

**Weight Loss:
Help, Motivation, and Ultimate Truths You Ought to Know**

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To my beloved wife, Catherine; nothing would be possible without your support. I love you and treasure our life together.

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The Wolf Blocking the Road

Sarcasm mode: *On*

Great! Another book on weight loss, Yay!

Sarcasm mode: *Off*

You probably read them all. Exercises, diets, fat burning supplements, bizarre approaches, you name it. All promises, no delivery. *What could possibly be different?*

For one, I am not here to tell you about magic exercises, or secret macronutrient ratios, or other approaches. While most of the weight/fat loss systems are worthy of the trash bin, many of them are actually quite good and can lead to lasting changes. In your pursuit of the Holy Grail of fitness and health, I'm sure you tried some of the poorer systems, but I'm also sure you tried some of the better systems as well. Question is, *why didn't the better systems make a permanent difference?*

And relax, you won't find yourself engaged in obscure rituals or incantations. It will be a lot simpler. What I will tell you is not breakthrough in the sense that it is information you did not know. Rather, you will learn to view this information with a different set of eyes as the noise is removed. You will see how external influences cluttered it with layers of confusion and pseudo-facts. Ultimately, you'll realize you had the answers all along, and you'll remove the wolf blocking your road to success.

This book was fathered by **The Fit and Healthy Diver Manifesto**, perhaps my most irate work to date, and one I do not wish to rival or surpass in harshness. The manifesto itself was born out of the frustration of seeing the obesity epidemic make its way into the ranks of scuba diving. It was written as a stern reminder that divers, more than anyone, should take care of their health.

Much to my surprise, it was well-received and many encouraged me to modify it and make its message reachable to the non-diving population. I was expecting a barrage of hate-mail. But instead, I received kudos of support. And if you are wondering why I did not start with the non-diving population first, here's why.

My fellow divers had the priority. No other sport can maim or kill its participants in a few terrifying seconds or in agonizing long hours like scuba diving. While many of the fatal incidents were triggered by issues like equipment malfunction, many more were the result of deconditioned bodies unable to withstand the rigors of the unplanned arising. I have no doubt that something as simple as proper health and fitness strategies could have made a positive difference. Hence, the coach in me arose to sternly remind my

fellow divers that as beautiful as our sport is, its demands on our bodies should not be taken lightly.

But chances are you are reading this because you are not a diver. Though you may be in dire need of revamping your health life, there's no Grim Reaper following you when you partake in the activity you love. You are not frequently putting yourself in immediate peril, so I don't see the point of being as severe as I was with my fellow divers. *Does that mean that I will be the Lamb of God, kissy-huggy, sprinkling pink flowers and purple kittens?*

Not at all!

First off, understand I'm never controversial for the sake of it. I avoid expletives and offensive language because they seldom add to the value of the message. Worse, they often make people rise their defenses and stop listening, the complete opposite of what I want to accomplish.

Second, I firmly believe a powerful message becomes controversial on its own, as it goes against the accepted norms. It does not need vulgar peppering or flamboyancy. The power of such a message is its ability to awaken suspicion about the legitimacy of standards that, up to that point, had simply been accepted.

I am certain my message will create conflict as beliefs get exposed. Even as I make it clear I do not intend to stir the pot, many will be upset. My message will show you why distancing from the apparent safety of the established rules will be necessary for success. In doing so, it will offend and create defensiveness as many will feel confused or overwhelmed. No expletives, no graphic or juvenile references needed.

Some of the content will be similar to **The Fit and Healthy Diver Manifesto**; some will be different because it does not relate to the non-diver. The core of the message however, will remain untouched.

Your success is my success, and if your victories against the scale have been short-lived, it is time to find out why. Perhaps the methods you follow are the problem, perhaps you are the problem, or perhaps it is a combination of both. Whatever your conclusions are in the end, I invite you to embrace the lessons and not take it personally. You owe it to yourself to explore the aspects hidden from you, the ones that can guide you to your goals but are never mentioned because others are afraid to hurt you.

Claim your freedom! The fit and healthy lifestyle you always wanted is waiting for you to take action. It is time to clear the path.

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Bellies, Tears, and the Light

When other nations refer to America as the sickest, most obese country of the world, they have good reason for doing so. The Centers for Disease Control (CDC) statistics for the 2007-2008 period reveal that 33.4% of Americans are overweight, and 33.9% are obese. Combined, that is an embarrassing 68.3% of the population.

Unfortunately, it gets worse. For the 2009-2010 period, the CDC reported 35.7% of American adults were obese, up from 33.4% and the obesity rate among teenagers was explosively on the rise.

Easy and convenient access to hollow calories, a sedentary lifestyle, and complacency are making their unwelcome contributions.

Even when we live in the age of information, with ready access to evidence debunking the accepted mantras, the presence of outdated, fallacious, and unproductive standards still reign strong.

Why are our actions so feeble at making a difference?

My life is dedicated to fighting this dreadful trend. Time and time again many start the journey only to quit shortly after. Others proclaim major changes coming to their lives only to procrastinate and never get started.

When they seek my help, I give these folks the benefit of the doubt and hope they have fortitude, vision, and discipline to realize the magnitude of the problem and take action. I give them advice, programs, and guidance, yet the success rate is dismal.

Why?

Because many think that just reading my articles, downloading my free programs, purchasing my books, or meeting me for sessions will automatically produce change.

They fail to realize they're only taking the first step and do not follow through. They never follow paid programs or advice, and let their investment go to waste. And the excuses to justify the lack of results range from the evident to the outrageously ridiculous! It is easier to create an unconquerable scenario than to confront reality.

Being reasonable does not seem to be working. In fact, many think being reasonable means blessing their current excuses and getting ampler berth to come up with new ones.

And you know what?

I'm done! I am to the point where I can no longer oblige those who choose excuses over actions. I'm fed up!

And this is one area where my approach to you will be different from the one I used with my fellow divers. Whereas the tone I used for them got tougher at this point, I will not be doing that with you.

And it is not that I am being nicer. I simply don't know if you have the strength of spirit to objectively look at truth in the face. Those who have taken to the sport of diving have overcome major fears to make it part of their lives. Their minds have already conquered the tests inherent in the nature of the sport. They have undergone training to function in an inhospitable environment while remaining focused and calm. Their mindset is adventurous, open, and more cooperative.

I know that as stinging as the message from **The Fit and Healthy Diver Manifesto** was, the divers who read it had the strength of mind to handle it and incorporate the lessons.

But I don't know where you are at this point. I don't know if you are reading this because you had enough of being in poor health and are ready to take charge, or because you are looking for an in-a-box solution you can effortlessly follow for optimal results, or because you think you are beyond help and just want to prove your case is unchangeable.

I know scuba divers seek change because they want to be safer divers, better dive buddies, and to improve the odds in their favor should emergencies arise. You may just want to drop a few pounds to look better, or just add some activity to fight chronic pains, hypertension, diabetes, hyperlipidemia, or other conditions improved through exercise.

Whatever brings you here I guess is irrelevant. What is pertinent and crucial are the intentions of your action as you go through these pages. It does not matter how breakthrough, or inspiring, or life-changing the information is. It is all for naught if you never help yourself by applying what you learn. It does not matter how much you pay me (or anyone) for coaching and guidance if you are expecting me to do the work for you. Let me make this clear:

I cannot help those who won't help themselves.

If you are not willing or ready to face reality, you will not have the conviction to change your life. You will embrace excuses, bogus miracles, and non-existent shortcuts. You will fight the truth tooth and nail, and worse: you will refuse to unlearn what holds you back.

The change demanded by facing the truth can be overwhelming when you are not willing to do your part. In the past I would spend copious time with those who felt coaching meant clinginess rather than guidance, who felt paying for advice entitled them to blame others for their shortcomings, and demanding more results from less work. Though they were a small number of my clients, they took the majority of my time and made my life miserable.

But that's all in the past now.

It does not matter what brought you to these pages. If you are ready to admit accountability for your results, I will be happy to work with you. My efforts and energy are now dedicated to those ready for change, to the rebels with the passion, drive, and desire to serve as role models and guide others to the freedom of a healthy and fit life.

Facing the truth is seldom pleasant for those who need it most. It shatters bubbles of pseudo-reality and challenges comfort zones. It does not matter how eloquently it is presented; it will always offend those not ready for it, so taming its liberating essence offers no additional benefit.

Is this upsetting you? That is not the intention but maybe you realized this is the wake-up call you needed. Keep reading! You will discover freedom from the boundaries of inferior health and fitness.

Or is this is too much for you to handle? Are you shaking your head in disapproval and calling me all sorts of colorful adjectives? If that's the case, stop reading now. Take a deep breath and calm down. It may be helpful to take a break and read again after the jolt dissipates. If you still get upset by the content, I'm afraid this book is not for you.

You are not ready for change, and there's nothing I – or anyone else - can do for you!

Until you accept that you are the only one with the power to change, no program will be effective. You may have been given a *nonsense cushion* by the Yay-Sayers who spare your feelings out of interest, but this does not mean it is beneficial for you in the long term. The real world is impartial and blows these covers in unexpected and unpleasant ways.

But you can always come back. When you are fed up and the “*I've had enough! This stops now!*” moment strikes, you will be unstoppable and I will be here to guide you.

But until then, you will only see ill-intention and condescension where there is none. When you are not ready for change, you only see new facts, advice, and strategies as attacks and putdowns. Your fear of change makes you take helpful guidance as a

personal offense because it contradicts your set rituals. *Who has not heard of the sugar junky taking offense upon learning exercise won't cure pastry binging?*

Remember, it is not at all my intention to be callous or offensive. You will not find anything written with the express purpose of shocking you or stirring trouble. The message is controversial enough on its own.

Are you still here?

Good!

The journey is only getting started. You may experience uneasiness from time to time as you realize you may be a living example of what's being illustrated. It is important that you stand your ground, and instead of running for cover, embrace the discomfort and liberation the truth brings. I know what it's like as I was there once and I can guarantee your feelings won't be unscathed. However, as rough as the message may be up times, you will start recognizing fallacies, outdated practices, and other obstacles getting in the way to your goals.

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Mediocre is the New Excellent

Certain things done with the best intentions are not productive for our intellectual growth. Worse, they remain disguised and acceptable to the extent they proliferate and become the norm. Take, for instance, our declining ability to accept the responsibilities for our actions, the consequences of our mistakes, and learning from them. Our culture has enclosed us in a thick layer of ego-protecting armor and more people opt for the shield of an excuse rather than admitting wrongdoing.

Defending sensitivities has greater importance than self-discovery, which while protective of our feelings, won't allow the opportunity for personal excellence to reach us. The truth is chopped down, disguised, misrepresented, or kept hidden to protect egos and the interests they represent...

END OF EXCERPT

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