



Special Health & Fitness Report From:

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Finally...The TRUTH About How To Lose Weight!

“Local Fitness Consultant Reveals Insider Secrets The Weight Loss And Fitness Industries Don't Want You to Know”

Hi,

The huge companies stealing your money by promising impossible results if you just drink their shake, take their pill, or do 10 minutes of exercise on their revolutionary new weigh loss machines are abusing your trust in the name of profits and market share.

The real truth is that most (if not all) the products they're peddling are worthless – to you, that is. To them, the products are incredibly valuable – because they're raking in huge profits at your expense.

- 1 Are you sick of the hype and outright deception being fed to you by the weight loss and fitness industries?
- 2 Are you tired of being led to believe it's your fault when the junk they sell you doesn't work?
- 3 Do you want someone you can trust to tell you the truth about real, lasting weight loss and fitness, and show you how to quickly and easily adapt your eating and exercising habits so you can achieve the results you want and deserve?

**If you answered “YES!” to any of these questions,
then this may be the most important report you ever read.**

Because what I have to tell you addresses the most important issue you face – **your health**. From my experience as a certified personal trainer and fitness consultant, one critical point has been hammered home countless times: our health is the most valuable asset we have... and if it goes south, we will spend everything we have, financially *and* emotionally, to get it back! So please take a few minutes to hear me out.

My name is Andrew Wallis. I am a Certified Personal Trainer, Nutrition and Weight Management Consultant and a Member of REPS (the Register of Exercise Professionals in the UK).

First of all, let me put you at ease about reading this report.

I am not trying to “sell” you anything. I do have a powerful solution to your weight loss, health and fitness problems that I will explain to you in this report. But there is nothing to buy! There is no obligation whatsoever!

So, please grab a seat in a comfortable chair and give me a couple of minutes to **expose** the five biggest weight loss and fitness myths and to **reveal** the four secrets to finally achieving the lasting weight loss, health and fitness results you want.

Exposed:

The Five Biggest Weight Loss and Fitness Myths

WEIGHT LOSS AND FITNESS MYTH #1:

Dieting will eliminate fat.

Your body can't discriminate between intentional calorie deprivation (as in a diet), and starvation. When you dramatically reduce your caloric intake, your body shifts into a protective mode by slowing your metabolism down and holding onto fat (an important energy source) and burning muscle instead.

In the beginning of a diet you WILL lose weight by dramatically cutting calories. **But it won't be fat loss**, it will be water weight and lean muscle tissue – the exact OPPOSITE of what you want to get rid of.

Not only will harsh diets slow your metabolism down to a crawl, causing your initial weight loss to come to a gradual halt, they will also inevitably bring about a “rebound” effect. This rebound will make you even fatter than you were before starting the diet.

When you rebound, not only do you generally put on more weight than you actually lost with the diet, your percentage of body fat generally increases because your body cannibalised muscle tissue as an energy source during the dieting process. This results in the “yo-yo” effect that almost all dieters experience.

To permanently lose the fat stores in your body, you've got to burn more calories and increase your metabolic rate (the rate at which your body burns fuel throughout the day – even when you're NOT exercising) with a precise exercise routine and proper nutrient ratio adaptations (that means eating the right stuff at regular intervals).

Even if you don't exercise (but I recommend you do), just eating 5-6 small, high quality meals each day (and by a meal, I mean anything from a nutritious snack to a sit-down dinner) will substantially increase your metabolism – and you'll burn more calories!

WEIGHT LOSS AND FITNESS MYTH #2:

Pills, powders and shakes can make you skinny.

Fat burners, diet pills, nutritional supplements – you know who gets the most out of these products? The manufacturers and sellers. Some of this stuff is extracted from foods and has a role in nutrition, but it's not a *substitute* for eating right. And much of the “miracle” drugs you see advertised are exceedingly dangerous to you.

Don't believe me?

The next time you see an advertisement in a weight loss magazine for one of these

“miracle” products – or if you see a commercial on TV for one – read or listen to the **DISCLAIMERS AND WARNINGS** that accompany these ads. A lot of this stuff is dangerous and it has no place in a healthy, permanent weight loss and fitness lifestyle.

Sure, if you’re willing to risk exposing your body to these drugs, you might be able to lose some weight – *at first*. But you will experience no long-term benefits – none!

In fact, it’s really much worse than that.

“Dieting” in any form that denies your body the essential nutrients and calories it needs to function efficiently can cause you to lose weight...until you stop the diet.

And anyone who has “dieted” knows you cannot sustain the diet indefinitely. Your body screams out for nourishment and eventually you give in. That’s when the rebound effect begins. You will inevitably regain all the weight you lost – **PLUS MORE**.

And the regained weight is predominantly fat. During your diet your body cannibalised some of your lean muscle to use as fuel. After the diet, your regained weight does not come back in the form of lean muscle plus some fat – it comes back almost exclusively as fat.

WEIGHT LOSS AND FITNESS MYTH #3:

A regimen of aerobic exercise will burn the most fat.

I see women who spend 4 days a week, 40 minutes at a time, on the stair-stepper, treadmill or bicycle who don’t lose weight! I know men who run 6 miles a day who have no muscle tone and rolls of fat around their waists.

You’ve been led to believe that if you want to lose fat, all you have to do is regular aerobic exercise. There’s more to it than that.

You must be able to monitor and control your cardiovascular intensity to maximize the number of calories you burn. And, if aerobic exercise is not supplemented with resistance training (lifting weights) to at least maintain muscle mass, you cannot effectively accelerate the fat loss process.

Each pound of lean muscle tissue burns 35-50 calories a day while your body is at rest. Whereas body fat is not metabolically active, so little to no fat is burned for each pound of body fat.

Therefore, a combination of properly monitored aerobic exercise and resistance training enables you to rapidly burn the maximum amount of fat.

SPECIAL NOTE: This may sound like it’s involved and time consuming. It’s not!

With the proper fitness and nutrition system in place, you can quickly burn fat, lose weight and get fit in as little as 40 minutes per session – exercising in the privacy of your home only 3 times per week.

And in 12 weeks you **can** dramatically transform your body.

WEIGHT LOSS AND FITNESS MYTH #4:

Resistance training (weight lifting) doesn't burn fat.

Nothing could be further from the truth. Muscle is metabolically active tissue. Fat is not. Fat is an energy source for the body, but most people have much more than they need.

Fat does not use energy – it is used as energy. Muscle uses energy. Lots of it.

The more lean muscle you have, the more fat you burn. And here's the biggest benefit, and why everyone needs to incorporate resistance training in their exercise program: the more lean muscle you have, the more fat you burn – **WHILE YOU ARE AT REST!**

You see, that's really ***the ultimate weight loss and fitness secret.***

Looking great is not just a function of how much fat you burn when you're working out, because you can only exercise so much in a given week.

The real secret is how metabolically active your body is the other 95% of the time. People with more lean muscle burn fat at a much greater rate than do those with less lean muscle.

That doesn't mean you have to look like Arnold or Madonna to be an efficient fat-burning machine. But you do have to at least maintain – and preferably increase – your lean muscle tissue.

It's easy with the proper resistance training program.

SPECIAL NOTE: women will **NOT** become “bulky” or “musclebound” by incorporating resistance training into their exercise routine.

In fact, just the opposite is true.

Lean muscle is more compact and firmer than fat. Resistance training will tone and sculpt your muscles making them smaller, firmer and sexier. Women are not genetically predisposed to adding muscle “mass.”

Men, on the other hand, will gain mass and see exciting muscle growth through the proper use of nutrition and resistance training.

WEIGHT LOSS AND FITNESS MYTH #5:

Thigh reducers, tummy trimmers and body part shapers can “spot” reduce.

All over the country people are falling for the tv commercials (like those that are featured on the Sky Shopping Channels) touting muscle-specific exercisers for body fat reduction.

You cannot reduce your waist size by working the abdominal muscles, nor can you reduce your thighs with a thigh exerciser.

It's a scam. A total rip-off.

The only way to reduce body fat is by combining a precise program of supportive nutrition with the right balance of aerobic and resistance exercise.

If it sounds hard, it's not. It's just hard to cut through all the lies, misinformation and total nonsense being shoved down your throat by these big, mega-buck companies attempting to further line their pockets at your expense.

Revealed:

Four Secrets To Finally Achieving The Weight Loss, Health And Fitness Results You Want....

1. The secret to making a simple Commitment to your exercise program.

The big companies who are stealing your money want you to believe that a pill, fad diet or a special machine will solve all your weight loss and fitness problems.

This is counter-intuitive and insults your common sense. But people still want to believe – because there's so much PAIN.

The real "secret" is quite simple and I'll explain it for you right here: eat 4 to 5 small healthy meals per day and perform a combination of aerobic and resistance training exercise for 40 to 60 minutes 3 times a week.

Take out your calendar right now and mark off three days each week for the next 12 weeks when you will commit to exercising.

Then do it. Your consistent commitment will bring you the results you want.

2. The secret of having a Personal Trainer.

Almost every self-help book ever written talks about the critical importance of having a trainer. A personal trainer is an experienced and trusted instructor or teacher.

It's inevitable that you will come up against hard times on your path to losing weight and getting fit. A trainer will guide, motivate, educate and support you – so you can easily and rapidly overcome these hurdles.

A trainer is critical to systemizing your exercise program for maximum results and assisting you in heightening your motivation and strengthening your commitment.

And a trainer becomes your "objective feedback system," helping you see, understand and correct the problems that are interfering with your progress.

Exercise and nutrition are bona fide sciences and learning everything you need to know on your own can take years of struggle – but not if you have a personal trainer.

3. The secret of Progression.

Have you ever met someone who says they exercise week after week, month after month, even year after year and aren't getting any new results?

Believe it or not, doing the same workout over and over without expert guidance to direct your progress will actually **decrease** your fitness.

You must learn how to progressively improve and fine-tune your efforts for maximum weight loss and fitness results.

4. The BIGGEST secret: Accountability.

In a recent study at Virginia Polytechnic University in the United States, researchers divided people starting a walking program into two groups.

Every week, each individual in one group got a phone call asking how their exercise program was coming along, the other group got no calls.

At the end of 24 weeks, 45% of the individuals who got the phone calls were still walking compared to just 2% who did not receive calls.

The results show that weekly accountability increases the likelihood of sticking to your exercise program by 2200%!

What you've just read is some of the most valuable information you will ever hear on how to lose weight and get fit. And having the RIGHT information is critical. But intellectually understanding what *should* be done, and actually doing it, are two very different things.

The truth is most people can't get a grip on the three essential factors that separate those who achieve real and lasting physique transformations from those who don't.

Most people have difficulty with the commitment; don't grasp the importance of progression; and lack the personal accountability to achieve their weight loss and fitness goals.

Why?

Three reasons:

1. Bad information
2. It's easy to cheat yourself
3. No guidance.

So What Is The *Ultimate* "Secret" To Successfully and Rapidly Achieving Your Weight Loss And Fitness Goals?

I have discovered that the ultimate secret to getting the results you want is finding a personal trainer who understands you and provides you with an effective weight loss and exercise program and guidance, motivation, support... but most of all, a trainer who makes you **ACCOUNTABLE!**

I've proven it over and over again. Look at what people have to say about one of the fitness systems I use:

Three weeks prior to meeting Andy, I was twelve months out of the gym and at 5'10" I weighed 14 stones and I had an uncomfortable bulge for a stomach. I was forever feeling sluggish, I tired easily and I was suffering with an old but severe back muscle injury along with a niggling knee crutiate.

I thought I ate fairly healthily too, as I avoided mainstream sugar and salt, used only low fat margarines, ate occasional salads and fried only eggs. WRONG!! Andrew's knowledge of health and fitness and the professionalism in his delivery straightened out both my food intake and my physical health.

By using a methodical and clearly defined fitness program – one that I feel comfortable with – I've managed to lose 7lbs in weight so far. I don't have any back pain whatsoever and the problem knee although not mended now has a solid muscle base to keep it strong.

*I also have visible upper and lower body muscle definition as well as a dramatic increase in stamina. There are a few more weeks to go to get me where I want me to be but under Andrew's guidance I'm sure to get there. There are even cheat days for the 'bad' foods I love! Even my parents didn't look after me this good!" **Tony Tiplady, Isle of Man***

*"I really like your Turbulence Training program. These kind of programs are very effective for anyone wanting to lose fat without losing muscle. I recommend it to anyone wanting an effective way to shed stubborn fat without wasting time or effort." - **C Finn***

*"As an individual with limited time (ie: work, family, etc...), I just wanted to let you know that Turbulence Training is the best program I have tried yet. I love the fact that it focuses on strength training, but also includes cardio and even some core work. I feel that it is the best program out there for overall fitness and I have already referred it to friends. Thank you. **Kevin W***

*"With other programs, I stopped working out after 6-8 weeks because I wasn't able to continue making gains. But over the last 18 months, thanks to Turbulence Training, a proper diet, supplementation, and workout regime, I have continued gaining lean mass while decreasing body fat." – **Mike B***

If you are interested in getting started with a guaranteed weight loss fitness program, receipt of this report entitles you to my **WorkOutSmarter Fitness Jump-Start Training Package** at a reduced rate (you save £120). This special offer is only good for 14 days from the date you receive this report, so please don't delay. Details are overleaf.

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Fitness Jump-Start Training Package

'Lose 6 Pounds in 6 Weeks'

This 6 week program includes:

- A complete health and fitness analysis: this non-invasive, and educational analysis will provide us with baseline data that we can use to produce a personalized fitness program and dietary and nutritional plan for maximum results in minimum time (£45 value)
- A total of 12 sessions (2 sessions a week) of strength training with one-to-one supervision ((£240 value)
- 2 fitness check-ups using the Dyno Fitness Assessment (£20 value)
- Nutritional meal plan based on foods you enjoy eating (£40 value)
- Subscription to my Client-only health and fitness newsletter (£15 value)
- Specialised stretching program to help increase your flexibility.
- WorkOutSmarter fitness programs will improve your lifestyle by decreasing the risk of health problems such as osteoporosis, high cholesterol, cancer, heart disease, depression, stress and more (a priceless value)

**This £360.00 value package is available to you
for only £40 per week**

TOTAL PRICE: £240.00

For more information, please call Andrew on **491732**

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