

# **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***

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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 4<sup>th</sup> 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>

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