

“The ONLY Three Tips You’ll Need To Achieve Your Weight Loss Goals”

“WEIGHT LOSS SECRETS REVEALED”

By Jonas Deffes, New Orleans’s Most Trusted Fitness Trainer.

Dear Friend,

This is the manual that will give you the straight forward truth about permanent life-long weight loss. Read it, apply it and benefit from it. And if you have any questions about the strategies in this manual feel free to call me at (504) 292-1981 or email your question to (Jonas@nolatrainer.com).

As a fitness and weight loss expert there is one question that I get asked more than any other question.

“So what should I do to lose 15 pounds?”

I can’t tell you how many times I have heard that question from people anxiously waiting to hear the “magic” answer...

...I guess that’s my curse, and probably the curse of all top personal trainers. How do I answer such a loaded question, especially when the person across from me is waiting for me to tell them to take the magic pill that will burn fat while they sleep.

That magic pill doesn’t exist, and if it did I have no doubt that it would cause so many undesired side-effects that it would be quickly pulled off the shelves - but not before doing significant damage.

Well, in the past I would go into a long (and detailed) process of educating the person in front of me. Educating them on the truth about permanent weight loss. In fact, sometimes I would probably give them more information than they could handle at one time.

So what I did is I created this manual. Over the next several pages you’ll discover what I now share with everyone seeking to quickly and permanently lose their unsightly fat.

What I’m about to reveal to you in this TRUE-to-the-core manual is exactly what I have built my highly successful **15/12 Fitness Quick Start Program** on.

So read on and discover the truth for yourself...

THE FIRST STEP

You, my friend, by taking the time to read this manual, have now stepped onto the road that leads to a fit, healthy body. Take a moment to reflect on the famous quote “Success is a journey, not a destination”. We can substitute the word ‘success’ with the word ‘fitness’.

Learning to make the right choices in your diet and workouts will become a lifestyle that never ends. The day you step off of this road is the day that your weight will increase and your health will decline. I applaud you as you take the first step in this journey of fitness that will change your body and life forever.

This choice will pay off every day for the rest of your life. As you enjoy a lowered body fat, high energy levels and your ideal body weight you will feel your confidence and health greatly increase. Start to build the habits that will increase your enjoyment and quality of life today! I have every confidence that you can make this a part of your life and that you can:

- 1) Lose excess weight
- 2) Firm tone your body
- 3) Raise your metabolism and
- 4) Create a lifestyle of these habits

Let's get started!

Your Game Plan

There are four aspects to achieving and maintaining a healthy, fit body. These are: **Nutrition** (What you eat, when you eat it, and how much you eat of it), **Cardiovascular Training** (Working out your heart - and burning calories by moving your body ex: walking, jogging, swimming, aerobics...things that make you sweat), **Resistance Training** (Including Weight training with free weights, Weight machines, resistance bands, exercise balls, and even your own body weight - anything that gives your muscles resistance to work against),

And finally...**ACCOUTABILITY and MOTIVATION**. The number one reason most people fail in achieving their weight loss and fitness goals is because they fail to make it a lifestyle. This is where accountability and motivation are most useful.

Whether you try it yourself, or work with a professional fitness trainer, you must apply the most up to date nutrition, cardiovascular training and resistance training information available to you. Further, if you work with a fitness trainer you can be 100% confident that your weight loss and fitness program is specifically created to give you maximum results in minimum time.

Getting The Edge

To ensure that you get quick and permanent results I suggest that you hire a fitness trainer who can not only educate you, but who can also provide fuel in the form of motivation and success in the form of accountability.

These four components are what make a person lean, toned, fit and strong - for a lifetime. The following three tips are going to dive into each topic in depth and give you all the "gems" you need to effectively reach your fitness goals.

Tip 1. NUTRITION

Nutrition? I thought we were talking about being fit and toned! Nutrition is a huge part of you health and appearance. Some professionals will attest that as much as 80% of your weight loss and fitness results are based on what you eat. This means that you could workout all day long, but if you are eating junk, your body will show it.

The word alone can make people cringe - as the guiltily think of the drive thru lunch that they just ate. Nutrition is a subject that people spend their careers studying and takes volumes of books to explain. My objective is to teach you how to eat a healthy diet that encourages your body to burn fat rather than store it. You don't need overwhelming science to "get" this.

A healthy diet needs to be well rounded with the proper amount of nutrients, vitamins and minerals. The RDA's recommendation for daily intake of such things is a good place to check your optimal intakes.

The first thing that you need to know about nutrition is this fact: Eating small meals every 3 hours will increase your metabolism and reduce fat storage. This is a proven fact that bodybuilders, models, athletes and lean people in general abide by - and so should you.

Eating right when you wake up is vital to breaking the fast your body enters every night. About 3-4 hours after you eat your body shuts down your metabolism and acts as if it needs to store food. This is a great function to have if a famine breaks out and you don't see food for weeks. After all, if there's famine you're going to want your body to work "efficiently" by storing fat, and using it slowly.

However, you don't want your body to store fat and burn it slowly now, right? Since there is no food shortage or famine at the moment (and there likely won't be one any time soon) then it is pretty annoying when your body starts packing on the pounds. So, in order to communicate with your body that it is healthy, well fed, and not in need of extra fat storage you need to reprogram your metabolism. Here's how to go about it. Start your day off with a small meal and continue to eat small meals every 3 hours or so.

What should you eat? Here I am just going to give you general guidelines - since we would have to sit down together to create an exact fat burning meal plan for your body. These suggestions are a basic guideline to healthy meals that do not promote fat storage.

Protein: 20%
Fat: 15%
Carbs: 65%

Each meal that you consume needs to have calories coming from protein, carbohydrates and fat. Your body needs each of these in small amounts throughout the day - when you take in a meal that is 90% carbohydrate 5% fat and 5% protein your body is going to digest it faster (i.e. get hungry again faster) even if the calorie count is the same as a meal with above percentages, and you are more likely to store a percentage of the carbs as fat.

Hold your horses...

Don't go and cut all the carbs out of your meals just yet. We all saw what the low carb craze did for the country. People actually got fatter! Cutting carbs could cause a whole new "house of cards" effect and your body will once again go into fat storage mode. Believe me, you don't want that.

Tip 2. CARDIOVASCULAR TRAINING

What is Cardiovascular Training? Cardiovascular training is anything that gets your heart pumping at an elevated speed. This includes walking, jogging, bike riding, swimming, playing sports, roller skating ... you get the idea! Cardiovascular training is used to burn calories and to improve one's overall conditioning.

Why should I train my cardiovascular system?

Walking, jogging, biking ... they all seem to take so much effort! Why should I make myself do these when I don't enjoy them? While cardiovascular training may seem like a chore, you will be more than willing to hop on a treadmill after reading the following benefits to cardiovascular training!

Weight Loss

Probably the most cherished side effect of cardiovascular training is losing those unwanted pounds! Since your body's decision to store fat is based on the equation of Energy In vs. Energy Out, the more Energy Out that you have the less energy you will have to store on your waist, hips and thighs.

Conditioning

When was the last time you got winded walking up a flight of stairs? Not the greatest feeling was it? When you are wheezing and clutching your side ache, you know without a shadow of a doubt that you are out of shape!

When you train your cardiovascular system you will begin to find that you don't lose your breathe as easily under strenuous activity. Your heart becomes conditioned to pump faster on demand without sending you into a wheezing fit. Your heart is the most important muscle in your body, and if you want to enjoy the new body you are about to create, then wouldn't you want to have a healthy heart along with it? I know of two heart surgeons who would agree with me.

Disease Prevention

Heart attack, stroke, hypertension, and diabetes are just a few of the diseases that you would be defending yourself against with cardiovascular training. By losing excess weight and conditioning your body, you arm your body against these and many other ailments.

Tip 3. RESISTANCE TRAINING

What is Resistance Training? Resistance training is anything that gives resistance against your muscles. The most traditional resistance training is dumbbells or barbells, but it can take on many other forms as well. Cable machines and pulley systems give great resistance, as do elastic bands. Using your own body weight is another way to give your muscles resistance.

Today you have many options when it comes to resistance training - but they all have one thing in common...it will change your life!

Why should I lift weights?

Weight lifting ... isn't that kind of a macho guy thing any more? I mean, last I checked my most successful clients haven't been registered for any upcoming body building shows.

"But I don't want to look muscular and bulky." I cannot tell you how many times I have gotten this reaction from women when I encourage them to lift weights! The critical thing here is that in order to be fit and toned you **MUST** lift weights! No, don't give me that horrified look! Resistance training can literally change your entire body, let alone your self-confidence and self-esteem, but most importantly, resistance training could possibly be the best thing that you will ever do to keep your body looking and feeling 10 years younger.

Read on to learn the benefits of Resistance Training.

Metabolism

Resistance training is the one thing that we do that elevates our metabolism for hours after a workout. Cardiovascular workouts are effective and necessary, but, after an hour of running, your metabolism is only elevated for less than an hour before going back down to normal.

On the other hand, resistance training will literally raise your metabolism permanently. This happens because weight lifting is actually a process of breaking down muscle tissue and re-building it back stronger, firmer and more tone.

This process takes time and *energy* AKA *calories*. Once you have added muscle tone to a given area on your body it now takes even *more energy* to maintain this muscle.

So here is the run down on why resistance training is such a metabolism booster:

When you weight train you break down muscle fibers, which takes energy to rebuild, when these muscle fibers have been rebuilt they are tighter, toner, more firm and now take more energy to maintain. Hence: a higher metabolism all day long. Simple, yet so effective!

- 1 lb of muscle burns about 50 calories a day
- 1lb of fat burns 4 calories a day

Toned and Sculpted

Resistance training is responsible for the beautiful sculpted and toned look that many athletes sport. As mentioned in the metabolism section, resistance training breaks down muscle fibers so that they can rebuild stronger. These strengthened fibers are denser than the weaker ones that they are replacing, thus resulting in a firmer, tighter feel.

Since we know that muscles consume more energy than fat, it is safe to assume that when you increase in muscle you will also decrease in fat. (This is of course assuming that your caloric intake does not increase and that your cardiovascular activities do not decrease.) Due to this decrease in fat, the shape of your muscles will start to be unveiled by the shedding of the extra fat tissue that covers them. Now that's body sculpting!

Healthy Bone Density

Do you know millions of people are diagnosed with Osteoporosis every month? Do you also know one of the top ways to prevent having this deadly disease occur in your own body? Doctors say that resistance training is one of the best activities you can do to strengthen your bones and repel Osteoporosis.

When your muscles are resisting against the weight that you are pushing or pulling your bones are also being tugged on by your tendons and ligaments. This tugging results in your bones building themselves stronger to compensate for your muscles being stronger. If your muscles were stronger than your ligaments / tendons then they would snap right off of your bones. Your body was designed in such a way that it learns from the stimulus given to it and it adapts to perform better.

Other Benefits to Resistance Training

Increased Strength
Improved Coordination
Raised Self Esteem and Renewed Confidence
Feel Good Endorphins
THE FOUNTAIN OF YOUTH

Well, the secrets to lasting weight loss have been revealed. There are no pills to take, machines to buy or breathing techniques to learn.

By now you are convinced that resistance training along with cardiovascular training and a personalized nutrition plan are going to be worth your time.

Just giving you this valuable information is not enough. If I only did that, and stopped there, I simply would not be doing you or myself any justice.

Therefore, I'm going to go further to ensure that you receive the most accurate solution to your fitness and weight loss problems. On the next page you'll find a gift certificate just for you. I would like to offer you a "fitness test drive."

That's right, the gift certificate below entitles you to a free fitness test drive worth \$134.

All you have to do now is call me at (504) 292-1981 before the expiration date on the gift certificate and we'll schedule your no obligation "fitness test drive."

Right now, at this very moment, you have a decision to make. You can either call me to schedule your free fitness test drive, and take the first step to achieve the body that you deserve...

Or you can do nothing, and fall into the trap of procrastination. Please, take action now while it's still fresh on your mind. Pick up the phone right now and let's get your fitness test drive started.

Committed to your fitness results,

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P.S. Give me a call today, and see why I'm the only personal fitness trainer in New Orleans to guarantee results or your money back!

P.P.S. In just a few short months you will look back on this decision as one of the best you've ever made - but it all start with a single phone call. Do it now.

Fitness Test Drive Certificate

Fitness Test Drive Training Package

This certificate entitles the bearer to the following FREE "test drive":

- *A complete weight loss and fitness analysis: this non-invasive, educational and fun analysis will provide us with baseline data that we can use to produce a personalized fitness program and my Metabolism makeover course. (\$84 value)*
- *Free 30 minute personal training sessions with Jonas Deffes (\$50 value)*

This entire no obligation package is valued at \$134 but it's yours free if you redeem this certificate before the end of the month

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