's weight and appearance, let's find out what they are, and why they're absolutely essential...

The Typical Pattern of Weight Loss Failure

There are two main ways in which people fail to lose weight.

Firstly, lots of people fail to lose weight simply because they attempt to do so with a program that does NOT work for them. They follow their **ineffective** program religiously, but when they get on the weighting scale day after day, they haven't lost a single pound. Clearly they need an approach that will work A LOT better for them than that.

As frequently as this happens, I don't believe it is the most common way in which people fail to get slim.

Here's the second way...

So often, slimmer's do lose some weight, and then they put it right back on again before they get anywhere near the weight they'd love to be. What's going on there?

We know they'd love to be slim, and they've even got a weight loss approach that works for them, but they keep prematurely breaking their diet. Why are they staying overweight or remaining obese when they have the means to be ideally slim and look fantastic?

Let's find out...

Meet Sally. She's 36 years old and over the last few years she has been gaining weight at an increasing rate. She's now 20 pounds overweight, and she feels tired, unattractive, and frumpy. She would love to be as slim as she used to be in her 20's, and look great in her old pair of favourite jeans once again, but she just hasn't been able to get herself to stick to a diet. No matter how many magazines she reads telling her about the latest fad diets and top 10 diet tips, she just hasn't been able to stay on a diet beyond 11am of Day 1.

It's as if being overweight is emotionally distressing, but not distressing enough to get her to really put her mind to losing the weight.

But last week that all changed in a single moment. A rather insensitive co-worker, who should have been reprimanded by his manager, publicly pointed out how much heavier and chunky looking Sally had become in the last few months. And some of her colleagues agreed and started to laugh and tease her about it. **AHHH!!!!**

In that moment the humiliation she felt about being overweight went through the roof, and that was it. Without question she was immediately going on a diet, and this time she would stick to it and get slim.

Psychologists call that "**going over Emotional Threshold**" from a bearable level of distress that we can live with and not do anything about, to an unbearable level of distress that is so emotionally painful we have to take immediate action to avoid it.

Driven by her new unbearable level of distress about being so overweight, Sally stuck to her diet for the next 3 weeks and successfully lost 8 pounds. She was well on her way to losing all 20 pounds.

At this point, many people would think that Sally was on track to succeed and lose all of her 20 excess pounds. But they'd be wrong!! Dead wrong!! And they'd be shocked to know that Sally had been on track to completely fail and end up just as fat again **from the very first moment of her diet!**

Can you imagine going through all of the hardship of a diet, when in fact you are virtually guaranteed to completely fail and end up just as fat again? How unfair is that? But incredibly it's exactly what is happening for the vast majority of dieters.

They are setting out on their diets **without** all of the **4 Key Factors** they need in place to succeed, and as a result they are virtually guaranteed from Day 1 to become just another weight loss failure.

Let's get back to Sally...

Having stuck rigidly to her diet for the last 3 weeks, and lost 8 pounds, she feels very proud of what she has accomplished. And so she should. She's done really well. But unfortunately, because no-one helped Sally to put in place "**The 4 Key Factors of Weight Loss Success**" when she began, she's about to put all of the weight she has lost right back on again, and feel miserable, unattractive, and worthless.

It's very sad, but it happens to millions of poorly instructed dieters all over the world again and again.

Having lost 8 pounds, Sally no longer feels an unbearable amount of distress about her weight. She now feels that it's not too bad. In psychological terms, Sally's level of distress about her weight has reduced and come back below **Emotional Threshold** from an unbearable level of distress to a lower level she can put up with WITHOUT FEELING SHE HAS TO DO

ANYTHING ABOUT IT.

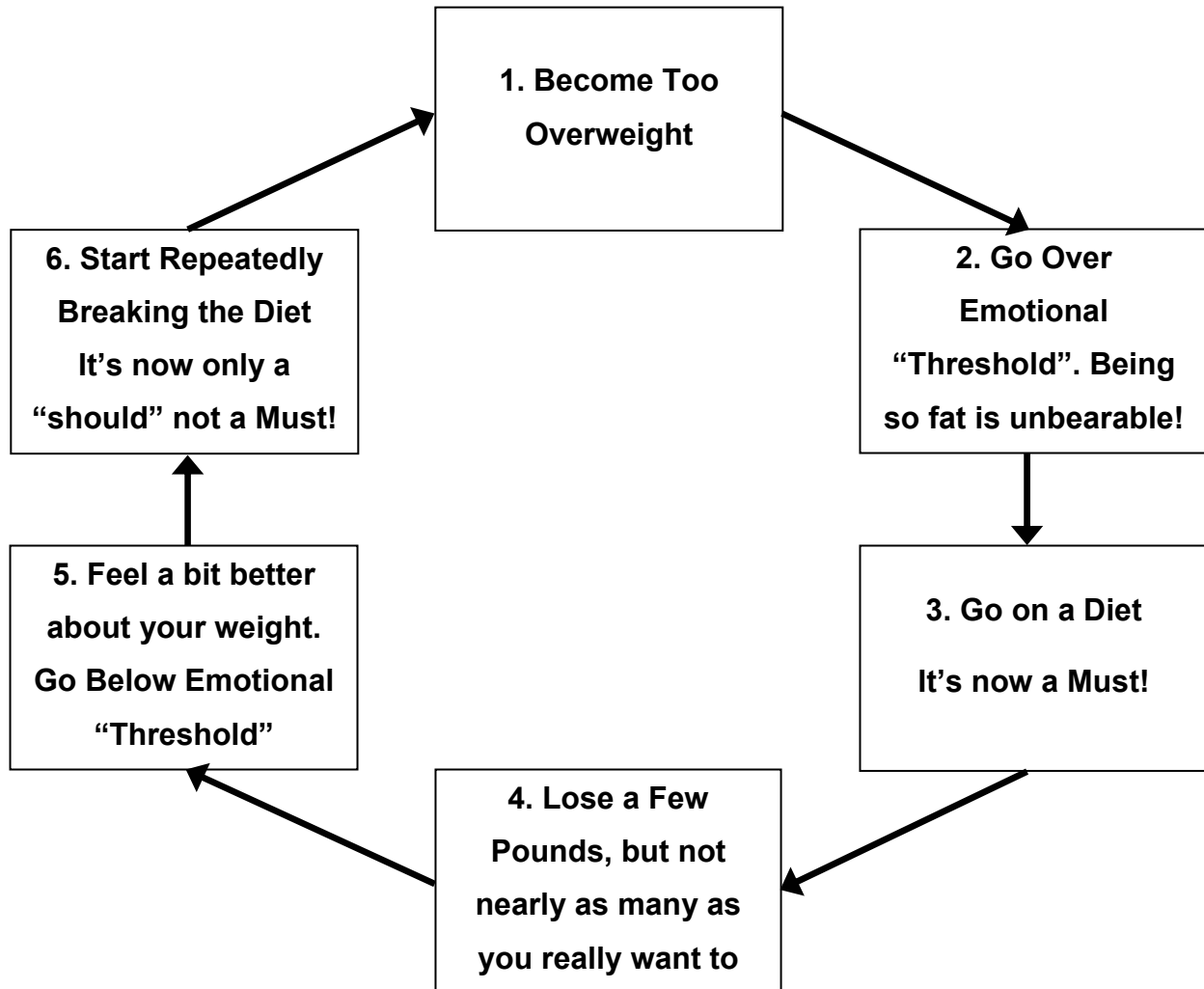
Being on her diet is no longer a "MUST". It's now just something she "ought" to do, and it won't be the end of the world if she doesn't. Uh Oh! Trouble Ahead!!

After work Sally's friend comes to visit. And because Sally is feeling better about her new lighter weight and proud of her weight loss achievement, she says, *"Oh what the heck, I've done really well. Let's have a piece of cake to celebrate. I'll just have one small piece"*.

Boy does that taste good, and without the powerful MUST LEVEL drive in place to make her stick to her diet, one piece becomes two, and three and four. And 6 weeks later, Sally has eaten her way right back to 20 pounds overweight again.

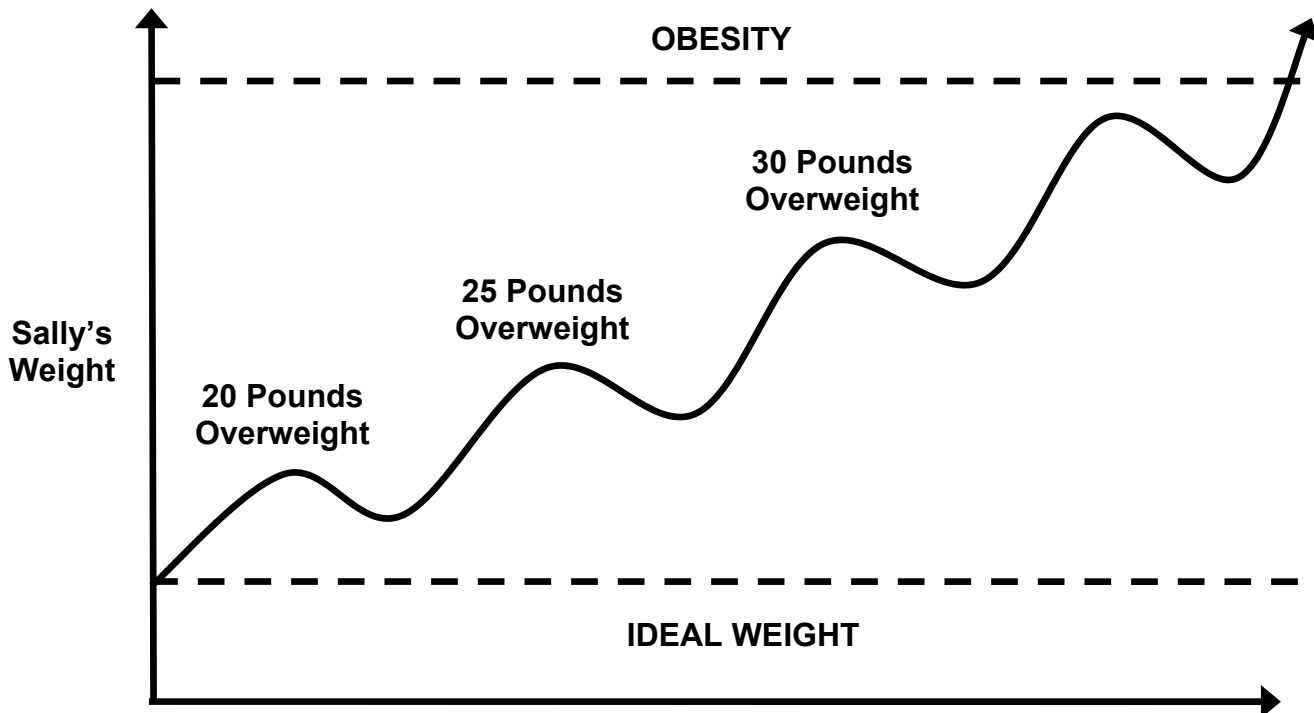
And at that point, it's just a matter of time before she feels too much distress about her excess weight, and starts another diet that is also doomed to complete failure. She'll stick with that next diet for a few weeks, until the distress about her excess weight lowers and becomes bearable again, and then she'll eat her way right back to 20 pounds overweight once more. And she'll keep going around that **Vicious Cycle of Weight Loss Failure** again and again, year after year, never getting to her desired weight.

The Vicious Cycle of Weight Loss Failure



Going around this vicious cycle of weight loss failure again and again, year after year, will result in 2 further problems for Sally.

Firstly, each time she gets back to 20 pounds overweight she becomes a bit more comfortable with it, and overtime she becomes acceptant of getting to heavier and heavier weights... 25 pounds overweight, and then 30, and 35 and on and on until she becomes obese. Is that the fatter and fatter destiny you want? I highly doubt it.



Secondly, each time she fails to lose all of her excess weight and then puts it all back on again, she reinforces her destructive beliefs that, “*She can’t lose weight*”, “*She’s weak-willed*”, “*She’s a fat person*” and “*She’ll never be slim and attractive again*”. How de-motivated and hopeless do you think those false beliefs make her feel? In fact, they make her feel so sad that she ends up eating even more fattening foods to comfort herself.

As she gets even more overweight, she starts to think that only very extreme and dangerous measures will get her slim again, such as surgery or having her stomach stapled.

How sad, when it could have been so very different if only someone had just helped Sally to put in place **The 4 Key Factors of Weight Loss Success** when she began her diet.

Has this “**Vicious Cycle of Weight Loss Failure**” happened to you?

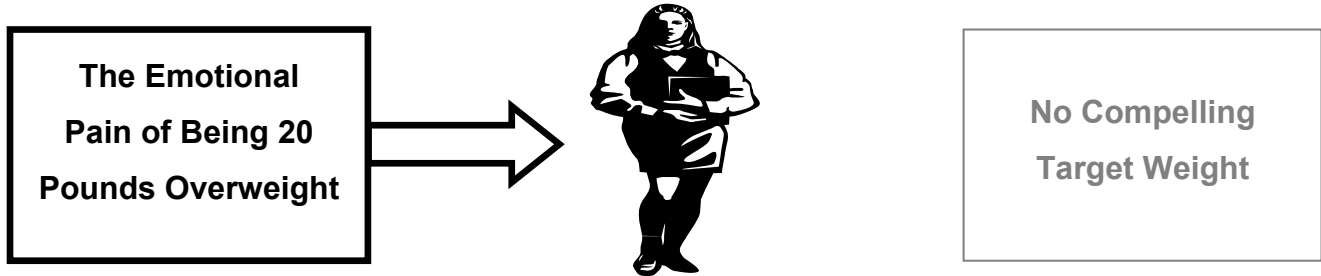
How many times have you begun a diet, made a bit of progress, and then started eating all of the wrong foods again, and never got anywhere near the weight you’d love to be?

I know I did, many times, until I understood how to put in place **The 4 Key Factors of Weight Loss Success** that you are about to learn in this eBook.

How the Exceptions Achieve Phenomenal Weight Loss Success and Avoid the Vicious Cycle of Weight Loss Failure

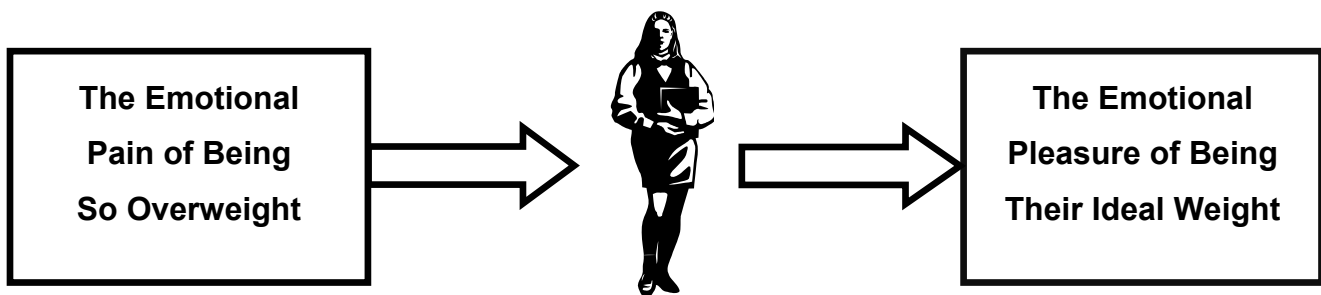
Key Factor No. 1 - You Need a Truly Compelling Target Weight

Did you notice how Sally only had one type of motivation? She felt strongly pushed to diet by the emotional pain of being 20 pounds overweight, but she wasn't strongly pulled by the pleasure of being her ideal weight.

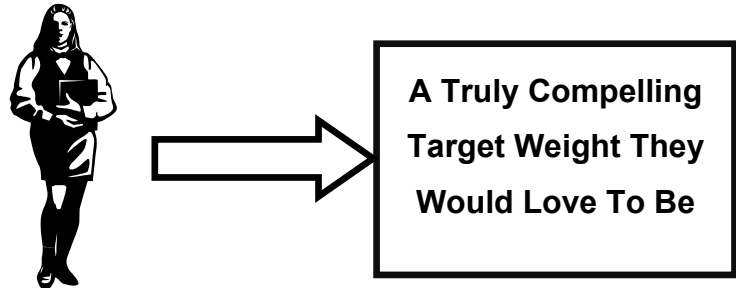


Her dieting was all about **avoiding** being so fat. It wasn't about becoming the weight she'd love to be.

The Outstanding Weight Loss Successes are not only driven to avoid being an excess weight they hate. They are also driven to achieve an ideal weight they would love to be.



Hence, the **Weight Loss Successes** have a truly compelling, very desirable target weight that continually drives them until they achieve that weight.



This might seem like a small point, but it is **absolutely vital** if you are to succeed in achieving your ideal weight and avoid yo yoing up to heavier and heavier weights for the rest of your life.

As you are about to learn, not having a **compelling target weight** results in a **critical problem** that rapidly undermines any slimmer's motivation, and thwarts their best efforts to get slim.

Here's how that happens...

There are only **two** types of motivation that can drive a person to lose weight, either...

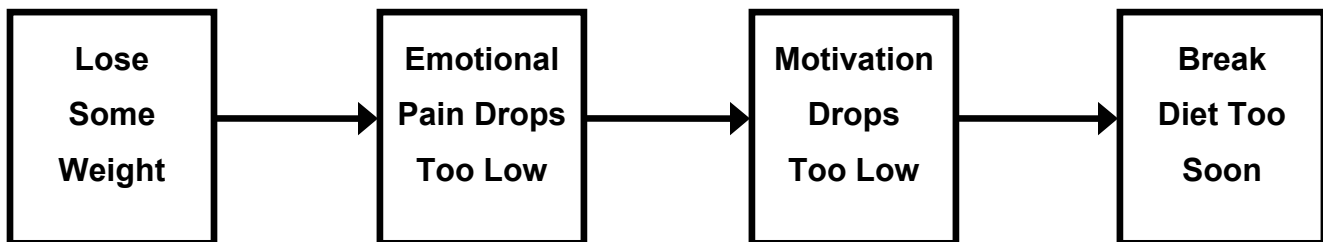
1. Being pulled by the emotional pleasure of a **compelling target weight** they'd love to be, or...
2. Being pushed by the **unbearable emotional pain of being too fat**.

If a slimmer doesn't have a **compelling target weight**, then they are entirely dependent on the **emotional pain of being too fat** to drive them to lose weight.

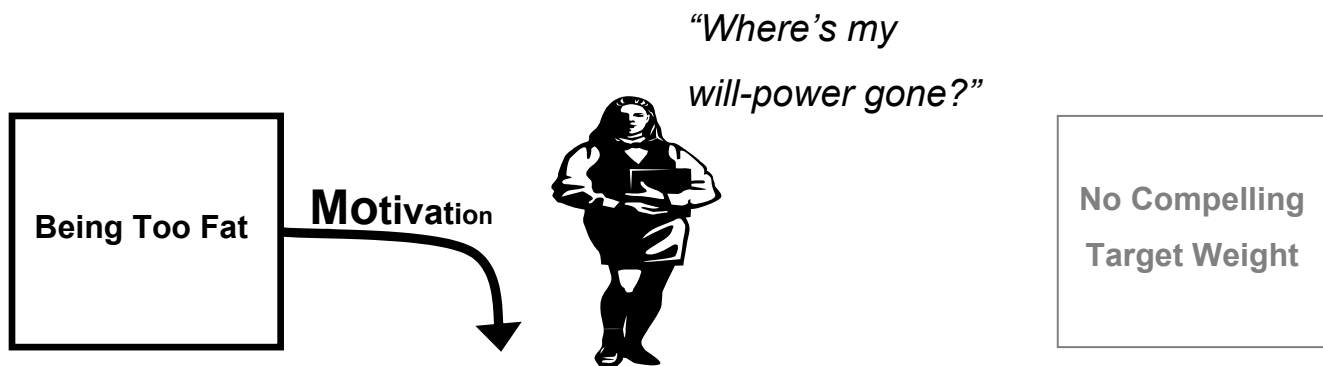
And this is where the problem occurs...

As they lose some of their excess weight, the emotional pain they feel about their weight also reduces, and quite quickly it drops to a bearable level.

As soon as their emotional pain goes below "threshold" and becomes bearable, then their motivation to stick to their diet also drops too low, and they start repeatedly eating fattening foods once more.



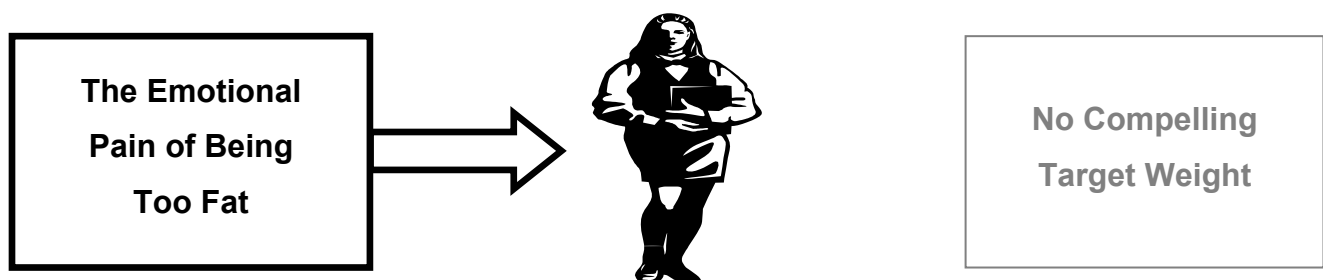
The key point to understand here is that the motivation a slimmer initially feels to avoid being too fat **peters out very quickly**. Typically it will only drive a slimmer to lose just **10 to 30%** of the total weight they want to lose before that motivation becomes too weak, and they start eating fattening foods again and putting the weight they just lost right back on.



Not having a **compelling target weight**, and **only** being driven by the **emotional pain** of being too fat is the **1st Key Reason** why more than 90% of ALL dieters fail.

For a moment, just think of all the slimmer's you know who break their diet **far sooner** than they initially intended to. I bet, if you put your mind to it, you'll easily think of lots of slimmers who at first feel desperate to not be so overweight, and initially start taking lots of action to get slim such as exercising, buying diet foods, and joining gyms. But then as soon as they lose a few pounds and go from being **unbearably fat** to being **bearably overweight** their motivation drops and they start eating fattening foods and heading right back to being too fat.

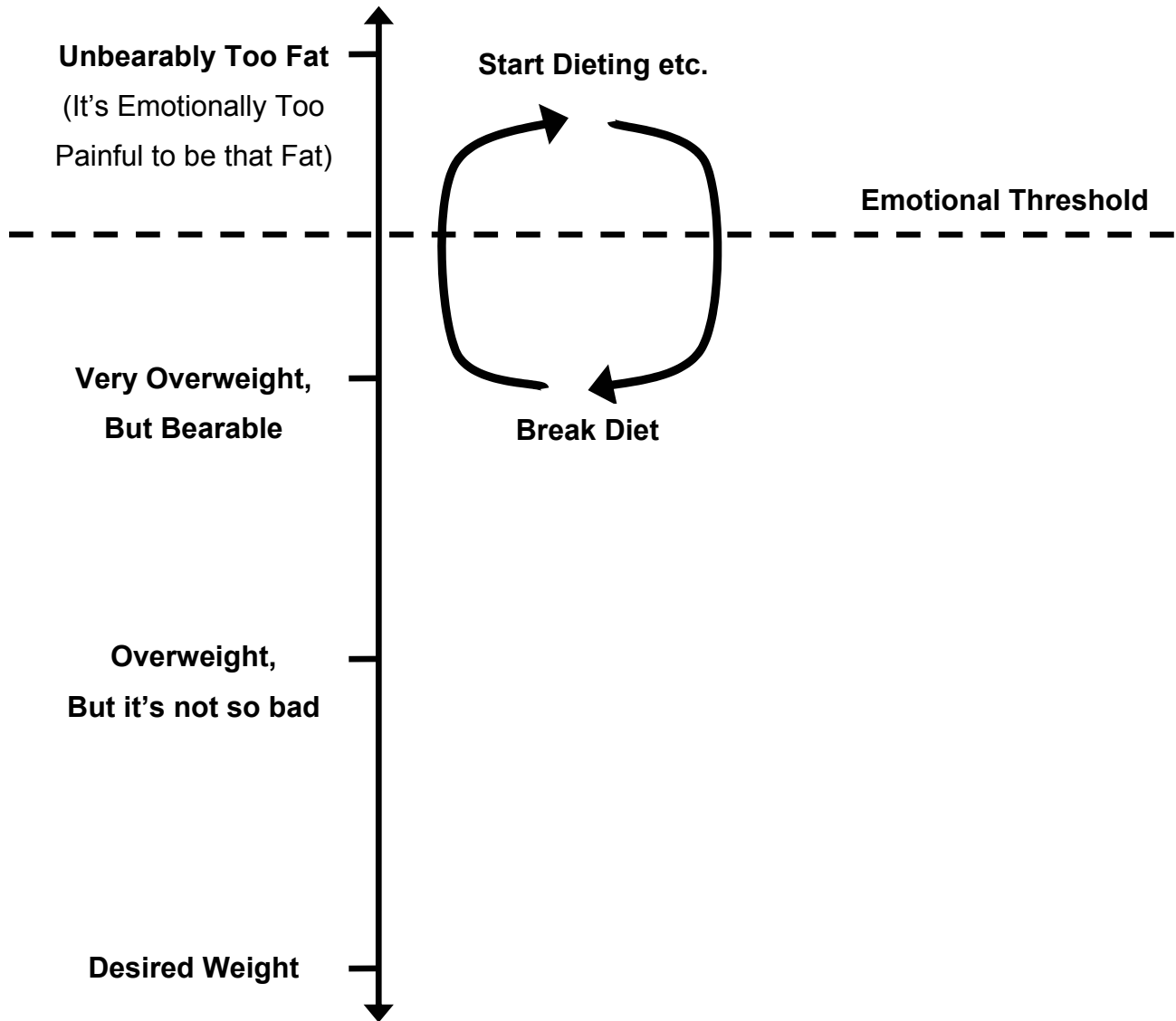
If you were to ask these failing slimmer's what their main reason for slimming is, either **to lose some weight** (i.e. get a bit less fat) or **to reach an ideal weight they'd love to be**, you'll find that the majority of them are just trying to lose some weight, i.e. get a bit less fat. Many of them won't even have a weight loss target at all, never mind a compelling one.



Not having a **compelling target weight**, and **only** being driven by the **emotional pain** of being so overweight is a **powerful trap** that causes millions of dieters to rapidly lose their motivation and keep going around **The Vicious Cycle of Weight Loss Failure** year after year, and even decade after decade, getting fatter and fatter for the rest of their lives.

As you will see in the following diagram, they quite literally just keep alternating between being **unbearably too fat** and being **bearably overweight**. Either way, they spend most of their life being overweight and never get to the weight they would actually love to be.

The Vicious Cycle of Weight Loss Failure



The vast majority of slimmer's rarely get anywhere near the weight they would actually love to be!

The **1st Key Reason** why millions of dieters fail week after week, month after month, and year after year is because, without realizing it, they are proceeding in a way that rapidly switches their motivation **OFF**.

If you ever wondered why you can't get yourself to stick to a weight loss program, you can now rest assured that there is absolutely nothing wrong with you or your will-power whatsoever.

Everyone has had lots of occasions in their life when they have felt very driven, determined, or even full of desire. There is not a person alive who isn't completely capable of feeling highly motivated. It's an inherent part of Human Nature.

It always amuses me when a slimmer who loves fattening food tells me that they have no will-power. No will-power? They'd smash through the side of a house to get a bar of chocolate! 😊

The problem is that the vast majority of people have never been taught how to correctly switch **ON** their motivation **AT WILL** when they need to do such things as achieve their ideal weight.

If you want to break out of **The Vicious Cycle of Weight Loss Failure** and look fantastic at your ideal weight, then just like the **Outstanding Weight Loss Successes**, you need the **First Key Factor of Weight Loss Success... a compelling target weight**. It's a must!

When combined with the other **3 Factors of Weight Loss Success**, it drives a person **all the way** to their ideal weight. It doesn't just drive them **10 to 30%** of the way and then peter out. It drives them **100% of the way**, and they get to look and feel fantastic at the weight they love to be.

The reason this happens is because a truly compelling target weight will not stop compelling a slimmer to keep losing weight UNTIL they actually become that ideal weight. In other words, the slimmer's will-power will stay fully switched **ON**, and will not drop too low, too soon.

It's a bit like travelling to a lovely 5 Star Hotel in a gorgeous exotic location for a wonderful vacation. There's no question that going just **10 to 30%** of the way there will do. No matter what the problems are along the way, the thought of being there basking in the sun on the gorgeous golden beach will keep driving you **UNTIL** you arrive.

This is why the **Outstanding Weight Loss Successes** lose so much weight. Instead of their motivation quickly fading, their compelling target weight keeps driving them to lose **ALL** of their excess fat **UNTIL** they arrive at the weight they would love to be.

Without question, everyone is capable of identifying their ideal weight and the body they would love to have. **Including you!**

And when you put that **First Key Factor** in place along with the other **3 Key Factors of Weight Loss Success**, and you keep them in place, then you too will be driven all of the way to your ideal weight. How good will that make you feel being ideally slim, and looking fabulous?

How To Identify Your Compelling Target Weight

This vital step has to be done in the right way...

Before you begin your diet you must clarify **the ideal weight you would absolutely love to be.**

You can't just ask yourself what weight you "want" to be. You need something a lot more compelling than most of your "wants". You need to clarify what weight you would truly **love** to be, or the body you would **love** to have, or how attractive you'd **love** to look, or the amount of weight loss you would **love** to achieve.

Your "wants" aren't appealing enough to drive you to achieve a new significantly slimmer you. For most people, their "wants" are usually an "ought" to, not a "MUST". And they won't change your eating decisions or your eating habits.

You need to go deep inside and ask yourself what weight etc. you would truly **love** to be. Don't worry if at this stage you believe the weight you would love to be isn't possible, or if half the world tells you it can't be achieved. Find out what you would truly love! **Only the things you would love will motivate you enough to follow through.** Be true to your own dreams! Not someone else's limiting beliefs.

By having a genuinely compelling target that you feel you really **MUST** achieve, then the next time you start losing some weight your motivation to stick to your diet won't dry up. As you lose a few pounds and the emotional pain of being so overweight goes below threshold, you will still be powerfully driven to stick to your diet by the compelling goal you feel you **MUST** achieve. Your motivation won't peter out when you most need it and allow the munchies to start happening again that will catapult you right back to your heaviest weight.

I am often amused by Life Coaches and similar professionals that tell people they need to set "realistic" goals. The problem with "realistic" goals is that they are usually uninspiring and not very motivating, and without enough motivation they won't get achieved anyway. We don't need to set realistic goals; we need to set incredibly appealing goals.

The great successes of our world don't bother setting "realistic" goals. They stay true to their dreams and the passion they feel for them drives them to succeed.

Can you imagine if the Wright Brothers had decided to only set a "realistic" goal and not bothered attempting to fly? There'd be no airliners and no more holidays in those exotic far off destinations.

Or what if Thomas Edison had decided to set a "realistic" goal and not bother trying to invent the electric light bulb? You'd better get your candles out.

Much of human progress has resulted from people believing they could achieve goals that everyone else said were impossible.

In fact, many of the most successful people throughout the ages have been teaching us that it is vital to have a truly compelling target...

"Dreams are extremely important. You can't do it unless you imagine it"

George Lucas
Creator of Star Wars

"Dream no small dreams for they have no power to move the hearts of men"

Goethe
19th Century Philosopher

"All of our dreams can come true if we have the courage to pursue them"

Walt Disney

"You can't put a limit on anything. The more you dream, the farther you get"

Michael Phelps

Winner of 14 Olympic Gold Medals

8 Gold Medals at the Beijing Olympics

Set 37 New World Records in Swimming

"Nothing happens without first a dream"

Carl Sandburg

Author and Winner of 3 Pulitzer Prizes

"Ambition is a Dream with a V8 Engine"

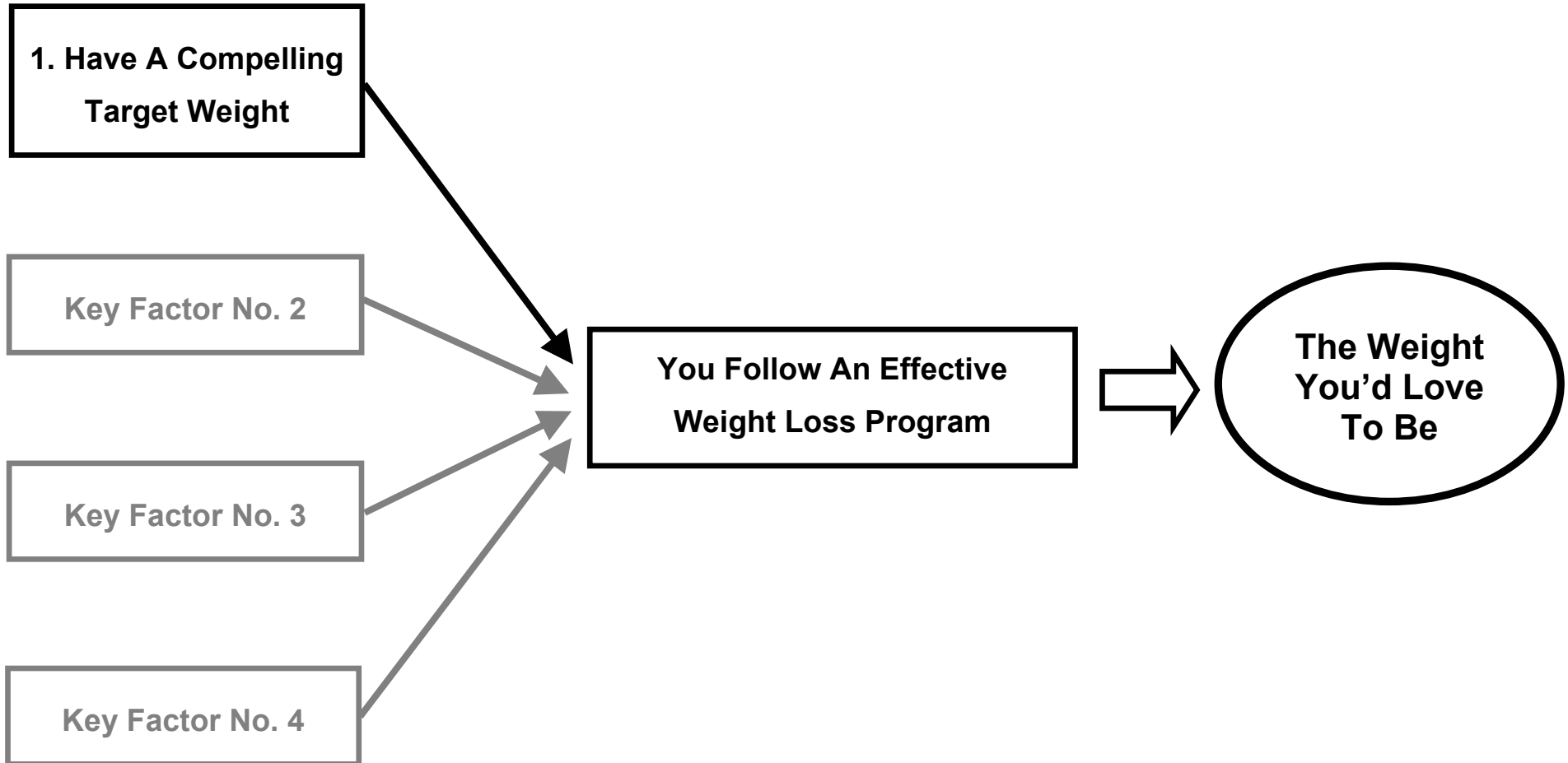
Elvis Presley

"Where there is no vision, the people perish..."

Proverbs, 29:18

Here's your updated **Master Plan** showing **Key Factor No. 1...**

Your Master Plan For Rapidly Becoming The Weight You'd Love To Be



The only goals that will inspire you enough to follow through are the goals you would truly **love**, so find out what they are. Don't bother with realistic or unrealistic, and don't bother with "would like" or "wants".

The vital lesson for you to understand in this section of the eBook is this...

In real life, people are only motivated by **intense** pain or **intense** pleasure. **Mild** pain and **mild** pleasure just doesn't get them off their ass to do anything. They just sit there thinking about it, feeling they should be doing something about it, whilst consoling themselves with another cream cake, and getting even fatter. Hence, if you want to get slim, then you need to understand what so many failing slimmers haven't been taught yet, and that is...

- Being a weight you **don't like** will NOT motivate you to get slim,
- Being a weight you **really don't like** will NOT motivate you to get slim,
- Being **too fat to bear** will initially motivate you to get slim, **but** as soon as you lose some weight and drop into either of the two categories above, your motivation will immediately run out, and you will just keep going around The Vicious Cycle of Weight Loss Failure month after month, year after year.
- The thought of being a weight you **would like** will NOT motivate you to get slim.
- The thought of being a weight you **would really like** will NOT motivate you to get slim either.
- Only the thought of being the weight you **would love** to be, with all of the **fantastic benefits** that will bring, will consistently motivate you until you reach that ideal weight (as long as you have the other 3 Key Factors of Weight Loss Success in place too).

So, here are a few questions to help you identify the results you would truly love. When you ask yourself these questions, **it's imperative that you do NOT water down your genuine desires.**

For example, if you want to lose 4 pounds a week, don't think to yourself that you can't achieve that and then put down 2 pounds a week. **Be true to YOUR heart's desire** and write down 4 pounds a week.

If you want to lower your Biological Age by 10 years, don't think to yourself that you can't do that, and only put down 5 years. Write down 10 years. (Just so you know, some people's Biological Age is a lot more than 10 years younger than their actual age).

Watered down desires will not motivate you to get slim, and without sufficient motivation you will stay overweight.

Be true to your heart's genuine desire and your dreams, and write down what you would truly love to happen.

Here are some of the typical results that 1000's of other slimmer's would truly love to happen for them...

- I'd love a phenomenal weight loss, health, and anti-aging program to **make me ideally slim and look amazing in the most gorgeous clothes. I would love it to make me look stunning.**
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me as slim as I was in my early twenties so that I can wear whatever lovely clothes I want.** I'm fed up of having to wear baggy clothes to hide how fat I am.
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me very slim and look fantastic so that I feel really confident and completely at ease in any situation.** I'm sick of worrying about what I look like and what other people think of me. I don't want to feel self-conscious anymore.
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me lose weight and body fat really quickly.** I've had it with slow motion diets that make me feel like I'm getting nowhere and that I'll be fat forever.
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me healthily lose 4 pounds a week so that I speed to my ideal weight in weeks,** not months or years.
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me so attractive that the opposite sex can't take their eyes off me.** I'm fed up with being invisible to the opposite sex, and feeling like an unattractive lump.
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me so energetic that I can go all day without ever feeling tired or exhausted. I don't want**

to feel so fatigued anymore, because it makes everything in life feel like such a huge effort.

- I'd love a phenomenal weight loss, health, and anti-aging program to **make me look absolutely fantastic.**
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me feel young and vital again.** I'm sick of feeling old, tired, and incapacitated.
- I'd love a phenomenal weight loss, health, and anti-aging program to make me **slim and look fantastic so that I feel really good about myself.** I'm sick of feeling like a worthless fat blob. **I want to feel great about myself.**
- I'd love a phenomenal weight loss, health, and anti-aging program to make me as **thin and good looking as some of my friends, so that I feel just as "worthwhile" as they do.** I'm fed up of feeling like their "worthless" unattractive fat sidekick. **I want to feel that I'm "worth it" too.**
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me so slim and attractive that I have tons more choices and variety in my life... I want new clothes, a better partner, a better job, more money, loads more fun, better holidays, and far more compliments. I want my life to become a whole new, exciting adventure,** and no longer be a drudge.
- I'd love a phenomenal weight loss, health, and anti-aging program to **lower my Biological Age by 10 years, and give me the physical condition of someone 10 years younger than my actual age.** I'm sick of feeling old and decrepit.

- I'd love a phenomenal weight loss, health, and anti-aging program to **make me look very attractive and sexy so that the person I'm really interested in wants me just as much. I want to set them on fire with desire for me.**
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me a lot more at ease meeting people. I want to be able to connect with far more people, and have a lot more friends. I want to feel like I really belong**, instead of feeling like I'm an lonely outsider.
- I'd love a phenomenal weight loss, health, and anti-aging program to **genuinely make me look 10 years younger in my face and body. And I want to feel 10 years younger too.**
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me feel really vital and healthy.** I've had it with feeling run down and unwell.
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me so much fitter. It would be great to feel fit again.** These days I get breathless just walking up the stairs.
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me a lot fitter so that I naturally burn a lot more calories each day, and it's a lot easier to stay slim.**
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me a lot healthier so that I have a much lower risk of getting seriously ill.** I'd like to stop

worrying that the next time I see my Doctor they'll tell me I've got a major disease. **I want to know I am well, and have some peace of mind.**

- I'd love a phenomenal weight loss, health, and anti-aging program to **make me look really firm and toned.** I hate looking flabby, and I can't stand my cellulite. It looks horrible.
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me look really muscular and very well defined. I want to look like an athlete with a rock hard six pack, powerful pecs and strong biceps.** I don't want to look like a wimpy, soft, couch potato anymore.
- I'd love a phenomenal weight loss, health, and anti-aging program to **make me so much more attractive to my partner. I want to feel that they really love me. I want to feel their overwhelming passion for me.** I can't stand feeling like I'm just their companion that they hang out with, but they're not on fire for. I'd love them to adore me the way they did when we first met.

Now it's your turn. Grab a pen and paper, and brainstorm your answers to the question below. There is no right or wrong answers. You can't get this wrong. There are only the answers that are true for you.

Everything else you might read or do in the rest of this eBook is a complete waste of time if you don't find out the results that **you** would utterly **love** to occur.

Have some fun exploring what's really in your heart. Yes, it's true that you **need** to lose some weight, and yes you might **like** to get reasonably slim, but what would **you** really **love** to happen? What are your real desires that have been locked away in your heart for years?

Grab that pen NOW and don't stop scribbling until you've found out.

You will undoubtedly have several different answers to the following questions, so keep asking them UNTIL you can't think of another single answer.

“What would you absolutely LOVE a phenomenal Weight Loss, Health, and Anti-Aging Program to do for you?”

-
-
-
-

“What changes would you absolutely love a phenomenal program to make to your body, your appearance, your relationships, your health, your emotions, your energy level, your career, your biological age, or your life?”

-
-

-
-

“And what other results would you absolutely LOVE a phenomenal Weight Loss, Health, and Anti-Aging Program to give you?”

-
-
-
-

“And what ELSE...?”

-
-

“And what ELSE...?”

-

•

Here are some more specific questions, but don't answer these until you have thoroughly answered the questions above.

What weight would you truly love to be?

How would you truly love to look?

How healthy would you love to be?

How much energy would you love to have?

How light and lithe would you love to feel?

How attractive would you love to be?

What responses would you love to get from others?

Who would you love to respond to you like that?

What gorgeous clothes would you love to be able to wear?

What Biological Age would you love to be?

What Body Fat % would you love to have?

What Body Mass Index would you love to have?

How young would you love to look?

How fit would you love to look?

How healthy and well would you love to look?

How toned would you love to be?

Open up your heart and get clear about what you as an individual would truly **love**. It's the only way you are going to get the lasting motivation to achieve it.

Key Factor 1 Check... Which of the following applies to you?

- 1. I am completely clear about the weight I'd truly love to be, and all of the results I'd love a phenomenal Weight Loss, Health, and Anti-Aging Program to enable me to achieve. Key Factor 1 is fully in place... YES or NO? _____**

- 2. I am NOT completely clear about the weight I'd truly love to be, or the results I'd love to achieve. Key Factor 1 is NOT fully in place. In order to achieve my ideal target weight I need to get Fully Clear about the results I'd love... YES or NO? _____**

Put What I Am Saying to the Test...

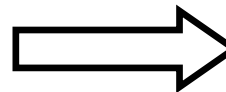
In addition to answering these very important questions, I'd like to ask you to do something else. I'd like you to really put what I'm saying to the test. Talk to friends or colleagues who keep failing to lose all of their excess weight, and ask them if their aim is to become **the weight they'd love to be**, or is it just to **lose "some" weight**, i.e. get a bit less fat.

If they are like most failing slimmers, they won't be focused on becoming their ideal weight **at all**. They'll just be trying to become less fat. And that is the **first key reason** why they are repeatedly failing and getting heavier over time. Don't take my word for it. Conduct your own casual survey and put what I am saying to the test.

For now, here's what I believe after 20 years of researching this subject and helping ordinary people to produce phenomenal results in their lives...

No matter how many times you have failed in the past, you can become as slim as you would love to be if you put in place the Four Key Factors of Weight Loss Success, and keep them in place until you reach your ideal weight.

And the first step in doing that is to clarify a truly compelling, very desirable target weight that continually drives you until you achieve that weight.



**The Emotional
Pleasure of Being
the Weight You'd
Love to Be**

Once you have got a genuinely compelling target that you feel you **MUST** achieve, then when you lose some weight and you feel a bit better, you will still be powerfully driven to stick to your diet by the compelling goal you feel you **MUST** achieve. You won't go around and around **The Vicious Cycle of Weight Loss Failure** for the rest of your life, slowly but surely spiraling up to being obese and having the serious illnesses that obesity can cause.

"But hang on! This is all very well, but I don't believe I stand the slightest chance of becoming the weight I would love to be!"

Right on cue! Here's the **Second Key Factor of Weight Loss Success** you need in order to bring about your own incredible transformation.

Key Factor No. 2 - You Need to Genuinely Believe You Can and Will Achieve Your Compelling Target Weight

Lots of Life Coaches and Personal Development Instructors often tell people that they need to believe they can achieve their goals. But what does that actually mean? What is a belief?

A belief is simply a **firmly held opinion**.

When a person **believes** something is true, all that means is that they have a **firmly held opinion** that it's true.

For example, when a person **believes** they can't become their ideal weight, then they have a **firmly held opinion** that they can't become that weight. They think it is impossible for them to become that slim.

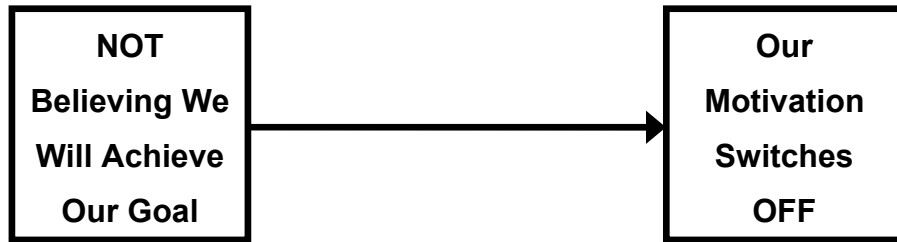
Our beliefs can be true or false. Many of our **false beliefs** demoralize us and keep us from achieving the things we want, and that is why they are so important to avoid.

What have beliefs got to do with becoming slim? **Everything!**

Our beliefs are quite possibly **the biggest controlling factor** in whether we end up obese and miserable, or slim and feeling fantastic.

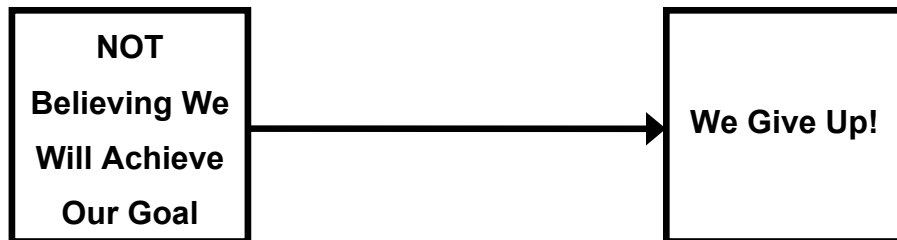
Here's why...

Any goal that we don't genuinely believe we can and will achieve is absolutely useless because if we don't believe we can achieve it, our motivation to achieve it switches **OFF** and becomes dormant.



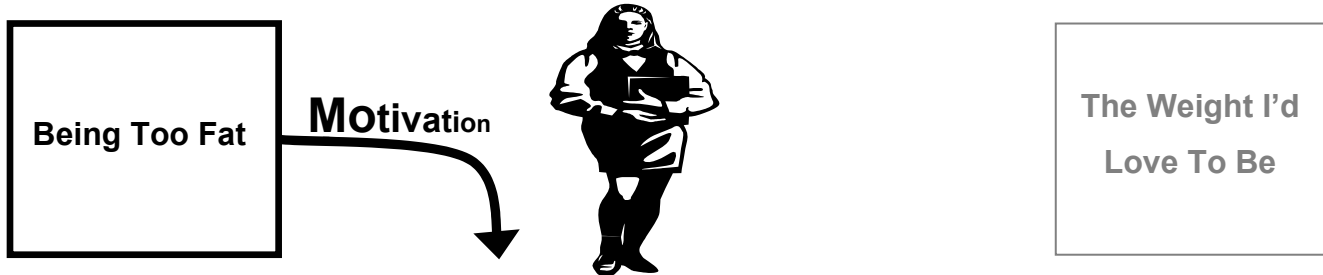
Our brain simply thinks, *"If I can't accomplish it, then why even try?"* And attempting to reach our goal seems pointless and we feel de-motivated, hopeless, and sad.

When people feel that trying to achieve their aim is hopeless, then they understandably **"give up"** trying.



Without feeling motivated to achieve the weight we'd love to be, then we are right back to square one, only being driven by the emotional pain of being so overweight, but at the same time feeling hopeless that we can ever really lose that weight.

"I can't stand being so overweight, but I know I can't get slim, so there's no point even trying. I feel hopeless. When it comes to slimming, I've just got no will-power!"



If ever there was a recipe for feeling depressed and utterly hopeless, then that's it. I personally believe that accurately describes the vast majority of slimmer's. They feel desperate to no longer have the excess weight they have gained, but at the same time they feel hopeless that they can really ever lose it. They've got all of the pain of being overweight without having the motivation switched **ON** that will get them out of it. They feel trapped, defeated, sad and even depressed. And as a result they eat even more fattening foods to comfort themselves and be distracted from the emotional pain of being so overweight. Without doubt, they are on their way to obesity.

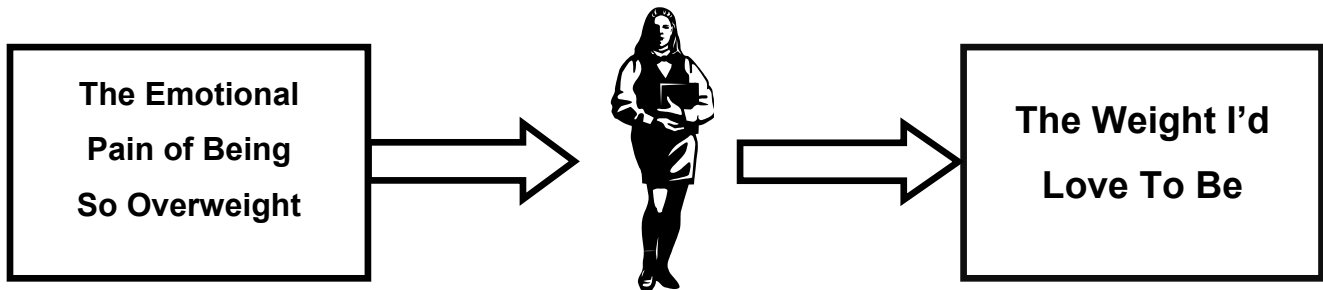
But it doesn't have to be that way.

Being highly motivated to lose weight comes from really believing, (i.e. knowing for sure) that the "**Pay Off**" (i.e. the reward for losing weight) will be far greater and far more appealing than the effort it will take. In other words, it will be "**worth it**".

However they learnt it, **weight loss successes have a strong belief that they can and will achieve their compelling target weight.** Perhaps they have successfully lost weight in the past. Or perhaps they have succeeded at many things in their life. Or may be their friends and family continually reassure them that they can do it!

Whatever the reason, weight loss successes have gained a high level of certainty that they definitely can and will achieve their ideal weight, and look great!

"I feel very determined because I know for sure that if I continue my program, I will definitely become the weight I'd love to be".



Why is being certain that you can and will become your target weight such an advantage? Why does really believing you can and will reach your ideal weight make such a huge difference to whether or not you will get a lot slimmer or a lot fatter?

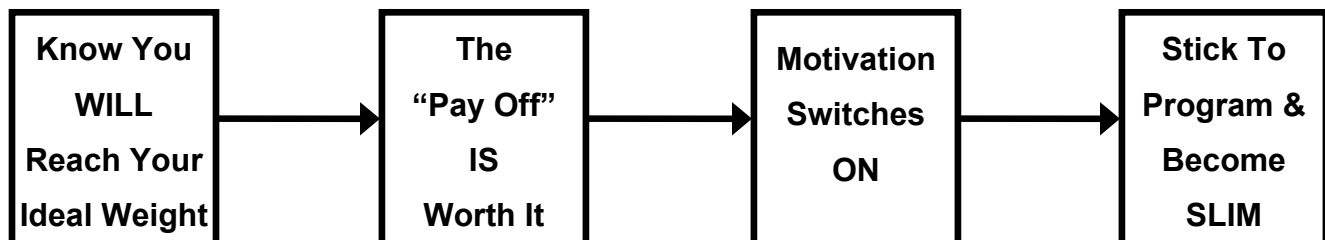
Here's the answer...

If the **compelling target weight** is the engine that's going to drive you to your goal, then the **belief you can achieve that weight** is the key that switches that engine fully **ON** or fully **OFF**.

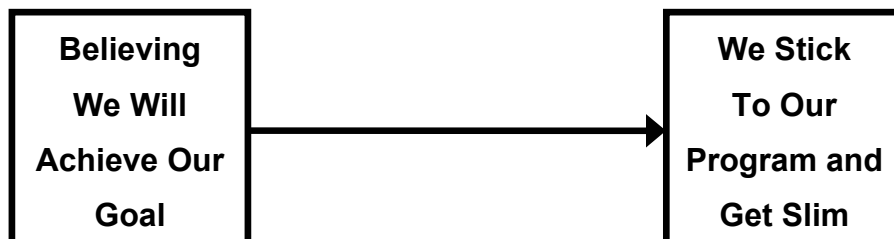
When someone **knows for sure**, i.e. **believes** that they are definitely going to become their ideal weight, then in their mind the "**Pay Off**" or **reward** for their efforts is huge...

They feel certain that they are going to get an ideally slim body, a much more attractive appearance, much better responses from other people, feel far better about themselves, and have a far more enjoyable life.

When the rewards are that big or even bigger, then in their mind consistently doing what it takes to lose the weight becomes "**worth it**" and they feel highly motivated and determined to succeed.

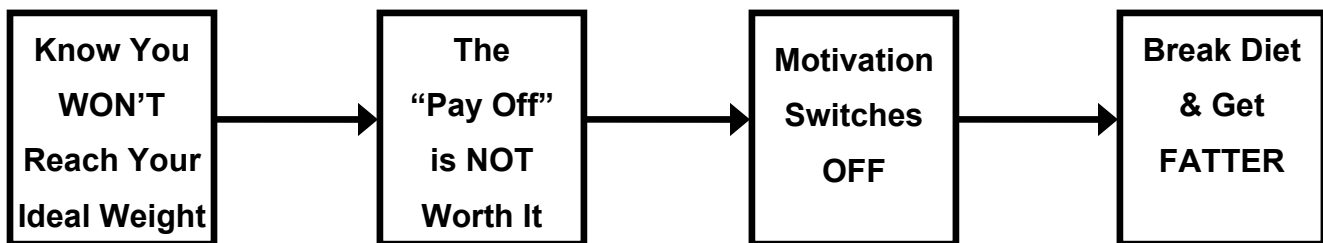


In other words, when a slimmer believes they will become their ideal weight, then they continue taking action to get slim, i.e. they stick to their program.

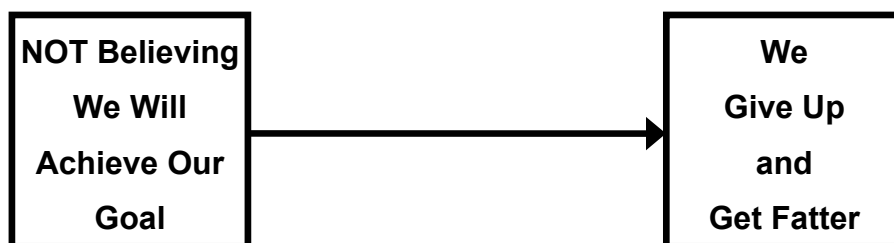


But when someone doesn't believe they will achieve their compelling target weight, then it's a whole different story.

In their mind the **"Pay Off"** or **reward** for their efforts is virtually non-existent, and definitely not **"worth it"**. They think they will probably only lose a few pounds. Or at best reach an "ok" weight. In their mind the guaranteed **reward** for really trying to reach their ideal weight is **failure**. What kind of incentive is that? How motivated do you think they feel when in their mind they are only going to get a bit less fat and end up completely failing to become slim once again?



In other words, when a slimmer does NOT believe they will become their ideal weight, then they **STOP** taking action to get slim, i.e. they give up.



Incredibly, many slimmers are so **uncertain** that they will become their ideal weight that they are ready to **give up** before they even begin their weight loss program. What is the likelihood of someone succeeding when their motivation is switched **OFF** before they even start? As soon as they see some delicious fattening food it's over, and they haven't even got through Day 1 of their program yet.

And that's not because they are not capable of becoming their ideal weight. It's because they have been taught to believe that they won't become slim.

If two dieters were following the same effective diet, which one would you put your money on to successfully reach their ideal weight... the dieter who doesn't believe they will succeed or the dieter who knows for sure they will? It's no contest, and it's a no brainer. The dieter who believes they will achieve their compelling target weight will do far better every time, because to them the rewards of losing weight are so much bigger and are "**worth it**". The other dieter will rapidly give up and just keep going around **The Vicious Cycle of Weight Loss Failure** year after year, getting fatter and fatter until they become obese.

But Surely A Belief Can't Make That Much Difference to How Slim I Get! Can it?

Most dieters are not aware of the enormous impact beliefs have on their motivation to get slim. It just seems like a theoretical idea that won't really make that much difference. But let's put it to the test with you right now.

In truth, most slimmers believe that there is a 50 / 50 chance or less of them actually reaching their ideal weight. Very few of them **know for sure** that they will **definitely** succeed.

They don't realize the sheer extent to which that lack of optimism is switching **OFF** their motivation to get slim.

For a moment, just imagine that you were working for a company, and the boss told you that from now on there would only be a 50% chance or less of you getting paid for your work at the end of each month. Even if you continue to work hard, there'll be many months when you won't get paid at all.

How keen would you be to keep working if you **believed** that on some months you were NOT going to get paid for your work? Would you even keep working? Or would you immediately **stop** work and go talk with the boss until he agrees to definitely pay you?

What if he didn't agree to definitely pay you? Would you keep working or would you "**give up**" and go look for a better paying job elsewhere?

If you are like most people, then you would probably feel like **giving up**, and your motivation to keep working would drop from a **high level** down to **ZERO**.

When we think about the effect of our **beliefs** in the context of a job, it immediately becomes obvious that **NOT believing** we will **definitely** get the reward we want hugely shuts down our motivation to keep going.

It becomes clear that with even just a 75% probability of getting paid we would rapidly **give up** and think to ourselves, "*What's the point; I probably won't get the rewards I want anyway?*"

NOT believing that you will **definitely** reach your ideal weight equally shuts down your motivation to stick to your weight loss program. Just as you would give up working for that

company, so millions of slimmer's give up trying to get slim because they are NOT sure they will succeed.

By **NOT believing** that they can or will achieve their ideal weight, the rewards they expect for trying are very small, and so most of their drive to get slim is switched **OFF**. In many cases, their drive is switched **OFF** completely, and they don't even start a weight loss program. Instead, they just continue to pile on the pounds.

If you really want to become as slim as you would love to be, then it's vital that you understand that...

"Giving up" is the natural human response to believing you WON'T succeed.

And in most circumstances...

Continuing to take action is the natural human response to believing you WILL succeed.

Hence, a lack of belief doesn't just make a minor difference to our results... it makes an enormous difference. In many cases, it makes the difference between being obese and being ideally slim.

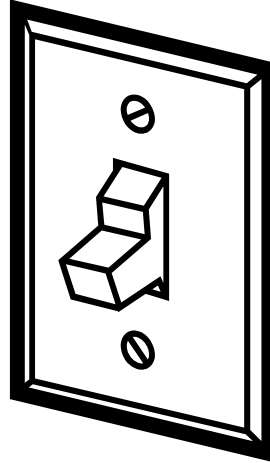
The **Exceptional Weight Loss Successes** typically lose so much more weight than the weight loss failures because they have **learnt** to believe they will succeed. By **knowing in advance** that they will reach their ideal weight for sure their motivation to stick to their weight loss program stays strong and they continue all the way to their ideal weight.

Believing we can and will reach our target weight is quite literally **the switch** that turns our motivation **on** or turns it completely **off**.

Believe You **WILL** Succeed



Motivation switches **ON**



Believe You **WON'T** Succeed



Motivation switches **OFF**

Slimmers Are NOT Being Helped To Change Their Limiting Beliefs and Switch Their Motivation ON

The real problem here is that most dieters don't know how to change their limiting belief and switch their motivation and drive fully **ON**. Whilst everyone has experienced times in their life when they felt totally determined to do something, many failing dieters end up incorrectly concluding that they have no willpower.

It's not that they don't have any willpower. It's that they have never been correctly taught **how** to change their beliefs and powerfully switch their willpower **ON**.

And on top of that, when slimmers are given advice about their beliefs it's usually as good as useless.

So often we come across people who say, "*You've got to believe in yourself and believe you can do it*". That's great, but the question is **HOW?**

Just telling ourselves we can do it doesn't make us certain we can. Our brain just says, "*Who the heck are you kidding? There's no way you can do that*".

Having studied cutting edge psychology with the World's Leading Psychologists for the last 20 years, I can tell you without a shadow of a doubt that most weight loss programs or weight loss coaches haven't got the first clue how to help their clients really believe they can do it.

I'm sorry, but in the vast majority of cases saying affirmations, repeating out loud that they can do it, telling themselves in their head that they can do it, and even visualizing themselves as being slim doesn't make people feel certain they can achieve their ideal weight. In fact, those techniques don't even come close to truly giving slimmer's the strong belief they need.

As a result, a very high percentage of dieters are riddled with so much doubt that their motivation is switched **OFF**, and it's not long before they **give up** and start putting all of their excess weight right back on again.

In my own weight loss of 87 pounds in just 14 weeks (i.e. 100 days) the advanced belief changing skills I'd learnt in my psychology career were an invaluable help. I had known for years that truly believing I could achieve whatever goal I was attempting was vital to my success. And during my 14 weeks I was able to keep myself certain that I would definitely achieve the weight I would love to be.

Using the psychological skills I had learnt in my career, I was able to make myself **know for sure** in advance that I was definitely going to achieve my compelling target weight.

How big an advantage do you think that gave me over the typical doubt ridden slimmer whose motivation is hanging on by a thread?

It gave me an absolutely **huge** advantage!

On the days when my weight stayed the same or even went up by a pound, I was able to make myself feel completely sure that I would still definitely lose all of my excess fat and have the pleasure of a whole new life at a new slim ideal weight.

By doing that, I kept my motivation fully switched **ON** and I never once felt like giving up, and as a result I stuck to my breakthrough diet and exercise program and as you have read lost 87 pounds in just 14 weeks, optimizing my health in all areas, lowering my Biological Age by 8 years, and looking like someone 10 years younger than my actual age.

There is no way I would have done that without believing I would definitely achieve my ideal weight. I would have given up after the first few days, and still be clinically obese now.

Everyone Can Change Their Beliefs If They Are Correctly Shown How to Do It

Correctly changing beliefs was nothing new for me. In my psychology practice I have been helping people to properly change their limiting beliefs and switch on their motivation for the last 20 years. Having helped 1000's of clients to successfully make those changes I know

beyond a shadow of a doubt that **anyone can change their limiting beliefs** and switch their motivation fully **ON**, even if they have been a life-long pessimist. **They've just never been given the right guidance to enable them to believe in themselves and what they can achieve.**

Have you ever been properly shown by an Expert Psychologist how to change your beliefs? I highly doubt it.

And yet your beliefs have been continually changing throughout your whole life...

Santa Claus exists → *Santa Claus doesn't exist*

My parents are loving → *They aren't loving* → *They are loving after all*

There are Weapons of Mass Destruction in Iraq → *There are no WMD's in Iraq*

That person is a great friend → *They aren't as nice as I initially thought*

Tiger Woods is a family man → *Tiger Woods is a... How many?*

If you aren't sure that you have the ability to change your beliefs, then just ask yourself the following question...

How different is your view of things now than when you were 10 years old? It's probably very different. You probably have very different views about people, and about life. The fact of the

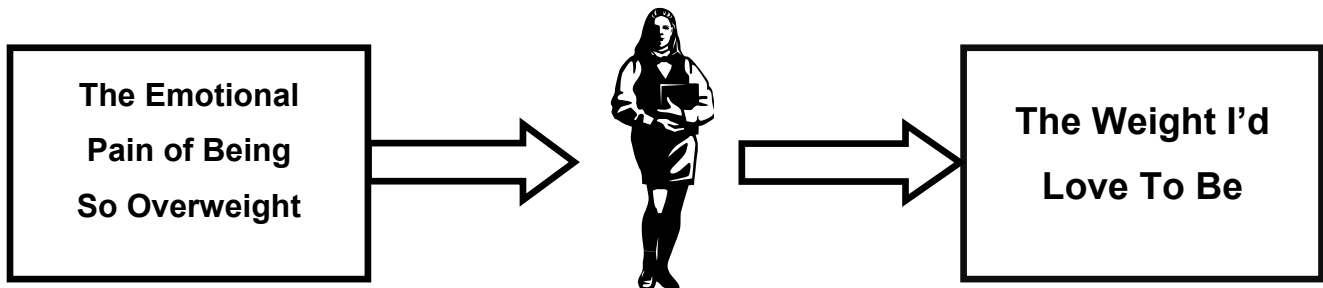
matter is that if you were unable to change your beliefs, then you would still have exactly the same view of things as you did when you were 10 years old.

Everyone has the ability to change their beliefs. What they need is the right guidance to show them how to do it intentionally when they need to.

With the right help you will be able to harness **your natural ability** to change your limiting beliefs about becoming slim, and powerfully switch your willpower right back on, and keep it on until you reach your ideal weight.

Properly changing your belief is an advanced skill, and by getting the right weight loss coaching you will be able to change your limiting beliefs and feel fully certain that you can and will achieve your ideal target weight. And when you do, you too will feel very determined indeed. And as you start to lose weight your motivation won't diminish as it probably has so many times in the past. It will stay strong and propel you to the weight you would love to be and the exciting new life that goes with it.

*"My Weight Loss Coach showed me how to become certain that **I will definitely get ideally slim**, and now I feel very determined indeed. It's as if my will-power has been switched fully on again. I can't wait to get slim!"*



What Advice Would The Greatest Successes in History Give You to Help You Get Slim?

In my opinion, the biggest reason why 100's of millions of dieters across the World are staying just as fat or getting fatter each year is NOT because they don't have access to effective diets, but because they don't know how to properly switch on their motivation. Without enough motivation, it doesn't matter how good your diet is, you won't follow it.

There's no question that you need an effective way to lose weight. I believe you actually need a very effective way to lose weight that not only works, but is also fast enough to keep you inspired, and fully healthy. But what you need even more than that is to know how to powerfully switch on your motivation, and keep it switched on.

It's ironic that dieters spend a great deal of time looking out for the next new fad diet, when in fact what they need even more than a great diet is the motivation to follow it all the way to their ideal weight.

And the biggest key for switching on your motivation is having the belief that you can and will become your ideal weight.

The greatest successes and wisest minds throughout the ages have been telling us this too. They have continually reminded us that **doubt** vastly increases our chances of failure, and that **strong belief** greatly increases our probability of success.

As crazy as it sounds, just imagine that right now you were sat down with some very highly acclaimed people, and you asked them how important it is for you to get rid of your doubts and firmly believe that you can achieve your weight loss goals. Here's what they would tell you...

***“Our doubts are traitors, and make us lose the good we oft
might win by fearing to attempt”***

William Shakespeare

"Measure for Measure", Act 1 scene 4

***“Keep your dreams alive. Understand to achieve anything requires faith and belief in
yourself... Remember all things are possible for those who believe”***

Gail Devers

Three-Time Olympic 100 Meter Champion
in Athletics for the USA

***“The problems of the world cannot possibly be solved by skeptics or cynics whose
horizons are limited by the obvious realities. We need people who
can dream of things that never were”***

John F Kennedy

President of the United States of America

"To succeed, we must first believe that we can"

Michael Korda,
Author and Editor-in-Chief of Simon & Schuster

***"If I have the belief that I can do it, I shall surely acquire the capacity to do it
even if I may not have it at the beginning"***

Mahatma Gandhi,
Pre-Eminent Political and Spiritual Leader of
India during the Movement for Indian
Independence

"All personal breakthroughs begin with a change in belief"

***"If you develop the absolute sense of certainty that powerful beliefs provide, then
you can get yourself to accomplish virtually anything, including
those things that other people are certain are impossible"***

Anthony Robbins,
Author and Success Conditioning Expert

“Anything is possible. You can be told that you have a 90-percent chance or a 50-percent chance or a 1-percent chance, but you have to believe”

Lance Armstrong

Seven Time Winner of The Tour de France
and Survivor of Stage Three Cancer that had
spread to his Lungs, Abdomen and Brain

From their incredible achievements, it is clear that these very accomplished people know what it really takes to make phenomenal life changes actually come true.

Just think about Mahatma Gandhi. He managed to free India from the British Empire without firing a single shot. He knew what it felt like to take on the seemingly impossible task of freeing his country from an Empire that was so powerful it ruled a quarter of the World. And what is he telling us about the importance of believing we CAN achieve our goals?

So many overweight people feel like they are a slim person trapped inside an overweight body that seems impossible to break free of. They have tried to get slim so many times, and repeatedly failed. It can seem like an utterly hopeless cause.

In a similar way, Gandhi experienced first-hand what it was like to be imprisoned for years in a British Imperial jail, and from that apparently completely hopeless situation, he not only managed to get himself free, he managed to free his whole country. And he is clearly telling us that if we too want to overcome seemingly impossible odds and truly achieve our dreams, then we must have a strong belief that we can do it.

Or what about Lance Armstrong? He beat stage three Cancer, and then went onto win the Tour de France seven times, the most victories in the Tour de France of any cyclist in history. He too knows what it feels like to take on the seemingly impossible task of overcoming rampant cancer.

He knows what it is like to be trapped inside a body that is so riddled with cancer the Doctors are telling him he is most probably going to die. And from that apparently completely hopeless situation, he not only managed to get himself healthy again, he managed to become the greatest cyclist in History. And he too is clearly telling us that if we want to overcome seemingly impossible odds and truly achieve our dreams, then we must have a strong belief that we can do it.

Why do you think these people of great renown have been telling us that in order to succeed we need to believe that we can and will achieve our goals? Is it because it is some nice "optional extra" or because it is was absolutely vital for their success?

Without question, it was one of the essential ingredients that enabled them to overcome their terrible adversities and achieve their dreams. And just as it was vital for them, it is absolutely vital for you too.

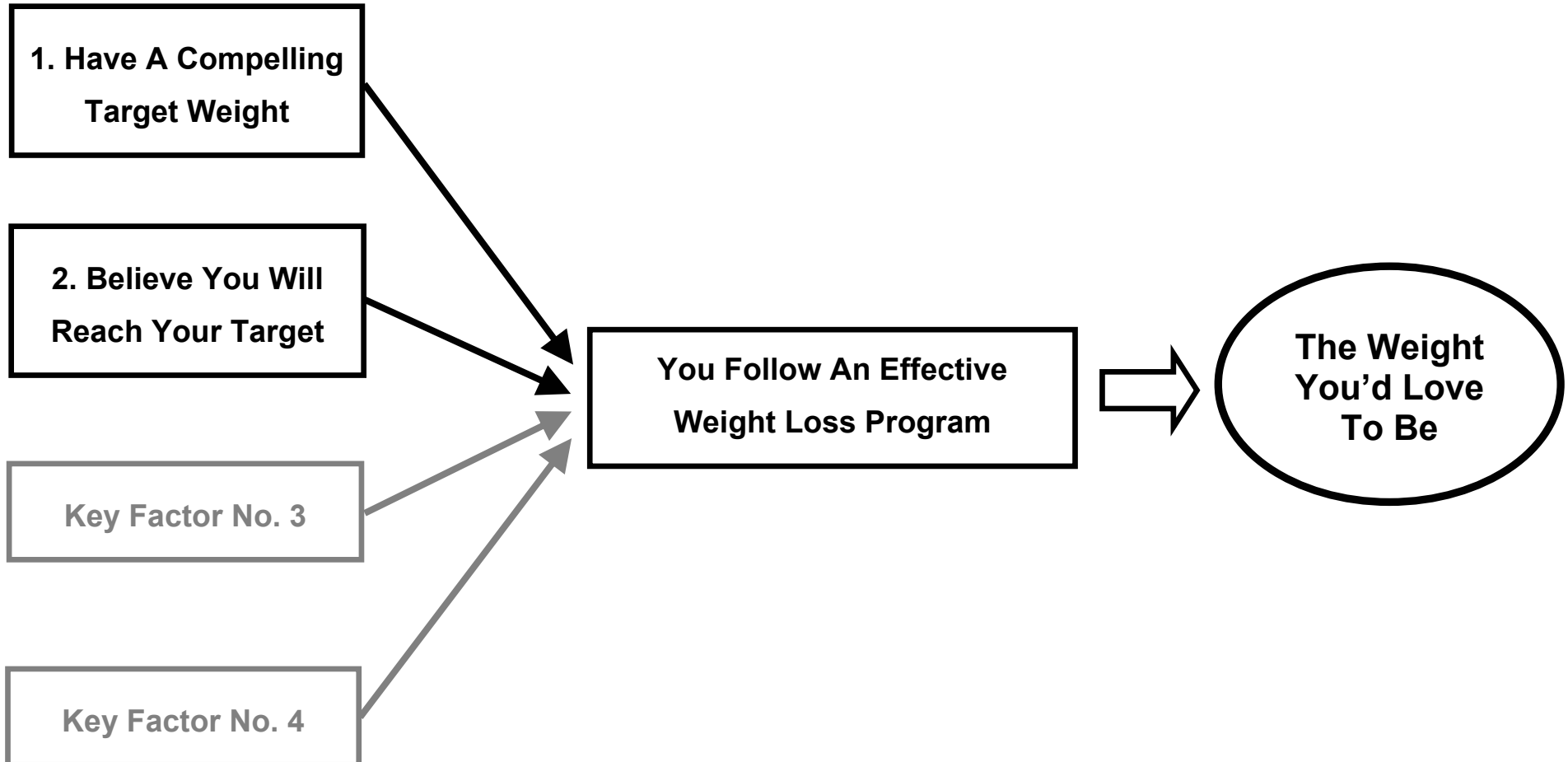
Let me try and sum up in everyday language what these famous people are trying to tell you in regard to your weight loss...

"Without the belief that you can and will succeed, you can kiss your weight loss goals good-bye because you will never have the motivation to achieve them.

With that strong belief in place, your motivation will switch ON, and probably for the first time in years, you will feel powerfully driven to achieve your weight loss dream"

Here's your updated **Master Plan** showing **Key Factor No. 2...**

Your Master Plan For Rapidly Becoming The Weight You'd Love To Be



Let's Do a Quick Belief and Motivation Check

When you think about becoming **the weight you would love to be**, how **sure** are you that you will definitely reach that weight?

If your genuine answer is ***“very sure, I know I will”*** then you have already got the first **2 Key Factors of Weight Loss Success** in place and you are off to a great start.

If your answer to the question is ***“I feel UNSURE whether I will achieve my ideal weight”*** then compared with how motivated you could feel, your motivation is **more than 50% switched OFF**.

You are not certain you will get any significant rewards for your efforts. If you were to go on a diet right now, the odds are more in favor of you failing to lose any significant weight. And you will most probably give up and just keep going around **The Vicious Cycle of Weight Loss Failure** becoming even unhappier with each failed attempt.

However, with the right help to change your uncertainty and make you sure you will succeed, the probability of you succeeding greatly increases.

If your answer to the question is ***“I know I won't achieve my ideal weight. I'm sure of that! I've never done it before. I've failed every time. Why will I achieve it this time?”*** then compared with how motivated you could feel, your motivation is just about **completely switched OFF**. You are sure that the reward for your efforts will be an outright failure.

What is the likelihood of you succeeding when your motivation to achieve your ideal weight is switched **OFF**? Probably about the same as the likelihood of a car getting to its destination

when it's engine is switched off? If you were to go on a diet right now, it's highly unlikely that you would stay on it and lose any significant weight.

However, with the right coaching to help you change your limiting belief and make you sure you will succeed, the probability of you succeeding greatly increases.

Key Factor 2 Check... Which of the following applies to you?

1. I am already completely certain I can and will become the weight I'd love to be. Key Factor 2 is already fully in place... YES or NO? _____

2. I am less than fully certain I can and will become the weight I'd love to be. Key Factor 2 is NOT fully in place. In order to achieve my ideal target weight I need to increase my belief I will do it... YES or NO? _____

How great would it be to have your motivation to get slim switched fully ON again, and to feel absolutely driven to achieve your perfect weight?

How great would it be to know that your mind is definitely made up, and that this time you are going to follow through all the way to your ideal weight?

Along with having a **truly compelling target weight**, **believing you will reach the weight you would truly love to be** is the **Vital Key** that will switch your motivation **ON**.

But remember, you can't just will yourself into believing you can do it. You can't fake it, or just tell yourself that you believe you will succeed. Those approaches won't make you fully certain or even get you anywhere close to knowing for sure that you are going to reach your ideal weight.

There are proper techniques for putting in place a rock solid belief, and you can implement those techniques with the help of an expert weight loss coach.

"But hang on! This believing I can do it stuff is all very well, but I've stuck to diets before and they just didn't work!"

Right on cue!

Now that you know you need: **1) a truly compelling target weight**, and **2) to fully believe you can and will achieve that ideal weight**, here's the **Third Key Factor of Weight Loss Success** that you need in order to achieve your own incredible weight loss success.

Yes, the exceptional weight loss successes have NOT just had one or two major advantages over you. They've had **four** powerful advantages over you. Whilst many dieters have been virtually guaranteed to fail from day 1, with **The 4 Key Factors** in place, the weight loss successes have been virtually guaranteed to succeed and reach their perfect weight. Let's go straight to **The Third Key Factor of Weight Loss Success**.

Key Factor No. 3 - You Need an Effective Way to Reach Your Target Weight that Suits You, is Fast Enough to Keep You Inspired, and is also Healthy

Once a slimmer knows what weight they'd really love to be, and they have switched on their motivation by changing their limiting belief, then the next **Factor** they need is an **effective way** to become slim that **will definitely work** for them.

There are so many different approaches to weight loss promoted in books, TV shows and magazines that it's hard for the public to know what the essential characteristics of an effective weight loss program really are.

Slimmers are bombarded with numerous conflicting claims for every conceivable approach under the sun... such as High Protein, Low Protein, High Carb, Low Carb, High Fat, Low Fat, Low GI, Low GL, Calorie Counting, Calorie Cycling, Exercise, No Exercise, Fad This, Fad That, and on and on.

How on earth is a slimmer meant to clearly know what approaches really are effective and really will work for them?

"Help!! I'm Confused..."

***What Overall Weight Loss Approach Really Will Work
and Will Really Get Me Slim?"***

Let's find out...

Fortunately, there are some simple, rock solid guidelines for a highly effective weight loss program that you can definitely count on.

For years, slimmers were mistakenly told that all they needed to do was cut their calories, and create a Calorie Deficit, i.e. burn more calories than they ate. If they created a Calorie Deficit then the shortfall in calories would be taken from their body and they would get slimmer.

This advice was partly true, and partly incorrect.

Yes, at first slimmer's who created a calorie deficit would lose some weight, but then a problem would often occur.

Many slimmer's found that their metabolism slowed down, their energy level dropped, and they didn't really burn that many more calories than the reduced level they were eating. And as a result they didn't lose much weight.

To counter this, slimmer's were then told that they needed to only have a small calorie deficit and keep their metabolism boosted through such things as exercise. Once again, this refined approach caused a problem.

For many slimmers who managed to create a calorie deficit and keep their metabolic rate high, the shortfall in their calories was taken from their muscle and not from their excess fat.

Muscle is the main tissue in the body that burns energy, i.e. calories. By burning off their muscle they actually reduced the amount of calories they were able to burn. Hence, when they came off their diet and started eating normally again, they were unable to burn as many calories as they did before, and so they stored even more of their food as fat. In other words, burning off their muscle tissue led to **rebound weight gain**.

To counter this next problem, slimmers were then encouraged to follow programs that created a small calorie deficit, kept their metabolism high, and encouraged the burning of fat instead of muscle.

In many cases, this general approach was either unhealthy or didn't end up burning much fat anyway. An example would be a very high protein diet.

Some very high protein diets can actually cause several serious health problems including kidney damage. A lot of bodybuilders have taken so many protein supplements and damaged their kidneys so much that they now have to be put on kidney dialysis machines.

In my opinion, the vast majority of heavily promoted weight loss programs on the market today still don't bring about a high rate of fat burning. Whilst there are some approaches that really do switch on a significant level of fat burning, the majority still burn both fat and muscle, and I believe their results are poor.

In addition to creating a **Calorie Deficit**, and keeping my **Metabolic Rate High**, my own weight loss program **powerfully maximized** my **Fat Burning**. As I mentioned earlier in this eBook, the official weighings by the **UK Government's Department of Trading Standards** proved beyond all doubt that on average I lost **6 pounds per week** during my 14 week program.

Numerous **Body Composition Assessments** verified that **74%** of the **87 pounds** I lost in 100 days was **FAT**, and not muscle. Strength Tests both before and after my program also proved that I had maintained my strength and hence preserved my muscle mass. This also confirmed that I had lost mostly **FAT** and not muscle or water.

This incredible result was achieved by design, and NOT by accident. Every part of my program was specifically selected to **maximize fat burning** to an exceptional degree. Each part of my very advanced program worked together to bring about an especially high level of fat burning virtually **24 hours a day, 7 days a week**. Can you imagine how good it felt to healthily lose two thirds of a pound of **PURE FAT** off my body every single day until I reached my ideal weight? Or to think of it another way, that is **4 ½ pounds** of **PURE FAT** off my body each week.

There's no doubt that strong **Belief** and **Motivation**, etc. played an absolutely vital role in bringing about this astonishing transformation. And alongside those essential ingredients, I credit a huge part of this success to the very advanced fat burning strategies I employed.

In addition to creating a calorie deficit, and boosting your metabolism, **maximizing your fat burning** is one of the most important characteristics of any truly effective weight loss program.

Here's a summary of the **4 characteristics** a program needs to have in order for any slimmer to reach the weight they would love to be...

The Four Specific Characteristics of A Highly Effective Weight Loss Program

1. It Creates a Calorie Deficit	So the slimmer will lose weight
2. It Keeps The Slimmer's Metabolism Boosted Ongoing	So the slimmer's rate of weight loss will not slow down or plateau.
3. It Powerfully Maximizes Their Fat Burning	So the slimmer will lose excess fat, and not muscle, which would cause rebound weight gain.
4. It is Very Nutritious and Healthy	So the slimmer doesn't cause themselves health problems whilst they lose weight.

When a weight loss program with these **4 characteristics** is paired with **sufficient motivation** to consistently follow it, then it is virtually inevitable that the slimmer will burn off their excess fat, and become as slim as they would love to be.

Have the weight loss approaches you've followed in the past had each of these 4 vital characteristics?

<u>Characteristics of Your Past Weight Loss Programs</u>	<u>Yes / No?</u>
1. Created a Calorie Deficit	
2. Kept Your Metabolism Boosted Ongoing	
3. Powerfully Maximized Your Fat Burning	
4. Very Nutritious and Healthy	

If not, now you know why you might not have lost as much weight as you wanted to.

Without a doubt any slimmer who consistently follows an Effective Weight Loss Program that has these 4 essential components will definitely lose their excess weight. However, if you really want to guarantee your rapid success, I highly recommend that you also follow 2 additional general guidelines...

The Characteristics of A Highly Effective Weight Loss Program

	1. It Creates a Calorie Deficit
	2. It Keeps The Metabolism Boosted Ongoing
	3. It Powerfully Maximizes Fat Burning
	4. It is Very Nutritious and Healthy
→	5. Additional Guideline
→	6. Additional Guideline

Two Additional Guidelines To Ensure Your Amazing Transformation

So far in this eBook you've learnt that millions of dieters across the world fail to reach and stay at their target weight because...

1. They don't have a **truly compelling target weight**, or...
2. They don't **believe** they can and will become their ideal weight, or...
3. They don't have an **effective way** to lose their excess weight.

The next major reason why so many slimmers fail is because they chose a weight loss program that is NOT right for them in one of the following 2 ways. Their weight loss program either...

- i) Does NOT suit them, their preferences, or their lifestyle, OR...
- ii) It's NOT fast enough to keep them inspired.

Have you ever tried to follow a weight loss program that did not suit you or your lifestyle? Perhaps it was a very low carb diet, or an approach that included tons of exercise?

What happened? How long was it before you gave up?

Or have you ever tried to stick to a diet that was depressingly slow? Have you ever got on the weighing scale day after day only to find you haven't lost a single pound? How demoralizing was that?

In either of these cases, if you are like most people, you ended up stopping the diet, and then tucking into some very tasty fattening food, and putting on even more pounds. And your response was completely understandable.

In order to successfully lose weight, slimmer's need a weight loss program that...

- i) Suits them, their preferences, and their lifestyle, and...
- ii) Is Fast Enough to keep them inspired.

Here's a quick overview of all 6 Characteristics of an Effective Weight Loss Program...

All 6 Characteristics of A Highly Effective Weight Loss Program

	1. It Creates a Calorie Deficit
	2. It Keeps The Metabolism Boosted Ongoing
	3. It Powerfully Maximizes Fat Burning
	4. It is Very Nutritious and Healthy
→	5. It Suits The Slimmer, Their Preferences, and Their Lifestyle
→	6. It is Fast Enough to Keep Them Inspired

If weight loss programs don't follow these 2 additional general guidelines, then it is entirely unrealistic to expect slimmer's to stick to their programs and get slim.

Who's going to keep following a program that definitely doesn't suit them?

Who's going to keep following a program that doesn't inspire them to follow it?

Without these 2 additional characteristics, failure becomes inevitable, no matter who the slimmer is or how strong minded they are.

Let's quickly go through both of these 2 additional general guidelines and clarify what is needed in order for you to rapidly become as slim as you'd love to be.

5. In Order to Become Your Ideal Weight a Weight Loss Program Needs to Suit You, Your Preferences, and Your Lifestyle

How can we possibly expect slimmer's to stick to programs that DON'T suit them? We can't. And yet again and again slimmer's attempt to lose weight with programs that are NOT right for them, and don't fit their lifestyle.

There are typically 3 main ways of losing weight...

- a) Diet
- b) Exercise
- c) Diet Supplements

There's no one approach that is right for everyone. People have different amounts of weight to lose. They want to lose their weight at different rates, and they have different amounts of time to put towards losing it.

Some dieters have to cook for a family, whereas others are cooking solely for themselves, and some are eating out.

Many slimmers prefer to use mostly a dietary route to lose weight, whereas others like to lose excess body fat through exercise, and some even want to lose weight with the help of diet supplements.

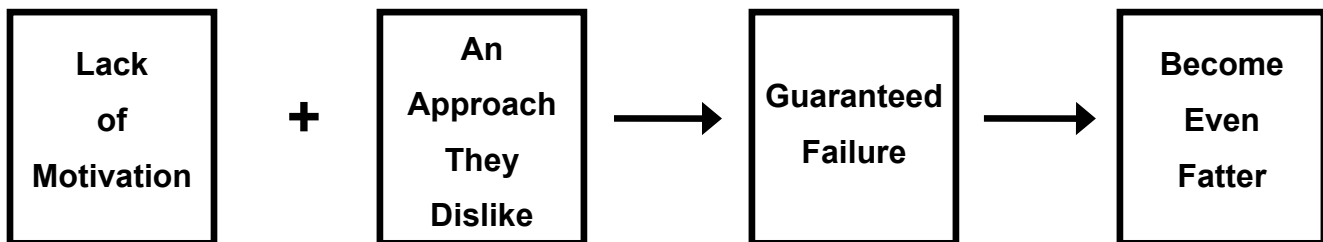
Hence, there is NO one single way to lose weight that is right for everyone.

In order to work, all weight loss approaches have to be carefully tailored to each person **individually**. That's vital.

In order for a person to become their ideal weight it is **ESSENTIAL** that their weight loss program is carefully tailored to their aims, their preferences, and their lifestyle.

What chance is there of the typical slimmer succeeding when not only are they missing a **compelling target weight** and the **belief they will reach it**, but on top of that, their weight loss approach is incompatible with their preferences and their life?

Not much at all? And yet some slimmers try to lose weight with methods they literally hate. It's highly unlikely they are going to stick with an approach they dislike so strongly.



The more a weight loss program suits you, the more likely you are to become as slim as you'd love to be.

It is unlikely that you will find a weight loss approach that will suit you in all the ways it needs to in a mass-marketed, **one size fits all** diet book.

To get a weight loss program that you'll be happy to stick with and that will work really well for you, it's best for it to be tailored to you, your lifestyle and your preferences by someone who knows the full range of effective ways to lose weight that are available.

And the best person to do that is an expert weight loss coach, who can identify an approach that fits your needs really well.

How good would it make you feel to have an expert help you identify a weight loss approach that was just right for you?

Many dieters don't realize that a good weight loss coach will undoubtedly know of ways to lose weight that are far better than the ones they themselves have heard of from their friends, from magazines, and from the TV. What if there were far better ways you could lose weight than the approaches you currently know of?

So many slimmers fail to lose weight, not because they aren't fully capable of becoming slim, but because the program they tried to follow just wasn't right for them, their lifestyle or their aims. It was a very poor fit.

If a person is to follow a program all the way to their ideal weight, then that program needs to fit them as well as a tailored suit.

If you take the time, and get the right help to identify an approach that is right for you, then you will find that you stick with your program far longer and become a lot slimmer.

Now that you know the 5th characteristic of an Effective Weight Loss Program, let's move on...

In addition to suiting you and your lifestyle, your program needs to be **fast enough to keep you inspired**.

6. In Order to Become Your Ideal Weight a Program Needs to Be Fast Enough to Keep You Inspired

Whilst it is true that slimmer's need weight loss programs that do reduce their excess weight, they actually need programs that do more than that. They need an approach that reduces their excess weight **fast enough** to keep them **inspired**. For many people, losing only half a pound a week or experiencing plateaus week after week is not inspiring enough for them to keep going.

One of the biggest reasons that millions of people prematurely stop their diets is because their rate of weight loss is so slow it wouldn't inspire a flea, and they very understandably become demoralized and give up.

In order for you to choose a weight loss program that will inspire you enough to stick to it all the way to your target weight, then we need to expose one of the most destructive dietary myths.

Slow Diets Protect Health?? Oh Really??

If you haven't got too many pounds to lose, or you do feel happy with and inspired by a slow rate of progress, then there is absolutely nothing wrong with losing weight slowly. If slow weight loss is right for you, then that's a perfectly good way for you to proceed.

However, as you are about to read, slow diets cause many slimmer's to give up, get even fatter and become less healthy. If that's true for you, then we need to dispel a very common dietary myth put forward by well meaning but mistaken "experts?"

Again and again we are told that we must lose weight very slowly. The reason this message is preached by so many weight loss consultants, fitness instructors, and Doctors, is because unhealthy, mal-nourished crash diets can cause detrimental effects such as health problems, sagging skin, and rebound weight gain.

That's true, but unhealthy crash diets that cause problems are NOT the only way to lose weight quickly.

For example, to lose weight **quickly** and **healthily** I went on the diet humans evolved on and are ideally adapted to. And the diet we evolved on is NOT the mistakenly popularized Stone Age Diet, also known as the Paleolithic or Caveman Diet, but something quite different.

I also conditioned my body through exercise to burn mostly fat in a way that was very different and far easier than most weight loss exercise regimes. Though to be accurate, I only started doing that in the second month of my program. In my first month, I only exercised for 45 minutes on less than half the days of that month, and I still lost 28 pounds in 31 days, and 76% of that weight loss was fat. That's how powerful my diet was for me.

By eating the diet that humans became best adapted to during their evolution, I actually ate a diet that did far more than just give my body a **calorie deficit** in order to lose weight.

My diet was far more nourishing than the food most people generally eat. In fact, it was far more nourishing than the leading "health" diets, providing optimum levels of vitamins, minerals, amino acids (i.e. proteins), essential fatty acids, anti-oxidants, phyto-chemicals etc. In addition

to that, the diet was also right for me on a hormonal level, a metabolic level, and even on a genetic level, switching on all kinds of health building processes in my body.

This is how I was able to lose weight so rapidly AND optimize my health in the process, without getting any sagging skin or rebound weight gain... I did it by following a diet that powerfully burnt the fat off my body AND was incredibly healthy and nourishing too.

As you know, at the end of the diet, I had become so healthy that there wasn't a single area of decline in my health, only optimum improvement, in a whole battery of more than 39 blood tests.

Every one of the following health tests came back with an "Ideal" result; Blood Pressure, Fasting Blood Sugar, Long Term Blood Sugar, Full Blood Count, Liver Function Test, Kidney Function Test, Thyroid Function Test, Triglyceride Level, Total Cholesterol, HDL Cholesterol, LDL Cholesterol, Cholesterol Ratio, and Resting Pulse.

My Doctor said the improvement in my health was "Fantastic!" So much so that Biological Age tests before and after my program showed I had lowered my Biological Age by 8 years. Not only had I rapidly reached my ideal weight, but I now had the typical health condition of a person 8 years younger than my actual age. And according to many people who knew me, I looked like a completely different person who was 10 years younger.

So do I believe it's possible to lose weight **fast** and **healthily**?

Without a shadow of a doubt!

Now my approach wouldn't be right for everyone. As you read above, **in order to work, all weight loss approaches have to be carefully tailored to each person individually.** That's vital.

But here's why it's so important to follow an approach that is fast enough to keep you inspired...

In order to help people avoid the negative consequences of unhealthy, mal-nourished crash diets, typical weight loss advisors recommend dieters to lose weight slowly, but in so doing they are making **a huge psychological mistake** that leads millions of dieters to fail and become even more unhealthy.

There's no question that we must avoid any approach that is less than fully healthy, so let's see how healthy the slow approach to weight loss really is.

Meet Bob...

He's 100 pounds overweight. Bob wants to lose weight. In fact, he'd love to be as slim as he was in his twenties, but just like many of the other 100's of millions of failing dieters across the planet, he's not been able to get himself to stick to any weight loss program for longer than a few days.

Out of desperation Bob goes to his Doctor who recommends a calorie controlled diet and tells Bob he must lose weight slowly at a pound, or at most, 2 pounds a week. Now for some people that would be fine, but as soon as Bob gets outside his Doctor's consulting room he realizes that at 2 pounds a week he's going to have to be on a restrictive diet for 1 whole year in order

to lose his excess 100 pounds. And at 1 pound a week, he's going to have to be on a diet for 2 whole years.

Who on earth wants to be on a diet, missing out on your favourite foods, for 2 whole years? Definitely not me! And I'm sure you don't want to do that either. Even 1 year would seem like an eternity.

Just as happens for 100's of millions of dieters across the world, as soon as Bob realizes that he will have to be on a diet for so long his **motivation** to lose weight plummets.

His Doctor's advice might have been well intentioned, but psychologically and emotionally the Doctor couldn't have said a worse thing.

The Doctor just put the price of Bob becoming slim through the roof, and it's a price that is so high that Bob feels he can't and probably won't ever be able to pay it. Bob now believes that becoming slim will cost him 1 to 2 years of deprivation.

As is so typical, Bob quickly decides not to bother dieting. The reward is just too far into the future, and he will have to pay too big a price to get it. To Bob, it's simply NOT worth it.

But here's the real problem, and the reason why the recommendation to lose weight slowly isn't necessarily correct.

Bob now feels hopeless and de-motivated, and instead of going on a diet, he keeps eating the same foods that made him 100 pounds overweight in the first place.

And there's no prize for guessing what happens next? No surprises, Bob piles on even more pounds. It's widely known in medical and health circles that being overweight is one of the very top causes of the 3 biggest killers, cancer, heart disease, and diabetes.

So as Bob piles on even more pounds what is happening to his health?

Contrary to improving his health as his Doctor intended, the risk of Bob becoming seriously ill is going through the roof as he eats his way into clinical obesity and beyond.

Recommendations to lose weight slowly may make some sense from a medical point of view, but when you factor in their effect on motivation, then in millions of cases they are very unhealthy indeed.

It's not as if dieters in general find it easy to stick to slow diets month after month and year after year until they finally become their ideal weight. When over 90% of dieters are putting all the weight they lose back on within 12 months of losing it, and the percentage of overweight and obese Americans **is over 60% AND RISING**, the last thing dieters need is another very de-motivating recommendation. They are already de-motivated and demoralised enough!

In many cases, a recommendation to lose weight very slowly and go on a diet that will last a very long time is the straw that breaks the camel's back, and consigns the dieter to a life of increasing obesity. Why? Because it makes them believe they will never get slim, so why even try?

I sometimes think that the so called experts who have come up with these failing dietary recommendations should actually take their blinkers off and look at the real facts about the obesity epidemic.

In truth, how healthy are the slimmer's who go on slow diets a year after their slow diet has finished?

It has been scientifically accepted for years that...

Over 90% of them are just as fat and unhealthy as they were before their diet.

And 30 to 60% of them are even fatter and even healthier with their risk of serious disease significantly increasing.

When 30 to 60% of slow dieters are ending up LESS HEALTHY, I don't think the facts on the ground support the theory that slow diets are healthy? It's just a non-sense.

The current set of weight loss recommendations are so poor that less than 10% of slimmers are ending up any slimmer or healthier a year after their diet, than they were before.

Do recommendations that only succeed in under 10% of cases, and actually result in 30 to 60% of slimmer's becoming healthier, strike you as being good for your health?

In theory slow diets might be seen as safe, but in practice they can be just as unhealthy and dangerous for many slimmers as the mal-nourished crash diets.

No matter how much sense slow diets might make "in theory", humans are not emotionless robots who can just be commanded to stick to very slow diets month after month and year after year.

People have emotional feelings, and they need to see that they are making good progress to their goal, or they will understandably lose morale and decide that losing weight just takes too

long and is too hard to bear. If their progress is too slow, they'll decide to give up, and from that point on they will get fatter and unhealthier.

If we just use our **common sense** for a moment and look at the very difficult position overweight people are in we will realize that a recommendation to lose weight slowly is the last thing many overweight people need, and is almost a guarantee that many of them will give up and get even fatter.

Modern life with its sedentary desk jobs makes it a lot harder than it used to be for slimmers to take exercise. Umpteen delicious foods produced by food scientists in the food industry powerfully encourage slimmers to eat fattening foods. And on top of that 100's of food commercials each day try and persuade slimmer's to eat lots of those fattening foods.

It doesn't take a genius to recognize that modern life is giving people a **vast number of very powerful reasons** to get **FAT**.

And in the face of that, what do the "experts??" recommend slimmer's to do?

Lose weight so slooowly that they will hardly see any progress at all, and they will finally get their reward an eternity from now.

When slimmers are being bombarded with powerful reasons to get even fatter, does it make any sense at all to recommend a very demoralizing and de-motivating slow approach for losing weight?

In so many other areas of life "Morale" is a **very high priority**. In schools in the US there are pep rallies to boost the pupils' morale. In the military the morale of the soldiers is **paramount**. In sport the morale of the team is **all important**. In sales teams morale is **vital** too. And even in

politics, each of the Political Parties spends enormous sums of money to boost the morale of their Members. And the list could go on and on.

But when it comes to slimmer's, somehow it's ok to overlook their **morale** and give them very de-motivating recommendations, and then have the nerve to turn to failing dieters and tell them it's their fault that they are still overweight.

If you were to ask some of the most renowned people in history how important **morale** is in order to keep us from losing the war on obesity, what do you think they would say?

"Morale is the greatest single factor in successful wars"

Dwight D. Eisenhower,
34th President of the United States of America,
Joint Architect of the Allied Victory
in World War II.

The fact is that **ALL people, including slimmers, need to see that they are making good progress to their goals or they will lose their morale and give up.** That's natural.

If someone had said to me when I weighed 262 pounds that I should take 1 to 2 years to lose all of my excess weight instead of just 14 weeks, there is no way on planet earth that I would have done it. I too would have failed dismally!

Being deprived and restricted for 1 to 2 years of my life would have been just too big a price to pay, and I'd have rapidly concluded that I would never become slim again, and I too would

have given up. And to ease my sadness I would have no doubt tucked into some very comforting food and become even more obese than I already was.

And do you think I would currently be in Optimum Health right now? Absolutely not.

When I was 262 pounds my Body Mass Index was over 33. When a person gets a Body Mass Index of 40 or above, the Medical Community considers them to be "**Morbidly Obese**". Why do you think Doctors call that level of excess weight **Morbid**? Because when a person is that overweight their risk of getting a very serious, **LIFE THREATENING**, degenerative disease is extremely high indeed.

If I'd believed that it would take 1 to 2 years of dieting in order to get slim, I definitely wouldn't be in **Optimum Health** right now. There's a good chance I would now be **Morbidly Obese**, and have the huge risk of illness that goes with it. That's the reality of slow diets for many slimmers who've a lot of excess weight to lose! Far from being safe, slow diets often lead to a much worse level of health. Just follow the **typical trail** of many demoralized slow dieters as they get fatter and fatter, and less and less healthy with each passing year. It's there for all to see.

ALL slimmer's need ways to healthily lose weight that are **fast enough** to keep them **inspired** or they will very understandably lose morale. They need to see that they are making good progress each week to their target weight or naturally they will give up.

This is why it is so important to have an **Effective Approach** to weight loss that has all of the **6 characteristics...**

1. It Creates a Calorie Deficit
2. It Keeps Your Metabolism Boosted Ongoing
3. It Powerfully Maximizes Your Fat Burning
4. It is Very Nutritious and Healthy
5. It Suits You, Your Preferences, and Your Lifestyle
6. It is Fast Enough to Keep You Inspired

Unless you have done a ton of research yourself into all of the most effective diets, exercise programs, and diet supplements, then the person who can best help you identify such an approach will be a good weight loss coach.

However you identify such a program, it's vital that you do so because without it you are probably going to run into one of the following problems...

1. Not losing much weight, or...
2. You get demoralised and give up, or...
3. You make yourself unhealthy, or...
4. You end up with rebound weight gain, and put it all back on again.

The exceptional weight loss successes have an effective way to reach their compelling target weight that suits them, is fast enough to keep them inspired, and is healthy. If you are to achieve your own incredible weight loss success, then you need to copy their approach.

It breaks my heart when a very overweight person says to me, ***"I'm losing about 2 pounds a month. It's making me utterly miserable, but if I stick with it for another 8 months, then I will reach my target weight"***.

Come on!! Give a poor dieter a break!! They've got misery written all over their face, and they desperately need a far more inspiring approach before they decide it's just too painful and give up.

How inspired do you think I felt when I was healthily losing 6 pounds each week, or on average, virtually a pound every day, and the Body Fat Meters were showing that it was mostly fat? I felt inspired, passionate, excited, and absolutely determined to go all the way and become my ideal weight.

These are the kind of huge advantages the exceptional weight loss successes have over the typical dieter who fails. With the **Four Key Factors** in place, including an **Effective Approach**, the exceptional weight loss successes usually...

1. Feel far better about following their weight loss program, and...
2. Feel far more encouraged by all of the progress they are making.

And those two advantages make it so much easier to lose weight, and so much more likely that they will succeed.

How much more inspired would you be to stick to a program that was significantly lowering your weight each week? How much more motivated would you be if the pounds were dropping off you week after week, and you could see yourself rapidly becoming slimmer?

A lot more inspired, I bet, and so would millions of other dieters too.

If you are to successfully become as slim as you would love to be, then it's important to realize that...

It's a completely natural human response to feel de-motivated by very slow progress.

And it's a very natural human response to feel very encouraged by rapid progress.

The phrase "**Success Breeds Success**" applies equally to slimming as it does to every other area of life.

The so called experts need to stop telling slimmer's they should follow **slow diets** instead of **mal-nourished crash diets**, because as you have just read, the slow diets can be equally flawed too.

- Mal-nourished crash diets are unhealthy, and ...
- Slow diets are often dangerously de-motivating for people who have a lot of weight to lose.

Instead the experts need to give slimmer's more ways to lose weight that are both Healthy AND Fast.

As I mentioned in the introduction to this eBook, **a recent study by Oxford University estimates that within 10 years 80% of all men, and 70% of all women will be either overweight or obese.**

That's a whopping 22% increase in overweight and obese people over and above the current epidemic levels.

What does it say about the effectiveness of the current weight loss recommendations when the obesity epidemic is expected to get 22% WORSE over the next 10 years?

If you had a headache, and you took a recommended headache tablet, and your headache got 22% worse, would you think that solution was effective? No I wouldn't either.

When the obesity problem is going to get significantly worse, the idea that the current weight loss recommendations are effective is clearly incorrect.

And if the justification for those recommendations is that *"They are effective, it's just that hardly anyone follows them"*, then sadly we have to ask the blindingly obvious question *"How effective are recommendations that very few people are willing to follow?"*

Speaking plainly...

They are utterly useless!!

We are losing the war on obesity!! And yet the slimmers who are fighting it are being given recommendations that further undermine their morale. How absurd is that? They need more morale, not less!

Do we really have to get to the point where **100% of adults** are overweight or obese before we conclude that the current weight loss recommendations are NOT working?

At the present rate of increase, we are on track for 100% of adults to be overweight or obese within the next 25 years. Can you imagine every person, including you, being fat, and no one being slim? Can you imagine over 40% of the whole adult population being clinically or morbidly obese?

What percentage of our Western population do you think would still be overweight now if for the last 10 years the experts had been recommending ways to lose weight that were both Fast and Healthy?

Isn't it time for a better approach? One that is safe AND inspiring, fast AND healthy? In other words, an overall approach that millions of dieters will actually stick to and follow until they become ideally slim, instead of an approach they give up on leading to them getting even fatter and unhealthier? I think so!!

What Rate of Weight Loss Would Inspire You Enough?

As you have read above, many of the **Outstanding Weight Loss Successes** follow a rapid approach to weight loss, and that is one of the main reasons why they stay inspired and motivated.

When it comes to your success in becoming slim, the important thing is to have an approach that is as rapid as **you** want it to be, whilst being healthy. The more you lose weight at the pace you want to, the more likelihood there is of you sticking to your program and succeeding.

Clearly, if you only have a small amount of excess weight to lose, e.g. 8 pounds, then losing 1 pound a week may well be fast enough to keep you inspired. But if you have a lot more excess

weight to lose, e.g. 60 pounds, then you may need a faster rate of weight loss in order to stay motivated.

Only you can decide what rate of healthy weight loss will keep you inspired.

Carefully think through how rapidly you want to lose weight.

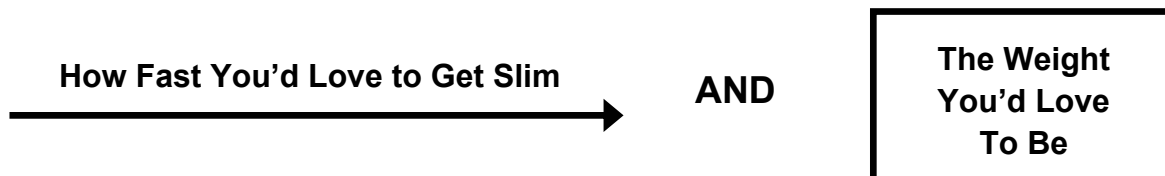
- How many pounds do you **want** to healthily lose each week?
- How many pounds would you have to lose each week in order to stay **inspired**?
- How many pounds would you **love** to healthily lose each week?

Whether it's just 1 pound a week or several pounds a week, identify how many pounds **you** would love to healthily lose per week.

You would love to lose ____ pounds per week.

In order to stay inspired you would need to lose ____ pounds per week.

Earlier in this eBook you clarified **the weight you would love to be**, and now you also know **the number of pounds you'd love to lose each week** to reach that target.



How great would you feel if the weight loss program you were following was speeding you to the weight you'd love to be, at a rate you'd love, in a way that was healthy and suited you?

I'm sure you'd feel great and probably very excited!

If you get the correct help to identify an approach that is not only right for you, but is fast enough to keep you inspired, then without doubt you will greatly increase the probability of becoming your ideal weight.

Now that you know the 6 Characteristics that make a weight loss program effective, for a moment, let's return to the 4th Characteristic and discuss it in a bit more detail.

	1. It Creates a Calorie Deficit
	2. It Keeps Your Metabolism Boosted Ongoing
	3. It Powerfully Maximizes Your Fat Burning
→	4. It is Very Nutritious and Healthy
	5. It Suits You, Your Preferences, and Your Lifestyle
	6. It is Fast Enough to Keep You Inspired

In Order to Become Your Ideal Weight a Weight Loss Program Needs to Be Healthy and Not Cause Sagging Skin or Rebound Weight Gain

Earlier I mentioned that an effective weight loss program needs to be very nutritious and healthy. In order to help you achieve your amazing transformation, let's understand this vital characteristic in a bit more depth.

One of the main problems with typical crash diets is that they are not only **low in calories**, but they are also **low in nutrients** such as vitamins and minerals, etc.

Some weight loss programs try to get around this problem by adding synthetic vitamins, minerals, anti-oxidants, amino acids (i.e. protein building blocks), and fatty acids in shakes or pills. These can be helpful, but they are definitely NOT a satisfactory substitute for a diet containing highly nourishing foods.

Many healthy foods contain 1000's of specialist nutrients, as well as numerous nutrients that haven't even been discovered yet. Whilst I am a big fan of supplementing our diet with additional vitamins and minerals etc., the vast majority of shakes and pills don't come close to the nutrition we should be getting from healthy food.

The typical 500 calorie crash diet is woefully short of healthy nourishment whether it includes shakes and vitamin pills or not. And as such it is unhealthy. If a slimmer stays on that kind of very low calorie, low nutrient diet, their health will inevitably decline. For example...

- If a slimmer doesn't get enough nourishment whilst they are on their diet, they risk getting a host of **health problems**.

- If they don't get enough protein their body will strip their muscle mass leading to **rebound weight gain**.
- If they don't get enough vitamins and minerals etc. they will become deficient and store more of the calories they eat as fat, and NOT burn them for energy. And this also increases **rebound weight gain**.
- If they don't get enough of the protein, vitamins, and minerals that nourish the elastin and collagen in their skin, then their skin will not be able to stay healthy whilst they rapidly lose weight and they will get unsightly **sagging skin**.

Have you ever tried to follow a diet that is so low in calories and so low in good nutrition that it couldn't possibly be healthy for you? When you had got to the point where you felt so empty, cold, tired and starving, what did you do?

At that point, many slimmers give up, and start munching the nearest comforting, sugar rich, fat laden food they can gobble down. And who can blame them? The aim is to become slim, not to starve ourselves into illness.

If you make sure that your diet is highly nourishing, then you will do far better than if you follow starvation crash diets.

Some Diets Are FAR MORE Nourishing Than Others

When analysed in the most advanced Nutritional Analysis Software, the diet I followed has truly excellent levels of all essential nutrients. The most advanced Nutritional Software doesn't

just assess the levels of a few well known vitamins, minerals and amino acids in a diet, but actually calculates the levels of up to 110 different nutrients. When assessed in this very comprehensive way, the diet I followed is clearly more nourishing than even the healthiest "health" diets on the market today.

It was because the program I followed was **exceptionally nutritious** that my health optimized whilst I lost 6 pounds each week. And it is also why I didn't get any sagging skin at all.

As I lost weight, my skin was constantly being optimally nourished. As I lost weight I was NOT stripping my muscle mass or putting in place any of the causes of rebound weight gain.

As I lost weight my metabolism did NOT slow and my energy was higher than it has been in decades.

If you are to become as slim as you would love to be, and NOT undermine your health in the process, then you too need a nourishing approach that will keep you healthy whilst you lose weight.

In order to avoid a host of health problems, including sagging skin, or rebound weight gain, it is essential that you make sure you are fully nourished whilst you become slim.

If you get the right help to identify an approach that not only **suits you**, is **fast enough to keep you inspired**, and is also **healthy**, then without doubt you will hugely increase your likelihood of rapidly becoming the weight you'd love to be.

You now know the **6 Characteristics** that make a weight loss approach **Truly Effective**.

To sum up this section, **an Effective Weight Loss Approach will...**

1. Create a Calorie Deficit
2. Keep Your Metabolism Boosted Ongoing
3. Powerfully Maximize Your Fat Burning
4. Is Very Nutritious and Healthy
5. Suit You, Your Preferences, and Your Lifestyle
6. Is Fast Enough to Keep You Inspired

Are Each of These 6 Characteristics Essential?

If you were to take any of these characteristics out of a weight loss program, then that would seriously undermine the program's effectiveness.

A program that doesn't create a **calorie deficit** will not burn off any excess weight.

A program that doesn't keep a slimmer's **metabolism** boosted will lead to diminishing weight loss and disappointment.

A program that doesn't maximize a slimmer's **fat burning** will burn muscle and potentially lead to significant rebound weight gain.

A program that isn't **nutritious and healthy** will possibly lead to health problems, sagging skin, and rebound weight gain.

A program that doesn't **suit a slimmer** and their lifestyle will most likely lead to de-motivation and giving up.

A program that isn't **fast enough** to keep a slimmer inspired will lead to a loss of morale and giving up.

All **six characteristics** are essential for your success.

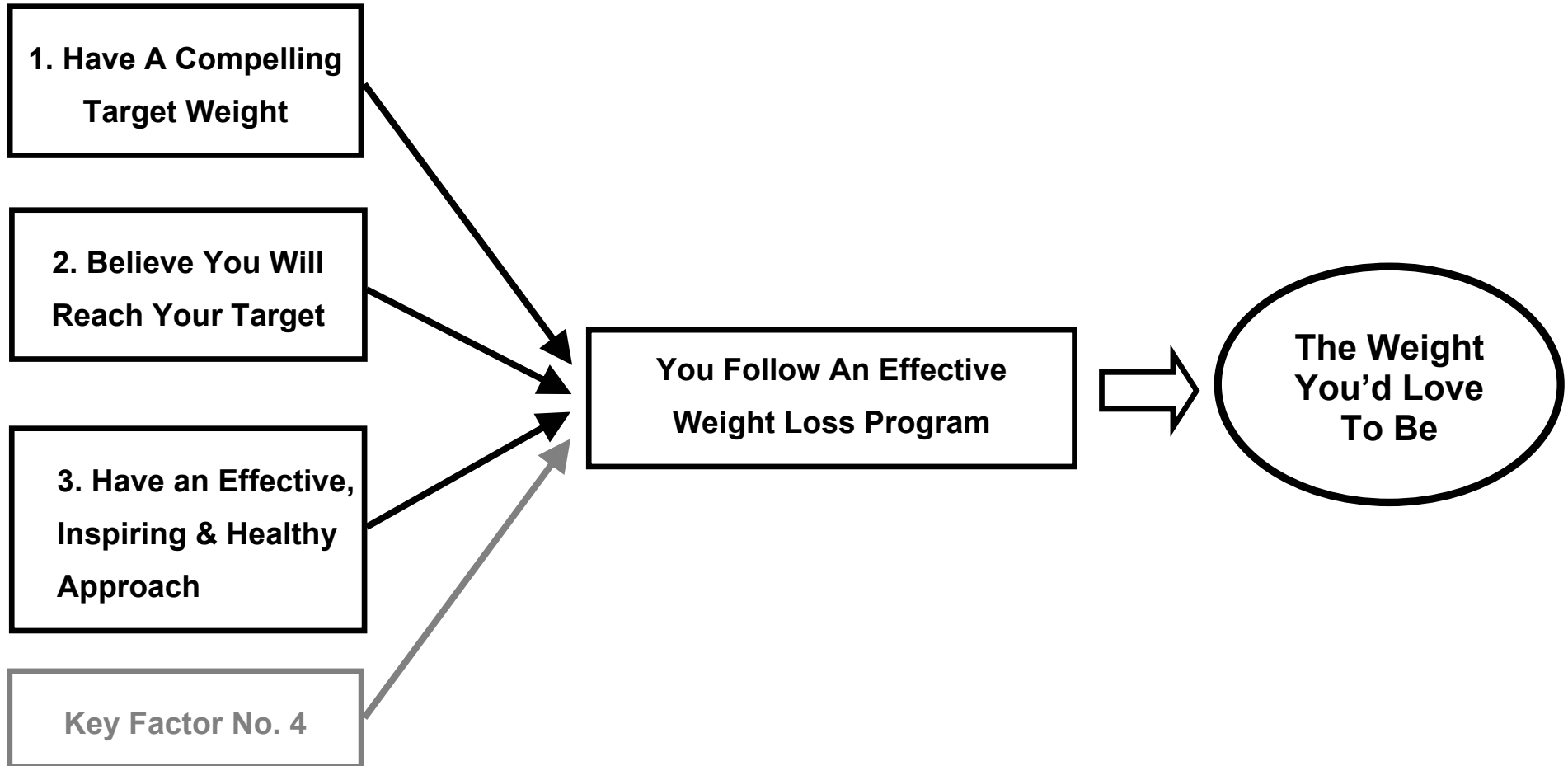
With the right help, you can at last have a **truly effective weight loss program** that has each of these vital components, and will speed you to the weight you would love to be.

If your weight loss program had all **6 characteristics**, how confident would you feel that you were going to become ideally slim?

When an **Effective Approach** like that is combined with the other 3 **Key Factors of Weight Loss Success**... well... you better start buying some new gorgeous slim-fitting clothes... you are going to need them!

Here's your updated **Master Plan** showing **Key Factor No. 3**...

Your Master Plan For Rapidly Becoming The Weight You'd Love To Be



Now that we have clarified the first 3 parts of your **Master Plan** for rapidly becoming your ideal weight, let's find out just how much of a difference these first 3 **Key Factors of Weight Loss Success** really make...

"Place Your Bets!!"

Which dieter would you put your money on to succeed... a dieter that has each of the first 3 **Key Factors of Weight Loss Success** in place, i.e....

1. **A TRULY COMPELLING, very desirable TARGET WEIGHT that continually drives them until they achieve that target, and...**
2. **A STRONG BELIEF that they can and will achieve their compelling target weight, which switches their motivation ON fully, and...**
3. **An EFFECTIVE WAY to reach their compelling target weight that suits them, is fast enough to keep them inspired, and is healthy...**

Or a dieter who doesn't have any of these 3 **Key Factors of Weight Loss Success** in place?

In all honesty, what chance would you give a slimmer of succeeding who did NOT have a compelling target weight, did NOT believe they would get slim, and did NOT have an effective approach for losing their excess weight?

0%, or 5%, or 10%. If you chose 0%, I would agree. They quite literally don't stand a chance!

Without a shadow of a doubt, I know which dieter my money would be on every time. And the highway to you becoming as slim as you'd love to be is putting in place the same 3 **Key Factors of Weight Loss Success** (plus the 4th one of course).

It's all about **hugely increasing the probability of your success**, and minimizing the likelihood of your failure before you start.

Let's return to Sally and give her a helping hand to reach her ideal weight and stay at it.

Let's Help Sally to Become Ideally Slim...

What do you think the probability of her succeeding was when she started her diet without any of the **Key Factors of Weight Loss Success** in place?

I'd guess it's probably 5% and that's generous.

Are those the kinds of odds for succeeding you want when you next attempt to lose weight?

Do you really want to be 20 times more likely to fail than succeed?

And that's not an exaggeration. With over 90% of dieters putting all of the weight they lose or more back on, that's approximately 20 failing dieters for every exceptional one that keeps ANY weight off.

Most dieters have been so misled into believing that all they need is **a diet** that in reality their odds of succeeding with any diet are microscopic. And this is why so many of them are

FAILING to reach and stay at their ideal weight.

Instead of having all **Four Key Factors of Weight Loss Success** in place and having a **huge probability** of reaching their target weight, they've typically only got **One Key Factor** in place at most, and their probability of success is nearly none existent. Like the 100's of millions of other failing dieters, they've been set up to fail and stay overweight before they have even begun.

Ok, so let's help Sally to clarify the compelling target weight she would truly love to become.

Even though Sally had thought of herself as only being 20 pounds overweight, in truth she would really love to be 25 pounds lighter. Then she really can wear anything, and look really stunning. She'd also love to be only 20 to 25% body fat, and have a much more toned torso, and firm hips and thighs. Having tons of energy, instead of feeling tired all day, would be wonderful too. And on top of that, she'd love to look several years younger as a few age lines have recently begun to appear.

She'd also love to go out with her boyfriend in a gorgeous slim fitting outfit, with him completely fixated on how attractive she looks. And there's that new guy who has just started at work, and he's tall, dark and handsome. It would be great to catch his eye too. And finally she'd love to show that insensitive idiot at work who said she was "**chunky**", just where he can get off by looking drop dead gorgeous but being unattainable.

Achieving all that would make Sally feel really confident, and that would be very appealing too. Having clarified the compelling outcome she would love to have, Sally can already feel her motivation beginning to rise. The probability of her success has already increased.

Next we need to ask Sally how certain she is that she can and will achieve the compelling outcome she would love to have. *"In all honesty, I'm unsure whether or not I'll do it. I've tried hard before, but failed every time"*.

I'd guess that right now Sally's probability of succeeding is only about 20%. But after helping her through an effective belief changing technique, Sally has got rid of all of her doubts and feels certain she will do it this time.

Now her odds of success are rising. Perhaps they've risen to about 50%.

Next we need to carefully help Sally find a weight loss program that will suit her and her lifestyle, and be fast enough to inspire her, and be healthy too. She's not interested in taking weight loss pills or doing much exercise, so in her case it's all down to diet. We have to spend some time tailoring a diet to her needs. This is a very important step in which a weight loss coach must be very understanding and really appreciate what kind of weight loss program a dieter needs and why. Before long Sally and I have tailored a diet to her needs, and Sally is feeling very keen to get started.

With the first 3 **Key Factors of Weight Loss Success** in place, I'd estimate that Sally's probability of succeeding is now about 75%. She's more likely to succeed than not, but there's one more Key Factor that will virtually guarantee her becoming as slim as she'd love to be. But before we get to that final **4th Key Factor** let's clarify what results the typical dieter can expect from any weight loss program.

What Weight Loss Results Can The Typical Dieter Expect?

The accepted guideline amongst conventional Doctors and health practitioners is that every time the dieter creates a calorie deficit of 3500 calories they will lose a pound of fat. Why is that? Because a pound of fat contains approximately 3500 calories.

If the dieter is burning muscle instead of fat, then they will lose more weight because there are far less calories in a pound of muscle than in a pound of fat. However, burning muscle is very unwise as it can lead to rebound weight gain.

In general, dieters can expect that any weight loss program will bring about the loss of a pound of fat every time they burn 3500 more calories than they eat.

To accelerate my own weight loss I followed a very nutritious approach that also stabilized my blood sugar and lowered insulin level, thereby hormonally helping me to burn a higher percentage of fat. My diet was also very high in water and potassium, and very low in sodium. Hence, it washed out a lot of excess salt. And as we all know, sodium holds water in the body, and that can significantly increase a person's weight. By washing out the excess sodium I also lost the water weight that the excess sodium had been holding in my body. Even so the vast majority of the weight I lost was fat.

On top of that, from week 5 onwards, I followed a very specific exercise program that optimized my fat burning. There were several other very significant factors I used as well in order to healthily accelerate my weight loss. But my purpose in this **Introductory Guide to Successful Weight Loss** is NOT to solely recommend the diet and exercise program that I followed.

That would be a mistake. In order for you to achieve your own amazing weight loss success you need a program that suits **you**, **your** preferences and **your** lifestyle, and is fast enough to

keep **you** inspired, and is healthy. And then on top of that you need the other 3 **Key Factors of Weight Loss Success** outlined in this Introductory Guide.

Whatever program you select, conventional Doctors and Health Consultants tell us that the **baseline rate of weight loss the typical dieter can expect from any weight loss program in general is a pound of fat lost every time the dieter burns 3500 calories more than they eat**. If the dieter unwisely burns muscle instead of fat, then they will lose weight at a faster rate, but they will probably gain it back at a faster rate later.

The more they optimize their diet nutritionally, hormonally, biochemically, metabolically, and even genetically for maximum fat burning, and the more they optimize their exercise program to increase fat burning, then clearly the more excess weight they are going to lose.

What Health Improvements Can The Typical Dieter Expect?

What effect can the typical slimmer expect a weight loss program to have on their Health?

Of course, if a dieter follows an unhealthy weight loss program such as a mal-nourished crash diet, then there is a good likelihood they will reduce their health. But if a slimmer follows a healthy weight loss program, what can they expect then?

People's health issues vary so much that it's hard to give a one size fits all guideline, but the overwhelming medical consensus is that the more overweight a person is the more at risk they are of having serious illnesses such as Diabetes, Heart Disease and Cancer.

A lot of research now indicates that being overweight is the second biggest cause of Cancer next to smoking. In other words, if you are a non-smoker, being overweight is the No. 1 biggest cause of Cancer.

And it has long been accepted that being overweight is one of the biggest causes of Heart Disease and of Diabetes.

Hence, if you are overweight the medical community is in no doubt that your risk of getting a serious disease is significantly raised.

Conversely, the closer a person is to their ideal weight, the less risk they will have of causing these very serious illnesses through being overweight.

The one generally accepted specific health expectation the medical community can give you is that for every kilogram (2.2 pounds) of excess fat that is lost, a person's blood pressure will lower by 2.5 / 1.5 mmHg.

That means that for every 9 pounds a person loses their Systolic Blood Pressure (upper number) will lower by 10 mmHg, and their Diastolic Blood Pressure (lower number) will lower by 6 mmHg.

Of course, these are **general** guidelines put forward by the medical community. If you want to know how your health will specifically improve as a result of you losing your excess weight, then the best person for you to ask is your Doctor.

We are being clearly told by the medical community that in the vast majority of cases, being significantly overweight or obese puts us at serious risk of getting a major degenerative

disease such as Cancer, Heart Disease, or Diabetes, and by losing our excess weight we dramatically reduce that risk.

In the past, being overweight was seen by many people as just a cosmetic problem. Now science has proven that being overweight is extremely unhealthy indeed. If a slimmer loses weight in a healthy way, then science tells us that it's highly likely that their health will greatly benefit too.

What Biological Age Improvement Can The Typical Dieter Expect?

What effect can the typical slimmer expect a weight loss program to have on their Biological Age?

Aging experts tell us that **maintaining Weight and Body Mass Index at a desirable level can make a person's Biological Age as much as 6 years younger.**

As a slimmer's health improves whilst they lose weight, then their health condition will reflect that of a younger and younger person. Quite literally their Biological Age will get lower and lower.

According to some of the World's leading anti-aging experts, combining significant weight loss AND major health improvements can lower a person's Biological Age by substantially more than 6 years.

How would you like your Biological Age to be years younger than it currently is?

Now that you know what the typical dieter can expect, let's check to what extent you have **Key Factor 3** in place.

Key Factor 3 Check... Which of the following applies to you?

1. I already have a Truly Effective Way to become the weight I'd love to be that REALLY WORKS, and...

- i) Suits me, my aims, my preferences, and my lifestyle,
- ii) Is fast enough to keep me inspired, and...
- iii) Is healthy, and won't cause health problems, sagging skin or rebound weight gain.

Key Factor 3 is already fully in place... YES or NO? _____

2. I do NOT have an Effective Way to become the weight I'd love to be. Key Factor 3 is NOT fully in place. In order to achieve my ideal target weight I need an Effective Approach that will really work for me...

YES or NO? _____

Now that you know the 6 Characteristics a weight loss program needs to have in order for you to definitely lose your excess weight, here's the **Fourth and Final Key Factor of Weight Loss Success** that will ensure your incredible transformation.

Are you ready for the final piece that will enable you to achieve your dream weight, and have the exciting new life that will go with it? Here it is...

Key Factor No. 4 - You Need to Make Your Effective Approach for Losing Weight Comfortable and Compelling!

In order to explain how this Key Factor works, and why it is so important for your success, let's return to Sally.

As you have just read in the previous section, Sally has now identified a **weight loss target** that **she would love** to reach. She now **believes** that she can and will achieve that ideal weight, and she even has an **effective weight loss program** to help her achieve it.

You might think that Sally's success is assured, but without **Key Factor No. 4** in place, Sally's best efforts could still be undermined. Here's how...

Sally could enthusiastically start her diet, which we know generally suits her, but in practice she might find that it's too difficult or uncomfortable to stick to in some way.

If that happens, then Sally may need such things as ways to reduce her appetite or feel full or NOT miss eating the fattening foods she likes.

Or she may need a whole set of pleasurable substitutes that she can still enjoy whilst losing weight. And she may need help to arrange purchasing the right foods.

Or she may need ways to help her make the program convenient to do, so it doesn't take too much of her time.

Sally may encounter any number of problems or emotional difficulties, and she will need a means to avoid each one, and make her program comfortable to follow.

Make Your Effective Weight Loss Program as Comfortable, Convenient, and as Easy as Possible

Without a doubt, it's vital to make following a diet or exercise program as comfortable as possible. As obvious as this may seem, there are many people who think they will grit their teeth and just get on with it. That's ok for a few people with cast iron will, but for most people they need help making it as problem free as possible.

The last thing you want is to experience an internal battle... on the one hand, feeling compelled to achieve your weight loss target, but on the other, hating the program you are following.

Who needs all of that internal conflict and unhappiness? No one!

If a weight loss program is too uncomfortable, it will undermine a slimmer's motivation to continue and they will give up.

Millions of overweight people either don't bother trying to lose weight, or quickly stop trying once they have begun, because their programs are too uncomfortable in some way.

Hence, it's vital to make following a diet or exercise program as problem free as possible.

To do this, a weight loss coach needs to **carefully identify** and **really understand** the problems that a slimmer experiences on their program. They then need to help the slimmer find ways around each of those problems until they feel comfortable on their program.

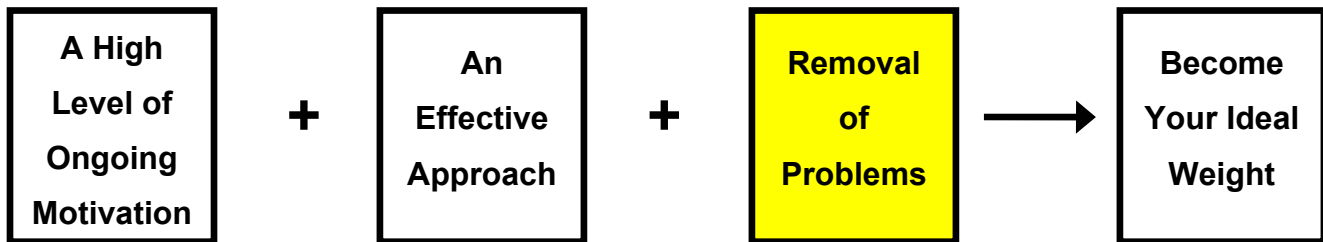
There are numerous ways to make a weight loss program easier to follow. Many of these aren't known by most slimmers. No matter what the problem, one of the most important roles of a weight loss coach is to help a slimmer minimize and remove any problems they encounter. They typically have years, if not decades of experience and research they can call on to make sure a slimmer does NOT experience problems that to others might seem unavoidable.

For example, on my own 14 week weight loss program I did NOT experience any of the typical problems that so many other slimmers encounter such as...

- Hunger
- Cravings
- Mood Swings
- Plateaus or slowing of weight loss
- Feeling cold or empty
- Low Energy

Any one of these problems can quickly stop a person's weight loss program in its tracks. Successfully avoiding them in my own program was not an accident. It was achieved by design. And that is one of the Key Reasons why I didn't quickly give up, but continued all the way to my ideal weight.

How good would it make you feel to have an expert help you make your weight loss program far more comfortable and a lot easier to follow?



I can't empathize enough how important it is to identify and remove the problems a slimmer is encountering on their weight loss program. It can make the difference between becoming even fatter, and becoming your ideal weight.

Each time a coach finds a way around one of the slimmer's problems, the slimmer's motivation to stick to their program will rise even higher.

If an effective weight loss program is comfortable, then that will increase a slimmer's belief that they can do it, and their motivation to continue will get stronger.

By making your approach as comfortable, convenient, and as easy as possible, you will greatly increase the probability of your success.

Now that you understand how important it is to **identify** and **find ways to avoid** any problems you experience on an effective weight loss program, there's one further way you can ensure you become your ideal weight.

If you really want to guarantee your success, then here's the second part of this **4th Key Factor**.

Make Your Effective Weight Loss Program Compelling

Once we have helped Sally to find ways to make her diet very **comfortable** to follow, we then put the final and very powerful guarantee of her success in place by helping her to make following the diet **compelling**.

Earlier in this eBook you identified your compelling target weight, i.e. **Key Factor No. 1**.

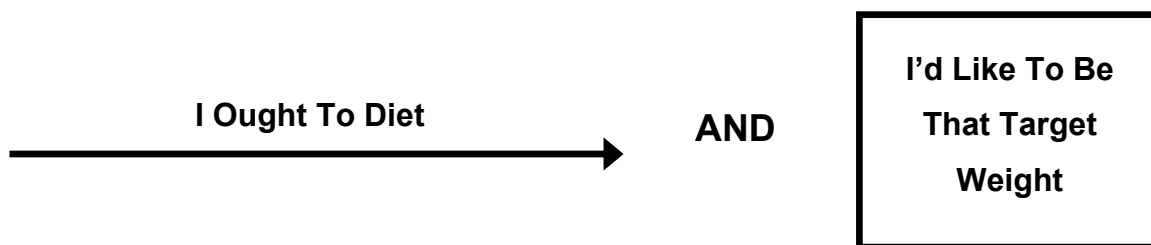
Here's a question for you...

What would happen if you didn't just have a compelling **target weight**, but your **effective approach** was compelling too?

Just imagine what it would be like to feel **fully compelled** to become the weight you'd love to be, AND **fully compelled** to follow your effective program.

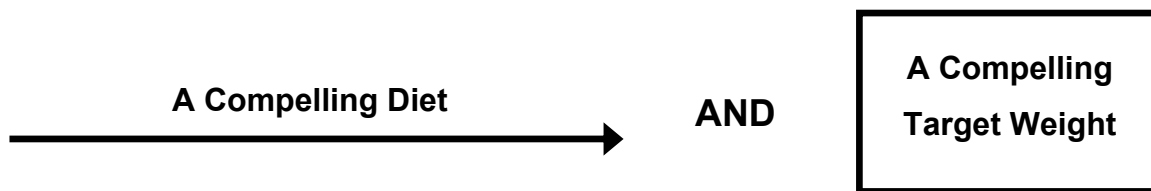
As you already know, most slimmers have NOT been helped to switch their motivation ON, and as a result they only feel **semi-motivated** to be slim, and **poorly motivated** to follow their weight loss program.

Hence, most slimmers only feel that they **would like to** become their target weight, and that they **ought to** follow their program.



Honestly!! What chance is there of someone successfully becoming slim when their motivation is so switched OFF?

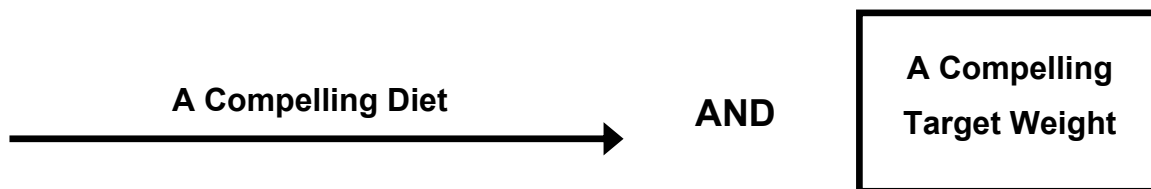
But what if, in addition to your motivation being fully switched ON to achieve your ideal weight, it was also switched fully ON to follow your weight loss program?



If both your **effective approach** and your **target weight** were truly compelling, then that would virtually completely guarantee your success, and you would become as slim as you'd love to be.

Here's how this is achieved...

In order to guarantee Sally's success, we don't just want to make her **target weight compelling**, as we discussed earlier, we also want to make **following her diet compelling** too.



That way it's just about a done deal. Wild horses won't stop Sally from sticking to her diet, losing all 25 pounds and looking phenomenal at her ideal weight.

"How the heck do you make following a weight loss program compelling?"

Well, it does take a bit of psychological wizardry, but there are many examples of people who have felt absolutely compelled to follow their weight loss program. They usually have found a **hugely motivating reason** to stick to their diet in addition to the weight loss benefits their diet will bring.

In my own example, I wanted to break new ground, and find out just how phenomenal the weight loss, health, fitness and anti-aging results would be on the diet Humans really evolved on.

Following my diet was about far more to me than just reaching my ideal weight. It was about breaking new scientific ground, and opening up whole new possibilities to healthily transform ourselves more rapidly than we ever thought possible.

If you talk to or read about exceptional weight loss successes, you will find that they invariably have some **huge additional reason** that compels them to follow a highly effective diet.

An example might be a woman who desperately wants to have a child, but has had difficulty becoming pregnant. So she decides to start eating a very healthy diet, not only to lose weight, but to maximize her chances of becoming pregnant. Having a child is the most important thing to her in her whole life, and so you can guess how much she sticks to her diet.

Like glue!!

And the bi-product of her determination to become as healthy as possible and pregnant is that she loses a ton of weight as well.

When we think about our weight loss program we need to genuinely feel great about it, because we know beyond a shadow of a doubt that it is the means to an incredibly beneficial result for us.

Making ourselves feel great about following our weight loss program can require doing some advanced psychological techniques, but in truth they are quite easy to do.

The evening before I began my diet I spent about an hour using some of those advanced techniques to make myself feel absolutely compelled to follow my program.

And as a result, the next morning I just went out and bought all of the correct foods and immediately began the diet. I didn't think about it. I didn't make a conscious decision that I was going to start in 2 days or next Monday. I just automatically went and bought the things I needed and immediately began without consciously thinking about it.

I didn't have to will myself or push myself, or give myself a good talking to, or grit my teeth or feel that I would rather be eating something else.

The advanced techniques I'd used helped me to link up in my mind so many pleasurable benefits to following my diet that I felt absolutely driven by the thought of all those benefits.

As a result, I never felt like I was missing out, and I never felt sad or unhappy. I felt excited, passionate and absolutely driven to do it.

With the right help, anyone can apply those same advanced techniques and make themselves feel absolutely compelled to follow their effective weight loss program. Quite literally, the best psychologists, the best advertisers, the best sales people, the best public speakers, the best coaches, the best managers and many others besides make people feel compelled to take action every day.

No matter how de-motivated you've felt in the past, you are just as capable of feeling fully determined and driven as anyone else. It's just that no-one has ever shown you how to properly switch your motivation ON.

No doubt you've probably tried to find the will-power to follow through in the past, but did you actually know how to switch your will-power on? The vast majority of people have never been taught how to do that. And chances are, you didn't know how to motivate yourself either.

And when you failed to switch on your will-power, you may have concluded that you were weak-willed and that you didn't have the consistent drive within you to achieve your aims.

That's like sitting in a brand new Ferrari trying hard to drive to your destination without knowing how to switch the engine on, and then concluding that the Ferrari is a very low powered car.

Psychology is like any other field in life, and changing your beliefs, your thoughts, your decisions, your emotions, your actions, and your results takes specialist **know-how**.

Many people wrongly conclude that because they are their beliefs, their thoughts, their decisions, and their emotions, etc. they should know how to change them. And that if they don't manage to change them, then they can't.

Just as successfully changing your body takes the right **know-how**, so successfully changing your mind takes the correct **know-how** too.

And with the right help, anyone can give themselves **huge additional reasons** that literally **compel** them to follow their weight loss program. And when they do, they too will speed to their dream weight.

The simple fact is...

When you feel fully motivated to achieve your **target weight**, AND you believe you can achieve it, AND you also feel fully motivated to implement your **effective approach**, then...

YOU JUST WON'T TAKE "NO" FOR AN ANSWER!!

Probably for the first time in years, you will be psychologically set to become as slim as you would love to be, and as long as you keep those **4 Key Factors** in place, that's exactly what will happen.

The Real Reason Why Weight Loss Is Either Hard or Easy

The real reason why following a weight loss program is either painful or pleasurable, is not the program itself, but what doing it actually means to you.

If following your program only means you will just lose a few pounds, and then probably fail and put it all back on again, then doing it will probably make you feel terrible, and you'll want to give up as soon as possible.

However, if following a diet means that you're definitely going to benefit in some tremendous way, then following it will feel so much better.

Just think about how many women go through the incredibly painful ordeal of giving birth, but nothing would stop them doing that because of how much it means to them. Or think about how many athletes feel utterly driven to go through tortuous training routines because of how much it means to them.

You too can feel much happier about losing weight if you are helped to make it far more meaningful for you. And if you do make it very meaningful, then you'll find that you don't have to push yourself to follow your diet or exercise program. Your mind will be just made up, and you'll feel compelled to follow through, and you'll even feel good about doing it.

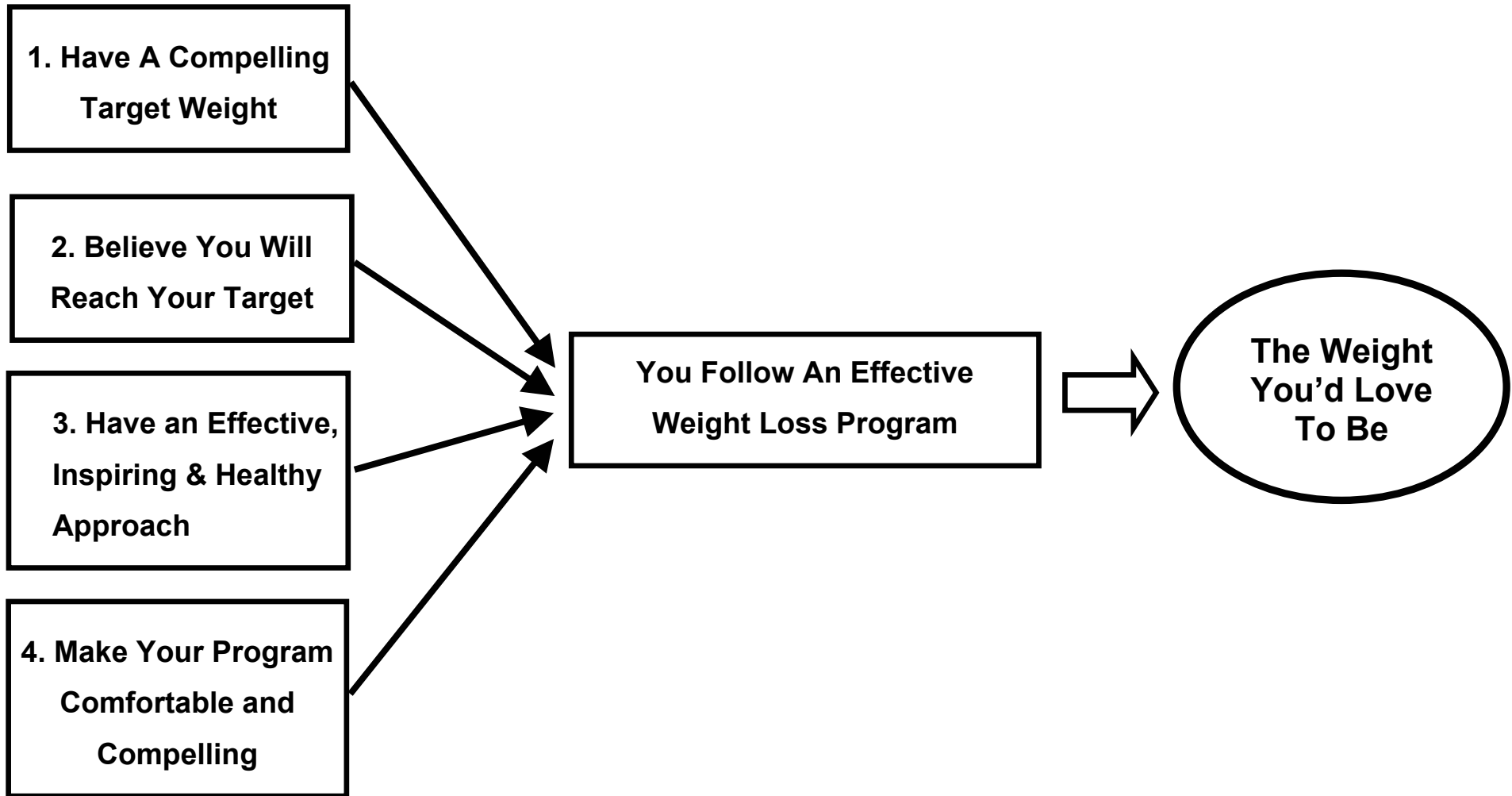
The more meaningful something is to you, the better you will feel about doing it, and the easier doing it will seem.

As you read on the previous pages, making a weight loss program **comfortable** and **compelling** can involve doing a few advanced psychological techniques as I did the night before I began my diet. If you need guidance to do that, then this is where an expert weight loss coach can be an invaluable help.

Why unhappily struggle to follow a diet you really don't want to do, when with a little help it could become a passionate and exciting quest you feel driven to stick to?

Here's your updated **Master Plan** showing **Key Factor No. 4...**

Your Master Plan For Rapidly Becoming The Weight You'd Love To Be



When a person who has already got the first **3 Key Factors of Weight Loss Success** in place, then puts the **4th Key Factor** in place, their probability of becoming their ideal weight literally goes through the roof.

Let's do a quick check for **Key Factor No. 4...**

Key Factor 4 Check... If you already have an **Effective Weight Loss Program**, then which of the following applies to you?

1. **My Effective Weight Loss Program is comfortable to follow, and I also feel truly compelled to stick to it. Key Factor 4 is already fully in place... YES or NO? _____**

2. **My Effective Weight Loss Program is uncomfortable to follow, and I do NOT feel compelled to stick to it. Key Factor 4 is NOT fully in place... YES or NO? _____**

So there you have it. You now know the **Four Key Factors of Weight Loss Success** that give the exceptional weight loss achievers an enormous advantage over other dieters who typically fail again and again, and end up just getting fatter and fatter.

After researching this subject for the last 20 years, I can tell you that the **exceptional weight loss successes** not only have an **effective way** to lose weight, but they also have the 3 other **Key Factors** in place that powerfully **motivate** them to achieve their target weight.

With all of the **Four Key Factors** in place, they don't feel desperate, hopeless, and demotivated like so many dieters do. They feel passionate, driven and excitedly expectant about becoming the ideal weight they would love to be.

How much better would you feel with these four powerful advantages in place? How much easier and more successful would your weight loss be if...

1. You had a **TRULY COMPELLING**, very desirable **TARGET WEIGHT** that continually drives you until you achieve that target,
2. You had a **STRONG BELIEF** that you can and will achieve your compelling target weight, which switches your motivation **ON** fully,
3. You had an **EFFECTIVE WAY** to reach your compelling target weight that suits you, is fast enough to keep you inspired, and is healthy, and...
4. **Doing your Effective Approach was Comfortable and Compelling!**

Just imagine what it would be like to have **ALL Four Key Factors of Weight Loss Success** in place right now. I know they are probably not in place, but just try them on for a moment to see how they would feel.

Key Factor No. 1... What target weight would you absolutely love to achieve? How great would you love to look at your ideal weight? How does the thought of being that slim and looking that good make you feel? Does that already feel more inspiring than just thinking you need to lose some weight and become a bit less fat?

Next, for a moment just try on **Key Factor No. 2** and see what it would feel like to be **fully certain** you were **definitely** going to succeed... imagine absolutely **knowing beyond a shadow of a doubt** that you are **definitely** going to become as slim as you'd love to be and look fantastic. (You probably don't currently believe that just yet, but just try and imagine it for now)... How would it feel to NOT have any doubts that you were going to succeed? What would it feel like to **know for sure** you are **definitely** going to become that slim and look that good? How much more motivated would that make you feel?

Next try on **Key Factor No. 3**. Imagine you had an **effective way** to reach your compelling target weight that suits you, is fast enough to keep you inspired, and is healthy, and that whenever you follow it, it works and you rapidly and healthily lose weight. How good would having **Key Factor No. 3** in place make you feel? How much more inspired would that make you feel to become slim?

And finally try on **Key Factor No. 4**. Imagine that doing your weight loss program is both **comfortable** and **compelling!** You feel fine following your weight loss program, and you consistently feel very strongly driven to do it. How great would that be?

How would having ALL **Four Key Factors of Weight Success** in place at the same time make you feel?

How much more **motivated** would you feel to become your ideal weight and look great with ALL four of these **Key Factors** in place?

The important point to realize here is that the exceptional weight loss successes aren't mentally unstoppable people who naturally have rock solid determination and eat nails for breakfast.

They are completely ordinary people like you and I who, by accident or design, have all of **The Four Key Factors** in place they need to ensure their tremendous weight loss success, and you can have all four of those factors too.

How much better are you going to do at losing weight with those **Four Key Factors of Weight Loss Success** in place?

How long before you will be looking fantastic at your perfect weight?

Most people have only ever experienced trying to lose weight WITHOUT these four vital ingredients in place. And I know myself that's very hard, if not virtually impossible.

There have been so few experts telling us that these factors are essential to our success that we mistakenly think we can do it without them in place. In many cases, our attempts to lose weight are about as ridiculous as a person revving a car stacked up on bricks without any wheels, thinking they can go places! No matter how hard they rev the car, no matter how hard they try, they are going absolutely nowhere! But as soon as they put the four wheels back on, then they will quickly get to their desired destination.

Or to think of it another way, can you imagine how crazy it would be for a world beating sports star to try and win their next big tournament without having a clear and very appealing goal, or without even believing they could do it, or without an effective technique to win, and without a compelling reason to play as hard and as well as they can.

They'd know they didn't stand a chance, and they wouldn't even turn up. Or if they did turn up, can you imagine how ridiculous they'd sound in their interviews...

Interviewer: *"What's your aim in this tournament?"*

Sports Star: *"I don't have an aim. I just don't want to get knocked out in the first round".*

Interviewer: *"Oh! So you're not here to win it then?"*

Sports Star: *"No. I don't have any big goals like that".*

Interviewer: *"Right? Do you even believe you can win it?"*

Sports Star: *"There's no chance of that! I won't even get anywhere close".*

Interviewer: *"Do you have any special strategies or tactics that could help you to win this tournament?"*

Sports Star: *"No. I honestly haven't got a clue".*

Interviewer: *"You seem a bit apathetic about doing well in this tournament, how determined are you to play as well as you can?"*

Sports Star: *"I don't feel determined to play well at all. I'm only turning up to keep the sponsors happy".*

Interviewer: *"Well, there you go Ladies and Gentlemen. He sounds utterly defeated before this contest has even begun. With that kind of attitude I don't see any chance that he'll do anything. It's just a matter of time before he loses and gets knocked out of the tournament. I think it's time he got himself a new Coach who could help to bring out his real talent, and show us what he can really do. But until then, it will be sad to see him performing so far below his real potential".*

Let's face it; weight loss isn't too different from many sports. You're attempting to get your body into a whole new condition. And yet the vast majority of dieters attempt to do that without the **Key Factors** that sportsmen and women know are essential for success, and that's why so many dieters fail. They are setting themselves up for weight loss failure before they even begin.

Was Failing to Reach Your Ideal Weight in The Past Ever Really Your Fault? – Let's Put it to The Test

By now I'm sure it's becoming very clear indeed that having the **4 Key Factors** in place is absolutely essential if you are to succeed in reaching the weight you would love to be.

If you have ever followed a popular weight loss program, then you'll know that it's easy to get seduced into thinking that those companies really are experts in the science of weight loss. Their websites, books, and videos can look very professional, and they do a great job of giving the impression that they really have got the solution to excess weight.

But let's face facts! If these companies really are as good as they would like slimmers to believe, then how come the number of obese and overweight people has topped 60% in the Western World? How come that number is still rising and we are losing the war on obesity? How come over 90% of dieters are just as fat as they were within 12 months of finishing their diets? And how come only one third of our whole adult population is still slim?

Quite simply, the weight loss solutions provided by the diet industry aren't working. If they were, then the vast majority of adults would be successfully controlling their weight, and they would be slim, and you wouldn't be reading this eBook.

Unfortunately, by giving the impression that they really do provide effective solutions when they so clearly don't, the diet industry causes failing slimmers a further huge problem.

When a dieter fails to lose weight, who do you think the dieter blames? Themselves or the diet company?

Many failing dieters blame themselves.

Very often the failing dieter doesn't realize that the approach they have been given was to blame. They incorrectly conclude that in some way it was a lack in them. They think it was either...

Their own lack of will-power, even though there have been many times in their life when they felt utterly determined,

Or it was their lack of slim genes, even though virtually every ancestor they have had over the last 1 million years and beyond, whom they got their genes from, was slim. Quite simply, obese ancestors wouldn't have survived.

Or it was their slow metabolism; even though research clearly shows that overweight people typically don't have a slow metabolism.

So let's put your past failures to the test and find out what was the **real cause** of you not reaching your ideal weight.

I predict right now, that in every case you will find that the weight loss program you were following failed to put in place, and keep in place, one or more of the **4 Key Factors of Weight**

Loss Success. It will become clear that it wasn't your fault at all. In fact, you never stood a chance of succeeding in the first place. Let's find out...

Take a look at the table below. In order to help you understand how to fill it out, I have included an example completed line for a fictitious weight loss program called "Weight Viewers".

Name of Weight Loss Program	Factor 1 – A Compelling Target Weight?	Factor 2 – Fully Certain You Would Reach Your Compelling Target Weight?	Factor 3 – An Effective Weight Loss Method?	Factor 4a – A Comfortable Approach?	Factor 4b – A Compelling Approach?	All Factors Kept in Place UNTIL You Reached Your Target Weight?	Were You Set to Succeed or Fail?
e.g. Weight Viewers	No	No	Yes	Yes	No	No	Fail

Here are some brief instructions, which explain how to fill out the table. I'm sure you will find your answers very interesting.

In the **First Column** entitled "**Weight Loss Program**" you can write the names of each of the weight loss programs you have followed in the past.

In the **Second Column** entitled "**Factor 1 – A Compelling Target Weight?**" you can just write "**Yes**" or "**No**".

Put "**Yes**" if that weight loss program really did help you to identify a truly **compelling** target weight that you felt **compelled** to reach.

If they only helped you to identify a target weight you **would like** to be, or they did NOT help you identify a target weight at all, then put "**No**". Only having a truly **compelling** target weight that you'd **love** to be gets a "**Yes**".

In the **Third Column** entitled "**Factor 2 – Fully Certain You Would Reach Your Compelling Target Weight?**" put "**Yes**" if that weight loss program really did help you to become **fully certain** that you **definitely** would reach your compelling target weight, i.e. you **knew beyond a shadow of a doubt** that you would reach your ideal weight.

If you were left only feeling **unsure**, or even **sure that you would not** reach your compelling target weight, then put "**No**".

In the **Fourth Column** entitled "**Factor 3 – An Effective Weight Loss Method?**" put "**Yes**" if that weight loss program really did give you an effective weight loss method, i.e. a method that did make **you** slimmer at a reasonable rate of at least 1 pound per week.

If the method you were given was slower than that, or it didn't help you to lose any weight at all, then put **"No"**.

If the weight loss program made you feel so de-motivated that you never even tried to follow it, and you don't know whether it was effective or not, then just put a **"?"**.

In the **Fifth Column** entitled **"Factor 4a – A Comfortable Approach?"** put **"Yes"** if that weight loss program really did give you a weight loss method that was **comfortable** for you to follow.

If the method you were given was too **uncomfortable** for you to follow, then put **"No"**.

In the **Sixth Column** entitled **"Factor 4b – A Compelling Approach?"** put **"Yes"** if that weight loss program really did help you to feel **truly compelled** to stick to the effective weight loss method.

If the weight loss program did NOT help you to feel **truly compelled** to stick to the effective weight loss method, then put **"No"**.

In the **Seventh Column** entitled **"All Factors Kept in Place Until You Reached Your Target Weight?"** put **"Yes"** if that weight loss program helped you to keep all of the Key Factors in place **UNTIL** you reached the weight you would love to be.

If the weight loss program did NOT help you to keep all of the Key Factors in place **UNTIL** you reached your ideal weight, then put **"No"**.

In the **Final Column** entitled "**Set to Succeed or Fail?**" you can just write "**Succeed**" or "**Fail**". Put "**Succeed**" if there is a "**Yes**" in every column for that weight loss program. If there are one or more columns with a "**No**" or a "**?**" for that program, then put "**Fail**".

Take a few minutes to fill out the table now. Enter in answers for at least 3 of the weight loss programs you have tried in the past.

So, have the weight loss programs you have followed in the past **set you to succeed** or **set you to fail**?

Did any of them set you to succeed or did they ALL set you to fail?

What about the weight loss programs that failed to get you slim in the past? Did they provide you with **ALL** of the **Key Factors** that ANYONE would need in order to succeed? I highly doubt it.

Whose fault was it really? Was it your fault or was it the result of a lack in the program you were following?

Perhaps you are now starting to see the real reasons why your attempts to lose weight in the past have failed, as well as how you can ensure you succeed in the future.

You don't have to be yet another weight loss failure anymore. You can realize that in order to succeed you just need a few key ingredients.

Are You Currently Set to Gain Even More Weight or to Get Slimmer?

Let's Find Out...

Take a couple minutes and identify which of the **Four Key Factors of Weight Loss Success** you don't currently have in place right now. Here are a few questions to help you to do that...

- 1. Factor 1 - Do you have a truly compelling target weight you'd love to be, or are you just trying to get a bit less fat? (Factor 1 in place, Yes or No?)**
- 2. Factor 2 - Do you feel fully certain you can and will become your target weight, or are you riddled with doubt and disbelief? (Factor 2 in place, Yes or No?)**
- 3. Factor 3 - Do you have an Effective Way to achieve your target weight that suits you and your life, it is fast enough to keep you inspired, and it is healthy? (Factor 3 in place, Yes or No?)**
- 4. Factor 4 - Is following your Effective Way to lose weight comfortable and compelling for you? Do you feel ok doing it, and do you feel driven to stick to it like glue? (Factor 4 in place, Yes or No?)**
- 5. Ok, so how many of the Four Key Factors of Weight Loss Success do you have in place right now? One, two, three or four?**
- 6. With that number of Factors in place, what do you think is your probability of successfully reaching your target weight, and not failing again? 0%, 10%, 30%, 50%, 75%, 95%?**

7. Are you more likely to reach your target weight or more likely to just keep going around the Vicious Cycle of Weight Loss Failure getting fatter and fatter over time after each failed attempt? Which future are you on track for? A slim one or a fat one?
8. If you gained weight over the last 12 months, and some of the Key Factors are currently NOT in place, then consider how overweight you are on track to be 12 months from now.

With the Right Help You Can Put The 4 Key Factors of Weight Loss Success in Place and Become as Slim as You Would Love to Be

As you might expect, when I work with a weight loss client one of the many ways I support them is by helping them to become **fully certain** they can achieve the weight loss results they would love to have.

It's not practical within the confines of an eBook to help you become fully certain you definitely can achieve the weight loss results you'd love to have. However, here are some of the reasons that have helped other very overweight slimmers to strongly believe they can put the 4 Key Factors in place and become as slim as they'd love to be. I hope they help you to increase your certainty that...

YOU CAN DO IT!!

And remember... being **very certain** that you CAN become as slim as you want is **SO VITAL** to your success that without it you virtually guarantee your failure by switching **OFF** your

motivation to keep trying. Quite literally, if I came across a person who didn't strongly believe they could do it, and they weren't seeking expert help to change that limiting belief, I would know in advance they were going to fail. It's that black and white.

Just listen to people who have achieved outstanding success in a particular area of life, and you'll notice that what comes out of their mouth is...

“CAN... CAN... CAN... CAN... CAN... CAN... CAN... CAN...!”

Just listen to people who typically fail, and you'll notice that what comes out of their mouth is...

“CAN'T... IT'S IMPOSSIBLE... NO WAY... CAN'T... CAN'T... !”

That's not just a coincidence. Believing you can reach the weight you'd love to be is vital to your success in order to keep your motivation switched fully on.

So as you read these answers, really think about them, and understand why they strongly indicate YOU CAN DO IT. The more you genuinely know for sure that you can do it, the higher the probability that you will succeed, and become slim.

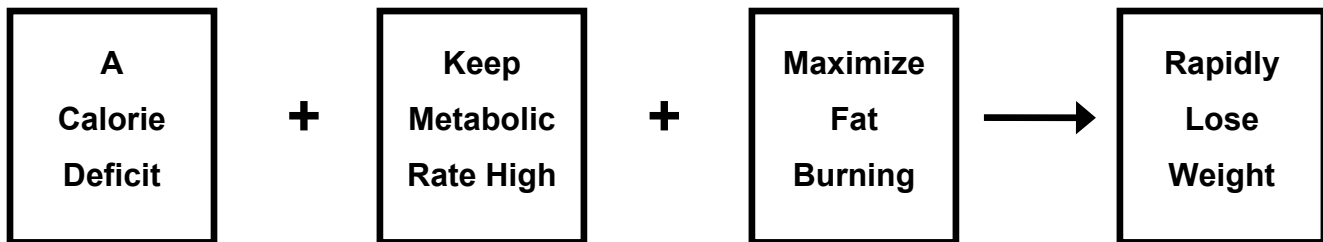
Here are some of their reasons...

With the right help I CAN put in place the 4 Key Factors and I CAN become as slim as I'd love to be because...

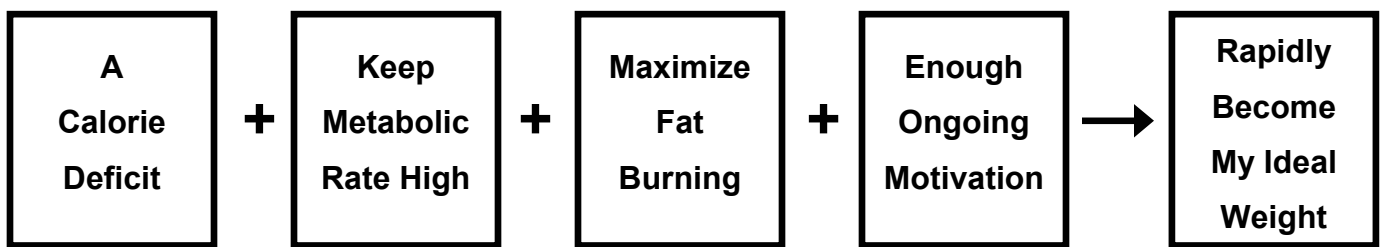
1. I can become as slim as I'd love to be **because with the correct approaches ANYONE can create a calorie deficit (i.e. burn more calories than they eat) and**

lose weight. There is NOT a person alive who can't do that. By burning more calories than I eat I will definitely lose weight.

2. I can become as slim as I'd love to be **because with the correct approaches I can boost my metabolism, and keep it raised whilst I lose weight. I am learning from Mark some very advanced methods for boosting my metabolism that I never previously knew about. By implementing those methods, I will be able to keep my metabolic rate high, and keep burning more calories. By consistently burning more calories than I eat I will definitely keep losing weight. It's impossible not to.**
3. I can become as slim as I'd love to be **because even though there are many aspects to really maximizing my fat burning, Mark is showing me in a very clear and easy to understand way how to put them into practice. I've already learnt that many of the diets I tried in the past actually lowered my fat burning. I'm sure that when I implement these advanced fat burning approaches I will quickly lose a lot more weight.**
4. I can become as slim as I'd love to be **because when anyone creates a Calorie Deficit, and keeps their Metabolism Boosted, and also Maximizes their Fat Burning, then they will lose weight. It's impossible for them not to.**



5. I can become as slim as I'd love to be **because it is not only possible to have a weight loss program that creates a Calorie Deficit, Boosts my Metabolism, and Maximizes my Fat Burning, but it is also fully possible to switch ON my Motivation to keep following that program until I am definitely the weight I'd love to be. With a truly Effective Program like that, and Enough Motivation to follow it, I will definitely lose my excess weight, and become slim.**



6. I can become as slim as I'd love to be **because for the first time I have the expert help I need to put in place the 4 Key Factors of Weight Loss Success, and fully switch on my motivation to follow a very effective weight loss program until I become my ideal weight. I now have the means to become as slim as I'd love to be.**
7. I can become as slim as I'd love to be **because for the first time I have ALL the Factors I need to successfully lose weight. For years I just thought that all I needed was a diet. Now I realize that I need a very well designed effective weight loss program that is specifically tailored for me, and I also need to systematically switch ON my motivation to follow it until I am slim. By approaching my weight loss in this far more professional and scientific way, I have no doubt that I will do far better than I have in the past, and I will lose all of my excess weight.**

8. I can become as slim as I'd love to be **because I can put in place Key Factor No. 1. I can open my heart and ask myself what weight loss results I would really love to achieve. And I can keep asking myself that question until I have completely identified my truly compelling weight loss target. With the right help, I am sure I can put Key Factor No. 1 in place.**

9. I can become as slim as I'd love to be **because I can put Key Factor No. 2 in place. From what I understand a belief is really just a firmly held opinion, and quite a lot of my firmly held opinions have changed throughout my life, and that happened without any expert help. Everyone has changed some of their beliefs / opinions at some point in their life. With the right help, I am sure I can change my beliefs about what's possible and put Key Factor No. 2 in place.**

10. I can become as slim as I'd love to be **because I am able to put in place Key Factor No. 3. I can learn the advanced fat burning approaches I need in order to rapidly lose weight, and I can learn how to follow them. With the right help, I am sure I can put Key Factor No. 3 in place.**

11. I can become as slim as I'd love to be **because I am able to put in place Key Factor No. 4. I'm sure a weight loss program can be designed to suit my life, and be comfortable to follow. And I know I can be helped to put in place some very strong reasons to follow it. Just knowing it will really work and I will definitely get slim is already a huge new reason to stick to my program. With the right help, I am sure I can put Key Factor No. 4 in place.**

12. I can become as slim as I'd love to be **because there isn't one of the 4 Key Factors of Weight Loss Success that I can't put in place with the right guidance. I am able to put in place the exact same 4 Key Factors that have caused other people to achieve their amazing transformation.**
13. I can become as slim as I'd love to be **because if I put The 4 Key Factors of Weight Loss Success in place, then I will lose so much more weight than when I've tried to lose weight in the past without them. I can see that each of The Four Key Factors would make an enormous difference to a slimmer's results.**
14. I can become as slim as I'd love to be **because from what I understand, whenever someone is not losing weight, it does NOT mean they can't do it. It simply means that one of the 4 Key Factors is not in place ENOUGH. As soon as that Key Factor is identified and correctly put into place, then the person starts losing weight again. It's all about having an effective enough approach, and switching ON strong enough motivation. And whenever those are in place ENOUGH the person will definitely keep losing weight. It's inevitable!**
15. I can become as slim as I'd love to be **because despite having had no will-power to lose weight in the past, I know I can feel a lot more motivated. I feel motivated enough to take loads of action in other areas of my life. I do a job 5 days a week. I look after my family. I put make-up on each day. I do the shopping. I clean the house. I get out of bed. I empty the trash. I pay the bills. I prepare meals for my family. I get dressed. I listen to my depressed friend going on and on about their problems. I clean the car. And I do all those things week after week throughout my life. The idea that I CAN be motivated enough to do all that, but I CAN'T be motivated to lose weight just doesn't stack up. I just need help switching on my strong motivation to lose weight.**

16. I can become as slim as I'd love to be **because in so many areas of my life I don't just temporarily feel motivated, I stick with what I have to do month after month and even year after year. When I think about it, it doesn't make sense that I am not able to stick with a weight loss program that is really well designed for me. I just need the right help to switch on my motivation to lose weight and to keep it switched on. Once I've got that help, I know I'll do great.**
17. I can become as slim as I'd love to be **because there are really only 2 parts to successful weight loss. There are advanced methods for becoming motivated, and there are advanced methods for burning lots of fat. In the past I have been trying to lose weight without either. Failing again and again in the past doesn't mean I can't lose weight. It just means I didn't know how. Now that I know I can become motivated and I can learn how to burn lots of fat, I am sure I will successfully lose my excess weight and become really slim.**
18. I can become as slim as I'd love to be **because I can be motivated, and I can learn and follow the advanced methods for burning lots of fat. And if I implement both of those, then it's inevitable that I will lose my excess weight and become slim.**
19. I can become as slim as I'd love to be **because from what I understand the exceptional weight loss successes are NOT people with fantastic metabolisms and cast iron will-power. They are ordinary people who failed many times to lose weight until they got the right motivation and the right approach for them. Some of them have been pre-diabetic or diabetic with raised insulin levels that made them store fat like crazy. Despite that, they still lost amazing amounts of weight very quickly. If people who were storing a very high proportion of their food as fat can reach the weight they really want to be, then so can I.**

20. I can become as slim as I'd love to be **because I am beginning to understand how essential it is to precisely tailor a weight loss program to a person's life for it to succeed. I've never had a tailored program so comprehensively designed for me before. I've only ever tried "one size fits all" approaches and they didn't provide all of the 4 Key Factors anyway. I am sure I can do much better when I follow a program that provides all 4 Key Factors and is designed exactly for me and my life.**
21. I can become as slim as I'd love to be **because I've assessed the diets I failed on in the past, and they definitely did NOT provide me with ALL of the 4 Key Factors that are needed to successfully lose weight. They set me up to fail, and so I should have failed on those programs. If instead I am set up to succeed, then I am sure I will become slim.**
22. I can become as slim as I'd love to be **because when I assessed the diets I failed on in the past a very interesting pattern emerged. On those programs that didn't give me some of the Key Motivational Factors, (i.e. Key Factors 1, 2, or 4) I failed because my motivation ran out and I gave up. On those programs that didn't give me a diet that actually worked (i.e. Key Factor 3), I gave up because I wasn't losing any weight. Now that I have a program which gives me a weight loss method that works AND the motivation to follow it, I'm sure I will definitely get slim.**
23. I can become as slim as I'd love to be **because virtually all people are genetically capable of losing their excess weight. In the 1930's nearly all adults in the Western World were slim, and it takes far more than 3 generations for our genes**

to change. The reason so many people are now overweight is clearly NOT genetic. I can become slim because I am genetically designed to be slim.

24. I can become as slim as I'd love to be **because I have lost reasonable amounts of weight in the past, and that was without identifying a compelling target weight, or changing my belief, or correctly switching on my motivation, or boosting my metabolism, or maximizing my fat burning, or having a tailored approach, or making my approach compelling. With all those additional factors, I have no doubt whatsoever that I will become as slim as I would love to be. Bring it on!**
25. I can become as slim as I'd love to be **because I now understand each of the Key Factors that need to be in place for me to successfully lose weight. If in the past, my motivation dipped or my rate of weight loss slowed, I would NOT understand WHY that was happening or what I could do about it, and I would feel defeated, give up, and put the weight I'd lost back on again. Now my coach can immediately help me to check which Key Factor needs to be in place more, and with their help I can improve that Key Factor, and start speeding to my ideal weight again.**
26. I can become as slim as I'd love to be **because now I have a weight loss coach who can help me to put in place the real causes of weight loss success. There are proper causes for healthily losing lots of weight, and with my coach's help to put those causes in place it will not be long before I reap the rewards and look fantastic at my ideal weight. I know I can do it.**

How much more certain do you feel now that, **(with the right help), YOU CAN put in place the 4 Key Factors and become as slim as you'd love to be?** I hope those answers have really helped you.

Ok. Let's take this to an even more exciting level. Here are some even more empowering answers for you...

1. If I put in place the **4 Key Factors**, and keep them in place enough, then I will **definitely** become as slim as I'd love to be **because that's all becoming slim requires... an Effective Approach to healthily reach my target weight AND Enough Motivation to follow it.**



And putting the 4 Key Factors in place will give me both of those 2 vital ingredients, and hence I will become the weight I would love to be and look fantastic.

2. If I put in place the **4 Key Factors**, and keep them in place enough, then I will **definitely** become as slim as I'd love to be **because there are 8 possible problems that can keep a person from becoming slim. Putting the 4 Key Factors in place will identify and expertly address each of the specific problems that are keeping me from rapidly becoming my ideal weight. The 8 possible problems are...**
 - i) The slimmer's target weight is NOT truly Compelling.
 - ii) They do NOT fully Believe they can and will become their target weight.

- iii) They do NOT have an Effective Way to become their target weight that will definitely work for them, and will consistently lower their weight.
- iv) Their approach does NOT Suit them and their lifestyle.
- v) It is NOT Healthy.
- vi) It is NOT Fast Enough to keep them Inspired.
- vii) The slimmer is experiencing problems or discomfort on their program.
- viii) Their approach is NOT Compelling enough for them to follow it.

As my coach helps me to put in place the 4 Key Factors it will become very clear which of these 8 specific problems have kept me from reaching my ideal weight. Putting the 4 Key Factors in place will correct the particular problems that have held me back, and as soon as we have removed those road blocks I will speed to the weight I would love to be.

3. If I put in place the 4 Key Factors, and keep them in place enough, then I will definitely become as slim as I'd love to be because from what I understand, whenever someone is NOT successfully losing their excess weight, it is ALWAYS because 1 or more of the 4 Key Factors are not in place enough. By finding which Key Factors I am missing, and then putting them in place, I will definitely become as slim as I'd love to be.

4. If I put in place the **4 Key Factors**, and keep them in place enough, then I will **definitely** become as slim as I'd love to be **because ANYONE who follows a weight loss program that creates a calorie deficit, boosts their metabolism, and maximizes their fat burning, will definitely lose weight. It's impossible for them not to lose weight.**

If they then stay fully motivated to follow that approach, it is inevitable that they will become as slim as they'd love to be. Hence, putting the 4 Key Factors in place, and keeping them in place enough, literally guarantees a slimmer's success.

5. If I put in place the **4 Key Factors**, and keep them in place enough, then I will **definitely** become as slim as I'd love to be **because the 4 Key Factors increase my motivation far more comprehensively than any approach I have ever tried before. They go way beyond the usual "Pep Talk" provided by so many typical weight loss programs, and instead help me to...**

- i) **Identify a Truly Compelling target weight,**
- ii) **Fully Believe I can and will become that weight,**
- iii) **Have an approach that Suits me, my preferences, and my lifestyle,**
- iv) **Have an approach that is Fast Enough to keep me inspired,**
- v) **Make sure my approach is problem free and comfortable to follow,**
- vi) **Make sure my approach is Truly Compelling,**

Improving each of these 6 areas hugely increases a slimmer's motivation. By addressing my motivation so thoroughly, and increasing it in so many ways, I have no doubt that I will feel far more driven to become slim than I have before. There's just no comparison between being "told" I need to be "more disciplined",

and this approach that is literally giving me the same highly motivated winning “mind-set” as the people who have achieved exceptional weight loss themselves. By pairing that same winning mind-set with a very effective weight loss program, I am sure I will rapidly become as slim as I would love to be.

6. If I put in place the **4 Key Factors**, and keep them in place enough, then I will **definitely** become as slim as I'd love to be **because the 4 Key Factors literally “set” a person in their mind and in their approach to become the weight they really want to be. Everyone is capable of getting slim, but the majority of slimmers are “set” to fail. Without the 4 Key Factors in place, most slimmers are literally pre-programmed to either give up, or to follow a weight loss program that doesn't work for them. By putting the 4 Key Factors in place, I will “set” myself to follow a weight loss program that will definitely work for me, and hence I will succeed and become ideally slim.**

7. If I put in place the **4 Key Factors**, and keep them in place enough, then I **definitely** will become as slim as I'd love to be **because, unlike some other weight loss programs that are just interested in solely promoting “their” diet and “their” products whether they are right for me or not, the aim of this approach is to help me find the diet, etc. that will work really well for me. The guiding principle is to identify what will work for each person. It's NOT to sell any particular range of diets and programs. By finding what will work really well for me as an individual, and then helping me to be motivated enough to follow it, the probability of me successfully becoming my ideal weight is very high indeed.**

8. If I put in place the **4 Key Factors**, and keep them in place enough, then I **definitely** will become as slim as I'd love to be **because decades of research clearly show that people who become ideally slim and stay that way don't necessarily have a better**

metabolism, or better genes, or a greater ability to feel determined. They have simply been fortunate enough to get the **4 Key Factors of Weight Loss Success** in place. And usually that wasn't by design, but more by good fortune. The **4 Key Factors** are the Real Difference between the overweight people who get slim, and the overweight people who remain fat. I too can put the **4 Key Factors** in place, and when I do, I will become slim.

9. If I put in place the **4 Key Factors**, and keep them in place enough, then I **definitely** will become as slim as I'd love to be **because when I have lost weight before the 4 Key Factors have been more in place. I have had more belief, more motivation, and a better approach.**

In contrast, when I've given up I have had lots of doubt or very low motivation or felt that I was getting nowhere. This is also true for my friends who want to lose weight. When the **4 Key Factors** are more in place they do better and lose quite a lot of weight, but when the **4 Key Factors** are not in place enough, I know they are just days or even hours away from giving up and putting the weight they've lost right back on again. It happens like clockwork.

10. If I put in place the **4 Key Factors**, and keep them in place enough, then I **definitely** will become as slim as I'd love to be **because there's no question that these Factors make all the difference. If we took any person who was successfully losing weight and undermined their belief that they could do it, or convinced them to use an approach that didn't work, or made their approach too uncomfortable, then they would very quickly stop losing weight or they would give up. Either way they would fail, and all we would have changed would've been the 4 Key Factors of Weight Loss Success. These 4 Factors are very powerful and they make all the difference between completely succeeding and completely failing.**

11. If I put in place the **4 Key Factors**, and keep them in place enough, then I **definitely** will become as slim as I'd love to be **because there are no exceptions. Anyone who puts the 4 Key Factors in place, and keeps them in place enough, will definitely become the weight they would love to be.**

So now you not only know that **You Can Do It**, you also know that ...

If You Put The 4 Key Factors in Place, YOU DEFINITELY WILL DO IT!!

How good will that make you feel?

How exceptional will that make you feel?

There are millions of mis-led slimmers who keep trying to lose weight without the **4 Key Factors** in place. As you have learnt in this eBook, whilst ever they don't have the **4 Key Factors** in place **they will NEVER get slim**. Most of them will keep getting fatter and fatter until one day they are stood looking at their own obese body in the mirror, wondering how they ever got this fat. Sadly, no one ever told them about the **4 Key Factors of Weight Loss Success**, and how putting those in place would have made all the difference to their weight, their health, their appearance, their emotions, their relationships, and their life.

You don't need to be just another failing slimmer. Use the questions on the previous pages to identify which of the **4 Key Factors** you don't currently have in place, and then I would suggest that you find a skilled weight loss coach who can properly help you to put each of those missing Factors in place. And then keep them there until you reach the weight you'd love to be.

In the next few days I am going to let you know about something coming down the pipeline that will help you to put the **Four Key Factors of Weight Loss Success** in place and help you to achieve your own incredible weight loss dream. I'll not say more about it just yet, but watch your email. I have no doubt that with the right help **You Can Do It!** You can transform yourself and your life! You can look fantastic and feel fantastic too!

Ready To Create A Fantastic New You?

Mark Ellison is an Expert Weight Loss Transformation Coach.

He professionally assists overweight people to rapidly become the weight they would love to be and look great.

His areas of expertise include...

- * Rapid Weight Loss,
- * Healthy Weight Loss,
- * Looking Years Younger,
- * Maximizing Fat Burning,
- * Avoidance of Rebound Weight Gain
- * Biological Age Reduction
- * Toning and Avoidance of Sagging Skin
- * High Energy Eating
- * Avoidance of Cravings and Hunger



If you've been struggling with your weight and you're ready to once and for all completely transform your weight, your well-being, and your appearance, and you want to learn more

about the programs and services we provide to help you do that, I offer a no obligation **FREE 30 minute consultation** to clarify the changes you'd love to make, and to talk about how we can help you to do that.

If you're really ready to speed to your dream weight and look great, just click on the link below and follow the simple steps to reserve a **FREE 30 minute consultation**.

I'm available for only 10 people, and that may be even less by now, I don't know, but if you want to check, let's spend half an hour and we'll talk. And let's see how our programs can make a phenomenal difference in your life.

To book your Free Consultation now, click the link below:

<http://tinyurl.com/30-Minute-Appointment>

Speak soon...

Best wishes,

Mark Ellison.