



Life Wellness Center Special Report #1

“The Six Keys To Successful And Permanent Weight Loss”

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L I F E S P E C I F I C T R A I N I N G

“The Six Keys To Successful And Permanent Weight Loss”

I have been a personal trainer for 12 years now and I know what works and doesn't work I want to this report to give you a no B..S. Perspective on what it really takes to get the monkey off your back off losing those extra pounds that you would like to dump whether it be 10 or 100. **THE INFORMATION IN THIS REPORT GREATLY INCREASE YOUR CHANCES FOR SUCCESS AT LOSING WEIGHT AND DECREASE YOUR CHANCE OF REPEATING THE CYCLE OF FAILURE!!**

WARNING: This is not a magic bullet approach it takes effort on your part but anything in life that is worth it takes effort!! If it comes easy there is a good chance it won't last.

There are many weight loss systems and products on the market that will tell you weight loss can be EASY almost EFFORTLESS, if you follow their program.

“THEY ARE LYING TO YOU!! THEY CARE MORE ABOUT YOUR MONEY THAN YOUR SUCCESS!!

Don't get me wrong there are some good products out there that can assist you but products and products alone are not the answer.

IT TAKES MORE THAN THAT.

If you are ready to learn THE ABSOLUTE TRUTH on what it takes to be successful than turn to the next page otherwise you might as well stop here.

Here are six keys that you NEED to be successful. If you leave one or more of these keys out than your chances of success will greatly diminish and you will be back to square one. Caught in the same vicious cycle of losing weight and gaining it back over and over again just like you always have.

IT 'S TIME TO BREAK THE CYCLE!!

**KEY COMPONENT #1: EAT FOODS THAT KEEP YOUR BODY IN A
“FAT BURNING VS. “FAT STORING MODE”**

The latest buzz word around the food industry is “low-glycemic”. What does this truly mean though. Basically the glycemic index is a way we can measure how fast a food raises your blood sugar levels when consumed. Foods that raise our blood sugar levels rapidly cause our body to release high levels of the hormone insulin which can make our body store fat easier as well as suppress hormones that allow our body to release fat as energy. Thus putting it in basically a “store” mode making ugly fat stick to you like sponge!! We really get into this whole process and how to master it in our LIVEWELL nutrition and lifestyle program.

On the contrary when we eat foods that do not spike our blood sugar we are able to use the energy more like a time released drug and utilize it more efficiently this keep our insulin levels lower and makes it easier for our bodies to utilizes fat for energy and remain in a “releasing” state.

Generally speaking whole foods such as fruits, vegetables, legumes and non-processed grains work best for carbohydrate sources.

Good proteins and healthy fat sources also help us keep our blood sugar stable and slow down the intake of sugars into the blood stream. Some sources of these include fish, chicken, turkey , nuts, and avocados.

KEY COMPONENT #2: BEGIN A MODEST EXERCISE PROGRAM

Notice I underlined the word modest here. To often I see people get all revved up to start exercising and plan to do something every day when they haven't been doing anything. This is a recipe for a burnout. Some one who hasn't been exercising should start with a Lower level cardiovascular program which can help burn calories and help the body's metabolism work more efficiently..

One simple way to add in an effective exercise component is to begin a walking program. A pedometer is a great tool to assist you with this. These devices simply tell you how many steps you have taken for the day. A great goal for daily activity is to aim for 10,000 steps a day. Other forms of cardiovascular such as biking, elliptical trainers, steppers and treadmills can be effective as well. The bottom line with cardiovascular training is that it teaches your body how to use fat as a fuel source and strengthens the most important muscle in your body, YOUR HEART.

BUT WHAT ABOUT STRENGTH TRAINING?

Yes, let's not forget the weights which are becoming more and more popular. There are some great benefits to adding a strength training component to your exercise regimen.

1. **RESISTANCE TRAINING ADDS FAT BURNING LEAN MASS.**

We aren't talking about turning you into a roided out looking muscle head but adding and maintaining lean mass is crucial for long term weight management. Lean mass requires more calories to maintain than fat and takes up only 20% as much space.

2. **RESISTANCE TRAINING RESHAPES YOUR BODY**

Have you ever seen anyone who has lost weight only doing cardiovascular exercise. Maybe they looked like big pear before but now they are a smaller pear. To truly change the contour of your body it is essential to add a strength component. Most of our clients train 2x/week and get great results.

3. **IMPROVE OVERALL STRUCTURAL EFFICIENCY**

Gravity can be our biggest enemy sometimes. It's effects can take a toll on our posture and create imbalances within our body which can lead to injuries or chronic discomfort in our joints. This can quickly diminish a person's desire to exercise when they are constantly battling a bad back or knee. A good resistance program can improve or prevent these problems from occurring

Should I Hire A Trainer To Help Me ?

We hire accountants, financial planners, interior designers and architects all the time without thinking twice. The one thing all these people do is help us plan something important to us. Ask yourself one simple question.

@Puravida Fitness LLC All Rights Reserved **IS THIS IMPORTANT TO ME?"**

If you answered “yes” than look at it simply as hiring someone to help you plan your fitness and nutrition regimen so you can cut down on trail and error time and get results that much quicker.

KEY COMPONENT #3– ALWAYS EAT BREAKFAST!!

If you break this word down it means break the fast. Fasting means starving yourself. In the morning your body is starved for nutrients. Therefore it is essential to start the day with a nutritious breakfast to replenish your body and KICKSTART YOUR METABOLISM.

It still amazes me how many people don’t eat breakfast. If you skip breakfast your body will sense that you are in starvation mode and will slow down to adjust to the lack of calories being taken in. Also what usually happens by lunch is that your blood sugar lowers and your body is depleted of nutrients. This sets you up for gorging at lunch or dinner to make up for the lack of calories ingested earlier in the day.

It’s funny that some clients we have that continue to try to do it “their way” still haven’t lost much weight . Most of them still skip breakfast.

KEY COMPONENT #4– DEVELOP A PLAN WITH ACCOUNTABILITY

There is an old saying that goes like this:

“THOSE THAT FAIL TO PLAN, PLAN TO FAIL”

MANY PEOPLE I MEET WITH SIMPLY STATE THEIR GOAL IS TO LOSE WEIGHT AND GET IN SHAPE. “What exactly does this mean. LOSE 10, 15, 20 pounds? Run a marathon? What????”

You need to come up with objective long and short term goals as well as a realistic action plan that will get you there.

Here is a sample of what I’m talking about...

Joe Fitness

Currently weighs 200 pounds with 23% body fat

Long Term Goal: Get to a healthy bodyweight of 180 with a bodyfat percentage of 18% or less

Short Term Goals

30 Days: Lose 5 pounds/1.5% Bodyfat

60 Days :Lose 5 pounds/1.5% Body fat

90 Days : Lose 4 pounds/1% Bodyfat

4 Months: Lose 3 pounds/.5% Bodyfat

5 Months: Lose3 pounds/.5% Bodyfat

These short term goals are important checkpoints because they break-down the large goal. I've seen clients get frustrated when they are trying to lose 50 pounds because it seems so far way. Even if they have already lost 15 pounds in a month and a half they tend to look at the fact that they are 35 pounds away versus 15 pounds closer. If they has set short term goals they would say "wow I'm right on track." Many times what ends up happening is they get so focused on being far from the long term goal that they many times get frustrated and give up.

An action plan is equally as important as well because this states exactly what you are going to do in order to be successful to achieve your goal.

An action plan for Joe Fitness might be...

- 1.) Cardiovascular exercise for 30 minutes 3 times per week**
- 2.) Strength training Mondays and Thursdays**
- 3.) Do RESET Detox kit for first week**
- 4.) Follow Phase 1 of nutrition plan for 30 days**
- 5.) Follow phase 2 of eating plan for next 120 days**
- 6>)Evaluate progress with trainer every 30 days**

All of this needs to be written down and displayed somewhere where you can see it every day to remind you of what you need to do daily to accomplish your goals and where you need to be.

It is no different than a business which measures it's progress on a quarterly basis against it's yearly objectives using net profit, gross sales and other numbers that are important to determine how well a business is doing and if what they are doing is generating successful results. If not it's time to change the action plan because ***the definition of insanity is doing the same thing over and over again and expecting different results!***

KEY COMPONENT#5: FIND A SUPPORT NETWORK

This is really a two part component. One part is having the support of your family and friends. You need cheerleaders and people who are going to help you accomplish your goal instead of sabotage you. To often I have heard of someone who is trying to lose weight and their family or friends teases or discourages them when they try to make changes. How sad is this??

I truly believe this type of behavior is either envy because you have decided to make a bold step and it makes them look at themselves and what they can't or aren't willing to do or it could be just plain selfishness because "mom isn't making all the yummy food we usually eat."

In any case you need to rise above this by surrounding yourself with positive influences mainly other people in your same boat. This way you can pick each other up when one of you is at a low and share successes as well as frustrations. We strongly believe this is a vital key to our success with our LIVEWELL nutrition and lifestyle program.

We also like group personal training because there is a dynamic you don't always get with one on one training. There is more camaraderie and support and we see these supportive relationships develop even when people who start a group training really don't know each other.

KEY COMPONENT #6 COPING STRATEGIES AND OBSTACLE MANAGEMENT

One of the biggest problems we see with weight loss is that people don't plan for "bumps in the road" . What do you do about the business lunch on Tuesday or traveling on the road for a wee. Do you have a strategy to manage these situations so that you can stay on track with your goals? It is important to be proactive versus reactive. We really like to focus on giving practical solutions for overcoming barriers and doing "damage control" when needed.

THIS IS REAL LIFE! YOU WILL NOT BE PERFECT AND WILL HAVE SETBACKS SOMETIMES. REMEMBER YOU MAY LOSE SOME BATTLES BUT WILL WIN THE WAR IF YOU DON'T GIVE UP !!!!

Too often people give up the first time they cheat on their eating or miss an exercise session. It is crucial that you don't beat yourself up but get back on the horse and keep pounding away at your goals.

“DISCIPLINE IS SIMPLY MAKING A CONSCIOUS DECISION TO KEEP TAKING ACTION NO HOW LONG OR WHAT IT TAKE S UNTIL THE GOAL IS ACCOMPLISHED”

We commonly see that clients who are doing what they need to do by following their action plan will see tremendous results. The Key here is **CONSISTENCY NOT PERFECTION!**

OUR PROGRAM: EDUCATION, ACCOUNTABILITY, MOTIVATION , AND EMPOWERMENT!!

If this report made sense to you and you would like to implement these concepts to **LOOK** and **FEEL** better than you have in years than w offer a program that can **EMPOWER** you to be successful and lose the weight as well as make lasting lifestyles changes. That will dramatically and positively affect you overall health.

WITH OUR LIVEWELL PROGRAM YOU WILL RECEIVE THE FOLLOWING

1.) 1 5-DAY RESET NUTRITION STARTER KIT To Rapidly Re-Program Your For “*FAT RELEASING*” instead of “*FAT STORING*”

2.) SIX EDUCATIONAL SEMINARS That Will Cover ALL The 6 of these concepts along with practical hands on information delivered in such a way that you will be able to integrate into your daily routine IMMEDIATELY! We will take you on a SUPERMARKET TOUR, EATING OUT AT A LOCAL RESTAURANT and TEACH YOU EXERCISES that you can do anywhere with minimal space and equipment.

3.) ACCESS TO OUR EXCLUSIVE LIVEWELL BLOG which will give you RECIPES, LIFESTYLE COACHING TIPS, and SUPPORT from our staff.

I sincerely hope this report has given you a good overview on some vital components that are needed to reach whatever weight loss goals you have been trying to hit .

Believe when I see people utilize all of these components there is a **SYNERGISTIC EFFECT** that creates **TREMENDOUS MOMENTUM!!**

I wish you success with all your health and fitness goals.

Sincerely,

Erik Peacock
Owner Of Puravida Fitness Studio Of The Life Wellness Center

P.S. Turn the page for some incredible offers associated with the LIVEWELL program.

LIVEWELL TRAINING SPECIAL
BUY 2 PERSONAL TRAINING RECEIVE 1
FREE!!

COUPON ONLY GOOD FOR LIVEWELL PARTICIPANTS
NOT REDEEMABLE FOR CASH
EXPIRES 12/31/07

LIVEWELL PROGRAM SPECIAL
RECEIVE 10% OFF LIVEWELL
REGISTRATION FEE

COUPON GOOD FOR LIVEWELL PARTICIPANTS ONLY
NOT REDEEMABLE FOR CASH
EXPIRES 12/31/07



WHO AM I??

I am a certified personal trainer who has worked in the fitness industry for 12 years. I have helped numerous people improve their lives and become empowered through exercise, education, and proper nutrition. Currently I own the Puravida Fitness Training Studio in Lakeville, Minnesota.

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