



## **Why Do You Want to Lose Weight?**

Finding Your Weight Loss "Why"

**The world doesn't need another weight loss program.**

The truth is – they all work.

The problem is not losing weight on them.

The real problem is everyone Re-GAINS lost weight. Then gain a few pounds more than when they first started.



**Weight loss programs make you Re-GAIN weight.**



Most Americans are 10 to 20 pounds overweight when they first tried a commercial weight loss program. They lose about 8 pounds. One year afterwards, they are 20 to 30 pounds overweight.

Weight loss customers attempt to lose weight 4-9 times with various weight loss programs. Each time, one year later, they weigh an extra 10 pounds.

As a result, Americans are an average of 30 pounds to 50 pounds overweight. Plus a HUGE and rapidly growing percentage of us are now 75 pounds to 100 pounds or more overweight.

The big name weight loss programs have been in business 30-40 years or more, with millions and tens of millions of customers having used their programs. Most of their customers are REPEAT customers. Which leads to a startling conclusion...

**...THE NUMBER ONE CAUSE OF WEIGHT Re-GAIN IN AMERICA? Weight Loss programs.**

**If weight loss PROGRAMS worked, we would all be skinny.**

**To the weight Re-GAIN companies you are a "repeat customer."** Fully 95% fail to keep the weight off as long as one year. So, their customers try it again. A REPEAT CUSTOMER is a polite way of saying their "weight loss" program failed to have you keep the weight off the first time.

**If weight loss programs worked, you'd only have to do it one time.**

Or, as a spokesperson for the biggest Re-GAIN Company testified under oath at a government hearing in London:

"Weight regain is an inevitable part of dieting, and most dieters put any weight they lose back on eventually. People have to get over the idea that you just diet once and that is it."

Whew, isn't that a bit shocking to you? They are publicly declaring that their program is only a short time remedy. Is that what you thought you were buying—a short term fix?

### **Weight loss programs are worthless for you long term.**

#### **But the admission of the weight loss programs get worse...**

...In a report to its stockholders, the same WEIGHT Re-GAIN company noted above said it is proud that they have a very "*high lifetime revenue per customer.*" Meaning, most of their money is made from people who come back over and over...

#### **Weight loss programs make most of their money from "repeat customers."**

With all those "repeat customers" the WEIGHT Re-GAIN companies are so proud of, you have to ask:

- **Are the Re-GAIN companies ignorant of the science of what causes their programs to create weight Re-GAIN?** (If they are, you'd have to really worry about what they're telling you to do to lose weight, wouldn't you?) OR...
- **Are the Re-GAIN companies counting on you failing to stop your weight re-gain, so they can get you back next year, or the year after that?** (Isn't that the definition of **evil**?)



#### **So, the WEIGHT Re-GAIN Companies are either IGNORANT or they are EVIL?**

Perhaps both. Which is it? (There is no other option...no other way to characterize what they are doing.)

- Isn't that like shooting you in the foot, then charging to take you to the hospital?
- Any way you look at it, they always profit from the Re-GAIN they cause you.

To me, that's just not right — **incompetent or evil**? Are those your only weight loss choices? You deserve better. All of us do.

**The truth is, the world doesn't need another weight loss program because weight Re-GAIN is the number one health problem in America.**

The Re-GAIN companies don't address it because their weight loss programs create the weight Re-GAIN problem in the first place.



With ALL THE KNOWN SERIOUS ILLNESSES THAT ACCOMPANY EXCESS WEIGHT, because they always cause weight Re-GAIN, **the commercial weight loss programs are the cause, not the solution, of weight related illnesses.**

*In which case you can't trust anything they are trying to sell you to put into your body. You need to steer yourself away from them...far away from them.*

**So what should you do? Start with Your HEART.**

Weight loss programs all start in the wrong place – your body. They quickly get you doing things to rapidly change your body. That is why, in the end, they always fail.

**The Weight Re-GAIN programs forget you have a brain. And a HEART, most of all.**





Foremost, permanent weight loss runs through these, the grand motivators of your life. If a program doesn't address these FIRST and every day along your path to less weight, it doesn't matter what the programs tell you to do. Sooner or later you'll just quit doing it. You'll quit...which is what you and the vast majority end up doing. Right?

Start by rejecting the outworn and unproductive idea that weight loss is all about calories. It isn't, *not as the first step*. Nor is it about lost pounds...

**Weight loss is about being able to live your dreams.** Today. And ten years from today.

When you reach out to live your dreams, to clarify and discover your "WHY"...

...why are you REALLY trying to lose weight...

...not only will you likely to stay on a program...

...but you are much more likely to keep the weight off permanently

...all those who love and depend upon you will also be benefitted

The world becomes a better, more joyous space for us all, when YOU are FULLY in it, achieving your dreams – not limited in some way by your excess weight.

**Permanent weight loss, the kind that remolds your body and reshapes your life, BEGINS in your HEART.**

When you are trying to lose 20 pounds or more, the challenges you face are many, and many faceted. It is much more than severely restricting your calories for several days.

**Weight loss begins when you get out of bed in the morning, and ends when you go back to sleep at night.**

In between, you will make countless choices that affect your weight. Some are obvious, like what you do or do not eat. Others are much less obvious, but still important factors in your weight loss, like how much sleep you get and how you handle stress.



Of course it's easy to lose weight if you are given a strict diet plan to follow, a box full of pre-prepared meals with your "personal choices and off-plan meals" to reduce the monotony.

**The difficulty in a weight loss program is what do you do when it becomes too expensive to eat all those pre-packaged foods?**

What do you do when you hit a weight plateau and can't seem to break through it?  
What do you do when, despite your best efforts, you binge, or get depressed, or find yourself ravenously hungry?

It can all be daunting and discouraging. Right?

**That is precisely why you have to begin your weight loss journey by tapping your deepest motivations, and building your weight loss plan with your "WHY" as the core.**

## **Finding Your “WHY” on the Road to Weight Loss Success**

You have to hold on tightly to a reason beyond pounds, a goal beyond weight to reach through the long hours and days, the endless weeks and nights of lonely endeavor. The solitary weight loss journey wears you down. The personal challenges don't go away. Inevitable interpersonal conflicts don't go away.

**If you don't know where your HEART wants to lead you – and know it clearly – you will give up. Quit.**

**You have to first find your “WHY.”** At some early point, to keep your weight loss efforts alive you will have to stop thinking about how much weight you are losing, or how much further you have to go...

...Why are you creating all of these difficulties for yourself?

...Until you get that far, your weight loss efforts will always be a struggle

At the point of transition, when your “WHY” magically overtakes and drives your daily motivation to drop pounds, you suddenly see you have evolved a lifestyle of purpose, of clarity, something you WANT to do.

**Your WHY drives your NEED to do it daily, not to lose weight, but just because IT MAKES YOU FEEL RIGHT.**

The moment of inflection, where you see yourself and your life differently than you have in many years, transformed, you will have created your NEW NORMAL... because you will have found your “WHY.” Weight loss will no longer be what you “do.”

**Weight loss is the natural result of living out your “WHY.”**

Committed to your WHY, you will finally cross the finish line. And every step between here and there you will find new wonder in living, a growing insight into life – delight in simple pleasures. You will discover a transformed you, a you that has always been there, a butterfly beginning to unfold its radiant wings. What kind of butterfly will you be?

**On your road to permanent weight loss, first find your WHY.**

With that bright assuredness flowing energy into your life, you will be able to discover the right way for you to lose weight, your way to trim the inches, your path to being healthier. (And you will certainly NOT need a WEIGHT Re-GAIN company to screw it all up.)



## You will come to discover that... YOUR HEART IS YOUR WEIGHT LOSS PLAN



When you grasp that deep inside yourself, you will have the insight to choose the right weight loss path for your body, every day...and every moment of every day.

Unlike your past choices for weight loss efforts, **that clear understanding will not come from a desperation to find a miracle to lose weight.**

- It will not be chosen because you have lost faith in your own judgment
- It will not be because you have failed with everything else

**Your path to permanent weight loss will arise - can only arise - from the core of your new "WHY-infused" life.**



With great confidence in yourself, you will know the right way to lose weight, because you will already be doing it.



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– Boyd Jentzsch

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