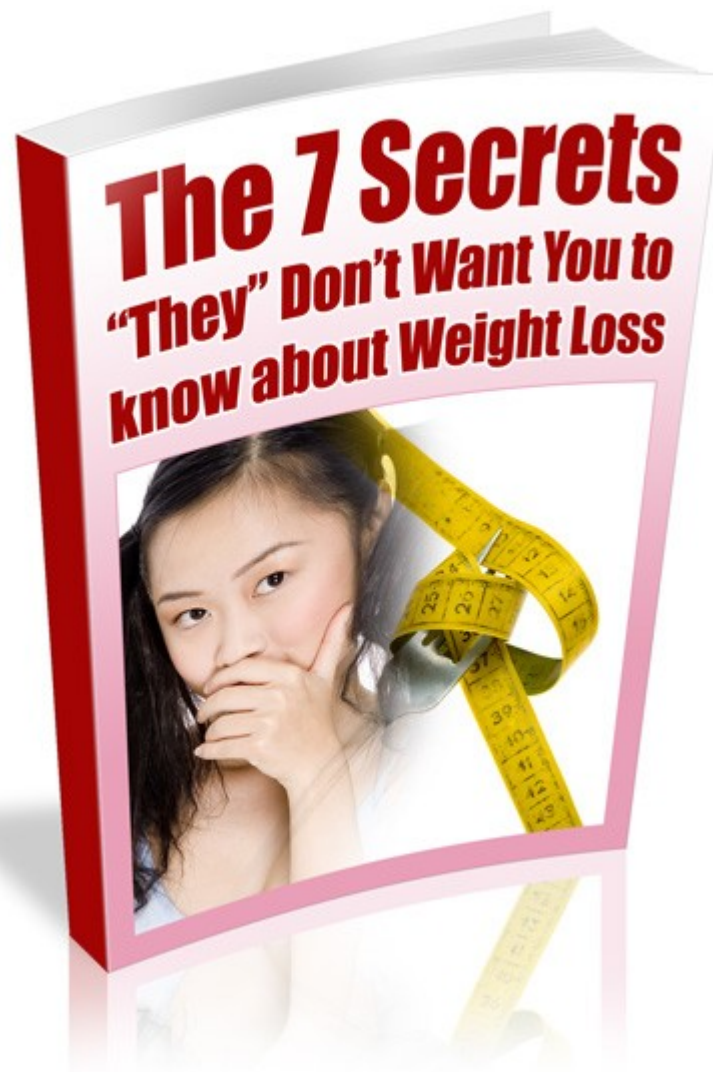


# The 7 Secrets "They" Don't Want YOU to Know About Weight Loss



Publication Brought To You Courtesy Of:

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## Introduction



If you have ever tried to lose before without success, then this could be the most important report of your life. You see, for a long time you've been lied to. You have been fed big fat porkies that slim down your wallet, not your waistline. Those in the "know" have been deliberately spinning a gigantic web of hype and hoopla for their gain, not yours.

Well it's time to lift the lid on the lies and deceit. In this report I'll uncover the 7 secrets that have been kept from you about lasting and permanent weight loss. These secrets will force you to re-think everything you thought you knew about losing weight. By the end of the report you'll be wiser and better equip to shift that fat once and for all.

A word of caution though. Only read this report if you are genuinely serious about losing weight. In it I'll show you the reasons why you've failed to lose weight in the past and what can be done about it.

You'll find that much of what you thought was true about losing weight, is totally, utterly and completely wrong.

Don't despair. It's better that you find out the truth now.

Happy reading....

# Secret No 1

## You will never lose weight, if you do not believe you can lose weight!

Let me guess, you've bought the latest weight loss program excited because "this" time you're actually going follow through with it. You spend hours studying it, you plan when you're going to start, hey you've even gone out and bought a new pair of running shoes. You follow the system for a couple of weeks and even notice you've dropped a few pounds. Then something happens. Over the next couple of weeks you find yourself becoming slightly bored of the system and a few weeks after that you've given up entirely.

Now I'm not against weight loss systems, there really are some extremely high quality ones out there. Systems that have been carefully crafted by teams of highly experienced fitness and weight loss experts. If you follow the plans you will lose weight and you will have an extremely toned and fit body. The problem is that you don't. You don't follow through with the systems because mentally you're not ready. Your "inner game" is all over the place. You don't truly see yourself as someone who has a fit, slim and toned body. Because of that you fail...

**Realise** this, human beings operate very much like elastic bands. You can stretch yourself to a certain level but at some point you will always snap back to your original position. If deep down you don't believe you can be slim, no matter how hard you try, you will always "snap" back to being an overweight person.

Why do you think so many people are yo-yo dieters?

I'm sure you've noticed this. People who lose weight and then put it back on again and then lose it again and then put it back on again. In fact I personally know some people who have spent their entire adult life bouncing from one different weight to the another. And do you know what? They **always** end up at their original weight.

Why is that? It's because at a profound level yo-yo dieters, whether they are aware of it or not, believe that they are that certain weight/look. No matter what they do they will always snap back to original position. Period.

It's important to point out that this applies to absolutely every human being on the planet. Think about it for a second. Why do some people get rich and others stay broke for the rest of their lives? Why are some people career criminals who spend their entire lives in and out of jail? Answer it is all down to the beliefs they have about themselves and their own self image.

Don't believe me. Then consider this quote for a second.

*"If you believe you can, you probably can. If you believe you won't, you most assuredly won't". **Denis Waitley***

The fact is that belief or non belief in a certain thing is THE determining as to whether you are able to accomplish that thing or not. This is regardless of the size of the challenge or your personal circumstances.

Now let me ask you a question:

Do you honestly believe that losing weight is fun and easy?

Do you honestly see yourself as someone who is fit and slim?

If you can't answer yes to these questions immediately then I'm afraid you will never ever lose weight permanently. Sure you might be able to push yourself to start a weight loss program but sooner or later you will snap-back to your original weight. This is law.

It is, therefore absolutely critical to examine the current beliefs you have about yourself and if you have self limiting beliefs, you must change them. If you do not do this you are going to find it extremely hard if not impossible to lose weight permanently. You must find those self limiting beliefs and erase them.

Let me tell you breaking down limiting beliefs is difficult. After all think how long it took for those beliefs to form. However it can be done. In fact it **has** to be done if you are serious about shedding those pounds.

Now you are not going to hear this from many people who are selling weigh loss products. But honestly if you want to get a body that is slim, lean and toned, I'm taking about the kind of body that literally stops people dead in their tracks; you must start by believing you can have it.

When you program your mind the think slim, you'll start to notice that the weight drops off all by itself.

By the way if you are interested in changing the mental picture you have of yourself and really creating a set of beliefs that **guarantees** your weight loss success, I urge you to check out our program [HowToThinkSlim](#).

## Secret No 2

# Diets Don't Work!

Diets don't work. But wait, I hear you say, if I want to lose weight I have to go on a diet, right? Wrong, dead wrong. I'm telling you if you want to lose weight you do not need to diet. Now I realise that this may come as a surprise to you and is probably not what the majority of the so called "diet gurus" want you to hear. However the reality is that 99% of people, who go on diets, either give up or eventually put the weight that they have lost back on. You can try as many of the latest fad diets that you want but honestly they are **not** the secret to long term weight loss success.

Diets fail for the following reasons:

- A diet is a way of living – not something you do when you want to lose a few pounds. Why? Because once you've lost the weight, you go straight back to eating what you've always wanted to eat.
- Most diets are unrealistic - Us humans tend to lead fairly complicated lives. We work long hours and spend an increasing portion of our lives highly stressed and agitated. Our family lives are demanding and we rarely have time to sit back and relax. Our stressful daily lives make it extremely difficult to adhere to rigorous diet plans that tells when and what we can eat. Sure you may follow it for a couple of weeks, maybe even a month. Eventually though, you'll give up. Dieting is just another stress. A stress you could well do without. Furthermore by giving up on the diet you feel like you've failed. You blame yourself for not finishing and start to think "there's something wrong with me" or "I'm a failure."

Repeat this process for long enough and eventually you give up trying to lose weight forever, concluding that "diets don't work" and that "it's impossible to lose weight". Well I am here to tell you that you that it is the whole system of dieting that is a failure not you. You are not to blame and you absolutely can lose weight. You just have to stop blaming yourself and stop jumping from one diet to the other. Give up on the idea of dieting for good.

- Diets actually slow your metabolism down- That's right, reduce the amount of calories that you consume and watch your metabolism slow down as well. Remember, once you actually give up on the diet (which you will do eventually) and revert back to your old eating habits, because your metabolism has slowed down, the weight will pile back on at rapid speed. Something you seriously want to avoid.
- Yo-Yo Dieting is extremely bad for you – Numerous studies have confirmed that is seriously bad for your health to constantly lose weight and then put it back on again.
- Diets don't work in the long term – If ever there was a reason to avoid dieting, consider the fact that extensive research has confirmed that in the long term diets simply don't work. Most people lose between 5%- 10% of their body weight but eventually put it back on again. In fact repeatedly losing weight and then putting it back on again, has been linked to an increase in cardiovascular disease, stroke, diabetes and weakened immune system function. One of the main reason cited as the reason that diets don't work in the long term, is that when people are on diets they spend a large portion denying them foods that they want to eat. So when they come off the diets they tend to gorge on all the foods they have denied themselves.



### **The Solution**

So we have established a common myth in the weight loss industry that you need to diet to lose weight. Am I saying that you should pay no attention to what you eat? Absolutely not! You must pay attention to what you eat, however it's about making simple healthier choices. Learn what foods are low in calories but highly nutritious (Tip: This isn't difficult) and start to slowly introduce more and more of these foods into your diet. Sooner or later healthy eating, not dieting will become a part of your life and the weight will start to fall off. Also remember that there are some diet systems that do have some really healthy and delicious meals in them. Simple find out what dishes you like and incorporate them into your normal way of eating.

So don't stress yourself out. Slowly and steadily start to make healthier choices about the types of food that you eat. You'll be more relaxed and when you're relaxed the weight will fall off.

## **Secret No 3**

# **Certain Foods DON'T Make You Burn More Calories!**

There is conflicting information about whether or not certain foods can increase your metabolic rate, making you burn more calories. I'm sure you may have read articles in health magazines and newspapers about the latest super foods that fire up your furnace and melt the calories away. After all it's very hard to ignore with sheer volume of advertising messages we are bombarded with on a daily basis.

What is certain is that some foods have some clear health benefits. You know this already, a typical Mediterranean diet rich in fruit, veg and oily fish is going to benefit you. This has been confirmed in numerous scientific studies.

However, there are no foods that increase your metabolic rate dramatically, or help you burn calories. Even if certain foods do increase your metabolism the amount is too insignificant to make it a magic bullet. You may have noticed that green tea extract is commonly sold as a fat burning weight loss supplement. While the marketers may claim otherwise, the reality is that science has shown us that green tea is nearly totally ineffective for fat loss.

Conversely one of the most effective methods for burning fat is weight lifting.

Why? Because by building muscle you increase the number of calories your body burns when at rest. I also recommend that you eat foods with a high water and fiber content because they stay in your system longer, a plus for taking off the pounds.

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