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Bodybuilding & Fitness Secrets NEWSLETTER

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

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- Ask Tom Q & A of The Month: How do Eskimos eat whale blubber and stay lean and healthy?
- Article of the month: The Truth About No Pain No Gain And The Comfort Zone
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GUEST VIDEO EDITORIAL: THE 5-7 DAY FREE TRIAL SCAM

Guest Video Editorial By Paul Crane

Unless you're a brand new subscriber, then you probably already know I'm not a fan or supporter of fat burner pills. Most of them don't work as claimed and even those which do work provide fairly insignificant benefits in the bigger scheme of things.

Now there's yet another reason to investigate before you invest: Underhanded marketing tactics.

Last week, my friend and colleague Paul Crane from the Ultimate Fat Burner website sent me a head's up about a short video clip he created, which exposes one of the biggest scams in the weight loss industry today. You don't hear much about it, but it's going on quietly behind the scenes... literally, because it's a sneaky "back end" marketing tactic. Often, you don't know you've been scammed until you get the bill.

I'll let Paul explain the rest in this month's guest editorial video:

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...

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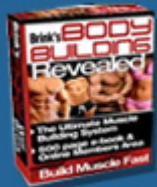
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The Internet's Premier Fat Loss Support Community And Education Resource Center...

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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... [Click Here](#)

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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... [Click Here](#)

.....
[Firm And Flatten Your Abs By David Grisaffi \(Foreword by Tom Venuto\)](#)

Fat loss is not a mystery. It's not something where you throw random remedies at a wall and see what sticks. It's a simple science of energy balance and you don't need a pill to put yourself in negative energy balance.

Forget the pills. Learn more about my all-natural, no-supplements, no-drugs fat loss system at www.BurnTheFat.com. Take your fat loss to the next level at www.BurnTheFatInnerCircle.com

Train hard and expect success!

*-Your friend and coach,
Tom Venuto*

PS If you would like to comment on this video, or if you have a personal experience with auto-ship supplement or diet pill programs, whether positive, negative or neutral, please post your feedback on the Burn The Fat Blog at: http://www.burnthefatblog.com/archives/2008/06/video_reveals_diet_pill_trial.php

PPS By the way, what would you think if we did more video editorials in the future, featuring myself as well as occasional guests? Your feedback is welcome: <http://www.tomvenuto.com/contact.shtml>





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

QUESTION OF THE MONTH

QUESTION: *Dear Tom: I really enjoy your articles and the frankness with which they are written - very refreshing. I have been able to draw much inspiration from you and my level of understanding what I'm trying to attain and how I should be doing it has improved ten fold thanks to you. My question comes out of pure curiosity. Here I am fighting the fat fight every day and then you have the guys who live in the polar regions who have little to no access to green vegetables. In fact they live off seal and whale meat/blubber. Yuk but awesome! a) Is it true that they have longest longevity of all us earthlings? b) Why do you reckon that is?*

for the answer, click here:

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

FEATURED ARTICLE OF THE MONTH

The Truth About Comfort Zones And “No Pain, No Gain

Scott Tousignant Interviewed By
Tom Venuto, author of

[Burn The Fat, Feed The Muscle](#)

and founder/CEO of

[Burn The Fat Inner Circle](#)

Scott Tousignant: Tom, I've heard you talk about stepping outside of your comfort zone, and embracing discomfort. Can you talk a little bit about the importance of this?

Tom Venuto: It goes hand in hand with personal growth and being better than the you of yesterday. If that's your attitude, and if that's your belief system, and it becomes part of your conscious awareness, you realize that you have to keep growing. You realize there is no such thing as retirement. Retirement equals death. When those kinds of things are your belief system, when you have those kinds of beliefs, the next question - the only next question - is HOW? How do I keep growing? It's simple: You have to expand your boundaries. We're all living inside these little circles or these small boxes, and you've got to get outside the box. It's like, do you know those little crustaceans that keep growing and they have to discard the old shell and find a bigger shell to accommodate the bigger size?

Scott Tousignant: Yeah.

Tom Venuto: Well, we're like that too, but the difference is, those creatures reach maturity, but we never stop, or at least that should be part of our purpose. We don't reach a state of adulthood or a state of maturity in our personal development where we're finished with growing. You approach life and you approach your vocation and your sport or your hobby as constant growth and you expand forever. You step over your boundaries, you step over your past limits. And that means going into the unknown. You step out of the familiar and into the unfamiliar, out of the comfortable into the uncomfortable. You get out of your comfort zone. The Late Cavett Robert, who was founder of the National Speakers Association, said something that always stuck with me:

“Most people are running around their whole lives with their umbilical cord in their hands and they're looking for



some place to plug it back in.”

Scott Tousignant: [laughs]

Tom Venuto: Most people want that womb of comfort. But the extraordinary people are the exact opposite. They know they have to get out of the comfort zone, and into new territory or they'll die inside that old, small shell. Walt Disney once said that he never wanted to repeat a past success. He was always creating something new. They called it "Imagineering." They had to create something new and different that they had never done before. It was a never ending process of constant growth and look at where Disney is today.

Scott Tousignant: That's right.

Tom Venuto: This is playing the game at a new higher level. And to play at a new, higher level, you have to grow. You have to become more. You have to step up and step out. You step out of what you've already done and into new territory because that's where growth takes place. I think it's one of the single most important secrets of personal growth and change: You don't change by doing what you've already done. Here's another little quote that everybody should post on their bulletin board, their computer desktop or somewhere they can always see it:

“Do what you always did, get what you always got.”

Scott Tousignant: Right.

Tom Venuto: That pretty much sums it up. You have to do what you always did just to maintain. You have to work at the level you've always been working at just to prevent yourself from going backwards. You're working against entropy in this world. And the world is changing! Think about technology in business – it's changing so much, so fast, that if you don't step outside of your comfort zone and grow in your business and career, you're going to lose your job. Your competition is going to eat you for lunch, but most people won't step outside of their comfort zone. They won't do it in business, they won't do it in their personal lives. They won't do it in their sport. They won't do it for personal health and fitness. Why? Because change is painful. By definition, what's it like outside the comfort zone?

Scott Tousignant: [laughs] Uncomfortable.

Tom Venuto: [laughs] Right, uncomfortable! The change is uncomfortable. Sometimes it's physically painful, but always mentally and emotionally, in the form of discipline, uncertainty and fear. I don't care what anybody says about "no pain, no gain." That phrase gets knocked all the time as if it were wrong. Well, I'm going to tell you, the fact of life is that you don't grow unless you step outside the comfort zone, and outside the comfort zone is discomfort.

Scott Tousignant: Mm-hmm.

Tom Venuto: I find that it's mostly the non-achievers who put their own semantic spin on "no pain, no gain," to make it seem like a bad thing. But, hey, 95% of the people in the world are not achievers so that's not surprising. The winners understand "no pain, no gain," and stepping outside the comfort zone in a healthy context, so they embrace it.

Scott Tousignant: Right. And I think an important point to make is that, as you step into discomfort and try these new things and grow, your comfort zone will expand, so you've got a much bigger comfort zone. These things that may seem uncomfortable right now become comfortable to you.

Tom Venuto Exactly. And then you've got to keep stepping outside of that comfort zone and then a new level opens up beyond you that you never saw before. The next level. There's always a next level.

Scott Tousignant: Mm-hmm.

Tom Venuto: When you're talking about something big like the Olympics, or pro bodybuilding or the Super Bowl or a world championship, you'd better believe it's physical pain, it's discipline, it's sacrifice, it's blood, sweat, and tears - literally. But you know what? For most people who simply want to go from unfit to fit, from overweight to ideal weight, it's not so much about physical pain; it's more like stretching yourself. Do you know how you develop flexibility? What does the trainer tell you? You stretch to the point of discomfort, but not to the point of pain, right? You get into a position of slight discomfort and you hold it, right?

Scott Tousignant: Yeah.

Tom Venuto: You hold it just long enough, and then what happens? The discomfort goes away, because the muscle becomes more pliable, and the range of motion is increased. And the next time, you stretch it a little bit further.

Scott Tousignant: Right. Good analogy.

Tom Venuto: Each time, you stretch just barely into the range you've never been in before, and eventually, you're doing the splits. And why do you approach it like that? Because you don't want to injure yourself. Stretch too far, too fast and your muscle tears.

Scott Tousignant: Right.

Tom Venuto: You expand your comfort zone slowly. The elite athletes and high achievers really have to push themselves; they're going to test their limits. If you're not an elite athlete, and you take the advice, "no pain, no gain" too literally, then you're going to end up getting injured. I always say to my training partner when I watch him cringing during a set and he finishes up with that pained look on his face, "Are you injured, or just hurt?" And he knows what I'm talking about. If he says he's hurt, I say, "OK, good. As long as you're not injured. Let's get on with it. Next set."

Scott Tousignant: [laughs]

Tom Venuto: I think that's how most people should approach this. It's not about how much you can injure yourself.

Scott Tousignant: Right.

Tom Venuto: That would be just plain dumb. Stretch yourself just a little bit. You have to extend your range of motion, you have to extend your boundaries, or you can't grow. You can't improve unless you stretch yourself. If you do the workout you've always done, you're going to get the body you've always gotten. If that's what some people want – if they just want to "stay fit" – OK fine. It actually doesn't take that much to stay fit, once you've already achieved it. But what if you want to improve? What if you want a new body? What if you want to change? You've got to step out, you've got to break comfort zones, and I don't care how hard you think you're working, if your body is not changing, then whatever you're doing right now is inside your comfort zone.

Scott Tousignant: That's right. Again, like the slow stretching, it's the day by day, and just be better today than you were yesterday.. Awesome. That's just incredible advice. Thanks Tom.

This interview was an excerpt from the MP3 audio interview program called, [Unstoppable Fat Loss](#)

About Scott and Unstoppable Fat Loss:

Scott Tousignant is a personal trainer and motivation coach from Ontario, Canada. After graduating from the University of Windsor's Human Kinetics Program with honors in movement science, Scott began his career with an intense interest in physiology and biomechanics, but quickly developed a love for sport psychology. His interest in the power of the mind led him to create Unstoppable Fat loss, (UFL) an audio interview MP3 interview series. UFL is different because it's not about what to eat or how to train. It's about goals, mind, motivation, vision, persistence, emotions, passion, overcoming obstacles and even how fitness and health fit into your life purpose. The interviews include fitness professionals and "regular folks" who have overcome some very big problems. You can visit Scott's website at: www.Unstoppable-fat-loss.com



MONTHLY MOTIVATOR

Measure Your Progress

By Jim Rohn

www.JimRohn.com

Three key words to remember: weigh, count and measure. Now, why weigh, count and measure? To see what your results are from your activity, your attitude and your philosophy. If you find that the results are not to your liking, there are only three places to look. Your philosophy needs to be fine-tuned; your attitude needs to be strengthened or your disciplines need extra skill. But that's it. Activity, attitude and philosophy create results.

Now - on results I teach that life expects you to make measurable progress in reasonable time. But, you must be reasonable with time. You can't say to someone every five minutes, how are you doing now? That's too soon to ask for a count. Guy says, "I haven't left the building yet, give me a break!" Now you can't wait five years - that's too long. Too many things can go wrong waiting too long for a count to see how you're doing.

Here are some good time frames:

Number one - at the end of the day. You can't let more than a day go by without looking at some things and making progress. New Testament says - if you are angry, try to solve it before the sun goes down. Don't carry anger for another day. It may be too heavy to carry. If you try to carry it for a week, it may drop you to your knees. So some things you must get done in a day.

Here's the next one - a week. We ask for an accounting of the week so we can issue the pay. And whatever you've got coming that's what you get; when the week is over. Now in business there are two things to check in the course of the week. Your activity count and your productivity count. Because activity leads to productivity we need to count both to see how we're doing.

My mentor taught me that success is a numbers game and very early he started asking me my numbers. He asked, "How many books have you read in the last ninety days?" I said, "Zero"; he said, "Not a good number." He said, "How many classes have you attended in the last six months to improve your skills?" And I said, "Zero." He said, "Not a good number." Then he said, "In the last six years that you've been working, how much money have you saved and invested?" I said, "Zero" and he said, "Not a good number." Then here's what he said, "Mr. Rohn, if these numbers don't change your life won't change. But" he said, "If you'll start improving these numbers then perhaps you'll start to see everything change for

you."

Success and results are a numbers game. John joins this little sales company. He's supposed to make 10 calls the first week just to get acquainted with the territory. So on Friday we call him in and say what? "How many calls?" He says, "Well." You say, "John, 'well' won't fit in the little box here. I need a number." Now he starts with a story. And you say, "John, the reason I made this little box so small is so a story won't fit. All I need is a number because if you give us the number we're so brilliant around here we could guess the story." It's the numbers that count. Making measurable progress in reasonable time.

Here's the best accounting. The accounting you make of yourself. Don't wait for the government to do it, don't wait for the company to do it. But you've got to add up some of your own numbers and ask, "Am I making the progress I want and will it take me where I want to go now and in the future?" You be the judge!

To Your Success,

Jim Rohn

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About The Author

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To learn how you can join this "fitness achiever's society, preview the site and see for yourself why people are saying, "the support is incredible!"
www.burnthefatinnercircle.com/

**TOM VENUTO'S
HAND-SELECTED SUCCESS QUOTES**

"There are no secrets to success: Don't waste time looking for them. Success is the result of perfection, hard work, learning from failure, loyalty to those for whom you work, and persistence."

- General Colin Powell

"All growth depends upon activity. There is no development physically or intellectually without effort, and effort means work. Work is not a curse; it is the prerogative of intelligence, the only means to manhood, and the measure of civilization."

- Calvin Coolidge

"The greatest crime in the world is not developing your potential. When you do what you do best, you are helping not only yourself, but the world."

-Roger Williams

"No man is able to make progress when he is wavering between opposite things."

- Epictetus

"All of life is a series of trade offs. The most successful people trade short term pain for long-term gain. They are willing to sacrifice in the short term in order to enjoy even greater benefits in the long term"

- Brian Tracy

"A week of neglect could cost you a year of repair"

- Jim Rohn

"One must choose a system and stick to it."

General George S. Patton

"Miracles can only happen when you get rid of the concept of impossible."

- Dr. Wayne Dyer

"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

"You are the way you are because that's the way you want to be. If you really wanted to be any different, you would be in the process of changing right now."

- Fred Smith

"The goal is to always get better; to appreciate how far you've come, but also to keep striving to go further, always making your future bigger than your past."

- Dan Sullivan

"I don't know any other way to lead than by example."

- Don Shula

"There's a common misconception out there that a "sacrifice" means you're losing something. You're not losing here. When you're sacrificing something you're giving up something of a lower nature to bring in something of a higher nature."

- Bob Proctor

"When I stand before God at the end of my life, I would hope that I would not have a single bit of talent left, and could say, "I used everything you gave me."

– Erma Bombeck, writer

"No great battles are ever won on the defensive"

- Napoleon

"Anyone who has never made a mistake has never tried anything new."

– Albert Einstein

A man may fall many times but he won't be a failure until he says someone pushed him.

- Elmer G. Letterman

"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."

– Thomas Huxley, biologist

"Don't say you don't have enough time. You have exactly the same number of hours per day that were given to Helen Keller, Pasteur, Michelangelo, Mother Teresa, Leonardo da Vinci, Thomas Jefferson, and Albert Einstein."

- H. Jackson Brown

You always miss 100% of the shots you don't take

- Wayne Gretzky

"Too many people go through life complaining about their problems. I've always believed that if you took one-tenth of the energy you put into complaining and put it to solving the problem, you'd be surprised by how well things can work out."

- Randy Pausch

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