

**AVOIDABLE**  
THE **TOP 7** *Weight Loss Challenges*



[www.IGNITE90Fitness.com](http://www.IGNITE90Fitness.com)

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Names and identifying characteristics of people in this book have been changed.

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## **The Top 7 AVOIDABLE Weight-Loss Challenges**

Change. It sounds great, but rarely is easily accomplished.

Let's face it, if you are overweight and you desire to lose weight, change will have to be a factor in order to accomplish your goal.

However, the trick is this – too big of a change triggers your body's automatic “fight or flight” response. It's an automatic response. So, when you begin a conventional diet that has you changing how much and what you eat, that's a big change. An enormous change, in fact, because there's the physical change as well as an emotional change. Start a fitness program, and they have you “working out” (what a horrible term!) an hour a day. Tremendous change. Start a diet and a fitness program all at once ... you get the picture. Your “fight-or-flight” response has you ending the programs before you even really begin. Will-power is power-less against your body's instinctual, sub-conscious responses.

### **The Weight-Loss Paradox**

Losing weight, getting fit, getting in shape ... it seems that nearly everyone desires to get themselves into good physical condition. It also seems like nearly no one is able to achieve weight-wellness long-term.

Why? It should be simple ... eat less, eat healthier and exercise more!

But as simple and sound as that advice may appear, it simply doesn't work for the majority of us.

Again, why?

Well, we have the answer to that. It's called life.

Life means that there are ups and downs, good times and bad times, carefree times and stressful times. And life these days is typically over-committed. We have our jobs, families, friends, hobbies, desires, goals and hundreds of channels of cable television vying for our attention.

Life is full of activity – it's just “how we do it” as human beings.

Add to that a new eating program ... an exercise regime.

Uh oh.

It's like the proverbial straw that broke the camel's back.

You've met the “straw” (exercise and diet), allow me to explain to you why it is that the camel's back breaks.

As humans, we all share a common trait that automatically protects us – on a subconscious level. It's called the “fight-or-flight response”.

Fight or flight simply means that when faced with a change in your environment, your mind will automatically and nearly instantly make a simple decision ... run away or fight.

The fight-or-flight response protects us. If a tiger jumps out at you, instinct takes over and you run away as fast as your legs will possibly carry you. Or, if perhaps it is a young tiger, your fight-or-flight response tells you to fight. The point is, the decision to fight or run is made automatically – by what is called your autonomic nervous system.

Another example. Famine. The moment your body senses there is a lack of food, your autonomic system immediately starts storing every calorie possible – as fat. An amazing, life-saving function for early humans roaming the plains. A life sentence in a prison of fat for modern man.

Fight or flight ... connect the dots and you will see that any significant change triggers it.

Changing how much you eat triggers it.

Changing what you eat triggers it.

Changing how much you exercise triggers it.

These are all very significant changes. The moment you go on a conventional “diet” or “fitness program”, you instantly engage in a change that your body deems significant and excessive. Immediately fight-or-flight kicks in. And almost as immediately you abandon your latest weight-loss effort. Even if you manage to force your way through for a few days, a week, maybe a month ... ultimately you put back all the weight you lose and then some. Sound familiar?

But let's stop and take a quick look at what it is that “breaks the camel's back”. You are forcing your way through these new changes in diet and exercise, things are looking good ... yes, it's an effort, you're fighting the fight-or-flight response, but you're fighting! You're keeping it up! Bravo!

Then WHAM!!!!!!

You're off the program even as you're still telling everyone how great it is.

Back up.

What made you come off the program?

LIFE DID.

Sure, it's possible that we can stay strong and "fight-off" the fight-or-flight response when things are peachy ...

But the moment something stressful happens, it's over.

And something stressful doesn't mean that the sky has to be falling ... maybe your sister is about to get married, or your kids get sick. Suddenly, there's "no time" to get to the gym.

And then there is emotional eating. The moment that something stressful comes up, we tend to use food to comfort ourselves. It gives us a sense of control - when our lives are out of control. We instinctively use food to provide us with comfort and control over our environment, and that is a recipe for disaster for any weight-loss program we may be on.

Think about it ... when you get sick, or when a family member gets sick. Maybe someone close to you dies. Or you lose your job – or your spouse loses their job. Or financial issues crop up. Your neighbor is harassing you. You get pulled over – twice – the same day. The reasons that cause us stress are nearly endless – and no matter what your station in life, you will find cause to be stressed – it's a natural human experience.

But the moment that stress comes on is the same moment we can no longer tolerate that big change we keep fighting the good fight for ... the weight loss effort. Sure, when things are going smoothly, we can hold off the fight-or-flight response and stick with the program. But there seems to always be that stressor that comes along and derails our efforts.

Other weight-loss programs are simply too difficult to follow long term, simply because you are too busy living your life.

Think about it ... when have you most often fallen off of your weight-loss or fitness programs? Has it been when things were going great? Or was it when something came up that robs you of the time you have set aside for your weight-loss effort? When things are going great – the weather's nice, your schedule is stable, you aren't putting in late hours at work, your relationships are good, your health is good, your family's health is good ... it can be doable to set aside an hour for exercise and to "watch" what you eat.

But things never "go great" forever ...

Life happens.

And guess what – it's supposed to.

Things go wrong. Scientists call it "entropy". It's an indisputable fact of our universe.

So s\*\*t really does happen ...our Reality is wired that way.

And you're going to have to deal with it.

And your fitness plan – the very thing your good health is completely dependent upon – HAS TO BE ABLE TO DEAL WITH IT TOO.

But we've been taught that being athletically fit takes hard work, hurts and requires sacrifice and deprivation.

STOP. TRY TO CLEAR YOUR MIND ... AND ASK YOURSELF ...

Does that make sense?

Whether you believe in God, evolution or both, DOES IT REALLY MAKE SENSE THAT FITNESS SHOULD BE SO DIFFICULT?????

Sure, going to the gym for a 30 minute workout seems doable – until you factor in getting dressed, driving to and from, cleaning up and showering. Now that 30 minute workout has taken 90 minutes.

And you simply don't have 90 minutes to consistently dedicate to exercise.

But you do have 90 seconds...

Let's face it ... special diet and exercise regimes are difficult and strenuous to maintain. They have you counting calories. Making shakes. Going to the gym. Doing difficult exercises that hurt. Exercising and exerting yourself for long periods of time. Avoiding certain foods – even whole families of foods. Obsessing over weight or inches – or both. Journaling your food intake and exercise. Counting the STEPS YOU TAKE.

Come on.

Do you realistically want to spend your life from here on out doing any one of those things???

This is not to say that all weight loss programs are bad – some of them really are great – if you can stick with them long term. But the reason you fail isn't that the program is bad, it's that you can't stick with the program's requirements because life gets in the way. (Don't get discouraged, later in this book we do present a solution to this paradox!)



## The Top 7 AVOIDABLE Weight-Loss Challenges

So, as promised, here are the top seven challenges that accompany any weight-loss effort:

- 1) Stress. Stress is the most common way that your weight-loss efforts get derailed. A few things happen all at once. First, the fight-or-flight response kicks in immediately, unconsciously, and in full effect. Secondly, the natural desire is to then seek comfort – and we naturally use food as a comfort. Thirdly, we look to regain control. Again, humans use food as a means of control very commonly. That's a double-whammy reinforcing the natural inclination to reach for food once we've been stressed. Coupled with the fight-or-flight response, stress is the most common weight-loss program killer there is.
- 2) Depression. Depression is a very formidable opponent to good health – especially considering the natural downward spiral it creates. Being depressed causes fatigue, physical pain, lack of enthusiasm – just to name a few of its many negative effects. When you become depressed for any reason – relationships, money issues, career dissatisfaction, health issues, loss of a loved one – you begin the downward spiral that keeps you in the depressed state. The desire to care for yourself fades, and any weight-loss program is replaced by the only thing that makes you feel better – eating.
- 3) Relationship issues. Fight with your boyfriend? Ice cream. Make up with your boyfriend? Ice cream. Having a great time? Ice cream. Going through

- a rough spell? Ice cream. Substitute “ice cream” with your poison of choice, but you get the point. We celebrate with food, we comfort ourselves with food. And the typical relationship’s ups and downs feeds into this and perpetuates a cycle – leading to long-term weight-gain.
- 4) **Illness.** Not talking cancer, heart disease, or anything major ... we’re talking colds, flus, sore throats. Think about how many times taking a day or two off for one of these “minor” illnesses has actually been the end of the line for your diet and fitness program.
  - 5) **Travel.** Whether for pleasure or business, if your fitness program revolves around the gym, despite how common gyms are in hotels, you tend to fall off your program for good once you’ve taken a “break” during a trip.
  - 6) **Family obligations.** Soccer games, rehearsals, doctor appointments, homework, birthdays ... the list is endless. There are times when family demands increase – and there simply isn’t time for your exercise program. Or you are faced with family events where the temptation to overeat is irresistible. After a few days of “being bad” on your diet or exercise program, you tend to never get back on track.
  - 7) **Injury.** Going from no exercise to 30 to 60 minutes is A HUGE CHANGE. So not only are you triggering the fight-or-flight response, you tend to hurt yourself. Sometimes badly. Think about how many times you’ve had to “take a few days off” to recover from a pulled muscle or worse. Think about how many times those “few days” turned into forever ...

## THE SAD TRUTH

They aren't lying about the benefits of being physically fit. Not at all. You live longer, healthier and happier if you are physically fit.

The sad truth is that although we keep "going on diets", deep inside we really don't believe we'll ever get into that kind of shape.

Everything we have learned about weight loss is that it is hard work, painful and demands sacrifice to be physically fit. Even if you were willing to devote all that time to exercise, and to be vigilant over every calorie you eat - living like that is time consuming and difficult. And if you do by some miracle get to your "goal weight", you have to keep it up in order to maintain it!

But, for a moment, let's consider what it would mean for us if we could "magically" get into that kind of shape. (I seem to remember that one society's magic is another's technology ...)

IF you were to exercise regularly, you would reduce the risks of:

- Coronary heart disease
- Heart attack
- Diabetes
- Hip fractures
- High blood pressure

That's just to mention a few.

Regular exercise, if you had time for it, would add years of quality living to your life.

The average 65 year old can expect an additional 12.7 years of healthy life – living disability-free until age 77.7.

An active 65 year old can expect an additional 18.4 years of healthy life, living disability-free until 83.4.

Just 15 minutes of physical activity a day can reduce the risk of dying by 14 percent.

You can control your blood pressure with regular exercise.

You can control type 2 diabetes.

You can reduce stress and depression with regular exercise.

You can reduce the chance of heart attack and cancer.

Instead of spending years in and out of hospitals during your “twilight years”, you can enjoy your senior years in great health – active, traveling, enjoying life and living it to the fullest!

You can potentially completely avoid a fate of lying helpless in a hospital room, riddled with a terminal disease that exercise would have prevented.

If you had time to exercise.

But the methods we’ve been shown are simply unrealistic.

Realistically, human beings, at least the way we live our lives in the 21<sup>st</sup> century, simply cannot consistently dedicate a chunk of every day to exercise. Eventually, we miss a day. Eventually we miss two, three, four...

Depressed?

You should be. It's a depressing thought. And it's a biological fact. And you've personally experienced it. Nothing is going to magically change today so that you will suddenly be able to consistently exercise every day for at least 30 minutes, never missing a single day. That's not going to happen and you know it.

But one society's magic is another's technology.

Let's look at children as a society.

There is a serious obesity problem among children these days, but it hasn't always been the case. Even today, if you look at a physically fit child, you will see the weight-loss and weight-wellness solution – yes, SOLUTION.

The Weight-Wellness Solution.

You see, fit children aren't spending 30 minutes to an hour a day in the gym.

But they are active.

Specifically, the solution to being physically fit – for life – without taking on ANY additional commitments – is in the pattern of their activity.

Here's another hint.

We typically (less these days) say that children are fit because they have “high metabolisms”. But that doesn't make sense – some children are obese! It's not that children have high metabolisms – it's that ACTIVE children have high metabolisms.

The answer to why they have high metabolisms is rooted in what their pattern of activity is.

Very simply, the way in which fit children are active is WHY they have high metabolisms.

So, we've told you the top 7 challenges of losing weight, and we've basically told you that losing weight the conventional way requires going COMPLETELY AGAINST HUMAN NATURE – PHYSICALLY AND EMOTIONALLY.

Now, you are probably super depressed.

So sorry.

The good news is that you're about to get very, very happy. Read this:

“When I first heard about this concept, I could clearly see that it could work for me. It's takes 90 seconds – so it doesn't trigger “fight or flight”. It also boosts metabolism at key times – right before eating. And the science shows that the first minute or two of exercise provides the majority of the benefits associated with exercise.”

That was written by one of our founders, Gregory Palumbo. Gregory lost 70 pounds using this 90 second technique. But it wasn't until he started to see “chronic” health problems disappear that he took on the mission of sharing this technique with anyone who has ever had trouble losing weight and getting healthy. Gregory united best selling author and psychologist Dr. Frank Lawlis and fitness guru Michael Carson and launched IGNITE 90 Fitness.

There is a lot of great science that shows why the IGNITE 90 method is so extremely effective. But we were talking about physically fit children, and how it is the WAY they are active that makes them physically fit.

Remember, physically fit children DO NOT GET DROPPED OFF AT THE GYM FOR AN HOUR A DAY.

So, how are they active?

Short bursts. Usually in about 2 minute spurts.

Almost always right before we sit them down to breakfast, lunch and dinner.

IGNITE 90 teaches you to EMULATE that pattern with specifically designed exercises that take 90 seconds to do, but that activate your entire body.

Very simply, by emulating the pattern of activity that creates physically fit children, you become physically fit yourself.

Without hours of getting to and from the gym.

Without special exercise equipment.

Without special clothes.

Without counting calories.

Without “watching what you eat”.

Without “being good on a diet”.

Physically fit children get up in the morning and rip around the house like white lightning. Then they eat breakfast. They go to school, tear it up on the playground, then eat lunch. They come home, and they run, bike, jump, dangle from the chandeliers ... then they eat dinner.

And when they are ripping around the house, they aren't doing it for 30 minutes at a leisurely pace, they do it for 30 seconds at full throttle.

The pattern is ...

Short bursts of physical activity followed by eating.

That probably slipped right by you. It's the “weight-loss secret” we've all been waiting for ... I bet you expected it to come accompanied by a marching band and parade.

Here it is again ...

## SHORT BURSTS OF PHYSICAL ACTIVITY FOLLOWED BY EATING.

There's a catch, though.

To be effective, the “exercises” are very specific ... the IGNITE 90 “movements” were created to activate the entire core of your body in a very short period of time – that maximizes blood flow to your major organs and muscle groups while giving your metabolism a boost. We call the exercise routines “IGNITE 90s” or just “90s”.

IGNITE 90 routines flash-boost your metabolism, which means that the food you eat is optimally absorbed and processed into energy much more effectively and efficiently.

Metabolism is also responsible for regenerating and repairing cells and cell components – such as enzymes, proteins, and hormones. So not only is the food you eat being turned into energy most efficiently, but the long-term effect of a boosted metabolism on a cellular level means that you can see health improvements across the board.

And IGNITE 90 ONLY TAKE 60 TO 90 SECONDS TO DO!!!

This means you have NO EXCUSE.

You can ALWAYS fit in 90 seconds. NO MATTER WHAT.

We've had people do them in bathroom stalls, parking lots, broom closets ... your gym is anywhere you happen to be, and that it takes 90 seconds means you're done in less time than it takes to procrastinate.

Because it's only 90 seconds, it's easy to stay consistent long-term. And it becomes a habit ... if you've ever heard of Pavlov's dog, that's classical conditioning. Pavlov rang a bell then fed his dog. After a few days, just the sound of the bell caused



the dog to salivate. IGNITE 90 replaces the bell with exercise – exercises that are specifically designed to maximize calorie burn and boost metabolic functions. That causes a very powerful and addictive relationship between exercising and eating.

Additionally, studies show that exercise naturally reduces appetite ... so you don't need to intentionally go out and change what you eat and how much you eat. Your body will naturally adjust your food intake on its own. This eliminates the sense of sacrifice and deprivation that weight-loss programs tend to foster.

IGNITE 90 solves weight loss and fitness by getting back to basics. As Dr. Frank Lawlis states, “the only way to make a change is to make sure it's a tiny one”. MyMobileMinute is that one tiny change that sets in motion a weight-wellness domino effect. The consistency wins the day and the ultimate result is your personal optimal state of physical fitness.

**For more information, please visit [www.IGNITE90Fitness.com](http://www.IGNITE90Fitness.com).**

## BONUS: MAXIMIZING WEIGHT LOSS

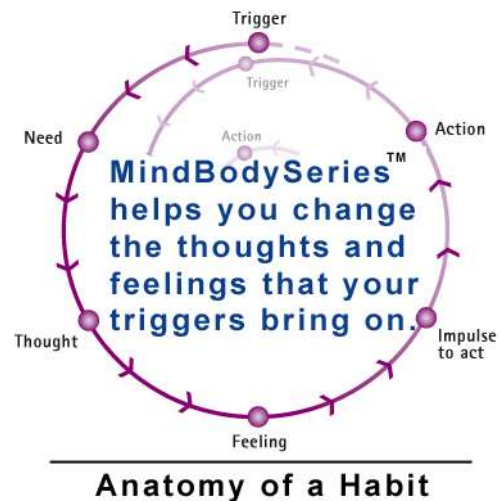
The MindBodySeries Weight Wellness audio program will help maximize the results of any weight loss program by helping you change the habits that are making you out-of-shape. Habits are simply thoughts and actions that you repeat until they become automatic behaviors; and it only takes about 21 days to create a new, healthy habit! Simply listen to the 30 minute audio programs at least once per day – it will even work if you listen as you fall asleep at night.

MindBodySeries is about making little changes – research demonstrates that big changes (such as changing your entire diet or beginning an hour a day fitness regimen – sound familiar?) are nearly always unsuccessful or short-lived at best. This is because big changes trigger the fight or flight response – which causes you to stop doing your new activities.

MindBodySeries is a combination of the latest advances in psychology and music therapy.

Psychologist Dr. G Frank Lawlis created the Imagery narration that guides you in creating new, healthy behaviors. Juilliard-trained Composer and Sound Engineer Gregori Palumbo designed the soundtrack utilizing proven musical and audio techniques that increase memory retention and induce a clinical state of relaxation.

Dr. Lawlis is Dr. Philip McGraw of the Dr. Phil Show's mentor, Chief Content Advisor, and Chairman of the Dr. Phil Advisory Board. Dr. Phil has said that Dr. Lawlis is the #1 psychologist in America today and endorses the MindBodySeries as “the best program for weight reduction because it relieves stress related cravings and tensions.”



There are eight CDs in the program, each of which is used for 21 days. Each program builds upon the previous CD, helping you to gradually learn new, healthy habits that naturally lead to weight loss and long-term healthy weight management. Whether you are on an exercise program or diet already, or if you use one of our recommended programs, the MindBodySeries Weight Wellness Program will help you achieve the weight loss results that have eluded you until now..

The MindBodySeries is the first tool available on the market that helps you change your real barrier to weight loss – bad habits. By building new, healthy habits in small, manageable steps you can maximize the results of any weight loss program. You will find that you are able to nearly effortlessly create a positive and long-lasting change in your weight wellness, as well as your physical and mental health.

### **Imagery at the Free-Throw Line**

A favorite example of how Imagery has been used with outstanding, verified results comes from the world of professional basketball. The following story is told by Maxwell Maltz in a book called Psycho-Cybernetics published in 1960. One very innovative and forward thinking junior high school basketball coach divided his team into three groups. Each group averaged an equal number of successful free-throws (for those unfamiliar with basketball, a free-throw is a throw of the basketball from a distance of 15 feet from the basketball hoop). He then had one group shoot free throws every day. The next group did not practice at all. The third group sat on the bench and imagined shooting free throws. At the end of the experiment, the players in the group that had physically practiced free throws showed improvement, the group that had not practiced did not improve, and the group that had imagined shooting free throws

improved as much as the group that had physically shot free throws. Since then, imagery has been shown to improve a variety of athletic activities including pistol marksmanship, basketball, tennis and karate (see Appendix A – Fact Sheet).

Time and time again, when people image practicing an activity, they get more benefit than if they physically practice the activity. In our minds, we image the activity perfectly each time. You never miss a free throw when you image throwing one. Accuracy and precision fares much better from imaged practice than physical practice. Even with respect to muscular and cardiovascular benefit, Dr. Lawlis has personally conducted research and replicated other sports psychology literature that demonstrates that if one exercises for 20 minutes, then images exercising for an additional 20 minutes, the physical result of the 20 minutes of imaging is the same as an additional 10 minutes of physical exercise.



## Imagery and the Body

Imagery is applied every moment of our lives for our reactions into our bodies. We react physically and psychologically to the perceptions we have of the world around and inside us. For example, it becomes clear that this is a fact if I were to ask you to image some fantasy or memory that makes your heart beat faster. Some people bring up fearful images, such as being in an accident or being threatened by a robber. Others conjure up sexual and romantic scenarios or phobias like high buildings (fear of heights). Regardless of each individual, everyone can image something that induces a faster heart beat.



What better demonstration of how the pictures in our minds influence not only our cardiovascular systems but virtually every other system as well. There is documentation that some individuals have dissolved cancer tumors by increasing their immune systems through imagery. Research has documented that metabolism is directly influenced through imagery.

## Imagery and Audio – Breakthrough Innovation

MindBodySeries combines the power of Imagery, the science of neuro-plasticity and the a soundtrack that uses music and audio frequencies to improve your retention of the information you hear while inducing a state of clinical relaxation.

The soundtrack will help you achieve the most conducive state of mind possible to gain the most from your Imagery work. Follow Dr. Lawlis’ directions. This program does work when followed in the manner recommended.



## Setting Yourself Up for Success

### Guidelines

1. Listen at least once per day to your CD.
2. Don't miss a day if at all possible ... it's ok to put on your CD as you go to bed ... even if you fall asleep, your sub-conscious mind still absorbs all that is said. There's really no excuse for missing a day!
3. Wear headphones – part of the soundtrack sends specific frequencies to each of your ears, and headphones are the only way to keep those signals separate. If you are listening while going to sleep, try wireless headsets. And if you prefer to listen using conventional speakers, that is fine also ... the frequencies are only one of multiple techniques being used to increase your learning retention and induce a state of clinical relaxation.
4. Finally, choose a nutrition and exercise program that is realistic for you. The effect of the CD's will cause you to naturally begin to eat healthier and have a desire to exercise. So help yourself by stocking your pantry and fridge with healthy food, eliminate unhealthy food from your environment and choose an exercise strategy that doesn't require you to go to great and difficult lengths to stick to it. We highly recommend the MyMobileMinute.com system – it is endorsed by Dr. Lawlis and was developed to be used with the MindBodySeries Weight Wellness Program

If you do not think that you can get to the gym regularly, use your home treadmill or take walks in your neighborhood, you are being realistic ... because those of you who said you could are – and here's straight talk for you – flat out lying to yourselves.

Rule #1 – Do not make big changes. This means you may not go from couch lounging to an hour, even half an hour of exercise. Especially if that exercise is done at the gym! We will keep repeating the principle of kaizen – small changes are the only way to avoid the fight or flight response.

So this means that you need to choose exercises that you can easily do in your environment. If you absolutely insist on joining a health-club, let's agree that you start with exercise that you do in your own environments, and then two months from now, if you still are keen on joining a gym, do so at that time.

Above all else, set realistic behavior goals and stick with them. Don't commit to going to the exercising 7 days a week when you just get started. In fact, the MyMobileMinute.com

system is 3 minutes, 3 days per week. Yes, you did not mis-read that, and we did not mis-type it. The science behind the system is sound, and people rave about it and the effects. Again, it was developed to be used with the MindBodySeries Weight Wellness Program and is endorsed by Dr. Lawlis.

Don't commit to NEVER eating sweets again, or carbs ... in fact, cutting things out is again the surest way to fail in a weight wellness program. The changes must be small. What will occur is that you will slowly but consistently add new small changes that cumulatively will create new, healthy habits that you do not have to work at to maintain. Because the changes were small and done over time, your body and mind have acclimated to them, and now these new behaviors are your body's natural state of being. **YOU ARE GOING TO ABSOLUTELY LOVE THIS PROGRAM IF YOU FOLLOW OUR LEAD!!!!!!!!!!**





## The Five Golden Rules

1. DON'T beat yourself up.
2. Treat yourself well.
3. Watch how you speak to yourself. Don't call yourself names – be kind and loving with yourself. Most people are far harder on themselves than they would ever be on someone else.
4. Be GOOD to yourself!
5. Always – even when you mess up – ESPECIALLY when you mess up!

Yes, we know, it's kind of just one rule stated five ways.

And we would add another hundred if it wouldn't be so obnoxious. The point cannot be over-emphasized, however. You must really work on being kind and supportive of yourself.

One of the greatest tools you have to achieve this is your inner ear. Listen to the language you use on yourself when you make a mistake. If you hear words like “stupid”, “a\*\*”, “b\*\*\*h”, etc., then you need to begin to work on changing how you treat yourself when you have made bad choices. Once you have gotten to the point where you automatically hear a supportive, helpful voice at those times, you will find that your life transforms – major positive changes, sources of satisfaction and opportunities will literally manifest in your life. This is not new-age feel-good mumbo jumbo. There is hard science behind this, and you will find much of it in Appendix A – Fact Sheet.

## Seeing IS Believing

I'm going to share with you a story that astounded me. This story happened to me. I can tell you, that as the main character of the story, it was nothing short of amazing.

Once Dr. Lawlis and I decided to partner on this project, I began working on the soundtracks. That meant that I had to listen to Dr. Lawlis' audio, compose, orchestrate and produce the music, engineer the audio, and mix the final soundtrack.

Let me fill you in on some history. Before I started on this project, I was overweight by about forty-five to fifty pounds ... depending upon when you caught me. On a good week, I may have only been thirty-five pounds overweight. I never exercised, and it should come as no surprise that I was even having trouble catching my breath after climbing the stairs to my bedroom at night.

Now, I already believed in Imagery ... in fact, I often credited my success in business to my use of Imagery. I was intimately familiar with the science behind music therapy ... I had conducted the research and seen the results with my own eyes.

But I simply wasn't prepared for what followed. I had been overweight for nearly 15 years. I had tried at least twice that many times to get into shape. I was pudgy, out of shape and out of balance. I worked 18 hour days and I did that 6 days a week. I swore that there was absolutely no time for exercise. Oh ... and I was so very, very grateful to my doctor for finally

prescribing me a medicine for heartburn that actually worked – heartburn had plagued me for the past five years and had gotten so bad that drinking water and even some smells triggered it. I barely batted an eye when the doc told me I would be taking this medicine for the rest of my life. This wonderful, purple pill would stave off both my heartburn and my new, budding ulcer!

Then it dawned on me – I'd be relying on a pill for the rest of my life.

I tried to wean myself off of them. It worked for a while, then the heartburn came back.

It was about that time that I began work on MindBodySeries.

And my life suddenly shifted.

I began to eat differently. Overnight, I went from double portions, snacks, second dinner and triple helpings of dessert, to wanting to eat fruits and vegetables – and enjoying them! I started to eat smaller portions. I started to feel like doing a few pull-ups, push-ups and sit-ups.



I started to change. Sure, it was slow ... in fact, I didn't even take much notice. It was only three months later that at a family get-together I received complement after complement.

I had lost weight, gained muscle definition. I was exercising a little (a friend of mine who later went on to create [MyMobileMinute](#) gave me some tips) and I was eating healthy.

Oh, and no more purple pills either. No heartburn ... none at all. No ulcer pain.

My family noticed, my friends noticed. I was feeling physically good ... great, in fact. Better every day.

But that's not all that was changing.

I was sharper, more in tune, more productive, more creative, more energetic ... I was down-right more everything! My golf game improved, my relationships improved, I was achieving more at work while putting in less time.

November and December are busy months in my family. There are four birthdays, Thanksgiving, Christmas, and New Years. A half dozen Christmas parties. Tis' the season to gain poundage.

And yet I didn't. I actually lost 10 pounds between November 20th and January 1st.

So, it started to dawn on me ... something is different. I'm in great shape, I've lost weight, and I'm seeing improvement in every aspect of my life.

I hadn't gone on a diet; I hadn't joined a health club. I didn't starve myself; I wasn't exercising a significant portion of my waking hours.

I had just listened to some CDs.

And I had transformed.

All this time, I had heard Dr. Lawlis speaking about changing from the inside-out.

And here it had happened to me.

I wish to thank Dr. Lawlis for sharing his vision with me. I see how great an impact Imagery has had in my life, and I am thrilled at the prospect that millions can now benefit from this technology.

So without further ado, I invite you to read on and discover the science behind the MindBodySeries products. I am quite certain that with perseverance and a desire to succeed; MindBodySeries will help you achieve all your Wellness goals.



### **What is Imagery?**

Technically speaking, imagery is the brain's result of deciding what the various sensory impulses mean to us that come from our sensory organs. For example, nerve endings are stimulated in our eyes with various light rays. Auditory impulses are received by the ears. These impulses create some form of symbol that the brain recognizes as language or music. Those symbols are stored in your memory as images and the body responds to that imagery with some sort of action. For example, if you bring to your mind the image or memory of eating a lemon, your body will go into a reaction in which your salivary glands will start pumping saliva in your mouth and your stomach will start its response to expecting an acidic substance. Your teeth may even begin to hurt. Even though there may not be a lemon for five hundred miles, your body thinks you are eating one because that is what you are holding in your mind.

## The Big News

The BIG news is that if we know what physical responses we want, we can dial up our library of images to create those results. For example, if for some reason you wanted your heart rate to increase, what would you image? Would it beat faster if you imagined being in a car wreck, being arrested, having a very exciting courtship, smelling a foul odor, hearing the phone ring at 2:00 AM or a car's tire squeal? These are just some ideas that people have used to make their beat faster as monitored by an EKG in our research. Your images may be different, and probably are. But what would you image to slow your heartbeat? The top choices are remembering ocean waves and their sounds or some special music, being cuddled in your bed, or smelling the fresh morning breeze. Everyone's imagery and symbols are different. For example, one man I worked with, who was a professional racecar driver imaged driving at 180 mph for relaxation!

## Effects of Imagery

The exciting point of imagery is that your imagery can open the doors to controlling many of your body as well as mental reactions, especially to stress. As we have seen, you can control your salivary glands and you can control your heartbeat, which means that you have the potential of controlling your blood pressure (if there are no overwhelming physical forces countering your imagery.) Studies have shown that it is possible to control any single cell in your body if you knew what imagery that would trigger your desired response.



## **Bio-Auditory Synchronization (BAS)**

Gregori Palumbo's research led to his developing a unique bio-auditory brain-wave synchronization system. Very simply put, your brain-waves are different depending upon what state of consciousness you are in. There are states of consciousness that produce deep relaxation. Other states of consciousness provide enhanced learning and retaining of new information. By using bio-auditory stimulation, we synchronize your brain-waves with the frequencies from the audio or music that you hear. The music sets the desired frequency, and your brain naturally matches this frequency, resulting in the desired brain-wave.





## Imagery for Weight Wellness

Imagery is the door to controlling our bodies to help achieve weight wellness. Consider, for example, what happens when you image a wonderful chocolate pie and all its smells and tastes. The body starts gearing to digest the perceived cake by stimulating the pancreas to produce the needed insulin to convert the increased blood sugar so it can maintain a healthy blood level and store the converted sugar into fat or other nutrients for the body. The body has an image as to what it considers as “normal,” so it will produce enough insulin to keep that body shape close to that standard. The thyroid also tries to maintain that image by increasing or decreasing the metabolism, which is also affected by the emotional state of the person to maintain this image. That is why people who think of themselves as “fat” will have physical reactions to food differently than people who maintain a different image. Of course, people who have a different image will also behave differently as well. People with healthier self-images will exercise more and eat more balanced diets because these are consistent with the image.



## Using the MindBodySeries Weight Wellness System

The Weight Wellness Imagery Program by Dr. G. Frank Lawlis has been researched for many years and each part of it has been studied with great detail for success. The participant must be reminded that the body does not react to words alone. This program has a specially designed background of music and stimulating sounds called Bio-Auditory Synchronization. It is also engineered to have open spaces in which the listener can interject his or her own images in a natural way, making the experience unique. The research has been conducted in the imagery administration; however, it was specifically designed to augment the motivational component with Dr. Phil McGraw's book, *The Ultimate Weight Solution*, as part of the first four keys.

Using imagery on a consistent basis can help:

- Stimulate and coordinate physical responses so as to process food intake in the most efficient manner and diminish fat storage.
- Reinforce the healthiest attitudes surrounding the positive imagery so as to minimize destructive life habits (poor nutrition, exercise and self-defeating attitudes).
- Serve as a guide for a sense of control and success as the individual better utilizes imagery techniques.
- Maintain a solid basis and standard to make judgments of rational thinking and behavior.

Imagery has been used by people with such tremendous success – and it hasn't been kept secret! Read about anyone who has been successful in everything from music to movies to sports, in business and more – and time and again you will read how these success stories were carefully mentally rehearsed and practiced frequently and consistently. You would be hard-pressed to find one successful person who didn't invest energy into imagining their success over

and over and over. The golfer talks about picturing the shot in his head before he hits it; the businessperson rehearses his or her speech in their mind – in fact, nearly every successful accomplishment is preceded by mental imagining of the result and subsequent effect. You are what you think all day long. Think empowering thoughts and you will be empowered. Now, think *specific* images for encouraging *specific* results, and you begin to carefully stitch the fabric of your life. That is what Imagery is all about – training yourself to think constructively about the areas of your life you wish to improve. You are encouraged to take your study and practice of Imagery seriously. This is a skill, which once learned, will aid you in all aspects of your life, and help to create success in whatever you set out to accomplish.



### **What is I90?**

120 second Body energizing Physical routine timed right before each Meal.

**What does I90** do that is different from all of the fitness systems I've tried and failed with in the past?

**I90** is a natural shot of adrenaline...immediately recruiting the Cardiovascular, Musculoskeletal, and Nervous systems. This naturally appetite suppressing metabolic response results in **increased caloric burning** and **superior food absorption**, while quickly elevating mood state. You immediately become a more focused you, ready for action.

**How does I90** work?

Before meals our metabolic rate is at its lowest, our bodies natural survival system delivers a message to slow down the metabolism and to store calories existing in our body and to do the same with the next foods to be eaten.

Our ancestors survived by fleeing from prey, and hunting and gathered for food. created an instinctual metabolic state which allowing their bodies to best absorb the calories and nutrients to be ingested.

**I90**utilizes this primal metabolic response.

## PLUS!

The force of circulation throughout the core and extremities requires that circulation for digestion is redirected back into the digestive tract.

**This uses even more metabolic energy for greater caloric expenditure maximizing every second of the I90 movements!**

Excerpts from News Articles:

THIRTY-SECOND bursts of intense activity may be better at warding off heart disease and related conditions than hours spent pounding the pavements or at the gym, according to a new exercise regime to be unveiled this week.

[http://www.scotsman.com/scotland-on-sunday/scotland/30\\_second\\_secret\\_to\\_lifelong\\_health\\_1\\_2139758](http://www.scotsman.com/scotland-on-sunday/scotland/30_second_secret_to_lifelong_health_1_2139758)

"High-intensity interval training is twice as effective as normal exercise," said Jan Helgerud, an exercise expert at the Norwegian University of Science and Technology. "This is like finding a new pill that works twice as well ... we should immediately throw out the old way of exercising."

The [President's Council on Physical Fitness and Sports](#) states that vigorous exercise suppresses your appetite hormones following a workout.

Even a short bout of exercise can change your genes in ways that may ultimately make you stronger, a new study suggests. Read more: <http://www.foxnews.com/health/2012/03/06/exercise-changes-genes-within-minutes/#ixzz1oTiaUuEe>

Eating protein after exercising may help rev up the body's muscle-making machinery, in both young and older men alike, a small study suggests. <http://us.mobile.reuters.com/article/idUSTRE6AT5YS20101130?ca=rdt>

**For your consideration:**

All information in this e-book is intended for your general knowledge only and is not a substitute for medical advice or treatment for specific medical conditions. We can not and do not give you medical advice. You should seek prompt medical care for any specific health issues and consult your physician before starting a new fitness or nutrition regimen. The information contained in this online site and emails is presented in summary form only and intended to provide broad consumer understanding and knowledge of dietary supplements. The information should not be considered complete and should not be used in place of a visit, call, consultation or advice of your physician or other health care provider. We do not recommend the self-management of health problems. Should you have any health care-related questions, please call or see your physician or other health care provider promptly. You should never disregard medical advice or delay in seeking it because of something you have read here.