**5 Top Reasons**

 **You Can *LiftAwayFat,***

***Once and For All***

Reason #5. You have tried dieting. It has not worked.

 You are a Diets-That-Don’t-Work expert, with experience gathered through long years of short term results.
Low carb diets, low fat diets, low cal diets, low sugar diets.

Cabbage soup diets, pineapple diets, Chinese tea diets.

Drinks and shakes instead of meals, diet pills -prescription and over-the-counter.

Tried them? Many of us have. Seen the results you expected? Most of us have not.
 Don't worry. It's certainly not your fault.

 Most diets are marketed as quick-fixes, designed to work in …

 As Little As Six Weeks!

 An Amazing Four Weeks!!

 Lose All The “Weight” In Two Weeks!!!

 Sound familiar? Sure, you may lose a few pounds, but just as quickly, the pounds come right back. Right? What bothers me is when the pounds do come back, you don’t blame the diet. You blame yourself. The fact is, it’s not your fault. Diets just don’t understand you.

 Diets don’t understand that eating creamy Chocolate Cookie Dough Ice Cream out of the carton at night makes it much easier to face an inconsiderate, uncaring boss during the day.

 Diets don’t understand that our bodies changed as we accumulated four, five, or more decades of birthdays. That “I just can’t eat what I used to” feeling.

 Diets don't understand you have a life, a very hectic life, and don’t want to have to worry about every little bit of food you eat.

 *LiftAwayFat.com* is here to help you realize that a failed diet is not your fault. Your first-hand experience with what doesn’t work, will make it a lot easier to zero in on what does.

 You’ll stop reading about the latest “Diet Pill Miracle”, wondering if this will do what the last pills you tried did not.

 You’ll read food packages like a good mystery novel, uncovering the sinister fattening sugars and deadly saturated fats lurking in every bite.

 You’ll find restaurant websites as interesting as a grocery store tabloid headlined BRAD & LADY GA-GA SECRET HONEYMOON!. Since we eat more meals in restaurants and from carry-outs, we can make choices that will actually result in a trimmer body, and still enjoy a meal out.

 You’ll realize that you must stop embalming your body with the Terrible Three:

Saturated fat.

Sugar.

Salt.

They are prime contributors to Excess Body Fat and poor health. You won’t miss the stuff that has been padding your backside and expanding your waistline.

Reason #4. You have tried long hours on a treadmill.

 You don't have hours of time for yourself. You're busy. And you certainly don’t want to kill yourself with long hours of misery, plodding along on a treadmill, hoping to lose the caloric equivalent of the deliciously gooey cinnamon bun you grabbed at the convenience store with your morning coffee.

 The No Pain-No Gain myth is just that, a long-ago myth, wrapped up in a pair of 1980’s leg warmers. That myth still exists. TV shows perpetuate the myth. They give the impression that you have to endure boot camp style exercising for six hours a day to lose Excess Body Fat.

 Absolutely not true. Especially if you were around when the Beatles first came to America. It’s crucial we rebuild our Lean Muscle and keep our joints strong and limber. Long hours of exercise is unsustainable - by your knees, your schedule, and your desire to keep it up.

 The fact is, the vast majority of people who have lost Excess Body Fat, and (this is the part that diets don’t do) **kept it off long term**, have figured out an amazing secret.

 Successful people have rediscovered a long lost part of themselves, their physical selves. Remember how much fun it was when you were a kid? You were always outside, riding bikes, playing tag, shooting hoops, and swimming over those long, sweet summers? As a teen playing high school sports, it wasn’t about feeling tired, it was about playing some more. And after you were married with kids, nothing was more fun than chasing them around in the yard or at the park.

 What happened? Life happened. Careers happened. Relaxed fit jeans happened. And we were the original hip-hugger generation.

 But I’m here to tell you, you can get your look-good-all-day and dance-all-night body back again. You just have to get back on that mechanical bull and go for another ride. You’ll find this go-around is definitely much more satisfying.

 Here at *LiftAwayFat.com*, we have an active interest in your body. From forty plus years of training people from all walks of life, we know it’s the turtles, rather than the hares, that get to the finish line first. Only in our story, the turtle slips off her bulky shell to reveal her trimmer, firmer, stronger and more energetic body. So we are here to help you get started and keep going.

 Instead of mourning for the firm, strong thighs that made your shorty-cut-off-jeans look so good in the 1970’s, sign up for beginner’s tennis at the local park district.

 You can have good-looking legs again.

 Instead of entertaining your kids or grandkids with hazy stories of your three point shooting skills in high school, get up from the couch, go outside and shoot a few.

 You can get back that great feeling when the ball bounces off the backboard and drops into the net.

 Instead of driving past that beautiful park everyday on the way to work, pull on your walking shoes and leave the house twenty minutes early. Stop at the park. Go for a twenty minute walk. You don’t have to get all sweaty. Just a nice walk to enjoy the smell of spring flowers and get your blood pumping through your legs. You’ll be surprised how great, how alive you feel that day!

 You can find small bits of time for some body-awakening, spirit-lifting Physical Activity.

 You’ll discover that when you gradually introduce fun Physical Activity in your day, your body feels better. Physical Activity reawakens long sleeping lean muscle. Lean muscle takes the sag out of your chest. Lean muscle firms your arms so they don’t keep waving after you’ve stopped. Lean muscle trims your thighs and rear end. Strong, shapely, firm lean muscle. The same lean muscle that burns through calories like a thoroughbred race horse burns up the racetrack. And you don’t have to be a youngster of thirty to get results.

***LiftAwayFat.com* is all about *progress*.**

Just a little better today than yesterday**.**

Fifteen minutes of *fun* activity consistently

will give you much quicker results

than an hour occasionally.

 I remember a woman I trained named Marla. On her 50th birthday, Marla wanted to drop Excess Body Fat,and firm her arms. She loved feeling the sun on her skin, but she felt self-conscious of her flabby arms. I asked what had she tried to firm her arms? A few sets of Biceps Curls she saw in a magazine. Some Triceps Kickbacks. She really didn't know what to do.

 I reminded Marla that her arms were connected to the rest of her body. We paid attention to her desire to firm her arms, but she soon found the rest of her body firming up as well. And she absolutely loves going sleeveless.

 Jim was tired of being tired. No energy. If his grown kids wanted to play volleyball during the summer, he sat and kept score. When his grandkids

wanted to play catch, he threw them the ball, but had them chase balls that went by. When he sat down to read them a story, Jim was even running out of lap for them to sit on. He wanted to do the fun stuff again.

 So Jim convinced his golfing buddies to walk 9 holes instead of riding the carts. It wasn’t long before they could walk 18 holes, and actually got a better feel for the course layout.

 He found he can still do the fun stuff with his family.

 Cheryl had given up hope of ever having trimmer thighs and less to sit on. She thought there was no hope. She sighed and said "Genetics!"
 I smiled and told her "Baloney!"

 Cheryl and her friend signed up at the health club for a “Get Started” class three days a week before work.

 After four weeks, she truly believed she could trim her own body.

 You want a nice, trim, attractive shape for your body.
 You want more energy to be able to do anything you want... jump in for a swim, walk through a cool forest, play tennis, golf. Give a hand up to those in need. I think that’s a big part of how our generation will be remembered.

 However *you* want to improve your body, can happen. I’ve seen it many times over the past thirty years. You don’t need useless diet pills. You don't need infomercials. You need the right information. It won't happen all at once in a flash! But it will happen.

Reason #3. Your scale “weight” won’t go down.

 How did this happen? Your scale “weight” stays the same, but your body is mushier, flabbier, weaker, and definitely larger! When you do manage to starve yourself through some scale “weight” loss, you still feel mushy, flabby and weak.

 This happens because your hectic lifestyle keeps you seated - in your car, on buses, at your computer and in front of your TV. Very little opportunity for daily physical activity. Since you don’t use it, you lose it. Lean muscle, that is. If your are not physically active on a regular basis...

Good-bye firming lean muscle.

So-long calorie burning lean muscle.

Been-good-to-know-you strong and sleek lean muscle.

Your scale “weight” may stay the same, but the scale is weighing less firm, lean muscle and more flabby Excess Body Fat.

 Why worry about scale “weight” at all? You don’t wear a big scale dial around your neck. Does it really matter what it says? Why subject yourself to a number that seems to go up for no reason? The problem is that scale “weight” consists of a lot more than just Excess Body Fat. Scale “weight” includes your lean muscle, pints of blood, hundreds of bones, yards of skin, some hair (if not on the head, probably around the body somewhere), that piece of mega-meat pizza you found in the back of the fridge, and lots and lots of water. So if you lose 5 pounds of scale “weight”, what did you really lose? Maybe a little Excess Body Fat, but if you have not been Physically Active to maintain your lean muscle, mainly water.

 We’ll concentrate on losing inches. Focus on getting into a smaller pants size. Would you rather lose 5 pounds on the scale, or three inches around your waistline? Mention the 5 pounds, and your best friend smiles comfortingly and says “Oh, that’s great”, knowing it’s probably the same 5 pounds you lost on your last diet. Three inches around the waistline means your jeans actually fit looser. That’s something that will aggravate that nosey lady at work.

Reason **#2.** You don’t need *perfect*. You want to be trimmer, healthier, and be able to do whatever you really want to do.

 Hollywood and the fashion industry try to convince us the only body worth having is a “perfect” body. They sneer at a woman with hips. We know hips are a great resting place for cuddly young kids. And men they make a woman look like a *woman*! Hey, fashion industry. Get a clue. Feature *women* in your commercials.

 Seeing shapeless, bony, sad-faced “high-fashion” models strutting down a runway makes me want to bring them bowl of chocolate chip ice cream or a hot beef sandwich with hot peppers. That will bring a big smile to their faces!

 And keep in mind, a face that moves with expression when it talks is much more interesting than the botoxed blandness of many Hollywood stars. Hello laugh lines! We’ve had a lot of fun getting them!

 The fashion industry is also completely off base when they do men’s underwear commercials. They seem to always have some kid with “six-pack abs”. Hey, fashion industry. Get a clue. No guy buys underwear from some other guy with “six-pack abs”. Ever. Guys, in fact, usually don’t buy new underwear. New underwear is too tight. In all the wrong places. For guys, the best underwear are the ones they have had for at least a decade. It takes that long for the elastic to get nice and stretched out. So forget the underwear ads for guys. They just make us laugh. If the fashion industry wants to sell more underwear, they should get smart and try some point-of-purchase marketing. Package men’s underwear in cases of beer. Just make sure they are “relaxed fit”.

Reason **#1.** There absolutely, positively, still is a fun, healthy, energetic you hiding under those baggy clothes.

 Lets get *your* body back.

 Always keep in mind your body should *enable* you, not prevent you,
from enjoying the lifestyle you want. Lean, active, healthy, and always lots of fun!

 That's what *LiftAwayFat.com* is all about. Click around the tabs. Listen to the Audio Clips. Sign up for the Weekly Updates. Your trimmer, firmer, healthier, more energetic body will thank you.