



Don't be a REPEAT Weight Loss Customer

Defeat is an ugly word. No one wears it very well. When it happens to you, you put the best face you can on it, and move forward.

I had a lengthy conversation with a soon-to-be-retired Chairman of one of the oldest and biggest "meal-plan, weekly weigh-in" type of weight loss companies. As we sat at Sky Harbor Airport in Phoenix, waiting out a huge and rare late-Summer thunderstorm, I asked him what he was most proud of. From his many years of financial success at the helm of this weight loss company - a company that had defined the industry and become a household name - what was the greatest satisfaction he was going to take into his retirement?

Without hesitation he replied, "**Over 85% of our weight loss customers are repeat customers.**"

With that he pursed his lips together and savored his achievement, half-closing his eyes, his chin nodding slowly in a self-satisfying "yes."

**REPEAT Customers
of a Weight Loss
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How can that be?**



Repeat Customers of a Weight Loss Company? How can that be?

Contemplate that for a moment. REPEAT customers - weight loss company. Hmmm.

Now, to the cynic in me **“REPEAT customers of a weight loss company” IS A SYMBOL OF FAILURE, not a boastful success.**

The more I think about that remark – even now several years later – makes me fume. What he was saying was that **his company made a lot of money from the failure of a whole lot of women to keep their weight off, for a whole bunch of years.** And he was retiring in luxury from the paid-for misery of people that trusted his company.

What he was saying was that his weight loss company SOLD FALSE HOPE.

What was lurking between his proudly spoken lines was that his company could get you to successfully lose weight. **BUT THEY KNEW YOU WOULD GAIN IT ALL BACK, PLUS SOME.** So, since they were nice people, and you actually did lose some weight, and because you are now even more overweight than you were last year, **you pay them more money to help you lose weight - again.** (How many times do you want to do that?)

Now, the ire in me is really roused.

Perhaps they planned it all that way in the beginning. I really want to believe that Weight Watchers, and Jenny Craig, and NutriSystem, and other Weight Re-GAIN companies of that ilk started out wanting to help people...

BUT, this is how I parse their business conversations dealing with your body...

(Weight Loss Company Executives: Conversation A)

Somewhere along the road, surely some executive saw the financial numbers and realized:

“Wow, we keep getting the same overweight people back. We even get a lot of our customers from the other weight loss companies. If we were really doing our jobs, if our programs really worked, wouldn't we be seeing mostly NEW people, not repeats, re-treads, and do-overs?”

Nah, it isn't possible they were saying that...

(Weight Loss Company Executives: Conversation B)

Or, did the executives say...?

“You know what, the reason these people keep coming back is because they don’t keep buying our expensive, special diet foods year round. **If they just stayed on our meal plans (at \$360/month), and unthawed them 2-3 times a day, they would not have to come back”.**

Likely conversation, right? Or...

(Weight Loss Company Executives: Conversation C)

Maybe it is simpler, and more sinister than that. Maybe the weight loss executives said...

“WE NEED MORE **REPEAT** CUSTOMERS. It’s cheaper to get old ones to come back, than advertise for new ones. **How can we manipulate our program for short term weight loss and long term weight Re-GAIN?”**

I think that may be it. That is their most likely business conversation concerning your body.

It’s sort of the like the cigarette companies putting chemicals in their tobacco to make nicotine even more addictive. No one would deliberately try to get you addicted to their unhealthy products just so you keep buying them...no one would do that, right?

Clutching DEFEAT from the Jaws of Victory



I’ve been to dozens of these programs around the country. I’ve seen the happiness, the real sense of satisfaction and progress these women have when they are seeing success in their weekly weigh-ins.

I’ve also had countless conversations with women who, many

months and lots of new pounds later, said **they felt they were failures**. They didn't jump right up and proclaim that, but **they felt defeated by the system they were trying - unable - to follow long term**.

The worst part? **They all blamed themselves**. They all confessed through tears and years of frustration that there was something wrong with THEIR will, wrong THEIR strength of character, wrong with THEIR metabolism, wrong with THEIR financial inability to stay "on the program." THEIR FAULT. **They had failed**.

They felt defeated. THEIR failure was all THEIR fault.

And the next time they decided they really needed to lose weight, guess what? They went back to these same old companies. They felt they had no other choice.

They chose to become a REPEAT CUSTOMER

(The Chairman was smiling all the way into a country-club retirement).

REPEAT Customers return to the same failed system. Repeat Customers get the same old result. Repeat Customers have the same short term win. Same long term defeat. Repeat Customers **FAIL AGAIN**. Their fault. Right?

WRONG. The only fault of a REPEAT Customer is relying on the same type of company, the same type of weight loss program to lose weight...programs that set your body up for AUTOMATIC Re-GAIN.

(See my explanation of how weight re-gain happens automatically in an earlier Chapter: "Diets Cause Weight Re-GAIN" here: <http://ow.ly/x5aBQ>.)

An old joke my grandpa told me:

Lady walks into a doctor's office. She is hitting herself in the head with a hammer. She says, "Doc, it hurts when I hit myself in the head with a hammer. What should I do?" The doctor says, "Quit hitting yourself in the head with a hammer."

We've all heard the definition of insanity - doing the same thing over and over, while expecting a different result.

Let's get some very key TRUTHS straight:

First Truth:

There is nothing wrong with you. You are not a failure. You do not lack will power. Your character is just fine. Quit blaming yourself.

Second Truth:

It's time to quit hitting yourself in the head with a hammer. It hurts.

Corollary: It's not about calories, or weighing food. It's not about food exchanges or carbs. It's not about fat grams or sugars or magic potions. The weight loss companies are wrong. Dead wrong. Get rid of that insanity.

Think about it. Is the only path to permanent weight loss paved with eating expensive pre-packaged foods for the rest of your life?

How bland, boring, perverted and expensive is that? And what have you learned from those companies about how to eat to keep the weight off for

life? With them having mostly "repeat" customers, it says, "probably not much."

(And think about it...why would they want to tell you anything that would help you keep the weight off...it is not in their self interest...they have too many retirement homes to buy, too many tee-off times to meet. See Conversation C, above.)

Isn't it entirely possible that what you have learned from these Weight Re-GAIN Companies is WRONG? Even though it is churned over and re-cycled like some



endlessly re-warmed left-over meat loaf by the popular media, does that make it correct?

Consider that if all they have been telling you is right, why does everyone, sooner or later fail at it?

“REPEAT customers” is an admission of abject failure – not of you, but of their program. Financial success for them. Weight failure for you and everyone else.

If it really worked, with the tens of millions of customers the Re-GAIN companies have collectively had over 30+ years, **wouldn't the country be having a “skinny epidemic” rather than the opposite?**

Third Truth:

If you are 25-50 pounds or more overweight, if you keep doing what the weight loss companies are telling you to do, **it will kill you** – slowly – but kill you nonetheless.

It is not just the excess weight that causes health problems. It is your constant recycling of weight – up, then down, then up, then down – weight Re-GAIN that taxes your heart, and disconnects you from your normal senses of hunger and feeling full (killing any ability for you to be an “intuitive eater”). WORSE, far worse, it injures your sense of will AND self-respect. **Both, in time, will kill you.**

How can that be? Because permanent weight loss is not about fat grams, or food exchanges, or (insert the latest fad here) and all that complicated stuff. **So, what is it about?**

What can it be? **What is it that you don't know?** Is there some hidden secret to weight loss success, kept for hundreds of years, buried under Ed McMahon's mother's front porch in a mayonnaise jar in the Oakridge mountains? No.

Fourth Truth:

It's about you.

Fifth Truth:

You resist believing the Fourth Truth.

As with all truths, the answer starts in your center and works its way out.

So, if you feel you have an injured core, from years of hitting yourself in the head with a “REPEAT Customer Hammer,” and have lost all hope of sustaining your weight loss...

If you believe there is something wrong with you, physically or mentally, that prevents you from losing weight permanently...

If you feel you need a helping hand to lead you where you can't seem to get to by yourself...

If you can't grab hold of and focus on the beautiful light that once illuminated your future...

Well, you have to start with you. You have to start with believing in YOU.



It's about unleashing the inner beauty of soul that was buried by kids, family, job, relationships, money problems, lack of sleep... **so many things that got in the way of you being you for years on end.**

Losing weight permanently is not about you becoming anything... YOU ALREADY ARE !

Everything you need to lose weight permanently you have already. You have the will, the strength of character. You don't need a strong helping hand.

Remember the cowardly lion in Oz? Just like him, all you need is the COURAGE. **Do you need a medal delivered by a wizard behind a curtain to believe in yourself again?**

When you get that far, when you can find your COURAGE, by finding yourself, you can go the rest of the way to your success.

You don't need a wizard pulling chains behind a curtain to do that for you.



– Boyd Jentsch

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HEART PLAN – WEIGHT LOSS SUCCESS Begins in Your Heart