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**Special Health & Fitness Report From:**  
Ryan Norton, Owner and Fitness/Nutrition Expert

# Finally...The TRUTH About How To Lose Weight!

**“Top Personal Trainer And Fitness Coach Reveals Insider Secrets The Weight Loss And Fitness Industries Don't Want You to Know”**

**Dear Friend,**

The huge companies stealing your money by promising impossible results if you just drink their shake, take their pill, or do 10 minutes of exercise on their whiz-bang machines are abusing your trust in the name of profits and market share.

The real truth is that most (if not all) the products they're peddling are worthless – to you, that is. To them, the products are incredibly valuable because they're raking in huge profits at your expense.

- Are you sick of the hype and outright deception being fed to you by the weight loss and fitness industries?
- Are you tired of being led to believe it's your fault when the junk they push on you doesn't work?
- Do you want someone you can trust to tell you the truth about real, lasting weight loss and fitness, and show you how to quickly and easily adapt your eating and exercising habits so you can achieve the results you want and deserve?

**If you answered “YES!” to any of these questions, then this may be the most important letter you ever read.**

Because what I have to tell you addresses the most important issue you face – **your health**. From my years of experience as a certified personal trainer and fitness coach, one critical point has been hammered home countless times: our health is the most valuable asset we have...and if it goes south, we will spend everything we have, financially *and* emotionally, to get it back! So please take a few minutes to hear me out.

My name is Ryan Norton, I am the owner of Wisconsin Personal Fitness. I have a Bachelor of Science in Kinesiology and I am a Certified Personal Trainer with over 7 years' experience in the fitness industry helping others achieve their goals.

**First of all, let me put you at ease about reading this report.**

I am not trying to “sell” you anything. I do have a powerful solution to your weight loss, health, and fitness problems that I will explain to you in this report. But there is nothing to buy! There is no obligation whatsoever!

In fact, I'm going to gift you with three incredible FREE bonuses worth a real and true \$300.

I'll tell you more about them in just a minute. But for now, please grab a seat in a comfortable chair and give me a couple minutes to **expose** the five biggest weight loss and fitness myths and to **reveal** the four secrets to finally achieving the lasting weight loss, health, and fitness results you want.

## **Exposed:** **The Five Biggest Weight Loss and Fitness Myths**

### **WEIGHT LOSS AND FITNESS MYTH #1:**

#### ***Dieting eliminates fat.***

Your body can't discriminate between intentional calorie deprivation (as in a diet), and starvation. When you dramatically reduce your caloric intake, your body shifts into a protective mode by slowing your metabolism down and holding onto fat (an important energy source) and burning muscle instead. In the beginning of a diet you **WILL** lose weight by dramatically cutting calories. **But it won't be fat loss.** It will be water weight and lean muscle tissue – the exact **OPPOSITE** of what you want to get rid of.

Not only will harsh diets slow your metabolism down to a crawl, causing your initial weight loss to come to a gradual halt, they will also inevitably bring about a “rebound” effect. This rebound will make you even fatter than you were before starting the diet. When you rebound, not only do you generally put on more weight than you actually lost with the diet, your percentage of body fat generally increases because your body cannibalized muscle tissue as an energy source during the dieting process. Thus the yo-yo effect that almost all dieters experience.

To permanently lose the fat stores in your body, you've got to burn more calories and increase your metabolic rate (the rate at which your body burns fuel throughout the day – even when you're **NOT** exercising) with a precise exercise routine and proper nutrient ratio adaptations (that means eating the right stuff at regular intervals). Even if you don't exercise (but I recommend you do), just eating 5–6 small, high quality meals each day (and by a meal, I mean anything from a nutritious snack to a sit-down dinner) will substantially increase your metabolism – and you'll burn more calories!

### **WEIGHT LOSS AND FITNESS MYTH #2:**

#### ***Pills, powders, and shakes can make you skinny.***

Fat burners, diet pills, nutritional supplements – you know who gets the most out of these products? The manufacturers and sellers. Some of this stuff is extracted from foods and has a role in nutrition, but it's not a *substitute* for eating right. And much of the “miracle” drugs you see advertised are exceedingly dangerous to you. Don't believe me? The next time you see an advertisement in a weight loss magazine for one of these “miracle” products – or if you see a commercial on TV for one – read or listen to the **DISCLAIMERS AND WARNINGS** that accompany these ads. A lot of this stuff is dangerous and it has no place in a healthy, permanent weight loss and fitness lifestyle.

Sure, if you're willing to risk exposing your body to these drugs, you might be able to lose some weight – *at first*. But you will experience no long-term benefits – none! In fact, it's really

much worse than that. “Dieting” in any form that denies your body the essential nutrients and calories it needs to function efficiently can cause you to lose weight...until you stop the diet. And anyone who has “dieted” knows you cannot sustain the diet indefinitely. Your body screams out for nourishment and eventually you give in. That’s when the rebound effect begins. You will inevitably regain all the weight you lost – **PLUS SOME**. And the regained weight is predominantly fat. During your diet your body cannibalized some of your lean muscle to use as fuel. After the diet, your regained weight does not come back in the form of lean muscle plus some fat – it comes back almost exclusively as fat.

**WEIGHT LOSS AND FITNESS MYTH #3:**  
***A regimen of aerobic exercise burns the most fat.***

I see women who spend four days a week, 40 minutes at a time, on the stair-stepper, treadmill or bicycle who don’t lose weight! I know men who run six miles a day who have no muscle tone and plenty of rolls of fat around their waists. You’ve been led to believe that if you want to lose fat, all you have to do is regular aerobic exercise. There’s more to it than that.

You must be able to monitor and control your cardiovascular intensity to maximize the number of calories you burn. And, if aerobic exercise is not supplemented with resistance training (lifting weights) to at least maintain muscle mass, you cannot effectively accelerate the fat loss process. Each pound of lean muscle tissue burns 35–50 calories a day while your body is at rest; whereas body fat is not metabolically active, so little to no fat is burned for each pound of body fat.

Therefore, a combination of properly monitored aerobic exercise and resistance training enables you to rapidly burn the maximum amount of fat. **SPECIAL NOTE:** This may sound like it’s involved and time consuming. It’s not! With the proper fitness and nutrition system in place, you can quickly burn fat, lose weight and get fit in as little as 40 minutes per session – exercising in the privacy of your home only three times per week. And in 12 weeks you **can dramatically** transform your body.

**WEIGHT LOSS AND FITNESS MYTH #4:**  
***Resistance training (weight lifting) doesn’t burn fat.***

Nothing could be further from the truth. Muscle is metabolically active tissue. Fat is not. Fat is an energy source for the body, but most people have much more than they need. Fat does not use energy – it is used as energy. Muscle uses energy. Lots of it. The more lean muscle you have, the more fat you burn. And here’s the biggest benefit, and why everyone needs to incorporate resistance training in their exercise program: the more lean muscle you have, the more fat you burn – **WHILE YOU ARE AT REST!**

You see, that’s really **the ultimate weight loss and fitness secret**. Looking great is not just a function of how much fat you burn when you’re working out, because you can only exercise so much in a given week. The real secret is how metabolically active your body is the other 95% of the time. People with more lean muscle burn fat at a much greater rate than do those with less lean muscle. That doesn’t mean you have to look like Arnold or Madonna to be an efficient fat-burning machine. But you do have to at least maintain – and preferably increase – your lean muscle tissue. It’s easy with the proper resistance training program.

**SPECIAL NOTE:** Women will **NOT** become “bulky” or “musclebound” by incorporating resistance training into their exercise routine. In fact, just the opposite is true. Lean muscle is more compact and firmer than fat. Resistance training makes women smaller, firmer and sexier. Women are not genetically predisposed to adding muscle “mass”. Men, on the other hand, gain mass and see exciting muscle growth through the proper use of nutrition and resistance training.

#### **WEIGHT LOSS AND FITNESS MYTH #5:**

***Thigh reducers, tummy trimmers, and body part shapers can “spot” reduce.***

All over the country people are falling for infomercials touting muscle-specific exercisers for body fat reduction. You cannot reduce your waist size by working the abdominal muscles, nor can you reduce your thighs with a thigh exerciser. It’s a scam. A total rip-off. **The only way to reduce body fat is by combining a precise program of supportive nutrition with the right balance of aerobic and resistance exercise.** If it sounds hard, it’s not. It’s just hard to cut through all the lies, misinformation, and total nonsense being shoved down your throat by these big, mega-buck companies attempting to further line their pockets at your expense.

## **Revealed:**

### **Four Secrets To Finally Achieving The Weight Loss, Health And Fitness Results You Want**

- 1. The secret of making a simple commitment to your exercise program.** The big companies who are stealing your money want you to believe that a pill, fad diet, or a special machine will solve all your weight loss and fitness problems. This is counter-intuitive and insults your common sense. But people still want to believe – because there’s so much PAIN. The real “secret” is quite simple and I’ll distill it for you right here: eat four to five small healthy meals per day and perform a combination of aerobic and resistance training exercise for 40 to 60 minutes three times a week. Take out your calendar right now and mark off three days each week for the next 12 weeks when you will commit to exercising. Then do it. Your consistent commitment will bring you the results you want.
- 2. The secret of having a coach.** Almost every self-help book ever written talks about the critical importance of having a coach/mentor. A coach is an experienced and trusted counselor or teacher. It’s inevitable you will come up against hard times on your path to losing weight and getting fit. A coach guides, motivates, educates, and supports you – so you can easily and rapidly overcome these hurdles. A coach is critical to systemizing your exercise program for maximum results and assisting you in heightening your motivation and strengthening your commitment. And a coach becomes your “objective feedback system”, helping you see, understand, and correct the problems interfering with your progress. Exercise and nutrition are bona fide sciences, and learning everything you need to know on your own can take years of struggle – but not if you have a coach.
- 3. The secret of progression.** Have you ever met someone who says they exercise week after week, month after month, even year after year and aren’t getting any new results? Believe it or not, doing the same workout over and over without expert

guidance to direct your progress will actually **decrease** your fitness. You must learn how to progressively improve and fine-tune your efforts for maximum weight loss and fitness results.

4. **The BIGGEST secret: accountability.** In a recent study at Virginia Polytechnic University, researchers divided people starting a walking program into two groups. Every week, each individual in one group got a phone call asking how their exercise program was coming along. The other group got no calls. At the end of 24 weeks, 45% of the individuals who got the phone calls were still walking compared to just 2% who did not receive calls. **The results show that weekly accountability increases the likelihood of sticking to your exercise program by 2200%!**

What you've just read is some of the most valuable information you will ever learn on how to lose weight and get fit. And having the RIGHT information is critical. But intellectually understanding what *should* be done and actually *doing* it are two very different things.

The truth is most people can't get a grip on the three essential factors that separate those who achieve real and lasting physique transformations from those who don't. Most people have difficulty with the commitment; don't grasp the importance of progression; and lack the personal accountability to achieve their weight loss and fitness goals. Why? **Three reasons:**

1. Bad information
2. It's easy to cheat yourself
3. No guidance.

### **So What Is The *Ultimate* "Secret" To Successfully and Rapidly Achieving Your Weight Loss And Fitness Goals?**

I have discovered that the ultimate secret to getting the results you want is finding a coach who understands you and provides you with an effective weight loss and exercise program and guidance, motivation, support... but most of all, a coach who holds you **ACCOUNTABLE!**

I've proven it over and over again. Look at what some of my clients have to say:

*Darlene K., 68 Years Old*

*-“I truly mean it when I say, it is the best money I have ever spent.”*

*Bob G., 58 Years Old*

*-“Just do it. Ryan will show you the way, make it fun, and give you all the confidence you need to be able to succeed and reach your goals.”*

I am not sharing this information with you in an attempt to “sell” you on my weight loss and fitness system, but rather to impress upon you that I am an expert in getting results for my clients. I've proven that my 12-week program is the most effective way to rapidly and permanently get the results you want.

With the right health and fitness program and a coach to hold you accountable, you can

become a goal-achieving machine. The weight will just peel off – and your firm, toned, attractive body will emerge.

Think about it. **In your heart you know the truth.** There is no quick fix, no magic potion, special pill, or whiz-bang exercise equipment that is going to suddenly make you fit. The infomercials and advertisements you are bombarded with daily are produced by multi-million dollar companies that know how to push your emotional buttons.

They know how to get you to pull out your credit card. But once you get their shake or pill or abdominal machine, you realize that you have been misled. Because it's not the pill, the potion, the fancy gym membership, or the expensive equipment that gets you healthy and fit.

The ONLY thing that works is commitment to a healthy diet and regular exercise. You've got to burn more calories than you consume – simple as that.

But there is only one way to internalize your commitment and cultivate your motivation:

### **You must personally experience results!**

And the quickest, most foolproof way to experience those results is to have a coach guide you.

If you are honest with yourself and recognize that exercise and proper diet are the only ways to achieve the results you want and you are ready to make a lifestyle change...

If you **know** you're fooling yourself by paying for *another* gym membership, piece of equipment, shake, potion, exercise video, diet, or pill... then I can help you.

Through my experience, education and extensive study, I have developed an approach to exercise motivation that has enabled many average individuals to achieve amazing weight loss, health, and fitness results. It's a program that supports you in becoming laser focused on the results you want, empowers you to accept responsibility for making effective exercise part of your lifestyle, and provides you with the tools you need to reach your fitness goals.

### **And it only requires 5% of your available time – just five percent!**

Is that too much to ask of yourself to improve and protect the most important thing you have – your health?

My program has provided many people with a new life. If you have had trouble getting or staying motivated, you will now look at exercise as fun, have the tools you need to foster motivation, achieve your weight loss and fitness goals and actually enjoy your exercise program.

### **My “Transformation” program is different from any other fitness program you've ever seen.**

You don't need a gym membership or expensive home fitness equipment. You don't need fad diets or doctor prescribed (or over the counter) medication. You don't need videotapes, books, or manuals. You don't need anything but the guidance, support, motivation, and

accountability I'll provide. That's it!

It's amazing how, by following my program, so many individuals have changed their lives from unfit, unhealthy and unhappy – to fit, healthy, happy, and self-confident – **in just 12 short weeks**.

And I am absolutely certain my program can do the same for you.

That's right, I'm absolutely certain. So sure, in fact, that I **guarantee** you can achieve measurable, incredible results in just 12 weeks! That's right, I fully guarantee your results or your money back. You won't get that kind of guarantee anywhere else that I know of.

I abhor the hype, deception, and misinformation that's being forced on you by the weight loss and fitness industries. It's sabotaging your self-esteem in the name of profits. So you can be absolutely certain that I am motivated by one thing, and one thing only: educating and informing you about the only thing that really matters – **THE TRUTH!**

You are a mature adult. You've experienced things and lived life. You know, in your heart of hearts, that real success, real achievement, and lasting results require a measure of sacrifice and (at least) a pinch of work.

Being fit positively affects everything in your life: your health, your mood, your sex life, your relationships with your friends, family and yourself, your financial success...everything. **Is it enough to live life halfway?** No! It's not. You can make your life better. You know in your heart that by losing weight and getting in shape you will be happier, healthier, more self-confident, and live life much more fully.

And I can show you an honest, simple, reliable, legitimate, and fast weight loss, health, and fitness system that can do it for you! It's a 12-week program – and I fully, unconditionally guarantee your results!

The bottom line is this: you will have to engage in a moderate exercise program and you will have to eat a more healthy diet in order to safely, effectively, and rapidly lose weight – and keep it off permanently! If you're not ready to hear that, if you are still in search of some kind of "miracle", then I can't help you. Because I promise you, based on years of trial and error, years of study and years of real life application...

**...there is no "miracle" weight loss program out there.**

So if you are open to the TRUTH, if you will accept what doctors have been saying for years and years, then I will show you the easiest, most painless and most powerful weight loss and fitness program ever!

You may not believe it now, but losing weight and getting fit is not as difficult as you think. Anyone can enjoy a lean, toned body if they just understand the basic, fundamental principles I've discussed in this report – and then apply them to their daily lives.

But keep in mind that no matter how hard you work, if the underlying "system" is faulty, you'll never achieve your weight loss and fitness goals. That's why I encourage you to investigate my program – a system that is time-tested, proven, and guaranteed.



## **Wait a minute...Is this a sales pitch?**

If right now you are saying to yourself, "Hey, Ryan said he wasn't going to try to sell me anything, and this is beginning to sound suspiciously like a sales pitch," then I need to address your concern right now.

Remember how I said I would reveal the truth to you about the deceptive practices of the health and fitness industries. Did I do that? Yes, I can confidently say that I gave you really valuable information about the lies that are being fed to you. Plus, I gave you valuable information about what you can do to empower yourself against this misinformation.

But I don't think that just addressing the problems you face is enough, do you? I think I would be remiss if I didn't share a proven system for achieving your weight loss and fitness goals.

**It'd be like telling you there's a cure for cancer, but not telling you what it is.**

Well, I want to give you the cure. And I will say again: I'm not trying to convince you of anything. Most people can't be "sold". We all naturally throw up barriers when we think someone's trying to "sell" us something. I'm trying to educate and inform you. Nothing more.

What you do with this information is your business. My hope is that you will take action to resolve your situation by calling me. Because you can think and plan from now 'til kingdom come, but it won't get you anywhere. Only action will relieve the pain you are experiencing.

My goal is to show you a 12-week weight loss and fitness program that works. It's worked for many people already, and it will work for you if you only give it a try. But you have to take the first step by picking up the phone and calling me so I can explain how my 12-week program works.

If you are serious about creating the personal satisfaction in your life that you want, look at the date that is stamped on the special FREE GIFT form. **That is the deadline for getting your three free gifts valued at a real and true \$300.**

While this information is fresh in your mind, please take a moment to call me immediately. Remember, your FREE GIFTS are only available if you call me by the date stamped on the form included with this report. I have so many eligible candidates, it's only fair that I give priority to those who realize the need to take immediate action. With my guaranteed system, you have nothing to lose but excess weight.

Whatever your decision, I hope this report gives you a few ideas on how to achieve the health and fitness goals you desire and deserve. Should you decide to work with me in achieving your success, I look forward to developing a personal relationship with you that will bring you the enjoyment and satisfaction about your body and your life that you deserve.

Wishing you good health,



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P.S. Please read the form describing the special FREE gifts I have for you. Don't let another day go by without taking the action you know in your heart you need to take. If you don't have your health, what do you really have? CONTACT ME TODAY. In 12 weeks you will look back on this decision as one of the wisest of your life – I guarantee it. Take a look at the next couple of pages to hear what people are saying about me and my services.

P.P.S. Don't forget to ask me about my TOTAL SATISFACTION AND RESULTS GUARANTEE!

## **Darlene K. | 65 Years Old**

Darlene has lost over 100 lbs in 10 months and she feels better than she ever has, she listened and followed the instructions and good things happened. It can be the same for everyone that jumps into a program

### **What made you decide you wanted/needed to start a program?**

My creeping weight gain to the level of morbid obesity, feeling lousy, not liking what I saw in the mirror, and my fear of becoming less self-sufficient. A good friend, who is an avid exerciser and has had a personal trainer for years, encouraged me to do the same. Her advice was to get a gym that was close to home, make sure you're comfortable with the membership base, and get a trainer you feel you can enjoy working with. That's why I joined and got Ryan Norton as my personal trainer.

### **What results have you achieved since starting your program?**

Every six months I have a full blood panel done. My doctor was elated with the positive results in every category plus the scale showed a 100lb weight loss! This was all due to my lifestyle change of exercising, eating healthy, and the "eagle eye" of my awesome trainer, who knows how to keep me on track. But, the greatest achievement is how I feel. It is wonderful feeling happy again and having that extra "spring in my step!"

### **What do you like best about our program/having a trainer?**

I look forward to each training session because it's fun, hard, rewarding work. There isn't a session I don't laugh or have a good time with my trainer who is supportive, encouraging, and gets me the results I'm wanting. Plus, it is such a positive atmosphere-friendly, helpful, and everyone, staff and gym members, cheers you on.

### **What would you say to someone on the fence about joining our program?**

Don't wait! Give it a try. I truly mean it when I say. "It's the best money I've ever spent!"



## **Bob Gleason | 56 Years Old**

In 4 months Bob has changed his life. He has lost almost 60 lbs and he feels better than he has in years. His strength and Stamina are better than ever and we have officially set new goals and decided to take it one step further!

### **What made you decide you wanted/needed to start a program?**

I was at a point in my life when my joints hurt, I couldn't do the things that I wanted to, I wasn't as coordinated as I felt I could be, my clothes never fit right, and my weight was going in the wrong direction.

### **What results have you achieved since starting your program?**

In 3 months I'm proud to say that I've gained a ton of strength and lost almost 50 pounds. Most importantly, Ryan my trainer has given me the confidence and road map to get to my goal and stay there. He has helped give me the tools and the mental toughness to make it happen.

### **What do you like best about our program/having a trainer?**

First off, the results. I never expected to be able to attain such results so fast. I enjoy my workouts. It is not easy, but it is fun and fulfilling to feel that pride in finishing a tough workout. Ryan does an awesome job of making the workouts fun, but difficult and challenging. He pushes you but always with positive motivation, giving you the confidence to reach new personal accomplishments.

### **What would you say to someone on the fence about joining our program?**

Just do it. Ryan will show you the way, make it fun, and give you all the confidence you need to be able to succeed and meet your goals. If you listen to them and follow the plan, you will get there and a lot faster than you think.



# Wisconsin Personal Fitness Gift Certificate

## Free Fitness Consultation

*“Finally... A PROVEN & GUARANTEED Body Transformation System That Works EVERY TIME... Even If You’ve Struggled In The Past!”*

**This Certificate entitles the bearer to:**

- ✓ **A one-hour FREE health and fitness consultation.** Here’s what will happen during your consultation: I’ll explain, in detail, exactly what my 12-week program involves and how it works. I’ll **also give you a complete health and fitness analysis** and, at a bare minimum, you will learn a great deal about how to better achieve your weight loss, health, and fitness goals. I’ll share with you my vast knowledge absolutely FREE. You will get all your questions answered fully and completely. (\$50 value)
- ✓ **A FREE subscription to my newsletter.** This newsletter is packed full of techniques, tips, expert guidance, and proven weight loss and fitness strategies. It will keep you motivated and on track towards your goals. This is the best and most informative newsletter available. There’s no fluff, no worthless fad diets, no lies, no junk. Only hard-hitting content to empower you. (\$50 value)
- ✓ **Two FREE personal training sessions.** When you reply before the deadline date stamped in red by calling me at 262-202-8761 or completing the Consultation Request Form at [www.wipersonalfitness.com](http://www.wipersonalfitness.com), I will gift you with two completely free personal training sessions so you can experience my services without cost or obligation. (\$200 value).

These special gifts are worth \$300, and they are yours FREE for taking action today. Please don’t delay. **Each day is precious.** Take action now. Take back control of your life. You are not alone anymore. We guarantee you will not fail! Give us the chance to prove to you how powerful our 12-week program is.

To redeem this gift certificate simply call our office at 262-202-8761 or go to [www.wipersonalfitness.com](http://www.wipersonalfitness.com)

We look forward to meeting you and helping you get the results you want and deserve!

**This gift certificate expires on: 30 Days from Receipt**

