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INTRODUCTION

Did you know the scale of life threatening health risks has shifted worldwide from starvation to obesity? Yes, the sad fact is more people collectively across the world are now suffering from being fat than from not having enough food to eat. One estimate puts the number of obese at 1 billion compared to 800 million people who are underfed.

Not surprisingly the Western "first world" countries are the worst offenders, the United States, Canada, Western Europe, Australia and so on are leading the list. If you aren't careful in these places and you eat the same diet and are just as inactive as your neighbor your body may just give in one day as a result of your unhealthy lifestyle. Either way your quality of life will be real low.

There's two main reasons why the world is fat and why we are experiencing this obesity epidemic. Although it's not hard to guess what they are they are well worth exploring.

1 - From People Consuming an Excessive Amount of Bad Food.

The first big reason why so many people are fat is their terrible diets. Too many calories often coming from horrid food choices, empty calories from sugar filled soft drinks, poorly thought out and timed carbohydrates, fried foods. The list is near endless, but I'm sure you get the point. A great deal of people put no thought into their diet at all and are basically poisoning themselves in something akin to the film "Super-Size Me". Haven't seen the movie? Well you should.

2- From People Being Almost Totally Inactive.

Exercise can make up some of the ground lost from a poor diet. Real exercise, not five minutes of walking up a flight of stairs or a few sets of sit ups once a week. The fact that a great many people don't exercise at all and instead lead quite sedentary lives is a huge factor why they and others like them are getting fatter and fatter every year.

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OK, so that's the bad news. It's best to get it over with so we can see how important it is to buck these trends. Our very lives could hang in the balance. Looking good and feeling healthy certainly does.

Now for the good news! If you don't want to be one of the fat and sick you can choose not to be.

Getting fit requires some discipline and some hard work, but seven weeks of both can transform your body into something that looks and feels great.

You've got the information in front of you. I've seen this method work again and again, for the young and old for both men and women. All it requires is heart and focus. Are you ready to step away from the pack?

You've already committed and gotten a copy of our 7 week slim down weight loss challenge. I have faith you can take the next two important steps of reading the guide and acting on the information I'm about to share with you.

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A lifetime of great looks and vibrant dynamic health is waiting.

Make no mistake you can do it.

Let's get started!

GETTING READY TO BEGIN THE 7 WEEK SLIM DOWN

Before we get into the "how" and "why" of our 7 Week Slim Down there's two things we need to cover that can really help you accomplish even your wildest fitness dreams. Both are x-factors that are often skipped over in other programs and by other fitness instructors. Don't make that mistake because they are absolute 100% game changers that can help motivate you even in the worst of times.

The first is realistic goal setting. The second is advice on choosing the right training partner. Pay close attention!

SMART Fitness Goal Setting

The foundation of your coming fitness success is the clear goals you set for yourself before you even start the program. Humans are on the whole goal orientated for better or worse. Trying to get slim and fit without setting

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winning goals is akin to trying to drive across country without a map. It's a waste of time and energy. Even worse, you are very unlikely to ever end up at your destination.

How do you set smart goals? Here's a simple formula that can definitely help.

Just keep the word SMART in mind. Which translates into...

* **S is for Specific.** Yes you'd like to slim down in the next 7 weeks. However the goal of "slimming down" is not the best goal to help you stay motivated. It's way too broad. Pick a goal that's way more specific like losing 12 pounds (or more or less). This gives you a clear target and will greatly increase your chances of success!

* **M is for Measurable.** You want your goals to be as measurable as possible. Instead of wanting to "run more", set a goal similar to "I want to add 5 minutes more to my cardio at each workout session until I'm

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running 45 minutes four days a week". This lets you measure your results as well as your progress.

* **A is for Action.** Your goals should inspire action. The more you take action the much more likely you are to both stay committed and ultimately succeed.

* **R is for Realistic.** Don't set unrealistic goals, ever. These only serve to discourage. Realistic goals, especially once you start achieving them will inspire consciously and maybe even more importantly subconsciously!

* **T is for Timed.** Timed goals are best. Like our 7 Week Slim Down! These create a sense of urgency and importance that will keep you moving quickly forward.

Choosing A Fitness Training Partner

If at all possible find a reliable and motivated training partner for the 7 Week Slim Down. This will make things more fun, interesting and give you another set of eyes to monitor and track your fitness and weight loss success.

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It's also a lot harder for most of us to bail out on our commitments when we have another person involved. A good workout partner can keep you going when the going gets tough. Even the world's top athletes, bodybuilders and fitness competitors always credit their training partners as being an essential part of their ultimate success. You and I are no different, so do your best to find a companion for your slim down journey. It's much more than worth it.

Now we're ready to begin!

WEEK 1 - EASE INTO BETTER NUTRITION AND EXERCISE

One of the secrets of success with our 7 Week Slim Down is paying close attention to how well you pace yourself. Trying to do too much too soon can wreck your program before it has barely even begun. A much better method is to take your 1st week and ease into better nutrition and exercise.

Follow these tips and not only will staying motivated be easy, but you'll also be building positive momentum that can very much help you achieve your weight loss goals!

* **Determine Your Fitness Level.** To know where you are going it makes good sense to understand your starting point. How in (or out) of shape are you? Here's some things to consider...

How many push ups can you do?

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Your pulse before and after a 1 mile walk.

Your weight and if possible your body fat percentage.

Your level of strength and endurance will give you an idea of just how much you can do your first week without overdoing it.

* **Start Moving More.** On three alternating days your first week get moving with a brisk walk. This can be in your neighborhood, at a park or on the treadmill. How long you walk should be based on just how your body reacted to your 1 mile test. If on the test your pulse went through the ceiling start with fifteen or twenty minutes of walking. If it barely moved aim for 45 minutes.

Remember the goal for Week 1 is to just get you back into the habit of exercise NOT to leave you exhausted!

* **Do Some Light Calisthenics.** Calisthenics are simply exercises that rely only on your body weight to tone your muscles. We'll dig deeper into them later, but for now all we want to do is a few light easy sets every other day on the days you aren't walking.

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Three sets of push ups (on your knees is OK if you can't do a full push up) doing half of your maximum reps, plus three sets of however many sit ups or crunches you can do is plenty for Week 1. Remember don't over do it!

*** Eliminate Sugar Filled Calorie Containing Drinks.**

A small diet adjustment to get you on the right track you'll likely hardly even notice is to cut out drinking empty calories. Drop soda and stop adding milk, creamer and sugar to your coffee. Replace with water, green tea and coffee without the extras. Use stevia as a natural calorie free sweetener and I promise you won't miss sugar for more than a day or two.

*** Cut Out Obvious Diet Busters.** Week 1 isn't about making drastic diet changes, but it is time to remove blatant diet busters. Get rid of the fast food, the fried junk and the cake, candy and chips. Later on we'll dig into winning diet concepts and methods. For now use your own common sense to clean up your worst diet offenders!

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So Week 1 of our 7 Week Slim Down isn't so tough is it? It's all about easing into being active and eating right. Starting slow builds a strong foundation for your future weight loss success. Don't worry harder work is right around the corner!

Are you excited? You should be because a new slim and fit you awaits!

WEEK 2– SHOPPING GUIDELINES - HOW TO READ NUTRITION LABELS AND SHOP BETTER, TO EAT BETTER

It's a bit shocking how many people attempt to follow a healthy fat burning diet and exercise program without investing the time into understanding how to read nutrition labels on food products. Not knowing what's in the food you eat makes slimming down a near impossible task. On the flip side, once you understand food labels you can shop better, to eat better.

Let's take a look at what they reveal so we can make wiser diet choices.

* Serving Size. Please pay complete and total attention to this number. Everything that follows will apply to only 1 serving. Unscrupulous food companies will often

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exaggerate the number of servings in a container or package to make it seem the calorie count is lower. Don't fall for this devious diet destroying trick!

* Percentage of Daily Value. This is based on a 2000 calorie a day diet for a moderately active person. Use it only as a rough guideline as it can vary greatly based on gender, activity level, age, height, weight and so on.

* Calories. Pretty self-explanatory this is the total number of calories contained per serving.

* Fat. Your total fat. Further broken down into saturated fats, trans fat, Monounsaturated and Polyunsaturated fats. Both saturated and trans fat should be avoided. Monounsaturated and Polyunsaturated fats, on the other hand carry some health benefits. These are the healthier fats found in things like olive oil and avocado.

* Cholesterol. Doctors suggest keeping your cholesterol intake below 300mgs a day to avoid the risk of heart disease. Below 150mgs a day is an even better target.

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* Sodium. High sodium intake will make you retain water and weigh more on the scale. For a healthy heart it's suggested to stay below 1500mgs a day. Keep an eye on prepared food they are often over loaded with sodium!

* Carbohydrates. Split between fiber (very good) and sugar (very bad). Aim for a low carb intake while slimming down and things will go much, much smoother.

* Protein. Your best friend while following our Guide. Aim for around .5 a gram for every pound you weigh. If you are working out very hard more is even better. This is where most of your calories should be coming from.

* Vitamins and Minerals. This includes both the vitamins and minerals naturally contained in the food as well as anything artificially added by the manufacturer. I'll dive deeper into specific vitamins and minerals you should be looking for while on our 7 Day Slim Down in detail in a coming chapter. For now just keep an eye on getting your daily recommended amount which is what the nutrition label will reveal to you.

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* Ingredients. These will be listed in order of the amount contained in the food product. Here's another area where some companies will try to deceive so pay close attention!

Now you are fully armed with the information needed to be able to shop smart and be able to understand the nutrition labels on food products.

While slimming down, like in a great many other areas of life, knowledge is power. How does it feel to have power over your food choices? Good I hope. It will serve you well.

WEEK 3 - EXERCISE DOESN'T HAVE TO BE AT THE GYM

Having a gym membership is great for most of us. Gyms are, of course, filled with equipment, other people working out and if you are wise enough to turn off the cell phone most distractions too. However, we all know sometimes it's just not practical to make it to the gym. I know from experience there may even be big chunks of time where training at home is the only option. Life can be like that.

No fear, I can tell you from experience you can have some of the best training sessions ever outside the gym and slim down just as easily. I have and here's some tips I picked up along the way to share with you!

* Walk or Run. Depending on your fitness level and

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athletic experience if the weather permits walking or running is the near perfect way to burn fat and it's absolutely free. Even when I train in the gym, I love to wake up and immediately go for a 45 minute brisk walk with nothing, but some espresso in my system. This calorie burning will skip the carbs and directly target your fat stores. It may take a little getting used to, but it's well worth it. Try it for our 7 weeks and you'll see it works about one hundred times better than any fat burning supplement you could ever buy! Make a choice between walking six days a week or running three or four.

* Do Push Ups. You would probably be shocked if you saw photos of some people's bodies that were developed by just doing a few hundred push ups a day. This sounds like a lot of course, but if you do push ups three days a week you will see the number you are able to do sky rocket. Push ups will develop and tone your entire upper body not just your triceps and chest. Another advantage is this is appealing looking athletic toning rather than the "bulky" look a body building inspired work out can produce in some of us.

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* Focus on Core Training. It's easy to get a good ab work out at home. I prefer sets of crunches mixed with leg lifts. Four sets of however many reps you can do on the same day as your push ups, three days a week. Now we can't expect to see our abdominal definition until we shed our extra fat, but when the fat is gone this core training will shine through!

* Consider Light Weight Lifting or Exercise Bands. A few adjustable dumbbells and / or exercise resistance bands are not much of an investment and are perfect for doing sets of curls and shoulder presses. Not a requirement, but great to have in the closet to diversify your home training beyond body weight exercises. Stick with three sets of each for a resistance / weight you can handle for 12 to 15 reps while slimming down!

* The Magic of Pull Ups. Not all of us have the strength when we start out for pull ups, but once we do a \$20 doorway pull up bar can lead to a total body transformation. Once again three sets on the days you are doing your other resistance exercises for as many reps as you can manage!

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Now not being able to make it to the gym is no excuse to not slim down

WEEK 4 - THE IMPORTANCE OF MACRONUTRIENTS

For week 4 of our 7 Week Slim Down we're going to take another look at diet. For our weight loss purposes we can view our diets as basically being split between two important categories. The first is micronutrients - which includes vitamins and minerals, things we need in small quantities that don't carry calories. Most of us are quite familiar with the ins and outs of micronutrients.

Much more vital for our weight loss success is the second category of macronutrients - protein, carbohydrates and fats. These three things we require in large amounts to function and how we manipulate them can mean the difference between 7 Week Slim Down success and failure!

Let's look at all three macronutrients.

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* Protein. Protein is the building block of our new lean bodies, absolutely essential to help us look and feel great and to speed up our recovery from hard work out sessions. Keeping our protein levels high will also bring us lots of other benefits - even keeping us more resistant to things like the common cold.

It's worth repeating we should aim for .5 a gram of protein for every pound we weigh while slimming down.

Here's some common protein counts of food you may enjoy: a 4 oz chicken breast has 36 grams of protein, a whole egg 6 grams of protein, a glass of milk 16 grams and most protein shakes 28 grams of protein a serving.

If your protein levels are consistently low you can expect slower strength gains, fatigue and possibly even injury!

* Carbohydrates. Carbohydrates are the main source of energy in our diets. While a requirement for even dieters to function efficiently, over indulgence in carbohydrates has been the death blow of many a weight loss plan.

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A smart level of carbohydrates to start off with before tweaking your diet is right around 30% of your daily calories (the rest split between protein and healthy fats). This should be slowly lowered if you are having difficulties shedding body fat. Sugary carbs and things like white rice, white pasta and potatoes should be eaten infrequently, if at all.

* Fats. Onto fats. Let's clear up one of the most common diet misconceptions, once and for all. All fats do NOT make you fat. In fact many are health and weight loss miracle workers. Flax seed oil, fish oil and to a lesser degree unsaturated fats like olive oil are all important parts of your diet.

Try to take in about 3 grams of flax or fish oil a day and be prepared to both see yourself lose weight faster as your metabolism increases and your overall quality of life improve as well. Inflammation will decrease, your skin and hair will look great and many guys will also see marked increases in their sex drive! There's hardly any

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other addition you could make to your diet that is quite so transformative!

Do you feel like you have a better understanding of macronutrients? These easy to follow tips will quickly have them working in your Slim Down favor. Dieting can be effective without getting anywhere near being complicated. Apply these principles in Week 7 and beyond and you will quickly see what I mean!

WEEK 5 - HIGH INTENSITY INTERVAL TRAINING - BENEFITS OF HIIT

What if there were a way to super charge your cardio and make your fat melt off in a fraction of the time of traditional calorie burning workouts? Would you be excited? Well there is. It's called High Intensity Interval Training (or HIIT for short) and it's the focus of Week 5 of our 7 Week Slim Down. Get Ready to sweat!

What is High Intensity Interval Training?

High Intensity Interval Training is a description of an exercise method that alternates short bouts of maximum or near maximum intensity cardio with low exertion / low intensity "near rest" periods. The numbers of each segment can vary.

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A common HIIT workout looks like this:

A round is 2 minutes ultra-intense running followed by 3 minutes of light jogging.

Do 4 rounds.

Total Cardio HIIT Workout time = 20 minutes.

You can expect this to burn about 4 times the calories of a medium intensity 45 minute cardio session!

HIIT Benefits

Here's a look at some of the many benefits of HIIT training that should inspire you to leave behind old school cardio for good.

* HIIT Torches Your Body Fat. We're looking to get Slim so this is probably the benefit of HIIT dearest to most of us. HIIT not only burns off more fat in less time, but get

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this - HIIT creates an increased metabolic state where your body continues to expend calories for hours after your work out is over. How is that for exercise efficiency?

* HIIT Preserves Your Muscles While You Cut Fat. A really remarkable feature of HIIT is how well it works to preserve your hard earned muscle while you take off your fat. Have you ever noticed the difference between the average Olympic marathon runner's scrawny body and a Olympic sprinter's toned and great looking physique? The marathon runners train in traditional cardio methods while the sprinters use HIIT drills!

* HIIT is More Efficient at Building Endurance. Recent studies have suggested HIIT training actually builds endurance quicker and more efficiently than longer bouts of lower intensity cardio. Sounds counter intuitive, but the science in the research is clear. HIIT wins once again.

* HIIT Improves Insulin Sensitivity. HIIT makes your body much more sensitive to insulin, which translates to much less body fat getting stored through out your normal days and nights. This benefit isn't just felt on the

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days you do HIIT, but also carries over for all the rest of your week as well!

* HIIT Conditions All Your Energy Systems. HIIT training develops both your aerobic and anaerobic energy systems. This leads to the ability to perform well in short bursts as well as in extended length situations. HIIT cardio proficiency actually will add reps to other exercises you can do in the gym! Other forms of cardio don't effect anaerobic energy systems at all.

For Week 5 and beyond I'd suggest shifting your cardio days to HIIT sessions. Use the sample workout above three or four days a week and be prepared to see some real dramatic changes in the mirror. You now know one of the real secrets the professionals use to get ripped, use it and watch the heads turn fast!

WEEK 6 - RESISTANCE TRAINING FOR BEST RESULTS - BENEFITS OF WEIGHT TRAINING

Welcome to Week 6. I'm very happy you've made it this far. Can you see the new you starting to come through in the mirror? The best is yet to come.

Week 6 brings us another fitness myth to brush aside and dispel. Many, many people truly believe weight training is only for the bodybuilding style of bulking up. The truth is there isn't a better tool to help you tone up and slim down than weight training.

Follow these tips and weight training will speed up your weight loss and maximize your chances of quickly looking great. And you have exactly NO chance of bulking up and getting massive. Believe me I can promise that's much harder to do than it looks! Are you ready to pump some iron and get Slim?

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* Lift Weights and Burn Calories 24 / 7. When you do even light weight training three to five days a week your body responds by amping up your metabolism twenty four hours a day, seven days a week! When you combine that with HIIT and a smart diet you've forged the perfect fat burning environment. A new Slim you is right around the corner.

* Get More Confidence as You Get Stronger. There's something really magical about the confidence that comes along with getting stronger. Nothing positively adjusts a person's self image like seeing themselves become more powerful from weight training. This carries over to all areas of life and will be nothing, but a huge boost in your efforts to slim down!

* Lifting Weights Slows Aging. Studies have shown resistance training dramatically slows down the aging process. That goes a long way as you strive to build a new slim, better looking and better feeling you doesn't it? This positive effect covers not only things like your skin, but even helps keep your bones young, strong and

healthy!

A Great Beginner's Weight Training Schedule

There's lots of ideas about weight training. Most of them work to some degree or another, but when slimming down is your focus I would suggest keeping it simple at first. Later on when you feel more comfortable feel free to expand your program and explore more advanced training concepts!

Here's a sample weight training schedule to get you started in Week 6. Feel free to make substitutions depending on what type of equipment you have access to.

Monday: Bench Presses, Dumbbell Flyes, Bicep Curls. (All 4 sets of 12 Reps)

Tuesday: Off

Wednesday: Leg Presses, Leg Extensions, Hamstring Curls, Dumbbell Shoulder Presses. (All 4 sets of 12 Reps)

Thursday: Off

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Friday: Lat Pull downs, Shrugs, Tricep Extensions. (All 4 sets of 12 Reps)

Saturday and Sunday: Off

Protein and Resistance Training

Be sure once you begin resistance training to keep a eye on your protein intake. Getting in enough protein becomes more important than ever, to make the most of your time in the gym. Find it difficult to eat .5 a gram per pound you weigh? Drink a whey protein shake or two to make up the difference!

Learn to love resistance training and your body will respond in amazing ways. Slimming down and getting stronger is the perfect combination! How does that sound to you?

WEEK 7 - MAKE THIS A LIFESTYLE AND NOT JUST 7 WEEKS

There's no doubt at all with hard effort, self-discipline, motivation and a smart program like the one you've been following for the last 7 weeks incredible changes to our bodies can be made. I've seen people lose 40 lbs and look like completely new and improved versions of themselves.

All that said real change is not something you do for 7 weeks and then put it on the shelf and return to business as usual.

Real lasting change is achieved when you adopt a new lifestyle NOT a new program.

The methods in this guide are all safe and effective and I hope they inspire you to adopt them as the foundation of a whole new fit, slim and healthy way of living your life.

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What could be better? I guarantee your quality of life will go through the ceiling and exceed your wildest dreams!

Here's some ideas that can help you really cement in your new fit and healthy lifestyle. Enjoy.

* Never Break the Law of Three. Commit yourself to do at least three days of cardio (HIIT or not) and at least three days of either resistance training or body weight training a week. Cardio and your strength training can be on the same day if time is an issue, but never break the law of three unless you are deathly ill. This is how people stay fit for life.

* Don't Poison Yourself at the Dinner Table. After 7 weeks I'm sure you've developed a taste for healthier food. Keep your momentum going. An occasional cheat day aside, or some snacks with friends is one thing, but don't fall into eating any junk that crosses your path. Keep your diet clean or you will be needing to do another 7 Week Slim Down in a few months, trust me.

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* **Make Fit Friends.** Positive peer pressure can be a wonderful thing. With fit friends you will feel a greater social nudge to keep yourself also moving in the direction of the fit and healthy. When the gym becomes a spot you enjoy going to socially you are making great strides towards really adopting a true fitness lifestyle!

* **Explore Exciting New Fitness Realms.** Keep things interesting. Why not explore yoga, Pilates or the fun and craziness of Kettlebell conditioning? Fresh fitness experiences can help motivation, be great fun and help you become more well-rounded and athletic. Ask someone who has been living a healthy lifestyle for years and I'm sure they'll have a long interesting list of fitness adventures! You should too!

* **Teach What You Have Learned.** A wiser man than me said the best way to keep something is to give it away. How true. Do you have a friend or loved one you could help get into shape showing them the principles you have learned? Sharing your experience is a great way to keep yourself moving in the right direction. Life can be funny

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like that!

I hope the prospect of staying slim and fit for life excites you. What better way is there to meet life's challenges than being slim, strong, looking great and with a smile on your face? Think about the alternative. Not very appealing is it?

CONCLUSION - NOW IS THE TIME TO CHANGE YOUR LIFE

I'd like to leave you with a quick question between friends.

If not now, when?

If you are tired of being out of shape, not being comfortable looking in the mirror, feeling sluggish and slow, having weight related health issues. Not being able to fit into clothes. Not doing as well as you would like in your love life.

If not now, when?

I'll let you in on another secret. The worst parts of our minds are best at making excuses, putting things off and procrastination. I'm speaking from experience.

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The only way to tame this beast of mediocrity, is to answer the question of "if not now, when" with clean, clear, committed action.

Yes, Now Is the Time To Change Your Life.

Just a few more thoughts on the subject.

* Putting off pursuing goals is the quick path to killing them. When you postpone taking positive action towards pursuing your goals, fitness or not, you are setting the stage for your goal to atrophy and die. It's an undeniable part of human nature. A better method? Even taking small steps towards what you are wishing for keeps them fresh and your desire focused. Try it and see the difference.

* Accept Responsibility for Where You Are. If you want to really transform your life, now, break the chains of casting blame. Once you accept responsibility for where you are it becomes quite obvious you and you alone have

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the power to enact true lasting change in your life. Don't blame TV commercials for your former fast food addiction or an unkind word from an ex for damaging your self-confidence. These people and institutions never had any real power over you on the inside. You determine your own destiny. And that's a beautiful thing, trust me.

* Be Willing To Make Dramatic Change. Just getting and reading so far into our guide shows just how far you are willing to go to make a change. It's a great start. If you can keep that positive outlook it will only serve to push you to greater and greater things. In a few years I can only imagine the transformation your body, mind and spirit could undergo. Making improvements and growing requires a willingness to change doesn't it? Of course it does!

* Ignore Limitations. Most limitations are artificial creations we construct in our minds. Take a look at some "before" and "after" fitness and weight loss photos if you need proof. There's an almost countless number of people

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who ignored limitations and proved them wrong. You can too. Follow our guide with a positive attitude and expectations and you can shatter what many would say is impossible yourself. That is if you start today.

Thank you for taking the time to read 7 Week Slim Down. I truly hope it gives you the tools and motivation to create the body of your dreams! Don't hesitate there's no better time than now to change your life!

Do you have what it takes? I think you do and then some.

Please stay in touch I would love to hear your own success story!