

WHO IS THIS FOR AND WHO IS IT NOT FOR?

For:

- Need my help (are overweight and having mental health issues)
- Are sick & tired of feeling this way
- Want a way out, but not hopeful based on past failures
- Ready to change, but need guidance
- Feel like they can achieve the results they want if they find the right product that aligns with their values
- Have time to go through the content and implement it
- Are willing to make time for this change
- Want to engage with me & the other members
- Are attracted to the idea they can make connections and ask for help when needed
- Have a minimum amount of discipline (self-starter) to go through the material
- Respect the product and themselves enough to actually commit and do the work
- Are excited by this prospect of looking/feeling better
- Are hopeful they can succeed with my program if they do the work.
- Are excited to get help, as opposed to ashamed

Not For:

- People that are overweight, but are not all that bothered by it.
- People who don't need to lose weight
- People who want to lose weight and tackle their weight loss barrier, but believe they can figure it out on their own.
- People who want to lose weight and tackle their weight loss barrier, but are still shopping around for the quickest way/cheapest way to do it
- Not ready to change
- Hopeless to the point they don't trust my program - they don't believe they can change
- Continue to complain that they simply don't have time for this even though it can be done in 1 hour/day or less.
- Want results without having to do the therapy (want the looks, but not the work)
- Don't want to provide feedback or ask questions, they would rather isolate themselves, and not be vulnerable. Can't be bothered to care about the community or the growth of the program. Want to keep their idea private/secret.
- Require constant reminders and hand holding to do anything.
- Don't vibe well with me.
- Are completely overwhelmed by the program and perceive it as an additional burden as opposed to a life raft.
- Want a very specific result (lose 20lbs in 20 days)

WHY DO PEOPLE BUY FROM YOU?

external reason

They want to lose weight

They want to be guided in the process
They want to do it in a way that is healthy

internal reason

- Can't conceive
- Just got diagnosed with something that scares them
- They got on the scale and saw a number that they have never seen before (or haven't seen in a long time)- scared
- They can't work
- They cry themselves to sleep at night
- They feel like they lost control of their body & health
- They feel stuck! Like life is moving around them but they can't move forward
- They feel confused/angry by the information out there
- They crave guidance/focus
- Feel ashamed of what you look like or who you've- become
- Feel embarrassed and deeply disappointed/lonely when you can't keep up with people anymore (can't use stairs, require special chairs, can't travel here or there because of the walking, can't join friends to do this or that)
- Feel ashamed that you just can't stop eating, and you feel sick to the stomach after almost every meal (go to bed feeling physically sick) - waking up feeling like shit.
- Have become irritable
- Sick of going from one diet to another hoping one will stick
- Sick of letting your own self down: have the intention of exercising after work, and eating healthy but then have no willpower to follow through?

WHAT IS THE COST OF NOT TAKING ACTION?

IT CAN GET WORSE

Having 100+ lbs to lose instead of 50 lbs
Isolating yourself
Having to take time off work, getting fired
Having chronic health problems
Having frequent & uncontrolled meltdowns & panic attacks
Struggling with ongoing mental health issues - having to check in to the psychiatric hospital
Not wanting to get out of the house anymore
Avoiding activities you used to enjoy
Only finding pleasure in things that are not good for you: alcohol, junk food, TV, etc.
Feeling like a constant failure, starting to think the world/your family would be better off without you
Going deeper into the addiction you've started - so much so you need to consume alone
Unwanted breakups/divorce Kids/family starting to distance themselves from you

Excuses people make for not wanting to buy

- No money

- No time/too busy
- Tried multiple diets before, this one won't work either
- Too old
- They have a condition that prevents them from having success
- They have a lot of kids
- They don't like working out/Gym
- They don't like healthy food/They hate to prepare food
- They don't have patience: they want results right away

WHAT ARE THE TOP 3 MISTAKES THEY ARE MAKING?

mistake 1: They are following a diet. Chasing the perfect diet

why do they make that mistake?

Because it works for a ton of people, it's been proven to be very effective.

what is that mistake costing them?

They are not working on their weight loss barriers, so no matter how good the diet is, they will eventually quit - Also it doesn't reflect what they like/don't like. It reflects someone else's plan. So sooner or later they will feel restricted and they will stop following the diet. And they will think something is wrong with them.

what happens when they stop making that mistake?

When they stop chasing the perfect diet and they start working on themselves, they get to learn what makes them unhappy and they can learn to slowly remove their weight loss barriers. They also start to respect what they prefer vs. don't like. They get to apply basic nutrition guidelines that can be tweaked to their liking! Which is easier to sustain in time.

mistake 2: They wait to be motivated. They think once the motivation is there, it will stay.

why do they make that mistake?

They think they need to have motivation before they can tackle any challenges.

what is that mistake costing them?

Motivation is a feeling that comes and goes. It is not meant to last. So when we rely on it to achieve goals, we fail as soon as the motivation disappears. We think something is wrong with us.

what happens when they stop making that mistake?

When they stop waiting or relying on motivation to achieve goals, they can get into action quicker and realize that the motivation often comes after the action. They also get to learn about simple systems that work even when the motivation is not there.

mistake 3: They wait for the perfect "timing" to start their weight loss journey

why do they make that mistake?

They believe weight loss is about spending hours working out and cooking/prepping healthy food

what is that mistake costing them?

It's causing them to delay the start time and getting a worse baseline when they do start. Or never start at all

what happens when they stop making that mistake?

They get to learn about a weight loss system that allows weight loss while also keeping the same lifestyle. A system that can stay intact even if their life is chaotic around them.

Mistake 4: They try to change everything at the same time**why do they make that mistake?**

They are impatient. They want results now.

what is that mistake costing them?

They end up feeling overwhelmed and burnt out quickly and they quit

what happens when they stop making that mistake?

They get to slow down, and tackle their weight loss gradually one small step at a time. They get to see that when you lose weight slower it stays off longer. They also get to see that when they tackle something slowly and gradually it is more realistic and manageable so they don't quit.

My book

Phase 1: The sleep Lap Phase 2: The Habit & Routine Factory Week 1: Wake Up Routine (Creating Energy) Week 2: Keys to Maintain Healthy Habits Phase 3: The Motivation Solution The Exercise Launch & Nutrition Basics Phase 4: The Stress Management Map Week 1: Paying Attention to our Thoughts The Exercise Intensity Booster Phase 4, week 2: Mindfulness + adding protein The Gradual Food & Exercise Plan (carbs + more exercise) Phase 3, week 3: Healthy Distractions Phase 5: The Self-Esteem Incubator Week 1: Learning about yourself Week 2: Learning about our emotions and learning to communicate them The Muscle Strength Building Technique	Phase 1: Habits (5 weeks) Phase 2: Stress (5 weeks) Phase 3: Confidence (4 weeks) Phase 4: Bad Habits/Addictions (5 weeks) Phase 5: Time Management (4 weeks)
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Week 3: Learning How to Deal with
Criticism, Conflict & Failure

Phase 6: The Addiction Harbor

Week 1: Learning About Your Numbing
Behaviors

The Scalable Exercise Engagement

Week 2: Learning about contentment

Week 3: Learning about food addictions

The Long Term Healthy Eating Mastery (Healthy
Fats & Other Nutritious Food)

Phase 7: The Organization & Time Management
Blueprint

Week 1: Learning About Reliable
Systems

Week 2: Learn How to Be More Efficient