

3 FITNESS MYTHS
THAT ARE KEEPING
YOU FAT & TIRED

Special Report Compliments of

DESERT
ADVENTURE
BOOT CAMP FOR WOMEN

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A Special Report by Alison Busher

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Myth #1:

It's Possible to Lose Weight Working Out "Only Minutes a Day"

We've all heard the TV infomercial slogans promising "rock hard abs in 2 minutes a day!"

Or "Drop 30 Pounds in 30 Days!"

And how about the new circuit training clubs that promise fitness in just 21 minutes.

Of course they don't work. Well, that's not entirely true, they work for the people selling the programs. But not for the people who buy them. Savvy marketers know that deep inside of us we are all affected by the same mental viruses...it's called the...

"Something For Nothing" Disease.

There are so many of us affected by the "something for nothing" mental virus that these downright ridiculous products keep getting sold.

People who want more out of life than they are willing to put in *fall prey to the savvy marketers that are looking for a way to make a fast buck.*

Let's be real here, we all fall prey to this in some way – whether it is the "2 Minutes to Rock Hard Abs" or the "Lose 30 Pounds in 30 Days" diets – we are all looking for the quick fix. Hey, I'm a mother of two small boys...I am looking for every way I can to save time.

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But, not when it comes to my health, my energy and my fitness.

I hate to be the one to break it to you, but in the real world of fitness, the “quick fix” just doesn’t exist.

You can ask anyone that has achieved a respectable level of fitness and they will all tell you that becoming and staying fit is tough and requires a steady commitment. They will also likely tell you *that it is the single best thing that they have ever done for themselves.*

It takes 45 minutes to an hour a day to get and stay fit. But here’s the other thing that the infomercial people with their “uber-workouts” secrets from the Hungarian wrestling team (or whatever the story-du-jour happens to be) don’t want you to know.

You can’t just hang out for 45 minutes every day & expect to wake up one morning looking like Jennifer Aniston.

You have to work. Hard. This is one reason that I cut way back on the number of hours I will personally train clients one-on-one, and instead I created these new Adventure Boot Camp Teams.

I found that people push themselves harder and have more fun doing it in a group of other women than I could ever get them to work on their own.

If there is a “fitness secret” it would be this: work out in a group or team of other women. The only “secret” involved here is that you will work harder and therefore get better results faster. And you will be able to maintain this harder workout because you have so much fun that you won’t realize how hard you are working. Plus, you will be far more likely to commit to showing up for yourself and your body on a consistent basis when you have 30 other people waiting for you in the park.

**You can’t expect instant results –
but you will start to see a real difference in just a few weeks.**

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Exercise should be like brushing your teeth. Our bodies are designed to be in motion – vigorous and regular motion. With our sedentary lifestyles, our bodies are begging for exercise. You wouldn't think of starting your day without brushing your teeth would you? Why would you start your day without moving your body?

There are no secret shortcuts here. Not from the Bulgarian wrestling team, or the Argentinean Gauchos or the US Special Forces.

If you get nothing else from this special report, let it be that next time you see an ad for the...

“5 Minutes to Huge Muscles for Life Workout”

Or

“The One-Rep Revolution”

...save yourself some money – don't buy them.

Myth #2:

No or Low Carb Diets Are the Best Way to Lose Weight Fast

First it was the “Low Fat” diet that everyone thought was the ticket to losing unwanted pounds. When it first came out, people were as fanatically obsessed with it as they are today with the “No Carb” diets.

Today the “No Carb” revolution is sweeping the nation faster than you can say, spaghetti-os. *Of course, for Hollywood, it still seems to be the “No Food” diet that remains the most popular choice...*

So what's the deal with carbs?

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You will definitely lose weight if you don't eat carbs. However, most of the weight you lose will be water loss and muscle loss. Sure, it sounds great when your friend says that she's lost 6 pounds in a week – but it's not nearly as impressive when you realize that one pound is fat, 2-3 pounds are water-weight and 2-3 pounds were lost muscle.

When you look at it that way, what did torturing yourself for 7 days really get you?

Most people will lose fat by adding a regular exercise routine to their schedule and by cleaning up their diets.

By “cleaning up your diet” I simply mean that you know the nutritional basics, such as:

- Controlling your portion sizes
- Eating small meals more often
- Cutting down on unhealthy fats
- Avoiding refined foods and sugar

Frankly, the only truth is that if you eat more calories than you expend you *will* gain weight. There is no single program that works best for everyone. You simply have to learn to adjust your food intake to a healthy level.

Carbs are not the enemy. Unhealthy food and unhealthy thinking about food is the problem. Which is one of the reasons that ***I personally NEVER recommend low or no carb diets to my clients.***

When you work out, your body will naturally be drawn to healthier food choices. Carbs are a major source of energy for our bodies. When you cut out your carbs, you get tired. And it is harder to get up the energy to work out.

I would rather you have a plate of pasta with your broccoli and a good workout in the morning than if you ate just the broccoli for dinner.

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At the end of the show, it's simple math. Take in *more* calories than you use, and you get fat. Take in *less* calories than you use and you slim down. Period, the end.

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Myth #3:

The Best Way to Lose Weight is to Eat Less

If you want to be the next Nicole Richie then go ahead and forgo the exercise and stop eating. But here's the bummer for Nicole... Eventually she will have to start eating again and when she does she will find that her metabolism is shot.

This star's body (and the bodies of tens of thousands of other women) are literally in starvation mode.

Women routinely slash their calories too much and exercise too little or not at all.

This will result in short term weight loss...but in the long-run these women will find it harder and harder to stay in shape as their metabolism continues to slow.

A much smarter way to go (and more fun too) is to create a turbo-charged metabolism by eating MORE and doing frequent high-intensity workouts.

Why would you resort to starvation when you could eat more *and* burn more fat more efficiently through exercise?

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*Plus, you get all the additional benefits that come with exercise like **increased self-esteem, more energy and vitality, and overall health and well-being!!!***

Let's look at the pros and cons of diet and exercise. You decide for yourself which one is the better choice:

- Diet *decreases* your metabolic rate. Exercise *increases* your metabolic rate.
- Dieting is harmful for your health and has been shown to have long-term negative effects on self-esteem and well-being. Exercise is one of the most beneficial things you can do to improve your health and well-being.
- Dieting can put your body into starvation mode and reduce the amount of energy you have for daily activities as well as weaken your immune system. Exercise strengthens your immune system, increases your energy levels and creates a caloric deficit without triggering a starvation response in your body.
- Dieting without exercise can result in 50% of all weight loss coming from muscle. Exercise, particularly weight training, encourages your body to keep and build muscle and not burn it for energy.
- Dieting decreases fat burning hormones and increases fat storing hormones. Exercise decreases fat storing hormones and increases fat burning hormones.
- Dieting without exercise makes a body flabby. (Everyone has seen the “skinny fat person”). Exercise gives you a lean, toned and healthy looking body.

All this information leads is to one conclusion:

It is smarter to exercise and eat... than to starve yourself and not exercise.

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No one likes a cranky, hungry person. Everyone likes the vibrant, healthy, confident person. You get to choose who you are going to be.

So even with all this information, people still don't exercise. Why?

One reason that many people shy away from exercise is because they are afraid it will be too hard. It's not. What is hard is spending your life in a body that is more like a prison than a partner. *What is hard is not liking what you see when you look in a mirror.*

When you let go of the idea that somewhere out there you will find the secret pill or the magic 5-minute workout that will give you something for nothing, then you can move forward. When you are ready to let go of this debilitating and painful mental disease, and you commit to a good, solid, no-gimmick program, **you will be shocked at how much you can achieve in 3 months or 6 months or 1 year.**

If you need a jumpstart back into working out, sign up for an Adventure Boot Camp. It will give you that jumpstart that you have been looking for to make exercise a part of your daily routine. And to make it naturally fun like it was when you were a kid.

Working out is not hard once you get used to it. Making it fun in the beginning will make a world of difference as to whether you stick with a new lifestyle or not.

I can't promise you miracles, but I can promise you that in just a few weeks from now you can see major progress ***and in just 12 weeks you could look and feel like an entirely different woman... and never to go back to your old self.***

12 weeks are going to go by no matter what. The time will pass no matter what you choose to do.

12 weeks from now you will still be here...

**Will you be vibrantly alive, full of energy
in a fitter, leaner body?**

OR...

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...will you be the same old you? Still eating ice cream on the couch watching *The Biggest Loser* and promising yourself that you will “start on Monday.”

It's entirely up to you.

I hope to see you soon.

To your success,

Alison Busher

P.S. The next Desert Adventure Boot Camp is coming soon.
Call 800-892-0590 to get the schedule or go to
www.DesertBootCamp.com!

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Meet Your Trainer, Alison Busher...



Involvement in the fitness industry in Los Angeles since 1991, **Alison Busher** has been a trainer to the stars and knows what it takes to get real results fast. As an active figure competitor and a busy mother of two small boys, Alison packs a full workout into a one-hour Power Session that's affordable. Start off your day getting fit and empowered with Alison and a great group of other motivated women.

As a mom, a business owner and a wife, Alison understands how the day can just get away from you and the last thing on your list is a workout. You deserve to make time for yourself. Alison has developed a quality workout that is fun, inexpensive and challenging. Her outdoor program will get you jump started into the fit, healthy YOU that you have always wanted.

A personal trainer who has held all major national certifications, Alison will be there for you through your entire workout. Desert Adventure Boot Camp is a unique program that meets all fitness levels. The camp starts promptly at 5:30 am. It is fun, exciting and invigorating...and it will have you back in time to have the rest of the day to do what you need to do!

You will love the feeling that comes with getting fit, doing something great for yourself and putting yourself first. Plus...fitting back into those “skinny jeans” makes it all worth it!