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## **Let's Get Started:**

Dear Friend,

Let's face it, getting into shape can be challenging. If it were easy, everyone would have the body of a model. However, we live in the real world with stressful jobs, time constraints, and an over-abundance of processed, sugary foods available at every turn.

Food companies have invested millions into marketing and research to get you to buy their unhealthy junk they call food. From energy drinks to pills that promise to help you "shed unwanted body fat". This stuff is complete garbage and yet these companies make millions playing on the fears of honest people like you.

No pill or "energy drink" ever got someone into shape. You might be asking yourself, "Okay, then how do I get into shape?"

The solution is simple, but not easy at first.

It starts with changing your mindset. If you believe that you can get into shape, then you will. If you believe that you can't get into shape, then you won't. It's that simple. If you are hard on yourself and degrade yourself constantly, even jokingly, then you will not be successful. Please stop the negative self-talk.

Second, you must change your lifestyle. Diets are not sustainable and are only temporary. You must create a sustainable healthy approach to YOUR lifestyle, not what the celebrity on TV is suggesting. That means:

1. Manage your stress
2. Make healthy food choices most of the time
3. Schedule time to workout or sweat 5 days/week

## **What To Take Away From This Report:**

The reality is looking great IS easy... As long as you can implement these 5 strategies.

Which is something anyone should be able to do.

The trick is just doing it. And I've put together a plan to help you with that. Please get out your calendar and block off the next month for working out now.

If you do that, you will have easily doubled your chance at success.

Because as the premier online fitness professional, I know for a fact just making healthier food choices and working out will get you the body of your dreams.

I've seen it with my own eyes. Start today and see for yourself.

If you are desperate to really get results, but you feel you need additional help to stay focused and stay committed, please see how your free gift below will help you...

## 5 Weight Loss Tips

### 1. Learn To Read Food Labels

I have included a sample food label for you to study. The calories that you see listed are for 1 serving. In the example below, multiply the number of calories (160) by the servings per container (6) and that is the total amount of calories this particular product contains,  $160 \times 6 = 960$  calories.

Consuming carbohydrates is totally fine. You want to pay attention to the amount of sugar and fiber that follows the carbohydrate listing. Always choose foods higher in fiber and as little sugar as possible.



When reading nutrition labels you must also look at the ingredient list. If there are a bunch of ingredients that you cannot pronounce or have never heard of, then they probably don't belong in your body. The fewer ingredients listed the better. You can also choose an organic substitute or learn how to make the food on your own, as you will be in full control of the ingredients.

## **2. Schedule Time In Your Calendar To Workout**

If you write something down, then it generally gets accomplished. Working out is no different. Commit to blocking off 30-60 minutes 5 days a week to do something active that raises your heart rate. Let this be your time to work on yourself. Leave your cell phone in your gym bag or in your car and allow yourself to workout free of distraction. Your time is precious. Do not let it be interrupted.

Establishing a regular workout routine will also help other areas of your life such as sleep and stress management.

## **3. Take Personal Responsibility For Your Health**

You control what goes into your body. No one will ever force you to eat unhealthy or force you to sit on your couch and not workout. You always have a choice. If you are out to eat with friends or coworkers, you can still choose to eat healthy and enjoy a delicious meal. Restaurants are now offering more healthy choices than ever. No one will ever criticize you for choosing the salad with grilled chicken over the cheeseburger pizza or opting for sweet potato fries.

You can also research the restaurant beforehand so you know exactly what is on the menu and you won't be tempted to make an impulse decision.

If you find yourself constantly snacking on junk food, then get rid of it. If it's in your home or your office, you will eat it. Replace the junk with healthier options or take a look at the meal you had prior to reaching for that sugary

snack. Chances are you did not eat enough protein and healthy fat, which take longer to digest and will keep you feeling fuller for longer periods of time.

#### **4. Do Not Drink Your Calories**

I am not referring to a green smoothie, but rather iced teas, iced coffees, sports drinks and energy drinks, and alcohol. All of the above mentioned drinks contain calories and very little, if any, nutritive value. A single iced coffee from Dunkin Donuts or Starbucks has enough calories to negate the benefits of a 30-minute walk.

Your body does not need any of these liquids to function, unless you are an endurance athlete then a good sports drink will help your performance and recovery. You only need water to function and lots of it. Water has ZERO calories and is the perfect drink for weight loss!

#### **5. Perform Both Strength Training & Cardiovascular Exercise**

Strength training is important to weight loss for several reasons. First off, we burn calories lifting weights. Second, after performing a weight lifting session your body will continue to burn calories hours afterwards due to the energy demands you have placed on your body. Third, muscle is metabolically active, meaning it burns more calories at rest than fat. Muscle constantly needs energy (calories) in order to contract during exercise and needs calories afterwards for recovery. Finally, lean muscle looks good on everybody.

Cardio is important for several reasons. We burn a lot of calories during a cardio session. It does not matter if you walk, run, swim, bike, or dance you will burn calories. We also need cardio for long-term heart health. Continuous low-intensity activity (compared to strength training) requires your heart to efficiently pump oxygen-rich blood to your muscles. This

helps strengthen your heart and circulatory system (the network of arteries and veins that pump blood from your heart to your muscles and vice versa).

I hope these tips help you in your journey to become healthier. These strategies may seem difficult to implement at first, but after a few weeks of consistent hard work you will find that integrating these healthy strategies into your daily life will become seamless. Consistency and a positive mindset will make the difference between your success and your frustration.

Please take advantage of your free consultation below. I am here to help and guide you toward the healthiest and strongest version of yourself. Call (703) 501-5040 or email [rjkettlebell@gmail.com](mailto:rjkettlebell@gmail.com) to take advantage of your free consultation.

In good health,

Ryan Jankowitz



# **FREE FITNESS & WEIGHT LOSS CONSULTATION**

***Expires in 30 days, claim right now!***

**Yes!** I want to schedule a private consultation with you to discuss hiring you as my coach. I understand that your services are “in-demand” and your time is limited. That’s why I’m acting now to take advantage of this consultation and requesting to schedule a private call.

During my Consultation you will give me a complete fitness assessment, and then share exactly what I need, to get in the best shape of my life. Including:

- Specific to me information from a qualified expert
- Finally! Actionable advice on how I can achieve my health & fitness goals
- The opportunity to sign on with you as a client and get fit and healthy once and for all. If there's availability.
- Ask about our introductory offer!!!
- ***And so much more!***

I’m sick of wasting my time on false solutions and promises that don’t deliver. I’m ready to commit 100% to do what it takes to achieve my goals and take action now.

I’m not only going to get maximum health, fitness, and weight loss results in minimum time, but I’m going to build a solid foundation to ensure I maintain my results FOR THE REST OF MY LIFE!

That is why I am emailing you right away to schedule this Consultation.

***Expires in 30 days, email [rjkettlebell@gmail.com](mailto:rjkettlebell@gmail.com) right now!***

\*\*\* BONUS REPORT \*\*\*

# ***Why Work With An Online Personal Trainer?***

## **A Guide To Making An Informed Decision So Results Come Quickly And Last Forever**

Okay- you've decided it's time to get in shape.

Finally, you're ready to look better and feel better the sensible way- through nutrition and exercise. Because time and experience has shown you the truth...

Diets don't work, ab gizmo's don't work, infomercials are a joke and hiring an in-person trainer is expensive!

You're finally ready to get real and transform your body once and for all.

You've heard the amazing success stories, watched many a late night episode of "Extreme Makeover", read about the celebrities secret weight loss weapon...

And have decided to seek out the guidance of an *online personal trainer*.

But not all personal trainers are created equal, so how do you find the right personal trainer for YOU?

### ***1. They must be certified by a nationally accredited institution.***

The gold standard for certification agencies are the American Council on Exercise, National Strength & Conditioning Association, and American College of Sports Medicine.

A qualified trainer should at minimum have a certification with one of these agencies. But that just means they've passed the "baseline of standards" to call themselves a personal trainer. It does not mean they are good at what they do or can deliver a specific result. There is a big difference between a "trainer" and "fitness professional".

## ***2. They should do more than just "take you through a workout"***

A top quality fitness professional does more than just "take you through a workout". Anyone can count to 15 by themselves and hold a clipboard.

Look for a coach who will educate you about all the components necessary to achieve optimal health and a fitness result. Your trainer should review nutrition education with you, educate you about proper supplementation, review resistance training, cardiovascular exercise, flexibility and recovery, and really walk you through all the steps that encompass the "mental development" side.

Goal setting, putting together a plan of action, and then holding you accountable and supporting you through the entire process is absolutely critical to your success.

## ***3. Ask for Proof of Results***

A top fitness pro should be able to do more than just talk about results- they should be able to prove they deliver. Ask for proof of client results. Do they have before & after photos of clients, testimonials, and references? Can you speak with a client to inquire about their experience working with them? If a fitness pro can't offer this kind of concrete proof than be careful.

#### ***4. Look for someone who will empower you for life!***

A great fitness coach will do more than just help you to achieve your goals. A true professional will teach you the foundation of knowledge so you will no longer be lost in the “sea of confusion” when it comes to all the diet and exercise hype.

The foundation of knowledge and correct technique you’ll learn will allow you to maintain your results for life!

# **FREE FITNESS & WEIGHT LOSS CONSULTATION**

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