

Why Permanent Weight Loss can be the only Goal!

Being a gym owner and trainer for over 15 years I see people come into my gyms, hire a trainer, and have high hopes that this time it would be different. They've tried dozens of different diets, programs, pills, powders, and have held off on personal training because of its expense. Making the investment in a trainer was their "last try" because if this didn't work, nothing would! Often after spending hundreds of dollars with a trainer, they would not find the success they were looking for and this final belief would be established:

"I've tried everything, it's hopeless, I quit!"

These people also developed concurrently the belief that exercise was a "waste of time" and no longer found value in or reason for strength training, aerobic exercise or going to a gym.

When you fail at weight-loss your self-image takes an enormous blow that one often never recovers from. You can easily develop a defeated self-identity that affects every aspect of your life!

People who start a new weight loss program hope their willpower will be stronger this time. Or in the case of hiring a trainer, that the trainer will make their willpower stronger. This strategy never works because as you will learn, it violates the law of reinforcement.

There is only one strategy and only one path to permanent weight loss!

I am very proud of what I will be teaching you. It comes from years of experience and years of my own research to find a solution to a problem that so many good folks are struggling with.



I look forward to being *your* teacher and guiding *you* down the new path of success! If you come to "class", do the assignments and choose to have an open mind and patience, you will be successful. I promise!

Dave

Your Life is your Choice

This is the “core” belief that allows you to change. That is why I finish all my videos saying “**Live by Choice**” and call my program the “**BodyChoice**” program. When you feel like you don’t have a choice, you begin to believe that your life is out of your control. That’s not only a bad feeling; it puts you in a helpless place disabling your ability to change.



Ironically, most of us put ourselves in this immobilized place because it’s too painful to think we do have a choice and are choosing not to do what we really want. It’s much easier to believe we don’t have a choice—to blame our genetics, our busy schedules (I don’t have time), our hectic lives (I deserve to eat good foods) or even our bodies (I’m too old, I have bad knees, I have a bad back).

If any of these sound familiar to you, you’re not alone. Wearing double-digit clothing sizes or listening to your doctor or other people talk about exercise and weight loss is a lot easier when you believe your weight, health and physical condition is pretty much out of your control.

However, the fact is that even people with the worst genetics, the busiest schedules, and the highest levels of stress, love exercise and love eating healthy and thus live in healthy bodies.



Believing you DO have a choice requires a boat-load of bravery because you’ll need to step beyond the excuses that have served you so well for a long time. For many people, they have been living by these justifications for so long that they actually believe they are fact! They actually believe they were “born to be fat” or that they really have absolutely no time to exercise or shop for and cook healthy foods or stop from eating M&Ms while driving to work or stop eating fast food every day for lunch!

Soon you will be looking at the beliefs that have been holding you back and you’ll clearly see that you DID have a choice all along and that will feel so good that you’ll NEVER want to let that go! It is your most precious asset in living your life....**Choice!**

I hereby resolve to leave behind any past ideas I had that my life was not my choice. From this day forward, I resolve to take back my power—to live by MY CHOICE!

Name _____ date _____