



HIDDEN WEIGHT LOSS SECRETS

By Graham Kidson

Hello and welcome.

My name is Graham Kidson and in this short report I am going to reveal to you something that took me my whole life to discover.

The secret as to why I spent years and years fruitlessly trying to lose weight, trying one diet after another only to end up even more frustrated and even more overweight than before-until I discovered 'the hidden secret'.

I believe that the vast majority of serial dieters suffer from the same "Dieters Blindness" that I experienced for so many years -caught like a rabbit in the road- dazzled by the headlights of the diet industry misinformation machine.



If this sounds like you, then read on because I am about to reveal something that is both very simple but very powerful.

Knowledge that, in its way, is the key to a truly liberating understanding of something that baffles and bewilders enormous numbers of people and has them enslaved to a cycle of frustration and despair in an endlessly losing battle to achieve the ever elusive goal of long term sustainable weight loss.

Hidden Knowledge There For All To See (But Most Often Ignored)

Now there may be a very small number of people reading this who, on discovering the information revealed in this report, may be tempted to say- "That is no secret" / "I knew that" / "I've read about that before".

That is because-like all great 'Hidden Secrets' the information is actually readily available for all to discover-if only they know where to look, who to believe and (most importantly) are able to understand its significance.

If you are one of the people who believe they have "heard all this before" all I can say to you is -"Why are you reading this report?"-You should have already put this information to work to transform your life and kiss goodbye to yo-yo dieting forever.

If however, you already understand the principles of what I am going to reveal, but still lack the ability to use this knowledge to achieve long-term sustainable weight loss, than this report will point you towards the means of accomplishing this also.

Without a true understanding of what this knowledge means and how it will inevitably have a huge impact on whether or not you can successfully lose weight (and sustain that loss in the long term) nine out of ten people will fail in this goal.

Now, it does not necessarily mean that by acquiring this knowledge you are guaranteed to succeed in achieving long term sustained weight loss, because to do this you have to take this knowledge and find a way of using it to achieve this objective (but the good news is that I can help you with this too!).

What it does mean however is, that without this knowledge your chances of discovering this ‘Holy Grail’ of dieters is massively and catastrophically diminished.

Weight Loss “Industry” Profits Are Built On Your Serial Dieting Failure!

My story is typical of very many people who have waged a lifelong battle with their weight.

Periodic bouts of ‘committed’ strict dieting (with all its attendant miseries) until, however hard you seem to try, the pounds don’t want to shift (the law of ‘diminishing returns’ really kicks in here as, the harder you try, the less you seem to achieve).

This is then followed by a gradual (but seemingly inevitable) return to the weight that you started at (or possibly even worse).

Meanwhile, you are besieged from all sides by a barrage of bizarre diets, diet plans, diet tips, ‘instant’ weight loss schemes, ‘magic’ diet pills, weight loss ‘patches’ etc, etc, etc, all claiming different things and all claiming to be the ‘salvation’ for your weight problem.

Now the interesting thing to understand here is that the vast majority of the players in the Diet & Weight Loss Industry have a vested interest in you not knowing the sort of information that you are going to learn about from this report.



Why? -Because, quite simply, they profit (big time!) from your ignorance.

The “Profit Model” that the megabucks that are made in this industry is based upon, is one of selling you a plan / program / solution that works in the short term but inevitably fails to succeed in the long term (largely because it flies in the face of what I am

going to share with you in this report) and then has you coming back with your credit card for more plans, pills, potions and remedies.

If they are really clever they also convince you that the reason for failure was your fault -you just did not go on long enough or buy enough of their ‘stuff’!

Even if you have managed to avoid paying out for the ‘empty promises’ of the quick fix diet industry, I am willing to bet that you have tried your share of the “faddy” diets that are offered up on a daily basis by both “specialist” publications and the general media. Many of these even work-*for a time!*

Know Your Enemy -“They” Will Ruin All Your Weight Loss Efforts If They Can!

Well, enough of the ‘background’ to the problem (which I am sure you are only too familiar with) and on to the ‘meat and potatoes’ of the report (with apologies for the bad pun!), its time to start delving for those ‘hidden secrets’...

Depending upon our starting point, and whether we would just like to recapture the shape of our youth by shedding the build-up of surplus pounds that have just ‘crept up on us’; or whether we have a more ‘serious’ and possibly ‘health threatening’ weight problem; when we first start out to

‘do something about it’ we are likely to approach the problem in a fairly mundane fashion.

We say something like “How difficult can it be to lose a few pounds?” or “I just have to follow this diet and have some willpower!”

What we fail to realise at this point is that in embarking on our ‘weight loss mission’ we are going into battle against an implacable foe who will do their utmost to defeat us in our task.

This dangerous adversary is at all times cunning, devious, underhand and incredibly powerful and we will have to use all our wits if we are to hope to have mastery over them.

Who then is this dastardly foe? Well to make matters worse ‘the enemy’ can take many guises and can manifest themselves in a variety of forms, the better to thwart your plans.

However they can all be summed up in one ‘persona’ –they are YOU!

Or to be more precise they are components of your-‘alter egos’, if you will...
Let me explain...

We Are All Still Cavemen Under The Surface!

Whilst ‘Homo Sapiens’ has not been around all that long on this planet in terms of geological timescale (perhaps a few hundred thousand years), ‘Modern Man’ (by which I mean post the industrial era) has been around no time at all in comparison.



Now one thing that modern science has universally come to understand and respect is the incredible role that evolution has played in the development of all species (including the development of mankind) and the amazingly important role that our evolutionary heritage plays in defining who and what we are today.

Why is this important in understanding the fundamentals of weight loss?

Because our evolutionary heritage plays a major part in determining what happens to our physiology when we attempt to lose any significant proportion of our body weight.

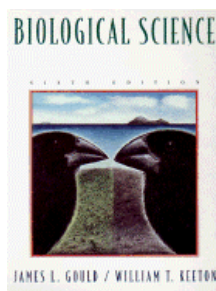
Obesity and overweight are the problems of a modern, comparatively affluent, post-industrial society that has existed for a TINY fraction of human history.

For the vast majority of the time that our race has existed on this fragile planet we have been nomadic hunter-gatherers, living off the land as best we could and experiencing alternating periods of 'feast' and 'famine'.

This therefore is what evolution has best equipped us for, NOT a primarily sedentary life of limited physical activity and over-rich food!

Evolution has given us the ability to readily convert our 'excess' food energy into fat deposits in times of 'feast' and also equipped our bodies with mechanisms to give up this stored energy in as 'miserly' a fashion as possible in times of 'famine'.

What School Biology Never Taught You About Your Body.



This natural evolutionary inheritance is massively at odds with the way we live our lives today and understanding this fact and the consequences that flow from it forms a part of the 'hidden secret' knowledge that you need to understand in order to have a chance of losing any significant amount of body weight and sustaining it in the long term.

An even bigger problem is the fact that the 'physiological mechanisms' that have been laid down by the evolutionary process mostly come under the

heading of “autonomic body processes” which simply means that we do not have any direct conscious control over them, the body just “gets on with it”.

Two of the most obvious autonomic body processes are those responsible for heart beat and respiration, but there are hundreds more that keep our body’s essential functions ticking over day and night without our conscious control.

Now here’s the rub...a number of these autonomic processes (over which we have no direct control, remember!), have a major bearing on the way our body deals with food and ‘food energy’ and have a fundamental influence on how this is utilised and what proportion is ‘retained’ as stored body fat.

This therefore is the first guise or manifestation of an ‘evil alter-ego’ in the form of a formidable ‘diet busting’ foe. In the weight loss stakes your ‘autonomic body processes’ are definitely out to ‘get you’ and will attempt to thwart you at every turn and to render all your dieting efforts ‘null and void’ whenever possible.

Going up against this ‘enemy’ on an ignorant and unprepared basis is why most people fail in the long term to achieve sustainable weight loss.

It is the reason that 90% of ALL diets fail in anything other than the short term.

Many of the people who really understand this fact and the reasons behind, it maintain that it is simply not possible to achieve sustainable weight loss by just dieting alone.

The Genetic Lottery

Now this is where, to a greater or lesser extent, the ‘genetic lottery’ comes into play.

People fall into a range of distinct genetic types, which strongly influences how their body will deal with many of these factors. As we all know, some lucky folks can eat for their country and never put on an ounce of excess body weight whilst others seem to get fat just by looking at food.



This is deeply unfair, but it is a fact of life that we have to accept. As you are reading this you are more likely to be in the latter group, in which case you have my commiserations because so am I!

But...you can still beat it ...with the right approach and the right knowledge.

If your genetic heritage tends to predispose you towards 'having a weight problem' then it is of even greater importance that you understand what you are up against when you 'go into battle against yourself' and try to lose a significant amount of weight.

This is because you will not win by trying to go 'head-to-head' with your own body's defence mechanisms. These can be overcome, but only by using 'stealth' tactics.

You have to learn the tricks by which you can 'outsmart' your internal foe or even (for brief periods of time) turn them into an unwitting ally.

As I mentioned at the start of this report I spent most of my life trying diet after diet without achieving any long lasting results.

It was only when I found someone who explained these principles to me and how to adopt the tactics that would enable me to use the knowledge effectively, that I was freed from my lifelong bondage of being fat and I was able to reduce my bodyweight by a third and then maintain this over a period of years (something which I had more or less given up hope of ever being able to accomplish).

Understanding The Nature Of The Enemy Within.

Now you need to understand exactly how your internal 'enemy' is programmed to try to overturn all your best weight loss efforts, and this all comes back to the evolutionary heritage that we were discussing earlier.

One of the most powerful instincts of the human organism (in common with most other living species) is that of survival, and the human body will strive to mobilise formidable resources if the autonomous systems perceive a threat to its survival.

Now, when you simply decide to ‘go on a diet’ the last thing that you think of is “...gosh, I am now going to pose a threat to my continued existence!”

That is because your conscious, rational brain sees the ‘bigger picture’ and realises that, in reality, this is simply a temporary and controlled event that poses no real threat to your life and limb.

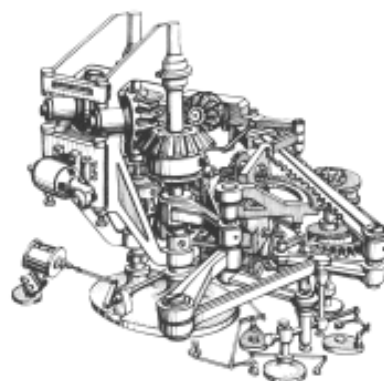
However, the problem is that the control of your autonomic processes resides in the subconscious part of your brain, which operates on a very ‘instinctive’ level and tends just to respond automatically (according to its evolutionary programming) to particular stimuli.

Therefore when you go on your ‘diet’ and start to restrict your food calorie intake to below a certain proportion of the accustomed ‘norm’ your subconscious mind responds to this perceived threat to survival by invoking “The Starvation Response”.

The evolutionary programming tells the body (through its subconscious autonomic mechanisms) to prepare for famine and adjust its body functions and processes accordingly. Consequentially what you have just done is to put your own body on a ‘War Footing’ to resist your attempts to lose weight with every ‘mechanism’ at its disposal... *Oh dear!*

Why You Need To Understand Your Body’s Metabolic Processes.

Whilst the body has quite an array of ‘mechanisms’ that can be brought into play to defend itself against the perceived starvation threat, depending on the perception of its severity (such as a tendency to naturally produce less fat burning enzymes and more fat storing enzymes in the blood for example), the most fundamental one is the regulation of the body’s metabolism or Basal Metabolic Rate (BMR).



This can effectively be ‘turned up’ or ‘turned down’ by appropriate glandular activity and is the single most important reason why people who embark on

very calorie restricted diets soon suffer from feelings of fatigue and lethargy as the body ‘damps down’ the ‘metabolic furnace’.

This is also why people on long-term diets start to experience the ‘law of diminishing diet returns’ that was mentioned at the beginning of this report, as the body slowly but surely turns down the metabolic thermostat to preserve its stored energy.

This ‘stored energy’ is of course the body fat that you are trying to lose in the first place!

So, as you can see, it is no wonder that the majority of diets tend to become self-defeating processes in the long term.

Understanding The Blood Sugar Cycle And The Effect Of Insulin Production

Unfortunately these processes are not the only things that your body (and mind) can deploy to frustrate your efforts to achieve sustainable weight loss.

Because of our diet habits in the developed world, which tend to be rich in refined starch and sugars, we have introduced some more difficulties for ourselves, which we will need to overcome in our quest for better and leaner bodies.

When we eat, our bodies convert digestible carbohydrates into blood sugar (glucose), our main source of energy. Our blood sugar level can affect both how hungry and how energetic we feel, important factors in determining how we eat and expend energy.

It also determines whether we burn fat or store it.

Our pancreas creates a hormone called insulin that transports blood sugar into our body's cells where it is used for energy. When we eat refined grains that have had most of their fibre striped away, such as sugar, and other carbohydrate-rich foods that are quickly processed into blood sugar, the pancreas goes into overtime to produce the insulin necessary for all this blood sugar to be used for energy.

This insulin surge tells our body that plenty of energy is readily available and that it should stop burning fat and start storing it.

The next problem is that the insulin surge is followed by a sharp drop in insulin level that leaves us feeling tired and hungry and wanting to eat more. The unfortunate result of this scenario is that it makes us want to eat something else with high sugar content.

When we do, we start the cycle all over again! It can be seen from this that in our efforts to lose weight (or more importantly fat) we have to consider the quality of what we consume as well as the quantity (or even just the calorie value!).



Is There Really A Path To Weight Loss Success Through This Minefield?

As well as the purely physiological obstacles to be overcome in pursuing a 'sustainable weight loss' agenda it also needs to be said that the mind (at both a conscious and unconscious level) can throw its own 'monkey wrench' into the machinery.

This can be anything from simple 'cravings' to a desire to 'comfort eat' to all sorts of 'deeper' psychological stuff to do with 'self image' and the like.

Well, having read this far you might be forgiven for thinking- "What's the point of trying then?...With all this stacked against me I might as well not bother!" But...do not despair...there is a way!

You have doubtless many times heard the phrase-"Knowledge is Power", and this is very much the case here.

You have now had this knowledge revealed to you and you now 'know' your enemy.

You now know that to achieve the 'Holy of Holies' of dieting- Permanent weight loss- you have got to go into battle with your own body and win. But not by brute force and not by ignorance (you have probably been doing that for years and look where it's got you!).

So what tactics do you need to develop to be able to outwit this multifaceted foe? Well in principle it is simple –you just need to avoid triggering any of the body’s natural defence or survival mechanisms with your weight loss program.

The problem is that this is easier to expound in theory than to carry out in practice and essentially- you need a system!

Harness The Power Of A “Life Centred” Program!

The person who “opened my eyes” to the reasons for my own serial failures with dieting and who led me to discover the hidden secret to achieving sustained weight loss (that is really lying there quite openly for anyone to see who cares to do so) also had a system for utilising this knowledge to practical benefit.

This system forms the foundation of one of the most popular and successful long-term weight loss programs ever published.

It is based on the knowledge and information, as outlined in this report, that an effective weight loss program needs to take in to account the body’s essential functioning and make it a cornerstone that supports rather than prevents an outcome that will achieve sustainable weight loss in the long term.

This program is called “[Burn The Fat, Feed the Muscle](#)” (BFFM) and has been created by nutrition and fitness expert Tom Venuto.

If you understand the power that is inherent in the knowledge revealed in this report and you want to make use of it in a practical way in your life such that you can join me in achieving lasting weight loss then I really commend this program to you.

You can find a more detailed exposition of Tom’s program and what it did for me by visiting the website: www.BurnTheFatExposed.com where you will also find a link direct to Tom’s own website.

The companion website, which you visited initially to get this report (at www.WeightLossSuccessories.com) is intended to help people taking this route to additional ideas and resources that I believe to be helpful for anyone undertaking their own 'weight loss journey' using Tom's program.

The Real Secret To Achieving Permanent Weight Loss Is... Taking Action Now!

I hope that you have found this report to be enlightening.

Unfortunately, like all 'magic' tricks, when the smoke and mirrors are revealed there is a tendency to say "that was obvious, I should have seen through that".

However the vast majority of people continue to remain in ignorance and be fooled by the "dieting illusions" that are perpetuated by society in general and the diet industry in particular.

If you wish to continue to be 'taken in' by the peddlers of "quick fix" weight loss "magic" then- be my guest.

However if you want a solution to your weight problem that will really last and finally enable you to 'turn your back' on that insidious cycle of yo-yo dieting and temporary 'fixes' that never give a lasting result, then I hope that you now have the knowledge and understanding to see that you need a different approach to weight loss –one that is based on the principles outlined in this report.

In other words *you need a weight loss program that will work 'with your body' to achieve the results that you want and not 'against it'.*

Now...fast forward six months...

Either You took some action...got on a long-term program... and are well on the way to achieving the body you want...*for keeps!*

Or You did nothing, or (even worse) you are still following the trail of "fad" diets and "quick fixes". In which case you are still most likely riding the yo-yo diet 'roller coaster' and wondering if there might have been some sense in that 'long term' approach after all.

I sure hope that it's the first scenario that is the case for you six months from now and not the second.

Good bye....And Good Luck!

If you are very lucky, once or twice in your life you may chance upon someone or something that has “life changing” consequences for you and that improves your life forever.

For me that ‘someone’ was Tom Venuto and that ‘something’ was his “[Burn The Fat, Feed the Muscle](#)” program.

That this has changed my life for the better cannot be in doubt!

I believe that it could also do the same for you

*So...Take the first steps **today** on a journey that could lead to a slimmer & fitter **you-for always!** (Otherwise, you may forever wonder-*What if...?*)*

Graham Kidson

<http://www.burnthefatexposed.com/>

<http://www.weightlossuccessories.com/>

P.S. If you are now impatient to get to Tom Venuto's website to look directly at the details of his BFFM program then just click on this link:

>>> www.BurnTheFat.com