

Welcome

Welcome to the (Insert name of book).

This book will be your bible over the coming weeks! In case you didn't know, nutrition will count for about 80% of your results. That's right 80%! There is an important lesson to be learned from the story below...

You see I used to have a client, let's call her Lisa. Now Lisa trained very hard and never missed a training session and so with all this effort and dedication to her training she thought that the scales and the measuring tape would really be moving in the right direction at her weights and measurement day.

I will never forget the look on her face when she found out that she lost only 1lb and half an inch from her waist. She was disappointed and so was I.

"You have read the information on the importance of nutrition and you have been using the recipe book I gave you?" I asked. It turned out she never read it because she thought she already knew about nutrition and that her personal trainer wasn't going to know more than she did.

Sometimes we learn the hard way! I'm pleased to say that once Lisa had become fully aware of the importance of nutrition for fat loss, we were able to make some important changes. 28 days later she was 14lbs down and almost 2 dress sizes smaller.

As the saying goes, "**When the student is ready, the teacher will appear.**"

And you are ready! That's why you are reading this!