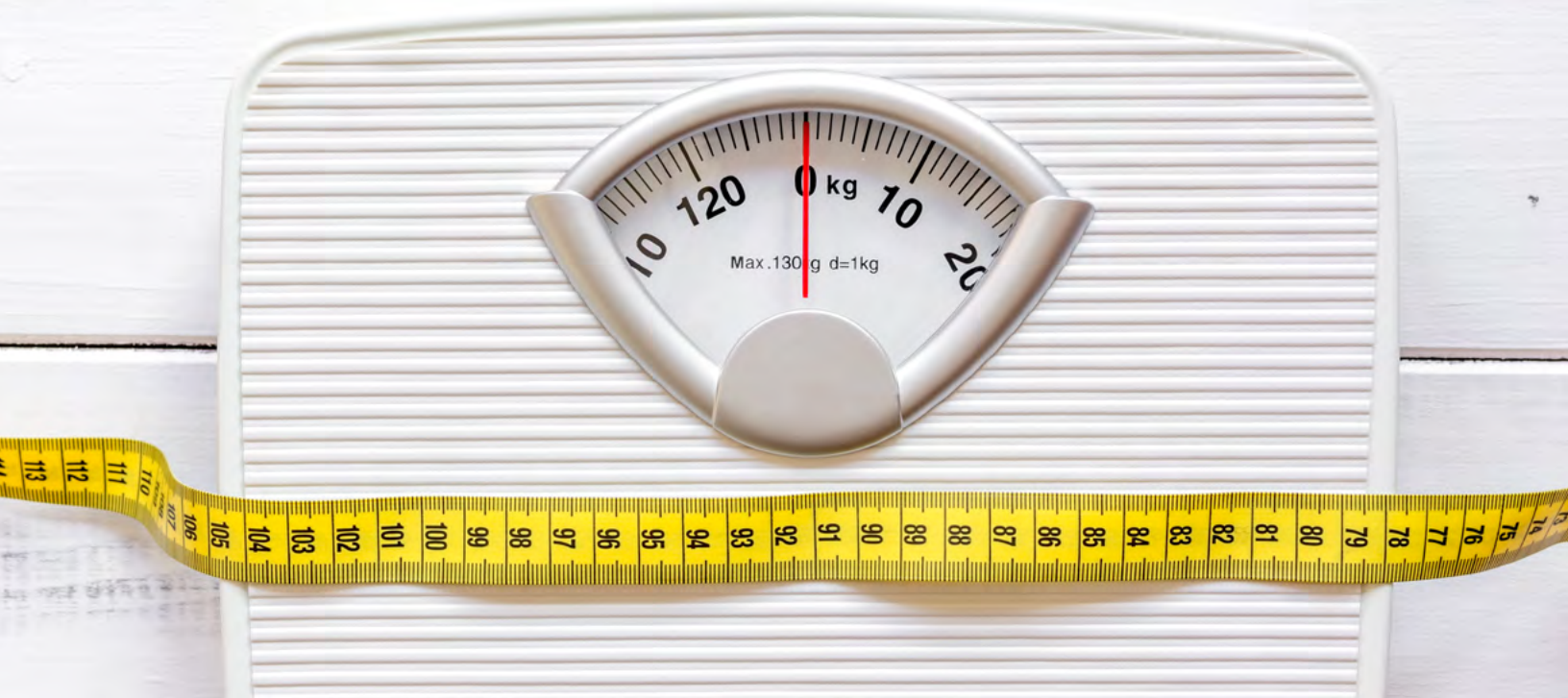


The**Exercise**Coach.

FAT LOSS

FACTS VS. FICTION

The Top 5 Fat-Loss Myths & The 5 Fat-Loss
Secrets that can Revolutionize Your Life



With type 2 diabetes, heart disease, and America’s waistline bulging to frightening highs, it is clear that what we think we know, and what we’ve been led to believe about fat loss, is not only wrong, but completely backwards. That’s right. Your difficulty losing weight is truly not your fault. You have been misinformed for years about healthy eating (i.e., fat makes you fat; replace fat with carbs). You have been misinformed about exercise’s role in reducing body fat. And, you have been bombarded by celebrity messages that claim, “This worked for me, so it will work for you.”

At The Exercise Coach® we make it our policy not to cave in to popular fitness trends, but rather to go wherever the science of fat loss and exercise leads us. It is our hope that you take the time to read, understand, and pass along this information to as many people as you can. Share it with others so together you can maximize your fitness and fat-loss efforts while enjoying total freedom from time-consuming and defeating conventional approaches. You can enjoy maximum fitness and fat loss results with just 20–40 minutes of exercise per week – and I will tell you how. First, let’s start tearing down the myths. Enjoy!



MYTH #1:

Aerobic Exercise is Crucial for Fat Loss

Everybody's favorite! Hop on a treadmill, stepper, elliptical; go for a run, walk, or skip and burn the fat right off. Everyone from the government, to exercise centers, to Nike will have you believe this is the way to go. Unfortunately, research and science do not back this up. Seems simple enough though:

- We eat calories.
- Too many calories make us fat.
- Cardio burns calories.
- Therefore, we become less fat.

Actually, the first 3 statements are all basically true. So what gives? Well first off, cardio burns nowhere near the number

MYTH #1:

Aerobic Exercise is Crucial for Fat Loss

of calories we hope it burns. The numbers displayed on exercise equipment are grossly inflated, plus they include your basal metabolic rate (the number of calories your body burns at rest during this time). Another problem is the time it takes to actually burn off one pound of fat. For example, the average 150 pound person burns roughly 100 calories for each mile they run. There are 3,500 calories in one pound of fat, which means you must cover 35 miles to burn the equivalent of one pound of fat. Unfortunately it's not quite that simple, especially when we consider the fact that aerobic activity has been shown to stimulate appetite; and people tend to eat more after exercising.

Another unfortunate side effect of cardio is the increased risk of injury. Take our 150-pound person as an example. If he goes out and runs one mile, he subjects his ankles, hips, knees, and back to over 100 TONS of force. So it becomes a matter of when, not if, he will hurt his back, tear some cartilage in his knee, develop shin splints, or suffer from one of the other numerous injuries that are common to cardio enthusiasts.

Lastly, and arguably the most detrimental consequence of cardio, is that it can actually cause muscle loss over time. This is because during repetitive cardio, you never actually tap into the fibers in your muscles known as fast-twitch muscle fibers. These are the largest, most powerful calorie- (and carbohydrate-) consuming cells in your body. By not utilizing these muscle cells, they atrophy, or waste away. As a side note, fast-twitch doesn't mean fast moving; it means fast to fatigue. That's why these fibers aren't utilized in aerobic exercise. The body uses slow-to-fatigue fibers instead. Fast-twitch fibers are recruited when your body is asked to work against a significant resistance. And the body doesn't see conventional cardio (i.e., walking, jogging, elliptical) as a source of significant resistance. So look on the bright side, if your goal is fat loss, and you don't like doing cardio (and you're performing safe, effective, and efficient strength training- more on this later), you can stop doing it. Even if you enjoy these activities, it is important to understand the processes taking place within your body and the inherent dangers associated with the accumulation of force on your joints, muscles, and connective tissue. There is a safer, more concentrated cardio that you can benefit from; but that's a whole different report!



MYTH #2:

Caloric Restriction + Willpower = Weight Control

Everybody knows that if you just eat less, you'll lose fat. Right? **WRONG!** While it is true that a caloric deficit within your body is necessary to lose weight, this deficit alone does not guarantee **FAT** loss. Fat loss requires the regulation and control of insulin. Insulin is a hormone. Hormones are like biological instant messages. When

they hit a cell membrane, they communicate a specific message to that cell, and the cell reacts. When insulin hits the membrane of a fat cell, it says, "more fatty acids are on the way; make room." And, fat cells are very accommodating to insulin*. In fact, it appears that there is no limit to their ability to make room to store fatty acids.

MYTH #2:

Caloric Restriction + Willpower = Weight Control

Unfortunately, this means fat cells have an almost limitless ability to grow in size. So starve the fat cells, right? Well, the problem with caloric restriction is that it puts your body into a catabolic state. Just because you start consuming fewer calories, that doesn't ensure the weight loss comes strictly from your fat. Sure, you will lose some fat, but it is estimated 25–50% of the weight one loses from dieting, without strength training, comes from lean mass, i.e., muscle, bone, organs, etc. This means that you will lose muscle, the most metabolically active tissue (calorie-burning tissue) within the body. In addition, calorie restriction can send threat signals throughout your body, causing it to pull some other nifty metabolic tricks to burn fewer calories as a survival technique. This is called adaptive thermogenesis.

“literally 95% of people who “succeed” on a diet regain all the weight they’ve lost within one year”

These consequences of calorie cutting mean that a return to “normal” eating will even more readily lead to fat accumulation. Did you know that literally 95% of people who “succeed” on a diet regain all the weight they’ve lost within one year? That’s not even the whole story. The majority of people, due to diet-induced muscle loss, end up with even more body fat than before they dieted. This is the danger of what has long been called yo-yo dieting. Nutrition and exercise strategies must be focused primarily on the creation of sustainable weight loss and the long-term maintenance of muscle.

★Additional Information about excess insulin’s effect: Food is comprised of 3 macronutrients: carbohydrate and protein (both 4 calories per gram) and fat (9 calories per gram). When we eat protein (necessary for muscular and tissue growth and repair) and fat (promotes healthy cell function), not only does it signal our brains to “stop eating; I’m full,” but it has very little if



MYTH #2:

Caloric Restriction + Willpower = Weight Control

any effect on insulin. Carbohydrates (all breads, pastas, grains, chips, junk food, regular soda, cookies, candy, etc.), on the other hand, are converted into sugar, i.e., glucose. Glucose is food for the brain and fuel for our muscles. So after digestion, glucose is absorbed into the blood stream and is used by the brain, our muscles, or is synthesized into glycogen to be stored in the muscles for later use. Unfortunately, our muscles/liver can only store so much glucose, which begs the question what happens to the extra glucose? The answer is that insulin is called into action to get rid of it. Since insulin has already tried to stuff the excess glucose into our muscles (as glycogen) with no avail, it heads to the liver, which converts it into triglycerides so it can be stored as fat. (Note: Elevated triglycerides are a good indicator of serum insulin levels that are too high and are a major risk factor for heart disease and diabetes). Thus, the dangers of excessive carbohydrate consumption cannot only lead to difficulty losing fat, but also put your health at risk. In addition to elevated triglycerides, excess insulin activates an enzyme which turns the omega-6 fatty acids so prevalent in the American diet into a substance called Arachidonic acid. This fatty acid is the building block of a type of hormone that causes inflammation in the body. And, science is demonstrating that inflammation is the root cause of heart disease, stroke, some cancers, autoimmune deficiencies, and brain disorders.



MYTH #3:

“Core” Exercises are Tummy Toners

When I look at this one I think, “C’mon, nobody really believes that.” However, my experience working with thousands of people confirms it has a firm hold on its position as one of the most propagated fat-loss myths. Every year, around the holidays, a news article will be published that goes something like this: “Achieving a toned, sexy tummy might

seem like a pipe dream this time of year. Baggy sweaters abound, eggnog is served, and Frosty the Snowman doesn’t offer much in the way of flat-belly inspiration. But getting a sleek, sexy stomach is easier than you think. Spend just five minutes a day on toning your abs and you’ll get an amazing middle.”

MYTH #3:

“Core” Exercises are Tummy Toners

WRONG! Today people refer to strengthening exercises for the mid-section as “core” exercises. Now, there is a lot of confusion surrounding the term “core,” but before I get to that, I’d like to focus on the word “toning.” Look at that excerpt again. It says a “toned” tummy can be achieved by “toning” exercises. This is simply not true.

The term tone, scientifically speaking, refers to the residual tension in a muscle at rest. By strengthening a muscle, you do tend to improve its tone or make it firmer. However, this is not what most people mean when they use the term tone or toning. Instead, they believe that performing exercises for the muscles in a specific area of the body makes that area leaner. So, they believe that exercising the abdominals will flatten their tummy. This myth has been described by exercise scientists as the spot-reduction myth. It’s biologically impossible. Strengthening the muscles in your mid-section has no impact on the fat that lies on top of them. Your fat cells don’t even know that you are exercising.

Imagine if this myth were reality. You could literally exercise the fat off of one side of your body. But, we know intuitively and from science that it doesn’t work that way. Researchers once looked at the dominant arm of pro tennis players to see if it was leaner than their non-dominant arm. The results: While it was a little more muscular, it was not less fat. This demonstrates that when fat cells are tapped by your body for energy, they are accessed from all over, not just from the area being exercised.

Your body actually has a preference for the order in which it will burn fat from your body.

Your body actually has a preference for the order in which it will burn fat from your body. Unfortunately for all of us, the fat cells on the stomach come off last. You can do crunches until you can’t move, but you will lose fat from your arms, legs, and earlobes before your body decides to take it from the midsection. Unfortunately, you can’t change your body’s mind on this one. That tummy can be flattened though. You just have to work your way through the fat cells in the rest of your body before you get there.



MYTH #4:

Strength Training Causes Bulkiness

Weight loss has a powerful impact on a person's wellness. Equally motivating for most people, though, are their appearance-based goals. Women want to fit into their skinny jeans or go sleeveless. Men want to rid themselves of the all-too-common spare tire. In simple terms, people want to be smaller, not larger. I've found that for many people, this

creates an understandable, yet unwarranted, and counter-productive, fear of building muscle.

I can't count the number of times I've told someone the number one goal of exercise should be to build muscle only to hear, "No, No. I don't want to build muscle. I want to lose weight."



What the client means is, “I am afraid that building muscle will make me bigger than I already feel.” But, building muscle is absolutely critical for maximizing fat loss results, so we need to deal with this myth.

First of all, most people do not have the ability to build large muscles. The potential for increases in muscle size is determined primarily by two things: geometry and genetic expression.

Geometry

On the flip side of the “bulky” myth is the myth that anyone that wants large muscles can do so by following a “bodybuilding” type program. I’ve had to gently squash the aspirations of many young men looking to get “huge.” Based on my experience and understanding of anatomy, I can usually tell within seconds of looking at someone if they have the capacity to be the next Arnold Schwarzenegger or not. To make it more concrete, I point out the following: A muscle’s capacity to grow in thickness is based on the ratio between the length of the actual muscle versus the visible length of that muscle tendon. Let me give you an example. Bend your arm to 90 degrees at the elbow. Now measure the number of finger widths you can fit between your bicep and forearm. If the answer is two or more, don’t worry... Arnold you are not!

Genes

The other major determinant of muscle size has to do with the expression of the gene known as myostatin. Research has been done on individuals with abnormally large muscles and, by

MYTH #4:

Strength Training Causes Bulkiness

and large, their myostatin expression is very limited. Fortunately, most of us have myostatin that is speaking loud and clear to the body saying, “Hey, get stronger, but don’t get bigger. It costs too much metabolically.” Probably less than one person out of every hundred-thousand possesses myostatin that allows the building of very large muscles.

Remember that the average person loses about five pounds of muscle per decade after age thirty.

One final consideration is the actual amount of space fat tissue takes up compared to muscle. Remember that the average person loses about five pounds of muscle per decade after age thirty. So the average forty-year-old had a little more muscle, not less, ten years prior when they were happier with their figure (physique for you guys reading this).

It’s hard work to put back on those five pounds. Most people are lucky to do that. Any more than that would be rare. Now consider that fat takes up a lot more space than muscle. Five pounds of fat is about as voluminous as a gallon milk jug. Now picture five pounds of ground round. It doesn’t take up nearly as much space. So if you gain five pounds of muscle and lose five pounds of fat, guess what? You are smaller. And, most people at age forty have more than five pounds of fat to lose.

So practically every forty-year-old in America has a greater potential to get smaller through fat loss than they do to grow larger through muscle building. Do not fear muscle. It’s your best fat-loss friend.



MYTH #5:

I've Tried Everything!

Most of the people we meet at The Exercise Coach obviously don't believe this one. They realize they haven't tried our cutting-edge approach. So, this one is for you people out there who need to be moved from contemplating change to taking action. Maybe you have tried dieting techniques from low-carb to low-fat and everything in between. You've done cardio, crunches, and core conditioning. All you have to show for it is the bill and some time

lost. I understand how the plethora of misinformation circulating in blogs and news articles, exercise books, health clubs, and around the water cooler can make you feel like you have tried everything.

The good news is you can discover the truth for yourself at The Exercise Coach[®], where we maximize your fitness and fat loss with just two, 20-minute workouts per week. Come in and meet with one of our friendly,

SECRET #1: Eating for Impact

expert personal coaches. Until then, let me give you a brief explanation of some key components of The Exercise Coach® approach.

Secret #1 Eating for Impact

The Exercise Coach specializes in cutting-edge exercise concepts. It's our passion. So we know very well what exercise can do and what exercise cannot do. We know that exercise is vital for optimal fat-loss results. However, we are well aware, (and you need to be too) that when it comes to weight loss, the formula is exercise + proper nutrition = healthy weight loss. More specifically,

**whole-effort exercise + whole-food nutrition
= a whole new you.**

It's to this end that we constantly educate our clients and empower them with convenient nutrition solutions. Our aim is to help our clients understand that food no longer has to be the enemy. In fact, food can become your greatest wellness and weight-control ally.

Everything you eat has a powerful effect on your physiology. You just need to understand the effect that various foods have. Once you do, you can eat for the positive contribution to your efforts that food can make.

Nutrition can be confusing and intimidating, so we like to narrow down your focus to four areas that will give you the biggest bang for your buck of effort. I'll give you a brief summary here to get you thinking about how you are doing in these areas.

Hunger Control: Make no mistake about it. You cannot eat an excess of calories or carbohydrates and expect to lose weight. However, I think that biology has a lot more to do with your ability to stay the course than will power does. There are several strategies available to help you achieve an outstanding degree of satiety from your meals. Maybe the



SECRET #1: Eating for Impact

single most important strategy is consuming adequate (not excessive) amounts of protein at the right time throughout the day. Start by looking at your breakfast. Most people don't eat protein for breakfast, but it can have a huge impact on satiety if you do. Remember this: Carbohydrates grow in the ground and proteins are things that move around. Make sure you eat protein as part of your breakfast and at every snack and meal through the day.

Insulin Control: Insulin is a storage signal. It tells your fat cells to keep storing more and more fat. The more insulin you have in your bloodstream, the stronger the signal.

The best way to keep insulin under control is to eat the proper kinds and amount of carbohydrates. The easiest way to do this is to stick with fruits and vegetables.

**Carbohydrates
grow in the ground
and proteins are
things that move
around.**

Remember, your muscles and brain need carbohydrates to fuel them. Restricting carbs too much will only backfire on you. It will lead to extreme fatigability and excess levels of cortisol (a stress hormone). This actually makes your body produce excess insulin as well. So the best approach is to stay away from diet plans that include the words high or low. These tend to be unsustainable. Moderation is the key.

Fatty Acid Control: Fatty acids make up cell membranes and are also the building blocks for a type of hormone known as an eicosanoid. Two very important fatty acids are Omega-6 and Omega-3 fatty acids. Research has shown that people who consume these in appropriate ratios are much healthier and have a better chance of losing fat. This is due to reduced inflammation in the body and more hormonally responsive cells.

Damage Control: From a wellness and longevity point of view, your body is always trying to strike a balance between damage and repair. For most of us, better damage control is what we need. This can be achieved by eating lots of green leafy vegetable and dark-colored berries. Today there are also many good products on the market that provide concentrated amounts of the phytochemicals found in these foods.

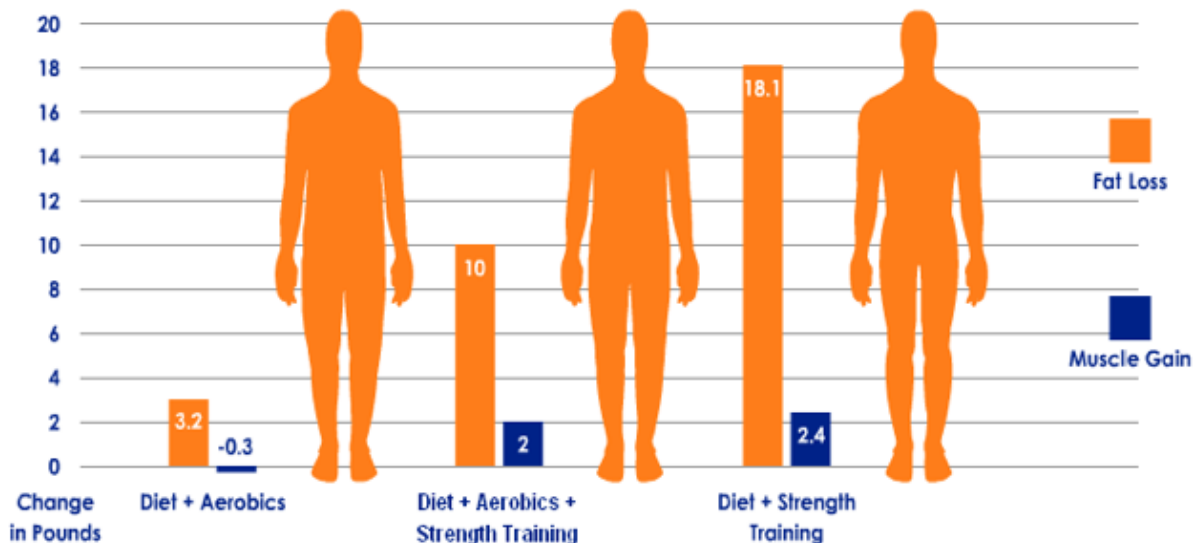
SECRET #2:

The Muscular Mindset

Secret #2 The Muscular Mindset

Most everyone believes we should exercise, but few understand what the paramount goal in exercise should be. Undeniably, unequivocally, no question about it the emphatic answer is to BUILD MUSCLE. Increased muscle mass is the lead domino in a lineup of health and fitness markers. These include metabolism, strength, endurance, bone density, blood pressure, and cholesterol levels. As muscles are conditioned, these other markers improve. When you lose muscle as you age, these markers will follow suit and worsen. In a recent landmark study, increasing muscle strength was even shown to reverse aging at the level of DNA in a way that literally no other intervention ever has.

When it comes to fat loss, you need to have what we call “The Muscular Mindset.” The only way to maximize the loss of body-fat is to make sure any weight you lose comes from fat not muscle. This is called discriminated weight loss. The only way to do this is to focus on strengthening exercise. In fact, the best results tend to be for those people who do proper strength training only. That’s right, no conventional cardio. Just my opinion? Nope. Two renowned researchers combined their findings looking at the effects of diet alone, diet + strength training, and diet + aerobics and strength training. Look at the results. Westcott and Darden found that the most effective fat loss approach was to combine a specific kind of strength training with appropriate nutrition. What’s more, they determined that anything beyond the minimum amount of exercise necessary to build muscle was





actually counter-productive. In their studies, the strength training-only subjects lost almost twice as much fat as those who combined strength training with aerobics. So what exactly is the secret to making strength training this effective? I'm glad you asked.

Secret #3 The High-Intensity Breakthrough

OK. I'll let you in on the secret. The form of strength training used in the Westcott/Darden studies was a type of strength training known as HIT. That stands for High-Intensity Training. Intensity is by far the most important variable to manipulate in an exercise program. What is intensity? It can be defined simply as the degree of momentary effort utilized in an exercise. So we could call the maximum amount of exertion you could call upon at a given moment, 100-percent intensity. Conversely, we could call sitting on the couch a 0 on the intensity indicator. Walking would be closer to the couch than it would be to your maximum effort.

Now before I go on, let me emphasize that, when we talk about intensity, we are talking about YOUR momentary abilities, not an Olympic athlete's. Well, unless that is who we are talking about. You see, we have created programs powered by technology that are smart enough to adapt to the unique abilities of all kinds of exercisers. Most of our clients range from their late-30s to early 60s, and we work very successfully with younger athletes and men and women well into their 80's. High-intensity does not mean safety is compromised. In fact, the type of work we perform at The Exercise Coach® is better characterized as "Right-Intensity Training™."

SECRET #3: The High-Intensity Breakthrough

So why is intensity so important? Well, your body was designed to be very economical. That is, it will only make changes that it determines are necessary. Changes that are costly and unnecessary won't be made. The synthesis of new muscle tissue is very costly metabolically. And, while we know you need it, your body needs to be convinced. That's what exercise is - the intelligent application of a physiological stressor in order to give your body a reason to change, adapt, or upgrade if you will. When you perform adequately challenging muscular work (i.e., intense), alarms go off in your physiology saying, "Wow! Is that a bear you are fighting with? Are you running from a lion?" And, since there is no bear or lion and you survive the encounter, your body takes all the resources at its disposal and uses them to better prepare you for your next battle (perceived battle, that is).

... your body was designed to be very economical. That is, it will only make changes that it determines are necessary.

Now, the really cool part is that when you work hard enough to stimulate your body to adapt, it takes time for the changes to be made. We call that the recovery period. It's vitally important to understand that you aren't getting more fit during exercise, but rather during the rest period after. Most people will require a minimum of 48-72 hours of rest. And, we don't want to exercise before that because it's at best a waste of time and, worst case scenario, it stunts your body's positive response (i.e., diminishes your results). So high-intensity exercise should be performed infrequently. About twice per week is ideal. Just think of what you can do with all the time-savings.

The other cool part is that when you exercise at adequate intensity levels, it requires that you don't work out very long. In fact, you can't. On average, a high-intensity strength workout lasts about 15-20 minutes. Where does that duration come from? Exercise that qualifies as high-intensity challenges your muscles in a manner that couldn't be sustained for more than about 1-2 minutes, even if your life depended on it. And, once you have done a high-intensity strength training set, you have done what you can to set your adaptive machinery in motion. Multiple sets are NOT necessary. Westcott and Darden



both subscribe to a “one-set” per muscle group approach as a result of the research we showed you. The key is understanding that it’s not just “using” a muscle for 1-2 minutes. It’s a sufficiently high level of effort that is the stimulus. That’s why a professional trainer that is committed to this type of training comes in very handy. We can help you find the load and effort levels that are just right for you. At The Exercise Coach , we do this in a way that nobody else does. Our proprietary, computerized fitness platform gives us the ability to measure your unique muscular make up and deliver a strength training stimulus that is as unique to you as your fingerprint. This means fast results guaranteed! Relative to fat loss, intensity in exercise moves us beyond worrying about the archaic measure of calories burned during exercise. That’s so 1980’s.

Cutting edge exercise professionals are more interested in helping you trigger responses that are exclusive to High-Intensity Training. These include, but are not limited to:

Increased Pulsatile HGH: HGH, or Human Growth Hormone, is a hormone that is a powerful fat-burner. It is released at night while sleeping and at intervals throughout the day. Your HGH releases decrease with age. The best way to increase HGH output is with meaningful exertion. One study showed a 560% increase in HGH after just several minutes of intense exercise.

Increased EPOC: EPOC stands for Excess Post-Exercise Oxygen Consumption. After intense exercise, your body has to expend a lot of energy putting itself back together,

SECRET #4: Controlled Muscular Loading

metabolically speaking. So, while you may burn fewer total calories during a brief high-intensity exercise session, in the end, you burn more as a result of your efforts. Your energy expenditure increases last up to four days after intense exercise.

Increased Insulin Sensitivity: I've talked about insulin a lot already. Proper strength training can enhance your muscle cells' ability to uptake and utilize glucose (i.e., blood

Your energy expenditure increases last up to four days after intense exercise.

sugar), thereby requiring less insulin production by your body. Less insulin in your blood means weaker fat storage signals, stronger fat mobilization signals, and better health.

Fat-loss research is showing these and other recently discovered exercise effects are the keys to exercising for maximum fat loss. Furthermore, many experts believe that it's literally impossible for some people to lose fat in a healthy manner without intense muscular conditioning.

So find someone who can help you with the specifics of effective high-intensity strength training strategies. Just make sure they have a lot of experience with these techniques and understand how to make this form of exercise not only the most effective, but also the safest possible. There is one variable that must be focused on if this is to be the case. Let me share with you the secret to safety in strength training.

Secret #4 Controlled Muscular Loading

As I mentioned before, at The Exercise Coach[®], we work with people ranging in age from 12 up to 80 years plus. Some of our clients are women that come to us for the purpose of preventing and reversing osteoporosis. As you know, osteoporotics have weakened bones, yet the type of exercise we do is so safe, it allows them to work hard enough to stimulate bone density increases. Researchers from Tufts University agree. Their studies indicate that even among 90-year-olds, there is a greater risk associated with not doing intense strength than there is participating in it.



In addition, we've worked with people with a variety of orthopedic challenges and many, many, many people with little to no exercise experience. Maybe the most revolutionary aspect of our program is that, unlike any other, we can *increase* the intensity of exercise while at the same time, *decrease* the risk of injury. How is that possible? That's a good question, because outside of our approach, it can't be done.

The single biggest secret to maximizing resistance training safety is to eliminate explosive movement and impact force. Have you ever noticed how most people sort of heave and thrust weights around or move their body in a ballistic manner? This is the fast track to what we call the fitness fallout. Injuries happen when some part of your body is exposed to a force that exceeds its structural integrity. The best way to avoid that is to limit force. This doesn't necessarily mean you lift light weights. They can be just as dangerous. In fact, in many cases they are MORE dangerous than heavier weights because they allow such rapid movement, change in direction, and therefore joint force. Some of the most popular boot-camp style exercise trends needlessly expose hundreds of thousands of people to a much greater risk of injury. This is because, whenever you combine higher force and impact, you have a recipe for all sorts of joint, ligament, tendon and even muscle injuries.

SECRET #5:

The Guided Exercise Advantage

For two decades, I've been committed to helping my clients understand that there is literally no reason to perform explosive exercise movements. It only increases the risk of injury. That's why we use controlled movements when we exercise at The Exercise Coach. Controlled muscle loading reduces joint force, makes it easier to maintain proper form, and affords our clients the confidence they need to work hard enough to make their exercise matter. In fact, with our proprietary connected strength technologies, all of the muscular loading is user-generated and, therefore, individually appropriate. You really need to experience this breakthrough exercise format to appreciate it.

With weights, proper speed of movement varies from exercise to exercise, based on a host of factors (I'll spare you the physics lesson). Just remember, when in doubt MOVE SLOWER. Broadly speaking, take about 5-10 seconds to raise a weight and about 5-10 seconds to lower it. Even better (shameless plug coming up), work with a company that has helped thousands of people transform their bodies and understands how to perfectly personalize exercise for any individual's needs.

At The Exercise Coach[®], we are passionate about partnering with you to help you reach your goals.

Secret #5 The Guided Exercise Advantage

Losing fat, changing your lifestyle, and becoming healthier can be an extremely daunting task and something not easily conveyed within 10 concepts. As you probably already know, there is tons of misinformation circulating about and, with jobs and families to tend to, you only have so much time to discover the truth. But that's what we are here for. At The Exercise Coach, we are passionate about partnering with you to help you reach your goals. According to writer Alan Deutschman, that might be the most valuable aspect of what we do. Deutschman's book, *Change or Die*, asks this question, "Can you change when change matters most?" He found that even those individuals faced with serious threats to their health could not change unless they entered into a helpful relationship with someone who could inject confidence and direction into the situation. Let me tell you something. I am confident



CANDACE B.



ARI S.



JOANNE S.

that you can achieve lasting weight loss. Despite past attempts that didn't pan out, I know you can do this. It would be our privilege to provide you with the expert guidance and encouraging accountability you need.

For a little inspiration, I'd like to leave you with a few success stories. Check out these successful clients of ours! They committed to the principles outlined here and transformed their bodies and lives in ways they could hardly believe. You can do it too!

Visit www.exercisecoach.com