



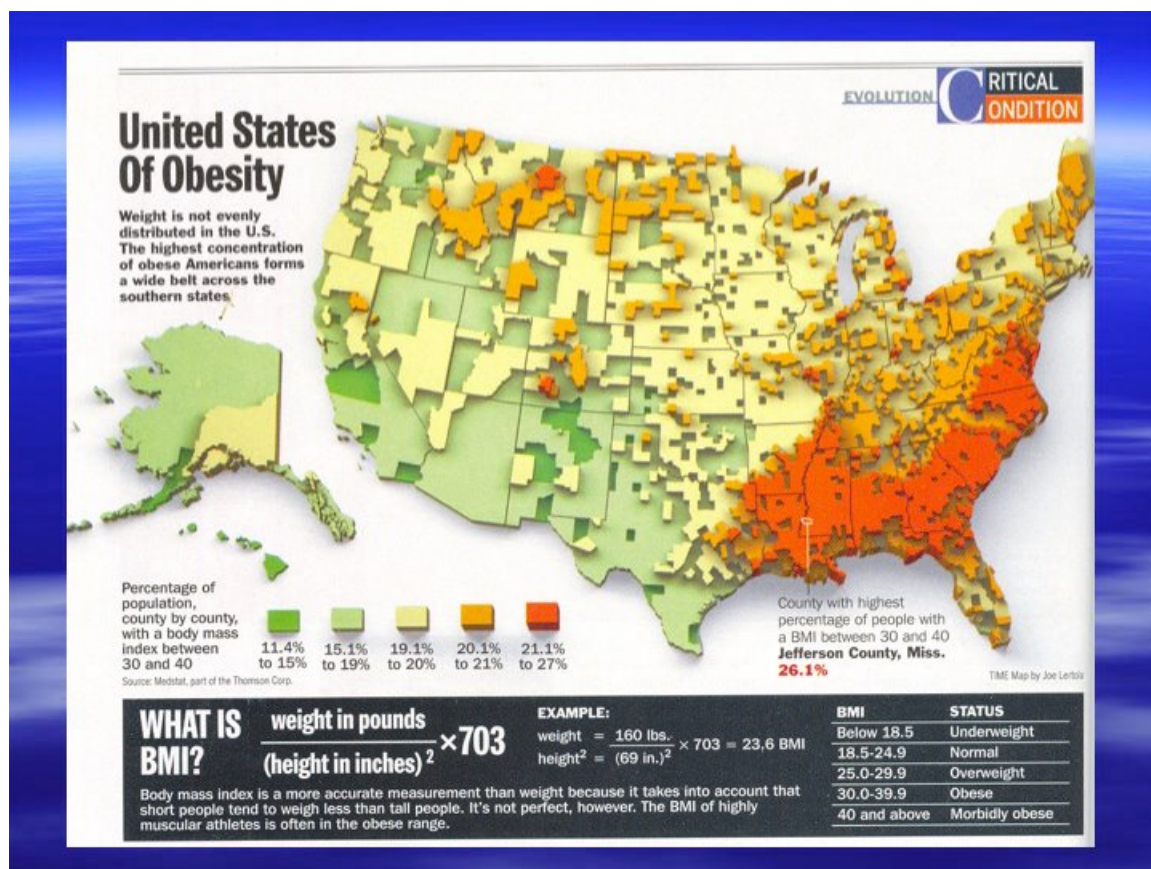
3 SECRETS TO PERMANENT WEIGHT LOSS



Ela Corcoran

FIND OUT WHAT PREVENTS YOU FROM LOSING WEIGHT AND KEEPING IT OFF DESPITE TRYING HARD TO DO SO

INTRODUCTION



For the **FIRST** time ever, the number of overweight people in the world has surpassed the number of starving ones. Clearly, obesity is on the rise and, if this goes on, it has been statistically proven that that number will actually double, worldwide, by the year 2015.

But never mind the statistics. Evidence of the increase in the number of overweight people is not hard to find. Just look around while shopping, at meetings, parties, or any social gatherings you can see many people who are overweight or obese (type 1).

Even people are not obese, who eat what they consider to be a healthy diet, who exercise on a regular basis – going to gyms and participating in other sport activities – who may have quite firm muscles and generally not be overweight, even those people may still carry some extra load of fat on their waist, abdomen or hips (type 2).

Since it has become “normal” to carry excess body fat, we understand why so many are in a state of denial regarding their corpulence.

If you are reading this it is because:

- 1.) You have some sort of weight problem, either you belong to a type 1 or type 2 group of overweight people (which will be defined later) or
- 2.) You know someone who does (so keep reading, because you are in the perfect place to learn and help those who are in need of this information). But most importantly,
- 3.) If you are the one who has a problem with weight, you have not yet given up on losing what you would like to lose.

For that I congratulate you, and I promise you, your persistence in finding a solution will finally pay off!

~~~~~ THE THREE SECRETS

In truth, the only people who ever fail at anything are those who stop trying, those who quit, and the same is true of weight loss. You're not one of them, obviously, else you wouldn't have read this far.

It also doesn't matter if you're in the type 1 or type 2 category. The three reasons why people have not been successful in losing weight and keeping it off apply to both types. After learning and understanding those reasons the rest is a piece of cake ☺

You CAN lose the weight, and keep it off. Forever.
Let me show you how.

~~~~~  
There are many weight loss programs available out there. So many, that all the choices can give you a headache. They often guarantee that you'll lose weight and present many testimonials and before-and-after pictures to "prove" their claims.

But, how long is it before those people put the weight they lost back on? Nobody talks about that. And often when people regain the weight they lost (often as fast as they lost it), they search for another miracle diet and become yet another new statistic for those new diets.



They lose some weight with the new diet, feel good for a while ~ and then gain most of it back, sometimes even more. The same story repeats with the next

attempt to lose those excess pounds. And the one after that. And the one after that.

If you are one of those people, who has been trapped in a cycle of trying new diets, losing some weight and then putting it back on, again and again, consider yourself lucky. However it was that you got here, you've finally come to the right place.

~~~~~

Insanity: doing the same thing over and over again, and expecting different results

~~~~~

Well, you're not crazy, and you want NEW RESULTS – you want to lose weight permanently, so, clearly, you need to do something different than what you have been doing up to now.

In this report you will learn WHY you haven't accomplished your permanent weight loss yet and also WHAT new things you can do to achieve those new results. Once you have, your quest to be a 'slimmer you' will be over at last.

Are you ready? Let's begin ...

### 1. Secret NUMBER ONE ...

*... and why it feels like the weight you lose follows you like a heavy shadow, just waiting for a gray day to sneak back into your body.*

## YOU ARE TRYING TO LOSE WEIGHT WITHOUT GAINING HEALTH

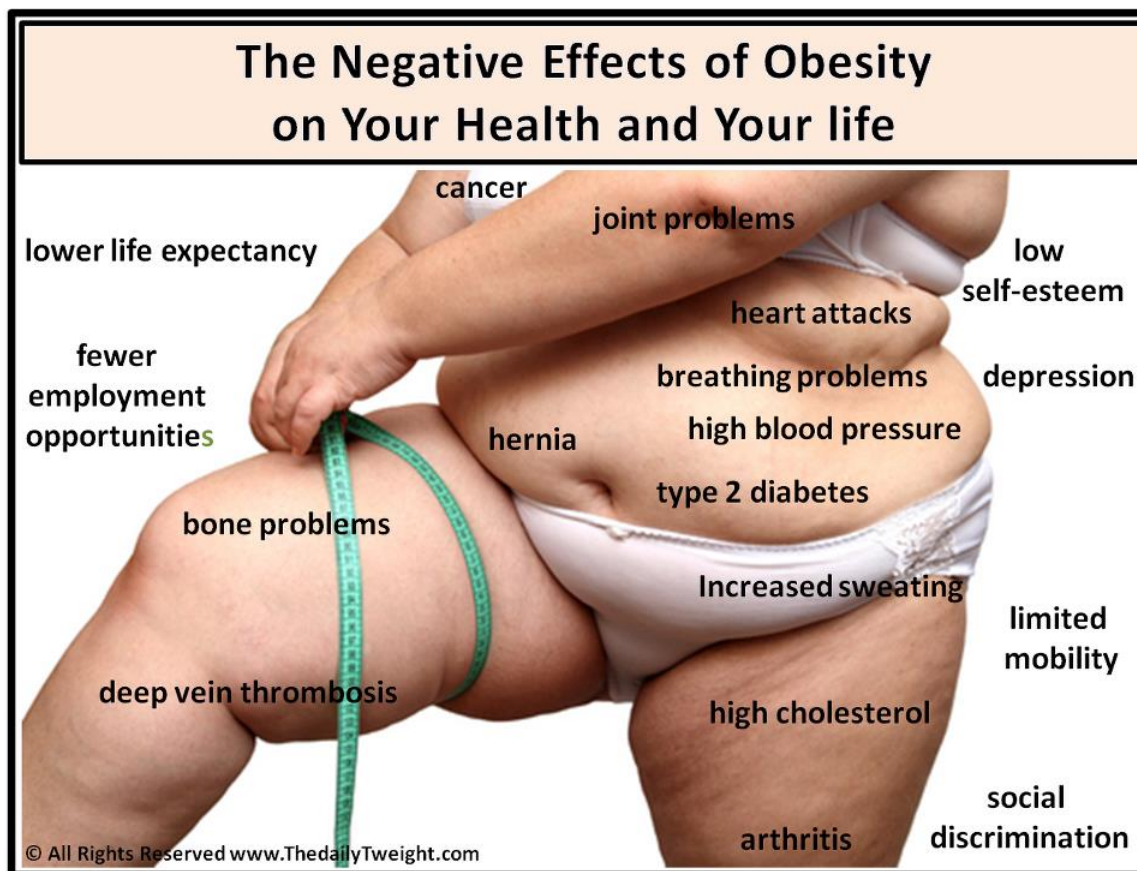
Though people often don't realize it, excess body fat is more than just a cosmetic issue: being overweight is a complex health concern.

The words 'overweight' and 'obese' are medical terms. Appearances can mislead us ~ but not in this case. FAT is a definite sign of bad health staring straight at you, as surplus body fat increases risks of illnesses like:

- cancer,
- diabetes,
- heart disease,
- stroke
- and many others.

The obesity has the negative effect on your health and your life.





During almost twenty years of working in holistic health and helping people with various health challenges, I have never met anyone who was overweight and healthy. Have you? The truth is that **BAD FAT = BAD HEALTH**. Period.

But, YES, there is such thing as **GOOD FAT**.

What?!? *Good Fat*? Yes. Seriously. *Good Fat*.

### Understanding **FAT**

There are three kinds of fat. Two good fats:

1. Structural fat - supports muscles and organs.
2. Normal fat Reserves – available sources of fuel for the body.

The third one is the Bad and the Ugly one:

3. Abnormally Stored Fat – not readily available to the body but very much visible.

Unfortunately, most programs and diets successful in making you lose weight result in you losing lots of *structural, good fat*. That's why you lose weight in your face, making you look old and emaciated, and the reason your breasts shrink before anything else (and if you're a woman, that's probably not a good thing.)

However, you don't want to lose any of your other good fat either – those normal fat reserves, which the body uses as a source of fuel for the work of all the organs and internal processes.

What we DO want to lose is that BAD and ugly FAT only. And here is a problem.

The body will very much resist doing that.

Why? Believe it or not, your body does this for your own sake.

The body is actually very intelligent and always tries to protect us. If you, for example, catch a virus, the body creates a high temperature to kill it. You might not like having the high temperature but that temperature can save your life.



In the same way, this ugly fat is the best storage tissue for all the metabolic acids and toxins that the body was not able to eliminate either via skin, kidney, liver or lungs. *The body creates fat cells to carry acids away from your vital organs, so these toxins and acids literally don't choke your organs to death.*

Even the bad fat is saving your life!

Fat is actually a response from the body to an alarming over-acidic condition.

Those toxins are largely the results of:

- bad choices of food and drinks
- mental and emotional stress
- and external pollutants.

In fact, if you are overweight and have low energy, suffer from pain and aches, depressions and other physical or emotional health problems, you can be assured that if it weren't for those extra pounds you carry, you would even be more sick and tired than you are now.

That is one major reason why, on some programs, you were able to lose some weight but then gained it all back, and often even more than you weighed before you started the program: *You managed to force the fat out but not the toxins. The toxins were released and started to circulate in your blood stream making it a health hazard **so the body created new fat tissue as fast as possible to again protect you!***

And that wasn't probably so difficult, since you were probably still stressed out and especially if you had reverted to your old habits of eating and drinking, returned to those behaviors that contributed to acid and toxins production in your body in the first place.

**So, point #1.** The best weight loss program **MUST** guarantee not only that you **LOSE WEIGHT** but also that you **GAIN HEALTH**.

~~~~~

2. Secret NUMBER TWO ...

... and why the joy you feel at losing weight is always marred by a dark thread of certainty that it's only temporary, that sooner or later the weight will come back and more with it.

YOU ARE NOT CHANGING THE HABITS THAT KEEP YOU A SLAVE

The dictionary says a habit is “an acquired behavior pattern regularly followed until it becomes almost involuntary.”



Habits control everything we do. Everything. As Aristotle said “*We are what we repeatedly do.*”

But that’s actually a good thing, because habits are something you can change.

Your life is made up of many small manageable habits that, when changed one at a time, will have a significant impact on the way you live.

It’s been said: “do something for 30 days and it becomes a habit.” With the right focus, any activity, anything we repeat consistently, will become a habit in a short period of time. The same rule applies whether you want to acquire, change or lose a habit.

This truth especially applies to your eating habits.

The result of our good healthy eating habits is perfect weight and perfect health. The result of our bad and unhealthy eating habits is of course weight problem and ill health.

Therefore, permanent weight loss will require changes in your eating habits.

This is why any weight loss program that doesn’t aim at creating new, healthy eating habits will never produce long-lasting results.

Knowing this, you can understand why meal replacements in form of shakes and ready drinks - however healthy they might be called and labeled – can never be a

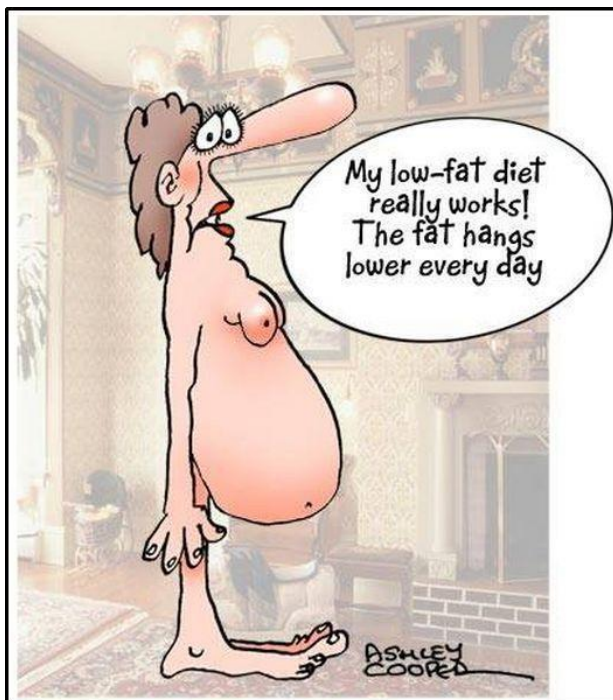
solution for permanent weight loss. You cannot stay on the ready-made shakes for the rest of your life.

At the end of the program you will go back to what is a second nature to you – your bad eating habits. You will start eating the same unhealthy foods, drinking the same unhealthy drinks, eating too much and at wrong times. Sound familiar?

All this happens because habits, by their nature, are easy to follow. You don't have to think about habitual behavior; you just do it ~ often without even being aware that you are! Your habits have you programmed to behave in certain ways, often on autopilot.

This is especially true of eating habits. Even though you know, intellectually, that certain foods are not good for you, and even though you might decide not to succumb to the habit of eating these foods again, it is SO HARD to say NO to them! Before you know it, the big, fat piece of pizza or sugar loaded donut ends up in your stomach ☺. Your old habits always win.

The only way to change that is to establish new habits that uproot the old ones. Under the influence of the new habits, it will be as easy to say YES to any healthy food as it is easy, now, to say YES to the unhealthy one.



Remember: "If you don't change your habits, your habits will make sure you never change."

So, point #2. The best weight loss program MUST be powerful enough so at the end of it you have established new healthy eating habits that replace the old unhealthy ones. You will be able then to make better choice in what you eat and still enjoy eating. The right program won't be just about weight loss; it will help you develop a healthier lifestyle ~ one that you can actually follow because it will be habitual.

~~~~~



### 3. Secret NUMBER THREE ...

*... and why you feel chained to the grinding wheel of weight-loss plans, strict diets, calorie counters, and excessive exercise ~ with your weight-loss goals hanging always just beyond your reach.*

#### YOU ARE TRYING TO DO IT ALONE

I wonder whether this seems familiar to you.

*Here you are. You have finally chosen the best weight loss program there is. You are so excited and eager to start. You are ready to rock to unload that extra weight. You say to yourself "Oh, this time it is going to be different than the last time! This time I am not just going to start it; I'm also finish it."*

So, you start, you go on in full swing for a few days and then, not even knowing how or why, you start feeling that enthusiasm you had at the beginning starting to slowly fade away. Some doubting voice whispers to you ... "This is hard! Are you sure you are going to make it?"

Then there are also those louder voices of your friends and loved ones who, rather than encouraging you in your efforts to do what you have committed yourself to do, attempt to ease your suffering, and (often out of pure love for you) offer you any opportunity to break away from your commitment. "Surely one little bit of that carrot cake (or pizza or whatever) won't hurt you? After all it's a party ~ come on, relax!"

Or, you just had a bad day and you feel down. "One little piece of chocolate will make me feel better." But it doesn't.

You don't feel good when you start cheating, because you're not cheating anyone but yourself by breaking the rules of your program. You're not letting anyone down ~ except yourself.

After that first little cheat, you might start experiencing all sort of negative emotions, maybe frustration, anger, disappointment, feeling sorry for yourself. In that frame of mind more comforting food might end up in your stomach before you even know it. And the next thing you know, you are done with *that* program. "Oh, well" you think "maybe I'll look for another weight loss program again. This one definitely was not a good one for me."

☺ Have you been there? Well, lots of people have. That's why you need HELP!



### **The Right Kind of Support**

Yes, to stay committed to your weight loss program, you need to be focused. It takes a lot of mental and physical energy to stick to the program and to replace your bad eating habits with the new ones. But it is something that you CAN do, and much more easily if you don't try to do it alone.

While you have to take responsibility for your own behavior for successful weight loss, it helps to have support — of the right kind.

That is why working with some professional (a health practitioner, a coach) and getting support is crucial to the success of you losing weight.

### **A support helps to ensure Your Success!**

A person who will support you, will encourage you in positive ways, without shame, embarrassment, or sabotage. He/she will listen to your concerns and feelings, will help you to keep to the priority you've placed on developing a healthier lifestyle, and, most importantly, will always help you come up with ways to move forward when you get stuck. That person will also offer you accountability, which can be a strong motivational factor to stick to your weight-loss goals. You need someone who will believe in you before you even start believing in yourself.

Not having a support can seriously jeopardize your weight loss efforts and make for a very bumpy journey, the outcome of which is uncertain ~ like so many other quests for permanent weight-loss upon which you've embarked.

Having a coach will make you pursue your weight loss goal with a persistence that will not recognize the concept of failure.

If you have struggled with achieving permanent weight loss on your own, and you lack strong will, don't allow that to happen again.

**So, point #3.** The best weight loss program **MUST** offer you some kind of individualized support along the way.

~~~~~

CONCLUSION

Here are again the 3 Secrets to why you have not yet succeeded in losing weight permanently:

1. Secret NUMBER ONE ...

YOU ARE TRYING TO LOSE WEIGHT WITHOUT GAINING HEALTH

~~~~~

### 2. Secret NUMBER TWO ...

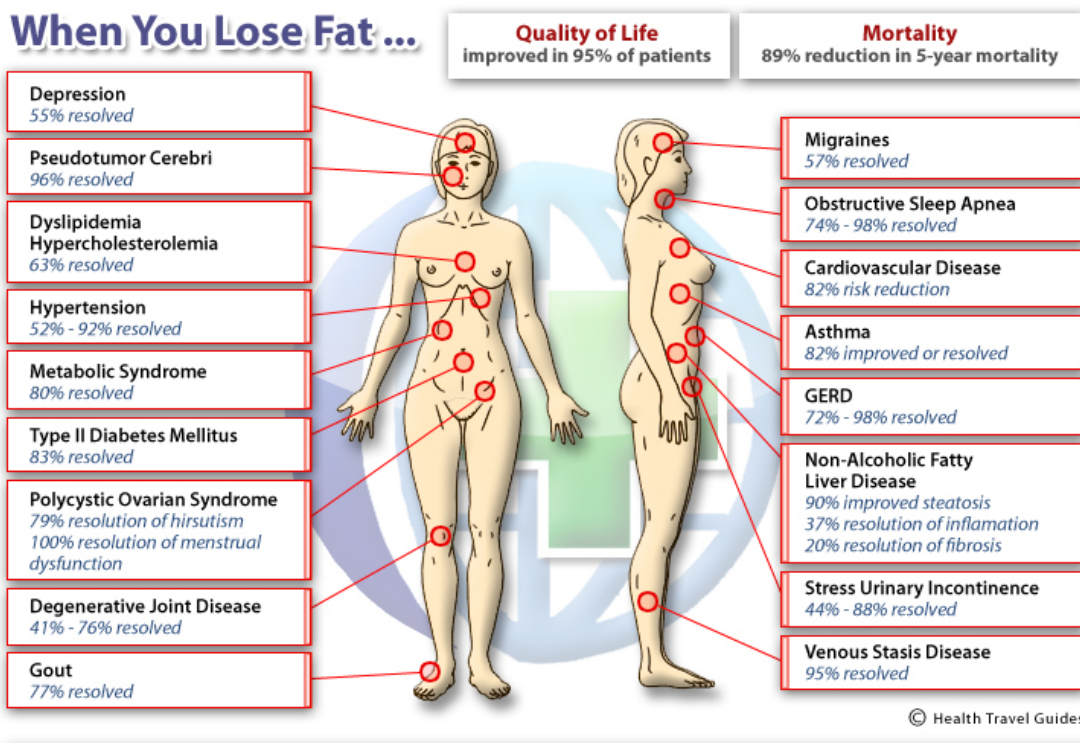
**YOU ARE NOT CHANGING THE HABITS THAT KEEP YOU A SLAVE**

~~~~~

3. Secret NUMBER THREE ...

YOU ARE TRYING TO DO IT ALONE

~~~~~



Any program out there that only makes you lose weight but doesn't improve your health, leaving you with low energy, poor digestion, aches, pains, and whatever other health challenges you may have, is not only an ineffective program but also an unsafe program. A program that doesn't establish a new way of living, eating, and thinking and doesn't bring you vigor, mental clarity, overall health, and a lean, trim body is not the right program. Neither is the program, which doesn't provide coaching, education, and individual support for you, personally, along the way.

**And, ultimately, it's not just about the weight, is it?**

Those among us who are willing to do what it takes to make success happen, in permanent weight loss as in any endeavor, are also true winners in life. Each of us has the ability to do this. More importantly, YOU have the ability to do this. The capacity for dedication, focus and a willingness to sacrifice to achieve a worthy goal is available to all of us.

Approached in this fashion, weight loss becomes a model process for transformation. You actually get *bigger* through weight loss, only now it's the kind of growth that you welcome! It's not physical, not your body, which of course is getting smaller, but your spirit, your resources, your sense of your own capacities, your self-respect, and your *joi de vivre* which grow larger when you complete this kind of transformative process.

In this way, your weight loss program helps to reveal the real you, the best you, the beautiful you ~ inside and out. It is a journey through a three-fold transformation of the body, the mind, and the spirit.





ARE YOU READY to  
**LOSE WEIGHT** – **GAIN HEALTH?**

Schedule a FREE 15-min. phone consultation  
at [www.ocproactivehealth.com](http://www.ocproactivehealth.com)

