



# 13 Common Weight Loss Mistakes

(And How To Avoid Them)

Written by

**Steve Alexander**

CEO, Adventures in Weightloss



# Introduction

## Congratulations On Being Here

Your life will be different from today!

Yes, it is a big statement. We are confident it will be reality for you.

We say this because of our experience in health and weight loss for over a quarter of a century. We have helped thousands of clients in at least six countries.

So many of them attribute a major life change to their “Adventure in Weightloss”.

The company is so named because it really is an adventure for anyone to overcome a long term weight challenge.

It is a journey not to be taken lightly.

It is important to appreciate we are not going to ‘fix’ you.

In fact, no one ever fixes another. Any progress in weight loss is done exclusively by the person undertaking the challenge.

The cold hard truth is that you are in this position largely because of your own choices and you will win through to a new improved health situation largely because of your own choices.

Our goal is to give you the understanding of what needs to be done, the tools to create your own plan and some support tools to help you along the way.

We really do understand how frustrating this challenge has been for you.

Everyone involved with Adventures in Weightloss (“AWL”) has confronted their own weight demons and overcome them.

Nobody likes being overweight.

Let’s not beat up on ourselves.

We are where we are.

Let’s start work to get you to be where you want to be. Permanently.

Steve Alexander  
**CEO, Adventures in Weightloss.**

# Mistake # 1

## The “Calories In / Calories Out” Mistake

The first law of thermodynamics is the basis of the “Calories In vs Calories Out” (CICO) explanation of weight management. It is the basis of the conventional understanding of obesity.

The simple (conventional) solution to obesity is to eat less and move more.

If the conventional solution to obesity is correct, then the low-fat diet will be your best friend.

**Since the late 60s, when the Low Fat mantra was shoved down our throats by doctors and public health officials, the obesity epidemic exploded.**

It just does not make sense if you follow the CICO theory.

Multiple meta-analyses show subjects on high-fat diets consistently lose weight better than those on low-fat diets. This raises the possibility that the mainstream’s “primary approach to nutrition, the low-fat diet, has caused major public health harm.”

This is a quote from Dr David Ludwig, a renowned expert on obesity.

“MAJOR PUBLIC HEALTH HARM” is a big statement.

He has the research to back it up.

Rather than write pages of boring scientific reporting, my suggestion is you follow the link to a 30 minute presentation by Dr Ludwig at a nutritional conference.

It does get into some pretty heavy science later in the presentation. If you watch the first ten minutes, you will get a very clear picture of why CICO is one of the 13 Mistakes.

Here is the link: <https://www.youtube.com/watch?v=vmCrg4XhndA>

Compelling, isn't it?

We have been designing individual eating plans for over a decade.

The system was developed by Dr Barry Ryan, our Chief Medical Officer at AWL.

Barry has been a leader in nutritional and environmental medicine for over forty years.

His understanding of the body's reactions to different substances as well as his immense nutritional knowledge have been combined to create what we believe is the most effective weight loss system available.

More on that in Chapters 7 and 11.

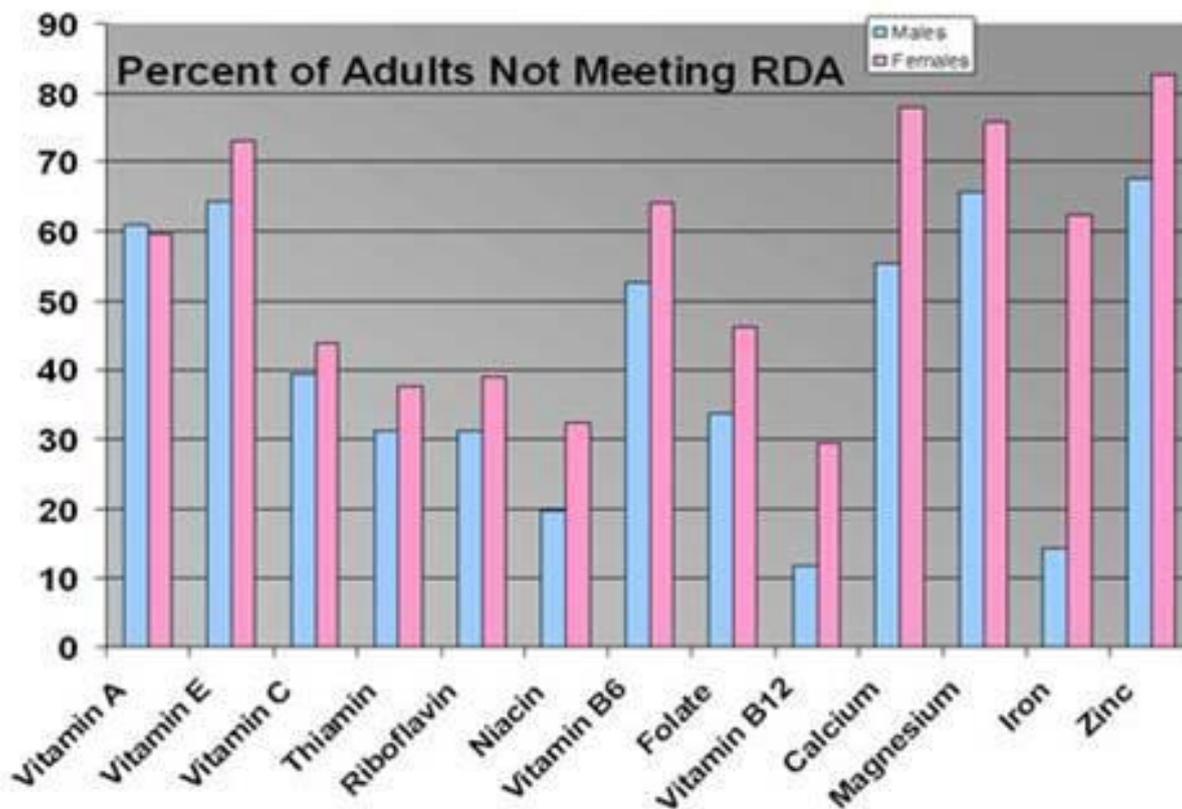
# Mistake #2

## Failure To Boost Nutrition

We are often asked why we place so much importance on our supplements as part of the Adventures in Weight Loss programs.

The simple fact of life is that the vast majority of people in the western world are nutrient deficient.

The following graph from a US government backed study perfectly illustrates the situation.



The RDA is Recommended Daily Allowance which is pretty much the nutrient level to keep cells alive in a dish. It is certainly not necessarily the level that provides optimum health and vitality.

As a Baby Boomer, when I was a kid we ate fresh fruit and veggies, usually grown locally by farmers who could not afford pesticides so it was close to organic.

We were not shooting our livestock full of growth hormones like we are today.

Bread went stale overnight so we did not have the preservatives we are force fed today.

All in all, the food had a much higher nutrient content than today.

The graph above confirms this.

## **The “Feed Me” Loop**

Our body is monitoring thousands of functions every second and messages are sent back and forth to communicate requirements to many parts of the amazing human health system.

Our main chemical processing unit is called the Liver.

When we are nutritionally compromised, the liver will be short of specific nutrients it needs to produce the myriad of chemicals it needs to generate to keep us functioning.

As a result of shortages of chemicals, the message goes out to eat something so we get some raw materials.

This is where it gets very interesting in relation to obesity.

We get the feeling we are hungry as a result of the “Feed Me” message so we head off to the refrigerator or pantry and scoff down half a pack of Tim Tams or some other highly processed, sugary product masquerading as food.

The problem is there is very little usable nutrition so the Liver’s requirements have not been met.

So the “Feed Me” message goes out again.

We then eat the rest of the packet of Tim Tams.

No nutrition.

More ‘hunger’ signals from the liver.

See the cycle and how damaging it is?

Even if we are eating a more healthy diet, there is often insufficient nutrition in our foods to stop the “Feed Me” loop.

This is a major factor with anyone challenged by their weight over a long time.

This is where the supplementation is so important.

If you have good quality supplements that actually get into the cells and provide good levels of basic nutrition, the “Feed Me” loop is interrupted.

Many cravings disappear.

The weight management process becomes so much easier.

To get weight off effectively it is essential to break the “Feed Me” loop. It also helps a lot to keep weight off long term.

The following article is by Mark R Bartlett PhD, a very highly qualified scientist.

## Nutritional Supplementation during Weight Loss

There are dozens of weight loss supplements on the market that claim to help you lose weight, lose fat, gain more energy etc.

Some nutritional supplements are particularly relevant to weight loss and may actually assist with facilitating weight loss and maintaining muscle mass.

But that's not what will be covered in this section. rather this is about how to stay as healthy as possible during the weight loss process, and beyond, once you've met your goals, with sensible micronutrient supplementation.

### What your body needs

The human body requires both macronutrients and micronutrients.

The macronutrients are pretty obvious.

These are the main source of calories such as carbohydrates, protein and fat that you consume on a daily basis.

But your body also needs about 40 micronutrients.

Most of these are the vitamins and minerals but there are also some other biologically active substances that help us stay healthy that aren't on the official vitamin and mineral list.

These are called phytochemicals, or phytonutrients.

These are often colourful antioxidants – nature's own preservatives – mostly found in colourful, as well as green leafy vegetables.

They often act as natural defence systems in plants but they also show potential in humans for reducing risk of degenerative disease, like heart disease.

How much of these micronutrients you are able to gain from your diet alone is very dependent upon the quality, or the nutrient density of your diet.

### Do You Need to Supplement?

In response to the question "do I need to supplement", typical advice goes something like this: "If you eat a low fat diet that includes plenty of vegetables, grains, legumes and fruits, you should have no trouble meeting the RDAs."

On the surface this sounds reasonable, and you'd be tempted to think you're OK.

But consider it a little longer and you'll probably ask yourself: "who eats a low fat diet that includes plenty of vegetables, grains, legumes and fruits?"

This very question is probed by our governments in frequent national health surveys and the results may (or may not) surprise you.

## National Food Surveys and What They Show

In the USA and Australia, large nutrition surveys at the national and state levels provide basic data on the dietary status of our populations.

A recent study released (April 2007) suggested that less than 11% of 23,907 adults (≥18 years) are meeting the current USDA guidelines for both fruits and vegetables.

Approximately 62% consumed less than one serving of fruit/day, and 25 percent of participants reported eating NO daily vegetable servings.

Similarly, in Australia, results of the NNS survey indicate that “more than 20% of children under 12 had not eaten vegetables or vegetable products on the day prior to interview”.

A higher proportion of adolescents reported consuming more vegetables and vegetable products than children but this was still less than 100g.

**In the June 2002 edition of the Journal of the American Medical Association it was stated that “low levels of the antioxidant vitamins (A, E, C) may increase risk for several chronic diseases. Most people do not consume an optimal amount of all vitamins by diet alone” and then went on to recommend “It appears prudent for all adults to take vitamin supplements”.**

## The Overweight Person and the Dieter: A Special Case

There are even more compelling arguments for the overweight, and the dieter to be supplementing their diet with a comprehensive nutritional supplement.

The overweight person has unique nutritional requirements from the start.

Scientists no longer consider adipose tissue, or fat, to be merely a passive storage reservoir for energy.

It's now known to be “alive” or metabolically active. Adipose tissue is an endocrine organ which manufactures and excretes hormones as well as pro-inflammatory chemicals.

This resultant chronic, low-grade inflammation can actually even sabotage your attempts to lose further weight.

Many of the micronutrients, especially the omega 3 fatty acids, help to balance this type of inflammation.

With our full service AWL programs, supplementation is a necessary component.

We have a short consultation where we discuss the needs of the client and provide recommendations on the best supplementation program for each client.

Should you wish to avail yourself of this facility, simply email us at

[info@adventuresweightloss.com.au](mailto:info@adventuresweightloss.com.au) telling us your phone number and a good time to call.

One of our team will give you a call and talk you through it.

# Mistake # 3

## Too Much Exercise

For many, the first thing they do when they go on a diet is to join the gym or engage a personal trainer and set about a very aggressive exercise program.

This is done in the belief that they are burning up fat.

Well, this is true to some extent.

For someone like me (a Baby Boomer) I would have to run at 10 mph for over two hours to lose one pound (450grams).

I don't think so.

I can lose that every day with ZERO exercise using one of our eating plans.

When we design a plan we advise our clients that we do not want to increase or change current exercise regime (or lack of exercise regime!),

This applies until a substantial amount of weight has disappeared.

### Why no change?

A good food plan will be reducing the former level of food intake, the body will also be undergoing some stress from the change in diet, detoxification as well as the very rapid weight loss.

A strenuous new exercise program will add further stress to the body and also increase hunger levels making it more difficult to stay on the program.

We are not saying to do no exercise, if you currently have an exercise plan feel free to maintain it, or if you feel like taking a walk etc. that is fantastic.

In our clinic in Queensland we have a gentle exercise machine that puts the client in a partial vacuum and is warmed with infrared light. It works very well with a sensible eating plan but it is not aggressive exercise.

But please do not start a whole new program at this point.

### But isn't exercise important?

Exercise is very important to long term health and wellbeing.

So for now, just focus on following your eating plan exactly and start looking more fabulous so you will have more energy and feel better about yourself.

Then you will want to increase your level of activity.

# Mistake # 4

## Seduced by the “Cortisol High”

Women understand hormones much better than men.

Some say men are blissfully ignorant even of the existence of hormones.

All joking aside, our hormones have a very large impact on our life in general and our weight loss efforts in particular.

One of the major stress hormones is Cortisol.

It is a big part of the “Fight -Flight” response we all experience when some idiot toots a horn at us or cuts us off in traffic.

When we eat fructose (a form of sugar) we experience a release of Cortisol, which gives us a little ‘high’.

This is elegantly explained by multiple best selling author and weight loss researcher, David Gillespie.

He wrote “Sweet Poison”.

He was kind enough to talk about this fascinating subject with Graham Park, the founder of AWL.

This is a wonderful audio and will get the message to you very effectively. Enjoy.

[CLICK HERE](#)

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# Mistake #5

## Ignore Gut Health

The gut is hardly dinner party conversation.

Some would argue though, that it is on its way to becoming just that.

Not only is gut health a popular topic in scientific research, it has a following in food circles.

An understanding of the association between food and the gut for increased immunity and overall health is gaining momentum.

It is also becoming a much more widely recognised factor in weight loss.

### **The Basics**

Everything we eat and drink passes through the gut along the gastrointestinal (GI) tract.

It seems simple enough, but the tubelike GI tract, lined with a thin, sticky mucous, is embedded with millions of bacteria that live, grow, and metabolize (digesting and absorbing) in what's considered a complex ecosystem comprised of both beneficial and harmful bacteria.

There is a close involvement of gut microflora and various aspects of health, such as nutritional status, behaviour, and stress response.

The gut microflora accomplish this via several mechanisms but primarily by metabolizing our dietary constituents to either detoxify them or activate them into toxic forms.

These beneficial probiotic bacteria do several things that contribute to good health and immunity.

Their most basic function is to fight harmful foreign substances that enter the body by detoxifying them and promoting their elimination.

Probiotics can prevent the growth of harmful bacteria.

Intestinal microbiota, or gut flora, and the gut barrier determine gut health.

Inside the gut are about 100 trillion live microorganisms that promote normal GI function, protect the body from infection, and regulate metabolism and the mucosal immune system.

In fact, they comprise more than 75% of the immune system.

Also important is their role in maintaining and protecting the GI barrier.

An intact GI barrier maintains gut health, while a problem with its microbiota composition will affect the body's defence systems and can create a condition known as leaky gut syndrome, which can compromise gut health and lead to diseases such as inflammatory breast cancer, obesity, chronic fatigue syndrome, and depression.

When losing weight it is important to keep the digestive system flowing. Slow movement through the bowel increases toxicity and that can express in many ways, usually not helping weight loss.

Many sensible eating plans will see a temporary sluggishness in the elimination process.

We have been recommending clients look at probiotics (good bacteria), enzyme supplementation and prebiotics with great positive effect over many years.

The main supplement we use with clients is an excellent prebiotic.

Somewhat surprisingly in the first instance, it is derived from sugar cane. Don't panic, over 98% of the sugar is removed.

Some features:

- **A functional food for the normalisation of blood glucose levels, assists with weight reduction**
- **When taken with food, NutriKane D lowers the glycaemic index (GI) of that meal**
- **NutriKane D contains a prebiotic to assist with optimal digestion**
- **Naturally contains micronutrients such as chromium, known to be involved in blood glucose control**
- **Anti-inflammatory properties have been demonstrated in scientific trials**

All pretty good benefits for weight loss and general health.

We have it in our online store, along with some other useful products, most of which we have been using clinically for twenty years.

[CLICK HERE](#) to check it out.

A first rate PROBIOTIC product we have found to be excellent is AGM BE Liquid ([www.agmfoods.com](http://www.agmfoods.com)).

It is a fermented grain drink. We have used it with coeliacs to good effect.

Most probiotics are in a milk based formula and this is not great for dairy intolerants.

Regardless of what you use, it is important to have the gut running smoothly.

If yours is not, get help. It is VERY important.

# Mistake # 6

## Denial Of Emotional Issues

Everyone knows 'emotional eating' is a big factor for anyone with long term weight issues.

If one 'seeks refuge' in stressful times in starch, sugar or other less desirable substances, there may be a deep seated addictive situation that needs to be addressed for effective weight control.

This is the main thrust of the "Profound Truth" self management program mentioned earlier.

It can be devastating to lose some weight only to see it pile back on, usually with interest.

We often see people have a weight set back after a period of intense stress.

The big issue is that very few people even acknowledge that the emotional realm is a big factor in weight management.

In our full service Gold Program one of our Coaches has a one on one conversation weekly with the client.

This program achieves the best results by far.

Partly because the Profound Truth program is included but also because we provide a 30 minute recorded hypnotherapy session from which we receive wonderful feedback.

The weekly coaching though, is the big factor. It provides support but also unspoken accountability.

For anyone who has a lot of emotional charge around various foods, it is essential to put in place some kind of support mechanism to work through the inevitable emotional challenges that crop up.

If you feel the Profound Truth program could help you, it is obtainable at our online store.

[CLICK HERE](#) to connect.

We have a special treat for you. It is a recorded audio interview by Graham Park with psychologist Amanda Banks.

It is called "Sex, Self Worth and Weight"

With a title like that, it's got to be interesting.

[CLICK HERE to listen.](#)

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# Mistake #7

## Unawareness of Reactive Foods

This is not affecting everyone but it is very important for those it does affect.

In his bestselling book, “7 Secrets The Weight Loss Industry Will Never Tell You”, the founder of Adventures Weightloss, Graham Park tells about his food reactivity.

We all have seen the small coloured rice snacks. If Graham eats 100mg of them, he is two kilograms heavier the next day.

How can that be?

Well, it is best described by Dr Barry Ryan, who says that there are foods that contain ingredients that are tolerated happily by most people.

But no one is “most people”.

For whatever reason, some will have a significant reaction to a specific ingredient.

To the body, it is a poison and it reacts accordingly.

Fluid is retained in the area (usually the abdomen) in order to keep the dangerous ingredient away from organs and glands. It is just a matter of telling the kidneys not to allow any fluid to be released. It is kept to counter the emergency. Over time, the ingredient is dissipated and the emergency is downgraded by the body.

Obviously, it does not make a great deal of sense to keep eating the offending food.

The challenge is recognizing it because it is not like it tastes bad.

Usually the opposite, in fact.

It's very simple when you know.

With our full service programs we design a process of introducing foods previously removed from the plan during the major weight reduction phase. We call it Phase 2.

The client will then weigh themselves every day.

If there is a sudden weight gain, it is usually pretty obvious what caused it.

# Mistake # 8

## Disregarding Protein

Protein is the most important macronutrient for weight loss.

It boosts metabolism, reduces appetite and changes several weight-regulating hormones

After you eat, some calories are used for the purpose of digesting and metabolizing the food.

This is often termed the thermic effect of food.

Although not all sources agree on the exact figures, it is clear that protein has a **much higher** thermic effect (20-30%) compared to carbs (5-10%) and fat (0-3%)

Assuming a thermic effect of 30% for protein, this means that 100 calories of protein only end up as 70 usable calories.

Protein can also reduce cravings.

Eating plenty of protein can reduce muscle loss, which should help keep your metabolic rate higher as you lose body fat.

Increasing your protein intake is simple. Just eat more of protein-rich foods.

These include:

- **Meats:** Chicken, lean beef, pork, turkey, etc.
- **Fish:** Salmon, sardines, haddock, trout, etc.
- **Eggs:** All types.
- **Dairy:** Cheese yoghurt
- **Legumes:** Kidney beans, chickpeas, lentils, etc.

Vegetarians confront a challenge in ingesting enough balanced protein to meet their long term requirements.

There are many different types of vegetarians, from those who eat fish, dairy and eggs, right through to strict vegans.

Those who eat fish, eggs and dairy can easily achieve appropriate protein intake.

For a vegan, however, they need to become very familiar with protein nutrients to achieve a full spectrum intake of essential amino acids.

Failure to do this will result in long term protein deficiencies which will impact health potential.

I have nothing against veganism, as long as it is done properly.

The takeout from this subject is to appreciate the importance of the correct intake of protein, especially in relation to long term weight management.

This should be the cornerstone of your eating plan design.

## **Breakfast**

The old saying is that breakfast is the most important meal of the day and it is not too far off being right.

If you finish eating dinner at 8pm and you have breakfast at 7am, your body has been without fuel for 11 hours.

Protein is important because it kick starts the metabolism, among other things.

Have a couple of pieces of toast for breakfast (virtually no protein) and you extend the time the body is operating without substantial fuel to lunch time, which is then 17 hours after dinner.

It makes a lot more sense to me to have bacon and eggs for breakfast than a bowl of cereal.

Always have a good helping of protein included in every breakfast.

# Mistake # 9

## Ignoring Effects of Toxicity

### How toxic are you?

Unless you arrived in the world completely clean AND  
have only consumed totally clean food from pristine sources AND  
have only consumed perfectly clean water all your life AND  
have never absorbed any chemicals or toxins through your skin AND  
have never had any toxic substances absorbed into your body AND  
have only breathed in completely pure air –  
**you are toxic!**

**We are all TOXIC to some degree!**

#### SYMPTOMS OF TOXICITY

- Loss of energy
- Memory loss
- Depression
- Anxiety
- Restlessness
- Mental Fog
- Nausea
- Insomnia
- Allergies
- Nervousness
- Skin irritation
- Food intolerance
- Body aches and pains
- Frequent Headaches
- Muscle stiffness
- Frequent colds
- "Cold spots" sensation
- Deteriorating vision

Toxicity is linked to just about every degenerative disease and it accelerates ageing.

It can be a big impediment to healthy weight loss because it inhibits organic and systemic function, therefore the body runs in a less efficient manner.

To provide an illustration of the world we live in, a study published in July 2005 found that unborn American babies were soaking in a stew of chemicals, including mercury, gasoline by-products and pesticides.

The report by the Environmental Working Group (EWG) is based on tests of 10 samples of umbilical-cord blood taken by the American Red Cross.

They found an average of 287 contaminants in the blood including mercury, pesticides, fire retardants and the Teflon chemical, PFOA.

Your body will try and protect crucial organs from toxicity. How?

By storing them in FAT.

If we are trying to reduce fat, do you think the body might want to hang on to it if there are toxins it is concerned about? Absolutely!

That is why detoxification supports weight loss.

That is why it should not be ignored when designing a weight loss program.

There are many different views on toxicity.

It is safe to say that informed scientific opinion is moving in the direction of placing more importance on toxicity in relation to health.

We expect that movement to accelerate in coming years.

# Mistake # 10

## Allow Muscle Loss

**Yo-Yo dieting is quite damaging to overall health prospects.**

By Yo-Yo dieting we mean where someone loses some weight and puts it back on and then loses and so forth.

The problem is that when you go on the latest fad diet (especially the ones that count calories) your weight loss consists of both fat and muscle. Usually roughly equal proportions.

When you put it back on, it is almost invariably all fat.

In our clinic we have the ability to measure body composition and determine the amount of fat, muscle, water and some other parameters. Most females have around 25-35% fat.

When we see someone with over 45% fat they are invariably long term Yo-Yo dieters. It is about the only way to get a fat percentage that high. Muscle mass reduces with age.

It is highly advisable for everyone over 40 to be doing muscle building exercise to counter this.

Muscle is a main driver of the metabolism.

This is why we place so much importance on muscle mass in our clinical monitoring of a client.

Higher metabolism means easier weight management.

The horrible reality is that our ineffective weight loss efforts in the past have made it more difficult to lose weight as we age.

An effective eating plan will kick in the fat burning hormones and preserve muscle.

This is a delicate balance. Dr Ryan developed the technology to do this based on a blood test. This is what makes AWL programs so effective.

Altering the balance between protein and vegetable carbs just a few grams can have significant impact on the outcome. The blood profile gives the information to get this right. We also have a system of achieving this through a detailed questionnaire.

(Many have asked if it is a blood type diet. It is not. In fact we don't even find out the blood type in our tests.)

Ketogenic diets are becoming better known. They strive to put the body into ketosis, where it burns its own fat as a primary fuel source. This is similar to the philosophy of AWL.

Any effective program will reduce fat and maintain muscle.

This is very difficult to achieve with just counting calories as a monitoring system for weight loss.

The older we are, the more crucial it is to maintain all possible muscle. Apart from general good health, it is the key to effective weight loss.

# Mistake # 11

## “One Size Fits All” Eating Plan

Are you identical to the next person?

Of course not!

Should your weight loss eating plan be the same as the next person?

Of course not!

And yet the industry would have us believe that one magic shake, supplement, book, piece of equipment of whatever else is the answer to everyone’s prayers.

Makes no sense at all, does it?

We have built our loyal fans because of a number of major factors:

- Lots of emotional support
- Good nutritional advice
- Medically designed eating plans

Hippocrates said, “let food be thy medicine”

Food can be used as a medicine to reverse obesity as long as it is done well.

The perfect eating plan is one that activates fat burning hormones. This makes the process much faster and therefore more enjoyable.

We have a link to a short video of Dr Ryan explaining some of the general principles of eating plan design.

[CLICK HERE to view](#)

As you can clearly see, the concept of a “One Size Fits All” eating program is simply ludicrous.

We have a wonderful video from one of our more dramatic success stories. It is valuable to hear this man’s personal approach to his challenges and the things he did to ensure his success. [CLICK HERE for Bill’s story](#)



Bill lost  
94kgs in  
54wks

## Some quick science

Think of food as fuel for the body in the same way that a car needs the correct fuel to function well (or at all.)

How the body uses its fuel is determined by a range of chemicals and chemical responses in our bodies.

To start with, we need to understand the relationship between glucose and fats in our bodies.

The relationship between the two main energy producing substances we consume is dramatically affected by the balance between glucose and fats in our system.

The main hormones that control these substances are: Insulin, Glucagon and Human Growth Hormone (HGH), although many other hormones and neurotransmitters are also involved.

During the day insulin and HGH are the predominant hormones utilising glucose. at night during sleep, HGH is predominant and with HGH, fat is the main source of energy.

A correctly balanced and customised eating program will actually cause your body to produce more of its own HGH again and you can and will experience the same anti-aging effects that the Hollywood stars get for thousands of dollars each month.

The higher levels of HGH will help burn that fat and also help keep your skin tighter so that you do not end up looking older once you have lost weight.

# Module 13

## Hoping For A Miracle

In these days of “Instant Gratification” most want the easy quick fix.

They hope to take a pill or do something very easy and obtain a miraculous result.

The industry thrives on this hope.

Unfortunately it is just not reasonable to think that we can reverse decades of nutritional abuse by taking a magic pill.

Even the medicos perpetuate this garbage by flogging the latest drug they have been told about by their drug company rep.

LET’S GET REAL.

Excess weight is a lifestyle problem.

It will only be reversed by lifestyle modification.

SORRY to be the bearer of bad tidings.

We are hooked on all the wrong things.

We are coerced by advertising into believing that highly damaging ‘food’ options are healthy.

We must gain an understanding of the real situation, supported by science, and then take action over the medium to long term to live sensibly.

A magic cure for weight loss is comparable to the thinking that the lotteries are a magic cure for someone who has been irresponsible with their finances for many years and created an overwhelming debt burden.

You are not going to find a miracle, so why not stop looking?

# Mistake # 13

## The Weight Loss Industry Conspiracy

Let's talk about the Weight Loss Industry.

It's not a small industry – over \$150 Billion per year.

Yet, over 90% of consumers of weight loss products are no lighter one year after they make their purchase.

Diet plans, books, gym membership, exercise equipment, shakes, fat burning supplements or whatever else. It doesn't matter.

Over 90% failure.

Beggars belief, doesn't it?

And yet Australia is a world leader in fatness. Almost 70% of our citizens are overweight or obese. USA, UK and all the western countries are similar in their stats.

What is clear is that conventional wisdom is **NOT WORKING**.

Given any reasonable examination of the entire spectrum of the problem, there has got to be more deep rooted answers.

Lack of knowledge is not the issue here.

The only rational conclusion you can draw is that the main players in the industry are happy with the Status Quo. None of them have made an attempt to address the real issues.

Most long term weight challenged people buy product after product.

Reinforcing failure but always on the lookout for a new approach that will 'save them'.

What a business model!

Desperate people providing the industry with repeat business.

Can you imagine any other business failing over 90% of their clients for decades and still being in business?

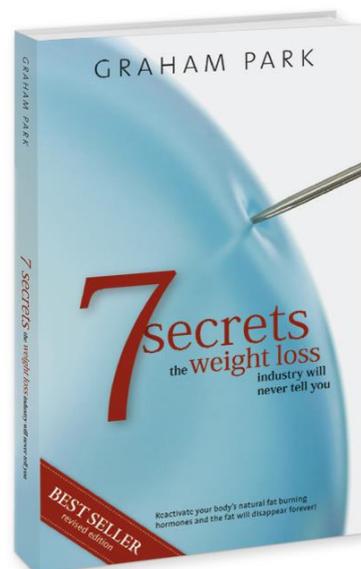
They may see the clients move from one company to another.

But the industry just keeps growing.

Here is a short video on Graham Park being interviewed on national television discussing this concept.

[CLICK HERE to view.](#)

You can find out much more with Grahams book.



We are happy to send you a FREE copy if you pay for P & H.

[CLICK HERE to order yours.](#)

# The Future

Developing this book is very exciting to me.

I really hope you share my enthusiasm.

Encouraging others to be proactive about their health is why I am on the planet.

Weight loss is just one aspect of that crusade.

It is however, the most significant health challenge we face as a civilization.

Please let us know about your successes. We love to hear of them.

If you are having challenges applying this information effectively, you may need a little more support.

The “Profound Truth” program is something that will be helpful if you are finding it hard to comply with what you need to do.

The best solution is our AWL Gold program. It incorporates a more accurate eating plan because it is designed from your blood tests. It also has mandatory supplements and includes twelve weeks of coaching from one of our experienced and expert coaches. The accountability and support are vital if there is a high level of emotional charge around this subject.

Find out more at <http://bit.ly/AWLGS>

We also have a service to encourage proactivity and responsibility in all areas of health.

Just as this program has exposed the 13 Common Weight Loss Mistakes and then given step by step coaching in how to avoid them, our information service does the same on a broader field around health.

This service is in the form of a 3 minute video blog sent to you each fortnight.

It is not onerous. It is well received by our friends and we like to have some fun. It is called “Don’t trust Your Doctor With Your Life”

[You can subscribe HERE](#)

It is priced at \$49 per year but FREE to you for reading in this book.



Having been natural health practitioners since 1992, Debbie and I have a lot to share.

There is much misinformation out there, usually to feather commercial beds.

Unfortunately, some of it is dangerous and some is downright lethal.

We hope we have earned your trust to at least allow us to talk with you more.

We don't spam and you can always unsubscribe very easily if we are not making a positive contribution to your life.

We do, however, hope to be in a position of helping you in many ways for a long time to come.

Thank you for sharing this much of our journey.

We wish you well.

