



FOREWARD:

There is an expression that I would like you to learn right now. This is an expression as well as a way of thinking that you must get in your head and it will help you in all areas of your weight loss journey. It will help you to reach your goal...whatever that may be.

Whether you want to lose a few pounds, or if you want to completely transform your body. The mentality I want you to program inside your circuitry is this:

I'm Leaner and More Fit Today Than I was Yesterday

This simple, 10 Word Sentence is more powerful to you than anything else in this guide. This sentence should be printed and kept with you at all times. It should be your Mantra for the duration you spend on achieving your weight loss goals.

Failure to lose weight is as simple as being in the wrong mindset. The same could be said about completely transforming your body to that of the physical appearance you wish to achieve. Your mindset plays a crucial role!!!

Believing the sentence above can, will and should become something you say at every meal, each time you wake in the morning, or before you shut your eyes to fall asleep...this is what will make your journey successful.

The times when you are about to fall off your "Weight Loss Wagon," this is the time you repeat your Mantra...and you will soon find that it becomes easy to stay the path.

And now that we have gotten the "Lose Weight With The Right Mentality" preaching out of the way....Lets Rock!!!



I know why you're here.

I've been there too....and so have so many others. Millions and Millions in fact. That feeling of hopping from weight loss program and diet to the next. Following it to a "T" for the first few weeks and saying to yourself, "*I think I finally found a program I can stick with.*"

Several weeks from that point your struggling again with eating unhealthy, or you have stopped losing weight, or you are craving a food that is off limits.

Next you fall off another program, and then soon the hunt begins for a new one, or you don't do anything and gain all the weight back that you originally lost. Just the thought of going back on another "Diet" makes you want to raid the fridge and eat whatever you can... it is a vicious cycle.

They know it too...the weight loss and diet industry. They feed off of it to be honest...and there is no pun intended there.

Think about it; the weight loss and diet industry is a Multi BILLION Dollar a Year Market. Not a Multi Billion Dollar Industry...A Multi Billion Dollar a YEAR Industry!!!

In fact did you know that many of today's fitness and exercise magazines are actually owned by weight loss/fitness supplement companies.

It's no wonder people all over the world that want to lose weight and get into shape are so misinformed and have a hard time keeping up with and maintaining a good diet and or fitness regimen.

The weight loss industry wants to keep you confused and wanting more, they want you to think that what was great last month has been found inferior to the new information that was discovered most recently.

It's the information that keeps you from achieving your goals, staying confused and more important... shelling out your money to fill their pockets.

On the flipside I'm sure that you have a friend or family member, maybe even a coworker that eats like a slob, shoving anything that has a little bit of flavor and is edible and still maintains a great body.



You may have even sat there with the person while they practically inhaled what appeared to be 15,000 calories of fried foods, sugar, starch, cheese, and who knows what else.

In fact they may have even peeled the lettuce and tomatoes off their meal and commented "Eww, I hate vegetables."

You, sitting there with your salad, and small diet soda are left there smiling at them while you salivate over the juicy hot hamburger they are shoving into their mouth.

You watch in silent envy while they dip their fries in ketchup and devour the food you so wish you could have, but your current diet program says you cannot.

If this sounds at all familiar to you...rest assured you are not alone.

If you have been that person at the table or other side of the room watching this person with your top lip curled and gripping a fork in your hand like it was a weapon...I have some good news for you within the next several pages of this guide.

In this guide you are going to learn some very sneaky but successful ways to add some very small "tweaks" to your daily life that once you see what they are, and how effective they are...you will most likely doubt that they will work.

I only ask that you try them and keep using these secrets for several weeks and watch what will happen as you implement them.

One of the reasons you may have decided you wanted to read this guide was because you hate the idea of exercise and diet; however you know they are a necessary evil to get or stay in shape.

Just the thought of running on a treadmill or picking up a weight makes you want to crawl in a closet and eat a box of donuts and think to yourself... "it's just easier this way," or "I just have to accept that I will always have a little more meat on my bones."

I have recently heard the term thrown around... "She's not fat, she's *fluffy*."

As I said mentality is a lot in the weight loss game...you better come in prepared.

However if you're not quite ready to start working out on a regular basis and would just like to prepare by exploiting some "weakness in the fat loss armor," this guide will pave the way.

"There Are Always Approaches to Make Things Work Better & More Efficient."



For example, if you were sitting on a beach and you wanted to get to the other side of the lake you could decide to swim to the other side.

This would get you there eventually and you could say...

"Yeah I just swam from that side to this side because I wanted to get here and see what it was like, but now I'm too tired to get back."

And now that you're on that side you realize that there is a boat with oars you can use to get back to your original side.

What are you going to do?

What is the more efficient tool?

Obviously the boat...but then again you could add a motor and then you really have the best way to get back to the other side.

Is it quicker yes...is it more efficient for you? Absolutely.

Can you say you took the long way to do it...no, but then again...how many times can you continue to work as hard as you can to get results that can happen 10x's faster.

That is the point of this guide...to show you how you can stop working so hard to achieve your weight loss goals, and start using some better and more efficient "tricks" to really rev up your calorie burning.



So let's really get into it now...Ready!!!

So What Exactly is a Calorie???

According to : wordnetweb.princeton.edu/perl/webwn

- a unit of heat equal to the amount of heat required to raise the temperature of one kilogram of water by one degree at one atmosphere pressure; used by nutritionists to characterize the energy-producing potential in food

Basically what that means is: How much energy it takes to heat up 1 gram or 1 milliliter of water by 1 degree Celsius

Why is this important to you???

It gives you a better idea of what burning calories means. In its simplest form, when you eat food you are consuming something that is going to be required to go through a series of events as well as being used for energy.

The problem is when you consume too much and the amount of energy needed to be burned (calories) sit there and are continually added to...thus causing too many excess calories which leads to weight gain.

Hence to common weight loss dogma:

To lose weight consume less calories, or burn more than you consume.

In a nutshell: If you are burning more calories than you are eating, you should lose weight.

While this is fairly accurate...than why do some people eat WAAAAAY more calories and still stay thin???

Some may say metabolism plays a part...

"She/He just has a better metabolism" or "She/He has a fast metabolism"

However there may be some other issues at work, and causes those people to eat junk food and still maintain a figure or body that people want.

It could be due to some things that a person does each day that you don't and it could be the reason why no matter what you do...it just doesn't seem to work.

If you haven't guessed already by all of this rambling...I will lay it out for you here.

Follow and Start to Use the Following Several Pages of "Tricks and Tweaks" on a Daily Basis...and You Will Start to Have Results.

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