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Free Newsletter

Bodybuilding & Fitness Secrets NEWSLETTER

Your Source For The Truth About Bodybuilding,
Fitness And fat Loss... The Natural Way

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EDITORIAL (BY TOM VENUTO)

The Wit, Wisdom And One-Liners Of Coach John Wooden The Best Success Advice You'll Ever Hear

Last month, I wrote an editorial about the best "motivational one-liners" of all time. It turned out to be quite popular as I was overwhelmed with the amount of positive emails I got in response, as well as subscribers sending me more of their own favorite "one liners" that I didn't include on last month's list.

Since last month's "one liners" were so well received, I decided to stay on that theme this month by sharing some of the greatest wit and wisdom I have ever heard, from a great man named John Wooden.

For those of you who aren't familiar with John Wooden yet, he is considered by many as the greatest basketball coach of all time. The former coach of the UCLA record setting basketball team, he lead his team to an incredible 10 national championships in 12 years.

His "one liners," are among the most profound you will ever hear, not just on the court or in the sporting arena, but in life.

Bill Walsh, former head coach of the San Francisco 49ers said,

"John Wooden is a "philosopher-coach" in the truest sense: a man whose beliefs, teachings, and wisdom go far

BEST SELLING PRODUCTS

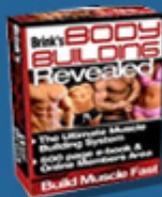
[Burn The Fat, Feed The Muscle By Tom Venuto](#)



How to lose stubborn body fat - natural bodybuilding champion reveals all the secrets...

[Click Here](#)

[Brink's Bodybuilding Revealed](#)



Independent researcher reviews popular bodybuilding supplements and reveals how to build solid lean muscle...

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The Body Of Your Dreams MP3
Audio TeleSeminar By Tom Venuto



Scientifically proven ways to burn fat, build muscle and sculpt the healthy, lean body you deserve...
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The Fat Burn Files By Tom Venuto



10 uncensored interviews with a renegade fitness guru reveal the amazing body-changing secrets...
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Fit Over 40 By Jon Benson and Tom Venuto



How an obese couch potato - ordered to "lose weight or die" - discovered an amazing anti-aging fitness secret...
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Firm And Flatten Your Abs By David Grisaffi (Foreword by Tom Venuto)



Quickly Shrink Your Waistline, Lose Body Fat, Eliminate Low Back Pain And Develop A Stunning Set of Six Pack Abs...
[Click Here](#)

beyond sports, and ultimately address how to bring out the very best in yourself and others in all areas of life...

"He is a master teacher who understands motivation, organization and psychology. Coach Wooden is able to successfully share his wisdom because he has a gift for expressing his philosophy directly and simply, in a manner accessible and applicable to everyone..."

John Wooden is an American legend who would be as comfortable among the ancient sages as he is welcomed and respected by today's citizens and leaders."

I hope you enjoy every one of these gems. I'm sure you will remember and quote many of these for years to come and they will continue to resonate within you.

Sincerely,

Tom Venuto



John Wooden's All-Time Best One-Liners

- There are no shortcuts
- Always be progressing
- Give it away to get it back
- If you wish to be heard, listen
- Laugh with others, never at them
- Never mistake activity for achievement
- Nothing is stronger than gentleness
- Persistence is stronger than failure
- There is no substitute for hard work
- We get stronger when we test ourselves
- Happiness begins where selfishness ends
- You are more influential than you think
- Failing to prepare is preparing to fail
- Discipline yourself and others won't need to
- Learn from the past, don't live in the past
- Fear no opponent but respect every opponent
- Hard work is the difference. Very hard work
- Take what's available and make the most of it
- You never fail if you know you did your best
- When you are through learning, you are through
- What is right is more important than who is right
- The time to make friends is before you need them
- The worthy opponent brings out the very best in you
- There is a price to be paid for achieving anything

[Wooden](#)
John Wooden
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You can do more good by being good than any other way
The difficult challenge provides the best opportunity
Once the opportunity arises, its too late to prepare
Greatness is being your best when your best is needed
Being a role model is the most powerful form of educating
The smallest good deed is better than the best intention
Be more concerned with your character than your reputation
Tell the truth, that way you dont have to remember a story
Everybody has a suggestion, not everybody has a decision
For every artificial peak you create, there is a valley
Be interested in finding the best way, not in having your own way
Time spent getting even would be better spent trying to get ahead
Being average means you're as close to the bottom as you are to the top
Ability can get you to the top, but it takes character to keep you there
You can't control what happens to you, but you can control how you react
Much can be accomplished when no one is concerned about who gets the credit
Spend too much time learning tricks of the trade and you may never learn the trade

HOW TO GAIN MORE MUSCLE AND BURN MORE FAT IN THE NEXT 30 DAYS THAN MOST PEOPLE DO IN 90 DAYS OR EVEN 6 MONTHS...

Lewis Wolk of [A to Z Fitness.Com](http://www.AtoZFitness.com) recently came up with a great idea. He decided to ask 15 of the Internet's top personal trainers to share their best kept secrets of gaining muscle and losing body fat and to compile the answers into a new book.

When Lewis invited me to be a part of this project, he confronted me with the big question on which the entire book is based: "What is the best way to gain maximum muscle and lose maximum fat in only 30 days?" When I first heard it, I have to admit, I didn't like the question.

You see, I like to FOCUS. One goal at a time - losing fat OR gaining muscle. I've also always believed in a "slow and steady wins the race" kind of philosophy, not an "overnight muscle" or "lose 30 pounds in 30 days" type of mentality (which usually reeks of fads, gimmicks and scams).

However, everybody wants results as quickly as possible and no one wants to waste time on diet and training methods that don't produce. Although you can only achieve so much in a single month, the truth is, the first 30 days on a properly designed training program, supported by sound nutrition in an optimally "primed" (and not over-trained) body, will always be the period with the greatest results. After that, your results start to level off as your body becomes accustomed to the old routine.

What's more, many people are under deadline pressure to get in shape quickly. When people tell me they have to lose "10 pounds by this weekend," I usually just shake my head, wondering why they waited til the last minute, and why they let it come to this. But quite a bit can be accomplished in 30 days and in fact, celebrity trainers are often called in to get actors and models into as good as shape as possible on this type of short notice.

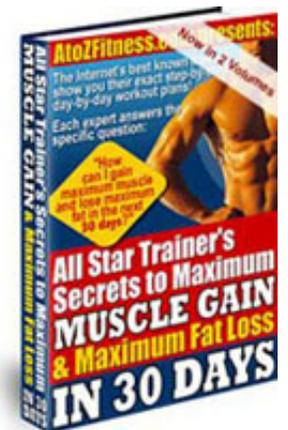
So I decided that this was a legitimate question that deserved an answer and I agreed to write one of the chapters in

Lewis's book. I racked my brains for weeks to come up with a program that would produce the most muscle growth in only 30 days. What I developed, I named the "30 day growth spurt program." Why did I call it a "growth spurt" program? I guess you'll just have to read it to find out.

Thousands of people have lost body fat using my fat loss diet methods, and now you can get a chance, in this new book, to see my nutrition and training methods for muscle growth. (By the way, my chapter focuses on muscle growth, but some of the other trainers in the book focus on fat loss and there is advice for women as well as men)

Will this program turn you into Mr. Olympia or pack 20 pounds of muscle on you in a month? Of course not. In fact, I confront the issue of false muscle growth claims head on and I teach you how to set a realistic, but ambitious goal for gaining muscle. Although I'm not promising miracles, if you follow the nutrition and training protocol to a T, you will experience some of the best progress you've ever achieved in such a short period of time. For all the details, click here:

[All Star Trainer's Secrets to Maximum Muscle Gain and Maximum Fat Loss](#)



"ASK TOM" QUESTION OF THE MONTH

QUESTION: Dear Tom: I have been working out for around a year now and I cannot get my lower abs into any type of shape. Despite doing 900 various crunches, ab roller, and 100 sit-ups four days a week, along with running and my regular workout on the weights, I still have a tire around my waist. What else can I do?

for the answer, click here:

http://www.tomvenuto.com/asktom/sit_ups_and_abs.shtml

FEATURED ARTICLE OF THE MONTH

Why You Shouldn't Believe Before And After Photos

By Tina Juan

www.TinaJuanFitness.info

Last year, the United States Federal Trade Commission (FTC) released a report that studied 300 weight loss ads and found that 40 percent of them made at least one false representation and 55 percent of them had at least one unsubstantiated claim.

The FTC noted that testimonials and before-and-after photos were commonly used in the ads but "rarely portrayed realistic weight loss."

The FTC report stated, "False or misleading claims are common in weight-



loss advertising, and based on our comparison of 1992 magazine ads with magazine ads for 2001, the number of products and the amount of advertising, much of it deceptive, appears to have increased dramatically over the last decade."

The ads that were studied were found not just in TV infomercials and cheap tabloids but also in reliable mainstream newspapers and magazines.

The FTC said that lack of media screening in accepting ads for weight loss gives the products credibility and makes it harder for the public to discern what is true and what is not.

An ordinary person believes that if a trustworthy newspaper or magazine is allowing the ad to be printed, then the claims must be true. Unfortunately, this is not always so.

In the FTC press release, chairman Timothy J. Muris said, "We have known for some time now that there is a serious problem with weight-loss product advertising. This report demonstrates the extent of that problem."

He also said, "Reputable marketers continue to take care to avoid false and misleading claims, but it appears that too many unscrupulous marketers are making false claims promising dramatic and effortless weight loss to sell their products.

"It is not fair to consumers; it is not fair to legitimate businesses, it is illegal, and it will not be tolerated."

Those are fighting words, and while I don't mean to put down the valiant efforts of the FTC to rid the market of unethical advertising practices, the reality is that the FTC has its hands full trying to go after companies making false health and fitness claims because no matter how many they close down, two or three more spring up in place.

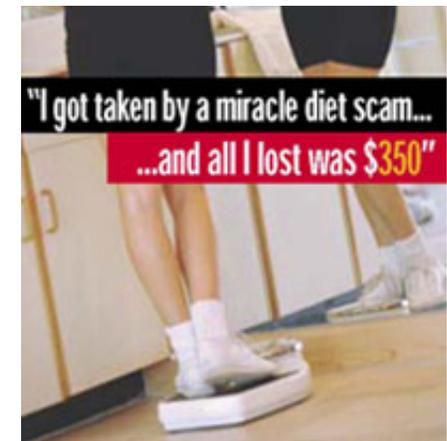
The agency has been able to force some big companies who have made false claims to refund their customers (a recent example is the maker of Fat Trapper and Exercise in a Bottle) but they don't have enough manpower and resources to go after the majority of dishonest marketers of weight-loss products.

The only way for the public to be protected is through education. Consumers who are wise to the deceptive practices of weight-loss ads will hopefully have enough discernment to recognize a fake when they see one.

Here are some of the ways advertisers can mislead you with before-and-after photos.

The crudest method is using two different people – a fat out-of-shape person for the "before" and a slim fit person for the "after."

The ads don't claim that they are the same person but the implication is that if you look like the before picture, you can look like the after picture if you use their product. This is misleading because people in the pictures may have different body types.



A short, stocky person cannot look like a long willowy fashion model even if he or she loses weight and gets fit.

But since many consumers are not educated enough or realistic enough to realize that no amount of exercise, diet, or taking of a weight-loss product will change their body to look like that of someone else, there will always be people who will fall for this old trick.

Remember that you can become a better-looking and better-functioning version of yourself but you cannot become someone else.

Other methods use the same person for the before and after pictures but twist the truth.

One ploy is claiming the results were achieved in a much shorter period of time than how it really happened.

For example, the ad might say, "You can have rock-hard abs in just three weeks" when the truth is it took the person in the pictures years to achieve that look. Additionally, the person may not even have used the product but has allowed his or her picture to be used (for a generous fee, of course) to imply that.

It is much easier to make a fit body look unfit than to do it the other way around. So, a common practice is to pay a fit person to gain weight (imagine being paid to eat all the pizza and ice cream you want), wait for a couple of weeks, then take a picture and use that photograph as the "before." Then wait again as the person gets back in shape and take the "after" picture.

You might be thinking at this point, wouldn't it be easier just to pay customers who are using the product to endorse it and give their before-and-after pictures?

Yes, it would be easier if you really had customers who had spectacular results in terms of looks and how long it took to achieve. That's just the point. Many of these products don't work, or if they do, they don't work as well or as fast as they say they do. That's why they resort to misleading methods like the one just mentioned.

When it comes to selling muscle supplements, bodybuilders are sometimes hired as models and instructed to stop taking steroids and refrain from working out.

When they have lost enough muscle to look puny and flabby, the "before" picture is taken. A few months after going back on steroids and training hard, they are ready for the "after" picture.

This is according to Bob Whelan, author of the article "The Bodybuilding Disgrace" that was posted on www.naturalstrength.com. Whelan also says that for added drama and "proof" that the product being advertised is effective, the model is sometimes photographed holding a newspaper headline.

Here's a real-life example of how a major weight loss supplement company allegedly manipulated before and after pictures for its ads.

Cytodyne, makers of Xenadrine, a popular "fat-burning" supplement, is being sued by Jason Park, a La Jolla, California resident, for falsely claiming that its product is safe and effective and for using misleading before-and-after pictures.

Last month, Penni Crabtree, a writer for The San Diego Union-Tribune, reported on some of the details of the ongoing trial.

She wrote that Mike Piacentino of Los Angeles was one of the customer testimonials used in a Xenadrine ad, which stated that Piacentino was able to lose 46 pounds of fat in 10 weeks while putting on 12 pounds of lean muscle mass because of the product's "incredible fat burning power."

But in a signed declaration, Piacentino, a bodybuilding competitor, said he was paid by a Cytodyne employee to stop working out and gain as much weight as possible in three weeks after which the "before" picture would be taken.

Piacentino further stated in his declaration that on the day of the picture taking, he was instructed to wear long baggy pants to hide his muscular legs and tie up the drawstring pants below his stomach to make it look like he had a "hanging gut." He was also told to stand in a slouched posture, distend his abdomen, and frown.

According to Piacentino, Cytodyne then supplied him with Xenadrine as well as other supplements, which he took for 14-16 weeks. He said that one week before the "after" photo was supposed to be shot, he was told to take a diuretic to lose as much water weight as possible.

Piacentino stated that his pictures were false for several reasons: He did not just take Xenadrine as the ad implied but he took numerous supplements. It took him 16 weeks to lose weight, not 10 weeks as stated in the ad. And finally, Xenadrine did not make him develop 12 pounds of lean muscle because he had already had it from years of working out.

Crabtree wrote that Piacentino is now being sued by Cytodyne for defamation and breach of contract. Piacentino's lawyer, meanwhile, has submitted his client's affidavit to the Department of Justice and is asking for an investigation because of the alleged witness tampering and intimidation by Cytodyne.

Actually, marketers of weight-loss and muscle-building supplements don't even have to go as far as Piacentino claims he was instructed to do because with the right lighting and posing, a good photographer and skilled bodybuilder can produce a weight loss "miracle" in a couple of minutes.

TC Luoma writes a weekly column called "The Atomic Dog" for Testosterone Magazine.

In the online version, www.t-mag.com, he features a visual example of how bodybuilder Davin Ramatour goes from fat to fab in just five minutes (the length of time it took to change his shorts and for the crew to change the lighting and background, according to Luoma).

If you want to see this amazing transformation for yourself, go to www.t-mag.com/nation_articles/227tc.html. You may never look at another before-and-after picture in a muscle magazine the same way again.

Not all before-and-after pictures are dishonest. Dermatologists and cosmetic surgeons use photographs to keep a documented record of their work.

But these photographs have to be taken under the same conditions each time (angle, lighting, lens exposure, etc.)

to be accurate. Unfortunately, in today's digital age, it is so easy to alter a photograph. The only way to be really sure is to put your trust in the ethics and integrity of the doctor or company involved.

Just for fun and to see examples of how digital artists can convincingly change a slim person into a fat one, go to www.fatlaneonline.com. This strange site gets its kicks from turning slim celebrities like Britney Spears and Ashley Judd into heftier versions of themselves.

The pictures with subtle changes (10-20 pounds added) look very realistic. The ones that try to make Calista Flockhart look like "the fat lady" in the circus end up looking a little fake. Like I said, it's a strange site.

There are even several tutorials that give you step-by-step instructions on how to make your friends (or enemies) look like they have gained weight. It is logical to assume that by using opposite techniques, you can doctor the picture of a fat person to look like they have lost weight.

In closing, be smart and remember always that it is a "caveat emptor" or "buyer beware" market when it comes to weight-loss and muscle-gaining supplements.

About Tina Juan

TINA JUAN is a certified fitness professional by the American Council on Exercise and the American College of Sports Medicine. She teaches group exercise, strength training, Pilates, and yoga. She co-founded and developed the Association of Fitness Professionals of the Philippines (now called Fitness Philippines Network), a 16-year old non-profit organization devoted to continuing education for fitness professionals.



She educates the public through her website, weekly newspaper column, monthly magazine columns, and fitness show. She is a resource speaker for medical conventions and post-graduate courses, corporate wellness programs, and civic groups. www.TinaJuanFitness.info

MONTHLY MOTIVATOR

A Matter of Knowing That Already

www.PowerPauseSecrets.com

When my son, Jonathan, was much younger, I would try to help him with some of his tasks, whether it was his homework, chores or even just plain, simple advice. Many a time he would look at me in exasperation and say, "I know that, dad." Even when he did solicit my help directly, he would listen, but not "hear" what I had to say.

Now, mind you, I do not claim to be a paragon of excellent advice or wisdom, but many of the things I told him would have saved him tremendous amounts of time, frustration and heartaches. As Jonathan grew older, he learned to listen a bit more, so instead of discounting most of what he heard, he would evaluate, weigh the merits or lack of, and then make choices based on what was consistent with his idea of right and wrong or good and bad.

The Universe speaks to us all the time. It doesn't always do it in ways that we expect. Sometimes a message comes

from a friend and at other times, it may be someone we do not really care for who brings a very clear message to us. There are times when the messages are sent through dreams, or books, or radio, TV, the Internet and even the more prosaic form of the telephone.

If we close our minds and think that "we know that already," we may miss the one little point that could have saved us a lot of trouble. Keeping an open mind gives us an opportunity to evaluate the communications we receive and then make decisions based on our own true feelings.

The story is told about some scientists who went into an apple orchard to study apples. They were busy with their notepads and pencils, measuring the dimensions of the apples they found. They observed and noted the size, weight and colors of the fruit while off to their left sat one of their fellow scientists under a large apple tree. He was quietly eating an apple.

All the other scientists knew about apples. The one who was eating the apple knew "apples." Knowing about something does not necessarily mean knowing the thing. Knowing about God does not mean knowing God. Knowing about the secrets and laws of the Universe will not do us much good if there is not the deep knowing in our hearts and souls.

There have been hundreds of thousands of people who've read one or more of my books. Among the many wonderful email I receive would be one or two short, to the point comments saying something to the effect of, "I know all that already. I've been practicing all that stuff for years and so you haven't told me anything new."

My feeling is that there is really nothing new. As the Book of Ecclesiastes says, "There is nothing new under the sun." What I think is new is the interpretation we bring to things, the different way we look at the information we receive. We can choose to see if, perhaps, there are any gems in what we hear and see or any wisdom in what we read or listen to.

By opening up our minds to new possibilities, we may find that we are being led by that glorious, higher self within us to explore possibilities that have the potential to bring us peace, joy, wealth, success -- all good things.

If someone tells you that you shouldn't do something because it doesn't work, what that person is really saying is that it doesn't work for him. Listen to your heart, gather all the information and let the Universe show you how to make it work.

Jonathan listens a lot more these days. He reflects and thinks about what he hears, sees or reads. He is willing to listen to points of view that are totally different from his own without getting defensive as he used to. As a result, he has become more tolerant, more compassionate and, in many ways, more successful. He has grown into a fantastic young man who, I am sure, will bring much credit to all that he chooses to do.

Let us not be like the person in the little ditty who says:

"In matters controversial, my perception's really fine. I always see both points of view -- the one that's wrong and mine."

Let us, instead, listen to all that comes to our notice and after reflecting on it, exhibit the qualities of tolerance, peace, understanding and compassion. And as Commander Spock would say, "Live long and prosper."

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About The Author

Businessman, lecturer and best-selling author, John Harricharan, is a unique blend of East and West. His spiritual sensitivity, coupled with his professional background as an MBA and a career with Fortune 500 corporations, has earned him well-deserved respect and acclaim in both the business and personal growth fields. Harricharan is a charismatic speaker and lecturer and an extraordinary, compelling author and storyteller. His award-winning book, *When You Can Walk on Water, Take the Boat* was named 'Best Book of the Year' by the American Bookdealers Exchange.



John's most recent creation, the ground-breaking PowerPause--3 minutes, 3 steps to Personal Success and Real Happiness, has changed the lives of thousands: www.PowerPauseSecrets.com

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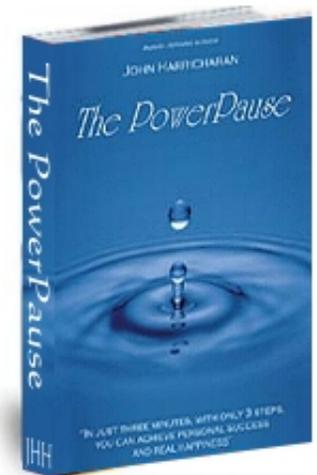
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3 steps, 3 minutes

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www.ThePowerPause.com



QUOTES OF THE MONTH

"Never confuse a single defeat with a final defeat."

- F. Scott Fitzgerald

"Character is what you do on the third and fourth tries."

- James Michener

"Always bear in mind that your own resolution to succeed is more important than any other one thing."

- Abraham Lincoln

"Just because something doesn't do what you planned doesn't mean it's useless."

- Thomas Edison

"Knowing others is intelligence; knowing yourself is true wisdom. Mastering others is strength; mastering yourself is true power."

- Lao-tzu

"I am grateful for all my problems. I became stronger and more able to meet those that were still able to come."

- JC Penny

"When I am working on a problem, I never think about beauty, I only think about how to solve the problem. But when I have finished, if the solution is not beautiful, I know it is wrong"

- Buckminster Fuller

"Continuous improvement is better than delayed perfection."

- Mark Twain

"The price of greatness is responsibility"

- Sir Winston Churchill

"Being average means you're as close to the bottom as you are to the top"

- John Wooden

"Becoming successful is not about struggles or working hard or reading how-to manuals. Success is not even about abilities nor about talents, but about such seemingly abstract things as beliefs, self-esteem, inspiration, choice, gratitude and the like. Work on those things and success, in any sense of the word, will become a surety."

- John Harricharn

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