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## Free Newsletter

### Bodybuilding & Fitness Secrets NEWSLETTER

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### THE NEW VISUALIZATION: BREAKTHROUGH "MENTAL TRAINING" TECHNIQUES FOR PERSONAL HEALTH AND FITNESS ACHIEVEMENT

#### Editorial by Tom Venuto

Understanding the mind's role in motivation and behavior is one of the most critical elements in fitness success. If you struggle with changing habits and behaviors or if you can't get motivated, then even the best training and nutrition program is not much help.

A fascinating fact about your subconscious mind is that it's completely deductive in nature. In other words, it's fully capable of working backwards from the end to the means. You don't need to know how to reach a goal at the time you set the goal. If you "program" only the desired outcome successfully into your "mental computer," then your subconscious will take over and help you find the information and means and carry out the actions necessary to reach it.

Many people are familiar with affirmations and goal-setting as ways to give instructions to your subconscious mind. But perhaps the ultimate "mental training" technique is visualization. In one respect, affirmation and visualization are the same, because when you speak or think an affirmation first, that triggers a mental image, being as the human brain "thinks" in pictures.

You can use visualization to plant goals into your subconscious mind. You simply close your eyes, use your imagination and mentally create pictures and run movies of your desired results. For example, in your mind's eye, you can see [the "body of your dreams"](#). If repeated consistently with emotion, mental images are accepted by your subconscious as commands and this helps with changing habits, behavior and performance.

Although there are some new and creative ways to use visualization, (which you are about to learn), this is not a new technique. Visualization has been used formally in the fields of sports psychology and personal development for decades and philosophers

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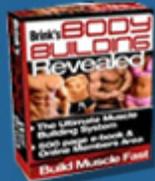
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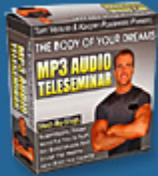
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have discussed it for centuries:

*"If you want to reach your goal, you must 'see the reaching' in your own mind before you actually arrive at your goal."*

- Zig Ziglar

*"The use of mental imagery is one of the strongest and most effective strategies for making something happen for you."*

- Dr. Wayne Dyer

*"Creative visualization is the technique of using your imagination to create what you want in your life."*

- Shakti Gawain

*"Perhaps the most effective method of bringing the subconscious into practical action is through the process of making mental pictures - using the imagination."*

- Claude Bristol

*"There is a law in psychology that if you form a picture in your mind of what you would like to be, and you keep and hold that picture there long enough, you will soon become exactly as you have been thinking."*

- William James, 1842-1910, Psychologist and Author

Despite these glowing endorsements and a long track record, some people can't get past feeling that this is just a "hokey" self-help technique. Rest assured, however, that visualization is an effective and time-tested method for increasing personal success that has been used by some of the highest achievers the world.

The Soviets started to popularize visualization in sports psychology back in the 1970's, as detailed in Charles Garfield's landmark book, "Peak Performance." They dominated in many sports during that period, which validated visualization anecdotally.

In the last 10-15 years, there has been some groundbreaking new brain research which has validated visualization scientifically. Here's something that was written recently by Dr. Richard Restak, a neuroscientist and author of 12 books about the human brain:

*"The process of imagining yourself going through the motions of a complex musical or athletic performance activates brain areas that improve your performance. Brain scans have placed such intuitions on a firm neurological basis. Positron emission tomography (PET) scans reveal that the mental rehearsal of an action activates the prefrontal areas of the brain responsible for the formulation of the appropriate motor programs. In practical terms, this means you can benefit from the use of mental imagery."*

So much for visualization being a "cheesy" self-help technique.

Although visualization is widely used today, even people who are familiar with it often don't realize its many applications. Arguably the most common use of visualization is by athletes, musicians and other performers as a form of "mental rehearsal." Research shows that "practicing in your mind" is almost as effective as practicing physically, and that doing both is more effective than either one alone.

A common use of visualization in the fitness context is "goal visualization." In your mind's eye, you can see yourself having already achieved your physique goal or your ideal goal weight. You can also visualize a specific performance goal such as completing a difficult workout or a heavy lift like a squat or bench press.

One creative way you can use mental imagery is called "process visualization." Once you've set your goals, it's easy to come up with a list of the daily habits, behaviors and action steps necessary to reach your goal. So write down the action steps and visualize them - the entire process, not just the end result. See yourself food shopping and grabbing fruits, vegetables and lean proteins, ordering healthy foods from restaurant menus, saying no to sodas and drinking water instead, and going to the gym consistently and having killer workouts. Some people visualize their entire "perfect day" as they would want it to unfold. When you do this as vividly, emotionally and in as much detail as you can, you will be neurologically priming your brain to carry out those behaviors.

The least known of all mental imagery techniques is called "physiology visualization." An example would be picturing the fat burning process in your body or seeing the muscle fibers growing larger and larger. Using this technique, could it be possible that you might be giving subconscious instructions to your body's cells, organs and tissues?

Well, consider the work of Dr. Carl Simonton, a physician and cancer researcher who taught his patients (as one part of a comprehensive program), how to visualize powerful immune cells devouring the cancer cells. I'm not suggesting that you can cure cancer or materialize a lean and muscular body just by visualizing, (there's a step in between thought and manifestation - it's called action - a step that many self help 'experts' forget to mention). However, thoughts and mental images are the precursors to action and the fact that a mind-body connection definitely exists makes this an exciting prospect.

Scientists have established the mind-body link in many contexts, and not just by the existence of a placebo effect. There's also direct evidence as in the way emotional stress can contribute to physical disease. The mind does influence the body! The mere fact that a branch of science has been devoted to this area is proof that it deserves critical investigation and is not just the domain of infomercial self help gurus. The science is called psychoneuroimmunology.

Using "physiology visualization," you could, even in the middle of a workout, imagine the fat burning process taking place, and visualize fat being released from adipose tissue storage in your abdominal region or elsewhere. You could see the free fatty acids entering your bloodstream, being carried to the working muscles and being burned for energy in the muscle cells. You could also visualize the physiology of muscle growth.

To make your imagery as accurate and detailed as possible, my best suggestion is to refer to an anatomy & physiology textbook that shows pictures of fat cells, blood vessels, myofibrils, motor units, sarcomeres, and cell organelles like the mitochondria, so you know what the structures look like. You could also get more details about the processes by looking up lipolysis, hypertrophy or beta oxidation.

Even if you had no idea what the internal structure and workings of the body were like, you could still use this method. Your body responds to mental imagery even if it isn't anatomically correct. We know from the field of hypnosis that the subconscious mind responds well to metaphor – maybe even better than literal suggestions. Facts and logic are the domain of the conscious mind, while emotion and metaphor can slip right past the conscious and into the subconscious. Dr. Simonton often wrote about his young patients who created (metaphorical) mental images of immune system cells as "knights in shining armor", slaying "the dragon" of cancer cells.

One of your greatest mental powers is imagination. You can visualize anything you want and you can embellish and exaggerate your imagery as much as you want. For example, you could imagine the free fatty acids being burned for energy in the "cellular powerhouse" - the mitochondria - and you could imagine the mitochondria as a fiery furnace... "incinerating" the fat! I think it's a pretty cool idea to "see" your fat cells shrinking and visualize your body as a "fat burning furnace."

Should you not believe that there's anything to the physiology visualization technique, that's ok, because we know that the subconscious is deductive. Just give it a goal, tell it what you want and it will get you there automatically by altering your attention and behavior. Therefore, we can be confident that physiology visualization will be effective even if only as a subconscious directive about your desired goal. If science someday provides us with conclusive evidence that visualization actually does cause cellular - physiological changes in the body, well, that's just all the better.

***Eat right, train hard and expect success***

**-Tom Venuto**

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*Tom Venuto is a lifetime natural bodybuilder, an NSCA-certified personal trainer, certified strength & conditioning specialist (CSCS), and author of the #1 best selling diet e-book, [Burn The Fat, Feed The Muscle](#). Tom teaches you how to lose fat without drugs or supplements using the little-known secrets of the world's best bodybuilders and fitness models. Learn how to get rid of stubborn fat and turbo-charge your metabolism by visiting [www.BurnTheFat.com](#), home of Burn The Fat, Feed The Muscle and [www.BurnTheFatInnerCircle.Com](#), the Internet's premier members-only fat loss support community.*



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**QUESTION OF THE MONTH:  
IS KRILL OIL THE FISH OIL OF THE FUTURE**

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**Krill oil: Fish oil of the future?**

*Dear Tom: Do you know anything about krill oil? It seems to be getting a lot of press and I've noticed it on several health websites like mercola's site. Apparently, it's supposed to be a lot more effective than fish oil in terms of reducing LDL and raising HDL cholesterol. I've been thinking of getting some to try but just wondering if you know anything about this.?*

for the answer, click here:

[http://www.tomvenuto.com/asktom/krill\\_oil\\_or\\_fish\\_oil.shtml](http://www.tomvenuto.com/asktom/krill_oil_or_fish_oil.shtml)

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**FEATURED ARTICLE OF THE MONTH**

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**Natural Sugar Versus Refined Sugar**

## And The Health - Body Fat Paradox

By Tom Venuto, author of  
[Burn The Fat, Feed The Muscle](#)  
and founder/CEO of  
[Burn The Fat Inner Circle](#)

In the health, fitness and weight loss world, sugar has become regarded as a dietary "evil" to be shunned at all costs. Unfortunately, many people lump all sugars together and don't make a distinction between the different types of sugar and whether they are natural (nature-made) or refined (man-made).

Few people would argue that refined sugars are best limited or avoided. Many people have sought out sugar alternatives that are all-natural, and have taken to replacing refined sugars with products such as cane juice, cane syrup, sucanat (dehydrated cane juice), fruit juice concentrates, barley malt syrup, brown rice syrup, brown sugar, raw sugar, honey, molasses, or maple syrup.

Some people even choose organic varieties of these natural sweeteners, which they hope will help them avoid potentially harmful substances such as chemicals and pesticides.

The desire to reduce or eliminate refined sugars from the diet and replace them with "natural sugar" alternatives is a well-intentioned and commendable move towards improving health and increasing nutrient intake. However, even if the distinction is made between natural and refined sugars, this may be a move from the frying pan to the fire if another, equally important distinction is not made...

## The Health - Body Fat Paradox

It's very important to distinguish between making a decision to alter the *nutritional density* of your diet and the *caloric density* of your diet - and understand how these decisions affect your *body composition* as opposed to your *health*. Nutritional value and caloric value are not one in the same and neither are health and body composition.

Health and body composition overlap, but you can be healthy while having some excess body fat that you don't want, and you can lean while having some health problems. It would be ideal to find the balance in the middle: Lean AND healthy.

You can consume a calorie controlled diet that contains some white sugar, white flour, corn syrup and virtually any other junk food you can think of, and if you eat small amounts of them so you stay in a caloric deficit, you can still lose body fat. Conversely, you can cut 100% of the refined sugars out of your diet, and while you may obtain some health benefit from that, if you are in a calorie surplus, you will still gain body fat.

Refined sweeteners like white sugar (sucrose) and high fructose corn syrup are high in caloric value ("high calorie density"), while low or even zero in nutritional value ("low nutrient density").

Natural sweeteners are arguably better than refined sweeteners, but regardless of the type of sweetener, they are all high in caloric density and you have to count those calories and carbohydrates!

The same also goes for sugar alcohols such as xylitol, mannitol and sorbitol. Although the sugar alcohols only contain 1.5 - 3 calories per gram, those calories are also absorbed and most certainly count towards your daily totals. The only legitimate non-metabolizable carb that "doesn't count" is dietary fiber.



Which leads us to perhaps the most important point:

Not only do the calories and carbohydrates in natural sweeteners absolutely positively count - these natural sweeteners that are so often chosen by the health-conscious can be a source of excess calories in the diet every bit as much as white sugar and corn syrup can in the diet of people who are not health conscious.

**Nutritional values of natural sugars and sweeteners  
(make note of the fiber content)**

**Brown rice syrup**

1/4 cup  
170 calories  
42 grams carbs (fully metabolizable)  
0 grams fiber

**cane syrup**

1 tablespoon  
52 calories  
13 g carbs (fully metabolizable)  
0 grams fiber

**cane juice**

1 tablespoon  
45 calories  
9 g carbs (fully metabolizable)  
0 grams fiber

**barley malt syrup**

1 tablespoon  
60 calories  
14 grams of carbs (fully metabolizable)  
0 grams fiber

**Honey**

1 tablespoon  
70 calories  
17 grams carbs (fully metabolizable)  
0 grams fiber

**maple syrup**

1/4 cup  
200 calories  
52 grams carbs (fully metabolizable)  
0 grams fiber

Note the extremely high caloric density in a mere quarter cup of maple syrup. How many calories do you think come in a hearty serving of all natural, whole grain pancakes, smothered in natural maple syrup? healthy/nutritious? Perhaps. Helpful for reducing body fat? Depends on how small of a serving size you can live with. High calorie density necessitates very small servings if you wish to stay in calorie balance or in a deficit.

One tablespoon of honey or an entire piece of (fiber-containing) fruit: Which would you prefer? Which will satisfy the tummy more? (remember, you're on a calorie "budget" when fat loss is the goal).

So while "natural" sugars might be a better choice than white sugar from a health and nutrient standpoint, the caloric load is still the same: 4 calories per gram. You have to be a bit careful in the health food store sometimes. If you go by the claims on labels, you can come out feeling VERY good about yourself, with a shopping cart full of "organic, natural" cookies, boxed cereals, nutrition bars, and so on (all still processed foods by the way), but if you don't watch those calories, you can walk out of there with a cart full of HIGH CALORIE foods as well. That in turn can easily lead you to a caloric surplus, which can lead to a real challenge with improving your body composition (reducing fat).

### **The Other Side Of The Health - Body Fat Paradox (aka The "Clean Eating" Debate)**

Understanding that the body composition aspect is almost entirely a matter of calorie balance, you could in theory, substitute a significant portion of your "clean, healthy, nutrient dense" calories with an EQUAL portion of pure white sugar and if you are in the same caloric deficit, you will continue to lose weight. The mere ingestion of sugar does not stop weight loss, as it is often believed. An insulin and blood sugar spike may not be desirable from a metabolic health, blood sugar control and fat oxidation standpoint, but it won't stop weight loss if you are in a calorie deficit.

Weight loss, weight gain or weight maintenance are all matters of CALORIE BALANCE. Yup. You can eat junk food and lose weight (provided you consistently stay in a caloric deficit). This drives the "You must eat 100% clean & natural 100% of the time" folks absolutely crazy, but it's true.

However, this is NOT in any way an endorsement for eating a lot of sugar and junk food. High sugar consumption ad libitum tends to automatically lead to caloric surplus, so eating sugar does correlate with gaining body fat in that regard. But you also have to look at the health side, not just the body composition side. If you take the extreme mentality that body composition is only about calories, and not about the quality of the food you choose, you are going to start heading down a very slippery slope, as your health will eventually be affected by poor nutritional choices. My point is that you can have your cake, eat it and lose weight too, but only in a calorie deficit. The calories in versus calories out equation must always be obeyed. Even natural sugars can tip that equation into the fat storing surplus side.

Refined sugars should be kept to a minimum in order to allow room for the healthier, more nutrient rich foods - especially in a calorie-restricted diet. Displacement is a concern of all low calorie diets. For every refined ("junk") food calorie you include in your limited calorie budget, another "clean" food calorie must be displaced. For health reasons alone, a high nutrient density relative to your total caloric intake should be a priority for everyone. Over time, should the nutrient density remain low, this is bound to create metabolic problems, nutrient deficiencies, or disease states that actually do affect body composition in one way or another. Again, health and body composition may be separate, but they also overlap.

In addition, large amounts of calorie-dense simple sugars, "natural" and "organic" or not, might not be all that healthy for those with metabolic and blood sugar control problems. We are suffering as a society from an epidemic of metabolic syndrome and diabetes (which very often shows up along with obesity). Some folks may exacerbate their blood sugar regulation problems and increase their blood lipids, especially triglycerides, with any high sugar/high carb diet - whether they are natural carbs and sugars or not.

Some natural sweeteners (barley malt syrup and brown rice syrup, for example), are often promoted for being low on the glycemic index and reportedly do not cause wild blood sugar fluctuations. However, diabetics and those with blood sugar regulation issues should check with their doctors or a dietician for further advice regarding each individual sweetener in regards to their own personal health situation. These natural sweeteners may not always be advisable. Even if they are ok on blood sugar, they are not low calorie foods, and all the calories count. Some people think that "less insulin/less blood sugar spike" equals less body fat, but that's not so if you are eating too many calories.

## The Bottom Line On Balancing Sugar Consumption With Health And Leanness

Keeping refined sugars to a minimum is a good idea, but if you replace some refined ones with an equal amount of "organic, natural ones" that doesn't necessarily have anything at all to do with improving fat loss, unless that switch automatically makes you eat less of them. The lack of fiber makes me believe that use of large amounts of any concentrated simple sugars will only increase the chance of eating more, stimulating appetite more, and therefore contributing to weight gain more.

On the other hand, if you maintain your caloric deficit, there is little reason to deny yourself treat meals or free meals by cutting out ALL sugar from your diet. For some individuals, a diet that forbids all refined sugars (including beloved favorites like chocolate and ice cream.), will cause poor long term compliance. So whatever good results that person gained by cutting out 100% of the "un-clean junk food" are lost when they later fall off the wagon of their overly-strict regimen.

The key is to find your personal BALANCE. Some people prefer eating almost 100% "clean." I happen to fall in this camp myself. My diet is usually 95-99% natural foods and clean eating, but today I recognize this as personal preference and I try not to imply that my preference is a necessity for other people. For weight loss balanced with good health, some people seem to do just fine with 80% compliance or even less. This makes perfect sense of course, when you realize the validity and importance of the calories in vs calories out equation combined with the fact that if a small percentage of your calories come from sugar it isn't going to kill you.

For most people, I recommend a 90% compliance rule, with constant vigilance over calories (or at least portion sizes) for ALL foods - refined or natural. You can always adjust the percentage compliance number up or down based on your own goals, results and personal disposition. Your genetics and body type ("phenotype") will at least partially dictate just how strict you have to be with your nutrition, and your weekly results will reveal the proper course of action every time: If you're stuck at a plateau, you simply have to batten down the hatches, double check your calorie counting and increase your compliance.

*\*for more information on metabolizable and non metabolizable carbs see:*

[Sugar Alcohols \(Polyols\) In Protein Bars And Sugar-Free Foods: Are They Healthy And Should You Include Them in Your Carb Count? \(Inner circle members only\)](#)

[Fiber And Net Carbs: Should You Subtract Fiber From Your Carb Count??? \(Inner circle members only\)](#)

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## Unstoppable Fat Loss – Empower Your Mind... And Your Body Will Follow

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### 21 Fat Loss Experts Reveal What It Really Takes To Achieve Long Lasting Weight Loss

Thousands of people just like you have achieved their dream bodies by applying scientifically-proven "mind-training" strategies.

Training only the body is an incomplete approach destined for failure. Training your mind is the missing link that may have come between you and the lean body that you deserve.

It's the mental and emotional techniques, and the unstoppable attitudes and beliefs you can now easily copy from successful people, that can demolish motivation problems, end emotional eating, and make you literally UNSTOPPABLE.



Tap into the power of your own mind by hearing the secrets of fitness and motivation experts including Tom Venuto ("Burn The Fat"), Dr Joe Vitale (from "The Secret"), James Villepigue ("Body Sculpting bible") and 18 others. Learn more and hear all the free sample audio clips at: [www.Unstoppable-Fat-Loss.com](http://www.Unstoppable-Fat-Loss.com)

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## MONTHLY MOTIVATOR

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### Unstoppable Motivation For Fat Loss Success

[www.Unstoppable-Fat-Loss.com](http://www.Unstoppable-Fat-Loss.com)

By Scott Tousignant

By 2015, 75% of Adults Will Be Overweight; 41% Will Be Obese. That's a pretty scary statistic that was just released by Johns Hopkins Bloomberg School of Public Health. In fact they are calling it a public health crisis. So are you going to accept these statistics as inevitable? Or even worse, are you going to become a part of that statistic?

I don't think so! You're smarter than that. You realize that the only reality is this very moment and in this very moment you have a choice to take matters into your own hands and strive for the healthy and vibrant body that you deserve.

Since we're talking statistics here I may as well bring up one that most of us are familiar with; 95% of all people who attempt to lose weight will gain it all back and more.

Pretty depressing huh? Most people will look at that and see the odds completely stacked against them. You on the other hand are beaming with excitement and enthusiasm. You see that 5% and you are absolutely certain that's where you belong.

Those people who can't seem to get their focus off the 95% are afraid to set a fat loss goal because they see the chances of failing are pretty darn high. There's no way they'll ever tell anyone about their dream of fitting into a 2 piece bathing suit, because it would certainly be embarrassing if they don't accomplish their goal.

I guarantee that if you are afraid of failing to reach your weight loss goal you will fail by default. The problem is that these people are basing their dreams on logic. Doesn't that kind of take the fun out of dreaming?

Do you really want to develop the 'Unstoppable' motivation that will drive you towards achieving fat loss success? Did I hear a 'yes'? Sorry what I meant to say was, "Do you really, truly, from the bottom of your heart and every ounce of your being want to learn the necessary skills to develop the type of attitude and belief that absolutely nothing in this world or any other will ever get in the way of you and your dream body?"

Do I hear a 'YES!!!'?

That's what I'm talking about! Allow me to share with you some of my top strategies that will ignite that 'Unstoppable' mindset within you. I'm not going to go into detail about goal setting, visualization, and positive thinking right now because I'm sure that you've heard a fair amount about that lately. It's all great stuff, but if you really want that unstoppable attitude like you said you do it's going to take much more than that.

**1. Passion** – This is where it all starts. Set your goals from your heart. Forget about what the statistics say and any of your past failures. What does your dream body look like? How bad do you want it? Why do you want it so bad? How is your life going to change once you achieve it? Think of how much passion will come into your life once you are lean and sexy.

**2. Growth** – Achieving your goal does not have to happen over night. Small changes add up very quickly. A great strategy is to simply be better today than you were yesterday and better tomorrow than you are today. After 6 months you will be blown away with the improvements that you've made. 18 months from now you could be a fitness model. It's true!

**3. Comfort Zone** – In order to experience this daily growth there are times when you will have to step outside of your comfort zone. You will have to increase the intensity of your workouts, prepare food in advance, write down your goals, spend some time visualizing, pass on the dessert, and other things that have not become a habit for you just yet. Accept discomfort and expect it. It's an opportunity for you to become better than you are today.

**4. Gratitude** – It's easy to be grateful when things are going well, but I find the practice of being grateful for who you are today and for the so called failures and challenges of your past is much more powerful. Each challenge or failure provides you with the opportunity to grow and improve yourself. If you want to be happy in your body start today! Love yourself unconditionally. Be grateful for all your past experiences because they have contributed to the lean and sexy person that you are about to become.

**5. Become** – This could very well be the most powerful word in your vocabulary when you use it properly. For example; "I have become UNSTOPPABLE!" "I have become Mary, the lean and sexy woman who loves healthy foods and living the active lifestyle."

When you 'become' something or someone it is no longer a hope or dream. It's a part of who you are. You now hold these beliefs and attitudes that nothing will get in your way.

I knew that I became 'Unstoppable' when the alarm clock would go off at 5:00am so I could go for my morning walk, and it was no longer about fat loss. I was doing it because I loved it. It provided me with an opportunity to clear my head, plan out my day, enjoy the sounds of the birds chirping, listen to an educational audio on my Mp3 player, and more than anything it energized me first thing in the morning when I would typically be tired.

**6. Fun** – Research shows that the people who choose activities that they enjoy are more likely to stick to their programs for the long term. You may read a book that lays out the best fat burning workout routine and nutrition program, but if you don't enjoy it chances are you will not stick with it.

There are so many different workout programs on the market. Experiment with them and find the ones that fit best with your lifestyle and the ones that you enjoy the most. Don't just stick with one. You need variety and variety will keep the enjoyment of activity at a high level.

**7. Role Model** – You need new references, which demonstrate that achieving your dream body will happen. Seek out that 5% of the population and model their behaviors and actions. If someone tells you that your fat loss goals are unrealistic just show them a picture of your role models.

Will you join me in making sure that this recent statistic showing "By 2015, 75% of Adults Will Be Overweight; 41% Will Be Obese" never becomes a reality? After all, you deserve to be living in your dream body.

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### About The Author

Scott Tousignant is a graduate of The University of Windsor's Human Kinetics Program with Honors in Movement Science '99. Scott began with an intense interest in Anatomy,



Physiology, and Biomechanics, but quickly developed a love for Sport Psychology.

Scott has authored or co-authored several books that are transforming the bodies of people around the world. He is the creator of the landmark 21-part audio program, Unstoppable Fat Loss, "Empower Your Mind... And Your Body Will Follow!" Learn more about Scott's flagship program, Unstoppable Fat Loss at: [www.UnstoppableFatLoss.com](http://www.UnstoppableFatLoss.com)



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### TOM VENUTO'S SELECTED SUCCESS QUOTES

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*"If you're experiencing no anxiety or discomfort, the risk you're taking probably isn't worthy of you. The only risks that aren't a little scary are the ones you've outgrown. A high comfort level provides solid evidence that you're playing it safe, not growing, not really testing your limits at all, and not in the process of making a quantum leap."*

- Price Pritchett

*"Claim the high ground. In the battle for success, if you have trouble hitting your mark, try elevating your sights. You will have very little success with mediocre ambitions. Weak dreams inspire weak efforts."*

- Chin-Ning Chu

*"We are engineered as goal-seeking mechanisms. We are built that way. When we have no personal goal which we are interested in and which 'means something' to us, we are apt to go around in circles, feel lost and find life itself aimless and purposeless. We are built to conquer environment, solve problems, achieve goals and we find no real satisfaction or happiness in life without obstacles to conquer and goals to achieve."*

- Maxwell Maltz, author of Psycho-Cybernetics

*"It is fatal to work for one thing and to expect something else, because everything must be created mentally first and is bound to follow its mental pattern. We tend to get what we expect, and to expect nothing is to get nothing."*

- Orison Swett Marden

*"Every affirmation should be matched by some action expressing the faith that you HAVE received or ARE receiving."*

- Robert Collier

*"Thought and feeling are the causes, and forms and conditions the effects. All through the ages this teaching has been handed down under various forms, the true meaning of which has been perceived only by a few in each generation."*

- Thomas Troward

*"Success must be attracted, not pursued. Personal value is the magnet that attracts all good things into our lives. The greater our value, the greater our rewards, Since the solution for having more is becoming more, we must be in constant search for new ways to increase our value. It is the acquisition of more value that we must pursue, not more valuables."*

- Jim Rohn

*"It has been said that man can bring into materialization anything that he can conceive mentally, and the millions of things we use and enjoy today prove it."*

- Claude Bristol

*"All growth requires that we stretch beyond where we've been before. "*

- Dan Sullivan

*"The price of success is... very expensive. It involves personal responsibility, distancing yourself from negative peer groups, getting outside your comfort zone, and taking responsibility for the outcomes."*

- Denis Waitley

*"Successful people put themselves behind the wheel of their lives; unsuccessful people ride in the passenger seats."*

- Earl Nightingale

*"Dripping water, in time, will cut a hole through stone."*

- Chinese proverb

*"Study anyone who's great, and you'll find that they apprenticed to a master, or several masters. Therefore, if you want to achieve greatness, renown and superlative success, you must apprentice to a master."*

- Robert Allen

*"If you can't, you must, and if you must, you can."*

- Anthony Robbins

*"Go as far as you can see and when you get there, you will always be able to see further."*

- Zig Ziglar

*"When there's a temporary lull in my life - when new opportunities don't seem to be finding their way to my desk - it's a signal for me to start taking action."*

- Robert Ringer

*"If your friends are making fun of you, it's very likely you're on the right track. There's no need to be foolish or belligerent about it...quietly and confidently pursue your dream anyway!"*

-Bob Proctor

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