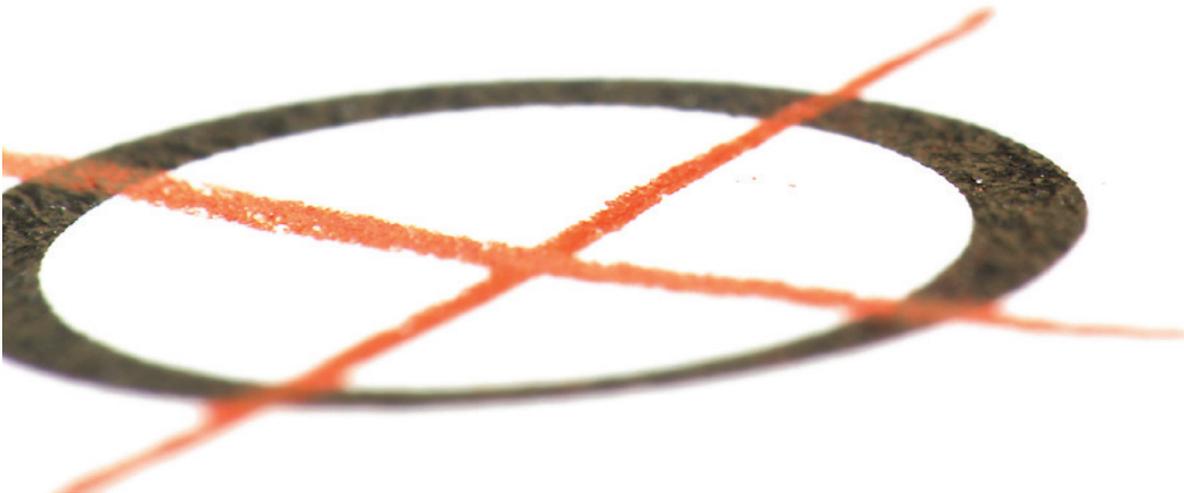


QUIZ

Do You Make
These Weight
Loss & Exercise
Mistakes?

Because it's
What You DON'T
Know That's
Holding You Back!



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Let's Get Started:

There's only one thing worse than not trying to stay healthy... And that's trying to stay healthy, the wrong way.

Let me explain.

If you exercise or diet the wrong way, you are - at best - just wasting your time. You won't see any results, you'll get discouraged and you'll give-up. That's bad enough, but it gets even worse...

Exercise or dieting done wrong can also give you even more health problems to deal with... on top of ones you may already have!

To find out if that could be you, take this quiz;

"Do You Make These Weight Loss & Exercise Mistakes?"

If you fail this, like most do, then that's a good thing.

You see, it'll open your eyes to all the health & fitness myths and misinformation out there, and will prevent you from making any more weight loss & exercise mistakes.

It will empower you with valuable know-how that can change your life. Take the test and see for yourself.

After your test there's a nice little gift for you, to thank you for taking part and encourage you towards weight loss & exercise the right way.

Start your test now!

Do You Make These Weight Loss & Exercise Mistakes?

1. The most accurate measure for long-term health and weight management is your Body Mass Index (BMI) True False
2. You should drink at least 8 glasses of water every day True False
3. Your body is approximately 55% protein True False
4. Cutting carbohydrates from your diet is a good way to lose weight True False
5. You can lose weight fast by skipping meals True False
6. The best time to exercise for maximum results and weight loss is in the morning True False
7. Exercise deficiency can lead to accelerated development of diseases associated with a sedentary lifestyle (cardiovascular disease, obesity, internal disorders, insomnia and more) True False
8. Strength and weight-training is not important for fat burning True False
9. People who continue to go on and off “restricted calorie” diet programmes typically rebound to a higher weight after each round of dieting True False
10. After exercise has ceased fat burning may continue at an accelerated rate for some time (up to 4-6 hours) True False
11. In general, fats will make you fat True False

Here Are The Answers:

1. *"The most accurate measure for long-term health and weight management is your Body Mass Index (BMI)."*

False. The Body Mass Index is a useful figure, but on its own really means nothing at all.

For example, according to their BMI, many professional athletes would appear to be *"overweight."* Here, it might be additional muscle that affects the accuracy of the BMI reading.

The problem is the BMI is based on averages.

But no one is average. Everyone is different and so guideline measurements like the BMI are just that, guidelines.

2. *"You should drink at least 8 glasses of water every day"*

False. For the same reason above.

The **average** person should drink about 8 glasses of water every day. But again, what does average mean to you? Nothing.

A more accurate way to measure whether or not you're drinking enough water is actually to look at your urine. Dark yellow means you are not drinking enough water. Pale yellow on the other hand suggests healthy.

3. *"Your body is approximately 55% protein"*

False. But, after water, protein is the next plentiful substance in the body.

Most of your body's protein is found in your muscles. That's important whether your health & fitness goal is muscle gain or weight loss.

You see, you need a plentiful supply of protein in your body to effectively build muscle. AND, muscle generally increases metabolism, causing you to burn more calories, even when you're at rest.

4. *"Cutting carbohydrates from your diet is a good way to lose weight"*

False. This is just another common myth.

With a low-carb diet, it's normal to see big weight loss results within the first week. This is very misleading though.

You see, you are not actually losing fat at all, but just water. Which isn't a good thing. Also, any weight loss after the first week is typically due to low-calorie intake, and not because you've cut carbohydrates from your diet.

Carbohydrates are also an essential component of healthy nutrition.

It's not whether you should or should not eat carbohydrates; it's what kind... you see not all are created equal.

5. *"You can lose weight fast by skipping meals"*

False. In fact the opposite might be true...

You see, if you cut meals from your diet, when you do eat, your body tries to make up what you've missed out on, and so you could end up over-eating.

In any case, it's dangerous to cut meals from your diet and something you should absolutely not do. You should aim for 3 square meals a day plus 2 or 3 healthy snacks in between meals.

6. *"The best time to exercise for maximum results and weight loss is in the morning"*

False. There is no *"best time"*, other than what's best for you.

Just like some people are early risers and some are night owls; different people prefer to exercise at different times.

The most important thing is that you choose a time you can stick to, and not let anything interfere. Exercising at a regular time is *habit forming*, and that makes it easier to commit to a healthier lifestyle.

7. *"Exercise deficiency can lead to accelerated development of diseases associated with a sedentary lifestyle (cardiovascular disease, obesity, internal disorders, insomnia and more)"*

True. The lifelong health benefits of exercise are simply amazing.

As technology advances, people become less and less active. The problem is, our ancestors were hunters and gatherers. And so we have been built to be on the move, and live an active life.

The modern sedentary lifestyle clashes with our age-old design causing our bodies to literally *"crash."*

Exercise can be key for fixing that.

8. *"Strength and weight-training is not important for fat burning"*

False. Strength and weight training IS important for fat burning.

Muscle in your body has a big energy demand. And so the more of it you have, typically the more calories and fat your burn.

This doesn't mean you have to look like a hulking gorilla though if you want to lose weight, you just need to make sure you are working your muscles when you exercise.

When you do, you will become tight and toned in no time.

9. *"After exercise has ceased fat burning may continue at an accelerated rate for some time (up to 4-6 hours)"*

True. Up to 6 hours after exercise you could still be feeling the benefits.

As you know your body doesn't change instantly. It takes time. So although you may have finished exercising, your body might still be in *"exercise engine"* mode, burning away fat like you're still on the treadmill.

This is why it's very important to know what you should and should not be eating after you exercise.

10. *"In general, fats will make you fat."*

False. Some fats are good for, and some fats are bad for you.

So it's really just a matter of getting know your fats.

Saturated fats and trans fats are generally bad for you. But monounsaturated and polyunsaturated fats generally promote good health.

What To Take Away From This Report:

The one thing I would like you to take away from this is...

Don't believe everything you hear. There are a lot of myths out there that are frankly, quite dangerous. Always consult a certified expert before trying a new exercise or weight loss regime.

Get the truth first.

Like I said at the start of this report, at best you waste your time.

That said, I hope you enjoyed this report and can take away some valuable nuggets from it.

Fact is, there is actual valuable, truthful information out there. Take this report for example. And if you're given the right guidance, then you stand to achieve amazing results.

And with that in mind, I encourage you to take advantage of your Free Fitness & Weight Loss Diagnostic Consultation using the gift certificate below...

£49.00 value

FREE FITNESS & WEIGHT LOSS DIAGNOSTIC CONSULTATION

Expires in 30 days, claim right now!

___ **Yes!** I want to schedule a private consultation with you to discuss hiring you as my coach. I understand that your services are “in-demand” and your time is limited. That’s why I’m acting now to take advantage of this gift certificate (a £49 value) and requesting to schedule a private Body Diagnostic Consultation with you at your next available appointment.

During my Body Diagnostic Consultation you will give me a complete fitness assessment, and then share exactly what I need, to get in the best shape of my life. Including:

- Specific to me information from a qualified expert
- Finally! Actionable advice on how I can achieve my health & fitness goals
- The opportunity to sign on with you as a client and get fit and healthy once and for all. If there's availability, I understand you are the premiere health & fitness experts in town, and demand is huge!
- ***And so much more!***

I’m sick of wasting my time on false solutions and promises that don’t deliver. I’m ready to commit 100% to do what it takes to achieve my goals and take action now.

Furthermore, I understand that if I’m able to hire you as my personal coach, my success is 100% guaranteed. I’m not only going to get maximum health, fitness, and weight loss results in minimum time, but I’m going build a solid foundation to ensure I maintain my results FOR THE REST OF MY LIFE!

That is why I am calling your office right away to claim this gift certificate and schedule me Body Diagnostic Consultation...

Expires in 30 days, claim right now!

How To Choose A Personal Trainer

A Guide To Making An Informed Decision So Results Come Quickly And Last Forever

Okay- you've decided it's time to "get in shape".

Finally, you're ready to look better and feel better the sensible way - through nutrition and exercise. Because time and experience has shown you the truth...

Diets don't work, ab gizmo's don't work and infomercials are a joke.

You're finally ready to get real and transform your body once and for all.

You've heard the amazing success stories, watched many a late night episode of "Extreme Makeover", read about the celebrities' secret weight loss weapon...

And have decided to seek out the guidance of a personal trainer.

But not all personal trainers are created equal, so how do you find the right personal trainer for YOU?

1. They must be certified by a nationally accredited institution.

The gold standard for certification agencies in the UK are companies such as FitPro and Premier Training. They should also be registered with either the Register of Exercise Professionals (REPs) or the National Register of Personal Trainers (NRPT).

A qualified trainer should at minimum have a certification with one of these agencies. But that just means they've passed the

“baseline of standards” to call themselves a personal trainer. It does not mean they are good at what they do or can deliver a specific result. There is a big difference between a “trainer” and a “fitness professional”.

2. They should do more than just “take you through a workout”

A top quality fitness professional does more than just “take you through a workout”. Anyone can count to 15 by themselves and hold a clipboard.

Look for a coach who will educate you about all the components necessary to achieve optimal health and a fitness result. Your trainer should review nutrition education with you, educate you about proper supplementation, review resistance training (whether that be balance training, core work, stability balls, medicine balls, etc.), Cardiovascular exercise to maximise fat burning, flexibility to avoid injury and speed recovery, and really walk you through all the steps that encompass the “mental development” side.

Goal setting, putting together a plan of action, and then holding you accountable and supporting you through the entire process is absolutely critical to your success.

3. Ask for Proof of Results

A top fitness pro should be able to do more than just talk about results - they should be able to prove they deliver. Ask for proof of client results. Do they have before & after photos of clients, testimonials, references? Can you speak with a client to ask about their experience working with them? If a fitness pro can't offer this kind of concrete proof, then be careful.

4. Ask for a Guarantee

According to a Consumer Reports study there is more dissatisfaction in the diet industry than any other industry. That's crazy. Think about it - if you took your car to a mechanic you'd expect it to be fixed - not come back with 2 or 3 dents and a loose fan belt!

Working with a fitness professional should be the same as any other industry. If they aren't willing to guarantee your results then find someone who will. Spending your time and energy without a guarantee of results is like going to that terrible mechanic!

Don't waste your money, or more importantly your time, working with someone who can't offer an iron-clad guarantee of your success.

5. Look for someone who will empower you for life!

A great fitness coach will do more than just help you to achieve your goals. A true professional will teach you the foundation of knowledge so you will no longer be lost in the "sea of confusion" when it comes to all the diet and exercise hype.

The foundation of knowledge and correct technique you'll learn will allow you to maintain your results for life!

£49.00 value

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