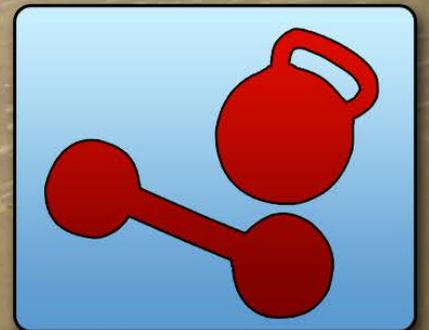
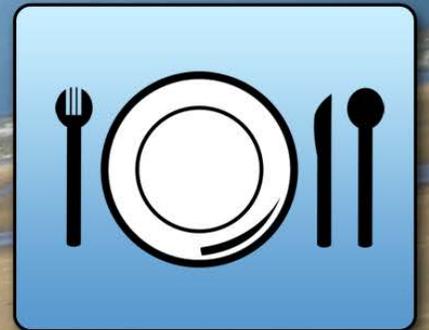


# ACHIEVING

*Your Weight Loss Goals*



***They Are Attainable And  
You Can Do It!***

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## **Introduction**

No doubt like so many others you struggle to lose weight. Being one of the largest markets out there, there are countless weight loss products, programs and equipment to be had. How much money have you wasted on them? And what really works?

Are you frustrated and fed up with all the methods, diets and pills you have tried? Don't make your weight loss more complicated than it is, and don't be down on yourself for failing in the past. There is a way – you can lose the weight you want to!

With our busy lives, and more and more technology being introduced all the time along with the conveniences of fast food, it sure is hard to stay active and eat a healthy, balanced diet. But if you know how to do it, it can be done, even with a busy lifestyle. Everyone is busy in their own ways, so there has to be a way for everyone, right?

As you may have figured out, weight loss and staying fit are eternally linked. The less active you are, the easier it is to gain weight, especially as you grow older. But when you are active and you have a raised metabolism, you may just start losing the weight without even realizing it at first.

We are going to look at all the reasons why we gain weight, who we need to talk to when we decide we are ready to lose the weight, why keeping yourself on a schedule actually helps you to lose the weight, weight loss secrets, plus many other subjects that will help you to learn how to finally take the weight off and keep it off – once and for all!

## Why We Gain Weight

- **We eat more calories than what our body needs in a day, so the excess gets stored as fat.** Our bodies are designed in such a way that in times when it was harder to get food, our bodies could be prepared by having stored extra calories in times of plenty in the form of fat. Now, with as easy as it is to get food, a lot of people tend to overeat, and this is a severe problem that causes many to become overweight or obese.
- **Genes play a factor as well by setting basic parameters on the metabolic efficiency of your body.** People who are overweight many times have very efficient metabolisms, meaning they need less caloric intake than others, and they store the excess as fat. You have a greater risk of being obese if one parent is and an even greater risk if both parents are. However, genes only determine a tendency towards a higher or lower metabolic efficiency, not what your actual body metabolism will be.
- **Your metabolic rate.** Besides genetics, your metabolic rate depends on how active you are. It is said that every ten years past our mid-twenties we lose about 10% of our metabolic rate. This probably does not have to do completely with age, however, but instead with how active we are. The more active we are, the more muscle mass we can retain, or even build, and in turn the more fit we are because muscle tissue is metabolically active whereas fat is not. On the other hand, if we lead a basically sedentary life, we are much more likely to be able to gain weight as we lose muscle mass.
- **Eating patterns.** People's eating habits make a huge difference in determining their weight. When foods high in fat or sugars are favored, this of course can cause much weight gain. Also, how you serve the food, i.e. do you put the portions on everyone's plate or do you bring it all to the table and serve it the food family style where everyone can take as much as they want? Portion size is one of the main reasons people eat too much. Also, how have you learned to eat? If you are a fast eater, you may not even realize the cues your stomach gives you that it is full