

## Day 15: The Serial Dieter

The average person stays on a diet for five days.

...and then there are some who seem to start a new diet every day. You know the ones. They come into work on Monday talking about how much they LOVE their cookie diet. (Yeah, like that is going to work.)

On Tuesday they have 14 jars of baby food lined up on their desk. (Because who wouldn't lose weight eating brown, pureed peas?)

And then Wednesday they corner you in the break room, shaking like a junkie, and won't stop talking to you about how well their new coffee and cigarettes diet is working.

You feel kind of bad for that person, don't you? They are so MOTIVATED to start a diet but never finish it.

### **Why Diets Don't Work**

Diets are the problem, not the solution. Diets do not work because they cause your body to crave the wrong foods that actually build fat. You have probably been motivated to start (more than) a few diets in your life, perhaps you have done some as ridiculous as 'that friend' above.

When all those diets failed you, you got fooled into believing that you are supposed to be fat. You said things like: "I'm big boned," "It's my genes" or "I'm meant to be overweight." Those false beliefs had you doubting yourself and your body. Then you got impatient and started looking around for a better diet.

You need to understand that the problem wasn't you. It was the diet, because diets require motivation.

### **The Motivation Myth**

Personal Trainer Food is not a diet. You don't need motivation. A healthy, skinny lifestyle should be boring and natural. If anything you do in life requires motivation, it will not be sustained. In other words, you might be motivated to start a diet, but motivation is not what will drive you to finish a diet. Motivation is a Myth.

We know that this week is the hardest week because we know the temptation of boredom and old, bad habits. You must forget everything you have learned about diets up until Personal Trainer Food. Diets have only taught you failure and frustration and have trained you to believe that you need to do something different this week. Week three is the hardest week because you have to undo that learned temptation to do something different.

Losing fat is actually a very boring, straight-forward thing on Personal Trainer Food. The body wants to be lean. It wants to shed fat. If you give your body the right food, you will lose fat.

While REV! is intended to be a temporary method of eating to help you get rapid results, it is a sustainable way to lose fat. You don't need to mess with it to 'make it work.' And, once your 28

days are up, continuing to eat Personal Trainer Food while following our guidelines is a no-brainer recipe for fat loss forever.

### **Boring Habits: The Stuff of Dreams**

Did you brush your teeth today?

People have only been brushing their teeth for the last 100 years. It was advertising pioneer Claude Hopkins who realized that products will sell themselves if they became linked to a habit. He knew that you would buy toothpaste because you would immediately link scrubbing the scuzzy film off of your teeth with the reward of having minty fresh breath and smooth teeth.

Clever Claude knew that you would enjoy your fresh breath so much that you would buy toothpaste and brush your teeth this morning without thinking about it.

So here you are: you eat your Personal Trainer Food and you are rewarded with a slimmer waistline. You are looking better, getting healthier and feeling sexier with every meal.

Eating right has become as routine as brushing your teeth, putting fat loss on autopilot. You used to worry constantly about losing fat. Now you don't even have to think about it! Just heat and eat and get on with your life. Isn't this what you have always dreamed of?

### **Where is That Picture?**

Where is it? That picture that you looked at and said to yourself "OMG I am soooo fat!"

Anyone who has wanted to lose weight has at least one unflattering shot of their rear or beer belly. Maybe it was taken just before you started your program, maybe it was taken years ago, either way, go find it now...

That picture is a great reminder of why you are doing this program and a great benchmark of our progress. You can hang it up where you might see it every day or tuck it away with your tape measure and scale for Day 28, the big reveal. You can even share your photo with your Weight Loss Coach. They would love to see it next to your after picture!

How did it go today? Let us know! Write down any questions you have and feel free to reach out to us.

You can Live Chat us at [www.PersonalTrainerFood.com](http://www.PersonalTrainerFood.com)

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