



RETHINKING WEIGHT LOSS

How to Re-Set Your Weight...And Your Life!

Learn Why Everything You Thought You Knew About Weight Loss is Wrong...and What You Can Do About It.



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~ Dr. Peter G. Hilgartner

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Human progress has never been achieved with unanimous consent. Those who are enlightened first are compelled to pursue the light in spite of others.

- Christopher Columbus (1492)

Preface

It's been over 10 years now that I, with the help of my wife Dr. Lolin Hilgartner, began my quest to find a solution to the "over-fat" epidemic facing us today. The weight-loss industry is a multi-billion dollar industry. For decades now, researchers, healthcare providers, economists and statisticians have been warning that if "something isn't done" we will suffer greatly, both individually and as a society, from the negative effects of being too fat. And yes...our problem is one of being too fat. Yet, despite all the dire warnings, America and the rest of the developing world are getting fatter every year!

Obviously, the recommendations and warnings are not working! This is why we developed our program. We have offered Dr. Pete's Weight Loss for Life Course since 2009. Every year, we have updated and improved the program as we learned where people were getting stuck and what was really working. This is a very unique program which, on the surface may look similar to some other programs out there in terms of the diet protocols we employ. However, there is NO program which incorporates the proprietary and unique informational and educational approach we have developed based upon information we have gleaned from the latest research in neuroscience, neuroendocrinology, nutrition, epigenetics, executive coaching and peak-performance psychology.

This course is designed to be transformational in order to affect life-long change. Transformation, however, takes time, effort, commitment, and a willingness to let go of outdated or non-supportive belief constructs and to try on new ways of thinking and behaving. We have not set out to create another scaled-up, run-of-the-mill weight loss program. Our program is like a blend between a selective college level course and an executive coaching program given over a period of 10 weeks. You will be educated, guided, mentored and directed through a process that ensures healthy physiological change that ensures that you not only loss unwanted fat and gain a healthier body, but also move toward a better future in life. There are 26 hours of classroom learning, and roughly 15 hours of independent work required for maximum benefit.

In order to ensure maximum success, the course is currently delivered only in small groups in our office in Leesburg, Virginia. This ensures a standard level of commitment by all participants, and the right amount of mutual support needed for success.

To use a sports analogy, there are many coaches out there and many levels of play; from recreational to olympic level. With my backgrounds as an elite athlete, Marine Officer, Peak-Performance Coach and Doctor, my goal is to provide the same level of support and coaching to my weight-loss clients as I do to elite athletes.

I have no interest in coaching recreational or lower-level athletes. There are plenty of people who can do that. My passion is helping Peak-Performers move to the next level. At this level, both the coach and the athlete have to be “All-In”.

Anything else is a waste of time!

So, if you are really serious about making some changes to your body, your mind and your life...if you are really ready to create the body and the life you wish for, and you are ready to make the commitment to get there...then continue reading.

We set a high bar for admission! By the end of this booklet, you will understand why.

In return, we also deliver results, not just in dramatic fat-loss, but in educating and empowering you with the information, skills and tools necessary to keep from regaining fat and to improve your whole life!

If this approach resonates with you, then sign up and let's get started!

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I. How It All Began

Amy came to my office in tears one hot August morning.

She had made the same New Years resolution in January that she had made for the past seven years...to finally lose the 55 pounds she had gained since she started having kids.

Amy had three beautiful children: two energetic boys who always wore an impish smile and a wide-eyed little girl who was obviously cherished by the entire family. Amy had a beautiful home, a loving husband who not only provided well for the family, but who was actively involved in the kids activities and was loving and attentive toward her. She didn't have to work, but as the kids were all in school, she dedicated her time to various volunteer activities in her church, the kids school and the local community.

Amy finally had the time and money to set herself up to, "once and for all", shed those "baby weight" pounds that made her feel self-conscious. Though Amy had a lot of good friends and a great husband, she had become more reclusive over the years, avoiding social gatherings due to her weight. She told me she felt "ugly" and had grown more self-conscious and less intimate with her husband.

She used to wear the latest fashions and now wore baggy clothes to cover up her "bulges and rolls".

On this particular day, she had just had it!

She had "done everything right" that year. She had started the year off by joining one of the large chain weight loss programs. She had hired a personal trainer and pre-paid for a one-year plan in order to reinforce her commitment. She met with her primary care physician who had recommended a dietician who was known as "the weight loss expert." (It turns out this person sold the same diet plan to everyone, which involves a series of shakes, pre-made foods, pills to "melt the fat" and diet snack bars.)

Through the years, Amy had tried all the same things. She had usually gotten results initially. Once she had actually lost 30 pounds over a 5-month period with a strict diet and heavy exercise routine...only to gain it back; plus an additional five pounds.

What had brought Amy to her knees that day was the fact that in June of that year, she had redoubled her commitment. She had written her goals down, said her daily affirmations, changed her training regimen to a High Intensity Routine that was supposed to "hyper-activate " her metabolism.

She had been very strict with her food intake; counting every calorie and watching the number of calories burned in each workout session, yet...she had not lost a pound. In fact, over the past six weeks, she had gained 3 pounds! She had also started feeling more fatigued than ever, her hair had started to fall out, she wasn't sleeping well and she felt anxious all the time.

It was obvious that doing "all the right things" was simply not working!

Every expert she went to asked the same questions...how many calories was she eating? How many calories was she burning?

Their prescription was always the same...increase exercise, decrease intake, stop eating fat, drink diet drinks, take this pill, herb, or potion to increase metabolism or depress her appetite.

Amy had come to me originally for help with back and knee pain so she could keep working out. We had been able to resolve her problem fairly quickly and were now more focused on general health and wellness issues.

On this particular day, I spent most of the visit listening to her story and hearing her frustration.

For some reason, my visit that day with Amy left a strong impression on me. For days I kept thinking about it. Something kept nagging at me...

When a patient comes to see my wife, Dr. Lolin, or me, we always ask ourselves a simple question..."What else do we need to look at?"

Every time I came up with a suggestion for Amy, she had already tried it. I realized that every suggestion I came up with was based upon a certain set of "rules" I had learned about weight loss during my training. However, all the hours of anatomy, physiology, pathology, biochemistry, nutrition, differential diagnosis, etc. didn't explain why Amy, having done all the "right things," was not able to lose weight.

Always trying to help my patients with their health problems in a holistic, "systems" approach, I began to research the topic of weight loss in earnest.

What I found out was that there is MUCH more to the story than simply the “Calories-In, Calories-Out” equation we were taught, and what is still the most pervasive view of weight loss. This is the very same flawed paradigm that the entire multi-billion dollar weight loss industry is based upon!

My research revealed that, despite dramatic increases in publicity and more and more studies coming out talking about the detrimental effects that being overweight has on human health, productivity, mental health and happiness...Americans are only getting exponentially fatter. Rather than solve the problem, advertisers and the media are now subliminally promoting a universal acceptance of being overweight with plus-sized models and actors. Clothing, furniture and medical equipment manufacturers are now producing larger products in response to larger bodies. Though I applaud the efforts to be more inclusive and sensitive to the self-image of overweight people, I do not believe this solves the real problem...Americans, and people in all the developing countries who are beginning to mimic the American life-style, are getting fatter and fatter. This is NOT good for each fat person, nor is it healthy for our health care system or our economy in the long run.

In 1976, only 12% of the American population was obese. Today, that number is around 40% with expectations that by 2025 over 50% of the American population will not only be overweight...but **morbidly** obese!

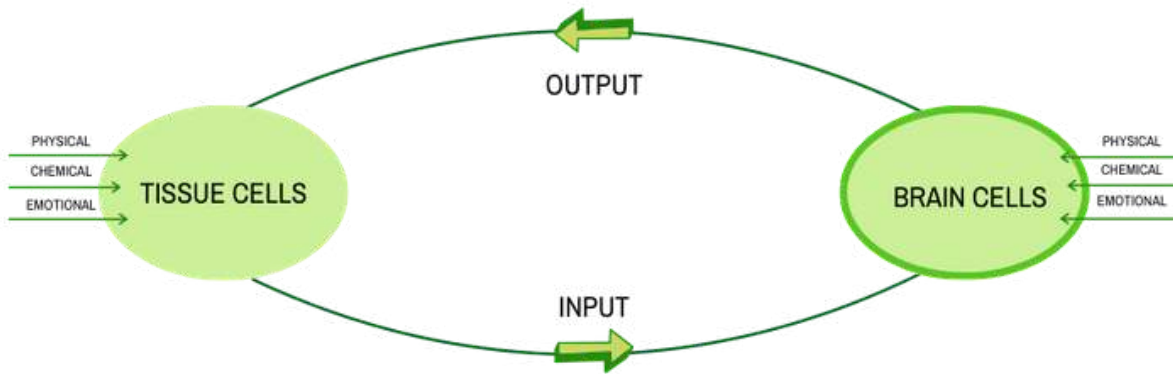
When I considered these statistics, as well as the health implications and the individual and societal costs of that reality, I thought, “We need to do something about this! Maybe we are asking the wrong questions.”

My revelation came one day when I was doing some research and had read some articles from the fields of neuroscience, environmental medicine and functional endocrinology.

As Chiropractors, we are taught that the brain coordinates and controls all the functions in the body.

The body is a stimulus-response mechanism, always dealing with the physical, chemical, emotional and spiritual stressors of the human condition...However, in that context, it never does anything wrong!

The body, directed by the brain and coordinated by the nervous system, always does the exact right thing, relative to the environment it finds itself in. Since the primary drive of every organism is to survive...the brain will cause the systems of the body to either adapt (that means get bigger, faster, stronger or smarter relative to it's environment) or to compensate.



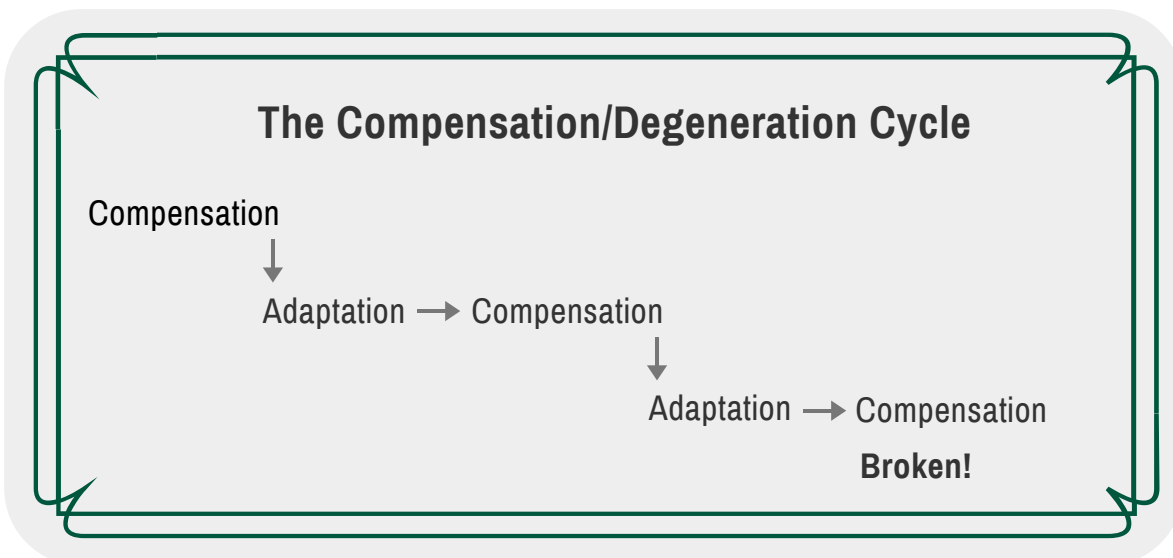
COMMUNICATION REFLEX ARC BETWEEN BRAIN AND BODY

ANY DISTURBANCE ALONG THIS ARC RESULTS "STATIC ON THE PHONE LINES" WHICH EVENTUALLY LEADS TO DISRUPTION OF FUNCTION AND DISEASE.

The problem with compensation is that it is always short sighted...it will handle the most immediate problem...the "closest Alligator to the boat", at the expense of the overall system. It is **reactive** and not geared toward optimal function; but mere survival.

The paradox is that the more the body has to compensate, the less adaptable it becomes and the more it will tend to compensate.

It is a downward cycle and at some point, this process leads to the point of diminishing return. After all, physical matter has its limitations! This is the exact process at work as a person gains weight. However, at a certain point, as will be explained later, once a certain percentage of body fat is gained, that person has hit a point of no return, unless extreme measures are taken.



Through my personal journey regaining my own health from a severe disc herniation, Gulf-War syndrome, Lyme disease, Toxic Mold exposure and Chronic Fatigue, my wife, Dr. Lolin, and I have developed a unique perspective on restoration and regeneration of human health we call The Seven Essential Dynamics to Real Health.

This perspective takes us from the “symptoms” model we were trained in to a “systems” model of health care where we look at the following interrelating dynamics: genetics, structure, nutrition, exercise, rest, attitude and energetics.

It’s from this perspective that I asked the following question: “If what we are taught about weight loss is true, why are people not losing weight, even when they do the ‘right things’?”

Maybe there is more to the story...

In fact, what I found is that there is a lot more to the story!

Before I get into the details of what we discovered, let’s take a look at some of the most pervasive myths about weight loss...

Myth #1: All it takes is Willpower!

How many of you have tried this?

Amy is a great example. She exerted amazing willpower!

Like most of us, though, willpower conjures up similar emotions as the word discipline.

For most people, these words bring up feelings of restriction, loss of freedom, denial of pleasure, etc. None of these are very positive emotions.

As it relates to diet, we imagine permanent loss of life-style flexibility, freedom and pleasure in order to experience long-term diet success.

The fact is that willpower does work...for a while. But it’s been proven, that willpower requires an enormous amount of brain energy and that every time you have to exercise your willpower during the day, you deplete your reserve.

The best way to think of your willpower is like the battery on your cell phone. You charge it up at night while you sleep; then you use it during the day. The more times you use it, the quicker it drains the battery. The more times you have to exert willpower, the faster you deplete your overall reserve.

Have you ever noticed that you have much more willpower in the morning than at night? This is why it's common for dieters to be really good during the day only to binge late at night. By depleting their willpower reserve multiple times during the day, they have no resistance against the temptation of potato chips or ice cream.

It's also been proven that you have more willpower after you have eaten or exercised, but again, that resolve is once more depleted with multiple exposures to temptation.

You see, anything new or different in terms of habit or routine requires mental energy. Your body only has so much energy to expend each day. If you do things, physically, mentally or emotionally that require a lot of energy, it drains your bodies 'battery'. The more you drain your energy, the less efficiently your brain and nervous system are able to function.

Since the brain and nervous system coordinate and control all the functions of the body, you can easily see where this situation will lead you.

When you deplete the willpower energy store, and the stress of life keeps coming at you, you revert to back to old habits.

Habit is the hard-wired conditioning that is on auto-pilot in the background (subconscious) of your brain. (More on this later.)

Sadly though, we judge people, and even ourselves, as having a character flaw if we are not able to overcome our issues with willpower or discipline.

The key here is to magnify the things that enhance willpower just enough and just long enough until you have engrained a new habit.

When this is done, you now have a new behavior that no longer draws on the energy system of the body.

My Weight Loss for Life Course addresses many of the subconscious factors that are "running in the background" that undermine your willpower.

MYTH #2: It's Just a Matter of Calories-In, Calories-Out!

Though, on the surface, this equation is true and has worked for many people, it is far too simplistic!

Yes, people will lose weight when they starve themselves. But have you noticed what happens as soon as they start eating again?

That's right...Poof! The weight comes right back on and, in many cases; it brings along a few extra pounds for good measure.

The reason is that when you starve yourself, the brain interprets this as a life threatening condition. It adjusts the physiology to store more energy as soon as it can since food might be in scarce supply.

This is an example of the innate intelligence of the body and it's propensity for efficiency and survival.

The Pima Indians are a great, yet extreme, example of this. The Pima tribe thrived in the American southwest, where food and water were extremely scarce.



“
DO WHATEVER
YOU NEED TO
DO IN ORDER TO
SURVIVE.”

Over millennia, they acquired a genetic mutation, known as an efficiency gene, that ensured their survival. They were able to convert a tiny amount of food energy and magnify its effect in the body.

Think of all the rest of us operating like a Hummer in terms of miles per gallon, while the Pima Indians were like a Prius. They were able to get many more miles per gallon of fuel, than the rest of us.

The sad history of the Pima Indians is that this evolutionary life saving adaptation become an Achilles heel as soon as they were exposed to the high energy foods of the settlers...grains, sugar and alcohol.

The Pima's now suffer from the highest rates of obesity, diabetes and alcoholism than any other group of humans!

We ALL have an innate programming that says, "Do whatever you need to do in order to survive."

Though you will not become as efficient as the Pima Indians, your physiology is designed to adjust in order to keep you alive as best it can.

In order to optimize your body's full efficiency, all the hormone producing glands need to be balanced and properly working with your nervous system.

Once this occurs, you will be able to adjust to a more optimal weight.

One of the great side effects of this program is that, once you attain your optimal body composition (percentage of body fat), your hormones and areas in your brain responsible for their signaling will normalize.

This is like hitting a big reset button!

MYTH #3: All you have to do is stop being lazy and exercise more!

Talk about a myth that really sets people up for failure! Think of the judgement statement inherent to this line of thinking as well. Not very supportive is it?

How many times have you tried to lose weight with exercise only to be discouraged by the time and intensity required to see any real gain. This is only magnified by the slow results.

The conventional Mantra has been, "If you're not losing enough weight you're not exercising enough."

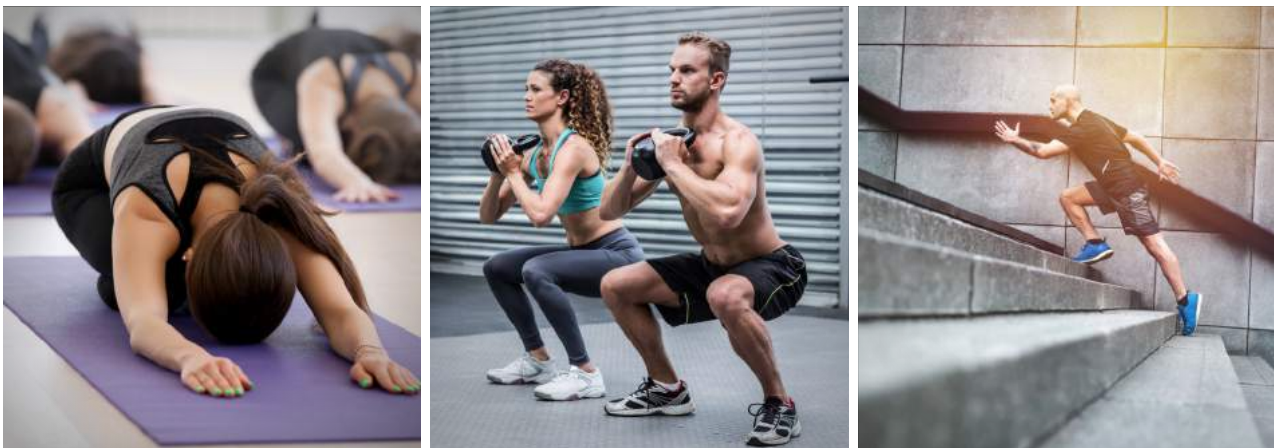
This is where Amy was. She was exercising six days a week for an average of 2 hours a day! Her trainer kept ramping her intensity and time commitment up.

The insanity of this approach is revealed once we realize the basic premise I mentioned earlier...that the body is a stimulus-response mechanism.

The shortsighted view of “exercise more to burn more calories in order to lose weight” doesn’t consider what is truly happening.

Too many people think that it’s a linear equation of putting a greater demand on the body for a longer period of time in order to make it use more energy.

The reality is that exercise is really a neurological event, rather than a muscular or cardiopulmonary event.



Exercise provides the stimulus...the input to the brain that says, “Here is your challenge...now step up to it!”

Exercise, if done correctly, is the initiator of a neurological process where the brain will interpret the event and send signals to the hormone system, digestive system, immune system, muscular system and cardiopulmonary system that says, “OK, your life is being threatened, get to work rebuilding and getting ready to handle this next level of stress again.”

Now, the essential ingredient is **TIME**.

The stimulus (exercise) initiates a process that indicates the environment is a bit tougher than the body is equipped to handle, so the body has to strengthen and toughen up in order to adapt to those environmental conditions.

Working out too hard, too soon or for too long is like whipping an exhausted horse. You will quickly hit a point of no return.

Unlike the horse, which will eventually quit and die, your body is programmed to keep going, no matter what. In this case, what should have been a stimulus to cause adaptation, becomes a state of chronic compensation. Remember, compensation is ALWAYS a state of degeneration...it takes you on a downward spiral.

Proper stimulus-response is like pushing a button to call an elevator...it doesn't come any faster if you keep pushing it!

In fact, in Amy's case, her workouts became her Achilles heel. Rather than stimulating repair, rebuilding and regeneration, the constant stress of her workouts was interpreted by her brain as a threat to her survival. This led to compensation where her adrenal glands had to constantly produce the stress hormones adrenaline and cortisol.

Over time, her adrenals became overworked. This resulted in a physiological shift that placed increased demand on her thyroid. This entire process also challenged her immune system.

Pretty soon her entire system was upside-down in its attempt to keep her alive. The last thing it was going to do was release any energy from its reserves. In fact, with the excess cortisol, it began holding on to more and more fat in order to create a reserve.

Her body, though heroically "robbing Peter to pay Paul", was telling her it couldn't do any more, no matter how hard she beat it! All she was doing was expediting her aging process and degenerative decline.

One of the amazing things about my 10-Week Weight Loss for Life Course is that you are not *allowed* to perform heavy workouts! Yet, despite not exercising, men will lose an average of 25-35 pounds and women will lose an average of 20-30 pounds of excess body fat, without losing muscle mass or water weight!

MYTH #4: It doesn't matter what kind of food you eat, as long as its less than the energy you expend.

The folks who buy into this way of thinking, and a remarkably large number of physicians and health professionals do, think that 1000 calories is 1000 calories, no matter how you get it.

Nothing could be further from the truth!

The way I get my patients to think of it is with this question, "How would your child grow up if all you fed him was 2000 calories of sugar a day?"

The idea that food is simply a source of energy is just idiotic! You might be able to function without gaining a lot of weight, at first, but the chronic demand on your physiology for nutrients, would lead to obesity, simply to survive.

The true purpose of food is to provide the minerals, nutrients, enzymes, co-enzymes, co-factors and amino acids to rebuild and regenerate the body in order to adapt and express its optimal genetic potential, relative to the environment it finds itself in.

Food is also information. It is the programming language that updates your software (DNA) so that it regenerates and rebuilds a healthy body.

If it can't regenerate and adapt...i.e., get bigger, faster, stronger and smarter, it will, at the very least, compensate. (Yes, we are right back to that equation...It's really the foundational premise to ALL the work we do.)

In fact, not all food is created equal.

1000 calories of sugar will give you 1000 calories of energy but is devoid of any nutrients. Compare that to 1000 calories of eggs, meat, or vegetable, which will not only give you the energy you need to function, but also what I call the "genuine replacement parts and information" required to rebuild and regenerate...i.e., adapt.

Some foods are actually anti-nutrients!

Sadly, a number of "Miracle Weight Loss" formulas contain one of the worst anti-nutrients...**Soy!**



Not only does soy prevent the proper absorption of many minerals, it also disrupts the proper function of your hormone system and alters the proper function of neurotransmitters required for optimal communication within the brain and body.

Soy is a major estrogen mimicker in the body. A number of studies have proven that increased ratios of estrogen, relative to the other hormones, actually increases fat stores.

My program ensures proper nutrient delivery with only healthy proteins and highly nutrient dense vegetables. You only eat REAL food! There is no place for commercially produced, refined and packaged foods and shake powders in a healthy, nutrient dense diet...ever!

MYTH #5: My doctor says my weight is not a problem, I'm just a little chubby.

This is a problem of relativity...

If you could take yourself back in time and visit your grandparents doctor, what would they say?

Relative to people back then, they would probably look at you and say, "You're fat... let's take a look at what you're eating and see if we can get you to lose some of that extra weight. How much sugar are you eating?"

Yes, they knew the truth way back then! However, the industrialization of food and farming, along with the heavy marketing of processed foods in America, has caused our culture to forget what is normal and replace it with what is common.

Back then, doctors knew that sugar is one of the most addictive substances on the planet and was one of the quickest ways to rob the body of health and vitality.

The food industry knows this too. That's why they add sugar even to fast food burgers. It get's you to come back for more!

The other truth that the Old-School Docs knew is that weight is not really the issue... FAT is!

I had this reality presented to me one time when I had a patient, I'll call her Suzie, come in with a history of long-term diabetes, high blood pressure, hormone imbalance and chronic fatigue. She had also been diagnosed with Fibromyalgia, "hormone imbalances" and myriad other issues.

I told her that a lot of her issues would probably significantly improve if she lost 20 pounds of fat.

She looked shocked, irritated and insulted. She exclaimed assertively, "Dr. Pete, I'm 5'6" and I weigh 125! I wear a size 4 and I look great. I'm not fat!"

I agreed, she looked great, however, I explained that it's not about her overall weight, her dress size or how "skinny" she was...it's about body composition...the ratio of muscle, bone and fat.

I told her that her symptoms indicated that her body composition was probably way out of the healthy ratio and that she was most likely over-fat...what's known as "Skinny Fat." I challenged her to get an accurate body composition done (at the time I did not have an accurate machine in my office).

Suzie left that day pretty mad at me but she did exactly as I asked her to do and got her body composition checked. (Probably more to prove me wrong and show me just how rude my bed-side manner was.) She came back a week later in a much more subdued mood.

She showed me her results. She was 48.5% body fat!

That's right...almost half her body mass was fat! At her age, an optimal number would have been 22%-25%. Over 34% is considered clinically obese!

With her percentage of fat so high, it was no wonder her hormones were going crazy... as you will see later, her fat cells were now acting as an independent neuro-endocrine organ system, run-amuck!

This is why my course places such heavy emphasis on Body Composition...the percentage of fat, relative to bone and muscle.



MYTH #6: There is NO Secret Formula (Pill, Potion or Lotion) for weight loss.

One of the great fallacies people seem to buy into hook, line and sinker, is the idea that there is a Fairy Godmother, Prince Charming or Cavalry that will come to the rescue just when they need them.

Though this idea makes for great Fairy Tales and Hollywood movies, the reality, as it applies to weight loss, is that there is NO secret formula! No matter what Facebook Ads or Reality TV tells you.

There are, however, some basic guiding principles that, if followed, once you have a clear understanding of the various causes and complicating factors pertaining to weight loss, will ensure success and allow you to finally achieve your ideal body composition.

One of the first things I do is reorganize peoples thinking away from the idea of weight loss and toward the concept of Fat-Loss!

As Suzie's case showed, it's about body fat percentage...not how much your scale points to. Some folks know this and come up with gimmicks to "melt" your fat away. Have you ever heard their commercials?

Oh, if that were true! We could all lie around and eat all the goodies we want and just pop a pill or rub on some magic potion and feel our bodies simply melt all that excess fat.

My first question when I hear these things is, "Where does all that fat go? Do I sweat it out? Pee it out? Poop it out? Am I going to wake up in a puddle of melted fat?" The simplistic idea is that somehow some chemical reaction is going to occur, or my core body temperature is going to get high enough to melt my fat like a pat of butter on a hot skillet...

REALLY?

This line of reasoning goes against every law of human physiology, yet these products sell!

For some reason, we all wish there was an Easy Button and a Fairy Godmother...

Fat can't be melted and it does NOT turn to muscle. What actually happens when you properly metabolize fat is you produce carbon dioxide (which you breath out), water (which you pee out) and heat. We will tap into this physiology later on in this booklet.

II. A New Paradigm...Brain-Based Weight Loss

“ You can't solve a problem with the same level of thinking you had when you created it.

~Albert Einstein

Our research into neuroscience revealed that a large part of the problem with weight gain and obesity is a brain-based issue...

In fact...everything is ultimately a brain-based issue because your brain and central nervous system monitor, coordinate and control everything in your body...Digestion, Respiration, Blood Pressure, Hormone Balance, Mood, Attitude, etc...

Your brain has one simple job...to **ADAPT YOU, IN SPACE TIME AND NEED, RELATIVE TO YOUR INTERNAL AND EXTERNAL ENVIRONMENT**. How the brain accomplishes this is very complex. We know a lot about how the brain functions, however, neuroscience is still just scratching the surface of fully understanding all the complexities of the brain.

As I stated earlier your brain and your body NEVER do anything wrong...

Everything your body does; from getting fat, healing a wound, getting stronger or making a tumor, is your body doing exactly what it needs to do, at that time, in response to the environment it finds itself in, in order to survive...even if the effect of that response may eventually kill you.

If the response is detrimental in the long run, it's because it's a compensation, rather than an adaptation. Compensations always lead to reduced ability for adaptation and more rapid physical degeneration.

Physical matter has its limitations, but the brain and the body will go through all sorts of heroics in order to help you survive relative to your environment.

The area of the brain that is constantly gathering information about your internal and external environment is the Limbic System.

The Limbic System is a complex network of glands and parts of the brain which are involved in collecting, collating and interpreting the information gleaned from all the various means of input to the brain.

Functions of the Various Limbic System Structures

Thalamus – Sensory perception, motor function/movement, consciousness, sleep-wake cycle.

Hypothalamus – Control center for autonomic nervous system functions, emotional regulation, food/water regulation, sleep-wake cycle, motor function, hormone balance, maintaining homeostasis.

Hippocampus – Regulation of emotional responses, navigation, spacial orientation, forming new memories and connecting them with emotions and senses.

Amygdala – Emotions and behaviors associated with survival, memory storage...especially those associated with fear, hormones...especially those associated with the fight/flight response, arousal.

Pituitary Gland – The “Master Gland” because it communicates with the entire endocrine (hormone) system, growth hormone.

Visual, Auditory, Olfactory Nerves – The eyes, ears and nose gather and send information about our environment to the brain where it is evaluated, processed and categorized in order for the body to adapt.



*The Limbic System is the **Perception** Center of the brain...*

The Limbic System is part of what I call “the Old Lizard Brain”. In terms of brain evolution, it’s the most primitive part of the brain and drives all the functions of survival.

The Limbic System controls Hunger, Thirst, body temperature, digestion, respiration, mood, attitude and a number of other functions you are not conscious of...It’s also the **Emotional Center**.

We are emotional beings! (No matter how logical you think you might be...) There is incredibly strong communication from the limbic system, the subconscious emotional perception center, to the Pre-frontal Cortex...where reason and logic reside. There is very weak communication returning.

Because of this, we are driven by emotion...not logic. Emotion originates in the perception center of the Limbic Systems.

Our perceptions dictate our hormones, respiration, mood, attitude and our understanding of our reality, as well.

That means we are driven by perception and emotion!

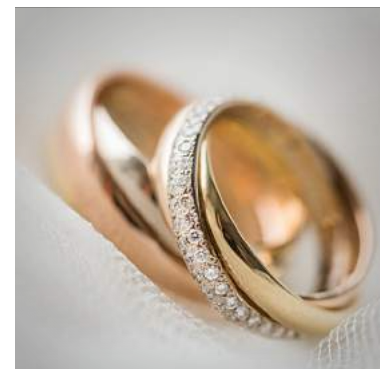
As emotional beings we are driven by our perceptions and our need for safety and security. This is a hard-wired survival mechanism... it allows for instantaneous reaction to our environment. Perception and emotion are the drivers that move us toward pleasure and away from pain.

But, what if your perceptions become cloudy or inaccurate? Worse, what if the more your perceptions are inaccurate, the more inaccurate they become?

It's like a downward cascade...(Think compensation/degeneration...)

When emotions go up, logic goes down...So, how does your perception center go haywire?

Physical, Chemical, Emotional and Spiritual Stress.



Your body is not designed to undergo constant, **chronic stress!**

As a stimulus-response system, you are designed to take in physical, chemical, emotional or spiritual stimuli, interpret and organize the information, process it, and then respond.

The response will be to adapt...to get bigger, faster, stronger or smarter. However, it takes time to respond. If you are under constant stress, you do not have the ability to respond. It's like a boxer being pummeled while he is stuck in the corner against the ropes!

Think about today's world... we are all living with constant physical, chemical, emotional and spiritual stress in ever-increasing amounts, with no let up in sight!

It's been said that people today experience more stress in one year than people did in an entire lifetime in the 19th century! Our modern technology and life-style has out run our evolutionary physiology. This ensures that the Limbic System perceives our world as constantly stressful.

As I often say to my patients, ***“Take a heaping of emotional stress from past and present relationships, money and work; add to that a mixture of chemical stress from our food, water and air; mix in postural strain, repetitive physical stress, trauma, and sprinkle in a dash of spiritual disconnectedness from our natural environment and each other...add to that our chronic addiction to velocity and external stimulus...it's no wonder people are dealing with chronic disease!”***

What I described above is a recipe for the perfect cocktail of neuro-physiological and biochemical imbalances. This leads to hormone imbalances, to digestive disturbances, to immune suppression and to a build up of toxins that the body must store.

Needless to say, it's not a good place to be!

With this never-ending stream of stressors, your body is in a constant state of reaction. It never has quite enough time to fully repair so it builds up excess byproducts of metabolism.

These byproducts are actually toxins that the liver needs to neutralize or store. Add to that toxic load the environmental toxins that we get from our food, water, air and the lotions and creams we put on our skin and it's easy to see how the liver gets backed up in its ability to neutralize and excrete these toxins.

When the liver gets backed up it shuttles the toxins off to secondary storage areas...i.e., fat cells!

The brain and spinal cord are made up of cholesterol and fat! Don't for a minute think they are immune to the accumulation of these toxins.

As these toxins accumulate, what do you suppose that does to the function of the organizational and perception centers of the brain? It's like throwing sand into computer circuitry. Things begin to stop working accurately!

Along with these toxins accumulating in the tissues of the nervous system, they will be stored in all the other fat cells of the body.

These cells can only expand and hold so much excess energy and toxins. When they are full, they produce estrogen, which signals the brain to issue the command to make more fat cells in order to increase the body's storage capacity.

The production of fat is already being driven by an ever-increasing amount of high energy, low nutrient foods in the American diet.

The combination of excess energy and toxins results in excess fat, weight gain, fatigue, gastrointestinal problems, hormone imbalances and even psycho-emotional issues...

As you have hopefully already surmised, based upon this more global understanding of what makes us fat, this program is a new paradigm designed to handle the underlying issues that lead to people becoming over fat. Not only does it focus on removing accumulated toxins from the body, we spend a lot of time learning how past misperceptions and experiences changed the accuracy of perception by the Limbic System, thus contributing to your weight gain. We also provide you with accurate information about nutrition that will help you maintain a healthy weight and body composition for life.

III. A Study in Fat

So, if your body is actually a complex eco-system that NEVER does anything wrong... AND if it always does the right thing relative to the environment it finds itself in so you have the best chance at survival, then it should be self evident that the people we all see walking around these days (and maybe who you look at every morning in the mirror) are NOT reflective of an optimal environment, nor are they reflective of optimal expression of human genetic potential.



Modern expression of genetic potential

VS



Optimal expression of human genetics

The human genome has not suddenly morphed to produce fat people! In fact, we all, as humans, share the same genome. What has changed is our food and our life-style.

How you eat, move and think as information which we now know dictates the expression of your genes. If we improve this input, we can get your genes to express their optimal version, rather than what most of us look at every day.

Study the pictures above. All humans share the same genetic makeup, yet we express those genes relative to our environment. When our physiology reflects a less than optimal expression of our genes, as shown in the set of pictures above, it's more a reflection of non-optimal environmental factors than of faulty genetics.

Even though human beings come in various sizes, shapes and body types, we all share similar ratios of optimal healthy body fat. When we exceed these ratios, we are in a state of physiological stress and decline.

If you are dealing with excess fat, your body is a reflection of an ecosystem that is seriously out of balance...you didn't simply inherit "bad" genes from your parents!

A body in this state is a body on its way to diabetes, cardiovascular disease, arthritis, stroke, gastrointestinal issues, psycho-emotional problems and cancer. Not only does your body have to work harder and harder to simply survive, but it becomes more difficult for you to perform even the simplest tasks like getting out of a chair or a car, walking up stairs and bending and lifting simple objects. This type of reduced function of the human body, though very common, is not at all normal!

The secret to bringing the eco-system of the body back into balance requires three things...

1. Removal of toxins.
2. Restoring and maintaining the physical, chemical, emotional and spiritual needs of the body, in proper ratio and proportion.
3. Restoring and maintaining optimal communication within the body and its external environment.

Nowadays we are surrounded by toxins! Toxins build up in our tissues and create metabolic imbalances. These metabolic imbalances create cellular changes that lead to ever more internal toxic build up.

With out a way to eliminate the overwhelming amount of toxins, despite the best effort by your liver and kidneys, the body resorts to storing them...and the fat you can't loss is exactly where those toxins are hiding.

What would happen if your body suddenly released them? Without a way to eliminate them, they would flood your blood stream and lymphatic system and you would become VERY sick

So, let's examine fat a bit closer...

Research done in the 1940's and 50's by Dr. Albert Simeons shows us that there are three types of fat in the human body.

Sadly, because all fat has been vilified and because of the billions of dollars to be made in the weight-loss industry, very little work has gone into fully understanding the function of these types of fat.

The three types of fat Dr. Simeons described are:

- Essential Fat**
- Structural Fat**
- “Secondary” or Non-Essential Fat**

Essential Fat is the fat used for energy once you have depleted the glycogen stores of the muscle. This is the fat that you tap into for exercise lasting more than about a minute.

Structural Fat is the “stuffing” of the body. It's purpose is to provide padding and shock absorption to the organs and tissues of the body.

Secondary, or Non-Essential Fat, is the thick, stubborn fat that accumulates around the midsection, now called Deep Abdominal Fat. It's the fat that piles on around the thighs and hips in women, at the base of the neck creating the "dowagers hump", in the upper arm, around the waste creating "love handles" and across the chest creating "man-boobs" in men. It's also the fat that creates that stubborn "kangaroo pouch" fat pad that many women struggle to get rid of after childbirth.

This type of fat is not only very reactive to increases in excess energy and toxins, but also to increases in estrogen.

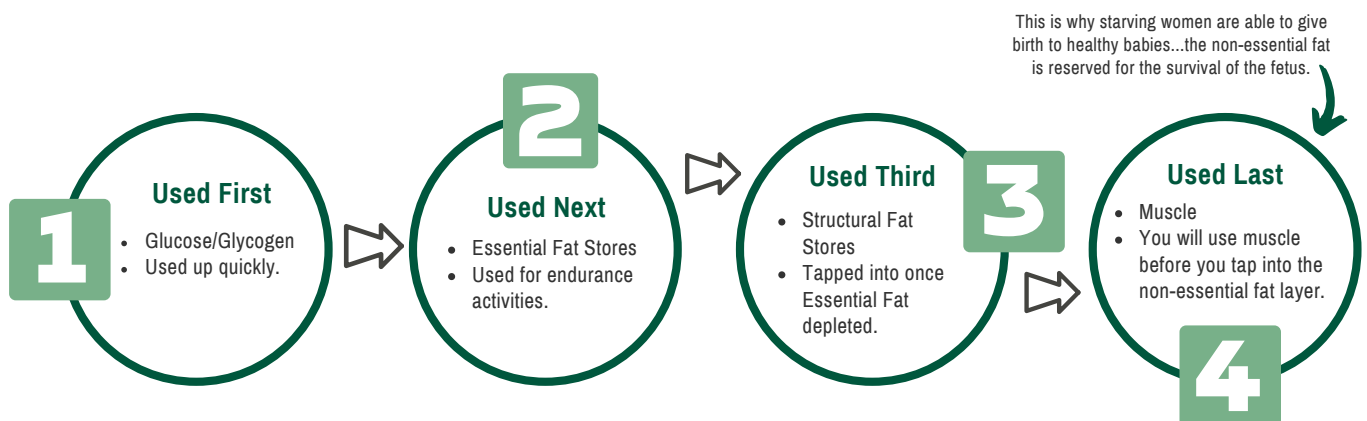
In fact, it's this type of fat becomes an autonomous neuro-endocrine organ. It hits a tipping point of percentage of body fat and begins to produce estrogen on its own... thus stimulation more fat production. This increase in estrogen also disrupts the fine balance of the brain-hormone system, leading to further hormone imbalances and neuro-endocrine dysfunction.

It's easy to see how this becomes a self-perpetuating system and only leads to a downward spiral of the entire body eco-system.

Dr. Simeons further found that secondary fat stores can only be released under certain very specific conditions.

In order to fully understand how the body utilizes the three fat stores, let's look at how your body prioritizes its energy utilization...

Priority of Energy Utilization



When you do short burst exercise, such as a sprint or a heavy lift, you use up blood sugar and glycogen, a sugar stored in the liver and muscles.

Keep going and you begin to tap into your essential fat reserve. This is what endurance athletes use.

Talk to any marathon runner, though, and they will invariably tell you of a time in their training where their hands and feet become tender. Not only is this an indication of over-training, but also that the essential fat stores have been depleted and that they have begun to draw on the structural fat. This is the fat that pads the hands, feet and internal organs and provides insulation and shock absorption.

Once the structural fat is used up, the body does not shift to the secondary or nonessential fat layer. This layer of fat has a very specialized purpose...Instead, your body will shift into breaking down muscle and using it as energy. This is what happens when people starve to death. It's also why starvation diets and most calorie restriction diets fail. If you have ever experienced fatigue and weakness on a diet, it's because you were not losing fat anymore. Instead, you were losing muscle.

You never want to lose muscle on a diet! Muscle is the most metabolically active tissue in your body and essential for helping maintain proper balance of all the hormones in the body. Loss of muscle mass immediately sends a danger signal to the brain that screams, "EAT NOW!" This signal will easily overpower even the strongest willpower. If you don't eat, your brain will command your body to store everything it consumes as fat as soon as the "danger" has subsided. This is why people experience more weight gain after a diet.

Another observation Dr. Simeons made during his research is that, even in times of famine, when women are pregnant, yet starving, they tend to still deliver healthy babies. Wondering how this could happen, he discovered that the hormone-like compound Human Chorionic Gonadotropin (HCG), produced in copious amounts by the placenta in pregnant women, releases these secondary fat stores.

The so-called non-essential fat layer is absolutely essential for a developing fetus...it represents its last-ditch life-line!

Dr. Simeons later discovered that if he injected HCG daily, while people were on a very low calorie diet, the HCG caused the body to mobilize the secondary fat stores as fuel.

The restricted calories seemed to be the trigger for this mechanism to work with the injection of HCG so he placed people on a 500 calorie per day diet. This was enough food to provide basic nutrition for the body but it mimicked starvation enough to activate the weight-loss response in the presence of the HCG molecule. The biggest problem was that, since the injections came from HCG derived from humans, this approach was VERY expensive and only the very wealthy were able to take advantage of it.

Dr. Simeons ran his weight loss program at a Spa-like clinic in Italy during the 1950's into the 1970's and treated many celebrities and wealthy socialites during that time.

Many clinicians, who lacked the understanding of what Dr. Simeons discovered, criticized his approach as merely another starvation diet claiming that, "Anyone will lose weight on only 500 calories a day!"

The big difference between a 500 calorie/day starvation diet and an HCG assisted calorie restriction diet is that people using HCG did not lose muscle mass!

What happened physiologically on Dr. Simeons HCG diet is that, due to the calorie restriction, the body got its minimal nutrients needed to survive, regenerate and repair from the 500 calories of specific foods. *The remaining calories necessary to function were drawn from the Secondary fat stores due to the increased presence of HCG.*

For example, if a person needed 2500 calories a day to function, 500 calories came from food. The remaining 2000 calories of energy needed came from the energy released by the secondary fat stores. Remember, when fat is released and metabolized, it turns to CO₂, water and heat. Heat produces work!

This is how people were able to rapidly and efficiently lose weight without feeling hungry or losing muscle mass.

Due to the high cost, relative exclusivity and opposition from conventional medicine, Dr. Simeons research and protocols fell out of favor. Fast-Forward 50 years...

About 20 years ago, researchers rediscovered Dr. Simeons work in Canada and Europe and began tinkering to see if his approach would work using Homeopathic dilutions of HCG. This approach proved to be not only very effective, but MUCH cheaper.

Homeopathy is a form of energetic medicine based upon the principle that minute amounts of a substance, known to cause a certain effect in the body, is also the cure.

This is very similar to how vaccines work, yet homeopathics are much smaller dilutions. Homeopathic dilutions are so minuscule that there is virtually no hormone remaining in the dilution...only the "energetic signal" from the original form.

As this approach was refined, more and more clinicians and researchers experimented with various blends and solutions.

So, in order to handle the toxic load in your body, we guide you through a coaching process that examines and helps you reorganize your thoughts, beliefs, perceptions, habits and life-style so that the perception center of your brain operates more accurately again.

This means your brain will respond more optimally to your internal and external environments and set you on a course of adaptation rather than compensation. This allows for the expression of your true genetic potential.

One of the most common things we hear by the 3rd week on the program is that people feel more clear headed, become more decisive and have more energy and a more positive outlook on life.

IV. The Program

“ If it's important, you will find a way, If not, you will find an excuse. ~ Anonymous

I have been offering this program since 2010 and, so far, have helped over 500 people quickly lose body fat without losing muscle mass, gain more energy, feel younger, think clearer and regain a sense of well-being. For some, it's the first time in their life that they understood what it is to feel healthy.

As one course graduate put it, “This was the best life-coaching experience I've ever had! It helped me make some MAJOR shifts in my life. The dramatic weight loss was just the party favor!”

Let's be clear, though...this program is NOT for everyone!

It is a simple, straight forward program where, as I often say through out the course...“if you follow the instructions and do EXACTLY what I tell you to do...you WILL succeed.”

Simple does not, however, always mean EASY! This course requires commitment, dedication, resolve, perseverance and time.

If you are “kinda-sorta” sick and tired of feeling fat, it's not for you. If you are looking for the cheapest program, it's not for you. If you are looking for a program where all the work is done for you, it's not for you.

However, if you are really ready to take charge of your life, to do the work necessary to affect change and to lose the excess fat once and for all, then this may be the right program for you.

I have spent a lot of time refining the program. I even acquiesced to requests for a shorter, 30-day version. I ran two courses to test out how that would work. People lost weight, but what I noticed is that they did not experience the same profound, longterm life-changes that my students from the 10-week program did. Having tested a number of different approaches and after interviewing past graduates a year or two after they graduated the program, I have returned to a further refined version of the 10-week format.

Some people simply do not qualify because they have too many other health issues. These issues need to be handled in order to make this program safe and effective. The following is a list of factors that will disqualify you from my program:

- Individuals with weak or compromised immune systems**
- Patients with "brittle" or hard to control diabetes**
- Patients with untreated Graves Disease**
- People with high blood pressure requiring two or more medications to control**
- Individuals with chronically low blood pressure**
- Patients with cancer that has not been in complete remission for at least five years, particularly those undergoing chemotherapy**
- Women who are pregnant or breastfeeding**
- Patients with tuberculosis**
- Patients with gall bladder colic (We will need to solve that first...)**
- Individuals with unstable gout or unstable angina**

If you fit into one of these categories, I suggest you make an appointment with my wife, Dr. Lolin Hilgartner, who is a Certified Nutritional Specialist, Functional Endocrinologist and Functional Medicine Expert, and get to the root cause of your problems. In many cases, she has been able to stabilize peoples conditions enough to allow them to participate in my program.

People who meet the following categories may participate but will need to be closely monitored throughout the program:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Diabetes | <input checked="" type="checkbox"/> Alcoholism or Other Addictions |
| <input checked="" type="checkbox"/> Hypothyroidism | <input checked="" type="checkbox"/> A History of Drug Abuse |
| <input checked="" type="checkbox"/> Stable Hypertension | <input checked="" type="checkbox"/> Current or Historical |
| <input checked="" type="checkbox"/> Anxiety or Depression | Cardiac Arrhythmia |

Many people with the above-mentioned issues have joined the class, and been pleasantly surprised that by the end of the program their health was markedly improved and their symptoms dramatically diminished or gone completely.

If you are on medication to manage a medical problem, **DO NOT GO OFF YOUR MEDICATION!** What we have found in many cases is that once people complete the program, they are able to return to their medical doctor and greatly reduce, or even, eliminate their medication. However, it's important that you don't stop any medications prescribed by your doctor.

Due to the extreme restrictions on caloric intake, patients who regularly participate in rigorous or strenuous physical activity (for work or play) **MUST** reduce their level of exertion while they are in this program. We have had athletes, farmers, construction workers, mechanics and various other people who make their living with heavy physical activity successfully complete the course. In some of these cases, we do make certain specific adjustments to the program.

Along with the Ha2cg, our clients also take the following products in order to facilitate whole-body detoxification.

The full-body detox and regulation protocol is a comprehensive suite of six products, each carefully formatted with a specific function or organ system in mind.

Detoxification and Regulation Protocol

Cerebromax supports the brain with homeopathic ingredients carefully chosen for this purpose. Because the brain is the driving force for every function in the body, including the elimination of toxins, it must be supported and its function optimized in order to ensure effective detox.

Spinalmax has been formulated to support the spine and optimize the signal pathways of the central and peripheral nervous systems. The spine is the information pathway of the body, and must function optimally in order for the brain to exercise control over the elimination of toxins.

Matrix Support has been formulated to promote balance in the "forming" and "un-forming" cycle of the matrix and to optimize its function. Ultimately, detoxification takes place in the interstitial matrix, the space between the cells. The matrix transfers toxins from the cells to the bloodstream, where they can be eliminated through the renal system.

Detox I contains homeopathic ingredients chosen to cleanse and support the liver/hepatic system and the gastrointestinal system. The liver is the body's primary organ of detoxification. It also acts as a storage center for accumulated toxins, which, if released into the bloodstream, would be devastating to the body. Along with that, the liver produces bile, which it then delivers to the gallbladder for delivery to the digestive system.

Detox II has been formulated to support and optimize kidney function, and the renal and urinary systems. The kidneys are the primary means of purifying the blood, removing toxins that are then eliminated through the urinary tract.

Detox III was developed to cleanse, optimize, and support the lymphoid system. The lymphoid system is a vital part of the body's immune system, and congestion of lymphatic tissue can obstruct the body's natural immune response.

We also use a few other specific supplement products to help maintain electrolyte balance and energy levels as a support to the very low calorie diet.

Course Schedule:

The way the program works is that we meet in a small-group setting of around 20 people once a week for 10 weeks. I keep the group size small. We have found this the best way to provide the individual attention you need, as well as the group support that makes this program a powerful, transformative experience.

Each class, with the exception of Class #2, meets for 2 hours from 7-9 in the evening on the designated day of the week. (Usually on Tuesdays).

Class #2 is an all-day class that meets on a Saturday from 8:30-5. This class is required since all the rest of the classes will build upon the concepts taught in this class. This is also where we will take the Body Composition measurements and go through some health and life-style assessments. These will be done again at the end of the course so you can see the changes that have occurred.

During this class we spend a lot of time learning and understanding some of the deep psycho-emotional programming, triggers and many of the subconscious perceptions and behaviors that get in your way of creating lasting change.

This is a group coaching session where I take you through various self-discovery exercises and introduce concepts that reveal why people seem to “do the same thing over and over and expect different results.” We also explore ways to break that self-sabotaging cycle.

I will also introduce you to the Universal Laws of Personal Success, which, when applied to life outside the course, have been game-changers for many people. You will also learn how to break the cycle of non-supportive habits and reinforce those habits, beliefs and behaviors which will create positive lasting change in your life.

What people have said about Class #2:

“This class, alone, is worth the full price I paid for this course!”

“I wish I had learned this stuff in seventh grade...it would have changed the trajectory of my whole life!”

“Why isn’t anyone else teaching this stuff?”

“Now I understand why I do the self-sabotaging things I do!”

“I have a much more clear picture of what my life can be!”

As we go through the course, you will be required to do some reading and writing assignments. We know life is busy. It will require some time and effort but making this a priority will make all the difference. Most people agree that the assignments are reasonable and very worthwhile and that they become better at time management because of them. You will be required to spend some time daily, usually 30-45 minutes, on specific assignments.

Don’t let this discourage you from participating though, even if you have a busy life. We have had CEO’s, business executives, college students, busy house wives, and all sorts of other busy people successfully go through this course.

This is not a program where you get to sit on the sidelines and have the experience happen around you...it’s like life...you have to participate if you want good things to happen!

If you choose to jump in...it WILL be worth your time and effort.

The following are a few comments we have gotten at the end of the entire course:

“Totally changed my life! I finally feel like I’m in charge of my health and my future!”

“Everything in my life is better! The 30 pounds I lost is just the ‘party favor!’”

“At 70, I was dying before this course...diabetes, fatigue, depression...Now I feel more energetic and enthusiastic than I did at 40!”

“My wife and I did this course together...it changed everything for the better. We both lost weight, but more importantly, our relationship is stronger, we have more energy and we have a clearer focus on the future we want to create!”

“I have tried so many weight loss programs over the past 25 years and have had over 30 years of psycho-therapy. I got more out of this past ten weeks and lost more weight than I ever have before. I also now know how to keep it off!”

V. The Mindset for Success:

“ Excellence is not a skill, it's an attitude. ~ Ralph Marston

Before I go over the tuition for the course, I want to talk a bit about the mindset you need to succeed.

Think of this course as a re-set for the rest of your life.

One of the things I repeat throughout the course is, “How you do anything is how you do everything.”

I have found this to be true in life. The way you approach life, whether you always see problems or opportunities; whether you seek solutions or make excuses is how you approach your entire life.

I have also found that a lot of people say they want to achieve a certain goal, but they are hoping they can do so without paying the full price required.

We are constantly fed the idea that there is an “Easy Button” and that there is a “Secret Formula” or short-cut for instant success.

My personal experience in life is that anything of true value, especially when it pertains to personal achievement of any kind, requires some form of “tuition.” The higher the goal, the higher the tuition to life you must pay. That’s why there are so few people at the top of any endeavor.

Whether your goal is to be an Olympic Champion, earn the title Marine, become the president of a company, lose weight, build your body, build a strong marriage or anything else of any of significance, there is a price that must be paid for the privilege.

There is no secret formula to success, but there are certain principles which, when followed, have proven to dramatically improve a persons chances of success in any area of life.

We will spend a lot of time in this course exploring these principles and helping you formulate them for your own unique definition of success, not only with weight gain, but in all the areas of your life.

One reason people don’t achieve their goals is they don’t have a big enough “WHY.”

Ask yourself, “*Why do I want to loss weight?*”

Write down your answer and look at it. I often have people do this and they come up with something like, “To look better.”, “To feel better.”, “Because my knees hurt.”

These may seem like good reasons on the surface, but will they be enough to keep you on track at 2AM when you’re bored and feeling like munching on something? In most cases, no! You’ll start to let the “Monkey Chatter” of your brain rationalize and off the rails you go.

Better questions to ask are:

What have I had to give up because of my weight?

What do I miss most about being lighter and healthier?

How has my weight affected my relationships with people I love?

How will continuing to be overweight affect those I love?

How will it affect those I love if I become sick or debilitated?

How have I changed because of my weight?

What have I lost because of my weight?

What will my life feel like once I loss weight and get healthy?

What will I be able to do again, that I miss now, because of my weight?

By “pulling the lens back” to take a broader look at your situation, you build context. This also builds a bigger and stronger “WHY.” You add density to your reason for change. This is what will keep you committed when the going gets tough or you feel tired, overwhelmed or simply fed up with the resistance that naturally occurs with any growth or change.

My personal passion is coaching Peak Performers. These are people who live their lives on “the razors edge” where the time and distance between 1st and 2nd place is measured in millimeters and hundredths of seconds. I have personally spent my life striving for this level of performance. I have gained the requisite experience and expertise and reached the age where I’m not interested in coaching people who are not “All In.”

The people who seek out my expertise, do so because they are committed to reaching the next level or the next goal with no excuses. You don't have to have the body of an Olympic champion...you simply have to start thinking like one. One of the keys to having the mindset of a champion is that while others are making excuses, peak performers are finding or creating solutions!

In order to distinguish those who are really ready to make a change from the folks who may not be quite ready for my program, and to set the standard of expectation and operation, I have all my participants sign my 'Burn The Ships at the Shore' tuition agreement.

Legend has it that when Alexander the Great attacked the Persians, he landed by ship with a much smaller force than the enemy he faced. In order to get his men fully mentally committed to victory, he had his ships burned at the shore. The only way they were going home was to beat the Persians and either take their ships, or march through them.

This is the level of commitment required for any type of success in life and what I require from my participants.

This is why I only conduct one or two courses a year. This next course will be one of only two courses I will offer in 2019 which is why seats will fill up fast. I am more interested in coaching a select group of highly committed people to lasting results than running people through a weight loss mill.

Success in any area of life requires a "failure is not an option" mindset in order to get the results you are after. This is where most people fail at anything...they listen to the "monkey chatter" in their head and are in the habit of making more excuses for their failures than just doing the work. This is one of the areas we spend a lot of time on in the course...helping people control the monkey chatter. By the way, EVERYONE has it. The difference between those who are successful and those who are not comes down to being able to manage that chatter.

If you do not think you can have an ALL-IN mindset or if, as you read this, or you are already coming up with "reasons" and excuses why this won't work for you...I don't recommend signing up! You will only frustrate yourself and impede the progress of rest of the people taking the course.

However, if you are ready for real change, this is the right program for you!

“ You have brains in your head. You have feet in your shoes.
You can steer yourself in any direction you choose. "You're on you own".
And you know what you know. You are the guy who'll decide where to go.

- Dr. Seuss

Dr. Pete's Weight Loss for Life

Tuition and Commitment Agreement

I, _____, voluntarily agree to enroll in Dr. Pete's 10-Week Weight Loss for Life Course. I make this choice freely and willingly.

I agree to abide by the standards set forth by the instructor and to commit myself fully to successful completion of this program and to the support and success of my classmates.

I willingly agree to pay tuition in the amount of \$_____ for the opportunity to participate in this program.

I also agree that if I quit, for any reason, I forfeit 100% of my tuition. I understand there will be NO REFUNDS for any reason. (Okay, hospitalizations, injury, family emergencies are exceptions and you will be allowed to apply your tuition and enroll in the next course. You must communicate with the instructor in writing to make such arrangements.)

By typing my name on this agreement, I voluntarily commit to "Burn the Ships at the Shore" and agree to participate fully with a "Failure is NOT an option" attitude. I agree to participate in class and to complete the weekly homework assignments.

Print Name: _____ Email: _____
Phone: _____ Date: _____
Address: _____

Here is the bottom line...

You will lose weight! However, this course is about much more than weight loss. It's about changing the trajectory of your life!

You will learn the Laws of Success, how your World-View subliminally affects your behavior. You will learn the principles of proper nutrition and how to develop your own personalized nutrition plan. You will also learn how to move toward your own personal definition of success and how to break through any resistance. You will receive 26 hours of college level instruction and professional executive level coaching.

It's about detoxification, reducing inflammation, improving digestion and assimilation of nutrients. It's about normalizing your body composition and rebalancing the perception centers of your brain and changing your physiology from dysfunction and dis-ease to that of health and wellness. It's about beginning to rebalance your total body eco-system. It's about moving from a state of aging and degeneration to a state of regeneration and restoration of function. You are certainly going to continue to get chronologically older, but why not FEEL younger as you do?!

I am aware that there are many choices and promises made about weight loss. I also know that you have probably tried any number of them.

This course, however, is radically different than anything else out there. But, then again, so are the results.

It's about helping you establish a healthy relationship with food.

It's about recalibrating your worldview so you are in control of your life and no longer feeling like you're always in a state of stress and reaction where food or life controls you.

It's because of all this that I am SO excited to be able to offer you Dr. Pete's 10-Week Weight Loss for Life Course!

For my wife, my staff and me, it's about saving lives! Our mission is to Teach, Lead and Empower people. This is one of the programs we use to help us accomplish that mission!

So, here's what I recommend before we get to the tuition options...Listen to your gut. (There are actually more neurons in your gut than in your entire spinal cord...It speaks to your subconscious brain. You'll learn more about this in the course.)

Trust yourself...You can feel it in your body if this feels right for you...

If you feel your body saying YES...I encourage you to take action. Life tends to reward ACTION! Keep in mind, if you hired me one-on-one for this information, you would have to pay my hourly coaching rate of \$600 an hour for 26 hours of coaching and education. That would be \$15,600!

I hope you choose to participate, however, whatever you decide, whether you decide to participate, or not, I know you will make the decision that is right for you.

VII. A Final Thought

“ Faith is taking the first step even when you don't see the whole staircase.

- *Martin Luther King, Jr.*

A tradition that has evolved in my course is that I close all my classes with a specific empowering poem.

However, in gratitude for your time and attention, I offer you this final thought by Marianne Williamson from her book *A Return to Love*.

OUR DEEPEST FEAR

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, 'Who am I to be so brilliant, gorgeous, talented, fabulous?' Actually, who are you not to be? You are a child of God. You playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.”

I hope to see you in class and to have the honor of being part of your journey as you work toward achieving your own unique definition of success.

Dr. Pete

If you are interested in getting more information and updates about our next course, which will be delivered online, please [click here](#).