

Fad Diets That Work!



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Fad Diets

Why are people attracted to fad diets?

The reason is obvious when you think about it.

Fad diets work. Everyone knows several people who have lost weight on one fad diet or another.

Everyone knows that following the non-fad diet advice... you know the "eat smaller portions", "restrict fat", "less calories"... blah blah blah

Just plain doesn't work. You've tried it. I've tried it. It doesn't work.

But you probably have also run into fad diets that seem to work for the first week or two... and then stop working.

Everyone has run into the "plateau"...

The dreaded plateau.

So let's talk about what I discovered about weight loss in my journey to easily go from very obese to very healthy without exercise and without going hungry...

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ever.

There is a lot of information to cover, but you won't regret this journey.

This information is what you want and need to finally become healthy and thin.

First, let me tell you a little about myself.

I am very successful in several areas of my life. I am financially successful and haven't held a job since September 1st of 2003.

I have a beautiful wife who is 17 years younger than I am and our marriage is awesome.

I have two wonderful sons ages 2 and 3 years old that I get to spend every day of my life with. We don't need or want day care.

My wife doesn't work. I don't work.

We live in a sub-tropical paradise and travel the world whenever we want.

I know how to succeed at just about anything in life.

I used the exact same skills to learn how to lose weight and become healthy that

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I have used to become successful in every other area of life.

Those skills are very basic and should be taught in school, but they aren't.

In fact, everyone is indoctrinated constantly in schools, work, and especially by TV and other media on how to be failures.

I will teach you those skills. They are very simple and obvious once you learn them.

They are the same skills that every successful inventor, scientist, author, actor, politician, entrepreneur, Nobel prize winner and anyone else who is successful know and practice as a routine part of everything they do that is successful.

You won't believe how simple they are, but first let me tell you about how I ended up fat and unhealthy and how I applied these skills to succeed in losing weight and becoming healthy again.

I realized that I had a problem one day in an EMT class.

As I mentioned, I retired on September 1st, 2003. Like most people who have become financially successful, I like to find ways to give back.

I had recently purchased a ranch in rural Utah with a beautiful log home and

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moved there. The nearest town wasn't even on the map and had only 300 residents spread out over hundreds of square miles.

There were only two churches that served the town. My family and I attended one of them.

On the 2nd or 3rd Sunday, one of the members asked me to join the fire department. He was the fire chief of the local volunteer fire department.

Of course I agreed. There were only 300 people in our entire town and most of them were old and retired.

There were only 20 or 30 of us that were in the age range to be able to volunteer to respond to emergencies.

The nearest town in one direction was 40 minutes away. An ambulance or fire truck from that town would always take at least an hour after their volunteer fire system was alerted and their people responded to the fire house, geared up and headed our direction.

There was another town the other direction that was only 35 minutes away... during the summer. In the winter, the highway was often closed that direction because of four or five foot deep snow drifts crossing the highway.

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So volunteering for the local fire department meant that response could be 15 or 20 minutes instead of an hour. I agreed.

We attended training meetings every Thursday night at the fire house. I was given a pager and a radio.

The pager would go off when someone in our town called 911 and talked to a dispatcher who was actually 2 hours away.

We would then turn on our radio and speed to the fire house. If it was a fire, we would put on our fire equipment and hop in a fire truck and respond to put it out.

If it was a medical emergency, we wouldn't put on our fire equipment, but we would still get in the fire truck called the "Quick Response" and head out.

The fire meetings covered only putting out fires. There were three EMTs in our fire crew who were trained on medical emergencies, but their training came from a hospital that was over an hour away.

I focused on fire training at first.

One day, the pager went off in church. It said there was a fire and a structure was in danger.

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We all rushed to the fire station and donned our gear and then headed to the fire.

It was an amazing experience to be able to help. For five minutes.

Then I was exhausted. I was overheated and out of breath and my chest hurt.

I put it down to "being a little out of shape" and drank a Gatorade and sat out the rest of the action of putting out the fire.

Another call came in a few days later with a medical emergency. It was very close to my house, so I radioed that I was responding directly to the site rather than to the fire department.

A young man had had a four wheeler accident and was in very bad shape.

There was blood everywhere. His face was crushed and he was fading in and out of consciousness. When he faded out, I couldn't feel or hear him breathing.

Mouth to mouth was impossible with his crushed face.

I didn't know what to do.

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Fortunately, the rest of our crew showed up quickly and went to work on him. He was life flighted out of there and I heard later that he was patched up and recovering just fine.

I decided to focus on the medical emergencies because that seemed more rewarding and I just wasn't in shape enough to help with the fires.

I signed up for an EMT class to get certified.

I did CPR for the first time soon after that. Even though the patient didn't revive (they hardly ever do), I felt like I was finally making a difference in my community by at least being able to respond and help.

As the EMT class went on, we started learning to do assessments on each other.

My partner was a very nice Tongan woman who lived on a nearby native American reservation with her native American husband.

She already knew how to take blood pressures because she also volunteered at a place that sold equipment for home health care. They offered free blood pressure checking at their store and she had been trained there.

During our first assessments on each other, she took my blood pressure three times asking me each time if I felt OK.

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My blood pressure was between 190/90 at it's best and 210/120 at it's worst. I had severe hypertension.

I had a serious problem.

I knew I was overweight. I didn't know by how much because our scales only went to 300 pounds.

I had also recently started having intermittent chest pains.

I had to do something.

Years before, I had tried the Atkins diet and it worked pretty well for me. I had plateaus like everyone and it was a rough diet to keep, but I decided to try it again.

It didn't work very long this time.

I also had gall bladder problems now.

I had had a major attack a couple years before in Hawaii after a luau where I had eaten too much fatty pork.

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Gall bladder attacks are horrible. I won't go into the gory details, but they involve a lot of moaning, crying, screaming, pain, dizziness, nausea and basically everything that nobody ever wants to experience.

My mother had gall bladder attacks before she had her gall bladder removed and she assured me that the pain was actually worse than child birth.

Of course I'll never know if that's true, but gall bladder attacks are really horrible.

The attacks are usually triggered by eating too much fat in a meal after you already have gall bladder stones.

I had a huge gall bladder stone the size of a golf ball.

I had avoided the attacks by removing fat almost entirely from my diet.

It had worked until now, but the Atkins diet plan is to limit carbohydrates in favor of protein and fat.

You can't really do the Atkins diet plan without increasing your fat intake.

Now at this point you might be wondering how the heck I weighed over 300 pounds if I had been on a very low fat diet for over two years.

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I wondered the same thing.

Now I know the answer to that question, but at the time, I was still brainwashed by the standard dieting advice you hear out there.

I still believed that reducing calories and fat was the key to weight loss... and exercising.

But I also knew that this Atkins fad diet had worked for me in the past. It was confusing.

It isn't anymore and I'll clear all that up for you, but let me finish qualifying myself as being a fat and very unhealthy miserable failure when I first started on this path.

I think that is important because you may be wondering if you are too far gone for this information to work for you.

I was pretty bad off here. I was over 300 pounds. I had a huge gall bladder stone. I had very high blood pressure. Later, I found out that I was diabetic. I was having chest pains. My health just plain sucked. I was a fat unhealthy slob.

And I couldn't do the Atkins diet that I knew from the past worked at least for

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awhile because of the gall stones.

I decided to get my gall bladder taken out. I also started to walk every day.

At first, it was only a quarter mile. Later, I got up to two miles of walking a day. I also started to eat a lot less. I was starving and hungry all of the time.

I hung in there because I knew how unhealthy I was and I knew I would be able to take an easier route once I had the surgery to remove my gall bladder. I would start the Atkins diet again.

That worked.

You'll eventually notice that everything works at first. That actually is one of the keys to the effortless way I'm going to tell you about to lose weight.

But I was miserable. I was always hungry and weak. My chest pains actually increased. My blood pressure got worse before it got better. I constantly had headaches.

We have all been there. Starvation diets work for awhile, but they are hell on earth. Exercising works a little for awhile, but it is not any fun at all.

After months of misery, I got down to 285 pounds. I could now weigh myself and

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see my weight.

My blood pressure even eventually started to drop. I had to get it down to "pre-hypertension" range to get the surgery. I got there... barely.

I had the surgery to get my gall bladder out.

During my recovery from the surgery, I started reading everything I could about diet plans.

There was so much conflicting information out there... or so it seemed at the time.

Some said "low fat" was the way to go. A gram of fat has 9 calories whereas a gram of protein or carbohydrate has only 4 or 5 calories.

Some said "low protein" was the way to go. Americans receive too much protein they claimed. Our diets were meant to be mostly vegetarian with only a couple ounces of protein needed every day.

Some said "low carbohydrate" was the way to go. Atkins was one of these. I knew it worked... at least for the first couple of weeks.

Others claimed that we had 20-50 pounds of mucous plaque in our colons and

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we needed to do a colon cleanse to get rid of it and then our system would work fine on whatever we ate.

Still others claimed that we had killed all of the good bacteria in our colons with antibiotics and over the counter drugs and that was why we were fat in America.

Some claimed it was the poisons in the air and food that we ingest and our bodies were protecting us from those poisons by encasing them in fat and storing them as fat in our body.

Some talked about organic food. Others about the evils of pasteurization and homogenizing our milk products.

Some talked about yeast infections in our blood. Others about hormonal imbalances caused by injecting our cattle with hormones.

Others talked about insulin and leptin resistance. Still others about intermittent fasting and its benefits.

The amount of information out there is truly overwhelming.

Since I'm retired, I devoted 10 or 12 hours a day for weeks reading it all. I still do. I find it fascinating now.

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Now that I can fit a lot of the puzzle pieces together, it no longer seems so contradictory and overwhelming.

I'm going to try to get you to that point without you having to spend 10 or 12 hours a day for weeks or years reading about all of the different ideas out there and sorting through what is wheat and what is chaff.

Somewhere along the line, I realized that I could use the same methods to find out how to best lose weight that I had already used to become financially successful.

I realized that the methods that every successful person in every endeavor in life uses to become successful in that area can be used to discover how to quickly, effectively and painlessly lose weight and gain optimum health.

I used those methods and lost over 70 pounds, restored ideal blood pressure, eliminated chest pains and restored normal blood sugar levels after finding out that I was severely diabetic.

After those first miserable weeks before my surgery where I forced myself to walk for exercise, I never exercised for weight loss again.

Of course, today, I am healthy so I am naturally very active. I often walk or hike for miles for recreation purposes. But I never exercised during the time that I

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went from 285 pounds down to 215 pounds.

Except for two different weeks of testing fasting, I never went hungry. Those weeks were a test that I did out of curiosity. I'll share those results with you, but you can rest assured that you do NOT need to ever be hungry on the plan I'm going to share with you.

You can eat as much as you want.

There are also absolutely no foods that I have banned myself from eating ever again in my life.

If I am at a birthday party and chocolate cake is being served, I will have a big piece with extra icing and a couple of scoops of ice cream on the side.

I think it's nonsense to pretend that you are ever going to abstain from any particular food for the rest of your life.

That just doesn't work.

Nor does "eating less" work. That is the stupidest advice I have ever heard.

Eating is necessary for survival just as breathing and going to the bathroom.

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Can you imagine if a doctor or other professional told you to breath less?

You would laugh wouldn't you?

How about if a doctor told you to urinate less? Same thing. That's ludicrous.

But many people nod their head in agreement when someone tells them that to lose weight they need to just eat less food.

Huh?

That's just stupid. Sure. It's possible. Just like it's possible to hold your breath or to hold your urine when you have to go.

It's possible for awhile.

But everyone knows that if you hold your breath for awhile... you are then going to let it out and then take a bunch of very deep breaths to make up for the lost oxygen.

The same goes for holding your urine. You can hold it in your bladder for awhile, but then when you go... you are going to go a lot more than if you hadn't held it.

In the end, you breath just as much oxygen when you hold your breath as when

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you don't. In the end, you pee just as much if you hold it as if you don't.

They are just basic biological functions. That's the way it works.

The same goes for eating. You can abstain from eating for awhile, but eventually, you will binge. Your body will think you are starving and will make up for lost time.

In addition, it will put into place measures to protect itself in case you start to starve again. It will store fat for that possibility.

Now that isn't what you want; is it?

Of course not.

So forget about painful exercise. Forget about starving yourself. Forget about your vows to never ever eat chocolate cake ever again in your life.

None of those things count very much for the severely overweight.

Sure, if you are just 5 or 10 pounds overweight, you can probably lose it by just eating smaller portions for a month or two. Or you can take up jogging on Tuesday mornings.

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We all know those people.

But we aren't those people; are we?

You are severely overweight, not just 5 or 10 pounds more than you want to be.

I was in the same boat. I'm not going to tell you to eat less or exercise more because I know how stupid that sounds... and I know it doesn't work for us.

I am going to tell you how I personally lost over 70 pounds and regained my health without starving and without exercise... using the same techniques that I used to gain financial independence... and the same methods and techniques used by every successful person in every successful endeavor they pursue in life.

Are you ready for that?

Good. Let's get started.

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How To Fail

Let's talk about how to fail at losing weight.

We are all experts at that although you may have never thought about it before.

You have tried to lose weight by eating less. You failed. I did it too. I failed too.

You have tried counting calories. You failed. Me too.

You have tried to completely eliminate fat from your diet. If you don't eat any fat, you can't get fat; right? Wrong. You failed just like I did.

You tried to exercise for two hours every day. You failed just like I did.

More than half of Americans are overweight because they are following the path laid out for them by failures. It works perfectly. It always leads to failure.

Like me, you probably blamed yourself after failing. You just didn't have enough will power or you just didn't try hard enough.

You resolved to try again later only the next time you are really going to see it through.

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Einstein defined insanity as "trying the same thing over and over and expecting a different result." I hear he was a pretty smart man. He certainly was successful in many areas of his life.

Maybe he was right. Maybe trying harder to do something that didn't work is just plain insanity. Have you ever thought about that?

If losing weight was as easy as simply eating less or exercising more then nobody would be fat; would they?

It really is insane to think that way. Let's try to get some sanity back in our lives and forget that way of thinking.

That is the way failures think.

Failures blame other people or even worse... they blame themselves. That way of thinking leads to more failure. They then blame themselves even more. That leads to more failure and more guilt which leads to even more failure and more guilt.

It's a cycle of insanity that just doesn't work.

How does a successful person think differently?

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You have probably heard the story of Edison's creation of the light bulb. He was another successful model we can follow.

He failed many, many times before he finally created the first working light bulb. That makes him a failure; right?

Of course not. He is now known as one of the greatest inventors of all time.

Let's look at the real difference between true success and true failure.

Let's imagine that Edison had decided to lose weight. Let's imagine that he tried to do it by eating less just as most of us have tried.

For the first week, he loses a couple of pounds just like most of us have. He feels miserable and has lost all energy though. Most of us have been there.

He also started to be really, really hungry. His thoughts are all dominated by chocolate cake and candy bars and potato chips and ice cream. We've been there; right?

Finally, he succumbs to the temptation. He buys two bags of potato chips, an entire chocolate cake, three pints of hagen daz and holds it to just one snickers bar.

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He scarfs it down in one sitting. It is heavenly. Afterwards, he feels very sick.

He gets on the scales and has gained back the 2 pounds he lost... AND five more pounds.

That didn't work.

so far, failures and successful people are pretty much the same in this no so made up scenario. Successful people try things that don't work just as much if not more than failures.

However, the difference starts the second after he starts to feel sick and sees that he has gained 5 pounds.

What did you do at this point when you last failed?

I'll tell you what I did. It will probably sound familiar to you.

I felt guilty. I blamed myself for the binge. I thought about those two pounds that I had victoriously lost and how I had totally blown it with my binge.

I felt worthless. I felt helpless. I felt guilty.

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I had failed.

My thoughts then truly turned to insanity. For minutes at a time, I would decide that I will never be able to lose weight successfully and so... why bother. I would give up.

I would munch on what was left of the bag of potato chips even though I was already sick... because I was sure that it was no use. I had tried and failed at losing weight. I might as well enjoy the rest of the binge food.

Then for minutes at a time, I would kick myself and think about those two pounds that had lost again. Eating less worked. I lost two pounds. It felt great. If only I had more will power. I could have held off longer and not binged.

If only I had more will power. I resolved to have more will power next time. I would do it again.

But not yet. I'll try again on New Years day or in a few months. I had lost this battle, but I would lose the war. Since this battle was already lost, I might as well finish the potato chips.

The insanity just feeds on itself. For awhile, you feel hopeless and guilty and worthless. For awhile, you feel guilty, but you are convinced that you have more will power somewhere deep inside you and the next time will be different.

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That's how failure works.

Now, let's go back to Edison and see the difference.

After his binge and stepping on the scales, what do you think he would do?

If he treated weight loss the same way he treated inventing the light bulb, he would step off the scales and open his notebook.

He would find the entry for "Experiment #1: Eating less" and review the experimental plan. He would write down "Followed plan exactly until overwhelming hunger lead to a binge and a net weight gain of five pounds."

Then he would write "Experiment #2: _____" and write down another plan.

Would he feel guilt? Nope. He didn't feel guilt the hundreds of times that he failed to invent the light bulb. Why would he feel guilt at a failed experiment?

In fact, he might feel elation. He one said "I have not failed. I've just found 10,000 ways that won't work."

Having finished Experiment #1, he would be thinking that he had just found one

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way that doesn't work. If he finds enough ways that don't work, then he will find at least one way that does work.

That is why he was successful at inventing the light bulb after so many had failed.

With weight loss, there is a lot of controversy out there. It is NOT a resolved issue at all.

In fact, a lot of the official sources still say to eat less and exercise more to lose weight. That almost seems like the majority opinion.

But you and I know that it is just plain blatantly false. We know because we have tried it and failed. Many of us have tried it multiple times and failed.

We need to figure out how to ignore the opinions of those who claim to know how to lose weight from the facts of those who actually do know how to lose weight in a healthy way and keep it off.

We don't have to invent the method from scratch, but we do have to figure out what information we can trust and what is bogus.

How would Edison or any other successful person do that?

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Let's cover the failure method first. I've done the following so you don't have to be embarrassed as you remember all of the times you have followed bad advice in the past.

You have probably started weight loss plans after a plan has come up in conversation someplace. Maybe it was over lunch at work. Maybe it was visiting friends. Maybe it was at church or a soccer game for one of your kids.

The topic of weight loss came up somehow. You are fat so you tuned in and listened. Maybe someone in the conversation would have a solution for you.

Most of the time, the proposed solution comes from a fellow fat person who is having "success" with this new cabbage soup diet or this new pill or this new exercise contraption. They have lost 20 pounds so far and are very excited.

You get excited too. You decide to try it. In the next few weeks, you lose 12 pounds. Then you hit the plateau and get discouraged. A few months later, you weigh 10 pounds more than you did when you first started. So does your friend who had lost 20 pounds.

That's the most common way. After awhile, maybe you instinctively stop listening to your fellow fat friends. Maybe you don't. Some people go through life yo-yoing up and down in weight trying ever fad diet out there.

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That's pretty insane; right?

Why are you listening to a fellow fat friend or family member? They have failed over and over and over. Following their path just leads to failure. It's just insane!

The other scenario that happens is that you are in mixed company. Some friends that are fat and others that are thin. The topic comes up and one of your sane thin friends says something discouraging about the proposed diet plan that is being enthusiastically discussed by one of your fellow fat friends.

You think to yourself... yeah... you know... so and so is thin. Maybe they know something more than my fat friends. Maybe I won't try that new fangled fig juice diet. My fat friend will end up losing 10 or 20 pounds on that diet but then they will just regain it.

So you pull your thin friend aside and in a moment of clarity, you decide to ask someone thin about how to lose weight.

Sometimes they will say that they don't worry about what they eat. They eat as much as they want and they recommend you do the same.

Sometimes they will say something that seems sensible at the time. They will say to just eat smaller portions or drink more water or eat a big breakfast or switch to non-fat milk.

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Surely it is more sane to listen to a thin person's advice than a fat person's advice; right?

I agree. But it really isn't all that much more useful in the end. You see... most thin people have always been thin.

They don't know how to lose weight because they have never had to lose weight. sometimes they think they do because they have gotten 5 or 10 pounds over weight and lost it by controlling portion sizes.

But you and I know that they just don't have the same problem we have.

Look; if you are an alcoholic... are you going to ask someone who have never had a problem with alcohol how to quit? Of course not. That's just as insane as asking another active alcoholic who can't quit themselves how you can quit.

so now you know the answer. Find someone who used to be really fat and is now thin and healthy. Make sure they have been that way for a decent length of time. Ask them how they did it.

If you do that and follow that advice, you are 90% of the way out of the insanity cycle.

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But there are still a couple of problems.

Most people who successful lost weight and kept it off are not scientists. They didn't keep good records and their memories are skewed.

Every police officer will tell you about how faulty memories can be. At the scene of a crime, you can ask 10 eye witnesses and get 10 different stories.

That is right after the crime occurs. Now imagine if you asked years later. Memory isn't very reliable.

In addition, people naturally try to skew the story to their own conclusions. They will think that the real key to their success was plan B where they lost 30 pounds in just two months when in reality the plan A that they did immediately before plan B actually cleared up a condition they had that lead to the success they enjoyed on plan B.

In conversation, they won't even mention plan A even though it was crucial.

Even worse is the poor descriptions they use. They might say that they started eating organic. You then go out and find all kinds of packaged foods that have the USDA organic sticker on them and that doesn't work for you.

It turns out that when they switched to "organic", they stopped using packaged

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foods and started eating more fresh fruits and vegetables. Maybe the "organic" part had absolutely nothing to do with the weight loss. Maybe it was the switch from potato chips and cookies to peaches and pears.

One way around this problem is to not ask people how they lost weight. Instead, observe their lifestyle personally.

When I started my journey, I did this. I looked around and saw all of the same fat people as you do. But I started really paying attention and I noticed a lot more fat people at Wal-mart than I did at a local grocery store.

Interesting...

I decided to start shopping at the local grocery store.

In fact, I started following around the healthiest specimens of humanity that I could find and would add whatever they chose from the isles to my own cart.

They would get double points if I could see evidence that they were once fat (like stretch marks).

One day, I visited a Whole Foods store and was astounded by how health and thin everyone looked. I also saw a lot of evidence that many of the shoppers had not always been as thin and healthy as they now appeared to be. I switched to

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shopping at that Whole Foods store immediately and started the same routine of copying the healthiest looking shoppers who had evidence of once having been fat and unhealthy.

I started seeing some serious progress and really started learning some truth.

I scoff when I hear a fat person or a thin person who has never been fat giving weight loss advice.

I know that is insanity. I watch and model people who were once fat and are now thin and healthy.

There is still one more principle to learn though that is even more critical.

I wasted a lot of time modeling people who had prior illnesses that I didn't have. Some people at Whole Foods were there because they had asthma or gluten or MSG allergies. I never had a problem with that.

All of our bodies are different. We can get a lot of the job done by modeling other people who were fat and are now skinny, but there is a bit of invention to do as well.

I'll give you a lot of the modeling information since I am a formerly fat person who is now thin and healthy.

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But you have to do experiments on your own body to get the rest of the benefit. I'll teach you how to do that too.

It turns out that doing those experiments has it's own benefit. The very experimental process that I will teach you actually leads to it's own health and weight loss benefits.

That's how I finally lost over 70 pounds and kept it off. I stopped listening to other fat people. I also stopped listening to skinny people who had never been fat.

Instead, I started modeling people who had been fat and were now healthy and thin. I started doing experiments on my body as I observed what those successful people did. I then followed the data from those experiments.

You can do the same thing. It's how Edison invented the light bulb. It's how I got healthy and thin. It's how every successful person is successful. They just don't follow the advice of failures.

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How To Succeed

Let's talk about successful weight loss and how it works.

It works the same way that all success works. It works just like Edison's discovery of the light bulb works. It works exactly how a successful entrepreneur becomes rich.

It works the same way all science and medical advances are made.

Let's talk about Edison and his experiments.

Let's imagine that Edison tried to lose weight. He would have a notebook and a page would be labeled "Experiment #1" and would detail what he tried and the results. It would say "Tried: Eating less, Result: failed."

His notebook would actually have been quite a bit more detailed than that in order to be really useful.

The first thing we have to do is to define success and decide on a measurement.

There really isn't any such thing as "works" or "doesn't work" in this game. There is only "how much it affected _____ measurement."

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In our imaginary Edison experiment, we were using weight as the measurement. He actually wouldn't have recorded that it failed. He would have recorded that it increased weight by five pounds.

If you drop the failure mentality of guilt, it is easy to see that the experiment was quite a success.

He found a way to gain 5 pounds of body weight. Did you know there are people trying to do that? They are every bit as ambitious as you are to lose weight.

But let's talk about that measurement a little bit. Do you really want to use body weight as your measurement?

We have been talking about losing weight so far in this program, but is that really your goal no matter?

What if you found a way to lose body weight very effectively, but it was all muscle and no fat lost? Would you really want that?

Most of us wouldn't. We want to be lean, trim, toned, firm and healthy. It isn't really minimum body weight that we are looking for.

What is it then?

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You have to answer that question for yourself.

Maybe you want more than to be toned. Maybe you want to have a bodybuilder physique. In that case, wouldn't it make more sense to measure something like the ratio of your arm, thigh and chest size divided by your stomach measurement?

I just made that up. I don't really know much about body builder goals, but my point was that they really don't care about body weight. They often want to weigh more because muscle weighs more than fat.

They would more likely want to increase muscle size in certain areas of their body and decrease waist circumference where most fat is stored.

Most of us don't yet care about a bodybuilder physique though. We just want to get to normal weight in a healthy way and not end up a flabby piece of skinny meat without any tone or muscle.

A really good measurement for that is fat %.

If you decrease your body fat %, you are heading toward that goal regardless of what is happening with your body weight.

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For example, when I started... I weight 285 pounds. That's a lot. I ended up losing 70 pounds before I entered "normal weight" range and felt good about my health level and how I looked.

My ending weight leveled out at about 215 pounds and I was pretty happy with that.

However, as I look back... and I realized this about halfway through my journey and made some adjustments... I really didn't care what my end weight was.

I would have been just as happy still weighing 285 pounds if my body fat percentage had been reduced by the same amount. In fact, I would have been happier with that result although I'm not really up for regaining 60 pounds of muscle and 10 pounds of fat to get to that number.

My point is that, in my case... body fat % was the real goal. I started out with 45% body fat and I wanted to be around 20-25% body fat at the most.

At 45% body fat, I was obese. At 20% body fat, I'm in the fitness range and would look good at any body weight above a particular minimum.

You are probably in the same situation.

Or you might have some health problems that are even more important to deal

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with than body fat %. In my case, I had very high blood pressure, very high blood sugar and all of the other markers for imminent heart disease (high triglycerides, high ldl cholesterol, low hdl cholesterol, etc)

Maybe reducing blood pressure is more important right off the bat than focusing on losing weight or reducing the percentage of fat in your body.

Get together with your health professional and talk about a good measurement for you to use in your situation.

Obviously I don't know you. I'm also not a doctor. If you are fat, then you probably have health problems just like I did.

You need to consider those problems as you make your plan. Either take personal responsibility for researching them and making your own decisions... which is what I did... or find a trusted health professional that can help you make those decisions.

Don't rely on me to make them because I'm just an author. I'm just telling you about what I learned. I don't know you or your situation and I wouldn't be willing to make decisions for you even if I did. These are your decisions to make.

But you do need to decide on a measurement and a starting goal. Go get the blood tests and find out where you really stand. Check out all of those

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measurements and research them.

Confer with a doctor to find out what they mean, the risks involved in each of those numbers and get suggestions to fixing those numbers. Or do the research yourself.

Even if you confer with a doctor, you need to remember that your health is ultimately your responsibility.

In some countries, doctors are either too afraid of liability to tell the truth or they really just don't know very much about losing weight.

If a doctor tells you to eat less and exercise more, then guess what? They are humans too. Think about what we talked about before. Are they skinny? Have they always been skinny?

Then they are probably just echoing what those in their profession generally echo. You have to make the decisions in the end.

Just following a doctor's advice blindly isn't very smart. Test whatever the doctor tells you.

If you are trying to reduce blood pressure and a doctor tells you to reduce salt, then by all means give it a try.

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But test it. Make several measurements of your blood pressure with your normal salt levels. Then reduce salt for a week and make several other blood pressure tests.

If it is higher, then strongly consider ignoring that doctor's advice or even finding another doctor.

If it is the same, then consider lengthening the time of your experiment and being more extreme by reducing even more salt from your diet.

If your blood pressure is reduced, then congratulations! Your conferral with a doctor gave you a huge head start in what you should try testing first.

This is the method successful people use to find out how to be more successful in every area of their lives.

They first take full responsibility for the task at hand. They may use doctors, counselors, coaches or other professionals to get ideas, but they never give up the personal responsibility.

You really can't in the end regardless. You WILL reap the consequences of your actions whether positive or negative. Your body really doesn't care if you are following the advice of the best doctor on the planet in the end. You will still

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suffer the consequences of your actions just the same whether you like it or not.

So take full responsibility to reach your goal after you set it.

Take measurements to see where you are at before you start an experiment.

Plan an experiment either in consultation with your doctor or after you have fully personally researched a proposed experiment and personally feel comfortable trying it.

Then take measurements after your experiment to see how well (or poorly) it worked.

Then do another experiment.... and another... and another.

Each experiment will give you more and more data on what works for your body.

Many of you are going to be using body fat % as your measurement, so let's talk about how to measure it.

There are many methods including using calipers, comparing body weight under water to body weight outside of water, electronic measurement of body impedance and calculations based on measurements of particular parts of your body.

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I don't like calipers because it is too easy to accidentally fudge the numbers. Many tests have been done with several professionals measuring body fat % using calipers and coming up with radically different numbers.

In addition, this method becomes less accurate in subjects with more body fat. That's you... and me when I got started. This method is much more accurate for our body building friends that we just talked about.

Calipers aren't going to be useful for tracking the results of body experiments as you go from 40%-80% body fat % down to your goal of 15%-30% depending on whether you are a male or female and your personal goals.

The underwater method is much more accurate, but takes going to a facility with the equipment to do the testing. We want to test daily (although we won't actually be using daily measurements alone to make decisions... we'll cover that later). You don't want to choose a method where you have to go to a gym or other facility daily to get measurements of body fat %.

The U.S. Navy came up with a pretty accurate method that uses body measurements of certain areas of your body and passes that through a formula. This method works because people with a high body fat % generally carry it in their belly and other reference areas remain normal sized.

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This is a decent method, but once again... you can add some inaccuracy by holding the tape measure too tight or too loose on certain parts of your body. There are tape measures that are designed to automatically tension and help resolve this problem, but this method still takes time to perform several measurements and calculations every day.

The method I really like is the electronic impedance method. This method uses a cheap and easy to use machine to pass a small electric current through your body (don't worry... you can't even feel it) and measure the resistance or the impedance of that current.

Muscle reacts in a certain way. Fat reacts in a different way. The machine can quickly and easily inventory the percentage of fat in your body in just seconds.

You can get the machine by searching for "body fat percentage" on Amazon. They come in a couple of different forms.

I started out with one that had metal pads on a standard digital scale. You stood on the scale barefoot just like you would any other scale and it read out both my weight and my body fat %.

The unit works by sending a small current through one of your feet which goes up your leg, down the other leg and through your other foot to the metal pad it is connected to.

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The current is extremely small. You can't possibly feel it. The scale isn't even plugged into the wall. It runs on a couple of AA batteries. You can't get a shock. Don't worry about that.

Later, I bought a smaller hand held unit that only measures body fat %. It works exactly the same way except that you hold two handles... one in each hand. The current passes through one hand, through your arm... across your chest and then back down the other arm to the other handle.

It is also battery operated and the current is tiny. Both units give a solid and repeatable body fat % to a tenth of a percentage point in just seconds.

The scale is a bit more expensive than the hand held unit, but both are very affordable. Get one and find out your body fat % before you start your first experiment.

Then measure it again during and after every experiment.

This is how you will track your progress and find out which eating plans work best for you specifically for losing body fat %.

If you really want to just lose body weight and don't care about body fat percentage, then you just use a standard bathroom scale. I would encourage you

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to at least get a digital scale so that you can't accidentally fudge when the needle is floating between two markers.

In addition, most digital scales will measure to the tenth or two tenths of a pound in accuracy. You can't see that kind of accuracy with most analog scales.

Even with a digital fat % monitor or a digital scale, we still have a problem that most dieters have experienced.

The body naturally varies in weight by up to three pounds daily.

A single meal or drinking a quart of water can increase your body weight by 2 pounds.

A single trip to the rest room can decrease your body weight by 2-3 pounds.

A single night of sleeping can decrease your body weight by 2-3 pounds. That happens through perspiration and respiration (you breath out water vapor all night... and you sweat).

The same things happen when measuring body fat %. Drinking a glass of water dramatically changes the measurement. Having wet hands or feet can change it somewhat. Going to the bathroom or sleeping changes the measured reading.

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Statisticians call these problems "noise." They are fluctuations in the data that aren't directly related to the actual thing being measured.

The real changes in these measurements (the real amount of fat or body weight loss) is called the "signal."

The ratio of dividing the signal by the noise is called the signal to noise ratio.

That ratio is very poor when it comes to tracking weight loss or fat loss.

The noise amount is often 2-3 pounds per day. The actual amount of weight loss or gain (the signal) is actually going to be somewhere around 0.2-0.3 pounds per day for many of the eating plans we will be telling you about.

That's a signal to noise ratio of approximately 1/10th.

The noise is 10 times louder than the signal.

How can we possibly measure our results with that problem happening?

The key to solving this problem is to realize that the noise is random whereas the signal is not random.

In other words, your body is going to go up or down 2-3 pounds per day in a

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totally random manner that is just noise and not actual measurements of your progress. However, that 2-3 pounds is randomly either up or down. It won't trend in one direction or the other.

It will tend to cancel itself out as you measure each day and average the results.

On your first day of measuring, it has a 50/50 chance of being wrong by 2-3 pounds in either the positive or the negative direction.

The 2nd day has a 50/50 chance of being up to 2-3 pounds wrong in either direction.

If you take 5 or 10 measurements over 5-10 days and average them out, the noise starts to cancel itself out.

One day you will be up a false 2 pounds. The next day you will be down a false 3 pounds. The next day down a false one pound and the next day up a false three pounds. When you average out all four days, you now have a measurement that filters out most of the noise. There is still one pound of noise in the measurement after four days, but that is greatly reduced from the 2-3 pounds of noise you started with.

Meanwhile, your signal... your actual weight loss... will be trending. Let's say your real weight loss is 0.2 pounds per day. At the end of those four days, you will

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have 0.8 pounds of actual weight loss. The signal adds together while the noise cancels itself out over time.

After four days, of averaging measurements, you get to see a signal of 0.8 pounds and a noise of 1.0 pounds in this example.

That's still not good enough, but you can see that adding more days completely solves the measurement problem.

After a week, you can generally see the signal (the actual weight loss) with greater strength than the noise which is just random variations in your body weight that happen as you breath, eat, drink, perspire and go to the restroom.

For this reason, I strongly recommend making measurements daily and making your experiments at least a week long.

For other reasons, I recommend not making your experiments any longer than a week long. We'll cover that later.

Do you see yet how this experience is going to be completely different than any dieting experience you have ever had.

Imagine. Absolutely no guilt. You are never going to blame yourself for not having enough will power again.

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Instead, you are just going to perform some experiments on your body and find out what makes it gain or lose weight.

There is no reason to ever feel guilty when an experiment causes weight gain. It was just an experiment to find out what would happen. You found out. You recorded it. Now it's time for another experiment.

And guess what... lots of things ARE going to result in weight loss. Although our bodies all work a little differently, I have already found a lot of things that result in weight loss for almost everyone.

Here's another exciting thing. You will only be performing any particular diet for only a week!

Remember how sick and tired you were of the last diet you were on at the beginning of the fourth week of the same old thing? Yuk.

That is in the past. Each experiment is going to be for one week. If you really like a particular plan and it had the results you like, you can try it again.

Otherwise, how bad can any one eating plan be if you only have to do it for a week?

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Also, I'm not going to be recommending ANY plans that have restrictions about how much you can eat. Forget about being hungry.

Just like holding your breath doesn't work for reducing the amount you breath overall... starving yourself just plain doesn't work either.

Every experiment you carry out will be for an unlimited amount of food of whatever type you are experimenting about that week.

Hunger and binges are the thing of the past. Guilt is a thing of the past.

Your future is bright indeed. You are about to find out exactly what works for your body in a very exciting way. And you are going to lose weight!

Welcome to your future health!

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Self Experimentation

We have already talked about how we are going to perform experiments to find out exactly what foods cause you to gain or lose weight.

You may think you already know the answer to that question. I guarantee that you will be surprised. Everyone is in the end.

Remember that just about every fad diet out there is the result of someone informally performing some self-experimentation and finding out something unusual about how their body works.

Think about Dr. Atkins when he discovered that he could lose weight by eating bacon and eggs and greasy hamburgers (without the bun of course).

Or the author of Eat Fat to Lose Fat when they discovered that high fat food actually caused them to lose weight.

Or an even more extreme example with the Shangri-la self-experimenter who actually drinks olive oil which is pure fat in order to lose weight.

Before you think that I am biased toward the high fat and low carb diet plans, I should mention that the Shangri-la diet inventor later found out that pure sugar

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water was just as effective.

Do NOT assume that you know that chocolate cake causes you to get fatter and that celery causes you to lose weight. Assuming is what failures do. Successful people experiment and measure the results.

Until you know from doing multiple experiments that eating chocolate cake causes you to gain an average of 0.26 pounds per day, don't make assumptions.

Once you start following the self-experimenter's plan for losing weight, you will start to get actual data.

Do you remember the last time you had a discussion with your fellow fat friends about weight loss? Do you remember discussing some particular diet or food?

Sometimes it goes like this.

Your friend Amy says "Hey did you hear that dark chocolate is actually good for you and helps you lose weight?"

Your friend Julie jumps in and says "I don't think so. But I'm following the 'Eat Fat to Lose Fat' diet and I'll bet that eating high cocoa butter chocolate helps to lose weight. It's all fat and that's great for losing weight."

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Your friend Bonnie says "No way. Fat has 9 calories per gram. It's only low-fat, high cocoa powder that works. You have to cut out the cocoa butter."

Amy adds "I think sugar is the only bad thing in chocolate bars. As long as it is sugar free, I don't think the amount of cocoa butter matters too much."

And so it goes. Is it the sugar, the cocoa butter, the cocoa powder or the milk in milk chocolate that makes it fattening?

What kinds of chocolate can help you lose weight and what kinds are sure weight gainers?

Self experimentation is the answer. If you love chocolate, then find out. Imagine having that discussion in the future only when all of your friends give their opinions, you can say...

"Actually for me, eating dark sugar-free organic chocolate with a 90% cocoa butter content causes me to lose an average of 0.12 pounds per day. But Hershey's milk chocolate causes me to gain 0.26 pounds per day."

When has that ever happened? Wouldn't you love to have friends that shared real facts with you because they were also self-experimenting and had actual data to share?

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Well. You actually do. In this program, we are going to share with you actual data from our own experience. If you choose to use our software, you will also be anonymously contributing your own actual data which will help others.

Successful people do perform experiments and actually measure results. But there is a step before that even.

We aren't recommending that you actually go out and start eating chocolate cake this week and twinkies next week. Successful people at weight loss or anything else are smarter than that.

We are recommending that you start your experimentation with foods that you enjoy that have helped others to lose weight successfully.

While it is true that everyone's body is different, it is also true that for the purposes of weight loss... you will find that many foods have the exact same effect on a large majority of people.

It is a huge short cut to start with eating plans that are known to work. Of course, you can choose among those plans so that you can really enjoy what you are eating... and we strongly encourage you to swap to a new eating plan every week or even every day to get more and more data about exactly how your own body works.

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Our online software will ask you to enter your current measurements on the first day.

Starting on the 2nd day, it will also ask you what foods you ate the day before. It will keep track of how those foods affected your measurements. It will also keep track of how many times you have tested each food type and will know when you are getting statistically significant data about how your own body works.

Until then, it will present suggestions from the overall database that has been built by others as they lost their weight.

We recommend that you pick and choose from these suggestions to give you a huge head start. The suggestions are only given when there are foods that seem to cause a vast majority of those trying to lose weight to succeed. The system will never suggest foods that only helped 60 or 70 percent of people to lose weight.

It will reserve those suggestions to those items that helped 90% or more of those who tried them to lose weight.

At the same time, it will keep track of your actual results. If you turn out to be one of the 10% that it didn't help, it will start to use your own data to make suggestions once you get enough of your own data in the system

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So get in the habit of logging into the system every morning and telling it what you ate the day before and your current measurements. That is the most critical part of this plan.

Over time, you will be able to get exacting reports that tell you that broccoli causes you to lose an average of 0.08% body fat per day and that cheddar cheese causes you to gain 0.12% body fat per day.

The next time you get together with your friends to talk about some controversial food or diet plan and whether it actually works... you can pull out your personal report and give exact numbers from your own experience.

Is that cool or what?

Go do it now. The system is waiting for you to get started.

You don't need to start your "diet" today. You can start to gather data on whatever you are eating every day right now.

Then when you decide to start losing weight, you will already have a list of foods that help you personally lose weight... and you'll even be able to predict exactly how much weight you will lose every day by eating a combination of foods you enjoy eating anyway.

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Next time we'll talk about exercise. Don't worry. I'm not going to recommend exercising. Far from it. Successful people don't punish themselves for failing. They find out how to succeed in an effortless and pain free way. Exercising is painful. That's not what we're about here.

But that's the subject for the next segment.

Until then, enjoy experimenting!

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Exercise Doesn't Work

The standard advice out there is to eat less and exercise more to lose weight.

Hundreds of thousands have failed miserably following this horrendously stupid advice and yet they blame themselves and try harder the next time.

Doing the same thing over and over and expecting a different result is one definition of insanity.

Are you ready to consider the possibility that exercise is a really, really dumb way to lose weight? Because those are the facts.

How do I know? I've done the tests on myself and others. The result is the same over and over and over. Exercise causes weight gain, not weight loss!

Some types of exercise cause more weight gain than others, but for the average obese person, exercise of all types tends to cause weight gain.

How can that be true?

Exercise causes you to burn calories and burning calories causes you to lose weight; right?

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Wrong. That has never been true. Exercise, just like starving causes a self-correcting action in your body. It makes you hungry. Burnt calories are quickly replaced. Your body then starts to store fat just in case there is another emergency when you have to run or lift heavy things or whatever you did to "exercise."

Try it yourself and find out. Pick your favorite exercise and simply measure your weight for a week while you perform 2 or even 3 hours of that exercise. Did you lose weight? Some people do in the short term, but most will gain weight.

Every high fitness body builder already knows this simple fact. Look up "gain weight" on the Internet and see how many sites tell you to exercise to gain weight. Look at all of the success stories of people who successfully gained weight by exercising.

We've already tested just about every exercise routine ever proposed. None come close to being effective for any of us who were once obese and are now normal weight for the purposes of losing weight.

Changing the foods we ate were extremely effective. Exercising and starving were extremely ineffective... unless the goal was to gain weight rather than lose weight.

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If you aren't a believer, then try it yourself. Start using the self-experimenters Fad Diets That Work for weight loss and record different exercise routines in the spaces where you would normally record foods eaten. Try every kind of exercise you can imagine.

If your body works differently than the rest of ours, then you might find an exercise that is effective for weight loss. If so, the system will identify it for you and you should keep doing it if you enjoy it.

But that isn't very likely. After massive self-experimentation, we have found that exercise causes weight gain just as starving does.

So we recommend following the system that allows you to eat as much food as you want so that you never trigger the starvation reflex. We recommend simply selecting the foods from the list that the system finds that cause you to lose weight based on factual data.

As you lose weight, your health will increase. You will naturally start to have more activity. You will want to take walks, hikes, ride a bike or otherwise enjoy your new health. Do it. Activity is great, especially when you can enjoy it because of your new found health that resulted from weight loss.

But forget about starving yourself to lose weight. It doesn't work. Forget about exercising as hard as you can to lose weight. It doesn't work either.

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There is no reason to blame yourself for not having enough will power to keep from eating when you are hungry. That is the way you were designed. That reflex exists to keep you from starving to death.

There is also no reason to blame yourself for not exercising enough. The pain is there for a reason when you exercise too much. It is trying to convince you to stop unless your life is threatened. When you are running from a bear because your life is threatened, your body will produce chemicals that will deaden that pain. Pain exists to tell you to stop!

People who tell you to just eat less and exercise more to lose weight are lying to you. It didn't work the last twenty times you tried. It didn't work when any of your fat friends tried over and over.

Those liars then retorted that you just didn't have enough will power. Rubbish. What if I tell you that if you breath less, you will live longer? It's probably true based on studies of oxidation and it's effects on aging.

But you immediately realize that it is just a stupid thing to suggest. How can you breath less? You can for a little while, but then you'll have to breath more to catch up.

The same thing is true of all of your body functions. You can't just eat less or

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exercise more to lose weight. Eating less will result in binging later to catch up. Exercise also makes you hungry to replace the used energy.

Self-experimenters find out the facts about how their body works and forget about all of the liars who are just out to lay guilt trips on you.

It is possible to lose weight. I personally lost over 70 pounds. There is no reason to feel starved, exercise for hours per day or do anything else painful. In fact, those things get in the way of the goal.

I never went hungry the entire time I was losing weight. I never "exercised" although I did enjoy more recreational activity as I naturally felt like it as I lost weight and regained my health.

That's what I did. That's what many others following the self-experimenters Fad Diets That Work plan for weight loss did. That's what I recommend.

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Which Diet Plan?

A lot of people ask me what diet plan I used to lose 70 pounds, eliminate diabetic blood sugar levels, chest pains, high cholesterol and chest pains.

Others wonder if it can work for them.

The answer to the last question is "absolutely." It WILL work for you. I guarantee it.

The answer to the first question about how I did it is a bit more complex, but once you see how the Fad Diets That Work protocol works, you will also understand that it simply will work for you. It will work for anyone.

How did I do it? What diet plan did I follow?

One way to answer that is that I followed all of them... or at least all of the diet plans I had ever heard of except the ones that I knew from prior experience absolutely do not work.

You know the ones I'm talking about... Eat less, exercise more, smaller portions, less fat, more fiber, blah, blah, blah.

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You've probably tried them and found they didn't work yourself. That's why you are here.

You've probably also tried a few fad diets and had them work... at least for awhile. Almost every fad diet seems to work for the first week or two. Then it stops working.

That's what led me to discover the Fad Diets That Work protocol. First, I wanted to find out which fad diets worked the very best for me personally. Secondly, I knew that most fad diets stopped working after the first couple of weeks.

Somehow, our body adjusts to the fad diet and everyone seems to hit those plateaus... or worse.. they start gaining again.

So the Fad Diets That Work protocol is very simple.

The rules go like this.

Number one: Pick a fad diet and read the rules.

Number two: Follow that fad diet for one week and measure your weight, fat percentage, blood sugar, blood pressure and any other measurements that you need to change every morning during that week.

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Number three: Record those results.

Number four: Swap to a new fad diet every week.

Number five: Calculate the deltas for each fad diet plan and repeat those that have the best scores.

What do I mean by deltas? A delta is just a fancy word for difference.

Each day that you record your measurements, subtract your new measurement from your old and that is the delta. If your weight goes down by one pound, that is a delta of -1 for your weight. If your blood sugar goes up by 5 mg/dl, then that is a delta of +5.

Average the deltas for the entire week to deal with the measurement noise we talked about.

When you repeat a fad diet weeks later, then average those deltas in to get an even better overall measurement with even less statistical noise.

Over time, you will be able to know that a Low Carb diet causes you to lose an average of 0.4 pounds per day... or that a high fat diet causes you to lose 0.2% body fat percentage per day... or that eating fruit only for a week causes you to increase your blood sugar by an average of 16 mg/dl.

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You will know the exact numbers for each fad diet plan.

The diet plans for the week before will affect those numbers a bit, but since you will be randomly swapping to new diets every week, you will eventually eliminate that statistical noise from your results.

The bonus is that the Fad Diets That Work protocol itself will help you normalize your weight, fat %, blood sugar, blood pressure, cholesterol and everything else that you are working on.

Swapping diet plans every week keeps your body from adjusting to the diet plan and prevents you from ever hitting any plateaus!

Here's another cool side-effect. Some fad diets are dangerous when practiced long term. That is one of the huge criticisms of following fad diets.

Some fad diets won't give you enough calories and you'll lose energy, metabolism and could trigger the starvation reflex.

Other fad diets won't give you enough of certain vitamins or minerals or other important nutrients for health.

Many fad diets will be imbalanced as to the amount of fat, protein or

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carbohydrates that your body needs for optimum health.

But since you will be swapping diet plans every week, you won't have to worry about those problems. Your diet plan for a particular week might be low in Vitamin A. But the diet for the following week will probably have more Vitamin A.

You see, everyone's diet is imbalanced in the short term. Nobody has a perfectly balanced diet at every meal of every day.

In fact, almost no animal has a single balanced meal ever. Meals are a uniquely civilized human invention. When a chimpanzee finds a fruit tree, they stay in it and eat that fruit until they are full. Then they move on and find a termite hill and eat termites until they are full... then they find another tree that had edible leaves and they eat those until they are full.

There are no such things as "meals" in the animal kingdom, so there is no such thing as ever eating a balanced diet in a single meal in the animal kingdom.

In fact, a balanced diet isn't even often achieved in a single day. When berries are in season, animals may eat them until they are gone. They might spend several days at the berry bushes eating nothing but berries.

Some carnivores only eat once a week. They kill an animal half their own size and eat it all in one day. Then they don't even eat again for a week.

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Humans can do the same thing.

In fact, It is known that the average human body can go without any nutrition at all for up to about 40 days at a time. Many, many people have fasted for that length of time and only drank water.

If you can go without any nutrition at all for 40 days, then you can certainly have an imbalanced diet for one week and then balance it out the following week or the week thereafter.

I encourage you to completely forget about the concept of a "balanced" diet for now for that reason and for one other very important reason.

You simply don't know what a balanced diet even is for your body.

You won't know that until you follow this Fad Diets That Work protocol for many, many weeks and find out.

Here is an example. Nutritionists all claim that you should balance the amounts of protein, fat and carbohydrates in your diet.

Did you know that fat has 9 calories per gram and protein and carbohydrates have 4 or 5 calories per gram?

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If you pretend that "balanced" means "equal" amounts of those three kinds of macro-nutrients, then what do nutritionists mean by a balanced diet of fat, protein and carbohydrates?

Do they mean an equal number of grams? Or do they mean an equal number of calories?

It's a dramatically different amount depending on how you measure it. It is either double or half the amount of fat depending on whether you are measuring by weight in grams or by calorie content.

Ask a nutritionist which one they mean?

Most nutritionists will say they don't mean either. In fact, most nutritionists are advising a low fat diet now-a-days, so they're idea of "balanced" might mean 4 grams of fat for every 20 grams of carbohydrate and 10 grams of protein.

If you try to nail them down on actual numbers, they will get defensive and say that isn't how it works. They don't know the actual numbers.

They will give minimums for protein and carbohydrates and a maximum for amount of fat.

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The same goes for other nutrients. Some they give a minimum for (vitamins and some minerals). Some they give a maximum for (like sodium).

The relative amounts of each is still up in the air and changes from year to year.

When I was growing up, there was a square with four categories of foods and the implication that you should eat equal amounts of those four food groups for optimum health.

Then it became a stacked pyramid with some foods being recommended more than others and there being more than four categories. Now, there is this weird vertically striped pyramid with even more food categories.

They don't know and neither do I... for YOU!

But, you will find out what is optimum for you as you follow the Fad Diets That Work protocol.

You see, the things you can measure are the same things that a doctor would measure to ascertain your level of health.

Body weight, body fat percentage, blood pressure, resting pulse, cholesterol levels, blood sugar and a wide variety of other things that can be tested are indicators of optimum health.

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For years, research scientists and doctors have been studying these measurements and others and drawing correlations. They know that healthy people who have a low risk of diabetes, heart disease, cancer and other health problems have a certain range of results when these things are measured.

Unhealthy people who are at high risk of heart disease, cancer, stroke, diabetes, and sudden death have other results on these measurements.

You might want to lose weight to simply look better. That's great.

But being obese is one of the measurements that is associated with heart disease, stroke and diabetes. If you find diet plans that lower your body weight, fat %, normalize your blood sugar and blood pressure and whatever other measurements you decide to use with the Fad Diets That Work protocol, then in a vast majority of cases... you will be improving your health and reducing your risk for the diseases that are most likely to kill you.

You will be discovering what makes you healthy.

After you have performed the Fad Diets That Work protocol for a few months, you will know exactly what "balanced" actually means for you.

Balanced isn't really the goal after all. A thin, healthy, vibrant life is the goal.

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Whatever helps you attain that goal is what you should be striving for... not balance.

Of course, you could define "balanced" as whatever combinations of foods cause you to attain maximum health for you. That's fine if you want to use that definition.

But I wouldn't worry about "balanced" at all during the protocol. Being "out of balance" for a week or two is just fine. You will get the measurements you need during those couple of weeks to know that those weeks of eating plans were NOT what was optimum for your health.

During other weeks, you will see your measurements moving in the right direction and you will know that those eating plans ARE what are optimum for your personal health.

Now, it turns out that most of the eating plans actually affect most people the same way. Remember that we are going to give you a head start on what kinds of things to try during each week.

But, in the end, there will be some things that are specific to you. You have unique genetics. Your own measurements and results will also be important to discover in this process.

Fad Diets That Work!

So, now you know the Fad Diets That Work protocol. Decide what you want to try for next week. Don't worry about balance.

If you want to eat meat all week... go for it. You will either find out that it helps you to optimize the measurements you want to change or that it does the opposite.

The following week, you can try all fruit. If it's true that there is a balance that you need between amounts of fruit and meat, then you will discover it as you get those measurements and then try different combinations.

Maybe your body wants 10% meat and 30% fruit (and another 60% of something else) for optimum health.

Maybe you will find out that fruit raises your blood sugar no matter what you eat it with and that you personally need to eliminate fruit from your diet for optimum health.

That's why I know the Fad Diets That Work program will work for you. It is designed to find out exactly what will lead your personal body to maximum health.

The Fad Diets That Work program encompasses all other diet programs. It is the

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last program you will ever need or want. It is the program that will lead you to discover your personal diet plan that leads you personally to your personal goals.

Next, we'll go through the short cuts and I'll tell you about the things that I discovered seem to be in common with most people. If you start with these ideas for your first tests, you will get a great head start on finding your own personal optimum eating plan.

Isn't it fun to decide what you will eat next week (and eat as much of it as you want?) All other diet programs tell you what you can't eat if you want to lose weight.

With the Fad Diets That Work protocol, you will never need to go hungry. In fact, it's not recommended. Eat as much as you want on whatever diet plan you are going to follow next week. It is the best way to make sure that you are getting accurate measurements and results.

Never go hungry again. Never trigger that starvation reflex. Never binge again. Never feel guilty again. Instead, find out what works for you by actually trying all of the diet plans that interest you and recording the results.

All the time, you will also be getting the advantage of losing weight simply because you are changing your eating plan every week.

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Is that cool or what?

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About Supplements

A lot of people ask me about using supplements and drugs to lose weight.

My answer is always the same. Try those foods as part of the Fad Diets That Work protocol and find out.

They always say "no; I don't mean foods. I mean pills."

It is truly amazing how society has come up with so many bizarre meanings for so many words that it is almost impossible to even communicate anymore.

One of those words is "diet." Just fifty years ago, everyone had a common meaning for the word "diet" and it made sense. Now it has been twisted to mean almost the exact opposite thing.

You see, the word "diet" means what you eat. That word has been perverted to mean "eating less" which is almost the exact opposite meaning.

We all know that "eating less" doesn't work for weight loss. Anyone who has been fat has been told to just eat less. Since they didn't want to be fat anymore, they tried it. They failed just like you did... and I did. Eating less doesn't work.

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And it's not even the correct meaning of the word "diet" which actually means what you DO eat, not eating less.

The words "supplements" and "drugs" have similarly been perverted. Somehow, people think of pills as something different than food.

It is very bizarre because you put a bite of steak in your mouth and you call that food. You put a pill shaped thing in your mouth and you call it a drug, supplement, vitamin or mineral.

You did the same thing. Your body doesn't know the difference. You put something into your mouth and swallowed it. It goes through the exact same processes as the bite of steak.

So if you want to try pill shaped food, go right ahead. Just list it as a food just as you would spinach and chocolate cake. To your body, it is a food... or it's not. Non-foods are dismissed from your body as feces, urine, perspiration and respiration. Foods are used to build, repair and give energy.

The shape of a food has very little if any effect on how it is processed by your body. Your teeth, saliva and stomach juices are all designed to eliminate the shape of the foods you eat and turn them into a slurry. A slurry has no shape.

I will say that there are very few foods on our list that help with weight loss that

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are shaped like pills. Most are shaped like pieces of plants and animals, but there are some that are shaped like pills.

In addition, you may have medical conditions that require you to take foods that your doctor gives you that happen to be shaped like pills.

Don't forget to add these to your list of foods as you perform the Fad Diets That Work protocol. Everything that you put in your mouth should be recorded for the Fad Diets That Work protocol.

There are also some other items that you should record for your Fad Diets That Work protocol even though they actually aren't foods.

First, we have to introduce what will at first seem like a very strange concept, but if you are open to it... it will radically change how you view putting things into your body.

Most people think that when they put something in their mouth and swallow it, that it is now "inside" their body. On the other hand, if you smear a cream on your skin, that is "outside" their body.

That bottle of cream probably even said something like "for external use only" on the tube. This further reinforces the concept that the cream is "outside" your body whereas the food is inside your body.

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Both are actually misconceptions.

That cream can't help do whatever it is going to do without getting inside your body. It seeps between skin cells and into pores and slowly gets absorbed into the body. Much of that cream actually ends up "inside" your body. A blood test can actually prove this to you for many substances. Most substances rubbed on your skin can be detected in blood, urine, feces and other body fluids. They really are "inside" your body.

On the other hand, the food that you just swallowed is actually mostly still "outside" your body... at least for awhile.

Let me see if I can explain how that is possible. You understand that your skin is the outermost layer of your body. Your skin is part of your body, but just beyond your skin... that air is NOT part of your body. The outer layer of skin is the boundary that is your body.

Now, let's follow the surface of your skin which is the outermost layer of your body up your left arm to your neck... then let's follow it up to your lips. Your skin on your lips is still the outermost boundary of your body; right?

Let's continue inside your mouth. It's contiguous as we pass your gums to your tongue. It's a different texture, but if I lay an M&M on your tongue, you would

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still agree that it is "outside" your body; right?

Some might say that if you close your mouth that it is now "inside" your body, but that's really kinda silly isn't it?

Closing your mouth is just changing the position of your teeth and lips so that they touch.

If I put that M&M in your armpit and you lowered your arm so that the skin of the inside of your arm touched the side of your rib cage, then you wouldn't magically consider that the M&M is inside your body; right?

Now back to the tongue... as we continue down the esophagus, nothing really changes except texture of the outer skin/mucous membranes. It is still "outside" your body even as you swallow it.

That M&M won't actually get "inside" your body until it is a slurry and soaks through the membranes of your intestines.

That is the first time that the contents of the M&M could be detected in your blood, urine, feces or other body fluids.

This is important for you to understand. Things get "inside" your body by being absorbed through membranes. That is true whether we are swallowing

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something or putting it on our skin, injecting it into our blood stream, breathing it or bringing it into our bodies sub lingually (under the tongue).

The only way to get something inside our bodies is to pass it through a membrane which can be skin, intestine, gums or lungs.

Putting things on your skin or breathing things gets things into your body almost as effectively... or often much more effectively than even eating or drinking them.

The word "diet" means what you eat, but if you really want to lose weight, you need to be recording what you put on your skin and what you spray around where you breath as well as what you eat and drink.

I used to think that the amount that was absorbed by skin was very small.

Here's a test that you can do to understand that your skin is extremely important to monitor for what you are bringing into your body.

Weigh yourself. Now sit down and eat as much as you comfortably can. Now weight yourself again. How much were you able to eat?

The average person will only eat a half pound or so at a fairly large meal. Some overweight people with serious eating problems can and will eat a pound an a

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half at a single meal.

Weigh yourself to prove it.

Now go fill the bath tub with as hot of water as you can stand. Get in and submerge yourself for 10-15 minutes.

Now weigh yourself again.

Isn't that amazing? You lost three pounds somehow without using the toilet. Where did that three pounds go?

It left your body through your skin. You didn't notice because you were in water, but you were sweating profusely. The three pounds you just lost was mostly water with some mineral content.

Don't get excited about taking hot baths as a way to lose weight. It's not fat that you lost. And you can't keep losing weight this way without becoming severely dehydrated and dying.

The point of the test was to show you that you could move three pounds of weight through your skin in just 10 or 15 minutes while it took you 20-30 minutes to move up to a pound and a half through your mouth by eating.

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That's at least a pound and a half more than you were able to gain by eating.

It is very significant.

Now take a warm to medium hot shower and weigh yourself again. You now have those three pounds back.

That proves to you that you can take in as much through your skin as you can through your mouth.

Now just one more test. Weigh yourself before you go to bed. Then weigh yourself again in the morning before you use the toilet.

How did you lose those 2-3 pounds when you didn't go to the restroom in the middle of the night?

You did it through respiration and perspiration. In simple words, it was by breathing out moisture and by sweating throughout the night.

Both are very significant.

More important than being concerned with the shape of your food and whether it is shaped like a pill or not... be concerned with what you are putting into your body through your skin and through your lungs.

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When you shampoo, soap yourself up, put on makeup, slather on sun block, spray deodorant and then breath it in, or even taking a bath with bath oils... you are putting those chemicals into your body.

It is important because most of those chemicals is NOT food in any way at all. In fact, most are deadly poisons. If you ingested them quickly, many of them are lethal dosages. Ingesting them slowly by absorbing them through your skin keeps them from actually being lethal, but the various cleansing organs of your body still have to work very hard to filter out these poisons and get them out of your body.

What does that have to do with weight loss?

Well... one of the things that your body will do to protect you from poisons is to surround them in harmless lipids and store them until later when there might be more capacity to filter them out.

Lipid is another word for fat. That's right. Your body will deal with some excess poisons by putting a layer of fat around them and storing them on your belly until some later date when it can better deal with those poisons.

That day will never come if your body is always overloaded with poisons coming into your lungs and through your skin... and in your foods.

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If your goal is weight loss, then keep track of what you put on your skin and treat it just like you would a food that you eat. That way the Fad Diets That Work protocol can give you back information about what items you should swap out in your hygiene routine to help with weight loss. You will be surprised at what items have been sabotaging your efforts at losing weight.

Fad Diets That Work!

Food Groups

When I was in elementary school, we had a representative of the U.S.D.A. come to our classroom to teach us about the four basic food groups.

Back then, they were...

Breads and Cereals Dairy Meat, Fish and Poultry Fruits and Vegetables

I was only in fourth grade, but I already saw some major problems with that kind of thinking.

Why are breads and cereals separated from the other plants in the fruits and vegetables category? Why are they saying "Breads and Cereals" instead of wheat?

Back then just about all breads and cereals were made from wheat.

It had never made sense to me that wheat could possibly actually be ideal for human consumption. After all, it's not edible unless ground and cooked. Our nearest relatives.. the chimps and bonobos don't eat wheat. Why would "Breads and Cereals" be important.

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In general, the entire population was much more poor than the general population today. So I understood why we ate breads and cereals. It would be too expensive to fill our plates with just meat and vegetables back in the 70s. However, to actually teach that it was ideal made no sense. Practical for financial reasons... OK... but actually healthy? I didn't get that part.

In addition, that third slot on the average American plate back then was increasingly not bread or cereal. Potatoes had often been in that space since early American history. Now, we were seeing rice and noodles much more often. Why were they ignoring that? Was it just racism since the rice and noodles influence was likely coming from Asian immigration? Were they actually saying that wheat was good for you, but rice and noodles are not good for you? What's the evidence?

Dairy was even more confusing. Just as no other animal on planet earth grinds wheat and cooks it to make it edible... no other animal on earth drinks the milk of another animal.

I'm not debating the health merits of drinking raw cow milk. I am convinced that many have found unpasteurized milk from grass fed cows to be helpful for many health maladies. However, even back in fourth grade, I couldn't understand how the milk of another animal could possibly be considered one of the four essential food groups.

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I was less confused by the Meat, Fish and Poultry group. I just didn't understand why we limited animal consumption those three groups. Are shell fish included? How about snakes, alligators, turtles? Are those considered meat? If so, then why say "fish" and "poultry" if "meat" really means animals.

In fact, why do we have all these weird words in our language that try to hide the fact that we eat animals. You know the words I'm talking about. when it's an animal, it's a cow. When it's about to be eaten, it's beef. When it's an animal, it's a pig, but when you are about to eat it, then it's pork.

But why was the food group called "Meat, Fish and Poultry" when it would be a lot easier to understand as simply "animals." Why were they purposefully making it complicated?

The same goes for the "Fruits and Vegetables" group. Why limit it to those two kinds of plants? We eat leaves, stems, bark (cinnamon spice is a bark), roots and all kinds of other plants that don't fall into the category of being either a fruit or a vegetable.

What is so special about "Fruits and Vegetables?"

I obviously doubted the entire scheme. I still do. That's fortunate, because the U.S.D.A. now thinks that is rubbish too. Since then, they replaced the "Four basic food groups" with the food pyramid and later changed even that to a pyramid

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shaped ambiguous set of vertical stripes.

So how can we categorize what we should be eating?

I think we really can separate it into four basic food groups. But the food groups I would propose are:

Plants

Animals

Dirt

Water

The last two may seem a bit odd to be considered food. If that really bothers you for now, then stick with the "Plants" group and the "Animals" group.

Often, you can get enough water directly from plants and animals. If not, I assume you'll go ahead and drink some water even if you think I'm a bit nutty by considering it one of the basic food groups.

Dirt probably really throws you off though. That one is a bit difficult to accept. Perhaps if I used a different name for "dirt", it would be easier to accept. What if I said "minerals" instead?

What if I focused on one particular mineral to make it even easier to

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understand... salt. Most people who have been on a ranch know that ranchers put out a salt lick for their cows. It's considered an important part of their diet.

Most everyone who knows anything about the outdoors and wild animals in general know that all animals seek out salt licks. Salt is neither animal nor vegetable. It is a mineral that most animals need in addition to the sodium they get in their diet of plants and animals... especially in hot areas of the world.

Dirt or minerals isn't the topic of this particular article, so I'll just leave it at that for now. We need to ingest plants, animals, salt and water to be healthy.

The fact is that there are a lot of other minerals (also called dirt or ash) that are necessary for health that are deficient in the average modern diet, but we'll come back to that later. For now, let's leave the "dirt" controversy behind and talk about plants and animals.

Our nearest relatives in the animal kingdom eat both even though vegetarians would like to believe otherwise. Chimps have been observed eating insects, grubs and even hunting for monkeys and eating them.

They also eat a lot of leaves, bark, fruit and other plant material.

Chimps can also be seen taking a drink at the local creek or pond... and even finding a salt lick to enjoy.

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Using those four basic food groups are much more useful than the original.

If you eat wheat, you can still classify it in the "plant" group. If you drink "milk", you can still classify it in the "animal" group.

You will find it a lot easier to lose weight if you try to eat actual plants and animals and forget about processed foods that are so processed that you can't even guess what plant or animal they came from. Our Fad Diets That Work protocol data has shown this repeatedly.

Not only that, but it also makes it a lot easier to find the foods that you most enjoy that will keep you healthy if you focus on real foods that are as close to their plant or animal source as possible.

Instead of recording "Twinkie" in your Fad Diets That Work protocol forms, you can record "cow" on both the night you had a hamburger patty and the night you had a steak. Being able to see the same kind of plant or animal in different forms more often allows you to find your own ideal plant and animal foods much faster. It just allows you to gather more data faster.

In addition, it allows you to move to another part of the country or another part of the world and still be able to maintain your ideal eating plan... or at least have a lot more ease in doing that.

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If you eat brand name processed foods that are far removed from their plant and animal sources, you may not be able to find those same kinds of processed foods when you are traveling or if you move.

It is much more likely that you will be able to find broccoli, beef, chicken, salmon, green beans, spinach, etc.

But beyond making it easier to get fast data from the Fad Diets That Work protocol, we simply see a lot more real food showing up in the overall database for all health factors. It really is true that spinach is better for weight loss than Postio's brand toasted bran flakes.

That's the first head start tip we'll give you. Eat real food, not processed stuff.

When you look at a potential food item, do you instantly know what plant or animal it came from? Does it look like that plant or animal or a part of it? If both are true, then you have a huge head start over those who are eating things out of cans, boxes or plastic bags that are far removed from their plant and animal origins.

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Macro Nutrients

The establishment has advised low-fat diets for health for decades. No matter what the evidence to the contrary, they never seem to be shaken.

Most of us have tried low fat diets. Some of us have even tried no-fat diets. Boy did I get sick when I tried that.

All of us failed with low fat or no fat, but that continues to be the advice along with eating less and exercising more which also failed for us.

Then along came Dr. Atkins who talked about a low carbohydrate diet. Lot's of people tried his diet and did lose weight for awhile. We were amazed.

We had been told that fat was evil. Fat has almost twice as many calories per gram as protein or carbohydrates. And obviously... fat makes you fat; right?

How then did the low carbohydrate diet plans seem to work at first? We had bacon and eggs fried in butter and cream cheese and fatty steaks. It was amazing... tons of fat and we still lost weight.

But then Dr. Atkins died morbidly obese apparently from a heart attack (cause of death on death certificate is a fall, but what caused the fall? Regardless, we

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know he suffered at least one heart attack prior to his fatal fall). And most of us who enjoyed early success on low carbohydrate diet plans plateaued... and then gained our weight back.

What's the truth about low-carbohydrate vs. low-fat?

It is interesting that there are actually three macro-nutrients that make up all of the energy in the food we eat. All of the calories can be categorized as either fat, carbohydrate or protein.

With that in mind, isn't it a little strange to be talking about "low carbohydrate" or "low fat?"

Each of those descriptions completely ignores what we should be eating. When we reduce carbohydrates on a low-carbohydrate diet, should we be increasing protein or fat?

Same thing with the low-fat diet. Should we be increasing protein or carbohydrates?

And if both low-fat and low-carbohydrate don't work... then has anyone tried low-protein?

Oh yeah. The vegetarians do that quite a bit. Most vegetarians I ever met were

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fat, so maybe that's not a great model to follow.

How can we answer the question?

Well. It's actually quite easy if you want to risk your health a bit. I really don't recommend this if you have any health problems including being overweight. If that's you, then just follow along and give me a little trust.

What I describe if you were to actually follow the proposed experiment would happen to you as well and just about everyone. It's really very basic human biology.

The way to find out whether fat, protein or carbohydrates are heroes or villains for losing weight and fat is to do a little experiment.

I've actually done this and several people who have heard about this experiment have validated it by doing it on themselves.

All you have to do is eat nothing but fat for a few days (not necessarily in a row), nothing but carbohydrate for a few days (again... not in a row) and protein for a few days.

It actually turns out that the results of this experiment can usually be seen in only one day very clearly. It is that dramatic. The results rise above the natural

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day-to-day noise of fluctuating weight that much for two of the macro-nutrients.

But what can we use for our test?

Carbohydrates is pretty easy. Table sugar is 100% carbohydrate with zero protein and zero fat. For the carbohydrate test, you can just eat pure sugar or mix it in water. Water is neutral with zero calories of protein, zero calories of carbs and zero calories of fat. So drinking sugar water is still giving you 100% carbohydrate calories.

Can you see why I don't recommend that you actually perform this experiment unless you are in excellent health and understand the consequences? Eating nothing except sugar for an entire day... or for several days... is very hard on your pancreas, blood sugar levels and has a lot of other health consequences. Don't actually do it. Just imagine it and I'll tell you the results in a couple of minutes.

Now for the protein day we have several options. Egg whites are nearly 100% albumen which is a protein. The rest is water. Eating egg whites only is a way of eating only protein for a day.

Another way is to get a whey or casein protein shake mix that is 100% whey isolate or 100% casein isolate. Both are extracted from milk and are 100% protein. Then make up your shakes by mixing with water and you have your

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100% protein diet.

Fat is a little more disgusting than either protein or carbohydrate. You know what fat looks like in it's solid form. It's what surrounds you favorite cut of steak. It is the white strip in bacon.

It is a tub of lard. It's pretty difficult eating nothing but lard or solid meat fat for a day.

The only really practical way to do your 100% fat diet is to use a fat that is liquid at room temperature. The name for such a fat is "oil."

Any vegetable oil is 100% fat. You can use olive oil or walnut oil (my favorite for this test) or coconut oil which goes semi-solid at cooler room temperatures.

Have fun drinking that for your 100% fat day.

OK; so we have established that these particular experiments aren't good for your health... and that at least one day of this proposed experiment is going to be pretty disgusting.

The good news is that you don't have to actually perform this experiment on yourself. Human metabolism is predictable enough that this kind of extreme experiment has the same results for just about everyone (unless that person has

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a very severe metabolic disorder).

So what happens?

Well, the average person gains about 0.8 pounds of fat on a 100% sugar carbohydrate diet.

The average person loses about 0.7 pounds of fat on a 100% fat or oil diet.

Protein is a bit more complex. It seems that some people gain weight and some lose weight.

The average with the 100% protein diet seems to be about a net zero with neither fat loss nor fat gain.

With that evidence, we should probably be talking about a high fat diet instead of a low carbohydrate or a low fat diet.

How can that be possible? Doesn't the body store the fat you eat much easier than protein or carbohydrates?

Actually no. Stored fat is almost 100% due to the product of insulin and carbohydrate. Up to 60% of protein can be converted into carbohydrate, so it can become stored fat as well.

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But fat is rarely stored as the fat around your belly. It just doesn't work that way. In fact, most of the fat you eat isn't metabolized at all.

Want proof of that? Now we get really disgusting, but my father-in-law told me about an experiment that he did in pre-med school.

He actually drank olive oil mixed with grapefruit juice as part of a gall bladder cleanse routine he read about. In the morning, he had little perfectly spherical balls of feces in the toilet.

The article he read about the gall bladder cleanse talked about how those balls were gall stones. He didn't believe that. He could see more volume of these feces balls than could possible fit inside of a gall bladder.

Besides, he was young and healthy and in med school. He had no reason to believe that he had gall stones at all.

So, what did he do?

Yeah... hopefully you saw this coming. He picked a couple of them out of the toilet and he cut them open with his pocket knife.

Was there a calcified gall stone inside? Nope. The inside was undigested olive oil.

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That's what always happens when you eat too much fat. Your liver produces bile. Your gall bladder stores it in case you eat too much fat.

The bile surrounds the fat and keeps it from sticking to the lining of your intestine which would stop adsorption of all of your nutrients.

Some of that bile/oil mixture is absorbed by your intestines and becomes cell lining and other beneficial fat in your body. Pretty much none of it ever becomes the fat around your belly.

Any excess is simply surrounded by bile and will end up in the toilet.

You can cut open the balls of feces yourself to see the undigested oil that gets flushed down the drain. It can't possibly get you fat.

Now if you eat more carbohydrate than you need for maintaining your blood sugar, your body will produce insulin which will force it into fat storage cells. That's mostly the fat around your belly.

Eating too much protein can do the same thing. Protein is usually used up rebuilding muscle that is naturally damaged just as you move around every day.

If you eat more than is needed for muscle repair, then it has a metabolic path

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where up to 60% of it can be turned into carbohydrate. That can then be combined with insulin to be stored as belly fat.

But fat really doesn't have any such metabolic path... at least not a major one.

So the end answer is that fat is great for weight loss.

But, there is more than one kind of fat. There is another less direct metabolic problem you can run into with fat in your diet.

Trans-fats are fats that have been chemically modified. They have been hydrogenated so that they are solid at room temperature. There are many who believe that trans-fat can be used to build cell walls that are resistant to insulin.

That can lead to pre-diabetes which is otherwise known as metabolic syndrome or insulin resistance. The non-natural trans-fat constructed cell walls resist letting energy in when insulin is produced.

Your body reacts by producing more insulin.

The problem is that this can make you gain belly weight very quickly. The reason is that insulin resistance is very selective. It starts with liver cells and goes on to muscle cells and only affects fat storage cells much much later.

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So once you start developing insulin resistance of liver cells or muscle cells, your pancreas produces more insulin. Your fat cells aren't affected less so this excess insulin results in more carbohydrates entering fat cells and becoming stored fat.

There is also a theory becoming more popular that says that our diet has become almost all Omega 6 style fats because we are eating meats that are unnaturally being fed corn and grain instead of grass.

That theory says that an imbalance of too much Omega 6 and not enough Omega 3 can result in the same problems as the trans-fats with insulin resistance.

There isn't as much evidence for the latter theory, but there are other health benefits that have been described with normalizing the ratio of the amount of Omega 3 fat you eat vs. the more common Omega 6 fat present in the standard American diet.

The best way to do that is to eat eggs that come from free range chickens that eat their normal diet, free range cows being fed grass as they are meant too, wild game eating what it is supposed to eat... and for the king of the Omega 3 beasts... eating wild salmon which has a very high Omega 3 to Omega 6 ratio.

Salad greens, spinach and other veggies are also generally high in Omega 3 fats, but the total amount of fat in plants is very low compared to meats.

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This is another reason to eat real food. Almost all processed foods are very high in corn oil or another vegetable oil that is very high in Omega 6 fats... or worse has massive amounts of man-made trans fats which are even worse.

So love fat. Eat lots of fat. Every long living healthy society in the world eats a lot of fat from wild animal sources. Japan is one of the healthiest eating a lot of very fatty fish. Norway is another country with long live and low obesity that eats a lot of wild game in the inlands... with the fat... and a lot of fatty fish for the population closer to the ocean.

Low fat is definitely wrong. Fat is your friend... but only fats from natural animal sources. Avoid man-made trans fats. Avoid fats from farm raised animals, fish and birds that have been fed corn or grain instead of their normal diet.

Otherwise, enjoy your fat! Olive oil, walnut oil, coconut oil and butter made from raw milk of grass fed cows are all a big part of my diet. I don't restrict their intake at all. I also eat lots of eggs with the yolks, but try to get my eggs from free range chickens that eat grass and insects. Those egg yolks are naturally high in Omega 6. I also eat wild game and wild salmon. They are also excellent sources for good fat.

I hope you never consider trimming the fat off your healthy meat ever again. It's the good part for weight loss.

Fad Diets That Work!

Fad Diets That Work!

Most Evil Foods

We've talked a bit about the kinds of foods that are shown to help weight loss as we discovered with the Fad Diets That Work protocol.

Let's talk about the most evil foods we have found using the Fad Diets That Work protocol. We hope you will still follow the protocol and find out exactly what foods are healthiest for your particular body, but these two foods showed up so prominently that we wanted to tell you about them to give you a head start.

The first evil food I want to cover is wheat. It is probably no coincidence that wheat is the #1 staple in the United States and the United States is the fattest nation on earth.

There is a relatively unknown, but ancient religious group that call themselves the Yezidi. You have probably never heard of them because they don't try to convert anyone. In fact, it is impossible to convert.

They believe they are the descendants of Adam before Eve was even created. One of their religious tenants is that they are both a religion and a race and that one is tied to the other. It is impossible to join with them because from their perspective, you are a descendant of Adam and Eve and not just Adam alone. That means you are not qualified to be a Yezidi.

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One of their more interesting beliefs is that they believe to know the forbidden fruit. They believe it was wheat.

Who knows about all of that. I find it interesting that an ancient religion believes such a thing, but there is a lot of evidence that wheat is just plain bad for us.

Remember when we talked about drinking sugar water only for a day and gaining an average of 0.8 pounds? Guess what the average is for bread? It's 1.1 pounds!

Wheat has some protein, but it is a very poor quality protein that causes all kinds of problems. The protein is called "gluten" and you may have heard of "gluten" allergies. They are very common.

Most of wheat is pure sugar carbohydrate though. In fact, an average piece of white bread has twice the effect on your blood sugar level as an equal weight of table sugar.

That is because table sugar is half sucrose and half fructose. Fructose has to be metabolized in your liver, but sucrose is directly converted to blood glucose and directly raises blood sugar.

A slice of wheat bread is all directly converted to blood glucose with no fructose

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as an intermediary to slow things down.

If you want to get a huge head start in losing weight, then eliminate wheat products from your eating plan. Don't eat bread, boxed breakfast cereals based on wheat, noodles, crackers, cookies, wheat thins or any other wheat product. All wheat products show consistently as some of the most weight gaining foods we have ever tested.

That isn't to say that fructose is a good substitute for sucrose. Read on until you get to the fructose warnings.

The next item on the "evil food" list is obvious. It is sugar.

I heard a story once that the emperor of China hundreds of years ago was concerned about two new substances that had entered his kingdom. One was opium. The other was sugar.

The emperor sent out a team to study the effects of both of these new imports on society in general, and in productivity in specific.

After a several year long study across China, the team returned and reported to the emperor that opium seemed relatively safe and didn't affect society, health or productivity very much at all. However, it was recommended that sugar imports be banned because sugar was such an obvious danger to Chinese society and

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especially health and productivity.

I don't know if that is true, but in every Fad Diets That Work protocol study we have ever done, there is only one common food that worse than sugar for weight gain. I recommend trying to eliminate sugar from your diet and replacing it with Stevia leaves as a substitute. Stevia leaf consistently shows up on the other end of the spectrum actually greatly assisting weight loss.

And the number one most evil food item if you are trying to lose weight... corn. Corn is rapidly replacing wheat as the #1 staple in the United States, but it is very stealthy. Most people have no idea how much corn they eat.

One of the most evil forms of corn is actually as a sweetener. Most soft drinks in the U.S. are actually sweetened with High Fructose Corn Syrup instead of sugar.

High Fructose Corn Syrup is theorized to also have a huge impact on the massive diabetes and pre-diabetes epidemic in the United States which is also directly correlated with the massive obesity epidemic in the U.S.

It shows up as the most evil food item in our Fad Diets That Work protocol studies. I highly recommend avoiding corn and anything made with it. That includes anything that uses High Fructose Corn Syrup or HFCS. That is the biggest short cut you are going to find.

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Vitamins and Minerals

I grew up thinking that science was perfect and we knew about all of the vitamins we needed to survive. We would one day make a pill that gave us all of those vitamins and then we could eat whatever we wanted and still be healthy.

Vitamin research was very important earlier in the century. A lot of disease was cured with what has become known as vitamins.

British sailors used to suffer from a devastating disease called scurvy. It turned out to be a nutritional deficiency of what would become known as "vitamin C."

Similarly, other substances were discovered that when not present in the diet caused horrible disease. As each of these substances were found, they got their own vitamin letter.

To be a "vitamin", a substance had to be a single chemical and had to be necessary to the diet or disease would result.

Mistakes were made. Vitamin D is perhaps the most notorious mistake. It doesn't qualify as a vitamin because you don't actually have to consume vitamin D. In fact, it can cause some serious problems of its own if too much is consumed.

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It shouldn't have received "vitamin" status because the body can and does make its own vitamin D under the right circumstances. Those circumstances include exposure of bare skin to sunlight.

Rickets was the disease cured by consuming vitamin D which is present in raw milk and added to pasteurized milk. Perhaps that is why we came to the bizarre conclusion that we must drink the milk of another animal for proper nutrition.

The fact is that we are much better off getting 10 or 15 minutes of sunshine every day... perhaps more... perhaps less... depending on our skin color and where we live in the world. Our bodies know how to stop producing vitamin D once we have enough. If we consume it, we can easily overdose and cause problems worse than rickets.

All of the other vitamins discovered were extremely useful when they were discovered. Those who were poor and not receiving good nutrition were suffering from some horrible diseases. Vitamins cured those diseases.

Over time though, thoughts about vitamins became much more religious than scientific. People began talking about anti-oxidants and how vitamins can prolong our life and make us much healthier when taken above and beyond the amounts needed to cure the diseases that led to their discovery.

Most of the establishment merely shrugged and considered this kind of thinking

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to be relatively harmless. Although the diseases that are caused by vitamin deficiency don't really exist in the developed world any longer... what's the harm in taking a daily vitamin to make sure that you are always covered.

In fact, nutrition has been steadily degrading especially in the U.S. and Europe. Eating processed breakfast cereal, a fast food lunch with no vegetables or fruit and a boxed dinner also with nutritionally void rice, noodles or processed mashed potatoes may eventually lead us back to having nutritional deficiencies and the diseases associated with them. A multivitamin can be insurance.

More than shrugging... over time... doctors and nutritionists themselves began taking vitamins and in much higher dosages than what is required to avoid nutritional diseases. It became very popular to imagine that mega-doses of vitamins help prevent heart disease (especially the anti-oxidant vitamins) and slow down aging.

Most doctors now assume that is the case and take vitamins themselves.

One result is that doctors have a much shorter life expectancy than the average population.

There are other explanations for that, but recently doctors and scientists stopped shrugging and taking their vitamins.

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There is a massive epidemic of obesity, diabetes, heart disease, stroke, Alzheimer's disease and other afflictions that doctors always assumed that vitamins may help alleviate or avoid. They didn't really know, but they assumed that the affect would either be neutral or positive for these diseases.

A number of studies have therefore been performed using vitamins against a placebo control as a treatment for these epidemic diseases.

The results surprised a lot of scientists and doctors. In almost every case that vitamins had any effect at all... it was negative!

We don't yet know the end of the story. It could be because most vitamins are now made with synthetic materials. In another 10 years, we may see that vitamins actually are good, but they should be made from foods and not in a laboratory.

However, we should remember how vitamins were discovered. It was discovered that the human body needs a minimum of these chemicals to stop certain diseases.

We never saw any advantage in any scientific studies for giving more than that minimum amount.

And the "insurance" excuse really doesn't work either. The diets involved that

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resulted in these diseases were extremely poor. These were people eating nothing but white rice or nothing but beer and a tack made from dried ground wheat.

The diets were extremely limited and were limited for months or years before the disease manifested.

In today's world, we still see some of these nutritional diseases in famine stricken countries in Africa. A single drop of some of these vitamins protects children from blindness.

But in today's developed world... these nutritional diseases simply don't exist... even among those eating only fast food or drinking a gallon of soft drinks and a box of Twinkies every day.

Even with the worst imaginable diet in the western world, the diversity of food available... and the quantities of food available... seem to completely eliminate the possibility of developing one of the nutritional diseases that vitamins were discovered to cure.

Have you ever heard of someone having rickets (vitamin D deficiency) or scurvy (vitamin C deficiency) or beriberi (vitamin B deficiency) or pellagra (another vitamin B deficiency)?

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Of course not. The diets that lead to these nutritional deficiencies is so extremely limited that all of these diseases come into being in extreme poverty, famine or aboard ships at sea for an extended period of time.

Vitamins are not something you should worry about. In fact, every recent study has shown that those who consume vitamins did the same or worse than those not taking vitamins.

Social groups that were most likely to religiously take vitamins every day (such as doctors) have a shorter life expectancy.

For these reasons, one of the short cuts we recommend is to not bother testing vitamins as you perform the Fad Diets That Work protocol.

One vitamin in particular does seem to have a huge impact on weight. It's impact can be positive or negative. The name of this vitamin is Niacin. It is one of the B vitamins.

The addictive component of cigarette smoke which is called Nicotine is closely related to this vitamin. In fact, some claim that they are interchangeable in their effects on metabolism.

This substance is used routinely to create diabetic mice for use in laboratory experiments. The metabolism pathways are very similar for this substance in

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humans. Almost all scientists agree that one could easily make a human diabetic by giving them large doses of Niacin just as they do mice for experimentation.

The link between diabetes and obesity is well established. In fact, I challenge you to get an A1C test or at least a laboratory test for fasting blood sugar and/or insulin as soon as possible. If you are obese, you are extremely likely to also be diabetic or pre-diabetic. It is useful to know where you currently are on the path to devastating diabetes.

The link between smoking tobacco and diabetes is also well established.

Oddly, most doctors seem to think of the cause of diabetes as being obesity and not the other way around. Whereas for smokers, they tend to think of smoking as one of the contributing causes of diabetes and recommend quitting smoking to help with diabetes blood sugar control.

I tend to think of the root causes of diabetes and obesity as being the same thing... diet. But if one had to think of either obesity or diabetes as the cause of the other, I would tend to think of diabetes as the cause of obesity and not the way most doctors think about the issue.

In any case, I would urge extremely caution with the vitamin called Niacin. It has a dramatic affect on blood sugar, insulin, and weight gain or loss.

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Yes. It can result in both. Many people who are slightly overweight have Niacin at the top of their list for losing weight after trying the Fad Diets That Work protocol.

However, most obese people have the opposite effect. Their blood sugar skyrockets and weight gain occurs... often dramatically.

If you are taking a multi-vitamin currently, I recommend talking to your trusted health professional about discontinuing it... especially if it contains Niacin... and almost all multi-vitamins do contain Niacin.

If you already have pre-diabetic or diabetic blood sugar levels and you absolutely insist on testing Niacin... watch both your weight and your blood sugar levels as you do your tests. A phantom weight loss of a pound or two using Niacin might not be worth it to you if you know that you are causing a dramatic rise in blood sugar levels and all of the damage that causes to your body.

Regardless, I think you can see why I don't recommend taking vitamins.

However, my thoughts on minerals are very, very different. It is odd that most people don't think very much about minerals.

The developed world might not have any issues with vitamin deficiency, but we can see dramatic differences in mineral consumption over the last century... and

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especially in the western world.

We soften our water (removing minerals), grow food with fertilizers which cause dramatic growth while lowering the mineral content in our produce, farm land that has been "used up" in terms of mineral content and generally ignore these nutrients.

When I explained that I consider there to be four basic food groups... plants, animals, dirt and water... a lot of people probably thought that was nuts.

Who eats dirt?

Historically a lot of civilizations actually did eat dirt. Certainly they got ash (which is just another name for minerals) on their food when cooking in open fires... and pouring those ashes in the fields where their vegetables were grown was very common. This replenished the mineral depleted fields.

All plants and animals contain minerals. If you want to see exactly how much, burn some organic matter until it is consumed (a log from a tree in a wood stove is probably the easiest way to do that).

The heat produced from burning that organic material is what we call calories. In the wood stove, you are literally burning the protein (if any), carbohydrates (wood has a lot of these) and fat (if any). If you burned some animal instead of

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a log, you would be burning more protein and fat. The result would be the same.

The heat is produced by consuming the organic material whether it be protein, fat or carbohydrate. The metabolism path in a wood stove is a bit more simple than in your body.

As the burning is taking place, water in the organic material is heated up and turned to steam. So it is released as well and goes up the flu.

When you are finished completely burning the log, there is something left on the bottom of the wood stove. We call it "ash." Ash is another word for "minerals."

Ash is non-organic (meaning it doesn't contain carbon atoms) and elemental... meaning that you can find it on a periodic table. In that ash is copper, iron, magnesium, calcium and a lot of other non-organic elements you find on the periodic chart.

Your body needs these for all kinds of metabolic processes. It can not create them. They are elemental. It would take an act of alchemy to turn something you eat that isn't iron into iron. That just isn't going to happen in your body.

So you absolutely need these minerals.

And the amount that we are consuming today is a lot less than it was in the past

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for a lot of different reasons.

There haven't yet been a lot of studies on mineral intake and disease. However, there are a lot of meta-studies on different geographies and their relative mineral consumption... and that can be correlated with longevity.

One can see clear correlations between those who live at high altitudes and therefore drink high mineral content water and longevity.

In fact, the only three high longevity countries that have population at low altitudes (sea level) are Japan, Norway and Ecuador. All three happen to have mountains rising dramatically from the shoreline resulting in mineral rich water available even at sea level.

That mineral rich water results in mineral rich fields and plants. The mineral rich plants result in mineral rich animals.

Fish also play a large part in all three of these long living countries. Two are also relatively wealthy. Wealth is actually the highest correlation we have found with longevity.

So there are a lot of factors at play, but minerals are likely one of those factors.

Should you take a mineral supplement?

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The jury is out on that one. It is completely unknown if mineral supplements in the form of pills are assimilated at all. The minerals are often literally the elements and are not extracted from a food. It seems likely that it is a better idea to get your minerals from food.

But how?

We already covered one way. Eating real food will dramatically increase your mineral intake. Eat actual plants and animals and not stuff in a can, box or bag. At best, the processed foods contain mineral additives. At worst, they contain no minerals.

Eating wild foods also helps. Farming and ranching lead to very low mineral containing plants and animals. Eating game meat, wild fish and plants from your own garden or a local coop can dramatically increase your mineral intake.

Of course, you also want to get rid of that water softener. Hard water means mineral rich water. The minerals are good for you.

If you have your own garden, you can also manually add ash from fires to the dirt. That will increase the mineral content in the soil and the resulting plant will then have more mineral content.

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So that's your next short cut on the Fad Diets That Work protocol. Avoid vitamins and increase mineral intake. Others using the Fad Diets That Work protocol have already discovered the benefits of both.

If you want to experiment with vitamins or minerals, do it after you have tried some other things that are more likely to help you lose weight. Once you have some results, you can double back and try vitamins or reduce your mineral intake again... if you need to verify that is how your own body works.

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No Guilt

I have given some shortcuts to help you get started with the Fad Diets That Work protocol, but I don't want you to get stressed out and completely change the way you eat overnight.

That is the failure of so many who try to change their diet to lose weight. They read about some new diet plan that they think they can follow and they resolve to do it.

It starts out OK and they lose a few pounds. In just a few weeks though... sometimes the very week after they start... one of two things happen:

1. They stop losing weight. The dreaded plateau. It's discouraging and they give up.

-or-

2. The diet isn't really something they enjoy... or it doesn't really fit with their lifestyle... or it's just too restrictive and they start craving something not allowed on the diet.

One or both of those things lead them to stop the diet or temporarily cheat... or

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binge.

They feel guilty.

That didn't work before. It's not going to work now. Stop the guilt trips on yourself. It just doesn't work.

Do NOT use the short cut tips I gave as an excuse to do the above. I told you about minerals and eating real food and avoiding wheat and sugar and corn ONLY as shortcuts, not as hard and fast rules that you have to follow or else you are a failure and have no will power and blah, blah, blah.

This isn't about feeling guilty. It isn't about rules. It isn't about will power. None of those things worked before and we aren't advocating that you try them again.

There is never a reason to feel guilty on the Fad Diets That Work protocol.

If you don't like the short cuts, don't do them. I mean it. Ignore them entirely.

They have absolutely nothing to do with the Fad Diets That Work protocol. They are short cuts and that is all. If they don't suit you, then don't take them. That means they aren't short cuts for you.

The Fad Diets That Work protocol is to simply record what you eat each week

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and measure the results every day. Average those results over the week and calculate the deltas (how much fat you gained or lost... how much your blood sugar went up or down... how much your percentage of fat changed, etc).

Average those deltas for each kind of food that you eat over time and you have the real numbers for you.

You will then know that eating spinach causes you to lose an average of 0.21 pounds per day and eating a Big Mac causes you to gain an average of 0.31 pounds per day on average (or whatever your numbers are).

You will find foods that you thought would cause weight gain, but actually cause weight loss for you.

You will find foods that you thought were really fattening, but really are only mildly fattening. You can then eat them when you are OK with the consequences of eating those foods.

You will find other foods that you really thought would help you lose weight, but actually turn out to be weight gainers for you. You won't believe that you used to suffer through eating that cottage cheese and celery even though you hated them... just to lose weight... when it turns out that both are weight gainers for your body.

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None of that data should ever make you feel guilty. This isn't about will power and failing and feeling guilty. It's just about gathering the data.

Francis Bacon said that knowledge is power. That's what the Fad Diets That Work protocol is all about. It is about getting the knowledge about how your body works.

Once you have that knowledge, you can team it up with the knowledge you have always had about what foods you enjoy eating.

You will have a list of dozens of foods that you really enjoy... and that consistently allow you to lose weight.

When you get to your target weight, there is another list of foods that you really enjoy that are neutral for weight loss or cause slight weight increase. You can eat them knowing exactly what they will do for your body.

You can even eat the most fattening food on your list if you want. The most fattening food on your list will not increase your fat % by more than 1% in a single day. And you have a list of foods that you enjoy that can reduce your amount of fat by that same amount in just one day.

So why not eat it and eat the other food to balance it out the next day?

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That really is power... the power that comes with knowledge.

So don't worry about your will power. Don't worry that you might not be able to attain your target weight. You can. It's just numbers. It's not about will power. You don't need any will power to succeed at all.

All you need is to start gathering the data so that you know what each food you like to eat does to your body.

Then you eat the foods you enjoy that do what you want to your body.

There is nothing to worry about.

There is everything to be happy about.

So... don't worry. Be happy.

You are now on the path to having your dream body. You simply can't fail with the Fad Diets That Work protocol.

You also can't find a better diet plan because the Fad Diets That Work protocol encompasses and includes every other diet plan.

You can do the low carbohydrate diet next week. The following week, you can do

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a vegetarian diet. The week after you can do a carnivore diet. All diet plans are included. You will never get tired of the same old food because you will be swapping eating plans every week.

If you are OK with routines and eating the same old thing, that's OK too... once you have some data. Once you have a list of foods that cause you to lose weight, you are free to create a routine diet plan that you eat over and over every week. Some people really like that. If that's you, go for it. Just get the data first and build the routine eating plan to include foods that do what you want to do for your body.

Once you reach your target weight, maybe you'll decide you want to gain some muscle. Maybe you'll even decide to become a body builder. You will already have the data on which foods increase your muscle mass while keeping your fat % low. You can use the Fad Diets That Work protocol to gain or lose weight. It doesn't matter.

You can also use it to normalize blood sugar if you are diabetic or to reduce LDL cholesterol if you have that problem. You can use it for anything that can be measured.

All without will power. All without ever going hungry. All without ever feeling guilty. All without ever exercising. All without ever eating foods that you hate.

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It's your dream. You want to lose weight. You want the body of your dreams. You hate exercise. You hate eating low calorie food. You hate failing. You hate binging. You hate the guilt.

The Fad Diets That Work protocol gives you your dream body without any of the things you hate.

So what are you waiting for?

You will succeed. So let's get started!

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Why Use Software?

The weight loss software is key to the entire Fad Diets That Work plan.

Your brain will play tricks on you. If you remember back when you tried certain fad diets, you have an idea about how well they worked. You might remember them working well when you started out, but then they stopped working. Maybe you blamed the reduction in effectiveness on your own inability to keep the rules of the diet plan.

Maybe you tried a plan that you knew worked from the past, but somehow it didn't work the next time. Did you really do it exactly the same? Did you eat the same foods at the same times in the same quantity?

Memory is very faulty. You have probably heard the illustration about how everyone's story is different when they are eye witnesses to a crime. That is only minutes or hours after the event. You simply can not trust your memory about how a diet plan went that you tried three years ago. And you certainly can't repeat those results based on the faulty memory.

In addition, it is difficult and cumbersome to do all of the calculations to figure out your average daily weight loss on any particular fad diet plan. It becomes a huge chore if you actually want to find tune that plan and find out which exact

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foods are best for you.

And then you have the problem that your body is always working against you. It isn't a simple machine that will react exactly the same every time you feed it 100 grams of a particular food. It is very complex and actively tries to make adjustments to preserve itself.

To your body, losing weight is dangerous. It signals starvation and eventual death. It has no idea that there is plenty of food available and you just want to get healthy and thin again. It has no idea that the two pounds you are losing every week that will lead to your perfect body in three months will stop when you reach your goal. It thinks the weight loss will continue beyond your ideal weight and lead to starvation and death if it doesn't make adjustments to stop you.

How can you get accurate information about which fad diets help you lose weight the fastest (and the exact foods to eat within those fad diet rules) with all of those massive calculations that must be done periodically and then tracked to see how they are changing because your body is adjusting to the new eating plans you are using?

Computer software is the perfect answer. Software needs input, so we still need to do the following every day:

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1. Take daily measurements of the items we are trying to change (ie: body weight, fat percentage, waist circumference... any measurement we want to change).
2. Keep a food log and a log of what fad diet plan we are following each day.

That is all of the information the computer software needs. From that information, the software can calculate your weight loss each day by subtracting your current measurement from the measurement you entered the day before.

It can keep the running averages to filter out the meaningless daily fluctuations of the scale.

It can keep perfect track of the history and give you an average amount of weight loss that you achieved every day that you ate pineapple (for example).

The computer can tell you your average daily weight loss on every fad diet plan you try. That way you know with certainty from your own historical data which fad diet plans work best for you.

When we know something with certainty and we want it, we don't hesitate to take the action to get that result.

Think of a food that you mildly dislike. If you knew with 100% absolute certainty that food caused you to lose ½ pound per day every day that you included it in

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your diet, would you eat it anyway?

That's what the software will do for you. It will change all of those conflicting beliefs in your head into facts. With facts, we can make intelligent decisions.

With conflicting beliefs, we are toss every which direction and we don't end up taking the right actions to reach our goals because we aren't certain that those actions actually will lead to our goals.

The software can also notice when your body has adjusted and a particular food doesn't work for you anymore (or a particular fad diet).

That's why you will be three times more successful using software analyze all of your data and give you facts about what works for you.

Our system gives you another huge advantage from day one. It turns out that 80-90% of people actually respond very similarly to various fad diets and particular foods.

We start you out by giving you the aggregate data from everyone who has ever used our plan. You won't get to see their names of course. That is to protect their privacy.

But you will get to see the average results for every single fad diet and every

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single individual food that our members have ever tried while using our software.

That way you can get a huge head start. Are you wondering if low fat, low carb or low calorie is best?

You can start out by running a report showing the exact daily weight loss that members have actually achieved on each fad diet in the system.

Why not start with an eating plan that has been most effective for everyone else?

You might be in the 10-20% who don't do well with that fad diet plan. You will know the answer to that in days as the software analyzes your results.

You will be changing fad diets every week anyway. If the first one doesn't work well for you, then you will never go back to that one.

In a month or two, you will have a list of 4-8 fad diets and their exact results for you personally. In fact, if you are like most of our members, you will be finished with your own weight loss goals in 2-3 months.

The report that the software gives you will be a complete list of every fad diet you tried during weight loss and the exact results... along with the same information for every individual food item you ate.

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That is the information you need to devise your life long eating plan to stay slim and healthy.

Using the software is very easy. It takes only five minutes at the most every morning. Let's go over the details.

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Entering Your Goals

This is the easiest task and you only need to do it once.

First, access the Fad Diets That Work software by going to the following URL:

<http://www.FadDietsThatWork.com/account/>

You may have to sign-in with your email address and password. If you don't yet have an account, then you can sign up for one here:

<http://www.FadDietsThatWork.com/>

Once you are on your account page, just select the option to run the Fad Diets That Work software.

Then select the option to enter your goals.

We currently track three different types of measurements.

The first is weight. That one is simple. You just enter your goal weight in pounds. Everyone should do this. All of the reports are based on this measurement primarily.

<http://www.FadDietsThatWork.com>

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You obviously must have a scale to be able to use this program. If you can't measure a result, then you can't possibly track which actions cause you to go in the direction of your result.

The other two measurements are optional, but strongly encouraged. To track fat %, you will need a way to measure it daily. We recommend either purchasing a digital scale that also measures fat % using the impedance method (Tanita makes several models... you can do a search on Amazon.com) or a hand held device that just measures fat % using the impedance method.

If you choose not to purchase a fat % measuring device, then it is important that you leave the blank for your fat % goal blank. When you do that, the software knows that you aren't going to be tracking fat % and it won't even ask you for your measurement each day.

The last goal measurement is your waist circumference. We recommend that you get a special tape measure that is designed for this purpose. Such a tape measure automatically loops around you and then you attach the end to a small mechanical device. You push a button on the device and the slack is taken up, but then it locks.

You release the end that you attached making the loop around your stomach and then read the tape measure to get your waist measurement consistently.

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Without this type of tape measure, you can easily fool yourself by pulling the tape measure tighter or looser every day.

If you don't yet have one of these tape measures, then leave this goal blank so that the software knows you won't be tracking this measurement.

That's it. Click the submit button and your goals are registered with the software. You are now ready to start with the daily tasks.

Don't worry too much about the goals you set. You can use your ultimate goal or your intermediate goal. You can change your goals at any time.

If you don't have the measuring tools, but still want to use all three measurements, then order the tools today, but leave the goals for those items blank for now. When the measuring tools arrive, just go in and change your goals to include measurements for those new measuring devices.

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Entering Your Daily Measurements

This is also very easy.

We recommend taking all measurements in the morning. After you wake up and use the rest room, immediately hop on the scale to measure your weight and body fat % if you have a scale that does that.

Then take your body fat % with the hand held monitor if you are using one of those. Then take your waist measurement.

You will need to keep a pen and scratch paper near your scales. It is too difficult to remember all three numbers long enough to enter them into the software.

Take your scratch paper and go to the software here:

<http://www.FadDietsThatWork.com/account/>

Select the option for the Fad Diets That Work software.

Select the option for entering your daily measurements.

Enter your weight in pounds to the nearest tenth of a pound.

<http://www.FadDietsThatWork.com>

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So if your weight was 212 $\frac{1}{2}$, then enter 212.5 in the space for weight.

The same is true for the other two measurements. If your body fat % monitor said 21.3%, then enter just 21.3 without the percentage sign.

Your waist should be entered in inches to the nearest tenth of an inch. So be prepared to round if you are using most tape measures. Enter 41 $\frac{1}{2}$ as 41.5. Enter 41 $\frac{1}{4}$ as 41.3 (41.25 rounded up).

If you are traveling or your measuring device is temporarily unavailable, then leave that blank empty.

Sorry to our international customers, but that is the way the software is currently configured. The United States has the greatest need for weight loss, so we started our database there. Maybe by the time you are reading this, we will have the option to enter your measurement in kilograms, and centimeters. For now, you will have to make those conversions yourself. Please accept our apologies. It is on our "to do" list.

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Entering Daily Actions: Follow Fad Diet

This screen is a bit more complicated. Be sure to read this section carefully. It is important to enter your daily actions with precision to get the best results from this program.

This is basically entering your food log, but we call it daily "actions" because there are a couple of different actions other than eating food that affect your weight loss.

Overall, the concept is that your actions lead to your results. That's just a fact in life in anything you are trying to do. When losing weight, there turns out to be relatively few actions that make a lot of difference. So fortunately, you won't need to enter your complete daily journal of activities.

We start each action with a verb. Here are the current types of actions that we track:

Follow

Eat

Exercise

We organize the actions in a hierarchy so that we can do group reports. The

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hierarchy isn't exactly intuitive, so let's describe it so that you can find the items you need to enter daily.

Let's handle the simplest one (and the most important) first... Follow.

This is the strongest action. It is always followed by the words Fad Diet and a number for the specific fad diet. Here is a complete list of actions currently in the system:

Follow Fad Diet #1

Follow Fad Diet #2

Follow Fad Diet #3

Follow Fad Diet #4

Follow Fad Diet #5

Follow Fad Diet #6

Follow Fad Diet #7

Follow Fad Diet #8

Follow Fad Diet #9

Follow Fad Diet #10

Follow Fad Diet #11

Follow Fad Diet #12

Follow Fad Diet #13

Follow Fad Diet #14

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These refer to a set of rules for each fad diet in our system.

You can get the exact set of rules for each of the fad diets by clicking on the link for that fad diet when you run your daily Computerized Weight Loss Report (we'll cover that later).

You will probably recognize many of the fad diets in our list. We don't name the often famous fad diet plan that inspired them, but you will just recognize the rules and think to yourself... hey... this is the low carbohydrate diet proposed by Dr. _____." Or "hey... this is the raw foodist diet I read about in that book called _____."

In fact, all of the major fad diets are represented in that list (at least the ones that actually worked... we don't include the ones that didn't actually result in weight loss for our members).

That is why this is the last program you ever need to join. It already includes every other program.

When you read the rules for each fad diet (which all fit on a single page), you will be amazed. Most fad diets come along with a book to describe them. How did we fit it into a single page?

All of the books (just like this one) include a ton of information other than the

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rules for the fad diet. They often start out with their story about how they discovered the secret of their fad diet plan and how much weight they lost.

Then they go on with several chapters with theories. Sometimes those theories are useful. Sometimes they aren't. It actually isn't important to understand the theory though. You have probably hopped on an airplane to travel somewhere without having an aviation degree. You still got to your destination even though you didn't understand how airplanes fly. Actions lead to results. You don't have to understand how or why certain actions lead to certain results. You just need to know that they do and then to take those actions to get those results.

The books often then talk about phases. This can be important because the first phase is often the phase that is most effective... but also temporarily unhealthy. It simply can't be maintained. So they talk about doing it for one to three weeks or so and then going on to a phase that is less radical.

That doesn't matter to us. We are only proposing to follow any particular fad diet for a single week and then move on to another fad diet before our body adjusts... and also to get more data about how our own bodies work... and also because that just works better... you never hit plateaus.

So we don't care about any phase other than the first phase of the fad diets out there. We only look at the rules for the first phase which is the most effective.

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The books often end with a series of recipes that are appropriate for each phase of that particular fad diet.

All of that information fills up a 250-400 page book, but the reality is that all fad diets are based on one of three types of rules. They are:

1. Restricting what foods you can eat.
2. Restricting the amounts of food that you can eat.
3. Restricting the times that foods can be eaten.

You can summarize the rules of any fad diet by giving those three sets of rules.

For example, the standard low calorie diet with a 1500 calorie a day diet could be express with these three rules:

1. You can eat any type of food.
2. Each day, you must add up the calories of all of the foods that you eat. When you reach 1500 calories, you must stop eating until the next day.
3. You can eat any time of day you would like as long as you have not yet consumed 1500 calories.

We all know that fad diet doesn't work for weight loss. Almost all of us have tried it and failed. Our body just down regulates how many calories we burn. We lose energy. Our body instantly panics and starts to store fat. We feel

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miserable... like we are starving... because we are. We eventually binge and gain even more weight.

So you won't find that diet plan in our system because it doesn't work. But let's take another example. One of my first big successes was on a modified version of the now famous low carbohydrate diet. It has a twist though that allows for an unlimited amount of carbohydrates to be consumed during one meal a day.

The rules for that fad diet can be summarized into:

1. For breakfast and lunch, eat only 4 ounces of fish, beef, chicken or turkey along with one cup of one of these vegetables: broccoli, cauliflower, green beans, spinach, lettuce, asparagus, cucumber. For dinner, you may eat whatever you wish, but first must consume a large two cup salad. The entire dinner meal must be consumed in one hour or less. Do not snack on anything between the three daily meals. Drink only water except at the dinner meal when you can drink anything after eating your salad as long as you finish the entire meal including drinks in less than one hour.
2. The quantities for the first two meals are important. You must eat no more than 4 ounces of one of the listed meats and no more than one cup of one of the listed vegetables. There are no quantity restrictions for the dinner meal as long as it is eaten in less than one hour.
3. The timing restrictions are important. You must eat a morning, mid-day and evening meal. You must not eat at other times. You must finish the

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evening meal in a single hour.

An entire book was devoted to that diet. Now it might be interesting to read about how they discovered that diet. It might also be interesting to read about the theories they have about why their fad diet works. Those theories might even be right.

Some fad diets allow you to eat any type of food you want at any time of day, but limit the quantities. Other fad diets allow you to eat as much of a certain list of foods at any time during the day. Some people have no problem waiting until a specified time of day as long as they get to eat as much of some particular food that they love. Other people prefer fad diets that don't restrict timing at all because they are busy business people and often eat meals with clients and peers. They prefer restricting the types of foods they eat (as long as those foods are available at most restaurants). Other people (myself included) can handle just about any restriction as long as it is only for one week and then another fad diet can be selected for the following week that doesn't have the same restriction.

Currently, we have fourteen different effective fad diets in our system. If your favorite fad diet isn't listed, then you can contact us at the following link and describe the rules of your favorite fad diet:

<http://www.FadDietsThatWork.com/contact/>

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We'll either respond and tell you that we tested it and it wasn't effective for losing weight... or we'll add it to our list of fad diets and start gathering data.

So you see... this really is the last diet program you ever need to join. It is better than any other program because it contains every other program! It is better than the very best program that it contains because it will notice when your body adjusts to that program and recommend that you switch to a more effective program at that time.

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Here is a summary of what you can do on the various effective fad diet plans that are currently in the system:

	You Can Eat Any Kind of Food	You Can Eat Any Amount of Food	You Can Eat At Any Time
Fad Diet #1		✓	✓
Fad Diet #2	✓	✓	
Fad Diet #3		✓	✓
Fad Diet #4			
Fad Diet #5	✓	✓	
Fad Diet #6			
Fad Diet #7		✓	✓
Fad Diet #8	✓	✓	
Fad Diet #9		✓	✓
Fad Diet #10		✓	✓
Fad Diet #11		✓	✓
Fad Diet #12	✓	✓	
Fad Diet #13		✓	✓
Fad Diet #14		✓	✓

We have an effective proven fad diet plan that meets any day's requirements. For example, with fad diet #5, you simply need to take 3 tablespoons of a food item that doesn't need to be heated, will keep well without refrigeration and doesn't take much space several times a day. You have complete control over

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what you eat and how much you eat once you have eaten three tablespoons of this food and waited at least one hour.

I have yet to find a lifestyle where fad diet #5 can't be fit in.

Most people can find a way to follow most of the effective fad diet plans for a week at a time. And that is the best part. We only recommend following any particular fad diet plan for a week at a time. That is it's most effective week. We recommend moving on to a different fad diet plan the next week so that you can continue your desired rate of weight loss... AND so you can re-balance your diet when following fad diets that are very restrictive.

If you just want to lose weight, all you need to know are those fad diet rules and that those rules actually do result in weight loss. We give you those rules and the average data from the entire group of members so you can make an intelligent choice about following that fad diet for a week. Once you decide to do that and enter your data daily, then we tell you how well that diet works for you specifically.

The rules and their results are all you need. You don't need the entire book that is filled with stories about how they discovered the diet, how well it worked for them and others (without actual data... just anecdotal observations), their theories about why it works, their phases to deal with the obvious problem that many of these fad diets aren't healthy long-term, and their recipes).

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Each day after entering your current measurements, you will enter actions you took the prior day. It is the next option on the menu. We recommend that the first action you enter is the fad diet rules that you followed the prior day.

The screen to add actions is a little intimidating at first. Don't let it scare you.

The first control is a drop down box of existing actions that are already in the system. All of the fad diets we currently track are in this list. The list is alphabetical and each item starts with a verb. The fad diets are all after the verb "follow", so just click the down arrow and then scroll down the list of possible actions until you get to the "F"s. Select the number of the fad diet that you followed the day before from the list by clicking it.

It will now be the selected item in that drop down box. There is a button to the right of the drop down box with a right arrow on it. Click that button and the fad diet will be added to the box on the right. The box on the right is a temporary scratch pad listing all of the actions you took the day before. Once you have entered all of them, you just click the button on the bottom of the form to submit those actions. Don't do that yet! You have other actions to enter other than the fad diet plan you followed the day before.

Also, you can not enter actions on your first day of starting the Fad Diets That Work program... or the first day after you return from not using the program for

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a few days.

This is because we need both a starting and an ending measurement for each day in order to do calculations. When you enter your morning measurements, you are actually entering your final measurement for the prior day and the starting measurement for the current day.

On your first day, there will not be a measurement for the prior morning. That means we can't calculate your weight loss/gain for the prior day. Since we can't do that, there is no need to enter your actions for the prior day.

So your first day, you will just be entering measurements and then moving on to viewing the Computerized Weight Loss Report. You won't be entering actions yet. You will start that on your second day of using the program.

The same is true if you miss even one day of entering measurements. You won't be able to enter your prior day's actions when you restart the program until your second day.

Keep in mind that skipping a day of using the program really results in two days of lost data because of this. If you take a "cheat" day, it is still better to enter your measurements. Just don't add a "Follow" action on cheat days.

Never enter a "Follow Fad Diet" action on days when you didn't follow every

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single rule of that fad diet. The advice the system gives you is only as good as the data you enter, so enter accurate data to get the best advice from the software.

On those "cheat" days when you don't follow a recommended fad diet, you can still enter your other actions (especially your Eat actions). Weeks from now from several cheat days, you may find food items that you really enjoy and thought were only for cheat days... but actually result in weight loss.

This is a common experience. It is a really awesome day when you can stop feeling guilty about occasionally eating _____ because you find out that it is actually a great weight loss food for you!

Let's move on to the other types of actions you should enter every day.

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Enter Daily Actions: Exercise

This is another simple type of action to enter daily.

You will find that exercise really isn't very effective for weight loss. It will rarely be recommended on your Computerized Weight Loss Report because the data shows that most exercises are much more effective for weight gain than weight loss.

I know. That isn't what you are being told by the "theory" pushers of all types out there. It may not even be your own personal experience. You may have had personal experience of starting to run daily and losing weight... or going to the gym and working out and losing weight.

I personally lost a lot of weight when I became an avid daily runner. I remember distinctly running with my running club for a 10K that ended at a pizza parlor where we would pig out with massive quantities of pizza and beer or coke (non-diet). We would look at the fat people eating their salads and small personal pizzas along with a diet coke and shake our heads. Running was the way to stay thin and healthy. We all knew that.

We also know people who have exercised their way to being skinny. It must work; right?

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The data says otherwise. The average person who wants to lose weight and joins our program and records everything they eat and every time they exercise... ends up gaining weight on days that they exercise. That's just the facts. You can see the exact numbers on the various reports in our system.

How is that possible given our own personal experiences with exercise working for weight loss?

I could come up with a theory here. I could explain that muscle weighs more than fat, but that we consume more calories every day even at rest if we have more muscle. Those who lost weight by exercising probably either initially gained weight as they added muscle... or stayed even because they were gaining muscle, but losing water. Over time, their more muscular build allowed them to have a higher metabolism and burn fat automatically.

That theory may even be close to correct (just like the theories in all of the fad diet books you have read).

But the facts are that the average overweight or obese person who is trying to lose weight actually gains weight on days that they exercise. We work with facts in this program and that is why it is so effective. If you want to lose weight, then exercising didn't work for the majority of people who tried it in our program.

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If you think about it, you can always come up with examples that seem to prove anything. Yes; we all know someone who seemed to lose weight by exercising. We may have even experienced it ourselves.

We also know (almost all of us) from personal experience that low calorie and "just eat less" and "eat smaller portions" diets don't work. Most of us have tried them repeatedly and failed.

But I am sure you heard the story of the Subway sandwich diet guy. He ate a small turkey sandwich and a large vegetarian sandwich from Subway sandwich shop every single day and lost a lot of weight. He had some rules like "no mayonnaise", etc. He was obviously focused on eating a low calorie diet.

Doesn't that prove that low calorie diets work?

No. It proves that a low calorie diet CAN work sometimes for some people. If you want to prove that low calorie diets work for the average person a majority of the time, then you need to get a group of people to try a low calorie diet under controlled conditions. If the group is statistically large enough and the average weight of the members of that group decreases during the time they reduce their calories, then you can say that low calorie diets work for the average person a majority of the time.

The same goes for exercise. Who knows why some people succeed in losing

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weight by exercising? Maybe the theory I gave is accurate. Maybe not.

But the facts are that the average person who exercises actually gains weight.

There are other reasons you might choose to exercise though. Maybe you have diabetes and your doctor has recommended exercise. Maybe it is very important to you to have a muscular figure once you have lost weight. Maybe you simply enjoy playing a sport or riding your bicycle or walking or running. Maybe you are addicted to feeling the “burn” when you lift weights.

Whatever the reason, we recommend that you record the exercises that you do in the system. That way, you can track exactly what those exercises do to your body.

Maybe you will find some exercises that actually do cause you personally to lose weight even though they cause the average person to gain weight.

Even if all of your exercises cause you to personally gain weight, you can still monitor body fat percentage and waist line to see if you are getting any benefits in those areas from particular exercises.

If you are getting any benefits, then you can focus on the exercises that cause the minimum of weight gain and the maximum beneficial change in whatever measurement you are tracking.

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We don't have many exercises in the system because most caused weight gain. When you enter your daily actions, scroll down to "Exercise" and see if your exercise is listed. If not, then feel free to contact us and ask for it to be added here:

<http://www.FadDietsThatWork.com/contact/>

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Enter Daily Measurements: Eat

The most complex of the actions to enter are the food items. They are all listed under the verb "Eat."

That is the first rule to remember when you are finding it difficult to find an item on your food log. If you put it in your mouth and swallow it or you apply it to your skin or you breath it in or you drink it... the item is still filed under "Eat."

Sometimes that isn't intuitive. We don't naturally say "Eat Water" or "Eat Deodorant" in common English.

We did that because we wanted to run group reports on different types of actions. We wanted to show everything that you put into your body in a single top level group. The best verb we have in the English language to describe the action of putting something inside your body is "Eat." Possibly "Consume" would have been a better verb, but most things on the list are actually foods and "Eat" is shorter and more natural sounding.

The "Eat" action encompass most of the actions, so we have further split them into the following categories with the 2nd word of the action description. The sub-categories are:

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Animal

Plant

Inorganic

Product

Restaurant

Under the "Animal" group, we have the names of animals such as: Bee, Cow, Pig, Chicken, Turkey, Fish.

Most of us are used to calling animals by different names when we plan to eat them. We use the word "beef" instead of "cow" to refer to food from a cow. That sometimes makes it difficult to find your food items, but we thought it was more useful to group items by the actual animal name.

You may also be shocked to see something like "bee" in this list. We don't eat bees; do we? No. I don't know of anyone who eats bees. But I do know of people who eat honey. Honey comes from a bee. That is where you will find honey in our action list. It is under "Eat Animal Bee Honey."

Dairy and egg products are listed in the same way. First, find the animal that produces the food and then find the food item itself. So, you would find milk under "Eat Animal Cow Milk" and eggs under "Eat Animal Chicken Egg" in the action list.

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Before choosing an item in the "Eat Animal" category, ask yourself if the product came in a box, bag, can or other package with a bar code on it. If it did, then don't record it under "Eat Animal." Instead, find the product with that bar code in the "Eat Product" list.

So, if you buy a carton of milk from the grocery store, then you would NOT enter it under "Eat Animal Cow Milk." Instead, you would look under "Eat Product" for the name of the company that produced that carton of milk and then look for the matching bar code.

But, if you have a dairy down the street and you go there to buy fresh unpasteurized and non-homogenized milk in a glass jar that doesn't have a bar code on it, then you would record that properly as "Eat Animal Cow Milk."

The same goes with the "honey" example above. If you buy a bear shaped plastic bottle of honey from a grocery store, it has a bar code on it. That is considered a "product" in our system, not an "animal" food. But if you go to a food coop and buy honey in a glass jar with a hand made label on it that has no bar code, then that would be recorded as "Eat Animal Bee Honey."

In general, before you enter anything under the "Eat Animal" category... ask yourself if the package that "animal" product came it had a bar code on it. If it did, then go find the product under the "Eat Product" list and enter it that way instead.

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This is important because you will find that the actual animal and plant items are better for weight loss. There are exceptions, but that is generally true. As you look at the reports and see something like "Eat Animal Cow Hamburger" and see that our average member lost weight by eating hamburger, I don't want you to get the wrong idea and go get a Big Mac. A Big Mac is NOT under "Eat Animal Cow Hamburger." It is actually under "Eat Restaurant McDonalds Big Mac." Yes, I know some might argue about whether McDonald's is a restaurant... but we are getting off-topic. We'll talk about that in the "Eat Restaurant" section below.

So, if you buy an animal product from the butcher, dairy, a neighbor rancher or you go hunting for deer or geese, then it gets entered under "Eat Animal."

But if you buy an animal product in a restaurant or in a grocery store and it comes in a package that has a bar code on it, then it should NOT be entered as "Eat Animal."

OK; let's move on to the "Eat Plant" category.

The rules are basically the same as the animal category. Again, if you buy a plant item in a package with a bar code on it, then that gets entered as "Eat Product" and not "Eat Plant." If you order a plant dish in a restaurant, then that gets entered as "Eat Restaurant" and not "Eat Plant."

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The only items that get entered as "Eat Plant" are things that you grew, bought at a farmers market (without a bar code), bought at a fruit and vegetable stand, harvested from your neighbors garden or the produce section of your local grocery store.

The third word after "Eat Plant" is always the name of the plant. After the name of the plant, we specify what part of the plant we are eating if there are multiple edible parts of the plant.

For instance, you can eat celery leafs or celery stalks. You can eat coconut nut meat or you can eat coconut nut milk. You can eat an orange fruit or you can drink just the juice from juicing the orange fruit. These examples would be recorded as:

Eat Plant Celery Leaf

Eat Plant Celery Stalk

Eat Plant Coconut Nut Meat

Eat Plant Coconut Nut Milk

Eat Plant Orange Fruit

Eat Plant Orange Fruit Juice

Of course that last one only applies if you juice oranges yourself. Orange juice that you buy in a carton from a grocery store has a bar code on it. It gets recorded under "Eat Product."

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The item that says "Eat Plant Grape Fruit" is not for the plant we call grapefruit. It is for the fruit of the plant we call "grapes."

There is another item that seems redundant called "Eat Plant Grapefruit Fruit" that is for the plant we call "grapefruit."

If there is only one edible part of a plant, we generally don't add anything after the name of the plant.

By the way, if we missed your favorite animal or plant items, just drop us a note and we'll add them. You can contact us here:

<http://www.FadDietsThatWork.com/contact/>

The next type of item we have for the "Eat" verb is "Inorganic." This category is for items that we put into our bodies, but are not from a plant or animal... nor are they productized and put into a box with a bar code... at least not the version we are consuming.

Items on this list would include water and salt. If you buy a bottle of water, it should not be recorded here. It should be recorded as a product using the bar code on the bottle of water. If you order water off the menu in a restaurant, that should be recorded as "Eat Restaurant" and not "Eat Organic Water."

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The same goes for salt. If you buy salt in a container with bar code on it, then recorded it in the "Eat Product" category. If you buy it in bulk or obtain it directly from a miner or scrape it off the ground in a salt flat or dehydrate ocean water to get your salt, then that gets recorded as "Eat Inorganic Salt."

The next sub-category of "Eat" is for products. The format for all of the products is:

Eat Product Brand Product Name Barcode

So if you purchase some Hellman's Mayonnaise, you would record that under:

Eat Product Hellmans Mayonnaise 07253285359

We don't differentiate between UPC codes, UPC 13 or EAN codes. We use whatever bar code that is on the package.

If you have never paid any attention to bar codes, then you may need to know that the bar code has the numbers that it represents printed right below it. You don't need a bar code reader.

For some types of bar codes, it is a common mistake to pick out only the large numbers in the middle of the bar code and forget the smaller number that begins

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the bar code and the other smaller number that ends the bar code.

Be sure to include those numbers when you are looking for an item.

The last sub-category of "Eat" is "Restaurant." This is the category that you use whenever you eat a meal in a place that prepares it for you.

The format is even easier than for products. It is:

1. Eat
2. Restaurant
3. Name of restaurant
4. Menu item ordered

So for a McDonald's Big Mac, you would find:

Eat Restaurant McDonalds Big Mac

Don't use numbers for this item. Restaurants change their numbers over time. So even if you ordered a #5 at McDonalds or a #14 at your favorite Chinese restaurant, specify the menu items that comprise that numbered item. Don't enter it as just a number.

That's it for the eating sub-categories. We realize that it is hard to find products

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in the list. There are a lot of products in this world.

However, you will also notice that products and restaurants are not very often the best eating choices when you are trying to lose weight. The plant, animal and inorganic choices are usually much more effective.

So consider that each day as you decide what to eat that day. Just remember that when you go out to eat, you are going to have to find (or enter) that restaurant and menu item which can be a bit of a hassle to find. Remember that when you open that bottle or box with a bar code that you will have to find that product in the massive list of products we have in the system. That's an even bigger hassle.

But eating that banana will make it really easy to find. You know it is in the short list of plants under the "B"s. It is either Eat Plant Banana or Eat Plant Banana Fruit. In either case, it is really easy to find and enter the next day.

If you eat something that isn't already in our list, you can use the bottom box to enter it... or if you have a list, you can send it to us by using this contact form:

<http://www.FadDietsThatWork.com/contact/>

Most people actually only ever purchase about 40 different products at grocery stores. One easy way to get your 40 products into the system so that you can

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select them from the drop-down box instead of entering them manually is to wait until you go shopping next. When you are unpacking your bags, just write down a list of each thing you bought. The list should contain three columns... the brand, the item name and the bar code.

Send us that list and we'll add it for you. Then all of the products you eat that week will already be in the drop-down list for you.

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Computerized Weight Loss Report

After you enter your measurements and actions every morning, you will want to review your personalized Computerized Weight Loss Report.

This report starts off with giving you your current statistics. It lets you know your starting weight, current weight, weight loss, weight remaining until goal, percentage complete and average daily weight loss.

It's pretty cool to be able to see your progress every day. Often we get discouraged on days when the scale says we gained a pound or two. Remember that there is often three pounds of noise in scale readings every day. You simply can't get discouraged when the scale says you gained a pound or two the prior day. Likewise, it isn't wise to get very elated when the scale says you lost two pounds the prior day. In the past, you may have celebrated your loss with a piece of chocolate cake. That doesn't work.

The daily fluctuations are fairly random compared to the actual weight loss. This report gives you the big picture showing your average weight loss from the beginning and averaging your weight loss over the entire time you have been using the software. This eliminates that noise and gives you an accurate picture of your actual rate of weight loss. Pay attention to the report. Try not to even remember your weight from day to day. Just measure it and put it in the system... and let the software remember what is important for you.

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The next section of the report is my favorite. It projects the exact date that you will reach your goal and tells you how many days that is away.

Now when you first get started, it will be fairly inaccurate. It bases the projection on your current rate of weight loss. When you only have two or three days of data entered, the software is just as subject to that noise we talked about from the scale readings.

After two to three weeks though, you will notice that the projected date stops changing every day. Once you see the projected date stop changing for three or four days in a row, then you can really focus on what you are going to do on that day to celebrate reaching your goal. Are you going to buy new clothes? Are you going to go to the beach to show off your new body? Are you going to go to the spa? You decide. But this section will project the exact date when you will reach your goal for you.

The next section recommends your next fad diet plan based on group data. The fad diet plans are the core of this system. We want you to switch to a new fad diet plan each week. It is best if you chose your plan from the list given in this section of the report (or the next section is even better). The list given in this section of the report contains only fad diet plans that the group has lost more daily weight on than your current rate of weight loss.

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If you choose one of these plans, you are more likely to increase your rate of weight loss.

This list is based on group data though so your results may vary. When you first get started though, we have no personal data for you. You haven't entered it yet. So the next best thing is to choose plans that worked the best for everyone else.

This section tells you the average weight loss that was achieved by each member of the group on that fad diet plan. That way you know the fad diet plan works for the average person. If it doesn't work for you, then the Computerized Weight Loss Report will change it's recommendations to another plan more likely to work for you.

That is the next section. It is exactly the same as the prior section except it uses your own personal data after you have been in the plan long enough to have some personal data for the software to analyze.

If you have fad diet plans listed here, then choose one of them. This will yield even better results than choosing a fad diet plan from the prior section.

The next section goes back to group data, but focuses on the individual actions that are most effective. Fad diet plans are a set of rules. Within those rules, you still have a lot of choices. Many of the fad diet plans allow you to eat any

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kind of food certain times of the day or in certain amounts or only after you eat something else first.

Just following the rules of that fad diet plan will get the average person the average weight loss results listed next to that plan in the report. However, if you want to increase your rate of weight loss on that fad diet plan, you can choose specific food items from this section of the report that cause the average member to lose even more weight than just following the rules of the fad diet plan they chose.

This section lists all foods that have a higher average weight loss for the group than your current average daily weight loss. That means some of those foods may not be allowed on the fad diet plan you chose. Don't choose those foods. It is more important to follow the exact rules of the fad diet plan you chose.

The next section gets personal again. It is just like the prior section except that it is based on your own personal data. If you have foods listed in this section, then it is even better to choose them than to choose foods in the prior section. Remember to keep the rules of the fad diet plan you are on though. Don't choose foods that aren't allowed on that fad diet plan.

Finally the report has some closing remarks. Be sure to read them for any personalized remarks that can help you lose even more weight every day.

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This software and the Computerized Weight Loss Report are extremely powerful.

If you think through how this all works, you will realize that it is probably the most powerful weight loss system ever invented. It literally contains within it every other system ever invented... or they can be easily added. If you have a favorite fad diet that you don't see in our system, then contact us here:

<http://www.FadDietsThatWork.com/contact/>

We'll add it for you. There is no reason to ever leave this system for another fad diet that you think might work better. You can just incorporate it into this system and realize even better results than using the fad diet itself alone.

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The Beginning

In addition to having the strength of every other diet system built in, this system causes even faster weight loss by giving you exact data on specific foods that are more effective for weight loss than the average food allowed on that fad diet.

To top that off, it allows you head starts by using exact averaged data from everyone else using the system. That allows you to lose more right from the beginning instead of trying this and that and testing them yourself to see what works.

And then it gets even more powerful by tracking your personal data and switching you over to using that when your body reacts any differently than the average of the group.

It is simply the most effective system ever devised for weight loss. If someone invents something better in the future, then it can be incorporated within this system and this system will still be the best.

Now we need to talk about the downside. It is very important. Because this system is so effective, you can easily lose weight way faster than is healthy. This is serious. You want to lose weight, but you don't want to die or end up in the intensive care unit of the hospital, do you?

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That is entirely possible using this system because you can lose weight so fast. YOU and only YOU are responsible for using this system in a way that best protects both your goal of losing weight AND your health.

Now some people would say that following fad diets themselves is dangerous. That's a ridiculous claim if you define a fad diet the way we do... as a set of rules for eating that includes what foods you can eat, how much you can eat and when you can eat it.

Now it is possible for a particular fad diet to be unhealthy. In fact, I am quite certain that some of our fad diets in the system are quite unhealthy if you tried to follow them for the rest of your life. Several lack necessary nutrients. Others lack sufficient quantities of food. That is why we recommend switching to a different fad diet each week. Switching helps you get everything you need for health. Coincidentally, it also seems to actually help with weight loss probably because your body has been adjusting to deal with the first fad diet and has no defense to preserve body fat when you switch at the end of the week to something brand new. We don't actually know why. That's a theory. But we do know that switching fad diets works for continued weight loss.

And the numbers that standard nutritionists use to figure out if you are getting everything you need show that when you combine the foods on multiple of the fad diets, you end up with a balanced diet that gives you everything you need

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when you look at it over several weeks instead of a single day or a single week.

So we basically reject the idea that the overall system can be unhealthy. Over the weeks, you will be eating every nutrient recommended by any leading nutritionist or health care authority. In fact, on several of the fad diets, you can eat anything you want in any quantity you want. Only the time of day is dictated. On those fad diets, you can easily fill in any missing nutrients by just eating a varied healthy diet focusing on the plant and animal categories and listening to your body.

However, everyone is different. Here is the first serious warning from us to you. If any fad diet plan makes you feel bad, we encourage you to stop it immediately. Your body is pretty smart and will tell you when you shouldn't continue your eating plan.

Standard disclaimers would also tell you to see your doctor before starting any diet plan and to follow his/her advice.

I'm going to expand on that a bit. Most doctors will review our plan and reject it. Most doctors will tell you to try the thing you have already tried several times in the past and failed. They will tell you to eat smaller portions or to count your calories or to start an exercise program. Most will also write you a prescription for a stimulant or a fat blocker drug if you are sufficiently overweight.

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I know that advice is bad. You know that advice is bad. So do we want to completely ignore doctors?

Some say we should. Read the book "Dead Doctor's Don't Lie." It points out that doctors don't even live as long as the average person. Why would you take advice about health from someone who won't even live as long as you do if you choose to ignore that advice?

That's a good question. It is one you will have to answer for yourself personally. In the end, YOU and only YOU are responsible for the choices you make. It isn't the doctor. It is YOU. The doctor didn't make you fat. The doctor can't and won't make you thin and healthy again. Only YOU can do that.

Personally, I find doctors extremely useful for three things:

1. Fixing serious injuries..
2. Diagnosing problems
3. Some surgeries to repair disease damage

It is a fact that we live longer today on average because of our EMT system and the trauma/emergency room system that has been created over the last few decade. Injury used to be in the top three killers. Now it has been significantly reduced due to the heroic efforts of EMTs, emergency room doctors and trauma surgeons. I have personally been saved by these teams after two serious

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injuries in my life. Most of you have as well or know someone who has been saved by these doctors after a serious injury.

The next thing I love doctors for is diagnoses. Most of us know very little about the human body and how it works. We have no idea what doctors are looking at in those blood test results. Whenever I start having a symptom that tells me something is wrong with my body and I can't figure it out and resolve it in a couple of weeks... it's time to see a doctor.

I have been amazed time and time again as doctors have used their diagnostic tools to figure out something that totally stumped me.

But personally, I always refuse treatment from those doctors after they diagnose me. Why? Because I think this is where the problem is with doctors living a shorter lifespan and even those who seek medical care living a shorter time on average (that is also covered in the "Dead Doctors Don't Lie" book.)

Instead, I hit the Internet and start researching the diagnoses. It is difficult to do that before you have a diagnosis. Symptoms are often shared among several conditions. It takes a doctor to run the right tests to rule out the many possibilities and come up with the correct diagnosis. But once you have a diagnosis, there is a wealth of information available on the Internet for any condition. In most cases, I have found people who cured their disease with alternative means that were much healthier than the recommended treatment

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from a doctor. I have followed them and tested the results... and have often been successful myself in eliminating the problem. Sometimes it hasn't. I couldn't find a solution for my golf ball sized gall stone. I tried a lot of things. The recommended treatment from a doctor was surgical removal of my gall bladder. After I tried and failed, I went back to a surgeon and had my gall bladder removed.

But I always take personal responsibility for my medical treatment. I use doctors to diagnose when I can't figure it out. But I don't automatically accept the recommended treatment. I research it and try alternatives first. That often works better for me.

That's my choice. It works well for me. But remember, YOU are responsible for YOUR choices. Only you can make them. Only you can experience the results of your choices.

Personally, if I was starting a weight loss program again today... would first visit a doctor and tell them about my plans. I would ask for a complete set of blood work and any other tests that the doctor could think of that would alert me to any disease conditions that might be made worse by certain diet plans.

Look at the test results yourself. They are actually very simple to read. There is a list of items tested. You may not understand them. You don't need to. Then there is a list of test results which are numerical. Right after the numbers are

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the normal range. If my numbers were outside the normal range, then I would research those results on the Internet even if the doctor said they were fine given my obesity or age or whatever reason he dismissed the results.

I would listen to the doctor's assessment of my test results and his advice. However, I wouldn't necessarily follow his advice. I would research it and make my own decisions.

So why would I waste time seeing a doctor if I didn't care about his advice?

Because those test results and his diagnoses of any disease conditions I might have are very valuable for making good decisions about my health.

Please don't kid yourself. If you are obese, you are VERY likely to have other disease conditions ALREADY. The chances that you are already diabetic are very significant. The chances that you already have high cholesterol and triglycerides is very significant. The chances that you have heart disease and/or high blood pressure are significant.

All of these disease conditions warrant special care when you are losing weight. They don't mean you can't lose weight just as fast as anyone else, but let me give you an example.

Let's say you have diabetes. This is a condition that is currently defined as

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having a fasting blood glucose level above 125mg/dL. That definition will likely change soon from what I have been reading, but it's close enough for now.

Some of the fad diet plans could cause a person with diabetes to get very sick with a very high blood sugar level. If a diabetic is already taking medication for diabetes, some of the other fad diets could cause a diabetic to fall into a coma and die.

The solution is very simple in these cases. You just get a portable blood sugar monitor and monitor your blood sugar throughout the day when starting a new fad diet. If it gets out of control in either direction, you stop the fad diet and move on to another.

A doctor can help you with that. They can diagnose you with diabetes. You can research diabetes and understand what it means and your options.

That doctor may also want you to start taking medication. After you research your options, you may choose that option as well. Or you may choose some of the other options you found when you did your research.

But not knowing you have diabetes could leave you dead when you try our system! You want to be thin and healthy... no dead; right?

So I'm serious. I'm not fond of seeing doctors either. I don't always trust their

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advice. In fact, I rarely do. But it's just plain stupid not to see one to get testing before you start.

While you are doing that, you can still start recording your measurements and actions in the system. That way you will have a head start on knowing what foods will work best for you. There is nothing dangerous about recording your weight, fat % and waist measurement every day. There is nothing dangerous about recording your food log daily. You can start that regardless.

But, I strongly recommend that you get full blood work and get a diagnoses for any disease conditions you have before starting any fad diet plan.

The next caution is just as important and real. This plan is extremely powerful as I mentioned. You can lose incredible amounts of weight extremely quickly with this plan. It is very common to lose two or three pounds per day.

This is your choice. We won't stop you. The tools are there and you can lose weight at this kind of extreme rates if that is your decision.

However, I need to warn you that most weight loss professionals recommend that you lose no more than two pounds per week for optimum health. That comes out to a bit more than 1/4th of a pound every day or 0.29 pounds per day.

I know that sounds boring. Who wants to wait for months for their new body?

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We often see ten times that weight loss in some of our members. Is that healthy?

I don't know. I know that when I lose at a rate of about two pounds per day, I feel pretty sick. However, when I lose at a rate of one pound per day, I feel pretty good. One pound per day is 7 pounds per week. That is more than three times the recommended rate of weight loss!

I don't know where the recommendations came from. I don't know why they chose two pounds per week. I don't know if it actually is unhealthy to lose weight faster than that rate.

I needed to warn you about that recommendation though. It is your choice in the end. It is your risk. It is you that will be dead or in an Intensive Care unit if you lose weight too quickly and it is a risk. I can't make that choice for you.

You don't have to worry about this problem on most fad diets because a weight loss rate of two pounds per week simply isn't achievable on most fad diets.

That rate of weight loss and much, much more IS achievable with our system... so you need to make a decision. Research it. Decide if you are willing to risk your health in return for getting to your goal weight sooner. If you do want to take that risk, then decide how much risk you want to take. Losing weight at a

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rate of three pounds per week isn't recommended by most health care professionals, but is probably much less risky than losing two pounds per day or fourteen pounds per week.

Go check it out. It is important. This is your life we are talking about. You can consult with your doctor about this decision too. Oftentimes, he can tell you about the results of studies and give you a feeling for the actual amount of risk if you decide to exceed the recommended weight loss rate of two pounds per week.

The Computerized Weight Loss Report will show you your average daily rate of weight loss. Many professionals recommend no more than two pounds per week. The report shows your average daily weight loss rate. That two pounds per week translates into 0.28 pounds per day.

If the report says you are losing more than 0.28 pounds per day, then you are exceeding the recommendation of many, many health care professionals and you need to know that you are risking your health. It is your choice, but you should make an informed choice.

That is it for the warnings. I hope you enjoy losing weight with our system. I can't imagine how we could make it any better. We have plans where you can eat anything you want in any amount and still lose weight. We have plans that tell you exactly what to eat at exactly what time to eat it. We give you exact

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data on every food ever eaten by any member of our program and the average amount gained or lost. We give you the Computerized Weight Loss Report that gives you specific things to do to increase your weight loss rate based on your actual data (or the group data if you don't yet have any data entered).

It really is the best weight loss system possible because it incorporates every other weight loss program that works within it.

And best of all... it has a 100% success rate. EVERYONE who has followed the advice given on their personalized Computerized Weight Loss Report has lost weight. It is really impossible to fail if you follow the actions that are known to work.

The actions you take lead to the results you get. That's just a fact.

The only reason you haven't taken the actions it takes to get the body you want is that you aren't sure about what actions to take. Which diets work? Which ones don't work? Can I really follow that diet or will my body reject it and I'll end up binging?

The Fad Diets That Work system solves that completely. Not only can you see at a glance every fad diet that has ever worked for our members, but you can see exactly how well it worked. You can see the average daily weight loss of all of the members who have followed that fad diets.

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Knowledge is power. This knowledge WILL give you the power you need to lose as much weight as you desire.

Go enter your goals and current measurements here:

<http://www.FadDietsThatWork.com/account/>

If you aren't already a member, you can sign up here:

<http://www.FadDietsThatWork.com/>

Drop me a note from time to time telling me your current results. I love to hear "I love 12 pounds this week and I ate at McDonald's on Tuesday." I might send you a reminder that most health care professionals recommend a weight loss rate of no more than 2 pounds per week, but I'll still love hearing from you.

I offered this program because I see miserable fat people around me every single day. Many have tried so many ways to lose weight and failed. I found several ways to lose weight that work... and work very, very well. I want to see less misery in the world. I want to see fewer fat people.

Will you join me in this quest?

<http://www.FadDietsThatWork.com>

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We can change the world one person at a time. First, help yourself. Get started on the program and lose your first ten or twenty pounds.

When friends and family start to notice, please share your secret with them. Tell them about us... especially if they are also overweight.

You know how big of a crisis obesity has become. You know what it is doing to our health as a people. You know it is reducing our productivity. It even destroys some relationships. The tragedy of obesity is everywhere we look.

You and I can change that together. Let me thank you from the bottom of my heart for joining me in this effort to make the world a better place by helping people get rid of the excess fat that is literally destroying their lives.

Thank you!

Please drop me a note if you have any questions, need an uplifting thought or want to share your success with me. I would love to hear from you. You can contact me here:

<http://www.FadDietsThatWork.com/contact/>

--- THE BEGINNING ---

(because it's not the end... it's just the beginning of your new life!)