

**You Deserve To Experience How You Function At
Your Absolute Optimum At Least Once In Your Life**

Change Your Breakfast Change Your Life

Radically Affect:

- Ageing
- Energy
- Emotions
- Fitness
- Immune system
- Weight
- Appearance
- Attitude and more ...



**Feel Better
Have More Energy
Look Younger &
Be Healthier
NOW!**

Joseph McClendon III

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“There are a half-dozen things that make 80% of the difference...A half-dozen things. Whether we are working to improve our health, wealth, personal achievement, or professional enterprise, the difference between triumphant success and bitter failure lies in the degree of our commitment to seek out, study, and apply those half-dozen things.”

- Jim Rohn

Dedication

In loving memory of my dear sister, Ava Jean McClendon, whom without your influence in my life, I would not have been half the person I am today. Your joyous nature, your willing spirit, and your loving smile have fueled my willingness to serve for my entire life. Thank you for having always been willing to go first and stay true to your heart. You taught me how to always dream in living color.

Acknowledgments

It is with great honor and humility that I acknowledge my many mentors, teachers and coaches whom through the ages have given me the gift of their love, time energy and wisdom.

For without their generosity and willingness to serve I would have neither the courage or the will to do what I believe is my calling.

My deepest wish is that you to find friends like these to enhance your life and the lives of those that you hold dear and when you do, cherish them always. These are but a few of those that have contributed to this project and my life that I cherish.

They are in no particular order. Joseph McClendon Jr., Every Jo McClendon, Tina McClendon, Dr. Luigi Gratton, Anthony Robbins, Dr. Depak Chopra, Colin Powel, Forrest Whitiker, Bill Martin, Dave George, Doran J. Andry, Dr. Lou Ignaro, Dr. Heber, Cherish, Paula Pecorella, Andy Broadway, Susan Reynolds, Randy Reynolds, Fred Edwards, Carmen Edwards, Anna Taylor, Joe Williams, Gary Kewish, Mathew Benette, Dr John Oda, Kathy Buckley, Ed Borrow, Minh Hong, Virginia Smith, Michael Katz, Jay and Kristy Calaghan, Donte Andry, Kevin Westin, Kurek Ashley, Jim Rohn, Lisa McClendon, Anita McClendon, Bill Stafford, John Lewis Parker. To everyone that in any way you contributed to my journey.

Thank you, thank you, thank you, thank you.

General Disclaimer

The information within this book “Change your Breakfast Change Your Life” is intended as reference materials only and not as medical or professional advice. Information contained herein is intended to give you the tools to make informed decisions about your wellness, lifestyle and health and mental health and wellness. It should not be used as a substitute for any treatment that has been prescribed or recommended by your doctor. The “Change your Breakfast Change Your Life” program cannot be construed as a medical treatment nor is any such claim made.

Every reasonable effort has been made to ensure that the material in this book “Change your Breakfast Change Your Life” is true, correct, complete and appropriate at the time of writing. Nevertheless the authors do not accept responsibility for any omission or error, or for any injury, damage, loss or financial consequences arising from the use of this material.

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Introduction

*Life is much simpler than we
have been lead to believe.*

Please Read!

What do these challenges have in common?

- Aging
- Low energy/fatigue
- Weight gain
- Anger
- Cancer
- Depression
- Heart disease
- Diabetes
- Pessimism
- Wrinkles
- Poor digestion
- Obesity
- Arthritis
- Bad breath
- Headaches
- Food cravings
- Osteoporosis
- Etc...etc...etc...

The fact of the matter is that all of these challenges have several things in common, all of which are bad news. But, aside from the fact that all of them are things that none of us want to have going on in our lives, the root of all of these conditions and diseases is as simple as it is common – Nutrition deficiency.

It's that simple... what we put in our bodies and when we do it will determine the quality of our lives. Yes, it is simple...But, what is not so evident is how to do it, when to do it, what to do it with and how to get ourselves to actively, willingly, and habitually participate in our own rescue. The wisdom you are about to partake and the systems that you will assimilate will change your life.

Let me explain:

- It has recently been discovered that there is a huge connection between an insufficient breakfast and your overall health and wellbeing, including excess weight, energy, serious diseases, and even looks and aging.
- Your body has hundreds of billions of cells, and these cells need up to 114 different NUTRIENTS every, single day just to keep you alive.
- These nutrients ONLY come from the food that we eat. (*Nutrients are the substances found in food that give our cells the ability to create compounds and reproduce themselves.*)
- If we don't eat the foods that have these NUTRIENTS then the body is forced to react by triggering the survival process and cannibalize itself for what it needs. This results in fat-storing, energy depletion, emotional stress, and the acceleration of the aging process. These challenges are what we call dis-ease.
- Said differently, **if we don't consume the nutrients that the cells need when they need it, they will get those nutrients by any means necessary. Meaning, they are forced go to our existing storage banks of nutrients. And, in case you aren't clear where this is...**
- The richest sources of nutrition on our bodies are our bones and our organs.
- In addition, the immune system becomes compromised, which allows the disease process to take hold of the body. We become sticky targets for exterior diseases, and our own bodies start feeding on our organs to keep us alive, creating the internal disease process.

- Our skin is the largest organ on our bodies, and is the place where the nutrition depletion process is the most visible. This is the acceleration of the aging process.
- When we don't have the right nutrition in the morning, it sets up a chain reaction by which the way we feel physically will determine our outward actions and behaviors.
- The nutrients from the food that we ate yesterday have been used up during our day and at night to regenerate and rebuild our bodies. In the morning, our bodies now have over 100 billion cells screaming for food to replace the energy and water that it used to keep us alive.
- In other words, if you start the day with the wrong breakfast, you enter a vicious cycle, one without any way out, which can last for months, and even years.

If there is any room in your life for more energy, less sleep, more vibrancy, and less fatigue, if you want to lose some weight and inches and keep it off, if you are already suffering from some sort of disease or you are worried about getting something, or if you just want to have better health...and you're finally ready to make a change now, then you've come to the right place, and now is the best time to make this happen.

I'm going to show you how you can look better, feel better, and be better from the inside out, more so than at any other time in your life. And, I'll show you how to do it easily, quickly, and for less than you are probably spending on a cup of coffee or a donut. It's also going to make so much sense to you that you're going to go...OF

COURSE. And, most of all, you will feel better about yourself and this glorious life that you have the privilege of living.

Life is much, much simpler that we have been led to believe.

It's time we stop this craziness of what is being fed to us with regard to health and fitness and wellbeing, and what's good for us, because it's clear that it doesn't work. It's time to take control of our own lives, our wellbeing, and our future.

I'm not a physician. I'm a wellness coach. However, our company has over twenty doctors and scientists on the advisory and research board. We even have a Nobel Prize laureate who contributes to the research and formulation process. They have all given me the gift of knowledge and experience.

We, as a nation, as a society, have been sold a false bill of goods about our God-given skill of producing a healthy, happy, vibrant life. The concept that, by putting some cream or solution on top of the skin will cure acne, or curing weight gain and obesity by taking a pill that will curb one's appetite, is as absurd as putting a band-aid on a gunshot wound to the head and expecting it to go away.

You're about to learn the real secret to life, the real secret to mining the antithesis of all the aforementioned challenges, so that you consistently create the wellbeing that you so richly deserve. For without one's health, wellbeing, and happiness, there is no real quality of life.

For far too long, the concept of living a long, vibrant, healthy life has been reserved for the few that would seemingly have “good genes” or the resources and time to engage the services of professionals, such as personal trainers and dietitians to keep them on the straight and narrow path of strict discipline and denial of the foods and activities that they would most enjoy.

Never in the history of man have we had so much of our population so sick, so tired, so unhappy, so overweight, and so concerned about their appearance. Around the world, our cultures are rapidly collapsing under our own weight as we continue to dig out early graves with our teeth.

You are about to embark on a journey that holds with it the promise of relief from what we have been led to believe is the natural digression of our bodies and minds. A journey that holds with it the salvation of you as an individual, as well as all that you have the privilege of caring for and interacting with.

You will come to find that the powers that be have a vested interest in keeping us tired, unhealthy, ill, and questioning our self-worth. This is absolute Madness, and it is time that it is stopped. But, best of all, you will learn that you are not alone, and you will learn what to do, when to do it, why you should do it, and how to do it, so that you operate at your optimum.

It has been said before that when the student is ready then the teachers will appear. But if the teachers do not possess the courage and the fortitude to speak the truth then the student will follow the wrong teacher. Never before in history has there been a greater need to adjust

the beliefs and behaviors of the masses. If we consume like the masses then we suffer and die like the masses.

It is my sincerest wish for you that you live your life to the absolute fullest, and that you bring all of the joy and love and success to all that you have the privilege of touching their lives because as you do, you swing open the doors for more of the masses to do the same.

**It's time to change your Breakfast
and CHANGE YOUR LIFE!**

Change Your Breakfast Change Your Life

Joseph McClendon III

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Chapter One

Life Turn's On A Dime

“In every crisis, there is a message. Crises are nature’s way of forcing change, breaking down old structures, shaking loose those negative habits so that something new and better can take their place.”

-Susan Taylor

To Whom Much Has Been Given, Much Is Expected

The conflict is as classic as it is common. Who we have become is all too often far different from who we wanted to become. Who we wish to be is not always who we behave to be consistently. Inside each and every one of us exists a seed of absolute magnificence that yearns to be tended so that we may grow and contribute and be, do, and have all that life offers for ourselves and the ones that we love. You deserve the absolute best and in the wisdom of our very souls we know it and we desire it.

So, what prevents us from having the lives that we desire? What keeps us from doing what we inherently know to achieve the physical, emotional vibrancy that we know exists. There is no question that cultural and societal in-

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fluences have conditioned us to behave in a way that does not serve us. And, unless you have been living under a rock, you know that the way we have been marketed to has been all but sinister in its intent to keep us consuming and behaving in a way that will not produce what we all ultimately desire.

But, if any of us succumb to the constant beckoning that we are locked into who we are now because of the past, or for that matter, for any reason, then we are defeated before we even begin. Perhaps one of life's most profound gifts is that at any given moment we can change our life's path, and therefore, we change our destinies.

As cliché as it may sound, we have but this one life to live, and this fleshy vessel, called the human body, and for all we know this is the only one that we will get. It is the most amazing thing on the face of the planet. Yours is unique in every way, and it is similar to every other human body in every way.

Your thumbprint is the only one like it in the universe, and it will never ever be duplicated. Our challenges, past and present, have crafted who we are today and the lessons we've allowed to affect us are evidence that there is yet more change to do, and we absolutely can do it.

Life often turns on a dime, and when it does, the consequences are not always swift. Regardless of the past, we are where we are today, and the lessons we have learned are not always the ones that we could have or should have learned.

Chapter One: *Life Turns On A Dime*

Into every life falls trauma and tragedy. From these fertile episodes, we take the reasoning and knowledge to either carry on in the same way or to shift our being.

I never want to see that look on another human being's face again.

My own life has been full of incidents, and tragedy was the catalyst for a new set of beliefs and behaviors that, in the end, became some of my greatest assets and gifts to give. Let me tell you about one such event a long time ago...

The year was 1988, and I had just completed a two-week certification seminar on personal development in Austin, Texas. Though the main focus was on learning the skills of the neurosciences, we did spend some time on how our health affects our lives on all levels. During this time, I had the distinct honor of meeting Dr. Deepok Chopra, who was one of the many speakers on the roster for the event.

At the time Dr. Chopra was enjoying the success and popularity of his new book, *Ageless Body, Timeless Mind*, and was known for his work with patients who had been diagnosed with serious and even terminal diseases, and was assisting them in turning their situations around. His focus was on nontraditional methods of medicine and treatment.

I had the privilege of sitting down and spending about half-an-hour, one-on-one with him, and to say the least, what I learned profoundly changed my life. Among so many other things that he talked about, one of the things

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that I remember him referring to was the people who were told by a physician that they had a terminal disease, and that they only had a certain amount of time left before the disease would take their life.

A great deal of the time, those people would die on or very near the day as stated by their doctor. Said differently, had the doctor told them they had six months to live, they would, indeed, die in six months... ON THE DAY.

He even spoke of incidents where a terminally ill patient's medical records and diagnosis report were mixed up with a patient who had a completely treatable and curable medical condition. The patient with the minor condition was then counseled by a physician and told that they were terminal, and did not have much time to live.

After hearing this devastating news, the patient with the curable disease died within a few days. He talked about the power of suggestion and belief with regard to our health, and that the mind will actually cause the body to respond to whatever it is told, and whatever level of belief the person has about the suggestion or news plays a huge part in this.

He then went on to say that if ever any of us were to hear a terminal diagnosis about our own health or the health of anyone whom we care about, we should respond by saying, *"Doctor, I appreciate your diagnosis, but I will not accept your verdict"* and to then seek other opinions and practices to change the situation.

Although this made a great deal of sense to me, I had no real use for it at the time, so I stored it in my brain under

Chapter One: *Life Turns On A Dime*

“useful knowledge” for the future, and went on with my education within the personal development arena.

I returned from the two-week seminar at 3:00 a.m., and I was standing outside my apartment fumbling through my luggage for my house keys. From inside my apartment, I heard my phone ringing and I remember thinking, *“Who the heck would be calling me at this time in the morning,”* and it crossed my mind that it might be serious, so I listened closer.

I heard the answering machine pick up, and I then heard the strained voice of my older sister, Ava. She was close to tears, and all I could make out was, *“Joseph you have to come quick. Mom is sick and in the hospital, and we need you to come quick.”* I finally got the door opened and rushed to the pick up the phone, but she had already hung up. I called her back, but he was not at her house, so I called the hospital in the town where she and my mother lived.

The receptionist confirmed that my mother was admitted earlier and was in surgery. She told me that she couldn't tell me what he nature of the admittance and the surgery was over the phone, only that it was very serious, and that I needed to make every effort to get there, ASAP.

Without hesitation, I ran out of the house and jumped back in my car and headed out down the road to the hospital. My mother and sister lived in a small town about three hours outside of Los Angeles where I lived. As it was 1988, and cell phones were still being invented, I spent the next three hours driving full of uncertainty, worry, and fear.

Change Your Breakfast, Change Your Life

When I pulled into the hospital parking lot, it was about 6:00 a.m., and I ran to the receptionist desk. She told me that my mom was just coming out of surgery, and that I could find my sister in the waiting room down the hall.

I sprinted down the corridor to find my sister standing in the middle of the floor with my then infant niece in her arms. Her face was wet with tears and she looked me in the eyes and began to sob. I never want to see that look on another human being's face again.

Before I could get to her to hold her, the door opened behind me and in walked a man in hospital scrubs. I could see traces of blood on his clothes, and I immediately assumed it was my mother's blood.

He asked, "*Are you Joseph?*" I told him that I was, and then he said, "*I have some very bad news to tell you and your sister. Your mother has cancer and it is terminal.*" My mouth went sour and my heart all but jumped out of my chest.

My sister let out a scream that woke her little daughter, and she, too, started to shriek. I reached out to grab her because she looked like she was about to fall over in desperation. The doctor went on to say that he had taken three quarters of a grapefruit sized tumor out of Mom's intestine. He had to leave in the rest because taking it out would kill her now.

He then said, "*I'm very sorry to tell you, but your mother has about two to three months of life before the cancer takes her.*"

Chapter One: *Life Turns On A Dime*

I felt my legs go weak and I felt my sister weakening in my arms, as well. He then told us how very sorry he was and that he had been her doctor for several years, and had grown close to her and was also a friend.

Needless to say, we were both stunned and speechless as he turned to walk out of the room. Then, from somewhere inside me, the words that Dr. Chopra had spoken to us the week before just came out, and I blurted, “Doctor, I appreciate your diagnosis, but I will not accept your verdict.”

He stopped dead in his tracks and slowly turned back around to us with a look on his face that was a mixture of compassion and, “Oh no, not another one of these difficult cases.” I explained to him what I had learned, and how I had been a student of good nutrition for several years now, and that we wanted to seek other means of getting her well.

With a great deal of compassion and patience, he explained to us that it was his job to tell the patient the truth and that he had seen this hundreds of times and it was too late.

“Doctor, you can tell her she is sick. You can tell her how sick she is and that she has cancer. **JUST DON'T TELL HER SHE IS GOING TO DIE!!**” I reiterated the power of suggestion and how it can cause a patient to give in prematurely. He then turned again to leave and said that he must tell her. I didn't know what else to do, and I was on the verge of freaking out, so I reached out and grabbed his shirt sleeve.

Change Your Breakfast, Change Your Life

With my sister in one hand and the doctor in my other, all I could think to say was to repeat “*Doctor, I appreciate your diagnosis but I will not accept your verdict. PLEASE don’t tell her that.*”

He took one look at my death grip on his arm and one look at my eyes, and then proceeded to tell me that if I didn’t let go of his arm he was going to call security. Now, I’m no fool, and even back then the thought of an LAPD beat down was enough the scare the B-Jesus out of anyone. I am not a violent man and would normally never threaten another, but this was my mother’s life, and felt I had no other choice. And, besides, I wasn’t thinking very clearly in the first place.

So, I told him that I would let him go, but if he told my mother she was going to die, I was going to have to break his back. He took one look at me and when I let go, he called the cops anyway. I sat there comforting my sister and within about ten minutes the police came and escorted me out of the hospital, where I was told that when I calmed down I could return inside.

I sat there in the parking lot for about an hour, and it was then that I made the decision to dedicate my life to finding a way to help my mom beat the disease that threatened her life.

I remember reading a book by Dr. Norman Cousins, who cured himself of a terminal disease through laughter. And, I remembered when, just a few months earlier, I had changed my own diet, and how much more energy and vitality I had.

Chapter One: *Life Turns On A Dime*

I remembered what my friend, Tony Robbins, taught me that our cells will heal themselves if we give them the proper amounts of oxygen, nutrition, and the ability to eliminate their waste.

I knew that my mother would be sedated for a few more hours, so I went out in her town and purchased a VCR and rented some comedy videos. As the Internet was still being invented, I had to do things the old-fashioned way by going to the library and using faxes and printing machines to get information to show my mother when she came to.

A few hours later, I walked back into the hospital with the VCR, the tapes, and the material, and went to my mother's room where she was still out cold. I hooked up the VCR to the TV in the room and got everything ready, and I waited for her to come around.

After about another hour or so, her eyes started to flutter and she slowly opened them to find me standing there with a big smile on my face. "OK Mom, time to get well" I said sternly. *"The doctor says you have cancer and it's pretty serious, but we are going to aggressively and deliberately go after getting it out of your body and getting you healthy again."*

She was confused and still a bit groggy, but I started to joke with her and play the comedy videos. I know it was hard for her because she was cut from stem to stern and laughter was difficult. I will admit that I didn't really know what I was doing. I just knew that I had to keep her pointed in the right direction.

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We stayed in the hospital several days, and whenever the doctor would come into the room, I would stand and give him “the look”. I would do it with a smile on my face, and after a while, he understood that I wasn’t going to give in.

We never let him tell her that she was going to die, and through some of the things that you are going to learn within these pages – through changing her diet and her mind set – Every Jo McClendon lived another eleven-and-a-half years.

The reason I tell you all of this is really for three purposes. The first is that I want you to understand how passionate I am about making a change in our society with regard to our health and wellbeing. Secondly, I want you to know that I am not just teaching you a theory. And, thirdly, I want to recruit you in creating a new consciousness of like-minded people who make it possible for more of us to shift the planet.

So, I congratulate you in advance, and I thank you for allowing me to share with you something that is not only valuable, but will change your life and the lives of the ones that you love.

We have dedicated our lives to the assistance of as many people as we can to create the best health that we can. Unless you have been living under a rock, you are aware of the health challenges in our world.

In the United States, the health care industry is straining under the intense load of the masses of people suffering from the same five diseases...cancer, heart disease.

Chapter One: *Life Turns On A Dime*

diabetes, obesity, and arthritis, and, all of them are 100 percent preventable.

Whatever the reason is that you picked up this book, I want you to know that I do not take your interest and your intensity lightly. I applaud you and I honor you for your commitment in advance, and I look forward to learning of your success.

A great deal of change can happen very quickly with just a little bit of knowledge and some simple shifts in our behaviors. As you will learn, the gradual adaptation process that the human body employs is all for a reason, and it also has a rebooting process that is rapid.

**So, climb aboard your wisdom,
and strap yourself on tight.
Let's change your breakfast
and change your life.**

Change Your Breakfast, Change Your Life

Chapter Two

How in the World do You Want to Be

There are many of us brimming with hope and anticipation for the future, yet there are too many more who have given up. It may take daily, positive thinking to convince ourselves that we, individually, are special, gifted, deserving people. We can personally inspire others by exorcising our demon-our cynicism. Our destructive habits- and by acknowledging the value inside our hearts and heads.

Eric V. Copage

We've all seen them, we've all heard of them, and some of us even know some of them. Those seemingly lucky or blessed people who always look good. They're always smiling, and are shining examples of health, vitality, and fitness. They are vibrant and look and feel much younger than their chronological age. And, they never seem to get sick or fatigued. They always seem to get a lot more done than the masses, and they have a great, positive attitude.

For most of us, it has crossed our minds at least once, it sure would be cool to have some of what they have. Granted, sometimes those types of people are our nemesis, our unbeatable opponent in terms of them being a

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reminder of what we don't have. But, in our heart of hearts, we all long to have our lives at the highest level. And, if we are not one of those people now, then we all want to change our lives.

And, what does this mean anyway - change your life? I'll offer you this working definition/explanation so that we can all be together on this. If it works for you, great, and if you can use it to shift your thinking, then even better.

To change one's life is to actively and deliberately make a shift in one's thinking and behavior with the intent to alter their future circumstances.

Whether large or small, any shift in behavior, or thinking, or feeling that produces a different direction will change your life. We have all had times in our lives where we heard something or learned something that made us make decisions to do something different, and we are either better or worse because of that decision. The trick is to minimize the bad decisions, or at least learn from them, and maximize the good ones. The quickest way that I know of to accomplish this is to learn from the wisdom and experiences of those who have gone before us. So, here is a direction that may be a good one for us to shoot for.

To be able to live your life healthy, happy, disease free, feeling good, and feeling good about yourself, and having that boundless energy to do what you need and desire to do – if you don't have all of this right now then you deserve to. You owe it to yourself and the ones you love to see how you function at your optimum. And, I'm not just talking smack here.

Chapter Two: *How in the World do You Want to Be ?*

What I mean by this is that, along with the tens of millions that have and are changing their lives, I, too, am a product of this incredible process. This year, I will celebrate my 55th birthday, and I have never felt better and younger in my life. I haven't had as much as a cold or the flu in twenty-three years, and I have more energy all day long than I know what to do with. As you can probably tell, I have a pretty good attitude and outlook on life. I share all of this with you not to brag or boast, but rather to let you know two very important things.

- 1. What is possible:** What you will learn is exactly what I do, and what over forty million others do to produce measurable results. We don't have any special product or circumstance of privileges. You will learn exactly the same information and system.
- 2. Mentoring qualifications:** When I got started, I wanted to know that the person or persons that were teaching me were already successful - not someone with good intentions that was simply teaching me from a book or a manual.

Let there be no mistake that even our emotions and attitudes and abilities to be positive are all connected to what we do first thing in the morning. **EVEN OUR LOOKS!!!** As you are going to find out shortly, the entire aging process can be altered and even reversed easily and quickly.

Change Your Breakfast, Change Your Life

Outcomes

Our mission in writing this book is to:

1. Awaken

The first goal of this book is to assist you in coming to the conclusion that regardless of the physical, mental, or emotional shape you are in **RIGHT NOW**, regardless of your age or your gender, regardless of whether or not you need to lose a little bit or a lot of weight, or even if you need to gain weight, regardless of whether or not you are suffering from any disease, mild to severe, regardless of your emotional state, your attitude, your self-esteem, your confidence level, and even your appearance, regardless of your energy level as you go through your life — **NO MATTER WHAT** — all of these things are determined by what you put in your body first thing in the morning.

2. Educate

Your body knows exactly what to do, and you can change anything that you want in a very short amount of time by changing your breakfast now.

We will educate you with the knowledge and the evidence that will show you that we have been lead down a path of destruction and disease, and it is time to take back control

3. Get Results Fast

All of the knowledge and intentions have no value if they do not produce real, tangible, measurable results. We will give you the solution, the elements, and the action plan that will change your life and the lives of the ones you love.

Chapter Two: *How in the World do You Want to Be ?*

I will provide you with the tools, the resources, EVEN the breakfast that will be fun, simple, magical, and easy to GET THE RESULTS THAT YOU DESIRE.

4. Pay it forward

I want to encourage, empower, and inspire you to take what you have learned and experience and give it to others so that we may all become a force for good, while we help change the eating and living habits of the world through our own results.

Change Your Breakfast, Change Your Life

Chapter Three

Doing What We Know

“The urge to explore, the push toward the unknown-this is inherent in the life of the child. It does not seem to be a response from without but rather the expression of some deep urge that wells up from within.” **Howard Thurman**

The fact remains that, for the most part, we all know what to do... **we just don't always do what we know** in terms of getting and maintaining optimal health and wellbeing. Although we will be covering, in greater detail, the mechanics of what we need to do in this book, perhaps the greater question to be answered is how do we, then, do what we know? How do we get ourselves to consistently take the steps that we need to get the results that we all desire?

Certainly, most people who are dissatisfied with their health and wellness have asked themselves the seemingly unanswerable questions: “What’s wrong with me? Why do I keep sabotaging myself? Why can’t I stick to a plan that will get me what I so desperately desire?” Many have simply given up and live their lives in quiet, complacent desperation, envying and even despising those who have the lives that they desire for themselves.

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Sadly, this is the condition of the greater portion of our country, and of the world, for that matter.

Life is much simpler than we have all been led to believe, and what is to follow is at least some of the unraveling of the complication and mystery that has shrouded our health and wellbeing for centuries.

Life is worthwhile if you try. Try something to see if you can do it. Try to make a difference. Try to make some progress. Try to learn a new skill. Try your best. Give every effort.

Jim Rohn

How to get the most out of what you'll learn

This book is broken down into four categories. Each category is designed to be the foundation for the next. Each chapter will have an information section where you will learn some facts and valuable knowledge.

First Have Fun!! This is a full service book, not just some reading material. We're talking about changing your life here!!! So, first and foremost, have fun. What I mean by this is lighten up and relax. As you go through this book, you might find yourself deep in thought and contemplation. Your levels of concern may be elevated and you may even find yourself a bit stressed if you take it too seriously. Believe it or not, this slows down the learning process. Make up your mind that great things are coming, and that you will get what you came here for.

I recently watched a great movie called *The Way of the Peaceful Warrior*, and among the many lessons in the movie, one, in particular, stuck out with regard to how we

Chapter Three: *What What We Do*

all tend to run our lives and our feelings about the future. Two-thirds of the way through the movie the wise old mentor told the young student to meet him the following day because he wanted to show him something really special. The eager young man went home full of positive expectancy for the upcoming day and the prize that he was to experience.

Even though he didn't know what the prize was going to be, he was, nonetheless, excited. He showed up the next morning, bright and early and ready to go. The young man met the mentor and they equipped themselves with hiking gear and began a long journey up a mountain.

Along the way the young man and the mentor talked and had a great time. The young man was full of hope and enthusiasm. He talked openly and hiked with vigor and energy. He was happy to go the extra mile. Occasionally, the young man would ask the mentor how much further it was to their destination, and the mentor would assure him that they were almost there.

After hiking most of the day they finally arrived at the top of the mountain. The mentor then told the young man that they had arrived, and showed him the top of the mountain and pointed to a rock on the ground. The young man became very upset, and he felt used and taken advantage of. "You brought me all the way up here for this? A Rock? I can't believe this" he said angrily.

The mentor reminded him that all morning long he was happy and excited, and that he felt great and had hope all because of something that he made up in his mind, something, even though he had no idea what it was.

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Simply put, by deciding that it was going to be something good, he enjoyed the journey.

Your life is one big journey, and regardless of the stage of your journey in which you are, it is a real good idea to decide now that there are great things coming. Expect the best, and you will feel better and move faster in the process. The great thing about this experience on which you are about to embark is that there really is a great payoff in the end and along the way. So, make your mind up to have fun. Check in on yourself from time to time to see if you are taking in all of the information in this book with a light heart and a willing nature.

Secondly, as you go through this material, actively engage yourself in the processes as they are laid out. Throughout the book, I will ask you to do certain things, some as simple as to close your eyes and imagine something or remember a particular time. I also will ask you to take a few minutes to write something down in your book or journal. When asked, please take the time, right then and there, to carry out the request.

Remember that every part of this book was designed to build on itself, so you will need all of the material to effectively go forward. Also, even though the procedure will be simple, simple, simple, it is important that you do some things and do them consistently. Your body and your mind will soon take over, and it will become natural and automatic.

Thirdly, it is imperative that you have an open mind. As with anything in life that is worth achieving, it takes a new and different way of thinking. Not that the way

Chapter Three: *What What We Do*

you have been thinking is wrong or bad, or that you are wrong and bad. It just means that in order to get a different result, you must do something different.

I know in my life there have been times when I heard something or saw something, and because it didn't make sense to me in the moment or I didn't fully understand, that I simply just disagreed with whatever it was. I closed it out, only to find out that I should have listened or acted upon it, and I missed out on a great opportunity.

The way to combat this very thing from happening here is to use what I call the "overcoat" method of learning. When you learn something, try it on for size. Wear it around like it is true, and if you like it, then keep it on. If not, then you can discard it. Either way, you will have had the experience of making up your mind based upon real experience versus speculation or theory.

The Fourth Key to getting the best out of this material is actually a requirement of three things from you. You must be serious, teachable, and willing to do something different. What that means is that you must be able take this leg of your life's journey with a level of enthusiasm and commitment, as though your entire future depends on it. Your future really does depend on it. The quality of your life is the quality of your wellness. As dramatic as this may sound, it is extremely and profoundly important to view the where you are right now as being a pivotal point in your life.

When I look back on my life, one of the most important, if not *the* most important, decisions and experiences I have ever made was to change how I treated my body. So shall

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it be yours, as well, if you decide to be serious now. This is not to say that I don't want you to have fun. Just have serious fun and be deliberate in your actions.

Being willing to work means being willing to execute and follow through. Consistently! Nothing in life comes without some energy and effort put into it first. Good and bad, the universe runs on the laws of cause and effect. So, deliberately initiating a specific cause holds with it a specific result. The causes that you are about to implement are designed to produce rapid, lasting, and profound results in a way that will change your very life.

As I said earlier, people know what to do, we just don't always do what we know. Many of us sabotage ourselves even when we have a deep desire to change. We will explore the basics of the human psyche with regard to how our emotions govern our behaviors, and what we can do to turn it all in our favor so that our emotions will work for us instead of against us.

Because this is a results-oriented process, I will be asking you to do some simple things in terms of writing some things down and reviewing them as you visualize. This is designed to affect the smarter part of you, which is your nervous system. This will make your changes and your behaviors automatic and not conscious. These procedures are simple and easy.

They are tried and true methods of internal change and have proven effective for thousands and thousands of people throughout time. I won't always take the time to explain how they work.

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Finally, I will propose to you the solutions in terms of specifically what types of breakfasts you need to eat and when. I will give you some simple choices, some recipes, and even some solid solutions that will fit into your lifestyle and your budget. They will be fast, easy, and most of all, extremely effective in terms of solid, measureable results that you can see and feel.

Change Your Breakfast, Change Your Life

Chapter Four

Human Beings Are the Most Amazing People I Know

We live inside this unbelievable cosmos, inside our unbelievable bodies-everything so perfect, everything so in tune. I got to think God had a hand in it.

-Ray Charles

In this day and age where anything, and I do mean anything, is possible, I have three questions for you to answer.

Question One

If it has been thirty years since man set foot on the moon, if every square inch of this planet can be seen from a satellite miles in the sky, and within a millisecond can be pinpointed and navigated to with amazing accuracy, if it is estimated that 85 percent of all of the knowledge in the history of mankind can be can be found on the Internet, and can be accessed by anyone with a cell phone twenty-four hours a day, seven days a week, if every nerve and every cell in every organ of the human body and every compound and function of every part of the body has been studied, scrutinized, mapped, and even synthesized, if all five of our senses have been in some way duplicated by machines and gadgets, if we have put a robot on Mars and will soon put a man there, if we have the ability to

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recreate another human being exactly like the original, and the only thing stopping us from doing so is the ethical and moral considerations, if I can place a device in my ear the size of a small pair of fingernail clippers and access my cell phone, and in a matter of seconds talk to someone on the other side of the planet...

Then, doesn't it make sense that this same species called mankind, which can and has done all of these things and infinitely more, should also have the ability to solve the world's problem of an abundance of sick people, and those who are overweight, tired, aging rapidly, and living with emotional distress?

**The answer, of course,
is a resounding YES!!!**

Question Two

Do they have the answers to why these challenges abound? Again, the answer is a resounding YES!!!

Question Three

Why are the solutions not brought to the forefront or why are they not being presented to us as mainstream, when you consider how frequently so many illnesses and unhealthy lifestyles blatantly denigrate us?

If you would like the answer to this question, keep reading, and you will find out!

Question Four

When is the best time to do something about your life, and the lives of the ones that you love in terms of functioning at your absolute optimum?

Chapter Four: *Human Beings Are the Most Amazing People*

The answer to this question is **NOW!!!!**

The interesting thing is that, when asked, most people answered the first three questions with a “Well, Joseph... I guess I never thought of it like that...but YES” type of response, and a look of either curious bewilderment or surprise.

No one ever said that they thought I was over sensitive about the subject or paranoid. When I asked the fourth question, everyone agreed with a level of certainty and even commitment to their answer as though they were ready to take immediate action right now.

I did ask them a fifth question, though. What are you going to do about it right now? I didn't ask you this question simply because the fact that you are reading this material now tells us both that you are already doing something towards making a change.

However, when I asked others, they just looked at me like I just asked them to explain the inner workings of a nuclear reactor, or to recite the preamble to the United States Constitution. Then, some would just shrug their shoulders or look at me like, “Well... You tell me!” Others would think for a second or two, and then spontaneously contrive a plan of watching what they eat or reading labels or getting together some sort of exercise program.

The point of the matter is that very few people know to think about how to optimize their wellbeing, and for those few who do, they have no real plan to correct their trajectory.

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Without a plan and a doable system, there is little hope of success in any endeavor, let alone changing one's consumption habits and rituals.

This is, at least in part, why I am so excited to share with you the knowledge and the systems in this book. Your efforts will be rewarded with a new you inside and out.

Fortune favors the bold and life is exactly what you dare to make it. So, let's boldly dare to make your life MAGNIFICENT!

Chapter Five

You Deserve the Absolute Best

Life loves the lover of it, life loves to be taken by the lapel and told: "I'm with you kid. Let's go." -Melvin Chapman

Everyone wants to look and feel good, even if it is just for our own self-esteem. We all want great bodies, boundless energy, and optimal health. We want our appearance to be appealing to ourselves and to others, and we want our all-around nature to be positive, optimistic, loving, and forward-moving. We want to have the type of vibrant energy that motivates us to be, do, and have more for ourselves and the ones we love.

Put simply, we all want to have a good, long, healthy, active life of which we can be proud. This is a no-brainer, and with the exception of a handful of antagonists and skeptics, there aren't too many people on the planet who would disagree. And, my guess is that at least one of the reasons that you picked up this book is that you are either currently lacking in one of these areas, or you know someone who is and you want to help them, or maybe it's both. We'll go deeper into this later, but for now, let's assume that you want more than you are currently demonstrating or experiencing.

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Another simple, but arguable concept is that, for the most part, we all know, at least conceptually, how to get the mind, the body, the health, and the appearance that we desire. Most of us know, at least conceptually, what to eat, when to eat it, and even how much to eat. You would have to have been living under a rock not to know that the obesity and disease rate is currently at epidemic proportions.

With academy award nominated movies, like *Supersize Me*, and all of the lawsuits against the major fast food giants, it is safe to say that the way that we eat as a society does not support a vibrant, disease-free life. I'm going to go into much more detail later as to why things are the way they are, and it is going to blow your mind to find out the depth of research and technology that has been used to keep our societies dependant of the types of foods and lifestyles that are all but killing us in mass proportions.

We also know that when we move our bodies, in the form of deliberate exercise, the payoffs will be tremendous, in terms of overall health, wellness, fitness, and will even enhance our overall appearance. It's also no secret that most people do not get the proper amount of exercise to support a healthy life. We know, at least instinctively, that the proper amounts of sleep and relaxation will affect our general attitude and lower our stress levels.

We know that, by focusing on the positive and directing our minds to expect the best, we will feel better and have more certainty, satisfaction, and joy. And, even if we don't know the details of these aspects of health, the knowledge and information is literally at our fingertips in bold, living color, and in as much detail as our brains can comprehend on the Internet and on television.

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There are scores and scores of books, articles, and manuscripts written on virtually every aspect of the human body and the mind. There is a seemingly endless flow of DVDs on exercise and flexibility.

There is always a new exercise gizmo on, yet another, infomercial that promises to rid you of your particular problem area quickly, easily, and with little effort, and all for just \$14.95 to try, RISK FREE, for sixty days, without obligation. They are so sure that you will want to keep their fantastic, time saving wonder machine, that after the sixty days, your card will be charged three, easy payments, so you can continue to enjoy the remarkable benefits.

The fact is that diets don't work, energy drinks are temporary and damaging, and beauty and attitude come from the inside out, and are not things that you slap on to cover up your imperfections. The question is, if diets and exercise work, then why are the vast majority of us so unbelievably unhealthy and tired? If beauty and aging products really did what they say they will do, then why are so many people yearning to look and feel better?

Life is much simpler than we have been led to believe

The simple answer is that we are approaching life's challenges in the wrong ways. We have, for centuries, been approaching the problem with a Western attitude of "fix it after it's broken" instead of preventing it in the first place, and dealing with the real issue of why it is the way that it is. Life is much simpler than we have been led to believe.

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Western medicine and philosophy is based on what, at first, might seem extremely logical. We study the problem and work backwards. We look at the sick and try to assess what it was that made them that way, and how to reverse the process to try to restore health and energy. This makes complete sense because, after all, if there is a problem, then we naturally want to take care of it as soon as we can, so that it doesn't get any worse.

However, this mindset is the same as the following scenario. Let's just say that you and I were going to take a plane to Las Vegas, and just before this plane pulled back from the runway, one of the engines started sputtering and smoking. Naturally, they would pull the plane back to the on ramp, and the mechanics would go to work to first find the problem, and would then fix the problem.

Now, in the meantime, you and I are still sitting on the plane. Wondering and worrying what the heck is going on with the plane and what we are going to do. Are we going to make our departure time and arrive when we want to? Will we arrive in time to enjoy the festivities of Las Vegas, and will we feel like staying up all night having fun?

As we sit on the tarmac wondering and worrying, the flight attendant occasionally speaks on the intercom and tells us to please be patient while the engineers and mechanics search for the problem. We can even see activity going on outside the window. Men and women in overalls buzz about the place, and every once in a while, we hear a clank or and buzzing of a power tool, and maybe even feel a clunk within the bowels of the plane.

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All of this waiting and anticipation causes a bit of stress and anxiety, and we start to feel like we want to get off of this plane.

Finally, after a couple of hours of sitting in our seats and waiting, the captain's voice interrupts our little pity party and in a calm, reassuring tone, notifies us that the mechanics have found the problem and will be fixing it. He tells us that they have found that a circuit breaker has been tripped, and it has shut down the fuel supply to the left wing engine. He says not to worry because they are vigorously working to replace the circuit breaker, and we will be on our way in just a few minutes.

Now, in case you don't know, a circuit breaker is a fail-safe device that lets you know when there is problem. If, in the case of a short circuit in the electrical system, an electric circuit breaker will step in and shut down the system to avoid any further damage to the entire system.

Most people don't even know what a circuit breaker is, but we sigh with a bit of uncomfortable relief, believing that the pilot, with his superior depth of knowledge and judgment, knows what it is and that it is being handled the right way. After another half-an-hour of clanking and clunking and waiting, we hear and feel the engines fire up, and the plane starts to be pushed back for the runway once again. The captain comes on over the intercom again and says. *"Ladies and gentlemen, thank you for your patience. The circuit breaker has been replaced and we are scheduled to take off in just a few minutes. So, sit back and enjoy the rest of your flight to beautiful Las Vegas, Nevada."*

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So, here are the life or death questions. Now, knowing that a circuit breaker is an indicator that there is a problem, and knowing that all that was done was to replace the breaker, and not knowing what caused the breaker to trigger in the first place, are you willing to take off and fly 35,000 feet in the air at 250 MPH for three hours to get to Las Vegas? Any logical-minded person would deduce that the cause/effect nature of things is that if the effect is the circuit breaker tripping, then there must be a cause, and if you don't address the cause, then the effect will happen again. And, in this case, it could happen while you are in a very dangerous position. Will you speak up or will you take that flight?

I asked this same question of an audience once a few years ago, and a man raised his hand and said, "Well, we're going to Vegas anyway, and Vegas is where you gamble, so might as well take the gamble right from the start." The whole room erupted in laughter, but the sad truth of the matter is that this is the real life approach that so many of us take about our health and wellbeing. The circuit breakers are firing off all around us – things like our skin, our energy, our weight, our attitudes, our overall health and wellbeing.

This simple example is a perfect metaphor for what takes place every day in the medical profession. A patient goes to the doctor complaining of a symptom and the doctor looks around. The doctor only has a few minutes to figure things out for you, so based on what he knows to be true, he gives a diagnosis and prescribes a medication to handle the symptom. The challenge is that the symptom is the circuit breaker of the human body.

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It is a blatant indication that there is a deeper challenge that requires further attention, and that if this challenge is not taken care of, then not only will the symptom reoccur, it will get worse and cause even more serious damage.

The patients put their trust in the physician because, after all, they are the ones who are the professionals and know more than we do about the symptom. And, this is, for the most part, absolutely true. They do know more about the symptoms, and they even know about the causes, but the common methods of modern medicine are to treat the symptom, not the cause of the symptom.

Remember, aspirin is not a result of aspirin deficiency, acid indigestion is not a result of you not having enough Tums in your stomach, and acne is not a result of you not having enough pimple medication on your face.

Cause and effect philosophy tells us that for every effect there is a definite cause, and if you change the cause then you will change the effect. But, what we are even more unaware of is that there is a deeper, more immediate root, than the cause itself. This root is called the source, and it is, in effect, the cause of the cause itself. Address the source, and you remedy the challenge altogether and prevent any further challenges in the future.

Supremely engineered and designed to last

Whatever your religious beliefs, I'm sure we can all agree that we didn't just happen to be magnificent creatures over night. Someone or something engineered us to be as we are, or we evolved from mud to become the beings that we are today. OR BOTH! Either way, you have to admit

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that we are truly a grand piece of work. To this affect, when you think about all that we do, and all of which we are capable, you have to consider that we have also been designed to thrive, not just to survive.

As a result of this grand design, we want to utilize it to restore ourselves to our optimum status. Whether you are in great shape and just want to tune up a bit, whether you are experiencing challenges with your health, great or small, we want to approach this process with a foundation on which we can build and from which we can grow. Our foundation will be to:

- **Educate**
(Affect the source and stop the bleeding)
 - o Learn the simple facts of how and why things are the way they are.

- **Heal the feeling**
(Affect the mind)
 - o Learn facts about how and why we do what we do.

- **Solution**
 - o Learn what to do and how to do it.
 - o Create the habit (activate and accelerate).

- **Condition the results**
(Make them who you really are)
 - o Make it stick so that you automatically take the best, most powerful steps for your outcomes

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These simple steps will make it easy and fast for you to attain your results. Keep in mind that everyone is different in terms of what they consider personal appearance and weight.

So, to make sure that you get what you want, I will be asking you to describe your ideal “you.” This way, you can have a measuring stick to guide you, and not rely on what I or anyone else says is your ideal.

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Chapter Six

Let's Talk About Breakfast

If you do what you've always done, you'll get what you've always gotten.

- Moms Mabley

What did you have for breakfast?

Please, answer this question quickly and honestly. Perhaps, an even better question to ask is what do you normally have for breakfast? What do the people around you have for breakfast (i.e., your family, friends, co-workers, etc.)?

Inevitably, you will find that, for the most part, most people eat the same types of breakfasts with very little deviation or variety.

What did/do you eat for Breakfast?

In today's society, most people generally eat one of three types of breakfasts. All three of these breakfasts are problematic, at best.

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The following are examples of the typical American breakfast, but the same holds true for many other industrialized nations around the world, especially since America has such a huge influence on the trends of the rest of the world.

Breakfast Type 1: No Breakfast At All

If you eat no breakfast at all, you get no calories, none of the nutrients that your body needs, especially first thing in the morning, and you start the vicious cycle early in the day.

As you can see, you are getting NO nutrition when your body needs it the most. So, the cells start the process of cannibalizing your organs to get what they need. In the upcoming chapters, we will talk about the aging process, and how not eating breakfast directly applies to this process.

You may wonder why, if our bodies are starving for proper nutrition at this time in the morning, are we not hungry in the morning and how we can skip this essential meal?

The answer is two-fold and is really quite simple. Remember, the human behavioral system is strengthened by repetition and physiology. Anything that is repeated will become a habit. So, if a person has missed breakfast enough times, the body and mind will start to make it a habit, and these habits can sometimes become hard to break. In other words, the nervous system will start the process of leaching, automatically, when you wake up.

Secondly, based on the types of foods that a person consumes before he retires for the night, and the entire day,

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the body is still digesting this food, and the feelings of hunger are not as great. Your entire eating and digestive system will adjust to what you are feeding it, or to what you are not feeding it.

Many people who are trying to lose weight resort to not eating in the morning, but this will actually cause you to gain weight even faster. If you starve yourself in the morning, when you do finally feed your body, your system will more easily store the food as fat, just in case, because it knows that you may starve it again. This is not even to mention that the next meal for most people who skip breakfast is one of high sugar and lots of calories.

Skipping breakfast in the morning will also cause the body to conserve energy because it is working overtime to stay nourished, and there is no food for energy. So, many breakfast skippers resort to coffee, caffeinated soft drinks, and even energy drinks to get their energy to a level by which they can function. Most of these drinks are full of sugar, not to mention that the caffeine is causing the body to work overtime, when it should be re-operating.

Breakfast Type 2: The Fast Breakfast

The second type of breakfast is what's called a quick or fast breakfast. You grab a latte, maybe grab a muffin, a slice of toast with jelly, a bagel, a coffee with sugar, cereal, doughnuts, or pancakes. You know these types of foods; these are the ones that are usually eaten on the run while on the way to work or to school. We call it a fast breakfast because it is easy and fast to make, and unfortunately, people eat it fast, as well.

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These types of foods are simple carbohydrates, and they are immediately turned into sugar. Your body wakes up and demands vital foods and water, and instead, you give it sugar. Here, you have guided your pancreas to produce insulin, which lowers blood sugar, zaps your energy, and causes you to crave even more food and sugar to get your blood sugar levels back up. This is the vicious lifecycle by which most people live, and they don't understand why they are going up and down in energy, weight, and wellbeing.

Chart here

Along with the sugar and the acid that is produced in the system, there is no nutritional value in this type of breakfast, and the calories are astronomical. This means that the body will store this junk as fat. What's worse, is that the system will make this a habit and start to do it even when we are not eating.

A simple cup of designer coffee can contain as much as 800 calories and a muffin or a bagel can add as much as another 300 to 400 calories. These are empty calories. Remember that the average person needs anywhere from 1,200 to 1,800 calories per day, and we are consuming anywhere from 1,100 to 1,500 of those calories, and we haven't even gotten to lunch yet.

It should be easy for you to see why so many people are so overweight and unhealthy.

Breakfast Type 3: The Traditional Breakfast

The third type of breakfast is a traditional, American breakfast, which may include coffee, sugar, eggs, bacon, potatoes, bread, orange juice, etc. This type of feast is high in calories, high in fat, and of minimal nutritional value, and the orange juice, unless it is fresh squeezed from the orange right there in the kitchen, is full of sugar and preservatives. Usually, this breakfast is eaten at the table and is quite large.

We Americans like our stuff big, and if it's on the plate, we're most likely going to eat it, and we're probably going to eat it all.

Even though the protein in the meat offers a tiny bit of nutrition, it is full of fat preservatives and it is hard to digest. The average American and European intestine carries within it over five pounds of putrefied, half-digested red meat. This meat stays here, and continues to trigger the digestive system. Plus, another five to ten pounds of foul, toxic, mucus waste that has been impacted for years remains in the folds on the colon and the small intestine.

The average person can have from twenty to fifty pounds of excess weight from un-passed waste in the digestive tract. This means that toxins can build up and continue to circulate throughout the system, causing the system to be confused as to what it should do.

All of these breakfast issues really come down to a low blood sugar. Even though the food is converted to sugar and this sugar is in the blood, the pancreas recognizes

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this and produces insulin to counteract the sugar in the system, and this is what brings the blood sugar level down.

Low blood sugar causes you to feel fatigued in the morning, even after having slept for a full eight hours, and once you are low on sugar, your brain sends your body to sleep. This explains why people become tired shortly after they eat. It is the morning, and most people have things they need to get done, and the day is just getting started.

They begin looking for something to bring their energy back up. This is where the coffee and soft drinks come in - more sugar, more acid, and more insulin - up and down, up and down, like a roller coaster, and all the while, storing fat and robbing nutrients from the body.

This is a vicious cycle that is hard to break, and people don't even realize that it is going on because they are caught up in the social hypnosis of our society, which is promoting that the foods that we are eating are the best for us.

I hope that you can now see that the system is flawed, and that there needs to be a break that will bring about the change that we all seek and deserve.

Chapter Seven

Why Bother ?

“Why comes first, how comes second, results soon follow.”

“Human beings do some amazing things when they have a strong enough reason why.”

Before we even talk about how things are and what to do about them, I want to introduce you to a concept that will drive you to do whatever it is that is necessary to get your outcomes.

For more than two decades now, as a peak performance professional, I have had the privilege of interacting with over a million and a half people all around the globe. Though I studied psychology in college, I didn't really start to understand how we, as human beings, think and act with regards to our psychological makeup.

I then studied the neurosciences and became proficient in several change processes, including Neuro-linguistic Programming, Hypnotherapy, Neuro-associative conditioning, and several other traditional and some not so traditional human change technologies.

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I spent the first ten years of my career assisting people with overcoming fears, phobias, and emotional challenges.

I have had outstanding mentors and teachers who taught me to be the best. What would normally take months, and sometimes even years, to remedy would take me days, and in most cases, hours to make a lifelong change.

I served on the faculty at the University of Southern California Los Angeles for six-and-a-half years, and have had the privilege of working with some of the world's most successful and notable figures, from academy award winning actors, to musicians and sports superstars.

The reason that I tell you all of this is not to impress you, but rather to drive home two very important points. My first point is simply what it is possible for us, as humans, to achieve in life. What I mean is that if it is possible for all of these people to get results in some pretty major challenges within their lives, then it is certainly possible, and really probable, for you to get the results that you desire in yours.

Secondly, I was always taught by my mentors to go to the best when you are looking to learn or model success. So, I wanted to make it clear that this is not my first rodeo, and that you have come to the right place to get the results that you desire. I will share with you the knowledge and wisdom of my great mentors and coaches, making it easier and faster for you to achieve the outcomes you desire.

Having said all of this, and, perhaps, the biggest reason I told you all of this is because I want you to know that behind the knowledge of what to do and how to do it is the drive to

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do it. Let's face it, most of us have desired to do something in the past that we didn't do, especially if getting the result we wanted involved doing something that was difficult or uncomfortable. An example of this might be exercising or quitting a bad habit, like smoking, drinking, or substance abuse.

With the best of intentions, we set out to tackle and conquer these challenges, but we get derailed by any number of things along the way. The biggest and most effective of these distractions is our own, personal psychology, and our own feelings. We talk ourselves out of doing what we know, intellectually, is the right and beneficial thing in the moment. We've all been there, and in the moment, our reasons for not taking action are stronger than our desire to do what it takes to get the results that we want.

The fact of the matter is anything that is more than the average that is worth attaining will usually carry with it a level of discomfort in terms of hard work or discipline. Willpower comes into play when it comes to habits and addictions, and even fears, like the fear of rejection or the fear of failure, even though our intellect will tell us otherwise. When it comes down to actually doing the deed, our emotions may tell us differently, and in most cases, the emotion will override logic, hands down.

So, what's the answer? What is it that makes some people? After all of these years and all of these experiences, it has become very clear that human beings will do more if they have a strong desire, or at least are aware of their reasons for attempting what they want to do. Said differently, human beings will do some amazing things when they are attached to a strong enough reason as to why they want to do something.

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Let's prove it with you

Play along with me for a moment. Let's say that there is a house, and surrounding that house is a moat full of water. In that water are alligators, sharks, poisonous fish, poisonous snakes, leaches, and flesh-eating piranha. Surrounding that moat is a ten foot, barbed wire fence with two hundred and forty volts of electricity surging through it.

On the fence is a big bold sign stating that anyone caught trespassing beyond the fence will be prosecuted within the fullest extent of the law, and in the process receive a full-on, hardcore, L.A.P.D. beat down.

You and I are standing outside of the fence looking in. We can see the shark fins in the water and hear the crackling of electricity surging through the fence. And I say to you that inside the house, in one of the bedrooms, laying on one of the beds is a brand new, crisp ten dollar bill, and if you can get into the house, you can have that ten dollars.

No questions asked, free and clear, you can have the money. The question is, would you attempt to get into that house to get the ten bucks?

Unless you are crazy, or you have a death wish, your answer should be a resounding "NO!" – not for ten measly bucks. The risk versus reward is way off kilter here. To risk electrocution, poisoning, and being dismembered and eaten alive is a steep gamble for ten clams.

BUT, if I told you that inside the house, lying on the bed in one of the bedrooms is the person that you love the

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most in life, and he or she is fast asleep, and the house is on fire, and if you don't get in there and wake up your loved one, he/she will be burned to death in the fire, would you now get in the house???

Well, for most of us the answer is of course YES! As a matter of fact, you would fight me or anyone else who tried to stop you from getting in there. You would find a way to get in there. You would become incredibly resourceful. You would think of things that you would never have thought of before. You would have boundless energy and you would have clarity like you have never had it before. Your drive and determination would be maximized, and your focus would be razor sharp – **all because you now have a strong enough reason WHY.**

Although this is a pretty radical and morbid example, my point is to illustrate that this is how we, as humans, function. We all have a mechanism, so to speak, inside of us that stimulates our nervous system to step up and do more. When we are attached to our reasons why, we find a way to get it done. This is where a great deal of our internal drive comes from. It is what will make us get up early and stay up late and go through the hard times to get to the outcome.

We don't question or make excuses for why we can't. When we are attached to our reasons, time goes faster and we become less affected by outside distractions. The pain seems less and sometimes even non-existent. If you look into your own life, isn't it true that when you really wanted something and you did the hard stuff to make it happen, you were driven by a strong image and feeling of why you were doing the task in the first place?

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So, as long as this mechanism is in place in all of us, doesn't it make perfect sense to use it to our advantage? This is one of the fundamental building blocks to rapid human change. Utilize what is already working to create the results we desire. It's also important to understand that everyone is different, and that we all have different reasons, and we all have different levels of intensity and emotions about things.

This simply means that one person may place a great deal of value on losing weight and their reason why they want to do it is because they want to be healthy and alive so that they can see their children get married or graduate from college. And another person may want to lose weight because the most important thing to them is to look good in their clothes. Yes, both of these reasons are important, but to each individual, it is important that he feels good about his own, personal reasons and feelings, and does not try to motivate himself to do something based on someone else's reasons.

So, let's take some time to find and bring to the forefront your own, personal reasons why you should go any further. Remember that this is not rocket science, and I purposely made it simple to understand so that you won't have to put much thought into it. This is one of those times that you will want to just allow your imagination to work instead of your intellect. First, let's start with your reasons why, and then I will tell you how to use them to enhance your drive. Start by answering a few questions. There is no need to be poetic or creative in your writing. Just listing your answers is fine. We will refine them and put them into a usable form later.

Please take the time to do this right now.

Do not skip over this page, as it is a critical part of the process. Remember, we are talking about changing your life. If you can't do it right now, then put the book down and pick it up when you do have the time. Also, make sure that you actually write it down. and don't just try to keep in all in your head. It becomes a very real thing as soon as you do this. This is interactive, so let's rock!

1. Why did you pick up this book in the first place?

(Example: The title interested me because I want to feel better, I have been wanting to do something about my health for a while, I have put on a few extra pounds over the years, and I want to finally do something about it, etc.)

2. What do you really want in terms of your health?

(Example: more energy, better skin, better attitude, better sleep, lose weight, gain weight, look better in my clothes, etc.)

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- 3. What is the most important thing in your life?**
(Example: my family, my children, helping others, my Harley Davidson, etc.)

- 4. Who is the most important person or persons in your life?**
(Example: mother, father, sister, brother, wife, husband, boyfriend, friend, girlfriend, etc.)

- 5. What makes you happy?**
(Example: helping others, playing with my children, playing music, riding my Harley, etc.)

Now What ?

Remember when we talked about the house that was on fire. Well, the reality is that anything worth attaining might carry with it some difficulty and discomfort. You are about to alter how you have been doing something in your life for many years now – maybe even decades – so, you may run into some challenges along the way.

Well-meaning relatives and friends may tease you and taunt you. Jealous coworkers and acquaintances may challenge you to abort your plan and do the more comfortable thing.

When these uncomfortable times come around, then all you will need do is to find this list that you have just created and review it. Simply ask yourself if the reasons why you started this journey have changed or become any less important.

I guarantee that the answer will always be “no”, and you will stimulate your inner soul to step up and endure the short-term, uncomfortable feelings.

You are also going to review this list and make it grow over for the next ten days. At the end of the book, I will give you a daily schedule to follow that you will enjoy and which will give you real results.

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Chapter Eight

The Real Deal

And so when the tribe says to you, “Throw two oranges into the river to appease the hippopotamus God, or the crops will not grow,” you have the courage to say, Baloney.” And you go out and buy a bag of fertilizer instead.

Stewart Wilde

No doubt, there are those who set the standards as to what we should all look and feel like, but for the most part, the things that it would take to meet these standards are either difficult to do, or we weren't born with the right genes to make these attributes automatic.

Right now, the health of the world is at an all time low. As a matter of fact, there are certain areas and demographic and social economic groups where the health and wellness issues have reached epidemic proportions with no real end in sight.

Unless you have been living on a deserted island all of your life, you have heard, read, and seen on TV that the health of our great nation is, for all practical purposes, in the toilet, and we have one hand on the handle, ready to flush.

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The fact of the matter is that, even though we all want to look and feel better, we generally have a hard time doing what it takes to get what we want.

We know how to create diseases

It seems ridiculous that, as a species that has put a man on the moon and figured out how to split the atom, humans are still in denial about the fact that the same diseases keep popping up like clockwork, and we have yet to find a cure.

Scientists have mapped out every square inch of this earth, above and below the water, they can all but predict the weather, they have dissected, labeled, tracked, and studied every, single centimeter of the human body, and the list goes on and on.

Yet, they can't find a cure for the common cold. They can't (or shall I say won't) put in place the systems and the practices to eliminate diabetes or heart disease.

If you believe this then you are probably still of the belief that a tiny fairy sneaks into your room at night and checks to see if there are any teeth, so she can leave a few bucks under your pillow.

As I stated earlier, I have not had a cold or the flue or any illness for twenty-two years, and I am not alone. There are thousands and thousands of people all over the world who enjoy optimal health.

Have a look at the following list.

- Weight gain
- Diabetes
- Heart disease
- Cancer
- Osteoporosis
- Stroke
- Lack of energy
- Arthritis

These are all preventable, and for the most part curable, diseases. In Chapter 9, you will learn that even though we know how to prevent and even cure most of the health challenges that plague us, it is not in the best interest of the food and pharmaceutical companies to promote these solutions.

Please remember that this program is for everyone. You may or may not suffer from any of the above-mentioned challenges. Awareness is the first step towards change, so take a look at the real deal, and just to help you keep it real, here are some facts about the general health and wellbeing of our societies.

Excess weight

34% of Americans are very overweight

- Body Mass Index or (BMI) is an indicator of health and health risks
- Obesity is defined as having a BMI of thirty or higher
- More than a third of the adult population over the age of twenty is OBESE, and this number has doubled since 1980.

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Percentage of Obesity per State

<u>State</u>	<u>%</u>	<u>State</u>	<u>%</u>
Alabama	30.3	Illinois	24.9
Montana	21.8	Rhode Island	21.4
Alaska	27.5	Indiana	26.8
Nebraska	26.0	South Carolina	28.4
Arizona	25.4	Iowa	26.9
Nevada	24.1	South Dakota	26.2
Arkansas	28.7	Kansas	26.9
New Hampshire	24.4	Tennessee	30.1
California	22.6	Kentucky	27.4
New Jersey	23.5	Texas	28.1
Colorado	18.7	Louisiana	29.8
New Mexico	24.0	Utah	21.8
Connecticut	21.2	Maine	24.8
New York	25.0	Vermont	21.3
Delaware	27.4	Maryland	25.4
North Carolina	28.0	Virginia	24.3
Washington DC	21.8	Massachusetts	21.3
North Dakota	26.5	Washington	25.3
Florida	23.6	Michigan	27.7
Ohio	27.5	West Virginia	29.5
Georgia	28.2	Minnesota	25.6
Oklahoma	28.1	Wisconsin	24.7
Hawaii	21.4	Mississippi	32.0
Oregon	25.5	Wyoming	23.7
Idaho	24.5	Missouri	27.5
Pennsylvania	27.1		

The data shown in this chart was collected through the CDC's Behavioral Risk Factor Surveillance System (BRFSS). Each year, state health departments use standard procedures to collect data through a series of monthly telephone interviews with U.S. adults. Prevalence estimates generated for the maps may vary slightly from those generated for the states by the BRFSS, as slightly different analytic methods are used.

American children are substantially overweight. This generation is called the “O” generation – “*O*” for *Obesity*.

ALMOST 20% OF AMERICAN CHILDREN ARE OVERWEIGHT OR OBESE , and the number is increasing every day – UNLESS we change this!

Overweight Trends Among Children and Adolescents

High Body Mass Index for Age Among U.S. Children and Adolescents, 2003–2006*

This *Journal of American Medicine (JAMA)* article reports the prevalence of high body mass index (BMI) for children and adolescents showed no significant changes between 2003 and 2004 or between 2005 and 2006, and no significant trends between 1999 and 2006. Rates of overweight children and adolescents and obesity remain high, with 31.9% of children and adolescents, ages 2-19, at or above the 85th percentile of the 2000 BMI-for-age growth charts.

Prevalence of Overweight Among Children and Adolescents: United States, 2003–2004

Being overweight is a serious health concern for children and adolescents. Data from two NHANES surveys (1976–1980 and 2003–2004) show that the prevalence of being overweight is increasing: for children ages 2-5, prevalence increased from 5.0% to 13.9%; for those ages 6–11, prevalence increased from 6.5% to 18.8%; and for those ages 12–19, prevalence increased from 5.0% to 17.4%.

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This pattern will lead to this generation being the **FIRST** in which parents will outlive their kids!

Economic Cost of Chronic Disease

- Chronic diseases (i.e. heart disease, cancer, diabetes) costs the U.S. economy \$1.3 trillion annually, and this number could reach \$6 trillion by the middle of the century.
- A decline in obesity rates can lead to \$60 billion in savings in treatment costs and \$254 billion in increased productivity!!

Health Risks Associated with Obesity

- Heart disease
- Cancer (some types)
- Hypertension'
- Gallbladder
- Stroke
- Disease
- Diabetes
- Osteoarthritis
- Sleep Apnea
- Many, many more!

Heart Disease

Cardiovascular disease (CVD), including heart disease and stroke, remains the leading cause of death in the United States despite improvements in prevention, detection, and treatment. CVD is no longer thought of as a disease that primarily affects men as they age. It is a killer of people in the prime of life, with more than half of all deaths occurring among women.

Cardiovascular diseases remain the leading cause of disability among working adults. Stroke alone accounts for the disability of more than a million Americans. The economic impact on the health system grows larger as the population ages. In 2001, the estimated cost of healthcare expenditures and lost productivity attributable to cardiovascular diseases was \$298 billion.

Cardiovascular Disease in New York State

Cardiovascular diseases are the leading causes of death in New York State, killing more than 70,000 residents each year. For every person who dies from a heart attack or angina, eighteen people live with these conditions. For every person who dies from a stroke, seven people cope with the consequences of a non-fatal event. Many of these survivors are disabled and can no longer lead productive lives. They also are at high risk for additional occurrences. These numbers are increasing as the epidemic of heart disease and stroke continues.

Dietary Factors Associated with **4 of 10** Leading Causes of Death in the U.S.:

- Heart Disease
- Cancer
- Stroke
- Diabetes

** These same four health risks are associated with obesity!

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Reality Check

Which of the following applies to you?

- Do you like going to Starbucks?
- Do you love donuts, pastries, or snack foods?

Good Nutrition Affects Everything!

- Health
- Energy
- Vitality
- Organs
- Cells
- Skin
- Quality of Life

Chapter Nine

Your Wellbeing Is Bad For Business

Back in 1992, after getting the news that my lifelong dream of becoming a recording artist was dashed on the rocks. I was invited by my friend, Tony Robbins, to spend some time in Fiji. He had also invited several others along to enjoy his resort. Among the other guests were Paul Michel and his lovely wife, Martian Sheen with his wife and their daughter, Charlie Sheen and his girlfriend Ginger Lynn, John, and Paul Pilzer.

Tony had a knack for bringing people together for fun and a bit of mastermind/commodore, and from those relationships, we all became richer in knowledge and experience, and a few of us even found new directions in our lives.

I had an incredible time getting to know everyone on the island, and among other things, was able to forget about my challenges and focus on things that would make a difference in the lives of others. Everyone I met was fantastic, and the one that stuck out the most for me was Paul Pilzer. Paul was and is an economist and author. He had recently finished his book, *Unlimited Wealth*, and was enjoying its raise to best-seller status. The book,

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among other things, focused on how to take advantage of the present trends and conditions to create financial wealth and freedom. To this date, Paul is a world recognized economist and has made an incredible impact on the planet with his predictions.

One night, while we were all sitting around the huge dinner table, the conversation turned to the future and what we could expect in terms of trends in the United States and around the world. Based on his past history of predicting and his vast insight with regard to the pulse of the nation, Paul Pilzer was asked what he thought the next new trend would be. Without batting an eye, he said that the next big trend would be in the field of health and wellness, specifically in the field of weight management, disease control, and aging.

He explained that what he had done to make a lot of his predictions was to follow the plight of the baby boomers through time. He said that if you were an investor in the fifties, and you were aware of the boom in births over the previous years, then what you had to do was to use your head to realize that with all of these babies being born, all you had to do was invest in the types of things that the babies and families would need and you could take advantage of the trend. Babies need diapers and powder, baby food, high chairs, etc. So, if you knew of a company that made these types of products, and if you were to invest in these types of companies, you could enjoy the profits from their increase in sales.

Using this logic, he said that what he had done was to track the needs of this huge mass of people that were born between 1946 and 1964, and he could predict what the

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next mega trends would be. These trends ranged anywhere, from diapers to washing machines to cars, and even to housing. When people reach certain stages and ages in their lives, it is enviable that they will need and buy certain things.

He said that based on this philosophy, he could tell that when these same people reached their forties and fifties, based on the current eating habits of the world, they will want to have better health and look and feel younger in mass. Therefore, he said that if you want to predict what the trend will be, just look at the current health of that mass of people who are baby boomers.

The reason that I share all of this with you is to illustrate at least one of the reasons that the public, as a whole, is being and has been led down a path that has all but programmed us to eat ourselves into an unhealthy state, and even to become addicted to the foods and lifestyles that hurt us, rather than nurture our bodies. Said differently, there are people who have taken the knowledge of the upcoming trends and human nature, and coupled it with advertizing and chemistry to influence an entire society to believe and eat a certain way.

As a result, they have and continue to profit from this well thought out system, and the public, as a whole, is none the wiser. As a matter of fact, the public, as a whole, will radically defend the right to stay sick and unhealthy. I know that this is a pretty radical statement, and you may even be thinking that I have lost my mind, but let me give you a couple of examples to illustrate my point.

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Here is the analogy:

It is no secret that the food and drug industry doesn't necessarily have our best interests at heart.

Example 1

For this example, FORGET YOUR ETHICS, meaning, don't think in terms of right or wrong based on the good of the whole. Simply think in terms of the bottom line: HOW MUCH RETURN YOU WILL MAKE FROM THIS INVESTMENT OPPORTUNITY.

Let's say you are an investor. Your only outcome is to make money, and this is all that you care about. You will be completely insulated from the people who will be directly affected by your decisions, meaning that when you invest, all you will see is the profit or loss from your investment.

Let's say that I am a pharmaceutical company, and I come to you with an incredible investment opportunity. My company has recently perfected a new medication that will end diabetes. That's right – it will cure diabetes! And, let's say that there are at least 100 million diabetics in the world, and they will, of course, all want to take our medicine. The pill can be taken one time, and within one week, all of these former diabetics will be able to lead productive, normal, diabetes-free lives. They will lose their excess weight, regain their confidence, and be happy and healthy.

We will sell this pill for \$10 apiece, and all each of these diabetics will need is one pill per person. Here is the proposition. If you invest your \$100,000.00, and in return, within three months I will give you one-half of the pro-

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ceeds from the sale of the drug. We will take care of all of the advertising, the distribution, and the sales. All you have to do is invest your hard-earned cash and you will get the return. Would you make this investment?

Before you answer, let's do the math just so you are completely clear. There are 100 million diabetics in the world that will for surely pay ten dollars for our pill. That's one billion dollars in profit, and I am going to give you half of that one billion dollars within three months for your 100thousand dollar investment. Additionally, on top of this, we will rid the planet of this horrible disease that has been taking its toll on the human race for far too long. Now, again I ask, would you make this investment?

Unless you are crazy or like living with the torment of having passed up the best deal of your life, your answer would be a resounding YES! Of course. What, are you crazy? A half a billion dollars for a one hundred thousand dollar investment? And to be a part of something that will turn the course of history? You'd make this investment without hesitation. This is definitely a no-brainer.

But, let's take a look at another scenario. Now, remember that you are in it for the money, and this is your main outcome. I have a pill. The pill won't cure diabetes, but I will make the user more comfortable for long periods of time. It will mask their symptoms and keep them alive longer than they would if they didn't take my medicine. On average, they will live ten to fifteen years longer than if they didn't have this pill. They will have to take the pill three times a day **FOR THE REST OF THEIR LIVES.**

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We're not going to charge ten dollars a pill, either, we are only going to charge three dollars a pill. There are still 100 million diabetics, and they all need something to ease their symptoms. The same offer is made to you as before. You invest your 100K, and I will give you half of the proceeds. Will you now make this investment?

Let's look at the math on this one:

- \$3.00 a pill three times a day..... $\$3.00 \times 3 = \9.00
- \$9.00 times 100 million people..... $\$9.00 \times 100,000,000 = \$900,000,000.00$ (nine hundred million dollars)
- Per day for the rest of their lives (average 10 years)..... $\$900,000,000.00 \times 365 = \$328,500,000,000.00$ per year $\times 10$ years = $\$3,285,000,000,000.00$ (three trillion, two hundred, eighty-five billion dollars)

Now, I ask you, which is the better investment? Scenario one or scenario two? Obviously, the second scenario is, by far, the better investment. In essence you put up 100 thousand dollars, and in return will receive half of **\$3,285,000,000,000.00! WOULD YOU MAKE THIS INVESTMENT?**

Of course you would. The only reason you might say no is if you were basing your decision on ethics instead of money. You might be saying that by not finding a cure, you are cheating the diabetic public and keeping them strung out on your drugs. You might say that they deserve to know the truth and that there is another way to deal with their condition. But, if you did, you wouldn't make the money, and remember, as an investor, making money is your ultimate goal.

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So, forget your morals and your ethics and make your decision based on the cold, hard cash.

As ridiculous as this example is, it is a perfect analogy for the way the pharmaceutical industry works. More than half of the medications on the market today do nothing to cure the disease for which they are prescribed. It is not necessarily that they are maliciously intended to fool us. In most cases, this is what our pathology-based medical research has yielded over the years. It is possible that they know that there is an easier, better, and more effective way to help people, but it is either going to cut into the profits, or it has not been brought to the forefront enough for the general public to take notice.

Remember, when I said that we, the company, would take care of the advertising. Well, think about it. If I can control what the public, and even the medical profession hears and learns then I can steer them in the direction of what I want them to do. And, if I enlist the help of the food and drug regulatory bureaus then I will have a monopoly and dominate the market. Pretty scary, huh?

What about the food?

Well, it gets even worse. Think about the food that we eat. It is almost the same thing. Paul explained that the food companies have their own way of keeping us buying the food that is making us sick and dependant. He said that if I gave you a banana, and you had never eaten a banana in your life before, you would eat it and say, "Hmmm, this tastes good." If I offered you another, chances are, you would have to at least think about it. You probably wouldn't have another, and this is why: When you ate the first banana, your mouth secreted sa-

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liva and started the digestion process. The saliva broke down the banana in your mouth and analyzed its nutritional content. A signal was then sent to your brain and throughout your body telling you that this banana has an abundance of nutrients, and you don't need any more at this time.

So, you wouldn't necessarily want another, and if you think about it, how many times in your life have you sat down and eaten a bunch of bananas? You've eaten one, maybe two, but rarely more than this. You see, bananas just happen to be rich in nutrients. As a matter of fact, they are one of the most nutrient rich foods that you can eat. So, your mouth will send signals to your brain and digestive system to halt the intake of bananas because it is full.

But, if I gave you a potato chip or a McDonald's french fry, you would eat them until they are gone. As a matter of fact, you would ask for more, and even crave them when they were gone. You would probably do what so many of us have done. You would lick your fingers and catch the crumbs at the bottom of the bag.

The reason for this is two-fold. The food that you are eating now has been prepared in such a way that it has shut off that mechanism in your mouth and brain that tells you when to stop eating. And, the food has no nutritional value, so your brain will trigger you to keep eating in hopes of getting nutrition.

This is what Paul calls "Economics 101". It's easier and cheaper to resell to an existing customer than it is to create a new one.

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Stated differently, if these companies can get enough of their food in you, you will become addicted to their foods, and you will keep coming back to them to satisfy your fix.

Also, if they get you to a point where you are twenty to twenty-five pounds overweight, then the mechanism will shut down on its own. This is where the concept of supersizing came into play in the first place. We were duped into thinking that the candy bars and bags of fries increased in size out of the goodness of the hearts of the food manufactures. In reality, they just want to get more of their habit-forming food into your body so that you will mindlessly keep coming back to buy more. This, obviously, increases their bottom line.

It's the same reason that the makers of the most popular and successful erectile dysfunction medication in the world, which also, as it turns out, is one of the most profitable drugs in history, wanted nothing to do with the proposed medication to lower heart disease, which was the original, intended purpose of the male enhancement drug.

They turned down the heart medication because they also happen to be one of the largest sellers of blood pressure and cholesterol medications in the world. Basically, if the company promoted a drug that made people with heart-related diseases better, then they wouldn't buy the other medications produced by them. They wanted nothing to do with a drug that could make the very people who are purchasing their heart medication drugs better in any way. This would cut into their revenue.

In addition, the more we eat, the more diseases we have, and this allows the pharmaceutical companies can get us

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on the medications that do nothing to actually help the problem. As you can see, it is almost a conspiracy between the food and drug companies, and it is in their best interest to keep the public unaware that they can do something different to get a better result. This conversation is not a new one, and there is an endless bank of information, both printed and on the Internet, that you can research to back up these examples.

The term used to describe what has and continues to happen to the public is Social Hypnosis. The public is in a sugar-induced trance that is similar to a hypnotic trance. Most of our society is walking around wanting to feel and look better, but not knowing how to actually go about doing this, and being totally unaware that they are being herded down a path that is certain to keep them unhealthy and feeling less than optimum.

Stop the bleeding

I have a friend who is a paramedic. He told me once that when paramedics encounter a badly injured patient there is a protocol that they must follow in order to save the life of the injured person. He said that the first thing they pay attention to is the person's present condition. This way, they can make sure that they are working on the most important thing. If a person has a cut on their arm that is obvious to see, but they are not breathing, then obviously, they need to pay attention to the breathing challenge first and then work on the cut. They diagnose the situation to assess how serious the challenge is. If a person is bleeding, they work to stop the bleeding then they stabilize the patient and ready him/her for transportation, if necessary.

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I tell you this to show you how the solution is still the same when it comes to society's bad habits. We need to break the social hypnosis of the planet. The diagnosis is clear that we are in serious danger. Our life support and vital signs are in danger of shutting down. Metaphorically, we have internal bleeding in terms of what is going on in our organs and digestive systems. We need to stabilize and be transported to a place where we can get the help that we so desperately need.

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Chapter Ten

Function Over Form

How we function as human beings

“Life, death, success, failure, health, and sickness are in the power of the tongue!” - JM3

Why change your breakfast NOW?

The human body is one of if not the most amazing pieces of work on the face of the planet. It is so magnificently complex, yet so basically simple, that it continues to boggle the minds of men and women with regard to how we function and how to optimize our recourses to get the best out of our bodies. Our brain consistently makes an amazing amount of calculations, comparisons, and decisions in split seconds, and most of the time, we don't even know that it happened.

This chapter is designed to give you the basics of how our bodies function. You may have a broader understanding of some of the terms that we will use, but please remember that I want you to be able to explain this to a third grader, so I have made it very, very simple. This is not to insult your intelligence or to over-simplify, but rather to get us on the same page and speaking the same language.

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Our bodies have over 100 billion cells. Each cell is alive and has a specific function within the whole of the body. Each cell is like a tiny factory that produces specific substances and generates energy. Each cell needs water, oxygen, and to have the ability to eliminate its waste and nutrients in order for it to survive. Each cell is an independent organism, yet it relies on all of the other cells for its survival.

Each cell needs approximately 114 different nutrients everyday just to keep us alive and functioning properly. These nutrients only come from the foods that we eat. And, let there be no mistake, these cells will do whatever it takes to get what they need, and if they don't get it or it is in short supply, there will be hell to pay in terms of disease, loss of energy, weight gain, atrophy, and aging.

The food and the nutrients that we ate yesterday are used up. Gone! And, our 100 billion cells wake up every morning screaming to be fed in order to replace the nutrients it used to just keep you alive. **OUR JOB IS TO FEED OUR CELLS, NOT OUR STOMACH!!**

If we are not eating the foods that contain these nutrients, the cells are forced to get what they need by any means necessary. This can include leaching the nutrients from our organs, our bones, and our vital tissues. This process will also cause us to crave food, and if we continue to eat the wrong foods that do not have the proper nutrients for our bodies, then we will store this unhealthy food as fat and continue to eat more in order to try and get what we really need.

Let's be smart

Having said this, there are a couple of basic questions that need to be asked and answered in order for us to fully understand why that first meal of the day is the most important meal of our day. And, why, if you change what you put into your body first thing in the morning, your entire life will change.

Question number one

Cells and nutrients are essential to our very survival, and without them, we will certainly die. The shortage of these vital nutrients will cause major challenges in all areas of our lives. So, there is only one, logical question that would suffice for the first question. What is a cell and what is a nutrient?

It seems like a simple enough question, but as I said before, it is extremely important that we are all on the same page with regard to the real meaning of what we are talking about. After all, we all have different references of things, and when we come to an agreement about a particular meaning, we create a doorway for understanding and forward motion.

So, for the sake of keeping us all on the same page, what I will do is give you a series of working definitions for several of the words and terms that we use. This is not to question or insult your intelligence, but rather to give you a “grass roots” explanation that can be used anywhere and which anyone can understand. I will use common terms so that there will be no confusion about the meaning.

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So, what is a cell? The dictionary definition of a cell states the following: *Biology*. A usually microscopic structure containing nuclear and cytoplasm material enclosed by a semi-permeable membrane and, in plants, a cell wall; the basic structural unit of all organisms.

Great answer, but what the heck does this really mean?

Simply put, cells are tiny, live organisms, each with a specific purpose that work together to create energy and to sustain life. In other words, our bodies are made up of billions of cells, and as long as they are doing their job, we can live relatively disease-free and full of energy.

Question Number Two:

What do these cells need in order for them to do their jobs? **The answer is Nutrients.** Now, when I first thought about nutrients, I thought of vitamins and supplements and the likes. Although many supplements do have some nutritional value, most are not what we really need, when we need it.

Question Number Three:

The next question is an obvious one. What is a nutrient and where does it come from. Perhaps the best, most simple explanation I have ever heard, and one that I think we can all get our minds around, is the one given by the late, great, Dr. Eduardo Salizar. He explained that nutrients are the substances found in food that our cells need to create compounds and to reproduce themselves. He went on to explain that certain cells are responsible for creating different compounds, and each compound is responsible for a specific set of functions within the human ecosystem.

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Compounds, by nature, are made up of different substances. Compounds, such as adrenalines, stomach acids, insulin, and many thousands of different substances that the body uses to function are all made up of certain amounts of water, salt, amino acids, minerals, etc. Even the saliva that is produced in our mouths is a compound created by a very specific set of cells. These cells take the raw materials in our food and break them down to feed what could be viewed as little factories in our cells that manufacture the proper substance for the task at hand.

The very blood that courses through our veins is a compound created from the nutrients in our food. Therefore, the quality of our blood is directly related to the quality of the nutrients that we ingest, and the quality of the nutrients is directly related to the quality of the food that we eat. This is a continuous, nonstop occurrence that will keep on going until the day we die. Therefore, it can be stated that the better the food that we put into our bodies, the better the nutrients and the better the ability of our cells to create better compounds and better health. **Simply put, this is the life chain. This is the cycle of life itself.**

Another extremely important thing that nutrients provide to the cells is the ability to reproduce themselves. All cells must duplicate themselves in order to grow and thrive. The very process of the creation of life starts with the dividing and duplication of cells. This process continues throughout the body, throughout the course of our lives. It has been said that every two years, our entire bodies are replaced with new cells. The old ones are discarded through the waste process and each is replaced by an exact duplicate.

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Sometimes, the replacement is a new and improved version of the previous cell. Nonetheless, the process of living is the process of duplicating our cells.

Obviously, the cells need building materials to accomplish this constant process. Those building blocks are the nutrients that we consume. An example might be calcium. This substance has been at the forefront of a lot of research and controversy for as long as I can remember. There is no doubt that we need it and that it aids in the health of so many parts of our development and maintenance. Calcium deficiency is attributed to several different diseases and health challenges, such as osteoporosis, arthritis, acid reflux, bone loss, etc.

But, did you know that calcium is a key factor in the health of the very blood that courses through your veins, and that if the levels are low, it can kill you? There is not one, single disease that does not carry with it high levels of acid versus alkaline blood levels. I will talk about this in an upcoming chapter on acid/alkaline levels in the blood, but for now, suffice it to say that calcium, or the lack thereof, is critical to your very existence.

We all know this, and logically, if we ingested more calcium in the foods we ate, then we would not have any problems. But, people believe that eating more calcium will change their acid situations, and their health. If this was true, then substances such as Tums, antacids like Rolaids, and other medications of this nature would handle it all.

As a matter of fact, so many people are of the belief that these medications can fix this problem that these over-

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the-counter remedies are some of the most popular. If eating more calcium was the answer, then eating chalk would solve the challenge.

The fact of the matter is that the body has to produce the calcium that it needs from its own cells. The calcium (or alkaline) that our bodies can assimilate is manufactured by our cells, and it is this manufacturing process that is part of the life chain, and this is just concerning calcium! Consider this same process for a plethora of other compounds that are essential for your survival.

Once again, it should be plain to see that if our cells need nutrients to function, and these nutrients are only found in food, then the types of foods that we eat are the major factors in not only our health, but our disease levels, as well. This prolonged lack of the right foods will always result in disease.

Add to all of this that when we eat these nutritional foods, it has a huge effect on whether or not the cells that we are feeding function at their optimum levels.

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Chapter Eleven

The Truth About Aging

How you perceive experience and how you handle it determines how your life turns out in the long run. -Bill Cosby

Here's looking at ya Kid: Appearance and beauty

Even if vanity isn't high on your list of priorities, on some level, everyone wants to stay youthful looking and feel good about themselves. In this day and age, where so much emphasis is placed on how we look, it is safe to say that our appearance is one of the most important aspects of our daily lives. If you think about it, most people spend at least some of their time in front of the mirror assessing how they look, and making adjustments to optimize their assets and minimize their flaws. The amount of cosmetic surgical procedures done in one day is astounding, and the acceptance has turned just shy of a level of expectancy in our society.

Teenagers have an unreal expectation of how they are supposed to look, so they starve themselves, and go to some other pretty high extremes in an effort to measure up to what they are influenced to believe the ideal person

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should look like. We look at the superstars and athletes and the like as though they are the barometers of how we should all look and feel, instead of looking at them as what is only possible for some people, or simply considering what is on the inside first. We forget that these celebrities are the ones who have and are doing the work to keep themselves in the type of shape that we adore.

Many of us say that we would look like all of these celebrities, too, if only we could afford a personal trainer, or if we had the time, or if we were born with a silver spoon in our mouths. Although this may be true of a very, very small percentage of people, the reality is that it can be done with little or no more time or money than every single human being on the planet. As a matter of fact, it can be done easier, cheaper, and with a lot less time than we are lead to believe. Yes, we can do it with hard work, but we've already come to the conclusion that most people just aren't going to do the hard work.

Not just for the young

It's not just youth that are hyper-sensitive to their appearances either. Remember the baby boomer generation? They are the ones leading the way in terms of struggling to look younger and appear more vibrant in their appearance. Liposuction, face lifts, tummy tucks, breast augmentation, eye lifts, butt implants, skin peels, and the list goes on and on as examples of what people all over the world are turning to in order to try and reverse the effects of ageing, OR SO THEY THINK.

The reality is that, with the exception of any genetic maladies or injury related factors, what they are really trying to do is reverse the effects of years of poor nutrition. Yes,

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it is true that we will age. This is a no-brainer, and there is absolutely nothing that we can do to stop it. It will happen, but the speed at which we age and the severity of the aging process is determined by the way that we have taken care of our body's needs in terms of nutrition throughout the years. I want to make it clear and emphasize the "THROUGHOUT THE YEARS" part of this last statement.

Aging and appearance challenges do not crop up overnight. They are an accumulation of factors adding up through time. Just like weight gain and any disease, it happens a little bit at a time, and is hardly recognizable on a day-to-day basis.

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Chapter Twelve

Skin and Face

Let's face it (no pun intended), our face and skin are the first thing that people see when they meet us. It is the first thing that we, ourselves, see when we look in the mirror. What we see will immediately influence how we feel and how others feel about us. When we are babies, our skin is wrinkle free, supple, clear of pimples and blemishes, and as smooth as, well, as a baby's hind. As time goes on and we get older, our skin starts to take on the appearance of a tougher, more weathered, dryer, and less elastic outer covering.

Remember earlier in the intro when I talked about the course of the cells and how they needed nutrients. Well, this is where this takes its largest toll in terms of noticeable disease. Remember that our cells need 114 different nutrients in order to function. They need them and they will get them. These nutrients only come from the foods that we eat. So, if we are not eating the foods that contain these nutrients, then our cells are forced to go elsewhere to get these nutrients to keep us alive.

They WILL get these nutrients!!!

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Even if you did eat nutrient rich foods the day before, all of the nutrients from those foods are gone by the time you wake up in the morning, and all of your hungry little cells are screaming to be satisfied. They are relentless, and will not take no for an answer. **THEY WILL GET THE NUTRIENTS!**

Unfortunately, we don't have a warehouse where we keep excess nutrients to be used when we aren't getting the right foods. So, the cells have no other choice than to go get the nutrients from wherever they can find them. The most nutrient rich places in our bodies are our organs, **AND THE BIGGEST AND MOST EASILY ACCESSED ORGAN OF OUR BODY IS OUR SKIN!!!**

That's right, your skin is the biggest organ on your body. It is the one that is the most easily accessed, and the one that can take the most damage without threatening your life. It is also the one that is the most easily noticeable. This is not to say that, at the same time, our other organs aren't being zapped. As a matter of fact, this is the disease process in action. Think about it. If our cells don't have the nutrients to make the calcium that our blood and bodies need, then the cells will go to the bones to get the calcium. And, isn't it interesting that diseases, like osteoporosis and arthritis, are just that - the loss of bone matter?

As I said earlier, the cosmetic industry is a never-ending, multi-billion dollar industry. There is an endless amount of topical products promising to make our skin look and feel younger, take away wrinkles, and slow the aging process. Although it is possible to affect the skin by putting something on top of it, this is like putting a Band-Aid on

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cancer, or like the analogy that I used earlier with the plane flight to Las Vegas. It is ridiculous to think that, by covering up the gas gauge on our car when it says empty, the car will continue to run indefinitely, and not leave us stranded on the side of the road wishing we would have filled up long ago.

Well, it is just as ridiculous to think that we can fix the appearance of our skin by slapping something on top of it or covering up the warning signs with something that gives the illusion that all is better than it looks. But, day in and day out, this is what people do. As I pointed out before, we are being influenced, and as far as I am concerned, brainwashed into thinking that it is not our fault, and that it is normal for us to behave this way. The tactics used by the media are, in my opinion, just shy of sinister and under-handed in terms of tapping into our basic tendencies to believe what is in front of us. Don't get me started!

Not more than one hour ago, I watched an infomercial advertising a very popular make-up product that promised to leave your skin with the appearance of someone ten or twenty years younger. The infomercial was full of testimonials from women and men in their fifties and sixties, and even some in their thirties and forties. All of them were swearing by the product, and how it has changed their lives.

The thing that I noticed was that the entire commercial was shot using a camera lens that made them all look fuzzy and blurry, kind of like that soft, Penthouse magazine effect where you can't really make out the details.

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The simple fact of the matter is that what shows up on the outside is a direct result of what is going on in the inside. Think about it. The aging process, with regard to our skin, specifically our face, is the appearance of less moisture and less elasticity, less suppleness and more sagging. It is clear that the products that promise to bring life back to us are aware that the skin is lacking the nutrients that they know are the essential nutrients that are in younger, more supple skin.

Although the skin does absorb what is put on top of it, it is only a very small amount that is really used and absorbed. Secondly, the absorption process goes into the blood where it is taken into the system. Therefore it is a very poor distribution method for the skin itself. Thirdly, blemishes and pimples are a result of the skin either trying to get rid of the toxins that we ingested, or just the body's way of letting us know that we are deficient in the things that it needs to keep us healthy. The skin's appearance is a signal of the condition of our cells and our internal health over time.

The only way to stop the damage, and even to reverse the process is to feed your body by feeding your cells exactly what they need, right at the exact time that they need it. Feed them the breakfast that will ensure that they will have the building blocks to do the long, overdue task of making you look better from the inside out, not from the outside in.

Chapter Thirteen

Body and Body Fat

This is the second area that is both an early warning system and a current barometer of our internal condition. This is another factor in how we perceive ourselves and how others perceive us. Being both overweight and underweight carry with them health challenges, as well as social stigmas that can damage our self-esteem and our chances of success in the workplace and in the job market, for that matter. Because so many of us are suffering from excess weight, I will direct most of this section to this area, but it is synonymous with other body appearance issues, as well.

I read, not too long ago, about the new weight prejudices in the job market and in society as a whole. It pointed out that people who were more than fifteen to twenty pounds overweight had as much as a 70 percent chance of being denied a job as opposed to someone who had a more fit appearance.

In Japan, it is actually becoming a requirement for employees to get and stay within a specific weight and size, or they can lose their positions. This would never be outright accepted here in the United States, but it is a clear

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sign that weight consciousness has definitely entered the workplace in a way that affects the employees. The rate of weight-related health diseases is unbelievable, and is costing employers a fortune in healthcare and in lost man hours on the job. By the way, most diseases are rooted in nutrition deficiency.

Wheel chairs and hospital beds are having to be resized to accommodate the larger-sized patients. The level of obesity is now officially at an epidemic stage and it is getting worse. Just so you know, there is a new category added to the chain, which is called the super morbidly obese, and it refers to the growing number of people who are 400 pounds or more overweight.

ALL WEIGHT GAIN IS A RESULT OF POOR NUTRITION.

Now, you may be wondering about overeating and the intake of too many calories, and you may well be right. BUT, remember to go to the source, not just the cause. The reason someone overeats consistently in the first place is because their body is starving for nutrition. If the body has enough nutrition, it won't require any more food than is necessary and it will not be hungry.

Let me give you an example: Does it make sense that someone who is overweight is hungry? Excess fat is stored energy and food for when the body needs it. This is just like a bear when it hibernates in the winter and its body feeds on the stored fat, which keeps it alive until the spring. The bear doesn't wake up in the middle of winter and go to the refrigerator to get some ice cream or pizza. Its hunger mechanism shuts off automatically when it

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has enough of the nutrients that its body needs to survive. Also, when it does wake up in the spring, it has lost the fat that it gained in the winter.

Now, it is true that we are not bears and we do not hibernate for months at a time, but in a sense, our bodies operate similarly. When we have the nutrients we need, our hunger mechanism will adjust, and we won't be hungry. The reason that a person keeps eating is because the body, the cells are saying the food that we are eating is deficient in the nutrients that they need to keep from cannibalizing our bodies. So, we keep eating in hopes of getting some or all of the required nutrients.

This, coupled with the fact that the food that we eat is addictive and actually makes us crave the wrong foods, creates a vicious cycle that is extremely hard to break. Without the addictions, we would actually crave the right kinds of food that we need to assist us in curbing our hunger and losing our weight.

Have you ever wondered what it is that makes us crave the wrong foods, especially things like chocolate and sugar? As a young man, I was what I know now is a "chocoholic". I would have chocolate milk in the morning with my breakfast. When I got to my job, I would have no fewer than two cups of hot chocolate. Then, my lunch would conclude with, not one, but two Hershey's chocolate bars.

Then, at about three o'clock, I would take a break and walk down to the mini-market and get one or two fudge cycles. And, of course, desert for my dinner was rocky road chocolate ice cream.

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I would sleep ten or more hours a night, and wake up tired, and find myself falling asleep several times a day.

Here is a rather disturbing and even gross example that illustrates the craving process. First, it is necessary for you to understand that your blood consists of, among other things, part acid and part alkaline. There has to be a balance between the two in order for us to live. Too much of one, and we will die. There has to be basically about a sixty to forty ratio – sixty percent alkaline and forty percent acid.

You can think of alkaline as basically calcium, and this calcium/alkaline comes from the cells that are manufacturing it, **NOT FROM US INGESTING CALCIUM**. Now, remember, if the cells can't get it from our food, then they get it from our bones and organs. If the ratio is off by as little as six percent then it can cause severe disease and even death. It has been said that literally all diseases carry with it a high acid content in the blood. This is a fact that we will cover later in the chapter on disease.

In our blood, all of us have parasites, yeast, and fungus. It's part of life. Fortunately, our creator put in place an elaborate system of checks and balances to keep them under control, but we can and regularly defeat those systems.

These organisms are in all of us, and they all want to keep on living. They all do what they are designed to do, which is to feed on the host to live. These parasites, yeast, and fungus thrive in an acid-rich blood supply, meaning that if your blood has a higher level of acid then these little rascals will breed, multiply, and dispose of their waste in your blood.

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This, in turn, makes more acid and they, in turn, will be living it up in your blood.

The reason that I tell you this is because some of our cravings come from the desire of these organisms to have more acid. Sugar, including simple carbohydrates, produces more acid in our systems. So, it is plain to see that the organisms that are in every drop of our blood are the things that are causing the cravings. If I pluck a hair out of your head, and then poke your toe with a needle, the same amount of parasites, yeast, and fungus will be in the blood from your toe as in the blood from your hair.

Billions of these little creatures are in every part of your body, INCLUDING YOUR BRAIN, and they all have a consciousness, they all want to keep on living; therefore, they are the ones that are influencing your brain and body to keep on eating the wrong foods at the wrong times. Pretty creepy, huh?

All of this to say that we have so many things working against us, which influence us to continue to follow the wrong path, that we need to do something that will radically interrupt the pattern of disease, poor health, and weight control. When we get the nutrients that we need at the right time, our bodies know exactly what to do and will adjust by burning the fat that is in our bodies. We will lose weight, get healthy, look better, and feel better. This will happen very quickly, and your body will thank you for it.

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Chapter Fourteen

Muscularity and Leanness

For those of us who are looking to gain muscle and have a more lean physique then here is some good news. When I first started my journey into health and nutrition, I felt like I was at a loss because I was one of those people who needed to gain weight, not lose it. I was always a skinny kid and lived my childhood in hopes that I would fill out with maturity. This didn't happen, so I started lifting weights and eating, but to no avail. It seemed that I had to work three times harder than others to put on just a little bit of muscle, and even then, it didn't show up very much.

I used to wonder who would ever listen to me about weight loss when I didn't need to lose weight. People might think to themselves, "This guy doesn't know what he is talking about because he doesn't feel my pain. He doesn't know what it's like to be fat." And, they may be right. However, to anyone who thinks this, and I know I speak for the vast majority of skinny people, it is just as painful and even harder to gain than it is to lose. The self-esteem and self-worth image issues are equally as bad, and we suffer the isolation and embarrassment, as well. This is not to elicit sympathy, I am simply trying to bring to the forefront that the challenge is there, and many people want to make a change.

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I struggled well into my forties with this challenge, and if I missed the workouts for more than a week at a time, I would immediately begin to lose what little muscle tone and definition that I had worked so hard to acquire. It wasn't until I came upon the concept of nutrition that I got the answer. When I realized that my body knew what to do if I gave it what it needed, then I quickly made the shift. I gained eleven pounds of lean muscle and my definition finally came out. I felt better and was able to feel better about talking about what I believed in.

Once your body gets what it needs, it will respond by first getting you in the best shape it can. Then, whatever exercise you give it, it will respond by making you stronger and leaner. You will feel more like exercising, and you will get fast results. If you do resistance exercise, like lifting weights, then your body will respond by sending the energy and the nutrients to those muscles that are being taxed, and they will grow. It will send the right nutrients to the bones and joints and all of the areas of the body that needs these nutrients.

Even small amounts of exercise will produce results. It is true that if you want to gain muscle then you will need to eat more and eat more often, but the good news is that your body will crave what is good for you, and when you start your day with the right breakfast, you will have what you need to feed your body throughout the day, and the rest will go towards making you look marvelous.

Chapter Fifteen

Skeletal and Structural

In the previous section, I talked about the parasites, yeast and fungus, leaching on and creating an acid rich blood environment within your body, and that the alkaline that we need is basically calcium. Well, this calcium needs to be manufactured by our cells. It is true that we can get some relief from eating calcium supplements, but the real alkaline that our bodies and blood can use comes from what our cells produce.

You see, nutrients are the things found in food that give our cells what they need to reproduce and create compounds. There are hundreds of different compounds that the cells make. Things like saliva, lymph, and even the blood that courses through our veins is a compound that our cells create. These compounds are in the right form for the body to use, and although we can ingest the equivalent of these compounds orally, the body doesn't always assimilate it in the same way that it does when it is produced by the cells.

If it was as simple as eating calcium then we all would only need to eat chalk, and our bones and joints would be fine. A great example to illustrate the truth to this is the

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fact that one of the most widely sold, non-prescription medications are antacids – things like Tums and Rolaids, etc. People get acid indigestion and take these calcium tablets to counteract the effects of what they just ate. Going to the source, it is the excess breads and sugars from the pastas and the pizzas and all of the types of foods that turn to sugar in the system, which produce the acid in the first place.

The scary part is that it is not only producing acid in our stomachs, but in our blood, as well. This starts the chain reaction of the pancreas producing insulin, and the body getting the alkaline from the bones, and the rest is history.

I once saw a program on television about the effects of aging on the skeletal system. Part of the discussion focused on how we lose a certain percentage of our bone mass as we get older. It was pointed out that this was a normal part of aging, and that our bone density decreases throughout time. The interesting thing was that, in the same program, scientists dissected the bones of ancient man in various stages of life, and they found that throughout time, man's bones have become less and less dense. As a matter of fact, it was said that, as a species, humans are de-evolving in terms of bone loss.

It was pointed out that it wasn't until the early 1400s that there was a noticeable decrease in bone density, which continued to decline to where we are today. Up until then, man's bones were thick and hard and dense. The bones on an ancient man at, let's say the age of fifty, were double the thickness and were much stronger than the bones of a fifty-year-old man.

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What the program didn't point out is the reasons as to WHY this change occurred, and why it has perpetuated through the ages. Here is an interesting coincidence. Before the 1400s, there was very little refined sugar. As a matter of fact, in 1319 A.D. in London, it is recorded, for instance, that sugar was available at "two shillings a pound".

This equates to about U.S. \$100 per kilo at today's prices, so it was very much a luxury back then, which meant that only the wealthy could afford it, and the masses of the population went without. The significance of this is that the wealthy were the ones that were overweight. As a matter of fact, this is where the term "fat cat" came into being. The wealthy were the ones eating the sugar, and because of this, one was considered wealthy if he/she was a bit pudgy.

The other interesting thing is that, as sugar became more affordable, more and more of the masses started to ingest it, and as you look at the decrease in bone mass, it goes right along with the availability and affordability of sugar to the masses. Right now, there is so much sugar in the foods that we call our regular meals that the amounts would scare you. I have often said that we have become a sugar-based species.

What is happening is that, because sugar becomes acid in our systems and our systems need alkaline to combat the effects of the acid, our bodies will leach the alkaline/calcium from our bones. This could account for the loss in bone mass in such high ratios. If you think about it, doesn't it make sense that the older we get, the thicker our bones should get, given that we are always adding to

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our nutrition base? Well, the answer is clear that we are not serving ourselves and our structure by continuing to deprive our cells of the things that they need to function. We are, in effect, allowing our cells to rob the rest of our bodies in order to stay alive.

The same goes for the linings of our joints. The cartilage and soft bone tissues are alkaline-based, and therefore, are fair game to be robbed by our alkaline-craving cells. This may account for the raise in osteoporosis.

Women tend to be the hardest hit with this disease, but again, if you look at the amounts of simple carbohydrates that are taken in by women, as opposed to men, it is in generally greater amounts.

Men are rapidly catching up in both sugar consumption and this terrible disease. Our skeletal structure is, indeed, greatly dependent on what we put into our bodies, in terms of nutrition.

Chapter Sixteen

Drugs and Alcohol

It should be clear and easy to see that drugs are bad news in terms of robbing our systems of the very thing that makes us feel the way that we want to feel before we took them in the first place. I know that this is bold statement, but ask anyone who has optimum health and they will tell you that they prefer the feeling of vibrancy and strength to any other altered state.

So, for the sake of discussion, let's break drugs into two categories – medicinal and recreational. Medicinal drugs are obviously ones that are intended to either help in the healing process of a particular disease or malady or to combat and/or prevent infection or the spread of bacteria, viruses, and things of this nature.

This is not to cast aspersions on the medical profession or the effectiveness of medicines and treatments. The purpose here is rather to add a second opinion, so that you can have another choice. It is also to assist in the effectiveness of what is already prescribed. There is not one physician on the planet who will argue against getting their patient's immune system and overall health in great condition, in terms of having a platform for the medicine

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and treatments that they prescribe. So, to this end, this is why we are so committed to the process of restoration and healing.

The best medicine is prevention.

The very nature of a drug is to cause the body to react in a way that it causes healing. Even something as simple as an aspirin causes our bodies to absorb the active ingredients, and they in turn, cause the effect of reducing the pain. The challenge is that anything that is not a nutrient will cause the body to have to expend energy to deal with it, which means that the body will have to give up some of its nutrients in the process.

So, rather than go step-by-step through all of the types of medicines and drugs, let's just decide to create the type of environment that will start to heal itself, and then, perhaps, we won't need as much medication.

As for recreational drugs, let's just say, "Why bother!"

Chapter Seventeen

Attitude & Emotional Wellbeing

Anger is an emotion that if you carry it around for a long period of time, it doesn't allow you to live.

-John Singleton

You might be asking at this point, “What the heck does having a healthy breakfast have to do with one’s attitude and emotional wellbeing?” Well, how about EVERYTHING! Remember that everyone wants to look and feel good. Of course the feel good part is multi-faceted and different for everyone. But, for the most part, everyone has a better time and things go better when we have a great attitude. What most people fail to understand is that the levels or intensity of our feelings are directly related to how well our cells are doing. Sure, you can be in a great mood at any given moment, to have lasting happiness and mental wellbeing, it must come from the inside out.

Literally billions of aspirins and other pain relievers are consumed every hour in the name of stopping the almighty headache, but few of us stop to ask why we have headaches in the first place. It is an absolute fact that headaches are not a result of aspirin deficiency. Millions

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and millions of dollars a month are spent on television ads alone, all trying to get their share of the masses' pocketbook, all while convincing us that it is normal to have headaches, and even more normal to medicate them. They use clever scenarios and attractive people to get us to forget that there is something fundamentally wrong, which is causing the headache in the first place. They make us believe that it is better to just take the pill and the headache will quickly go away.

Most people wouldn't even think to ask why is it that so much of the population suffers from headaches. It's clearly not natural, and it is not the way our lives were intended to be. This should be a bright red, flashing neon light to all of us that there is something seriously out of whack in our society, in terms of how we treat our insides. Remember that pain is just a symptom of a deeper challenge, and if that pain is masked or ignored, then the situation will worsen. It is a signal to do something differently and do it now.

At the very least, the pain will continue to keep coming back until either the source has been addressed and fixed, or the source becomes worse, causing more serious problems.

The reason I use this example now is that headaches are just one example of how we may feel as a result of something not being right with our systems. Our moods, attitudes, and outlooks all suffer when we have pain. The thing is, all pain is not noticed, meaning, sometimes we have low levels of pain that we just simply get used to and don't even notice, and this is affecting our judgment and reasoning.

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Let's talk about our general, overall feelings – how we feel from moment to moment. We have all had those times when we just didn't feel motivated, or we were in a bad mood because we were ill or getting sick. Perhaps, we felt a cold coming on or the first symptoms of the flu. Something just wasn't right, and as time went on, we felt worse and worse until, finally, we were in the throes of a full-blown cold or flu.

When we are in the beginning stages of the disease, our body is doing its best to fight it off. Our energy will be low, and we generally just don't feel good. This fight and these feelings get worse and worse because your body is requiring more energy, and even brain power, to fight the good fight.

Well, here is an interesting concept that I would like for you to consider. What if, due to our poor nutrition intake, we are in a mild state of disease? What if our immune system was in a consistent state of fighting off disease, and we were in the low stages of something coming on? What I mean by this is that, perhaps the flu or a cold isn't coming on, but your system is doing whatever it takes to combat its poor food intake and lack of nutrients.

What if it wasn't consciously noticeable that we are in the pre-sick stage? What if the immune system has to do this every day? Isn't it possible that we wouldn't even notice that we are feeling less than perfect because we have become used to it.

Pessimism, sarcasm, irritability, and anger are some pretty noticeable and apparent displays of attitude, and although they are also triggered by other things, it is safe

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to say that one's ability and/or willingness to cope and find a more resourceful emotion and behavior will be greatly governed by the way we are feeling as an underlying influence. Stated differently, if one is feeling a bit out of sorts in the first place, whether they know it or not, will definitely influence their behaviors.

This is just the tip of the iceberg, and don't even get me started on pre-menstrual syndrome. Let's just suffice to say that if you change your breakfast, you change your PMS.

Chapter Eightteen

Love, Joy and Happiness, Focus and Mental Clarity, Worry and Patience

There is not a person over the age of fifteen who has not heard at least once to put on a happy face, or to look at the bright side, keep a stiff upper lip, think positive, or any of what must be hundreds of positive-thinking quotes and sayings. The real cool thing is that when we actually do these suggested things, they work quite well.

The challenge is that when we are in the throes of a negative emotion, such as anger, frustration, fear, doubt, etc., we either forget these pearls of wisdom that would save us, or if we do remember them, we just don't feel like doing them in the moment.

As a matter of fact, in most cases, if someone were to suggest that one puts on a happy face or changes their outlook, the person who is experiencing the negative emotion will become even more upset at the mere suggestion.

As well, the person who makes the suggestion may be putting themselves in harm's way for even suggesting such an obvious solution.

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Thought takes energy

Consider this simple fact: Every single thing that you do as a human being requires an expenditure of energy. Stop and think about this very hard. Even what you are doing right now, in considering this fact, is using some of your energy. As simple as this fact is, it is the foundation of your life. For that matter, energy is the foundation of everything here in this universe, but this is a whole other conversation that we will leave for another discussion.

The fact still remains that our thoughts require a certain amount of energy. Even dreaming and relaxing takes energy. Given that our thoughts govern our lives and all of our decisions and our feelings, doesn't it make sense that if we don't have good energy then our thoughts and the feelings that ensue will be negatively affected? If our energy is being diverted to other places, like repairing damage or replacing cells and leaching nutrients, we won't have that energy to think clearly and focus, and we won't feel good in the process.

The brain is like every other organ in our bodies. If it doesn't have the energy that it needs and if it doesn't have the specific nutrients that it needs, then it will conserve first and function less. It will also seek to get what it needs from other sources.

Remember in an earlier chapter we talked about our blood sugar. We talked about the sugar high. Well, the euphoric feeling that we get from the sugar high is because our brain needs sugar to function. The high that we experience is because we just gave our system a blast of sugar from the food that we ate, and brain is reacting to the dose. We are happier, more energetic, positive, and we

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feel like the feeling is a permanent and will be a lasting one. We think clearer, we recall better, and we can see the solutions easier, but it never lasts very long.

The reality is that shortly after the high, the resultant crash will come. In a very short amount of time we will feel just the opposite of what we were feeling only minutes before. We get lethargic and tired. Our attitude goes in the toilet, and we can't seem to think on our feet. Often, we will feel like we need to nap or rest, and our thoughts go to how and why we feel this way. We may ask ourselves, "What is wrong with me?" Or, we may think about why we aren't feeling like we used to or how we can change this now. All of these things are keeping us from thinking about the things that are or were important.

Well, here is what has happened. When we jolt our system with sugar, like a high carbohydrate breakfast, we spike our blood sugar, and this sugar goes straight to the brain and charges it. At the same time, the pancreas, which is constantly monitoring the blood, gets the signal that there is, once again, too much sugar in the blood and this could be dangerous for our survival. So, it releases insulin, which will immediately lower the sugar in the blood. Because this is a survival reaction, the effect will be drastic and will be equal or greater than the euphoric feeling produced by the spike, only in the opposite direction.

If the brain is trying to think of something specific, then it will not have the energy to do so, and it will wander. The energy that it takes to hold a thought or to focus on something is greater than the energy that it takes for our mind to roam freely. It takes less energy to wander than it does to focus.

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Worry

It takes less energy to think of the thoughts that we have thought before or continuously think than it does to create new ones. It is not that it takes more energy to think great thoughts, it's just that if we are not in the habit of thinking these thoughts, or our sugar levels are constantly going up and down, we have to use more energy to get back to the things that we want to think.

Have you ever wondered why, when you are worried or angry or upset about something, that you can't seem to stop thinking about it? Well, it is because your energy is low and your brain is conserving the precious commodity by only thinking the thoughts that require less energy. These thoughts just happen to be the thought that you are already thinking, thus using less energy. As a matter of fact, the effort to change your direction will require a greater amount of energy than the brain is willing to give because it is in survival mode.

Now, please remember that all of this is happening in an unconscious mode, and we are not even aware of the changes that are taking place. We just feel a certain way and go about our lives as though this is the way we are supposed to be.

Love, joy, and chocolate

Have you ever heard that chocolate brings on the feeling of love and joy? Or, that when you are sad or depressed, chocolate possesses the magic ingredient to make us feel better and soothe our restless minds. This is where I may lose some of you because chocolate has been the consistent companion for so many of us for most of our lives.

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Well, rest assured, I am not trying to take it away from you. If anything, I am going to teach you how to use it to get even better results.

At the risk of repeating myself for what has to be the twentieth time, it is not so much the chocolate that brings about the feeling, as it is the sugar that delivers the chocolate. Are there properties in the actual chocolate itself that gives you a great feeling? Perhaps, but if you really want to understand how to have lasting joy, you will want to cleanse yourself and get the good stuff in you, so that your body will love itself first. I know this may sound a bit new-age, but it is true.

When we are in love, we feel fabulous. Our outlook is mega-positive and we seem to have boundless energy. We may think that love is specific, and it may be the one person on whom you are focusing, but the fact is, love is love. It is an emotion that has the same effect no matter who or what you are feeling love for. So, doesn't it make sense that if one is in love with one's self, then this would build a great foundation to grow on?

Love is universal, it can be shared, and there is more than enough to go around. Parents who have multiple children will tell you that they love all of them the same, yet differently. And just because they love one, this doesn't mean that there is any less love for the others. So, as we go about the business of changing our lives, we also simultaneously change how we feel about ourselves, and in turn, change how we function. This all sounds like I may be saying that you can manufacture love. You would be absolutely correct, and any and all emotions can be reproduced.

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The great thing is that the more we reproduce it, the more that we manufacture it, and the more we set in motion one of human being's most popular, fundamental, and easy-to-duplicate behaviors. Repetition is the mother of all skill.

Having said all of this, the fact remains that if we take care of ourselves, we will feel better about ourselves, both from a physical, internal aspect, as well as from an emotional foundation. Change your breakfast and change your life!

Chapter Nineteen

Ready, Aim...

Creating Your

Best Breakfast

By now, it should be clear to you that the best thing that you can do, in terms of turning your body around and making it operate at its optimum, is to start your day with an ideal breakfast. This will give your cells and your body exactly what it needs to cleanse, heal, and energize its self.

Where it came from

For over two decades, I have had the privilege of working with Tony Robbins and teaching at a four day seminar called “Unleash the Power Within”. One of the days that I facilitate is the health day called “the Vital Life”, and I have enjoyed it because it has given me the opportunity to spread the word of good nutrition and health around the world. The average attendance is anywhere from 2,500 to 14,000 people, and it is a very impactful day. All of the strategies that we teach are at the core of my beliefs about health, fitness, and energy.

As a matter of fact, by adapting my mother to what I learned and helping her with her mindset, this was a great deal of why she was able to live another eleven-and-a-

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half years after having been diagnosed with terminal cancer, and given only two to three months to live. The program is fantastic, and if the participants follow the plan, they get the results that they desire. I am proud to say that I have assisted literally thousands of people change the course of their lives.

The good news is that it is thousands. The not so good news is that it is only thousands. What I mean by this is that over these years I have had the privilege of being in front of over a million-and-a-half people. So, these thousands, in my opinion, should be hundreds of thousands and growing. Sadly though, only a small percentage of the people that come through the system actually use what they have learned.

The rest either get caught up in a process called the “paralysis of analysis”, or they only dabble in it, only to quit shortly after they start. The end result is still the same. They still do what got them in the shape they were in originally, and it is only getting worse. This has always been a huge point of concern for me because I believe that we all deserve to live healthy, vibrant, disease-free lives.

So, I started seeking a better way to affect the masses. My principles are sound, and I believe in them to this day. I live by them and encourage others to do the same. As a result, I have not had a cold or the flu or any other type of illness for over twenty-two years. I tell you this, not to brag or boast, but rather to drive home two very important points.

First, our bodies are designed to heal themselves. All that we need is within us from the time that we are conceived, and all the way through our lives. Proof of this lay in the fact that when we cut ourselves, we don't have to tell the wound to heal. It will heal on its own without any conscious assistance or guidance from us.

The second point is that, because I am around all of the diseases and the viruses that the rest of the world is exposed to and I don't get sick, this means that it is not the disease or the virus that keeps us sick. It is our own bodies, and what is going on in terms on how it deals with the introduction of these viruses and bacteria that keeps us well.

This last point is extremely important to understand. What keeps us able to walk around in a sea of disease is the fact that we have a twenty-four hour a day, seven day a week early warning, seek and destroy, take no prisoners, special forces immune system that makes sure that we are protected and defended.

This means that when we do get sick, or our bodies show any sign of adverse change. This means that our special forces system is in need of attention. It is letting us know that it needs healing.

The system that we have been teaching is effective, but it does, however, require a substantial commitment of time and energy and even capital to keep up with it. The challenge is that even though people know that they need to follow it, they know that it is hard for them to do so.

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The basics are as follows:

- Breathe the right way.
- Drink the right amounts of water.
- Eat the right amounts of water-rich foods.
- Exercise the right way and in the right amounts.
- No (*or drastically reduce*) dairy products.
- No (*or drastically reduce*) alcohol.
- No (*or drastically reduce*) red meat.
- No (*or drastically reduce*) chicken.
- No (*or drastically reduce*) coffee.
- No (*or drastically reduce*) sugar.
- Eat comfortable amounts
- Eat slowly

This all works, and for more than two decades, this is the regiment that I have followed and propped others to do. The good news is that if you do it, then it works at amazing speed, and with amazing results. The bad news is that it is difficult to follow, and rather expensive to afford, especially for the average person. The other variable is that the seminar cost was prohibitive for most people; therefore, the opportunity to get this valuable information was extremely limited.

The other interesting thing is that even though some attended the seminar, paid good money to attend, and sat through four days of intense, soul-touching experiences, this subject was one of the hardest of their challenges to change. By the time most left on the Monday night after having heard and seen undeniable truth about what is going on with their health, they were all willing to follow the ten day challenge that we gave them.

So, if you think about the small numbers of people in the world who will ever even get the opportunity to come to a seminar, let alone spend the \$600 to \$1,000 tuition fee to attend, of this small number, only very few are actually going to follow through.

We regularly ask our attendees to take us up on our challenge. The challenge is to live their lives following all of the afore mentioned regulations, then judge by the results. If they actually took the challenge, they always got great results because the principles are sound and they give the body what it needs.

Most of them are willing to give it a try, but the reality is this regiment is hard to follow, especially since most of our participants attended the seminar alone or with only one of their family members with whom they eat regularly. The program is one that requires one to make some major adjustments in the way that he does the things that he has been doing the same way for years, and he has to do this at least three times a day.

In addition, he will need to do this in the midst of the rest of his family and friends, who have not been through what he has experienced, and are not on the same level of commitment or seriousness. The program requires the participant to buy and keep stocked a whole different type of food than he is used to buying, and all of this while his body is going through some pretty dynamic withdrawals and adjustments. The emotional rollercoaster and the mental overplay alone will make even the most determined of men and women buckle at the knees at the mere thought of the foods that they were so used to consuming.

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The really great news is that if they actually did it, if they stuck to the ten day challenge, then the results were always magnificent. The stories and testimonials were truly astounding. The energy, the appearances, the weight lost, people ending their relationships with medications that they had been taking for decades, are all really quite remarkable.

However, the sad truth is that only a small fraction of the people who took the course actually followed through. The rest of them either started strong and fell off within a few days, or there were those who never even started.

At one event that we did in London a few years ago, the lights went on for me in terms of how many people are caught up in the social hypnosis and downward spiral of poor eating. Because the event was so large, the event was held at a huge conference center called the Excel Center just outside of London Proper. I had completely gone through the entire program with some pretty graphic video presentations of open heart surgery and animal cruelty, and the unhealthy conditions in which the food that we eat is being prepared and packaged. Everyone in the audience agreed and committed to following the program to the letter for the next ten days.

The venue was so large that it had two hotels attached to it and several fast food restaurants within the halls on the way to the main arena where we were presenting. After the seminar was over and I was being escorted back to the hotel, we walked out into the hall, and to my astonishment, there were hundreds and hundreds of people lined up at the fast food restaurants ordering burgers and fries.

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These were the same people who had just committed to not doing this very thing only an hour-and-a-half earlier. When I asked why they were ordering this junk so soon after their commitment, they all said that they were just doing this now, and that they were going to start tomorrow. Well, as the old saying goes, “tomorrow never comes.” The reality is that these people just stacked the deck against themselves with regard to being able to even get started on a better, healthier life.

So, I began searching for something that would remedy this dilemma. I believed and still do believe in what we teach, but I know that it is not practical or doable for the majority of the people on the planet. I wanted something that everyone could do and that everyone could afford, and something that had the ease and simplicity that would make it a no-brainer to do and to maintain.

Change Your Breakfast, Change Your Life

Chapter Twenty

What Is an Ideal Breakfast?

An Ideal breakfast is one that gives your body all of the right nutrients in the right amounts at the right times. It has the right amounts of healthy protein, healthy minerals, and healthy vitamins, it is one that is high in fiber, low in sugar, and low in fat. This breakfast should be rich in antioxidants. Also, it is an absolute must that this breakfast has a great taste, otherwise, people will not continue to eat it no matter how good it is for them.

With this breakfast, you won't feel hungry, you will have great energy, your body will burn excess, stored fat, you will feel better, it will slow the aging process, and it is affordable, so that it won't cause you to revert back to what seems to be the lesser price for the more inferior foods.

Your breakfast must be all of this, and it must be easy and fast to prepare. It has to fit in with the busy schedules of the masses, and not cause more stress to an already stressful day.

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Now let's get real

Ideally, the best thing that one can do in terms of creating an ideal breakfast is to go out and collect all of the fruits and vegetables and various other foods that would be required to create the masterpiece of a breakfast that would do all that we discussed. Shop for organic foods and mix them and prepare them in a way that you get the exact amounts necessary. **But, let's get real.** The shopping list alone would exhaust even the most ambitious of vegetarians and health food fanatics.

Most people today don't have the time or the energy to change their eating habits or make the type of breakfast that will serve them in the ways that it should. The scheduling just to prepare this type of breakfast would add another hour or so to one's already hectic day. When you add in the clean up and the cost, it soon becomes an impossibility for most of us who are used to getting in and getting out. Stated simply, it would be hard to do and to maintain, and as a result, most people wouldn't even attempt it, let alone stick with it.

So, in the interest of serving the most people in the shortest amount of time with the least amount of effort, AND do it in a way that is mega affordable, we came up with a program that rocks.

(Don't worry, for those of you who have the need to do things the harder way. In the next chapter I will provide you with all of the ingredients that you will need to create a breakfast that will serve you. My suggestion is that you try what I am about to propose, and while you are doing so, you should also gather the ingredients necessary for the harder method.)

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Now, it doesn't matter if you want to lose weight, gain weight, maintain your weight, or just get healthier in general and have more energy. This plan is for everybody, and this is why I am so excited to share with you the "ULTIMATE BREAKFAST". You can get all you need, quickly, easily, and with no hassle. You can also get it without having to follow some impossible regiment or schedule.

Within just a few days, you will start to feel and see the difference in your energy, your attitude, and even your appearance will show signs of improvement. I know this sounds like a lot, but based on all that you now understand, it is inevitable that these changes will happen when you make the simple changes I recommend. Another great thing about this is that you can do this for less than \$3 per day. You can't even get a cup of coffee and a bagel for this amount of money. In short, it fits within all of the requirements so that everyone can do it.

I learned a long time ago that if you want fast results, instead of going through the school of hard knocks, find someone or something that has gotten the results you seek and model their steps and systems. Instead of you having to go out and do the research, we have done it in advance. I will give you my recommendation for the best product to use in a moment, but for now, I want you to be able to understand the ingredients.

Here is the plan

First, we cleanse. We start the day with the aloe drink. It promotes healthy digestion and it contains over 100 nutrients. It is a mild and easy way to clean the digestive system and to create a fertile field for the intestine to ab-

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sorb the nutrients that you are about to give it. You must make sure that you get the right type of aloe drink, otherwise, you are defeating the purpose if the digestive system has to work to purify what you put in it.

Secondly, we feed our cells with an incredible tasting shake. This is not just a protein drink. It has all 114 nutrients, all of the carbohydrates, and all of the proteins that your body craves. You won't feel hungry, you will have great energy, your body will burn excess, stored fat, you will feel better, and it will slow the aging process. It will give you the boost that we are all looking for first thing in the morning.

It's fun, simple, and fast. You simply mix it with your favorite juice or milk or even water, so it fits within the fast pace of our daily lives and schedules. Clean up is a breeze, and if you use the product I recommend, you can actually even do it without a blender if you choose.

The shake comes in vanilla, chocolate, cookies and cream, pina colada, tropical fruit, wild berry, or café latte. It comes in a canister, or for even more convenience, it comes in one serving packets for those who get up and go.

Third, we metabolize and anti-oxidize. Because exercise is critical to a healthy heart, immune system, body tone, and conducive to fat burning, along with the fact that most people neither have the time or the discipline to follow a strict exercise routine, the third stem is an Herbal Concentrate tea, which is full of great antioxidants for a healthy immune system. It steps up the internal metabolism without making you crazy or wired, it gives you immediate energy, and, by the way, it can burn eighty calories per glass.

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It also causes us to drink more water in the process. You can sip it all day, and it will keep you going all day. You can make the tea either hot or cold, and comes in regular, lemon, peach, or raspberry flavors.

Finally, I recommend an optional follow-up and ongoing learning. Many people work better when they have a support system in place. Although one-on-one is great, it is not always possible to do. In order to keep you plugged in and support you, we have an online and even phone support system. Each week, there will be a new lesson and a check-in process for those who wish to tell others of their successes. This is an option, and you can choose whether or not you wish to utilize this.

How to use the ideal breakfast

The first step is to order your ideal breakfast. Go to the website where you received this ebook, and choose the package that best fits you. It will ship within one day, and will usually arrive within three to four days.

The second step is quite simple. Use your ideal breakfast.

Get your calendar or planner, and place the time first thing in the morning every day for the next ninety days. The reason for this is because we have found that if people don't schedule things, especially new things, then it is easy to forget and to procrastinate. It may seem silly to schedule breakfast, but remember, we are looking to re-program your nervous system. It also feels great to cross it off each day.

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A helpful tip is to get it all ready the night before, so that all you have to do is pour it, shake it, and take it. Ideally, you want to down your meal within twenty minutes of your waking up in the morning. Many people replace their morning coffee with the ideal breakfast. Thus, tapering off, and even ending their dependency on the coffee that is harming them from the inside out.

The process is simple. You should have your breakfast within twenty minutes to a half hour from the time that you eyes open in the morning. The earlier the better. This way you are giving your system all that it needs before it needs it. This will trigger the elimination process and get your body started creating energy for the day. Each time you put food in your mouth it sends signals to the rest of your body to start tacking action. The same goes for when you don't put food in it or the wrong food. The body gets signaled to do the things that aren't necessarily the best for your functionality.

Mix your shake with water or soy milk. If you must use milk, then use raw milk, or at the very least, low fat milk. The milk that we buy in the stores today is so over-processed that it is actually devoid of nutrients. This is why we add vitamins to fortify all that has been processed out.

And, this is not to mention the amount of hormones and chemicals on the milk. You can add fruit to your shake, as well, and you can add your shot of Aloe to your shake. Mix up a container of tea and bring it with you to sip on throughout your day. This will provide you with lasting energy and also burn calories.

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Step three is to celebrate.

This step is the fun one, and will do the most good in terms of perpetuating your habit and creating the internal drive that will continue to fuel your success. This actually could, and perhaps should, take a whole chapter. This is how important it is.

I will start by saying that everything with a heartbeat responds favorably to praise and acknowledgement. Science has shown that even plants and microscopic organisms respond to praise. This is how we train even the most stubborn of pets and humans to move forward. The reason that I tell you this is because I want you to understand that you are the motivator of your own soul. With a very small shift in your behavior, you can change decades of poor behavior into solid determination and forward motion.

Here is the analogy. When a baby, for the first time in its life, turns to its parents and says, “Ma-ma”, do the parents respond by saying to each other, “You know, honey, I know she is trying to say MOTHER, but she didn’t get right, she only got it half right.” Do they then scold the child and tell her how wrong she was and how others have done it better? Of course not. They do just the opposite. They shower that child with praise and adoration. Even though the child didn’t get it right, the parents still let her know how proud of her they are. They encourage the youngster to try again and again.

When they do this, they immediately teach the child’s nervous system, which is the smartest part of any human being, that she will get the same praise over and over again, as long as she does the same, good thing over

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and over again. The nervous system is the part that keeps our heart beating thousands of times an hour. It learns quickly, and will start to automatically do the same thing for which it received the praise in the first place.

The significance of this is that when if you give yourself praise as soon as you have your breakfast, then your nervous system will yearn to do it again the next day. Your soul will look forward to it, and it will become a natural part of what you do. This will speed up your results, and you will feel better about it and about yourself.

As soon as you complete your ideal breakfast each morning, do something silly, like pat yourself on the back or give yourself a big smile or an out loud “YES”. Or, go to the mirror and tell yourself that you did a great job. Do anything that makes you feel good and proud of yourself. You may have to fake it at first, and it may feel a bit uncomfortable and foolish, but you must push through it and win.

Next, weigh, measure, and take a picture of yourself. This is a critical step because in order to know where you are going it is imperative to know where you are starting. Also, you need to have a point from which to assess. If you are looking to lose weight, you should understand that some people lose actual pounds first and some lose inches first. Many people who are trying to lose weight become discouraged when they continue to step on the scale, only to see that nothing has changed.

This is why it is a great idea to measure your bust, waist, hips, and even your thighs. You may be one of those who lose the inches first, so if you don't see the scale dropping,

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then you will probably find that the inches are melting away instead. You need to be able to track your success. You will be amazed at the results when you do this.

The last thing that I want you to do is to decide to do this for at least sixty days. Ninety days are ideal, but sixty is great. The reason for this is that it will give your body and mind the proper amount of time to become accustomed to the change. Your body will be working on rebuilding and rejuvenation.

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Chapter Twenty-One

Breakfast The Hard Way

Throughout my life, I have always found that there are at least two different ways to get the same or similar outcome. **The easy way and the hard way.** Although there are a lot of life lessons and personal growth that can come from doing things the hard way, I personally like to have a choice, so I can decide for myself which way best suits my own personal needs.

Granted, there are several different choices in this case, and I am not so arrogant as to say that my way is the only way to get the job done.

But, for the sake of argument and time, I'm going to narrow it down to two excellent choices. Both of them will give you what you need, and both of them we have spent a considerable amount of time, capital, energy, and resources to narrow it down to two choices that work for most of us walking this planet.

The first choice is the hard way. Not hard because I want to make it hard or difficult – hard because of the fact that for all the right reasons, it is inconvenient in terms of time, energy, and money to prepare. Remember what I

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talked about earlier – for the most part, because of the way most of live our lives, it is not practical for us to take the time to gather the right types of food that we need, let alone prepare them, let alone sit down and eat them.

But, because I believe in choice, I want to give you a healthy breakfast plan that will give you what you need. It is definitely inconvenient and time consuming, and it does require a fair amount of pre-planning and expense. But, it will provide you with what you need to get the results you seek. And, if it works for you, then by all means use it! You may even choose to mix the two for variety. Either way, the choice is yours. But, for now here is the hard way.

Now, please keep in mind that our outcome is to affect the four R's – repair, rebuild, replenish, and reinforce our cells. Also, remember that our outcome is also to feed our cells, not our stomachs. The great part is that our stomachs will be fed as we feed our cells, and our bodies will quickly adjust by producing energy and healthy...well, healthy everything.

The following is a list of all of the ingredients that you will need to gather for your breakfast. Keep in mind that you will need to shop often because you will want to have fresh fruits and vegetables, and both have a relatively short shelf life.

Next, I will tell you how to prepare your breakfast. Try to shop organic if possible... don't even get me started on why.

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Ultimate Breakfast Version 1.0

Gather these elements and prepare in these quantities

Fruits:

- ½ Apple
- ½ Banana
- ¼ Grapefruit
- ¼ Lemon
- 5 Grapes
- ½ Peach
- ¼ Tomato
- 3 Cherries

Vegetables:

- ¼ Beet
- 1 Carrot
- 5 Leaves of Spinach
- 1 Celery Stalk
- 4 Sugar Snap pea pods
- 1 Clump Broccoli (approximately size of small tangerine)

Protein:

- Egg
 - Soy protein powder or soy beans
 - Raw milk (Soy milk Preferably and Recommended)
-

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Carbohydrates:

- Wheat germ
- Whole brown rice

Green Tea

Nuts:

- Brazil nuts, Almonds, Walnuts

Equipment:

- Blender. Preferably a one serving high speed blender. I recommend “The Magic Bullet” blender. It is fast and efficient and easy to clean.
- Cutting board. Preferably a high quality nylon board that is dishwasher safe.
- Sharp knives
- Airtight food containers

There are two different ways to consume this first breakfast. You can chew it or you can drink it.

Of course, you can do both as long as you get all of the ingredients in you at the right times. I prefer the drinking method because it is faster and more efficient.

It is actually easier and more efficient on your digestive system because the food has already started to be broken down before it reaches your stomach, leaving less work for your body and digestive system. It also seems to fit in more with most people’s busy lifestyles.

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If you choose to chew your breakfast

Once you have gathered the ingredients and divided and cut them into the proper proportions. Separate them into separate air-tight containers. I prefer the vacuum type that is re-sealable. This will make your food last longer and stay much fresher than just air tight. Make sure you wash your fruits and vegetables with a good quality fruit and vegetable spray to remove any pesticides that may still be on the food.

Also, for further convenience, you may want to prepare separate day containers. Place the appropriate portions of each ingredient into seven different containers. This way, you will save time and effort each day by opening several different containers.

What to do and when to do it

The process is simple. You should have your breakfast within twenty minutes to a half hour from the time that you eyes open in the morning. This way, you are giving your system all that it needs before it needs it. This will trigger the elimination process and get your body started in creating energy for the day. Each time you put food in your mouth, it sends signals to the rest of your body to start taking action.

The same goes for when you don't put food in it or you put in the wrong food. The body gets signaled to do the things that aren't necessarily the best for your functionality.

First, eat your proteins and nuts first. If you are eating eggs, then boil them, and if doing protein powder, mix it with a glass of soy milk or low fat raw milk if you use milk. It is imperative that you chew your food well.

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Remember, the digestion starts in your mouth, and chewing gives the saliva the chance to do its work and send the proper signals to the rest of the system to come alive and come and get it. Also, chewing will burn calories and help you feel fuller.

After twenty minutes, eat your vegetables, within five minutes, and then your carbs. Rather than making cooking every morning, you can make a bowl of brown rice at the beginning of the week and reheat it each day. Sprinkle a table-spoon of wheat germ over the top of it. Again, chew your food thoroughly. You can also start sipping your green tea. Hot or cold doesn't make a difference, just make sure you are not using it to wash down the food that you are eating.

If you are chewing your food properly, your mouth will produce enough saliva to lubricate your swallowing process. You will be sipping your green tea throughout the day, as well.

Wait ten minutes and then finish off with your fruit. Most of the time, you can be doing other things, like getting ready for your day in between your food sections. All in all, you can consume your breakfast in about twenty minutes, which when you think about it, it's not that much longer than you probably already take to eat the things that are not good for you.

Drinking your breakfast the hard way

Although this way is faster and easier, the only real difference is that you will place your food portions in your blender and have at it. This is why I recommend the single serving blenders because cleaning up in between meals

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is as simple as rinsing out the cup that you use to blend in before you start the next session. Although there are many different protein shake mixes on the market, all promising to be the best, make sure that you get a high quality protein mix for your protein intake.

I have searched the world over and found that the vast majority fall far short of having even the basic nutrients, and are using inferior ingredients to cut costs. I also recommend soy protein over whey or animal protein. It is cleaner and carries a lot more of what your body needs. It is also far easier on your digestive system to process.

I recommend the Herbalife Formula one shake mix, as it has all of the nutrients for your entire breakfast already in the right amounts... and it tastes great.

Follow the same time and portion schedule when you are drinking your breakfast as you would when chewing your breakfast. Also, it is important that you don't juice your fruit and vegetables. Although juicing is great and I do juice from time to time myself, juicing takes out a lot of the fiber and some of the nutrients in the juicing process. Make a smoothie using the skin and peel of the fruit, which is where a great deal of the nutrients are stored. You might find it a little difficult to throw back the vegetables when you blend them, but you can mix them with your soy milk to make it go easier. You will also get used to it as you continue to do it this way. OR... You can do it the easy, fast, and efficient way...

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Chapter Twenty-Two

BREAKFAST THE EASY WAY

Some things you have to do every day. Eating seven apples on Saturday night instead of one a day just isn't going to get the job done.

-Jim Rohn

K.I.S.S.

Keep It Seriously Simple

Now that we know what not to do, and why we are in the shape we are in, let's look at what to do and how to do it.

Let's look at the solutions that will get the greatest results in the shortest amount of time. I pointed out earlier that the likelihood of most people getting together all of the ingredients that they would need to create an ideal breakfast is slim to none. I have also had the privilege of evaluating the field in terms of the different types of products that will supply us with the right ingredients in the right amounts, as well as taste good and be affordable and simple.

And, last but most importantly, I have searched for a breakfast that will be effective and get the results that we seek quickly, safely, and without hassle. So, what I am

about to share with you is the result of my personal research and experience both in myself and the countless thousands and really millions who have gotten outstanding results. It is also the result of 28 years of research and development and scores and scores on scientific evaluations and documented, tangible evidence.

It is the result of a team of physicians and researchers even a Nobel laureate.

Now this is the part that I told you about at the beginning of the book when I asked you to have a completely open mind. I am going to spell out for you a few different ways to achieve your outcomes, and I am going to make one, simple suggestion. I recommend that you act upon my suggestion immediately and then judge by the results.

So, before we go any further, I want you and I to be real clear about a couple of things: seriousness and timing.

Here is what I mean by this. Some people are not dissatisfied enough or they don't really have a great desire to get healthy and change their current lives. They aren't in a hurry to do something now because they still need to feel in control even if they are causing current and even long-term challenges for themselves and for others.

They'd rather wait and take their chances even though they can clearly see the consequences of continuing on the path on which they have been.

The challenge is that most of the products on the market are not so great, and the ones that are great are only a part of the whole. They are expensive and they are

difficult to take. So, needless to say, I have had more opportunity to check out what is really out there. The same goes for systems and programs. There are countless systems and pieces of equipment that I have been asked to evaluate, and to give my opinion on.

I operate on just a few, simple, organizing principles.

- Does the product give the body all that it really needs and in the right amounts in terms of nutrition?
- Is the product safe to consume?
- Has it been sufficiently tested to have empirical evidence of its effectiveness and safety?
- Will the general public like it (does it taste good)?
- Is it affordable?
- It is easy to use?
- Is it something that the general public can understand and use?

If a product passes these requirements, then it gets my attention. If it gets my attention, then I will take a look and even try it for myself. Throughout my search, I have come across several different products that stand out but only a few that fit within the guidelines of the suggestions that I have previously laid out.

Although there are several different products out there that are all claiming to give you all that you need, there are only two or three that actually come close, and of those that do, they are either too expensive, hard to use, or poor

tasting. Virtually none of them have the type of track record that I feel is necessary to be the frontrunner in this program.

Having said this, after having been approached by hundreds of supplement and vitamin companies, and having studied the marketplace, as well as conducting my own, extensive research and experience, the product that I have come to the conclusion that there are several products that may meet the afore mentioned standards.

My research will be continuing and I will provide some suggestions on one of the sites that you will see at the end of this book. I also want to make sure that you have a choice and can decide which ones or one is best for your lifestyle.

So here are some guidelines for choosing that I use and would suggest you do the same. In choosing, make sure The company's products are herbal and botanical-based, and the fundamental philosophy of the company is health through good nutrition. The company has a scientific research facility and an extensive board of medical and scientific physicians, including. I like international companies and products.

Usually an international company will speak volumes for its safety and acceptability so much so that many other courtiers have given the products their stamp of approval. All of the products meet and surpass all FDA requirements and or the requirements of your country.

Is it possible to get all of the nutrients with another product?

The answer has to be yes, but you would have to combine several different supplements, measure them, and then transform them in a form that your body will accept without creating side effects and other challenges.

Shake it up

So, what I'm suggesting to you is that you have a NUTRITION shake first thing in the morning. One with all of the essential nutrients in precisely the right amounts, as well as all of the carbohydrates and proteins that your body is screaming for in the morning, this is the ideal solution. The shake dissolves quickly and come in a variety of flavors.

I'm sure that you will agree with me that we've got to change our eating habits to ones that serve us and our families nutritional and health needs. If we do nothing, then the writing is on the wall, and I know of no better way than to do it first thing in the morning with the best healthy breakfast.

The optimum breakfast

We have structured the "Ultimate Breakfast" and The "Optimum Breakfast" to provide you with all that you need in a simple and easy package that is mega affordable, tastes great and works like crazy and hassle free.

Most people wind up saving 1/3 to 1/2 the amount they were spending on the food that was keeping them unhealthy, tired and over weight. So, take some time to get the best breakfast for you, so that you can have the optimal health and energy that you deserve.

The optimum breakfast is as simple as it is easy. Follow these simple instructions and you can be in and out of the kitchen in ten minutes and have the healthiest breakfast that you may have had in decades.

We start the day with an incredible tasting Nutrition shake. It is packed with the that your body craves and needs. It has all of the carbohydrates and all of the proteins that your body craves. It will give you energy first thing in the morning.

You can make your shake a whole variety of different ways to keep it interesting. I recommend not using milk but if you insist then get it from a clean source and use 2% or skim milk. We have found that soy or rice or even almond milk is great and for the most part most people can't tell the difference. Some like using fruit juice to make their shake and that is great as long as the juice is fresh squeezed or low sugar juice. You can also mix in fresh fruit or even frozen fruit to spice things up.

Secondly: Aloe drink. It promotes healthy digestion and can contain up to 100 nutrients in it. One ounce in the morning will boost the digestion system and promote the cleansing process at the tie that it needs it most. You can also mix the aloe in with your shake making it even easier the take. You can use concentrate or regular solution. Just follow the instructions to dilute the concentrate.

And for immediate energy Use a thermogetecic Tea or beverage. It's full of great antioxidants for healthy immune system and by the way can burn 80 calories per glass and it will keep you going all day. You can mix it with a glass of water or make a tea out of it.

I recommend that you make a carry along bottle that you can sip all day long. You will be amazed at the sustained energy that you will experience. All while assisting your body in doing what it does best.

The ideal thing to do is first schedule your breakfast. Most people that fail to have breakfast do so because they fail to plan on having a breakfast. That mixed with the fact that they are probably over sleeping due to fatigue and lack of energy. They wind up rushing through their morning and not having the time to create something good for them.

This is where the optimum breakfast will shine. Plan on taking ten minutes to make your shake and you are on your way. As simple as it may sound get yourself a calendar and put it in your daily operations. If you don't already have a calendar or if you don't already schedule your life then this will definitely take your life to the next level in terms of saving time and overall efficiency.

You will be experiencing more energy and sleeping less so you will want to optimize your new found opportunities to do more and get more accomplished. When you schedule your breakfast you also get a sense of accomplishment first thing in the morning that can have a processional effect on the whole rest of the day.

I recommend getting all of your supplies ready the night before or at the very least have all of your supplies in one place so that you don't have to go searching for them at the time that you need to move fastest and most efficiently.

This is also where the magic bullet or any other one serving blender will shine. Clean up is a breeze because you can just rinse out the same container that you made your shake in. the other cool thing about this method is that you can make your shake and drink it while you are doing other things.

In this busy day and age where multitasking is a highly valuable commodity. You will be able to dress, clean up other things, talk on the phone, play with the kids and just about anything that you like while you take sips of your delicious breakfast.

All in all it is a win, win for all involved and it is the simplest way to get all that you need in the shortest amount of time with the least amount of effort and the least amount of cost, and to make the results repeat. It's fun, simple and even magical.

As I stated before I am constantly searching and researching different products. To this point I will bring to the forefront what I feel are good candidates.

For some specifics and some recommendations please visit me at: www.ChangeYourBreakfast.com

Chapter Twenty-Three

The Rest Of Your Life

Obviously the way we conduct ourselves in the other areas and times of our lives will have a dramatic effect on the quality and speed of your breakfast results, and for that matter, your entire life. It always has and it always will. To this point, the following are some helpful tips and advise. Some of it will be obvious and some not. All of it, however, is practical and doable with just a little effort and adjustment in your routine. Remember, a little shift now will make a huge difference later.

Eating

Once you have consumed your Ultimate Breakfast, you probably won't feel hungry for a while, especially if you continue to sip your herbal tea throughout the day. Try to schedule your next meal for lunch, and if you do need to snack, choose something sensible, like a piece of fruit. Get as much water in your system as you can before lunch. Remember the way that excess fat and toxins leave your body is through your urine, and you will be cleansing your system all day long.

So try to drink at least three glasses of good, clean water before your lunch meal. You will also find that you will

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have a lot more energy and think clearer because you are hydrated. At first you may be visiting the bathroom a lot, but that will subside as your body assimilates, and you become a more efficiently running human machine.

Also, as unpleasant as it may be to talk about, you will be visiting the bathroom more often in the beginning to move your bowels.

The reason being that as soon as your system is getting all that it needs in terms of nutrition then it will trigger the elimination system to get rid of all of the junk that it has been storing. So, don't be alarmed or think that you are getting sick. You will simply be cleansing, and this is a good thing. Some may experience slight diarrhea or frequent urges to relieve themselves. This, too, shall pass, and you will be enjoying healthy poops right up there with the best of them.

What to eat and when

Although there are certainly many different diets and eating plans that will support your raise to optimum health, in an effort to simplify and give you something that is easy and doable, the following is a list of bullet points to keep in mind as you make your choices for lunch and dinner.

Use the 60 percent, 40 percent rule when portioning your meals. Remember to approach your food with this thought in mind. Will it cleanse me out or clog me up? Food that is at least 60 percent water-based is designed to clean you out. This means fruits and vegetables should be the biggest part of your meal. It doesn't mean that foods that aren't vegetables or fruit are bad for you.

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It just means that you should try to eat less of them and more of the water-based foods. There are also more nutrients in the plant-based foods than in the condensed foods.

Foods like pasta and starchy carbohydrates, like potatoes and breads, have less water than spinach or corn or an apple. Also pastas and breads break down to the equivalent of paste in your system, and this is harder to move along, unless it is aided by some water-based foods.

Also, the vegetables will provide you with the fiber that your digestive system needs to move the food along and promote a healthy intestinal system.

Chew your food

We talked about this earlier and it is well worth repeating. The average person should actually chew their food another 50 percent more than they are currently doing. Remember that the digestive process starts in the mouth and the chewing process gives your body the chance to get a head start on the food that it's about to deal with. Chewing will also give you the feeling of fullness faster and you won't tend to eat more.

Take your time

Most people eat their food in too much of a hurry, which accounts for the whole chewing thing. Lunch is usually done in a hurry and done while talking to others and contemplating what's next. I know that it may be hard to do at first, but try to focus on what you are doing and what it is doing for you. Try visualizing your cells gorging themselves on the vital nutrients they need and functioning at their fullest capacity.

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Visualize a wealth of energy building up inside of you, and if you have weight to lose, visualize the fat melting off of you. You will be amazed at how good you will feel and how fast the time will fly by.

Prepare smaller portions

Smaller portions mean less calories and less chance of over-eating. Even though your stomach will not physically shrink, it will get used to smaller portions and not need as much to feel full. Eating less means that your stomach won't have to produce as much digestive acids, and less acid means a healthier, more efficient system.

Our stomachs are only about the size of a small sandwich sized zip-lock baggie, so imagine the meal on your plate having to fit in there. Eating less will save energy, and will even save you money.

Less carbs and sugar

There are two types of carbohydrates: complex carbohydrates and simple carbohydrates. In the end, both of them break down to sugar. Although sugar is a necessary component for our energy system and for our bodies to function, the amount and the timing at which it is released into your system is critical to a lot of our body's functions. Complex carbohydrates are things like fruits and vegetables.

They are called complex because the body has to break them down to turn them into sugar. As the sugar is released for the body to use, it is released at a slower rate; therefore, producing a more even energy flow and one that is sustained for longer periods of time.

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Simple carbohydrates are things like sugar and sugar-based products. They are called simple because they are more simply broken down; thus, they are quickly released into the blood stream resulting in a spike in energy and radical shifts in mood. The challenge is that when this happens, it triggers the pancreas to release adrenaline to bring the blood sugar back down to an acceptable level.

This results in a crash in energy and a storing of fat. Sugar is one of the most damaging substances that we consume in mass. It is not a quick process, sometimes, taking years and years to finally take its toll on the body. Excessive sugar and carbohydrates reek havoc on almost every part of the human body.

Direct your imagination

One of the oldest personal development fundamentals is the concept that as you think, so you are, meaning that your consistent thoughts will produce the situations, circumstances, feelings, and physical being and surroundings in your life. You would be hard pressed to disprove this concept, as it is as old as humanity itself, and your own life has countless evidence of its validity. Having said this, it makes perfect sense to utilize this process to get the best from yourself and from your efforts to get the results that you desire.

Your imagination is the most powerful tool that you have to create the future that you desire. So, use it in a creative way every day. See yourself in the best shape of your life. Feeling great and rejoicing in gratitude for all that you have accomplished. Even if it is just for the moment, you will feel better and you will be training your brain to go to that place. Do this often enough, and it will

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become part of your permanent thought process, and the rest, as they say, will be history. In short, plan your success in your imagination and your imagination will make it so.

Exercise

When most people hear the word “exercise”, it brings up images of laboring at a gym, running, or aerobics, and other things of this nature. Almost all of us have tried our hand at one or all of these activities, and most of us didn’t have a great experience, in terms of consistent results. Let’s face it, if exercising was easy, we’d all be fit and in shape.

The challenge is that it is time-consuming, inconvenient, and quite frankly, hard to do, and even harder to do consistently. The real fact is that the amount of exercise that is really needed to get results and sustain a healthy life is far less than you may think, especially if you are getting the right nutrition to your cells.

Think about this: imagine a cave man going to the gym or working out with weights or even jogging miles a day. Common sense would tell you that it just didn’t happen. Although it is true that they had much more active lives than we do today, they didn’t always over do it and they were healthy and fit. Think of the type of exercise they did on a regular basis – mostly walking around – some lifting, but certainly not lots of weight all the time.

To this, I prescribe to you that you model their activity. Now, remember that the basis of the whole concept is that you have the proper nutrition in you, and that when you do, the body knows what to do with it, and the cool thing

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is that the healthier and more nutritionalized you become, the more energy you will have and the more you will want to move your body.

It becomes a powerful loop of physical, emotional, and mental growth. Don't think in terms of exercise or working out. This doesn't feel or sound good to the nervous system. Instead, refer to it as moving your body. After all, isn't that what we do naturally? Moving your body doesn't take that much effort and it is a natural state of being for all of us. You can start small and move up, too.

So, make some simple shifts in your day to day life. Like most people, you will find plenty of opportunities to fit in some sort of movement. A little bit of planning will amaze you.

Do the simple things first. Walk every chance you get. You will be amazed at the energy that you will get by just taking a fifteen minute stroll around the block. Throw some headphones on and walk the dog or take the kids to the park... just walk. If you don't walk at all in your daily life then the first day may be difficult, but the second will feel better, and so on and so on. Take the stairs any chance you get. Walk to lunch, walk to the store, etc.

Dance every chance you get. That's right, dance! You don't have to go to a night club. Just dance. Put on a song that you like and shake that thing. Put a smile on your face and wiggle your butt. Dance while you vacuum the floor or fold the clothes. Even when you are watching your favorite show on television. There are no rules that say you have to be sitting down to watch television. Get up and move. It will feel a bit silly at first, but you will get

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used to it, and so will the people around you after a while. They may even join in. If you are self-conscious about it then do it behind closed doors, but just do it. Find a happy place and shake what mama gave ya!

Breathe

As simple and basic as it may sound, just breathe. Take some time to take some deep, cleansing breaths. Using your diaphragm, breathe deep into your stomach, filling your lungs from the bottom up. Oxygen is the number one component to life itself. You can go a month without food and days without water, but you can only go minutes without air.

The way most people breathe is shallow, upper chest breathing, and they are cheating themselves of 1/3 to half of the oxygen capacity of their lungs. Said differently, they are missing out on 1/3 to ½ half of the most important thing that our bodies need to survive.

So, again, take some time to plan several three to five minute sessions to concentrate on breathing. Take long, slow, deep breaths and hold it in for a few seconds. Exhale slower than you inhaled. The cool thing is that when we do this, we actually fortify the immune system by moving the lymph fluid through our system and moving the toxins out.

Our lymph system has no pump and what moves it is deep diaphragm breathing. You can look at your lymph system as the vehicle for your immune system to function. Lack of breathing will cause the lymph fluid to become more stationary; thus, allowing the build up of toxins and waste, creating a breeding ground for viruses and bacte-

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ria and promoting disease. You can now start to understand why when people in hospitals who are bed ridden can become even sicker because they aren't moving and breathing.

LAUGH!!!!

As funny as it may sound (Ha-Ha), laughter can be the best medicine. Remember when I told you that when my mother was in the hospital room, and I got the VCR tapes and played comedy films for her. I got the idea from a book that I had read by a Dr. Norman Cousins. He cured himself of cancer through laughter. At the time, I didn't fully understand what was really going on, so I just did it.

The reality is that when we laugh we stimulate several things to take place in our bodies. Not the least of which is the fact that when you laugh it forces you to take deep breaths. The increased oxygen gives our cells what they need and the movement of the lymph eliminates the toxins, which are the disease.

Also, in order for you to laugh, you have to shift your focus from something that is potentially not so go to something that is. Laughing also causes your brain to release chemicals that make you feel good. The more you laugh, the better you feel and healthier you get.

You can start by just smiling, and then search your memory for things that you laughed about in the place. There are plenty of them, so just choose one or two to focus on. Just like anything, it may take some practice and you will start slow, but as you work at it you will get better and better at laughing for no reason at all.

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Appreciate you

Lastly, take some time to appreciate the one person that needs it and deserves it the most from you. Most of us go through life concerned and worried about what others think of us, so much so that we fail to realize that we are not taking the time to think the best of ourselves. We have allowed what others have said about us, and even what we have said about ourselves, to make us feel less about ourselves. The thing is that you are all that you have, and you are the best thing for you. Yes, we all have faults and shortcomings, but this is what makes us uniquely human.

Take some time each day to look yourself in the eyes in the mirror, and say “I love you”, or “I appreciate you”, etc. Again, this will become part of your thinking process as you practice it. So, plan it out and do it. Your soul will thank you.

One last thought

For the past two decades I have worn the title of Peak Performance Specialist. I am honored that I have been a part of coaching and mentoring others in their journey. At the risk of sounding arrogant I believe this background and all of the experiences that have presented themselves to me I am uniquely qualified to give you this last bit of coaching.

Do it now. There is a little known law of the universe called the law of diminishing intent. The law states that the longer one waits to take action on a given task the less likely that take will ever even get started. With the best of intentions we all have promised ourselves and others that we were going to do something that we wanted and even

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needed to do. Because it was either inconvenient, difficult or just uncomfortable we put that task off until later. Sometimes even just a few minutes or hours. In the moment we feel like we will do it and that nothing will keep us from our mission but it always seems that something does.

The fact of the matter is that the instant that we say that we will do it later in our minds we imagine it being done thus relieving the tension in our body and mind. Said differently, we like it has already been done. Once the pressure is gone we have no drive to actually do it. Once the pressure is gone we feel better and when we feel better we can allow other seemingly more important things to take our attention.

Once the pressure is gone so goes the excitement and enthusiasm that we had to do it in the first place. The reasons that we got excited about doing it in the first place diminish and ergo our initiative. This is our reason why and as we discussed in the first part of the book our reasons why are where our drive lives.

The simple remedy is to **JUST DO IT NOW!** just do something,.. anything **NOW!** sometimes even the tiniest bit of action will give way to a larger and larger movement in your heart and soul. This will stimulate your nervous system to be, and do more. You will feel that you have moved closer to your goal and you will be programming yourself to do more.

This simple adjustment will also have a global effect on your life. Meaning that you may even become more productive in other areas of your life. And in this case be-

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cause you will be creating more energy and better feelings you will have more time and feel more like doing more.

Never mind the masses

Sometimes the well-meaning words of those that we love can deal some pretty devastating blows to our egos and our self esteem. Be careful not to let their judgment or perceived judgment derail your action plan. Just because it is not for them at this time and just because they don't have the same urgency that you do does not mean that they will support you in your intentions.

As a matter of fact sometimes others will say things to you to discourage you because they feel like they are protecting you from getting hurt by the disappointment if you fail. Usually they are projecting their own fear of failure onto you.

Some may even be deliberately try to prevent you from having your success because they may feel like your success makes them look or feel bad. If you are happy and they aren't then they may have to do something about it.

The old saying is that the easiest way to have the tallest building in town is to tear everyone else's down. This may not be a conscious thing and they may not even know the real reason they are doing it but the fact remains that they are not that wealth of support that they themselves would want if they were to attempt to do something out of the ordinary.

So my best advice is to either stay away from those people or at the very least practice patience when they do come

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at you with both guns a blazing. First take stock of as many people that you can think of that are in your life. People that you regularly interact with.

Make a list and put it to paper or computer. I prefer paper because it is there for you to see without much search. As you think of those people prepare yourself mentally for what they may say. And see yourself either laughing it off or at the very least giving it no energy. The more you do that the more you will be influencing them to stop. If they see that they aren't getting to you then they will either stop or join in with you and supporting you. A little bit of emotional interaction. Pre planning will take you a long way.

Tracking your success

At all times remember that success in anything is only built on success. What that means is that when we acknowledge our attempts and our learning's and the steps that we take our entire nervous system becomes sensitized to do more and more often. People tend to only notice the large changes in their lives when it is in fact that the small changes are what make the large changes possible.

If you look at child growing day by day it is hard to see that actual changes. But if you are away from that child for even just a few weeks. When finally see the child again you are more likely to see the change in their appearance.

To this affect the same thing happens to people when they look at their own progress. Because the changes in the beginning may be small or subtle we may not notice them

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and feel less accomplished. To combat this, simply log what you have done at least once a week.

Do it on the same day of the week. The process will allow you to feel the sense of accomplishment as well as having a recorded history and story of your journey. Seeing how far you have come will give you a sense of self gratitude and well being.

The old saying that liars can figure but figures can't lie. Each and ever day now matter what you have done it is of the utmost importance that you celebrate your accomplishments.

No matter what **CELEBRATE!** Use the following chart to log your progress every day.

Tracking Your Progress

Weight

	1	2	3	4	5	6	7	8	9	10	11	12	Total Loss/Gain
Week													

Measurements

	1	2	3	4	5	6	7	8	9	10	11	12	Total Loss/Gain
Week													
Waist													
Hips													
Chest													
Arms													

Tracking Your Progress

Energy Level

On a scale from 1 to 10, one being poor and ten magnificent where would you rate your energy?

Week	1	2	3	4	5	6	7	8	9	10	11	12	Overall
Sleep													
Awake													
Morning													
Mid Day													
Evening													

Tracking Your Progress

Overall Attitude and Emotions

On a scale from 1 to 10, one being poor and ten magnificent where would you rate your attitude and emotional states?

Week	1	2	3	4	5	6	7	8	9	10	11	12	Overall
Sleep													
Awake													
Morning													
Mid Day													
Evening													

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Lastly

...as I said or implied no fewer a dozen times throughout this book. Be kinder to yourself... You are all that you have and you deserve to be treated like a king or queen. It all has to start with you and you have the power to do anything that you desire to do. Practice random acts of self kindness. Pat yourself on the back without provocation. Go to the mirror and smile at yourself and give you a thumbs up. Just stop and appreciate all that you have done up until now and what you will do in the future. Practicing these simple things will build confidence and pride and self love. And we can all use a lot more of that.

My deepest wish for you is that you will take what you have learned there and put it into action so that you start to live the life that you so richly deserve. You owe it to your self and the ones that you love to see how you function at your absolute optimum. I know that as you do you will become a shining example for all to see. My humble request to you is that you become one whom influences the world to get the best out of themselves so that we may all relish in the spoils.

Thank you for the honor of being your guide. Remember that fortune favors the bold and life is exactly what you dare to make it. So boldly dare to make your life magnificent.

God Bless.

About Joseph McClendon III

Joseph McClendon III is the founder of the PRO-SEQUENCES RESEARCH GROUP a leading Peak Performance coaching organization that works with leaders in the political, entertainment and business communities internationally. " As an instructor at the university of California (UCLA), Mr. McClendon, (also known as "Coach") taught Re-engineering, Leadership, Management and Advanced Communication courses for the Engineering and Management Extension program.

Joseph holds several certifications in the Neuro sciences and has become an expert in assisting others in overcoming fears, phobias and emotional challenges. He also serves as the Senior Head Trainer and Instructor at Robbins Research's highly acclaimed Mastery University, attended by business entrepreneurs and CEOs from 46 nations. The faculty includes General Norman Schwarzkopf, financial genius Peter Lynch, and marketing master Jay Abraham.

Known for his unique brand of leadership, presentation style, humor and passion for living, Coach impacts by example. His ability to inspire others to take action and achieve greater results is a direct result of living by the principles that he espouses.

Having performed hundreds of workshops, coaching sessions, seminars and training programs, one on one therapeutic intervention, Mr. McClendon is one of the most sought after "Ultimate performance" coaches in the business.

His remarkable ability to go straight to the core of the challenge and effect rapid change makes him a unique commodity as a turn around specialist and success coach.

Joseph brings to the table years of practical experience and technique. Well versed in presenting new material as well as his own brand of entertaining delivery, Joseph prides himself on holding himself to the same high standards that his company so elegantly is known for. He believes in getting the job done effectively, lovingly and tailored to each individuals needs.

Mr. McClendon has authored two best selling books with world famous peak performance coach Anthony Robbins. He has also founded five companies, all in the realm of personal development and personal growth. As the senior head trainer for the Robbins Research international and has worked side by side with Anthony Robbins for over two decades. Joseph trains other trainers and coaches to serve and assist others in getting the best out of themselves and their lives.

Entering his 12th semester as an instructor at the University of Southern California Las Angeles (UCLA). Joseph teaches leadership and communication to the engineering and management department of the college.

On his 19th birthday Joseph McClendon III was given a powerful gift. A timeless gift of manifestation that carried with it the promise of prosperity and fulfillment. The cost of the secret to him was to first master it and then share it. He first used it to change from being hopeless and homeless, living in a card board box into an abundant life.

Since then he has shared this Gift with thousands around the world to bring health, wealth and happiness into their lives. Now it's your turn to **MAKE YOUR OWN FATE!**

"I humbly offer you my experiences , and these incredible secrets in a fun, simple and magical way. My sincere wish for you is that you take this gift and boldly step into the life you desire and deserve."

Your Time Is RIGHT NOW ! Here Are The Answers And The How To Do It.

Yes, you deserve the absolute best that life has to offer NOW! Within these pages you will learn the simple truth about how we all function as human beings and how by making just a few simple changes in what you do first thing in the morning you will stimulate your body and mind to produce more energy, health, better emotions, enhanced appearance and much, much more. You will learn that disease is the body's natural response to lack of nutrition and more importantly you will learn what to do to stack the deck in your favor and give your body what it needs to combat and even prevent many serious diseases and health challenges.

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"About 6 years ago, we were both getting more and more tired everyday. Fred's Cholesterol was out of control and I had suffered from asthma for over 30years. Now Fred's cholesterol has dropped 100 points; my asthma is gone and no more naps every day. Being hikers, private pilots and loving to travel, our quality of life has improved beyond our wildest dreams."

Carmen & Fred Edwards

"I had very low energy, was overweight and had digestion and sleep issues. Once I got started my energy went through the roof, I had not felt this good in 8-10 years. My digestion issues cleared up and I started sleeping through the night and waking up feeling rested. The best part is I lost 49 lbs in 3 1/2 months and have kept it off for over 5 years and I feel fantastic!"

Randy Reynolds

"I was...so tired all the time, I have chronic fatigue syndrome, fibromyalgia and overweight. I never slept through the night waking up in constant pain. Within 3 days, I lost 5 inches and had so much energy. Now my energy is through the roof! I actually slept through the night for the first time in 3 years. I've lost 13 1/2 inches total! I was wondering why my pants kept falling down all day. I feel incredible!"

Debbie Dorn

"I tried for 15 years to lose weight and get healthy and everything always came down to exercise more and eat less. I had 40lbs. to lose, had severe allergies and was tired all the time. I had fantastic energy the very first day I started. In 5 months, I lost 40lbs, went from a size 16 to a 10, no longer suffer from allergies and am off all my allergy medications. Now I have incredible energy."

Susan Reynolds



Joseph McClendon III World Renowned Peak Performance Specialist and Wellness Coach



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