



Practical & Supportive Advice
On Finding The Right Diet Program For YOU

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WeightLossDietWar.com

Introduction

Hi there...

...and thank you for downloading this e-book. *We know that it's difficult to trust a lot of the weight loss information these days* - as the cold hard truth is that **we've long been preyed upon by a multi-billion dollar diet industry** that peddles products, drugs and Hollywood fad diets that simply don't work.

Within this book we hope to show you some of the findings that we've made in our own quest to shift those pounds. What *really* impressed us with the authors of these programs was that they didn't try and sell you a product that you had to keep on buying. Rather *they understood what mattered to you and offered ways for you to learn* – teaching you techniques that will change your life forever. Knowledge is clearly the key.

We've all heard the phrase, *"Give someone a fish and you feed them for the day. Teach them to fish and they feed their family forever."* And we all know it to be common sense.

This is the basis of our approach; **rather than relying on expensive products that you have to keep on buying**, we attempt to find the solutions that will be with you forever.

All these systems utilise solid, researched, tested and **useable knowledge** and are NOT a wonder-cure, diet pill or miracle supplement. We all know they don't work.

These authors clearly understand and empathise with the problems that being overweight generates - and they offer us support, guidance and practical solutions on how to resolve them once and for all.

The secrets and distinctions you'll discover as you read about these programs will provide a much needed positive impact on your future health. Once you start to experience those first few results, your friends and family will be coming to YOU for advice and asking how YOU managed to do it.

What we're offering here is a vastly simplified and compact overview of the programs that we've experienced success with. *For the full information and background on these products please visit:*

www.WeightLossDietWar.com

We wish you all the very best of luck and sincerely hope you find the answer that works for you. Good luck – you're in good hands...

Scott & Katie Edwards

It's Not Your Fault...

Let's start by saying this: We're not telling you that you don't need to take responsibility for your weight and health. What we ARE saying is that **you've either been given NO information, or the WRONG information.**

It's not the intention of this book to frighten, depress, or talk down to you – *on the contrary*. We'll be exploring some great new ways that you can change your life and re-discover an enthusiasm for living - that you might have long given up on.

There are scores of reasons why so many of us are overweight – and **many of them are not our fault**. The great news is that we can all do something about it – by re-educating ourselves and following *realistic* programs that we can stick to and enjoy. We no longer need to feel like victims in our own skin.

To use an analogy; picture a car mechanic who's been asked to fix a Toyota car, but he's been given a complete set of Ford tools, which are completely wrong for the task. Nothing fits!

How can that mechanic possibly deal with any issues and problems that he finds, if he doesn't even have the right size tools. Clearly, *having the RIGHT tools for the purpose is essential*. He obviously has a good idea of what he should be doing, but without the technology to carry out the work, *he'll end up frustrated and disappointed*. What we're describing here may seem simple and obvious, but it's *fundamental* to resolving the problem.

So, what we're seeking to do here is **provide you with a selection of tools that WILL work for you; not just for one or two weeks, but forever.**

Let's face it, we're all human, individual and different. It's what makes life interesting and fun. But *what works for one person, doesn't necessarily work for someone else*. **You need access to a choice of tools and systems** so that you can choose the *one or two that fit the way you think and live*.

Most of us know from experience that *dieting is either easier or harder at different times of the day or week*. Many of us will find it easier to diet while we're busily working and distracted, and much harder when we're sat in front of the TV. Therefore, we can see from this that **the habits we've formed over many years play a critical part in weight management**; and boredom can be a highly negative force.

The unique and powerful value of these systems, is that **they present simple and alternative ways of eating** that will **gently** - *but forever* – massage those habits into positive ones that *leave you feeling healthy, vitalised and full of energy*.

Weight Loss Is A Scary Business

You need to understand that 'weight loss' IS a business as well as an issue for many for us. **Billions of dollars are earned and spent on this industry every year**, so the temptation for businesses to cash in on and take advantage of peoples difficulties is huge.

So, How BIG Is The Problem?

You may not be obese, but it's likely if you're reading this, that you're part of the overweight category. *Recent statistics indicate that 70% of the US population is now overweight.* This equates to 210 Million people! Furthermore, the rest of the world is closing in fast, coming in at around 60% of people being overweight. *But this is not a race that we want to win!*

In the UK alone, almost a quarter of all adults are now categorized as OBESE (*at least thirty to forty pounds overweight.*) This figure is growing all the time. In 2009 it's 25% of the population, but by 2050 some predictions say this will reach 90%.

But it doesn't have to be that way. There isn't a single one of us that would wish this situation on ourselves or the rest of the world.

A representative from the National Obesity Forum, Dr David Haslam, says **fat is already an epidemic around the globe.** Obesity, he says, can lead to the following common health risks:

- Heart Disease & Failure
- Cancer
- Type Two Diabetes
- Mental Health Problems
- High Blood Pressure
- Liver Disease
- High Cholesterol
- Osteoarthritis
- Sleep Apnoea

So we need to lose weight – *and not just so we can look prettier and win a Cute Rear of the Year Award* – our health is at stake here.

You don't need to be skinny, you just need to maintain a HEALTHY weight FOR YOU.

And that's different for everyone – but most of us have a good idea of what is a comfortable and MAINTAINABLE level.

And if we've got kids, *we need to think of their health too*; learning new habits that they can follow. We've got a responsibility as parents to *lead by example*, educating our children correctly and *helping them form the right habits as early on as possible.* If we keep doing what we've always done, not only will we suffer the consequences, but the chances are our kids will too. *What parent wants to leave that kind of legacy or gift.*

So Is There An Answer?

Yes... There is!

Maybe it's not always been obvious, or **the right message has been lost under the sheer weight of disinformation 'spun' by the diet industry.** But we absolutely guarantee you that there IS a system that will work for you.

We know that for many of us, fat is a lifetime concern – we've all battled with one diet after another, but never found success. *Some diets work for a time*, then the pounds roll back on as the punishing regime just becomes too much for us to stick to.

Around 95% of all our weight loss attempts fail – either because the program was unsustainable, or because the results just didn't come fast enough.

It's not common knowledge, but the sports industry spends huge amounts of time and money educating their athletes into top performance. Whilst we're not suggesting that that is YOUR goal, it's fair to say that all this time, money and research has created an understanding of the optimal way our body's work.

It's these results that often form the basis of modern, practical, working systems **that can be used by real people like you and me.**

Our other enemy, of course, is *Procrastination*. Some of the following programs can show **significant results in 7-14 days.** But we all know we can't 'win the race' if we're not in it. **It's incredibly important to just 'have a go'; don't give up.** Be happy that you're at least trying; it's half the battle.

You've spent years conditioning yourself into eating the way you do... Be fair, and **allow yourself time to change that.** Sometimes it takes our body a while to wake up to our good intentions!

So What's The Right Program For YOU?

It's easy to become obsessed with food (and fail miserably) when we're following a diet program. So it's important to be able to incorporate the regime we choose into a normal everyday lifestyle. **We live in a real world** – *not the fake world that advertising tries to sell us.*

It's also very important to be able to **eat the food we enjoy**, and not penalise ourselves too much, *or we just won't stick to it.* Diets that forbid us to eat 'real' food, or expect us to exist on cabbage soup for months on end just won't cut it.

The most successful plans that we've found COULDN'T be more different.

We've short-listed three programs that gave us **fast progress, followed by long-term, lasting results.** They're all based on modern scientific reasoning and up-to-date research. All of which help us to understand why we've been getting it so wrong up till now. Leaving us satiated and content, *they even have us eating MORE than we do now on some days.*

These programs don't take over our lives: They give us our lives back.

One thing's for sure, *they'll not only shed the weight,* but they will leave you feeling **healthier and much more energised.**

Choosing Your New Weight Loss Program...

We respect the research and work that these authors have put into their programs, so **it's best to let them explain exactly how they work and the scientific proof to support them.** *They're the experts – not us.* Go now to:

WeightLossDietWar.com

...and take the first steps to a new, slimmer, healthier YOU.

Scott & Katie Edwards

PS. On a personal note, at the time of writing this, I've lost and kept off 51 lbs by following a combination of two of these programs (although obviously I studied all three.) I feel like I've turned over a new page in my life, and honestly can't see myself EVER going back to the way I was before. I sincerely hope that you at least check one of them out, so you can experience the same success I've enjoyed. Best wishes, *Scott. (The most reluctant dieter on the planet!)*

Health & Happiness: Your Self-Image Plays A Role

When Katie and I seriously began to look for the answer to our weight problems, we sat down and had a heart-to-heart chat about what we wanted and why we wanted it. We also had to consider what we were prepared to change in our lives to achieve our goals.

What surprised both of us, was how simple our aspirations actually were.

Neither of us expected (*or even wanted*) to run a marathon, work as a model or appear on a magazine cover. Katie wanted more energy to play with the kids, and not feel exhausted all the time. And she didn't want to feel embarrassed in her swimsuit, or being undressed in front of me, her husband. Shopping was also no longer any fun for her – simply a reminder of what she used to be.

Mostly, I wanted to be able to buy clothes that fit me off the peg in any high street store - and not be limited to a rather small and uninspiring range of 'fat' clothes. (*Fat also seemed to make everything more expensive.*) I also wanted to be able to climb the stairs of our three storey home without my heart pounding at the top!

As part of the process, we discovered that as well as changing how we actually look, we had to consider our self-image. It's a sad fact that as a rule, the chubbier we get, *the less we respect ourselves*. We stop seeing ourselves as bright and vibrant - *so what's the point in bothering?*

Many people view weight-loss as the key to restoring happiness in their lives. *We completely identify with this - and thought we'd offer up some of the insights and thoughts that we had along the way.*

Scientists tell us that our sub-conscious can't tell the difference between what's real and what's imagined. So it 'programs' our conscious mind with whatever dominates it. Tell it something enough times and that becomes its dominant thought, and hence, it's reality. (Think about it for a minute – *how long have we been telling ourselves that we're fat*, and therefore **sabotaging our chances of becoming slim?**) We need to reprogram our subconscious to work FOR us – not against us.

We should also focus on the positive aspects of our slimmer self – in other words, make the 'Prize' bigger than the 'Price'. *We knew the negatives that obesity brought*, (we were dealing with those every day,) but *sometimes it seemed easier to put up with them than make the effort to change.*

We started by writing a list of all the things we were missing out on due to our weight issues: Things like going for long walks, dancing, flirting, great sex, swimming, having fun, playing with the kids, beach games, cycling, confidence and happiness.

Then we imagined going on holiday and choosing a new wardrobe of summer clothes; where we had lots of cool styles to choose from, and everything looked great. We got admiring glances from the people around us and our confidence soared. *Life was GOOD.*

As a result of this process, we're both much slimmer, (not stick-thin!) *but a lot slimmer*. Equally, **we both feel fabulous**, and the **fun is now well and truly back in our lives**.