

Client Handout - Volume 2

Can I get a "Better Body" in just 10 Days?



Ask yourself: Whose body are they going to give me? How much would I have to pay? What would I need to do to get there? Is there such a program? Am I willing to do what it takes to sign up?

Are you feeling the desperation of trying to achieve a better body? Are you willing to fall prey to those media advertisements? You know the ones that sound like this: Eat this product and you'll lose 10 pounds overnight. Do this scientifically proven exercise for just 3 minutes a day and you'll lose your love handles in 10 days. Buy this exercise machine and you'll lose 5 inches in 2 weeks, guaranteed!

Okay, maybe it's post holiday season, you've just finished a particularly busy period at work, or you just had a baby. You haven't eaten right or worked out for months. You feel like you ate an elephant because you gained a few extra pounds.

You haven't been able to exercise like you know you should. Are you ready to give into your desperation? Do you want to fall victim to sales hype like: "Get a Better Body", "No Exercise necessary!" or "Lose all the weight you want, in just 30 days"?

Ask yourself: Aren't these claims too good to be true? Let's put it all into a realistic perspective by looking at it from a fact-based perspective.

Here's the scenario I set before you. You have a your 10-year class reunion coming up in 6 weeks. You've finally come to your senses and are determined to make some serious changes in your eating and exercise patterns. You are determined to drop at least 2 clothes sizes for that upcoming special occasion, which, by the way, is what finally brought you to your senses. The truth is you didn't gain the extra weight overnight. It probably took you at least 5 years to gain it and you are now just noticing. Face it! How old are some of those clothes in the back of your closet? Now you're determined to lose that extra weight in a few weeks for that 10-year class reunion. Your goal is to fit into your new \$200 wardrobe (especially designed for the new svelte you) and look 10 years younger. If you look ten years younger, won't you look like you did when you left school 10 years ago? Who's kidding whom?

Here's a realistic and factual look at what you may be considering. A decrease of two sizes may actually equate to a weight loss of 15 to 20 pounds. If you want to lose that much in, let's say 6 weeks, here is what the math looks like.

To lose one pound of fat you must alter your caloric balance by 3500 calories. You can choose one of three methods: decrease your caloric intake, increase your exercise without caloric reduction or reduce your total calories by both methods.

1. Here are the facts if you were to try and lose the weight by decreasing your calorie intake:
 - A weight loss of 20 pounds = a decrease in 70,000 calories (3500 calories / pound X 20)
 - 70,000 divided by 6 weeks = a reduction of 11,667 calories per week
 - 11,667 calories / week divided by 7 days = a 1,667 calorie reduction per day
2. Here are the facts should you decide to shed those extra pounds by exercise alone:
 - You would need to exercise enough to expend 1,667 calories
 - Running at 6 miles per hour = approximately 100 - 125 calories expended per mile
 - To expend 1,667 calories in this manner you would need to run at least 13 miles a day
 - 13 miles at 6 miles per hour = 2 hours and 10 minutes of grueling exercise every day
3. Even if you choose to decrease your calories and increase your activity to add up to the 1,667 calories:
 - You would have to run at least 6 or 7 miles a day to expend enough calories
 - You would have to decrease your daily caloric intake by about 834 calories

According to the USDA, you need to consume about 2000 calories a day to get the nutrients your body needs to remain active and healthy. Theoretically, to lose 20 pounds in 6 weeks you would only be able to consume about 333 calories per day based on the facts set forth in # 1 and 666 calories based on # 2. Both scenarios constitute a "Very Low Calorie" diet, which is any diet that recommends eating no more than 800 calories a day. You can expect significant weight loss on either regimen,

but at a very high price. Gall bladder disease, injury, loss of lean (metabolically active) muscle mass, higher risk of eating disorder and other harmful psychological effects are all well documented, common risks associated with very low calorie diets. Almost 100% of all dieters end up regaining the lost weight within a year and sometimes gain back more than what was originally lost. If you think # 3 is the answer, think about the abuse your body must have to endure to run 6 or 7 miles a day on 2000 calories a day. Marathon runners don't even subject their bodies to that kind of torture

What you really need is to be sensible about your eating program and workouts. Get back in the groove gradually. If you're serious about weight loss try reducing your caloric intake by 250 calories per day and increasing your exercise output by 250 calories per day. Reducing you calories by the equivalent of 3 cookies and increasing your activity by the equivalent of walking briskly for about 1/2 hour a day adds up to a weight loss of approximately 1 pound per week. Just think, in one year you can be 50+ pounds lighter and be leading a much healthier lifestyle. Research proves that a gradual weight loss spares lean muscle mass not to mention your sanity. If you lose weight rapidly, (more than 2 pounds per week) your body will go into a state of metabolic warfare. Your body will begin to cannibalize itself in order to spare fat stores so you end up losing weight in lean muscle, not fat. Once dieting is discontinued, you are almost 99% certain to experience a significant weight gain. You may actually end up with a higher body fat, feeling less energetic and in poor physical and emotional health. *Is this what you're really looking for?*

Place your name and contact information here and distribute copies of this hand out to your clients.