

The Math of Weight Loss
by Donna Phelan

With so many commercials, infomercials and newspaper ads claiming to provide guaranteed weight loss success, it's understandable why people are so confused. Is there really any method, diet or program that works for everyone?

Ian McCranor, co-owner of **KickStart Live Smart**, a weight loss company soon to be the latest lifestyle franchise, hears this question on a daily basis. "I have been called the master of analogies," says Ian. "So, here is a strange, but simple, one that may just inspire a light bulb moment."

"You stack your sink with dishes after a dinner party. The next day you need a clean dish, so you reach into the cupboard and get another one out rather than wash those already in the sink. You continue this practice until there are no more clean dishes in the house. You now have a choice to make: buy more dishes and just keep adding to the stack, or set about clearing out the sink."

"Losing weight is actually as simple as this analogy suggests," claims Ian. "It's a straightforward, daily, add or subtract scenario. Every day, you can put in a little effort to rid yourself of the dirty dishes, or you can let those dishes -- weight -- continue to stack up. It's not that people don't get it. People are not stupid. My experience has led me to believe that fat people are actually OK with being overweight about 80% of the time. The other 20% of the time is spent making the weight loss industry richer. The reverse is true when it comes to fit people. Over indulging on vacations and holidays is OK for a fit person 20% of the time. But, they soon become disappointed with themselves and return to their healthy ways. Let me explain what I mean with another analogy."

*"I would like to have a great singing voice. Imagine standing on a stage in front of 125,000 screaming fans as you belt out Billboard's top selling single. The people who achieve this didn't just wake up one morning with 'Become Superstar' on their to do list for the day. In most cases, they started with some raw talent and added many years of training and sacrifice. I, on the other hand have zero talent in the singing department, and my desire to reach musical stardom is non-existent. I would, however, like to wake up one morning and be a rock star. That I am **NOT** the next Elvis does not concern me, nor is it on my list of things I need to accomplish. But, if I were handed the keys to Graceland, then, sure, I would take them!"*

"Here we can draw a direct parallel, because to *want* to lose weight and to *desire* to lose weight are completely different things. In this case, **want** means 'give me' and **desire** means 'work for'. People with the desire to lose weight understand that even if they fill the kitchen sink with 75 sets of dirty dishes, as long as they wash one more than they use every day, eventually there will be no more dirty dishes. People who always have twenty or more pounds of extra weight want to lose those pounds on any given day, but only desire to lose them when vacations loom or special events beckon. This is why the majority of overweight people will remain fat."

Live It, Become It

"Losing weight and maintaining a weight loss requires a complete lifestyle change," continues Ian, "and the truth is most people are not prepared to do that. Instead, they waste their time and money on quick fix, no hope solutions when the mood hits them. This is the 20% I was talking about. No one has to take my word for it. Just take a close look at yourself and do the math. The secret the weight loss industry doesn't want you to know is that weight loss requires no special diet or any particular exercise equipment -- just figure it out for yourself. If you put more cash in the bank than you take out each month, your balance increases. If you fill your car with gas and don't use it, your car stays full of gas. It really is just a simple equation that anyone can understand, but the businessmen who are committed to parting you from your hard earned cash have done an excellent job convincing people that the way to a slimmer body is through a drink, a pill, or potentially life-threatening surgery."

"Many overweight people are, dare I say....Desperate? They don't have a few vanity pounds to drop so they can look better on the beach. These people are fat: they look fat, feel fat and consequently feel downright miserable. Desperation is the main ingredient in the recipe put together by the multi-million dollar weight loss industry. People will try anything to lose weight even though every ounce of common sense tells them it's not going to work. They just tell themselves, 'well, worst case scenario, I'll lose some cash.' The very same advertising strategy is aimed at the desperate male who thinks his 'package' is below par, and figures he has nothing to lose when he opens his wallet for the male enhancement con artists."

"If you want to LIVE as a fit person, you have to BECOME that fit person -- and not just 20% of the time. That is the philosophy of our **KickStart Live Smart** program. We don't promote a special diet. We don't trick you into our program with 'lose all the weight you want for 5 dollars a week -- oh, and did we mention the supplements are part of the deal and they cost a lot more?' KickStart is designed to teach you the habits of a fit person, then to re-enforce those habits with TWO payoffs -- losing weight AND winning money. We want to help you drop that first 20 pounds in way that you can carry forward to drop the next 20 or next 100, AND keep it off. If you are ready to do the work, if you are ready to become that fit person, **KickStart** is ready to show you how -- analogies included!"

*For more information on **KickStart Live Smart**, go to www.sweatamerica.net, or contact KnowSweat Workouts at 317-578-1550.*