



**You don't really want to lose weight do you?**

**TRYING to lose weight IS the path to FAILURE.**

TRYing to lose weight is your way of telling yourself you are doing something about your excess weight.

TRYing to lose weight is your way of feeling good that you are going to stop the upward tilt to your scales.

TRYing to lose weight is your way to focus on your weight, because you sincerely want to do something about it.

TRYing to lose weight is your signal to family, and friends, that you are taking action NOW, to control your weight.

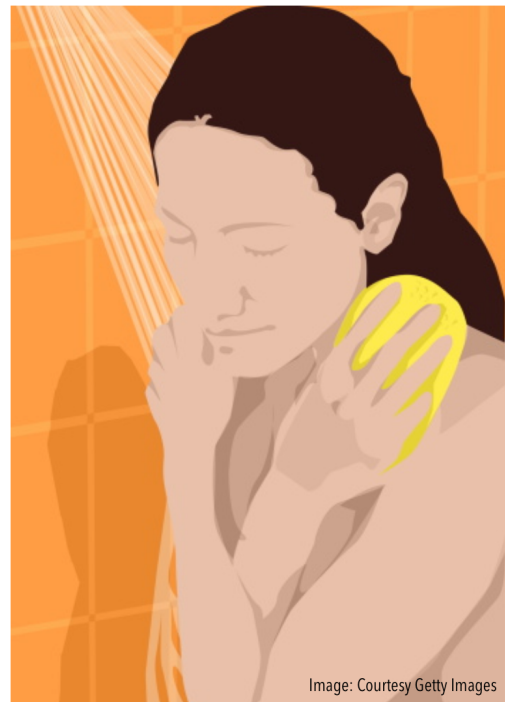
But, as Master Yoda said to Luke, "TRY is the language of failure."

"There is no TRY. Only DO, or NOT DO."

**WARNING: REALITY CHECK AHEAD**

**Do Not Enter This Next Area** unless you are ready to be confronted by some difficult-to-face realities.

1. **Most weight loss programs suck.** They just don't work long term. Or at least not very well for you. Most are based on a fanatical devotion to just one thing... very low calorie diets, yet disguised as something else.



**Truth:** Everyone loses weight when they quit eating. That's not a diet. That's a way one ticket to stupid-hood. It sets your body up for some weight loss now and some weight Re-GAIN later, plus some extra pounds.

**2. Most weight loss programs are based on partial-science.** They jump on the bandwagon of the "latest scientific advances" as if it were the only science ever done – as if it were the only piece of science that mattered.

**Truth:** The body is complex. Science has discovered over 200 genes that influence weight gain. Less than 5 are scientifically understood enough to say anything specific about how they affect your weight. (Less than 2.5%.) Nobody knows how all those genes interact with each other in making you gain, or lose weight. NO ONE.

**3. Weight loss companies want you back as a REPEAT customer.** It's cheaper to get you to come back than to find a new customer. That is basically an admission of their failure to help you permanently lose weight in the first place.

**Truth:** Weight loss programs are costly exercises in frustration. So, it would be denying reality to expect them to do anything other than lead you to failure.

## **OK. Fair enough. Weight loss programs set you up for failure...**

So you use them, and guess what? You fail. That's not a surprise, it's an excuse...  
"So, that's why I can't lose weight!"

Then you use them again? Shame on you. You deserve better than that. Everyone does.

The failure cycle repeats because you are not in "weight-loss-success" mode. You are in "weight-loss-TRY" mode.

You will quite simply announce that you are "TRYing to lose weight," which sets up your excuse in advance of your failure. Saying the magic word "Try" gives you the wriggle room to not have to succeed.

## **STOP for a moment and ask yourself a very personal question: "Why am I TRYing to lose weight?"**

Look at it a different way. Think about a car.

Suppose you went out to your car, got it going, it started down the driveway and died. Out of gas.

So you go in the house. Wait an hour, go back out and TRY to start it again. Nothing happens.

So you go back home, come back out, and TRY to start it again. Nothing happens. Hmm.

You decide to wait until tomorrow to TRY and see if it starts again. Nope. Drat! Still out of gas.

*(One definition of **insanity** is doing the same thing over and over and expecting a different result.)*

## How many times have you TRYed to lose weight?

As you are reading this I can easily guess that you have TRYed 3-4-5 times or more to lose weight. Whatever your initial result, several months later you ended up weighing more than when you started. Right?

So have you been cycling and recycling on a single low-calorie weight loss program like Weight Watchers. Or are you more of a buffet-type user, sampling different ones each time?

Either way, you have TRYed to lose weight and ended up weighing more. Correct?

Now you can blame the weight loss programs – the Re-GAIN programs. Heaven knows there is plenty about them to blame. So, you have an excuse. No one will blame you. YOU won't blame you.

Now here is where it gets a bit difficult...

Nearly every person who uses these weight loss programs gain all their lost weight back, **and end up blaming themselves**. Weight Watchers (or Jenny Craig, NutriSystem or South Beach, or HCG, or \_\_\_\_\_ (fill in the blank)).

In your mind, each of these programs is OK. **You are the failure. Right?** I mean, they've been around for so many years, and millions and millions have used them, so if YOU fail to keep the weight off down the road, you are at fault. Right?

**Wrong.** At least not as far as the weight loss programs are concerned (remember, they count on getting you back – which is why I call them "Re-GAIN Programs").

So, you stop TRYing and accept your weight. Or you get discouraged, knowing you have some major genetic or character defect, and feebly commit to TRY something again next year. Have you ever done that?

Whew. Aren't you TIRED of all that?

### Can't you see that there is something EXTRA going on here?

That something extra is DOUBT buried deep within you. **You don't believe in yourself any more.** At least not as far as weight loss is concerned.

You have failed enough times to keep the weight off that you really don't believe you can make it happen. You have secretly accepted that you are never going to be skinnier – you are just going through the motions... TRYing to lose weight.

And that, precisely is the problem. You don't believe it is possible FOR YOU. Other people might be able to do it, but not you. Right?

### Think about it. What is the worst that can happen?

What if you lost all your excess weight?

Let's say you got out of high school at under 130 pounds (to set up a wild example). Let's say you now weigh over 200 pounds. (I'm exaggerating, to make a point.)

### How would your life change if a year from now you were 125 pounds? (Too low maybe, but you get the point.)

Now, leave aside whether or not you believe that can happen. Just go with it for a moment – **How would your life be different a year from today if you weighed less than when you graduated from high school?**

Think about that for a moment....

Close your eyes and imagine it..... ..

(still thinking about it?) ..... ..

(eyes still closed?)..... ..

(really picture yourself at that new weight)..... ..

(still thinking?)..... ..

Can you see it?

**Can you really envision yourself at that exciting new, slimmer size, and staying there for the rest of your life?**

Seeing that... What do you feel? Happy? Sad? Joyous? Afraid? Unbelievable? Exciting? What about Doubt? Fear? Some form of anger?

**If you knew there were a way, FOR SURE, to 100% lose all the weight you wanted within a year or less, WOULD YOU DO IT?**

My experience with many hundreds of weight loss customers over 20 years says... You will say you will TRY it.

But somewhere down the road, within 3 or 6 or 7 months, YOU'LL QUIT. Stop. Kaput!

And you'd not be all that different than others. A high percentage of people would do similarly - quitting just as they were going to get ahead.

You would quit, not because you are a bad person. Or that you lack character. Or that you don't have the will power.

**You would QUIT a 100% for-sure-thing because...**

- (a) You don't believe there is a 100% for-sure-thing (right?)
- (b) You are not certain you can do it, so it's better to stop now before it gets too evident, or too difficult
- (c) \_\_\_\_\_ (fill in the blank for a reason you'd QUIT)

**What stops your weight loss efforts?**

I can tell you why nearly every person I have worked with in 20+ years QUIT about half way to reaching their goal weight.

**Why did they QUIT? Two words:**

Doubt      Fear

These are big words. Ideas buried deep within you. And they paralyze you, preventing you from taking the effective action you need to succeed.

Of course, no one wants to think that way about themselves. You certainly would not want others to think that about you.

## What does it take to succeed at weight loss?

Every successful person I have worked with in those same 20 years – **those who finally transformed their lives did it the same way.** Two equally big words:

Belief      Action

If you want to transform your life... If you want to lose all the weight your secret heart tells you that you REALLY want to lose... you have one simple task...

Convert... Doubt... into... Belief

Convert... Fear... into... Action

That's it.

Can you do that?

Here's the thing...

If you **turn doubt into belief**...into a certainty, if you **turn fear into action**... concerted action, **you WILL find a way to succeed.** No matter what.

YOU WILL FIND A WAY TO SUCCEED. Failure would not be an option. A worthless weight loss program would not be an excuse.

And a year from now you will wonder at how big your old prom dress fits on you.

Can you see that?

Contemplate if you are up for that.

Are you?

**Do you want to TRY it?**

**You will allow your inner tools of strength and resolve to get outside you and perform their magic for two reasons, and two reasons only...**

1. If you have no other option but to lose weight... that you have reached bottom and **you feel in the pit of your gut that you absolutely must make it happen... or**

2. Day by day you accumulate the wisdom, the knowledge, the incremental motivation, and emotional bulwarks, each built one atop the other, one day at a time, until you finally make it, and **you get to that same gut-place that says you are finally going to make it.**

**In either case you will never TRY to succeed again.**

**You WILL lose weight permanently.**

**You WILL succeed.**



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– Boyd Jentsch

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**HEART PLAN – WEIGHT LOSS SUCCESS Begins in Your Heart**