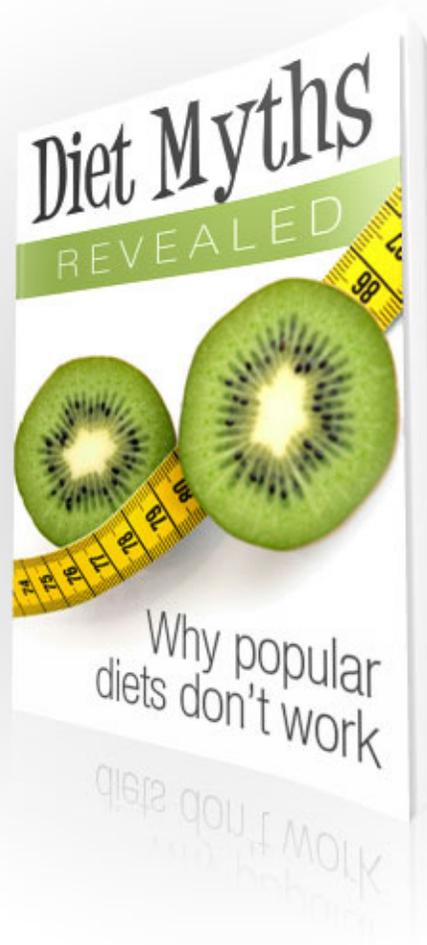


# DIET MYTHS REVEALED

Why popular diets don't work



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\*\*\*BONUS GIFTS

## Introduction

Dear Friend,

In this Ebook I'm going to fill you in on why popular diets fail and open your eyes to common diet disasters. The truth is that you don't have to be one of the millions of dieters who fail to reach their dieting goal. I'll show you how to eat in a way that produces powerful, slimming results.

In fact, this is information that many other personal trainers typically charge for... but I'm more than certain that, once you discover and apply these concepts to your diet, you too will become one of my happy and satisfied clients.

How would you like to drop three or four sizes in about eight to ten weeks? How would you like to tone and tighten your body and naturally reverse the aging process?

Would you want to look in the mirror and see a more youthful body again – maybe a better body than you have seen in a long time? And wouldn't you like to protect yourself from disease and injury and live a longer, more vital life?

If you answered yes to these questions, just as the hundreds of individuals that I have coached, trained and advised as a certified personal trainer, then this is going to be the most important report you have read in a long time.

Popular diets are designed to fail. I'm going to pull back the curtain and reveal the truly effective way to lose weight permanently. When you incorporate this information into your lifestyle, it will produce amazing results with little sacrifice on your part.

So, sit back, relax, and allow me reveal today's popular diet myths...



## Why Popular Diets Fail

The claims sure are enticing. Lose twenty pounds in a week. Get the body of your dreams before beach season. Be the envy of all your friends. And just to show you that they're serious, all the information is presented by a human Barbie doll. It's got to work, right?

Though popular diets come and go quicker than the turning of seasons, people are still pulled in like moths to a flame. Despite what the best-selling books and peppy infomercials will tell you, there is no magic formula to getting the body of your dreams.

I agree that weight loss can be an overwhelming task, which only makes the popular diet programs that promise easy weight loss more tempting. The sad truth is that most often these fad diets result in regained pounds and in additional weight gained. What does it take to achieve real weight loss that is safe and permanent? It takes two important things:

- 1) Creating healthy eating habits
- 2) Exercising as a lifestyle

Unfortunately the popular diets do not address these two steps to permanent weight loss.



## **Recognize Fad Diets and Weight Loss Gimmicks**

- **Does it make unrealistic claims?** Look, I know you'd love to lose twenty pounds in a week, but that just isn't realistic. Safe weight loss is at the rate of about two pounds each week depending on your body composition. Weight loss that is faster can be muscle loss that will cause your metabolism to slow, which makes it easier for you to regain the weight after you return to your normal eating pattern.
- **Does it ask that you purchase special fat burners or muscle enhancers?** There are no chemically enhanced food items or gimmicks needed for weight loss or muscle growth. Simply eat a balance of vegetables, lean meats, whole grains, fruits and low fat dairy products. Quality nutrition supplementation will help get macronutrients and vitamins your body needs however, just make sure you use a reputable brand. Any program that expects you to give up healthy whole foods in exchange for manufactured 'diet' products simply will not work.
- **Does it eliminate certain foods or whole food groups?** Any program that wants you to eliminate healthy food from your diet will set you up for failure

and even risk your health. Your body requires an array of healthy foods; eliminating food groups causes you to lose out on nutrients that you need.

- **Does it include a strict plan to follow?** Come on, we are humans, not robots. Who can really stick with a drastic diet schedule? If a program cannot be customized to fit your personal likes and dislikes as well as your schedule then you won't stick with it.

### **Successful Diet & Physique Development Plans Include...**

- **An Exercise Plan:** Sure, the idea of losing weight without breaking a sweat is appealing—but truly permanent weight loss will not happen without exercise. Think of it this way: to lose weight most effectively you *burn* it off rather than starve it off.
- **Whole Natural Foods:** Diet plans that encourage eating natural whole foods are on the right track. Nothing is better for your body than what nature provides. You didn't gain the weight by eating too many carrot sticks, right? Weight is put on by eating processed and refined foods, so it makes sense that nature's food will help you lose weight.
- **Change for Life:** If you are dabbling with a diet plan that has a set end date, you're in trouble. To make weight loss permanent, changes must be made for life and not just for a few weeks. Remember that you are changing your shape and your life permanently, so your diet must follow this model.



## **Are You Headed for a Disaster?**

You may be one of the millions of Americans who needs to lose a few pounds. But before you get started you need to be aware of the dangers with diving right into dieting.

When you begin a diet, you basically shock your body into changing your eating habits, therefore, depriving the body of something it is used to having. It doesn't matter whether it is fat, carbs, or calories. Once your body gets used to having a certain amount of something, suddenly denying your body of this thing can throw your body out of whack. Here are some things that happen when you begin to diet to extremes.

- Your metabolism slows down. Remember, your body is used to working on a certain amount of fuel. That fuel might be in the form of carbs or calories. If you suddenly stop giving your body that fuel, it will begin to feel sluggish.
- Leptin levels decrease. Leptin is a hormone your body uses to regulate its weight. When you gain weight your leptin level decreases. When you try to lose weight again you may be overwhelmed by an increased intensity in food cravings caused by the lower levels of leptin. This is why the first week of a diet is a critical time because these cravings may keep you from staying on your diet.
- Lower levels of immunity. Anytime you shock your system it scrambles to adjust itself. During this time of transition your immune system is

impaired making it harder for you to stay healthy. Your body also has to fight harder to hold onto muscle tone, not something you want to lose while you're dieting since the ultimate goal is to lose fat.

- Decrease in testosterone levels. When you cut calories drastically from your diet, your testosterone level declines. Before you write this off because you're a woman and not a man, keep in mind that both men and women have testosterone in their body. Men do have more testosterone, however, women also need testosterone to support muscle growth.

Even if you don't want to look like a bodybuilder, you don't won't lose muscle tone when you're trying to lose weight. The ultimate goal is to get your body in the cycle of losing fat, not muscle.



### **Ways to Ease into Dieting**

You may be tempted to go gung ho into your new diet program because you want to lose a certain amount of weight fast. But depending on how much weight you have to lose, you may not need to make as drastic a cut as you think you do.

Perform a quality body composition test so you know what amount of macronutrients you will need. If not, start out small. Whether you're counting calories, carbohydrates, or fats, reduce your daily intake by no more than one third what you were eating on a normal day before you started dieting. For instance, if you were eating 3000 cal per day, reduce your calorie intake by 1000 cal per day to start off your diet program. Once your body gets used to the new amount of calories you are eating, you can further reduce your calories, if necessary. You may find that you won't have to reduce your

calories much more as even a 30% drop in calories can be enough to kick start weight loss.

The good thing about easing into dieting is that it won't feel like extreme lifestyle change. You may still be able to treat yourself with the occasional snack or treat and still remain within your calorie guidelines.

The same goes for decreasing your carbohydrate intake. While the Atkins diet and other low carb diets advocate starting out with a very low number of carbohydrates, usually between 20 and 40 grams per day, and gradually increasing carbohydrate consumption, just decreasing your carbohydrate intake by 30% of what you were eating before dieting can be enough to see weight loss. Again, once you get into the routine of the eating low-carb foods and your body is acclimated to a lower amount of carbohydrates, you can decrease the amount of carbohydrates you eat on a daily basis for further weight loss if necessary.

While you may want to lose weight fast, you need to remember that that weight you want to lose didn't appear overnight. It's not going to disappear overnight either. Easing into dieting can be a better way to ensure long-term diet success.

There you have it, the real reason that popular diets fail. Take the time to incorporate this information into your daily lifestyle, and you will be pleasantly surprised with your results! Remember that any diet that includes food that is fresh and natural food will help you burn fat. This includes fruits and vegetables of all kinds. Stick with organic varieties and keep a wide variety of colors.

To gain the most from these tips I suggest that you hire an experienced personal trainer who can guide you all the way to your goals, and lucky for you...I'm available to coach and guide you every step of the way.



## **And I have some very special gifts for you!**

I really appreciate you taking the time to learn more and believe you liked my book. I am so passionate about your success. In fact, to make it even easier for you to get the results that you want, I have included a gift certificate for a free one-on-one personal training session, goals assessment, and a bunch of other free stuff below! This entire thing is valued at \$265.00, but it's yours free when you redeem the certificate below.

So don't put off that new body another day. I have made it as simple as pie for you to come in and test drive our exclusive (yet affordable) fitness and weight loss programs.

P.S. Remember that healthy weight loss takes time and consistency so make an effort towards your goal everyday and don't get discouraged! Give me a call right now and I'll show you how we can jump start your results today!

# *Your Free Gift*

## **Fitness Assessment & Training Package**

*This certificate entitles you to a complimentary Fitness Assessment & Training Package including:*

- *A complete health and fitness analysis: this non-invasive, educational and fun analysis will provide us with baseline data that we can use to produce a personalized fitness program for maximum results in minimum time (\$99 value)*
- *One FREE Body Composition Test & Evaluation (\$19 value)*
- *One 60 minute personal training sessions. (\$69 value)*
- *One FREE Week of Semi-Private Group Training (\$49 value)*
- *Subscription to our monthly Client-only health and fitness newsletter (\$29 value)*

*This entire package is valued at \$265 but it's yours absolutely free if you print out and redeem this certificate.*