

FREE

**Weight Loss
Program**

Buyer's Guide



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Final 8 Week Challenge for 2019

Starts 21st October

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Introduction

If you're reading this guide, the chances are you've tried all sorts of weight loss strategies with little success, but still have the hope and belief that there is a program that will work for you.

You know it's never as easy as waving a magic wand. This guide will help you confidently choose the best program to suit your needs.

When starting a weight loss program, most people only make just one change: go on a diet, join the gym, or cutting out a particular food group.

It's rare that people put everything together – at the same time – to ensure a successful outcome.

This guide outlines all the factors that combine in a program so that you lose weight, improve your well-being, and maintain lasting results.

Factor 1: Fresh supermarket food



Most importantly, the program you choose should be based on fresh foods that you can get from any supermarket.

We all need to eat, so the program should guide you to eat foods with maximum nutritional value.

Fresh foods that need refrigeration include vegetables, meats, dairy foods, fruit, and eggs. (If you like frozen vegies instead of fresh, no problem.) Other foods that are fresh but don't need to live in the fridge include nuts and seeds.

Factor 2: Gives you flexibility



Flexibility allows:

- tailoring to your taste preferences, cultural needs, and lifestyle.
- discovering your body's tolerance to certain foods and food groups. eg wheat products, some no dairy, others struggle with lentils or nightshades or lectins.
- discovering which foods and amounts stimulate (or block) the fat-burning hormones in your body.

Factor 3: Easy meal prep



Unless you have a personal chef, cooking for yourself – and your family – is a key component for a successful program. Home-cooked meals using fresh foods and quick, easy recipes means that you know exactly what’s in your meals, and hidden extras don’t creep in.

The program must have meals that suit the whole family as this is the easiest way to develop sustainable eating patterns. These habits set you up for control over the foods you eat, and helps your children develop habits that help them too.

Factor 4: Avoids hunger and cravings



Hunger is the enemy of weight loss!

You can put up with it for a few hours or even a few days, but ultimately hunger causes the breakdown of willpower and an eating binge often follows.

Hunger and cravings are primarily due to poor nutrient intake, either from eating too little or eating the wrong types of foods for your body.

A program that provides for nutrient-dense foods helps eliminate cravings while at the same time preventing hunger.

Factor 5: Time-efficient exercise options



Knowing that the right eating plan for your body will deliver your weight loss, you can get extra health & fitness benefits from just 2 to 3 exercise sessions a week:

- 30 minute strength and toning circuit at any time that suits your schedule
- 30 minute classes where you can follow at your own pace

Regular exercise is important for your long-term health and weight control.

Factor 6: Lifestyle factors



Weight loss success depends on more than just diet and exercise.

Any successful program must address lifestyle factors that help you:

- improve sleep
- reduce stress
- stay regular and avoid bloating
- maintain good energy levels
- reduce hunger and cravings

Factor 7: One-on-one Support and Accountability



Have you ever thought: *“I know what I’m meant to be doing.”*

A good program includes regular support and accountability from understanding, empathetic coaches. Keeps you on track.

Their experience, coupled with their knowledge of the program, can help you overcome the problems and challenges that could cause you to give up.

Factor 8: Sustainability



We all know someone who lost a heap of weight, only to put it all back on - and more.

The best program is designed to deliver long term results.

Although some programs start with a short-term goal, is it something that you can see yourself continuing?

The best program is one that you can continue so that you keep the weight off, and never feel like you're on a 'diet'.

Factor 9: Community



Most women thrive in an environment where others have similar interests and goals.

The best program provides a community of like-minded women: supportive, welcoming and non-judgemental. This builds a sense of belonging.

It becomes a home-away-from-home, and sometimes the opportunity to escape life's pressures.

The following table summarises some of the more well-known options available and will help you to determine which you'd like to investigate further.

	Weight Watchers	Jenny Craig	Gym	Diet Books	Online programs	Healthy Inspirations
Fresh supermarket food	✓	Some	✗	✓	✓	✓
Gives you flexibility	✓	✓	✗	Variable	Variable	✓
Easy meal prep	✓	✓	✗	✓	✓	✓
Avoids hunger and cravings	Variable	Variable	✗	Variable	Variable	✓
Time-efficient exercise options	✗	✗	✓	✗	Advice sometimes provided	✓
Lifestyle factors	Some advice	Some advice	Some advice	Some advice	Some advice	✓
One-on-one Support and Accountability	✗	✓	✗	✗	✗	✓
Sustainability	If continued	If continued	✓	Variable	✗	✓
Community	✓	✗	Some	✗	✗	✓

If all 9 of the essential factors for successful weight loss are important to you, then call Ange to learn more about the 8 Week Challenge.

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You can then book in for a free info session which will take about 1 hour. We like to be thorough! :) We'll go through where you are now, what your goals are, and then show you how our program is structured **to give you the success you deserve.**