Benedict Paul Copywriting

If you're at the end of your rope with being overweight and are unhappy with yourself

And if you truly want to enjoy being yourself without hating the way you feel

Elite bodybuilder and celebrity trainer & nutritionist, Law Payne, wants you to have *the actual knowledge & advice you've been missing until now* to finally lose weight faster than you ever thought possible and achieve the body & health you deserve

Limited-Time FREE Bonus Worth $450.00

4 Weeks of Personalized Training
Supervised by Law Payne Himself

Dear Weight-Troubled Friend,

My name is Law Payne.

I am a US Champion, Universe Champion and Superbody Runner-up bodybuilder.

I am familiar to hundreds of Americans as the celebrity trainer & nutritionist behind their personal transformation.

If this is the first time you've heard my name, that's probably because I've never advertised myself or my services.

My clients have been doing all the advertising for me by word of mouth since 2003.

As you can probably guess, I take my health seriously—you have to if you aspire to reach the level I am now at.

And I value the health of my clients just as much.

That's why, I distrust systems that claim to have the answers to all your weight woes.

I don't—and never have—taken a one-size-fits-all approach in helping my clients lose weight and achieve the body & health they deserve.

I am also against diet fads, starvation diets and completely denying yourself the foods you love. I've seen the effect "yo-yo diets" can have on the body & mind. The starve-and/or-deny approach simply ends up working against you. I am for moderation—the kind that gets results without undermining your health.

By the way, I'd like to make something clear about me here & now.

I neither consider myself a weight-loss "guru" or "expert", nor am I qualified to dispense medical advice.

I don't have any miracle diets, weight-loss shortcuts or magic pills up my sleeve!

I simply take a proven, common-sense approach in my advice & training. And I encourage my clients to do the same.

I also insist my clients never stop thinking for themselves.

As far as I'm concerned, **losing all that ugly & unhealthy weight means physical AND mental transformation**. It's futile to aim to achieve one and not the other.

Yes, I can & want to help you to safely get rid of as much as 25 pounds in almost as many days. More than that, I want you to be healthy, happy & live to your true potential.

And I guarantee it will happen if you want that for yourself as much as I do because of my insistence on being true to the . . .

5 core principles of healthy weight-loss success

Because your weight & health are closely related and knowing what a healthy weight means is important, I base my weight-loss advice & training on the lessons I've learned from my own experience & the personal transformations of my clients.

So, even though I am a nutritionist and work hard to maintain my physical levels, I don't promote any diet or exercise plan.

I'm not saying that diet & exercise don't have a place in weight-loss success.

They do.

But even a proven fat-burning diet or exercise plan will be of no use if your motivation to lose weight is superficial . . . you are clueless about what you are actually signing up for. . . you are less than 100% committed to actually doing what it takes . . . you let small gains distract you from the big picture . . . or you're not actually having any fun.

And that's exactly the reason why I encourage my clients to be **B.R.A.V.E.**.

- Be clear about their **Beliefs**—about themselves, what they believe they can achieve and what healthy weight-loss means to them.
- Embrace **Boainess**—stop bullshitting yourself!
- Be ready to take **Action** without giving up your freedom to choose a healthy diet & exercise plan that works for you.
- Celebrate the small wins but always stay focused on achieving the **Big Victory** of complete personal transformation.
- And always, always, always **Enjoy** yourself!

So important are these 5 principles to weight-loss success, I've even based my book, ***How to Lose Weight Fast***, on them.

By the way, I'll tell you later how you can get immediate & **FREE access to Chapter 1** of my book. In Chapter 1 I talk in length about being B.R.A.V.E. and why your weight-loss success hinges on it.

On a side note, a bonus benefit of the B.R.A.V.E. approach is that it can be easily adapted to achieving some other personal goal (e.g. being more productive at work).

> *"I was looking for change not just with my weight but with my life. I now have an overall positive attitude and mood, glowing skin, shiny hair and the aches and pains I used to complain about have completely vanished. Today I have more confidence to do the things I've always wanted to do but thought I couldn't. THANK YOU!!"—Mariela Lopez, lost 50 pounds*

There's more to weight-loss success than you've been led to believe

In my advice & training, **I always emphasize being aware of *how you feel* as much as *what you look like* in the mirror**.

If you feel like crap but think you look great or if you think you look like roadkill but feel fantastic . . . something, somewhere is not right as far as I'm concerned.

I'd like to take a moment here to ask you to consult with your doctor before starting any diet and/or exercise plan to rule out any physiological or psychological reason(s) behind your weight troubles.

Although I talk about issues like depression & stress and their effect on your health (including your weight) in ***How to Lose Weight Fast***, I am not a doctor and I only mention these issues because it's fairly common knowledge that mental & emotional issues can have a negative impact on your weight & overall health.

That said, I **do** talk about not giving up & positive thinking in ***How to Lose Weight Fast*** only because the right mindset is as important as hard work in any personal endeavor.

In my advice & training, I therefore also encourage my clients to be consistently **S.M.A.R.T.**.

- Be **Specific** about your expectations & goals and make them **Measurable**.
- But make sure they are **Attainable** in the first place!
- Check to see if they are **Relevant** to your bigger, longer-term goals & values.
- And make sure they are **Time-bound**.

> *"Thank you for helping me lose and keep off 40 pounds and 4 sizes. Everyone should know about you!"—Jessica Marquez*

"Can losing weight be this easy?"

Good question!

Losing radical amounts of weight can be as hard or easy as you make it.

It really can be as simple as that because . . .

Healthy weight-loss success begins with understanding your weight-loss attitude

Like pretty much everything else, your attitude toward losing weight & keeping it off is determined by your self-image.

Your self-image has more to do with your weight-loss success than you think.

If you don't give your self-image—and by extension, your attitude—a good "workout" before you embark on your weight-loss journey . . . big, long-lasting results will always remain just out of your reach.

In ***How to Lose Weight Fast***, I will also help you to . . .

- use your **authentic self** to drive your weight-loss efforts . . .
- know yourself better by taking you through the **5 Stages of Change** . . .
- understand **where being B.R.A.V.E. & S.M.A.R.T. fit in** . . . and
- **make any weight-loss plan a part of your lifestyle**.

> *"This will work for anyone and it works fast!"—James Lacroix, lost 90 pounds*

What gets measured gets managed

I encourage my clients to keep tabs on their personal transformation by tracking their own progress.

In ***How to Lose Weight Fast***, I'll share with you **7 ways** you can do exactly that.

You'll also learn what & how much to eat, and why you need more of some foods than others. Yes, I'll even be talking about micronutrients & macronutrients!

But just as I don't decide my clients' diets for them in real life, I won't be deciding your diet for you.

Instead, I'll help you put together your own healthful meal plan.

You'll also be designing your own exercise plan, by the way!

I'll start you out with some fitness fundamentals and suggest ways to boost your strength & build muscle.

You'll also learn how to. . .

- **burn fat faster** . . .
- **accelerate muscle recovery** . . .
- **improve your breathing** . . . and
- **get healthier without necessarily visiting the gym**.

To make sure you act on my advice, I'm even willing to take a loss of $450.00 to personally supervise your personal transformation for 4 weeks entirely at my expense, if you buy a copy of ***How to Lose Weight Fast*** today.

Here's what's included in the deal:

- **Customized meal plan** to fit your schedule & your lifestyle
- **1 check-in per week** to make sure you are losing the weight (**plus, corrective advice**)
- Detailed **cardio regimen**
- Progress photos
- 24x7 support

If you are one of even 10 weight-troubled people who take me up on this deal, I stand to lose at least $4,500.00. Keep in mind, clients pay me $120.00 each per session to be personally trained by me.

By buying a copy of ***How to Lose Weight Fast***, you qualify for this deal without spending a dime over $37.99, which still leaves me $412.01 in the red.

And you can try ***How to Lose Weight Fast*** today with this 30-day money-back guarantee: *If you don't think the knowledge & advice in the book will help you lose weight faster than you ever thought possible and achieve the body & health you deserve, I'll promptly refund every penny you paid for the book.*

And you don't even have to delete the copy on your computer.

The best part?

I will still personally supervise your personal transformation for 1 week FREE, if you let me!

Here's what I'd like you to do next: Click the big, orange button below to place your order and instantly download the PDF version of ***How to Lose Weight Fast*** to your computer.

Then, check your inbox for the order confirmation of your order and an e-mail from me about what I'd like you to do next.

That's it.

It's never too late to get started on your own personal transformation the right way

Do you want to continue struggling with your weight troubles on your own with weight-loss systems that seem to work for everybody but you . . . ?

Or . . .

Do you want to **get your hands on the actual knowledge & advice you've been missing until now to lose weight faster than you ever thought possible and achieve the body & health you deserve** . . . ?

It's your call.

Sincerely,

[Signature in blue ink]
Law Payne

☑ YES! I want to finally lose weight faster than I ever thought possible and achieve the body & health I deserve!

P.S. At last count, 6,500 copies of ***How to Lose Weight Fast*** have found their way into the hands of weight-troubled people like you. You can download & enjoy Chapter 1 of the book with my compliments by clicking here.

P.P.S. By choosing to believe that you deserve to be healthy, fit & happy you will not only get rid of your extra pounds but enjoy your life in your own skin better. ***How to Lose Weight Fast*** can help you accelerate your physical **and** mental transformation.

P.P.P.S. You can own a copy of ***How to Lose Weight Fast*** faster by placing your order by phone: (918) 360 9058.

☑ YES! I want to finally lose weight faster than I ever thought possible and achieve the body & health I deserve!

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