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Since The Statistics Show That Most Dieters Will Regain Every Pound They Lose (And Then Some), You Have To Wonder...

“Is The Weight Loss Industry Responsible For the Epidemic of YoYo dieting -- and Metabolic Syndrome?”

There is A Reason You Feel Hungry All The Time...

January 26, 2008

Dear Fellow Yo-Yo Dieter,

I wonder if you can remember how many times you've been up and down the yo-yo weight cycle. As you get more and more frustrated with the way you look and feel, you hear about a new diet or discovery that promises to work for you. And it does, for a while. But eventually the scale stops moving and before long you're right back where you started. And every time this happens, your metabolism gets slower and your hunger gets stronger.

You've probably tried many of the popular diet fads, like Atkins™, South Beach™ or maybe even programs like Weight Watchers™ or Jenny Craig™. Each time as you've read the books or learned the plan you've hoped you'd finally found the answer. You do your best to resist the hunger, or the cravings for the foods you're not supposed to eat. But it gets harder as time goes on and your results aren't as good. Of course, they don't care at this point – they've already made their profits.



And they know they will again, the next time you try...
and the next... and the next...

**They're Not Surprised
When You Fail**

Meanwhile, you're left with a crushing sense of failure and a closet full of clothes that no longer fit. People often get mad at themselves for letting this happen again. But **the company that sold you the diet** isn't surprised at all. As you think about the statistics you realize they had to know this would happen. *And that if it didn't, you wouldn't need them anymore.*

So now you're here again – unhappy with what you see in the mirror and worried about what this is doing to your health. It might make you angry to realize that the more programs you've tried, the more diets you've bought into, the less likely it's become that you'll ever lose the weight. Yet the weight loss industry continues to offer you more gimmicks and empty promises, hoping to profit as you ride the Yo-Yo for yet another round.

You realize now what this repeated cycle of weight loss and regain has done to your body. It's altered your body chemistry by lowering your metabolism and causing you to produce more insulin than your body needs. Now the **only way** you'll be able to lose more than just a few pounds is by addressing this altered body chemistry – something the weight loss industry will never do. Because once you do, you can't help but lose the weight. And **free yourself from the cycle of Yo-Yo dieting forever.**

How To Address The Altered Body Chemistry You've Gotten From Years Of Yo-Yo Dieting

You've tried for years to take control of your weight. Now you see that each time you did, you were led by a greedy bunch of corporations further down the path of weight gain and unhealthy habits.



Now you're left with a lifestyle that makes it nearly impossible to lose weight and keep it off for good. So the **only permanent solution** is going to come from changing your lifestyle. Deep down, you already know this is true – in fact, you've always known it.

But changing your whole lifestyle seems like such a monumental task that most people are just too overwhelmed to even try. Which is why they're so prone to believing the gimmicks they've been spoon-fed by the weight loss industry.

As You Reverse The
Habits That Got You
Where You Are, You'll Get
To Where You Want To Be

You already know that in order to **end the cycle of Yo-Yo dieting** you're going to have to start eating more sensibly. You're going to have to become more active.

And you're starting to realize that if you can make those things a natural, ingrained part of an overall healthy lifestyle, you are **guaranteed to succeed**.

As you reverse the habits that got you where you are now, you'll get to where you want to be. It's that simple – and it's just common sense.

The Common-Sense Way To Make The Changes That Work - And Make Them Stick

I wonder if you can remember how many times you've jumped into a new weight loss program – something that promised to be a life-long solution – and tried to change your eating habits overnight.

In fact, many of the weight loss books I've read insist that drastic change is the only way to go – that you'll feel so much better so quickly that you'll never want to go back to your old way of eating.

Of course, within a few weeks your willpower runs out and that's exactly what you do – fall even more firmly back into your old habits.

It's just another one of the many ways the diet industry programs its customers for failure – with the notion of instant change.

And since you've tried and failed so many times, you begin to wonder if it's possible for you to ever be successful.

Well, I'm here to tell you that it is. You *can* change the habits that got you where you are today. You *can* develop a healthier lifestyle that empowers you to end the cycle of Yo-Yo dieting forever. And it isn't going to take a monumental feat of iron willpower.

How To Eat An Elephant And Build A Pyramid

Have you ever heard the old proverb about eating an elephant? The question is asked, how do you eat a giant elephant?

And the answer is simple: one bite at a time.

You don't eat an elephant in one sitting. But as you nibble, here and there, over the course of many days, he starts to disappear. And one day, you realize, you've eaten the whole elephant.

How did the ancient Egyptians build the massive Pyramids – without the benefit of modern machinery?

Again, they placed one stone at a time.

And that is the secret to ending the cycle of Yo-Yo dieting once and for all.

How The Successful Few Lose All Their Excess Weight ... And Keep It Off For Good

If 95% of people who lose weight will gain it right back... that means that every year, ***at least 5% are actually successful at losing weight and keeping it off.***

And if they can do it, you can, too.

So you may be wondering what this successful 5% knows, and what you must do differently to be one of them.

Well, the people who succeed at getting and keeping an attractive, healthy body have **these 4 things** in common:

1. They want a gorgeous, healthy body bad enough to
make a firm commitment to changing their lifestyle
2. Rather than jumping into a drastic weight loss program,
they take action in a series of continual, small steps



You Can Be One Of The
Few Who Succeed This Year

3. They recognize the need to get help and support in order to make those changes
4. They realize that it's not enough to eat less and exercise more – they must change the way they think as well

And of course, the changes they make address the altered body chemistry that comes from years of Yo-Yo dieting.

You Can Be One Of The Successful Few That Escapes The Yo-Yo Cycle

Now that you see what the gimmicks and quick-fixes have done to your body, you have the power to do something extraordinary.



You Can Be Irresistible To The Opposite Sex!

There's absolutely no reason why **you** can't **be one of the successful few**. **You can** lose all of that extra weight. **You can** be irresistible to the opposite sex. You can regain your health and your self-confidence.

You and I both know you want it bad enough – the weight loss industry has made a fortune off of your desire. The only thing you've been missing is the knowledge and support to **do it right**. To lose weight in a way that works long term. That you can stick to, past the plateaus, through the setbacks and the times you fall "off the wagon."

As you begin to work with your body chemistry you'll see how natural it becomes to lose all of that extra weight and keep it off forever.

All you need is a little guidance, **a voice of reason and encouragement**, that will keep you motivated for the journey ahead – and to celebrate with you as you reach each milestone along the way.

I'm talking about "wow" moments like:

- o Trying on clothes in sizes that used to be too small – and **looking great** in them

- Getting a hug from a child and realizing that **his arms reach** all the way around your waist
- **Having the energy** to take that walk, or climb those stairs, or just enjoy being outdoors with someone you love
- Being complimented – or even "hit on" – by **attractive members of the opposite sex**
- Realizing that your **back, knees or feet no longer hurt** from carrying around those extra pounds
- Going out **without feeling self-conscious**, or feeling sexy with your partner again
- Hearing your Doctor tell you your blood pressure, diabetes, or cholesterol levels are **stable enough** to lower or even stop your medications
- Seeing an old friend for the first time since you started this journey – and finding they don't recognize **the new you**
- **Living life as the sexy, healthy and vibrant person you've always dreamed of being**

This time you're going to do it. Because **This time** you'll have the information, encouragement and support you need.

I Wonder If You Can Imagine How Successful You'll Be With This Level Of Support

Imagine going to a place with everything you need to change your life forever.

You'd see dozens of experts ready to help you understand what you need to do and why. You'd be given **step-by-step instructions** on how to make those changes, and **personal follow-up** to help you follow through on your decisions. You'd have ways of **tracking your progress**, and **people to encourage you** through ups and downs.

Best of all, you'd find others making the same changes – and you'd be able to make lasting friendships that helped everyone reach their goals. And of



course, you'd be able to visit this place whenever you wanted – any time of the day or night.

Imagine How Successful You'll Be With This Level Of Support

I wonder if you can picture just how much easier this kind of support would make it to **finally end the cycle of yo-yo dieting.**

Unfortunately, this kind of place just hasn't existed – ***until now.***

**Introducing The Web's First And Only Membership Site
Designed Exclusively To Help You Combat Metabolic Syndrome
And End The Cycle Of Yo-Yo Dieting Forever**

Welcome to **GetOffTheYoYo.com** – the web's first and only support site dedicated to helping you change your life, your body and your health forever.

GetOffTheYoYo.com is not part of the weight loss industry juggernaut. There are no gimmicks or quick fixes offered here, and – unlike any other plan or program you've ever been a part of – we actually want and expect to see you succeed.

It's a website created by real people – four of us – each of whom has a passion for helping other people take control of their bodies and their lives.

Joseph Smith is the guy who pays the bills. He lost 70 pounds for good, and it gave him a real passion to see others succeed as well.

Our programmer, Matt Crowe has spent hundreds of hours building GetOffTheYoYo.com from the ground up. He's constantly adding more tools and features in order to make it as helpful and useful as possible. So don't hesitate recommending changes you would like to see.



Both of those guys stay mostly behind the scenes.

Dr. Scott Olson is a Naturopathic Doctor (that's a doctor who got his degree in natural medicine and nutrition) with a passion for nutrition and weight loss. In fact, he's studied food and it's effect on our bodies nearly all of his life.

Dr. Scott's personalized advice will help you begin eating in ways that don't cause your body to produce the excess

Dr. Scott Olson insulin that leads to metabolic syndrome and weight gain. He'll show you, step by step, how to gently incorporate sound eating and exercise habits that lead to healthy, permanent weight loss.



Me Today – Halfway To
My Goal Weight

Then there's me. My name is Lisa Packer, and like many of you I've struggled with weight my entire life. I know exactly how it feels to sweat and sacrifice and push yourself because you hate how you feel or what you see in the mirror.



Me at my Heaviest
- Yuck!

And I also know the feeling you get when you realize that all of that sweat and sacrifice have gone up in smoke because you've gained back every pound and then some.

every pound and then some.

My focus is to help you change your thinking – to get the incredible power of your mind working on your behalf and helping you to finally win this battle once and for all.

Together, the four of us have developed a website, based upon our experience and sound science, that will empower you to change your life forever.

What Makes GetOffTheYoYo.com Different And Why It Will Work For YOU

Membership in GetOffTheYoYo.com is different than any other program you've ever heard about or tried because:



- **It's designed specifically for people whose bodies have been changed by repeated attempts at weight loss.** Dr. Scott Olson's exclusive weekly lessons and articles arm you with the knowledge you need to make choices that will work *with* your altered body chemistry to shed excess pounds forever
- **It goes right to the heart of**

As You Begin To Work With
Your Body Chemistry
You Shed Those Pounds Quickly

Metabolic Syndrome by teaching you how different foods impact your insulin levels, and how to choose the foods that will actually reverse the damage caused by years of yo-yo dieting

- **It doesn't just work on your body.** You also get exclusive weekly lessons that help you change the way you think about food, your body and your life. As you begin to see yourself as thin and healthy, you develop the confidence to forge the habits that make your new self-image a reality
- **It's designed to help you make lasting changes to your lifestyle** — to change the habits that got you here in the first place. Our exclusive Personal Coaching Corner is a series of weekly lessons that help you make small changes every week that you can stick to. These changes build on themselves so that before you know it, you've made some pretty big adjustments. But since you've made them in small doses, you're not sticking to them by force of willpower -- they've become natural parts of your life
- **It holds you accountable for making the changes you select.** Each week, as you learn about the changes to be made you're asked to set a goal for the next 7 days. You create the goal, so it's sure to be meaningful to you. After the 7 days have passed, the Personal Coaching Corner follows up to make sure you've met your goal and see if you're ready to move on to the next step.
- **It's not just another diet.** We're all about educating you, so that you can make smarter choices in nutrition and exercise – not so you can go hungry and suffer through another diet attempt. In fact, there's no reason to ever be hungry. Letting yourself get hungry actually sets you up for failure, so one of the ways Dr. Scott works with your altered body chemistry is by suggesting you eat *more often*.
- **It wasn't created to be just another big moneymaker for some giant corporation.** GetOffTheYoYo.com was created by 4 real people with a passion for helping others end the cycle of yo-yo dieting forever. We don't expect it to make us millionaires. What we do expect is to see our members get the healthy, attractive bodies they've always dreamed about.

Finally:

- **There are no pills to take**
- **There are no special foods to buy**

- **There are no gimmicks**
- **There is no counting of points, carbs, calories or fat grams**
- **There is no reason for you to damage your body any further with failed attempts**

So why am I so sure joining GetOffTheYoYo.com will work for you?

- Because Dr. Scott Olson's plan isn't some new weight loss gimmick. It's sound, proven science and common sense that **works with your body chemistry** to lose weight safely, effectively – and naturally
- Because **science has shown** that incremental changes (like the ones you'll make in our Personal Coaching Corner) are much easier to make and more likely to be stuck with
- Because we educate you so that you know *why* you're making these changes, and so you'll be able to **make your own healthy choices** and understand the effects they'll have on your body
- Because you get more than one opinion and one plan. Each month, we conduct an interview with a expert in the field of nutrition, fitness or mental health that will provide you with added information, strategies and inspiration. These are *not* pawns of the weight loss industry, but **independent experts who understand the special needs of former yo-yo dieters.**
- Because we know that diet and exercise are only half the battle, so we provide you with a variety of tools that constantly remind you how far you've come, **keep you motivated and moving forward**
- Because **studies have shown** that people who participate in support groups (like our "Support System" forum) and have weight loss partners (like myself, Dr. Scott, and all the other members you'll meet) give themselves a **much greater chance of success**
- Because science has proven that the way we see ourselves determines our behavior, and the only way to change our habits is to first change our



Blogs
Public Blog Entry
Posted December 11th, 2007

What is BMI
Posted October 26th, 2007 by Dr. Scott

BMI stands for Body Mass Index. The calculation for BMI is a bit complicated, but we here are Love How You Feel do the calculation for you: simply go to your **Progress Tracker** page and add in your height and weight and we will give you your calculation.

BMI is a shorthand tool for measuring body fat by using your weight and height. While it is not perfect, it does give you an idea of where you stand and what your goals might be. The following chart summarizes the categories that BMI fall into:

BMI	CATEGORY
Below 18.5	Underweight
18.5 - 24.9	Healthy
25.0 - 29.9	Overweight
30.0 - 39.9	Obese
Over 40	Morbidly obese

BMI and Disease
A BMI of over 27 seems to be related to an increase in certain diseases such as high blood pressure, heart disease in general, stroke, diabetes and maybe even some cancers. It should be one of your goals to reduce your BMI under 27 if not a little bit lower.

BMI is not Perfect
The following people may have inaccurate BMI calculations, either because they have a lot of muscle, or not very much:

Add the tomatoes, tomato sauce, salt & herbs. Cover and bring to a slow boil. While it is cooking, puree the pinto beans with a blender. Add this bean puree and 1-1/2 cups of water to the pot. Simmer on medium/low for 10 - 15 minutes. Add the olives and gently stir in. If the soup is too thick for your liking, you can add another 1/2 cup of water.

Subscribe to a blog of Scott's. More healthy choices on the...

Give Yourself The Best
Possible Chance For
Success

thinking. Which is why one-third of the Personal Coaching Corner is dedicated to changing the way you think about yourself

Now, I obviously can't guarantee that joining GetOffTheYoYo.com will melt the fat from your body. You and I both know that it's going to take work and determination on your part to do that.

I'll never lie to you and tell you that it's going to be easy.

But if you're ready to do your part, to change the way you eat, to get up and become more active, and most importantly to change the way you think about yourself and your body, then I can promise you that your membership will give you the tools you need to make it work, and to make those changes permanent.

What You Get When You Join GetOffTheYoYo.com Today

When you join getofftheyoyo.com today, you get full access to all the tools, information and inspiration you need to **end the cycle of yo-yo dieting forever.**

You get **unlimited access** to tools like:



Tools And Strategies
Designed Specifically To
Combat Metabolic Syndrome

- Our **exclusive Personal Coaching Corner**, where you get weekly lessons in each of three categories: changing your nutrition, becoming more active, and changing the way you think
- Within the Personal Coaching Corner you get the ability to **set custom goals** in each of these three categories, and **be held accountable for achieving them** — just like you would if you'd hired an expensive personal trainer. This unique feature allows you to progress as quickly, or as slowly, as you'd like
- **You get the step-by-step guidance you need to make changes to your lifestyle that you can stick to, and that build upon themselves to create permanent, lasting change**
- You get the ability to track your progress in several key areas, and be

reminded at a glance just how far you've come — so you're less likely to be discouraged or feel you're not getting anywhere

- You get **access to a Naturopathic Doctor**, Dr. Scott Olson, who will **personally answer any question you have** about nutrition, exercise, weight loss or health
- You get Dr. Scott's report, *Forget Everything You Know About Weight Loss* to download for free. *Forget Everything* outlines Dr. Scott's revolutionary — yet common sense — plan for working with your body chemistry to combat Metabolic Syndrome and melt away fat safely, effectively, and most of all **quickly**
- You get access to some of the leaders in the field of real weight loss via our **exclusive monthly audio interviews**. These interviews will give you more strategies, more information, more encouragement and more of the inspiration you need to keep moving forward in your new, healthier lifestyle. You can listen to them online, or download them and listen to them on the go — but the bottom line is you won't want to miss them
- You get the support and encouragement you need to succeed in our *Support System* forum, where you can find out what is and isn't working for others, vent when you're frustrated or just hang out with new friends
- You get fun things like contests and polls that take the drudgery out of losing that weight and make the hard work more enjoyable
- You get your own personal blog, which you can use as a private journal or as a place to share your thoughts with other members
- You get articles, recipes, food journals and searchable databases – and we're still adding helpful tools – and each and every one is written and designed specifically for the special needs of YoYo dieters

In fact, GetOffTheYoYo.com is the only place on the internet you'll find these kinds of tools and this kind of information **specifically tailored to the needs of YoYo dieters such as yourself**.

The Weight Loss Industry Has Kept You Overweight Long Enough

There's just no reason to leave your body in the hands of giant, greedy weight-loss corporations any longer.

They've had their chance to deliver on all the false hope and empty promises they made. And what they delivered was more pounds, worse habits and a body that will resist weight loss with every cell.

What's worse, **they've made a fortune off of us in the process**. Not long ago, I found an article by *Forbes* (you can read the whole thing in msn.com's investing section) titled "What 10 Diet Plans Cost."

They calculated the weekly cost of following the top 10 most popular diet plans, and the results were pretty telling. Here's a copy of the chart they posted with the article — I know I've personally tried at least half of these, how about you?

The cost of dieting for a week		
Diet	Weekly menu cost (\$)*	Percent over national average
Jenny Craig	\$137.65/week	152.8% more
NutriSystem	\$113.52/week	108.5% more
Atkins Diet	\$100.52/week	84.6% more
Weight Watchers	\$96.64/week	77.5% more
Zone Diet	\$92.84/week	70.5% more
Ornish Diet	\$78.74/week	44.6% more
South Beach Diet	\$78.61/week	44.4% more
Slim-Fast	\$77.73/week	42.8% more
Sugar Busters	\$69.62/week	27.9% more
Subway sandwich	\$68.60/week	26.0% more
No Diet	\$54.44/week	—

Sources: Forbes, Fresh Direct, Amazon, Bureau of Labor Statistics * Adjusted for NYC prices. Includes the cost of associated book, if applicable, and any membership fees associated with the diet, averaged over a six-month period.

After gathering this information, do you know what *Forbes* had to say about all the money we've spent? They said — and I quote — **"Much of that money is wasted."**

But we already knew that — we can look in the mirror and see it for ourselves.

So let's do something about it. Lets get together and actually **lose the weight this time** — and guarantee that we never need their false promises again!

Create The Lifestyle You Really Want

The least expensive diet on that chart (Jared's Subway Sandwich diet) adds up to \$274.40 per month.

But right now, you can develop all the habits you need to **be thin and healthy** for life for **less than \$1 per day**.

That's because you can have a full 30-day trial membership at GetOffTheYoYo.com for **only \$27**. That's only 90¢ a day for your first month! Then, once you see and experience everything membership has to offer, you can decide to continue your enrollment for only \$47 per month. [Click Here to start your trial membership today!](#)

Or, **save even more** with a 3 Month membership for only \$97 – that's a \$24 savings! [Click Here To Start Your 3 Month Membership Now!](#)

**Limited Time Offer:
The First 100 3-Month Memberships Are Only \$77!**

To celebrate our first ever "Weight Loss Web Summit" we're making a special offer to participants: The first 100 people to start a 3-Month membership will get it for only \$77! That's a **savings of \$44 off** the regular monthly price!

But you have to hurry to get the special discount – over 1,114 people signed up to view the Weight Loss Web Summit live on Tuesday January 22 – which means these special 100 memberships could sell out pretty quickly.

Of course, if they do you can still join – but at a higher price than you would have gotten had you moved just a little quicker. So [Click Here to claim one of the first 100 3-Month memberships at the special low price!](#)

There will never be a better time to make this life-changing commitment than *right now!*

The Longer You Wait, The Harder It Becomes

Every day that the extra weight remains on your body, the more entrenched it becomes. And the harder you're going to have to work to get it off.

Meanwhile, your risk of suffering from heart problems, diabetes or some other dreaded side effect of excess weight continues to grow.

Isn't it about time you looked in the mirror and liked what you see? What could possibly be more important than getting that ugly, unhealthy fat off your body as soon as possible?



I can't think of a single thing.

Isn't It About Time You
Looked In The Mirror And
Liked What You See?

[So click here to join
GetOffTheYoYo.com now](#), and show the
greedy weight loss industry that we don't need their lies and false promises any
more.

There's no contracts or commitments — you're free to cancel at any time and for
any reason.

I look forward to "meeting" you in the inside, and cheering for you as you reach
your goal!

Sincerely,

Lisa Packer

Lisa Packer, Co-Founder
www.GetOffTheYoYo.com



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