

Surprising Fat Loss Secrets for Women *Revealed!*

Shrink Your Waistline, Burn Body Fat and Finally Feel Good About Your Body Again.

From the desk of NAME, London's Top Body Transformation Expert.

Ever wonder why some women seem to stay slim easily and without much effort at all? While you seem to pile on 10lbs just by looking at a chocolate cake?

Do you feel a wave of envy flood over you whenever a 'thin' woman walks out of the changing room next to yours looking svelte and sexy, while you feel like a ton of lumpy lard spilling out of your dress?

Do you feel jealous when a 'thinner' woman walks past your husband, boyfriend or date?

Have you tried *everything* to lose weight and despite some short lived successes, you *always* pile it all back on and more?

If you are going through this right now it's likely effecting *every* area of your life including your self esteem, confidence and your closest relationships.

It feels terrible!

I've lost count of the amount of times women have told me that their weight is also affecting their love lives and their libido too.

Secret 1 - Despite What You May Believe, *It's Not Your Fault!*

The good news is that the reason for your difficulty losing body fat could be scientific, rather than anything to do with your willpower (more on that later)!

You are NOT that **fat, disgusting, useless, weak willed PIG** that you have been calling yourself (oh yes, I've had *that* voice shouting at me in my head too)!

My name is NAME and I am the creator of '12 Weeks To Total Fat Loss & Body Bliss', and I used to feel exactly the same way.

In fact I can remember a time not so long ago when I went out with some colleagues after work at Christmas for a staff Xmas bash. The bouncer at the door of a prominent London nightclub commented that he really didn't think I should be out clubbing "in your condition"

I was not pregnant. *But I was overweight.* I laughed it off, but inside I was dying.

I went home and cried my eyes out. Later that night when my then boyfriend moved in for some intimate time, I pushed him away feeling ashamed of my 'hideous' body.

You see back then I worked at a high pressured desk job as a PA for a well known Economist. My boss was very demanding.

What with that and a life to live with my new boyfriend, I found that I didn't have much time to exercise and the weight piled on.

I was constantly stressed and lacked energy, so I would comfort eat to make up for it.

Lots of chocolate, fast carbs and of course, lots of wine (the good news is that there is no need to cut out alcohol on our plan)!

Add to this my frequent pub style lunches of burgers and chips and I had a body fat disaster happening.

The weight continued to pile on.

I *did* go to the gym sometimes after work, when I could manage to force my tired arse there, however my workouts consisted of walking on the treadmill for 45 minutes, often whilst watching my favourite show on my tablet.

Secret 2 - Slow, steady state exercise is totally ineffective at burning body fat - It's a waste of your time!

I realised that what I was doing was *not* getting the body results that I wanted, so I changed my approach.

I found a Personal Trainer who taught me a *totally new* way to exercise. It was like nothing I had ever tried before.

At the same time I changed what I was eating.

Secret 3 - Focus on eating whole, nutritious foods, instead of fast, convenient food, *and eat MORE!* Often eating too little can trigger your body to go into 'starvation mode' and actually slow your metabolism to preserve fat. This is especially true if you have ever been a yo-yo dieter.

It took me a few months of tweaking and fiddling my approach, but the weight began to come off!

Within a couple of months I had shed the excess body fat and finally had the slim, toned body I used to take for granted when I was younger.

ADD A SLIM 'AFTER' PICTURE OF NAME.

I felt so proud of myself!

On top of this her energy levels were through the roof.

I was so inspired by my transformation that I left my corporate job to pursue a career as a Personal Trainer.

I wanted to help other women who were struggling with their weight to achieve what I had been able to.

During the next couple of years I worked with hundreds of women, learning all about where they got stuck, what challenges they faced (such as time, small children, temptation at work etc) and came up with solutions for all of the challenges.

Over time I perfected my approach, shortening the time that it took the women I worked with to get results.

Secret 4 - It's important to understand the psychology of motivation
- Getting a 'quick win' during those first few weeks is vital to keep motivation high and make sure you achieve your weight loss goals. This became an integral part of our approach.

XXXXXXXX was born.

Now, back to what I mentioned earlier, the scientific reason you may not be losing weight.

Tell me if this sounds familiar -

You get woken in the morning by your alarm, you have pressed 'snooze' 3 times already and if you don't get up now you will be late to work.

You drag yourself out of bed feeling exhausted, despite just having just woken up.

Guilt floods over you as you remember the 4 glasses of wine and family sized chocolate bar you consumed whilst watching TV last night!

You resolve that today will be different. You will be really good, starting with breakfast, and you will visit the gym later to burn off those extra calories you ate last night!

Feeling pleased you get ready for work.

You look at the clock - You're running late! No time for breakfast.

On the way to work you grab a large coffee from Starbucks. You opt for the cereal bar rather than the muffin. *That's a good choice right? WRONG!*

Secret 6 - One of the worst things you can do for fat loss is to eat fast carbohydrates like sugar laden cereal bars with no added pro-

tein. The sugar that is released into your bloodstream will trigger your insulin response, which is also a fat storage hormone.

You arrive at work and dive straight into your lengthy To Do list.

For the next 4 hours you sit at your desk ploughing determinedly through your emails. Then your boss comes over and gives you *yet another* project with a ridiculously unrealistic deadline.

Your stress levels rise.

Secret 7 - Stress is the enemy of fat loss - Did you know that the stress hormone cortisol encourages fat storage? This is because in caveman times stress usually meant 'famine' and our bodies have yet to adapt to our modernised western world where there is more than enough food available. When cortisol is released in your system your body thinks "FAMINE" and responds by slowing your metabolism and storing fat as fast as possible.

You notice that you *feel* fat and bloated, but you are also starving hungry now so you grab a sandwich. There's not much time to eat so you scoff your lunch at your desk while working.

The afternoon wears on and your energy slumps.

You feel fat and disgusting sitting there at your desk. The voice in your head starts up -

"You are USELESS! You are so fat! Look you can't even last one day without f*@king it up. What is the matter with you?"

It's hard to concentrate with all that noise in your head.

Right now you could *really* do with a sugar boost to pick you up. You fantasise about cakes, sweets and biscuits, but you *mustn't!*

Instead you opt for another large coffee.

Secret 8 - Caffeine can also encourage fat storage, especially round your tummy!

You end up staying late at work to finish the project your boss gave you. By the time you leave it's too late and frankly you are too exhausted to go to the gym.

You sigh but promise yourself you will go tomorrow.

At home that night you have pasta bolognese with your family. You add some salad to yours in an attempt at being healthy. You also consume 2 glasses of wine to try to relax,

Secret 9 - Eating meals based on a lot of simple carbs (like pasta, bread and potatoes) is disastrous for fat loss.

Finally, falling asleep in front of the TV, *exhausted* from the day, you contemplate what an utter failure you are.

Secret 10 - Changing your mindset, beliefs and the way you talk to your self (your inner talk) are vital to your weight loss success.

Do you relate to the above?

Being stuck in the downward spiral of fat storage triggers and negative self talk - THAT is the scientific reason why you have not been able to lose weight.

The good news is that the cycle can be broken.

We can show you how.

What Would losing Body Fat & Shaping Up Mean to You?

How would it feel to

> Finally lose that excess body fat, once and for all.

- > Lose belly fat and shrink your waist
- > Tone up your arms so that you no longer have 'bingo wings'.
- > Normalise your relationship to food so that you didn't have to 'control' your eating so much (we teach you how to banish 'restricting' once and for all).
- > Exercise in a way that is so effective that you can't help but lose weight.
- > Get toned, lean and stronger.
- > Burn calories more efficiently, *even when at rest*, and raise your metabolism.
- > Feel confident about your body.
- > Feel sexy again.
- > Rediscover your libido.
- > Enjoy clothes shopping again!
- > Enjoy food and eating again.
- > Discover how exercise can be fun (yes really)!
- > Start receiving compliments on your weight and body.
- > Have MASSIVELY increased energy levels.
- > Have the support of a group of other women on the same journey to fitness.
- > Learn how to turn the volume down on that negative voice inside your head that always berates you (be honest, how often has that voice triggered a binge because 'what is the point, you have ruined it now!')
- > Fit into that dress that has been sitting in the back of the closet for X number of years?

Sound too good to be true?

It's not, it's exactly what the women in our new online program have been doing. Check out some of the results they've been getting below.

ADD PROOF - BEFORE / AFTER PICS OF CLIENTS, PLUS AND TESTIMONIALS & PICS (Eg XXXXX pics). AS MANY AS POSSIBLE WE WANT TO SHOW THAT IT WORKS!

I've made it my life mission to get the message out to as many women as possible - That losing body fat and having the slim, toned body you long for is in reach for every woman.

Yes, that includes YOU!

Just 12 Weeks To Total Fat Loss & Body Bliss

After working so long with women in person, I realised that I want to reach even more women to help them with fat loss and weight loss.

So we have taken our legendary program online, making it accessible to thousands more women across the world.

What You Get When You Join 12 Weeks To Total Fat Loss & Body Bliss

ADD WHAT THE PROGRAM INCLUDES HERE

If you are interested in joining we'd love to have you but you will need to act fast as we will be closing the cart in just a few days, and we are not sure when or if it will re-open.

CALL TO ACTION BUTTON GOES HERE.

Fast Action Bonus - For the First 50 Women Who Sign Up ONLY!

As a thank you for putting your trust in us, we are offering a special bonus to the first 50 women who sign up to the online program.

ADD DETAILS OF THE BONUS HERE IF WE HAVE ONE

CALL TO ACTION BUTTON GOES HERE.

100% 30 Day Money Back Guarantee

ARE WE OFFERING A MONEY BACK GUARANTEE? IF SO I WILL ADD THE DETAILS HERE.

CALL TO ACTION BUTTON GOES HERE.

Many women waste years trying to figure this out alone. In the meantime they keep piling on the weight and their self esteem keeps sliding a steep downward spiral.

Some even sink into depression and lose relationships or jobs because they feel so lousy.

There is something even worse that can happen though!

Some women find a 'quick fix solution' like the latest fad diet. They adhere to it strictly and it works - For a while! They lose some weight.

What they don't realise is that in the meantime they have done further damage to their metabolism.

When they go back to eating 'normally' again they will pile the weight back on and even more.

They will feel worse than ever.

BONUS Secret - Dieting makes you fat! It's a crazy downward spiral. You may get some temporary results and you will end up fatter than ever!

If this is you, don't go through this crazy cycle again. Contact us now for a Free transformation session to see how we can help you.

I look forward to talking to you personally soon.

Best Wishes

NAME!

Attention
Problem
Solution
Credentials
Benefits
Proof
Offer
Bonus
Action
Agitate
Remind