



# Unraveling the Weight Loss Mystery

**Why 95% of dieters eventually fail—and how you can be part of the 5% who succeed**

*by Laura Lewis, MS, ACSM, NASM,  
and creator of SMART Wellness*

The weight loss industry is over \$60 billion large. Which means \$57 billion is completely wasted every year—because 95% of people who lose weight gain it all back within 3 years.

I asked attendees of my wellness presentations why their diet plans failed. Here's what they said:

“I felt deprived and couldn't sustain the diet regimen.”

“I'd do well all day, then fall apart at night.”

“I was always hungry and never felt satisfied.”

“There was nothing in the cupboard or refrigerator, so I ordered a pizza. After that, it was all downhill.”

Then they get frustrated and disappointed. They feel guilty, their energy dries up, and the whole dream comes crashing down. That is, until the next diet fad comes along, promising astonishing results.

So why should you even consider my programs?

*Read on to find out...*



## TruBody SMART Wellness is the result of my own painful war with my body weight

*SMART* is an acronym for:

1. Specific
2. Measurable
3. Attainable
4. Reliable
5. Timed

I'm a fitness and nutrition expert, yet for years I battled with those extra 10 pounds.

As a professional trainer, not being able to shed those last pounds was frustrating.

I tried so many popular programs and diets. Each one worked for a while, but the regimen was completely unsustainable over the long haul.

It took me 30 years and a graduate degree in teaching health science to finally find a solution that is both fast-acting and sustainable. Honestly, I look better now in my 50's than I ever did before.

The secret is sustainability. Healthy eating is a lifestyle, not a regimen. My goal is to make that lifestyle change as smooth and easy as possible for you.

I want to shorten your learning curve. Who has 30 years? Even 3 months is too long!

I created a variety of specific eating programs so you can choose one that fits your needs and goals.

I want *you* to feel the freedom and joy of living in a fit, trim body.

## The 3 most common weight loss mistakes

In my experience, most people who try to lose weight make three mistakes:

1. They don't eat enough nutritious foods to feel satisfied
2. They don't buy enough food to last until their next shopping trip
3. They don't stick to a meal plan

### Think about it...

If you starve yourself, you'll eventually cave in.

If you don't shop correctly, an empty refrigerator will force you back to your old habits.

And if you don't have the commitment to stick to the plan, it won't last.

You know the drill. You try to lose weight, then your excitement starts to wane and the pounds return.

Why? Because the diet never taught you how to *sustain* the change. Weight loss begins with a lifestyle shift, not a forced diet regimen. No sustainability means no success. *Period.*

SMART Wellness works when other programs fail. It's not just brute discipline and self-control. It's intelligent and skill-based. Most importantly, it's designed to end the battle with food and to teach you how to manage your eating. It goes much deeper than following a regimen.

I've seen people achieve remarkable success with other plans. I'm happy to give them credit. Stick to what works!

My goal is to help you achieve true wellness in body, mind, and spirit. Only then will a healthy eating lifestyle be truly sustainable. As a side benefit, you will save money on food, clothes, and medical bills! I've seen it happen.



## And remember this...

### **There are no limits to your growth.**

If you are eager and committed to discovering your own true body, this book is for you.

It takes minutes a day, and you will find it to be surprisingly simple once you learn how it works. It's completely customizable, even if you have a fast-paced lifestyle or don't like to cook.

Whether you're at home, at a restaurant, or travelling, you'll be equipped to eat nutritiously and sustain your new healthy lifestyle.

The next page is a tip sheet to help you develop intelligent eating habits at home and at the restaurant.

At the end of this booklet, I'll tell you how to get started on the road to discovering your own true body.

## SMART Meal Planning

1. Learn to be conscious of *everything* you put in your mouth.
2. Always have a meal plan. Just as you list your daily tasks to help you work efficiently, plan your meals to make eating healthy as effortless and sustainable as possible.
3. Write down your food plans the night before.
4. If you will be busy the next day, prepare your meals the night before.

## SMART Nutrition

1. Use fresh or dried herbs, spices, garlic, lemon, and balsamic vinegar to spice up your food.
2. Choose among the following for your fat serving: hummus, butter, extra virgin olive oil, low-fat sour cream, mayonnaise, and poly-unsaturated fats. These are limited to 1-tablespoon servings but may be divided into three 1-teaspoon servings.
3. Enjoy a variety of proteins such as tofu, chicken, beans, legumes, cheese, cottage cheese, shrimp, beef, pork, turkey, tuna fish, and eggs.
4. Eat a variety of fruits and vegetables, but limit bananas to five per week.
5. Be sure to drink at least four 8-ounce glasses of water every day.

## Eating Out...the SMART Way

1. Make sure you eat balanced amounts of protein, starches, vegetables, and fats.
2. If the restaurant does not include fruit, ask for a serving. I often eat a serving of fruit before going to a restaurant, which makes it easier to stay away from bread and butter while I'm waiting for my food to be served.
3. Beware of fat-rich sauces. Count each tablespoon as a full fat serving.
4. Be sure to request exactly what you need. Don't be afraid to ask questions:
  - a. "May I have the dressing on the side?"
  - b. "Could you tell me how that is cooked?"
  - c. "May I have a second serving of vegetables?"

## The Rest of the Story

I hope you learned some valuable information from this booklet... and I hope you realize that SMART Wellness is not another diet plan. It's a sustainable lifestyle change.

SMART Wellness embraces the reality of living healthy: if you want to lose weight, you must be 100 percent committed to achieving the best for yourself. But here's another reality: you *can* eat generous portions of food that actually tastes good—while losing weight.

In my brand-new book, *Unraveling the Weight Loss Mystery*, you'll learn:

- How to get into the mental groove
- How to prepare yourself for an exciting, rewarding lifestyle change
- **The nuts and bolts of eating SMART**
- How to plan your own meals and eyeball the perfect portions
- Plenty of actual meal plans and recipes you can use over and over
- **The secrets to sustaining your new eating lifestyle—even if you don't cook or prefer to eat out**

Plus, answers to pressing questions such as:

1. Do I need to eat healthy *and* exercise?
2. Should I be taking supplements?
3. Can I still dine out whenever I want?

I guarantee you'll finally be able to discover your own true body, regardless of your pace of life, cooking skills, or budget.

You will enjoy satisfying, delicious meals. And you'll be giving your body what it needs to burn off that excess weight.

You'll find it all in *Unraveling the Weight Loss Mystery*. Learn more about an exclusive offer for readers of this booklet, at [www.TruBodyCoach.com](http://www.TruBodyCoach.com).