

Free Report!

Skyrocket Your Fat Loss Success!

*A Candid and Revealing Conversation With
Fat Loss Expert Tom Venuto*

*Author of *Burn the Fat, Feed the Muscle**



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Fat Loss Expert Tom Venuto**

*As interviewed by Tom Nicoli, Clinical Hypnotherapist
Featured on Dateline NBC's "Ultimate Weight Loss Challenge"*

Tom Venuto is the author of *Burn the Fat, Feed the Muscle*:

www.burnthefat.com

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SKYROCKET YOUR FAT LOSS SUCCESS!

***An Exclusive Interview with Fat Loss Expert Tom Venuto
By Tom Nicoli, Clinical Hypnotherapist***

TOM NICOLI: Hello, everyone. This is Tom Nicoli of TomNicoli.com and SkyrocketPersonalSuccess.com. The information I have gathered, through the variety of experts in all areas of personal success is simply the best, and today is yet another example. We all know in order to achieve personal success, it takes more than effort and time. The journey to personal success requires physical fitness and health, and today that's what we'll be talking about.

My guest today is Tom Venuto of www.burnthefat.com, one of the world's leading experts on burning body fat. Tom is a natural bodybuilder, personal trainer, nutritionist, best selling author, and success coach. I guarantee you that what Tom will tell you today is going to surprise you, because I know I was amazed when I first learned what he had to say.

Be sure to get ready to take notes, because what Tom will share is unique information you won't hear from many experts in the weight loss and fitness industry. So first let me say, welcome, Tom, and thank you so much for taking this time and for sharing what I know is incredibly important for anyone listening who wants to skyrocket their own personal success.

TOM VENUTO: Thanks for having me on the call, Tom.

TOM NICOLI: Now, Tom, the first thing I'd like to ask, before we begin, is to please share a bit of your background and what you do in the area of physical fitness and training.

TOM VENUTO: Sure, be glad to. I've been involved in the health and fitness field my entire life. I started working out when I was 14, and I started training other people by the time I was 20. When I went to college,

I earned a degree in Exercise Science. I then got certified by the top exercise organizations in the world, the American College of Sports Medicine and the National Strength and Conditioning Association, and then I immediately went to work as a personal trainer for various health clubs. Later I got involved more in the business aspect of health clubs—owning and managing them.

More recently, I've become an Internet publisher, and that has allowed me to reach people all over the world through my websites, my newsletters, and my e-books. In 2003, I launched a web-based program called *Burn the Fat, Feed the Muscle* at www.burnthefat.com, which is the world's most effective fat loss system. There are now *Burn The Fat* users in 125 countries, so the Internet has been an incredible tool for spreading the word. It has let me reach a much, much larger number of people than just working one-on-one in the health clubs.

TOM NICOLI: You just mentioned that not only have you become successful in the area of physical fitness but also as a business owner and in the Internet. Tell us how necessary or important do you feel that the physical fitness aspect has helped you in the other areas of becoming successful?

TOM VENUTO: It's vitally important. I don't think you can say you're completely successful unless you're successful in all the areas of your life, including your health.

Success means different things to different people, but surely it means balance. If you're financially successful but you don't have your health, then I don't think you're really successful. Or if you have your health and you're struggling to pay the bills and you don't have good relationships, I don't think you're successful. When you have it all; when you're physically fit, and you have your health and you have energy, when you have financial success, relationship success, success in your spiritual life, then everything in your life just works better. It all comes together and falls into place.

Without the health and without the energy and the fitness levels, you're not going to feel good, and you're not going to be as effective in the other areas of your life, so each plays off each other.

TOM NICOLI: You know, Tom, that leads me to mention something I learned about you, which was quite surprising at first, about how you do cover all aspects of yourself. What many people listening don't know is that you're not the typical fitness expert. What I mean by that is, like myself, you're trained in neurolinguistic programming (NLP) and hypnosis, the mind techniques for change. So let me ask you, why did you go into the area of developing your mind as well as being this expert in physical development?

TOM VENUTO: Well, the mind is really the missing link for so many people who are trying to reach their fitness goals. If you know where you are now and you know where you want to go and you want to change, what's missing are the resources and the tools you need to get to your destination. For example, if you want to travel and you know where you are and where you want to go, the car and the map and the itinerary are the resources that you need. To get in shape, the first resource you need is information. You need nutrition and training information, or what Napoleon Hill called "specialized knowledge."

What I've discovered is that some people will learn the nutrition and training information, and they'll take that ball and run with it, and they will reach all their goals and be very successful. But I also see many people get the exact same information and resources as other people, and yet there's still something missing. They're blocked, and they can't seem to reach their goals. They can't apply the information or they apply it inconsistently, or they sabotage themselves in one form or another.

The difference between those two people is on a psychological level. You have to approach fitness and health and reaching your ideal weight on both the physical and on the mental planes. There could be a variety of things holding people back: negative programming being put in, old conditioning, limiting beliefs, secondary gain (which is some kind of strong reason to stay the

same), poor self-image, lack of clarity in values and priorities. All these things are mostly on a subconscious level.

TOM NICOLI: This is fantastic, because it all ties in. Everything you just said ties in with the whole purpose of me creating SkyrocketPersonalSuccess.com, where people who are visiting this site and hearing these interviews, are seeing that we are offering all of these areas of attention and information. Because, as you said, it's almost as if people find just one thing to latch onto. That would pretty much be like having a steering wheel, but not having the accelerator, or having some form of transportation, but not all the components. That's fantastic.

Now, I know you've been a bodybuilder for 20 years. Does your ***Burn The Fat*** system lend itself only to someone who's interested in bodybuilding and self-image? Or is it for anyone simply wanting to be healthier?

TOM VENUTO: What I teach is for everyone, for health as well as for looks. I have heard some people say that they shied away from my material at first because they saw that I was a bodybuilder. They figured, "Oh, well, I'm *not* a bodybuilder, so it's not for me." Or they got intimidated when they saw the word "bodybuilder," because my book is subtitled "*Fat burning secrets of the world's best bodybuilders and fitness models.*" I think it would probably be more accurate if I changed the subtitle to, "*What every man and woman can learn from bodybuilders about permanent fat loss.*"

What I did is I just found and modeled the most successful people. It was simply a matter of finding people who had achieved the right outcome and then copying what they did. I knew from having been a bodybuilder for so many years that bodybuilders were the best people to model, because they don't just focus on weight loss. Out of necessity, they must focus on keeping muscle while losing the fat, and that's a very key distinction.

The conventional diets, which are what most people gravitate toward because that's what's most advertised in the mainstream media, are very much focused on scale weight and pounds. I'm sure you've seen the ads, "Lose 30 pounds in 30 days," or "Lose 9 pounds every 11 days," or—this one's very common, especially

with the low-carb diets—“Lose 8 to 15 pounds your first two weeks.” It sounds great, but you really can’t lose 8 to 15 pounds of *body fat* in two weeks. If they say the weight is fat, then these are bogus claims, and I know the FTC will agree when they catch them. If you do lose that much weight, you might lose a few pounds of fat, several pounds of muscle and a lot of water. But that’s entirely the wrong goal. So I think it’s important that you choose the right goal and the right role models. Bodybuilders have a system for losing fat and keeping muscle, that no mainstream diet program can touch with a ten-foot pole, and that’s what I teach to anybody and everybody.

It’s not even a diet program; it’s a lifestyle, really. It’s a way of eating and exercising that you stick with for the rest of your life, not for the next 30 days or the next 12 weeks. It’s incredibly effective, and it achieves the right outcome, keeping the muscle and losing the fat.

So these principles can be applied by anyone, and I don’t think anyone should be intimidated by the word “bodybuilding.” I mean, if you think about it, anybody who picks up even a 5- or 10-pound dumbbell is bodybuilding. Lift weights, and you’re building your body.

TOM NICOLI: You know, that information is fantastic. When I work with people (and as a hypnotherapist, I’m working with the mind exclusively, which leads to what the body can do as we change behaviors), my most difficult time with weight-loss clients, I have to tell you, is reframing their way of thinking. That is, it’s not about weight, it’s about fat, and that this is not a timeframe situation. That the time will pass regardless, and depending on what we do today will dictate the results over time.

So there is obviously the one proven result, one proven method, and that is healthy eating and exercise. And even the FDA has put out a report, and it was put out a long time ago, but was again recently updated, which warns people of the dangers of magic pills, the magic bullet, and how harmful and potentially dangerous taking that approach of getting the quick fix can be. But what you and I both realize is that we’re up against the impatience of human nature and this instant gratification society we live in, but yet life

isn't an instant. Life is ongoing, and that's what people are missing. Aren't they?

TOM VENUTO: Yes, absolutely.

TOM NICOLI: I know that too many times people are either overwhelmed with information they really can't apply, or they don't receive anything that can really help them. You say that what you've developed is a 100% guaranteed system for losing body fat, based on the little-known nutrition secrets of bodybuilders. Will you share a few of your best nutrition secrets with our listeners right now?

TOM VENUTO: Yes, absolutely. But first, I do think you hit on an important point there when you said, "most people are overwhelmed with information."

You know, in this day and age, the problem isn't the lack of information. It's too much information. So sometimes I think that looking for "the little known secrets," if you mean the little details, can, in the beginning, be detrimental and actually cause what I call "paralysis by analysis." Paralysis by analysis is where people are afraid to start, they're afraid to make a mistake, they're afraid to look foolish, or they're afraid to fail, so they don't do anything at all until they have all the details first, or because they have too many little details and it's so overwhelming, they don't know where to start.

I think that details matter, and there are some nutrition methods you could certainly call secrets that most people in the general public aren't aware of. But before you get into those details, I think it's more important to focus on the more "obvious" fundamentals.

There's something called "The Pareto Principle," which is also known as the 80/20 rule. It was created by the Economist Vilfredo Pareto in the beginning of the 16th Century, and to paraphrase him, he said that you have to separate the vital few things from the trivial many things. In other words, the very first thing you have to do is master the fundamentals before you worry about little details or "secrets."

In my fat loss system, there are four fundamental pillars that must support your program. The first one is Strength Training; the second is Cardio Training; the third is Nutrition; and the fourth is Mental Training, which we already touched on. If you're missing any one of those four, then all the attention to details and all the cutting edge nutrition secrets in the world aren't going to help you. Most people just go on diets, and what we don't need is another diet. We need to change our habits, change our behaviors, and change our lifestyles.

What's missing from most weight loss programs is the exercise part. I believe that it's better to burn the fat than starve the fat. When you starve the fat with strict diets and you cut calories too low, it works initially, and you see that very gratifying initial drop on the scale. But what happens to everyone eventually is you plateau, because your body adapts, and your metabolism adjusts to the reduced food intake. Your body thinks you're starving, so your body just starts burning fewer calories. Strength training and exercise help because strength training increases your lean body mass. It helps you keep your muscle, which prevents your metabolism from slowing down. It also allows you to eat a little bit more. So instead of a severe cut in calories, you're burning the fat instead of starving the fat.

TOM NICOLI: Tom, I'm going to stop you right there, because I think people need to hear that again, because I know—and I'm sure you've experienced this—that people are floored when they hear “you can eat more.” They're so used to starving themselves and, as you know from your education and training in hypnosis and NLP, the subconscious, instinctive part of us goes right into that survival mode and doesn't release anything, thinking we can't find or kill food.

TOM VENUTO: Exactly.

TOM NICOLI: So, continue, please.

TOM VENUTO: Well, you start with these four fundamentals—I like to think of them as pillars, because they literally hold up your success—and without all of them in place at the same time, you're in a

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