

Ah Ha #1: Magic Pills Just Don't Exist

We need to keep it real. Even though it may be painful to accept, we need to be in the right frame of mind to properly absorb the upcoming Ah Ha's. To do that, we need to debunk the most destructive myth out there and be fully committed that we finally understand and accept it:

There is no magic pill.

Yes, that's right, there is no pill to swallow to make you lose weight. I'm sorry to destroy the myth, but it's true. Let me ask you, if all the magic pills, potions and lotions work, why then is obesity the # 1 health crisis in America? Companies are making billions of dollars on these products because they are great at marketing them, but the products themselves obviously aren't working. Please stop wasting your hard-earned money on gimmicks and schemes.

If you're a serial purchaser of the next great weight loss miracle, STOP. Take a deep breath and ask yourself, "Am I committed to making a change?" If not, then don't spend your money on any product, JumpSnap included.

I admit that as I flip through the TV channels I do watch the infomercials featuring some of these weight loss miracles, primarily because I can't believe people actually pick up the phone and throw away their hard-earned money. Until you're honest with yourself and

are committed to making the change, you're going to continue to fuel these inferior products. I know it's tempting to make impulse decisions with your heart while not listening to your head.

One of the reasons these magic pills attract attention is simply the sheer confusion in the marketplace. On one hand, you have clinicians, nutritionists and doctors, seemingly credible experts, talking at a higher level than most people can comprehend. They sound impressive as they bring plenty of science and studies to the discussion, but that doesn't mean it's any easier to understand. In fact, all those medical studies often just make us question where to start which usually ends up being no where.

On the other hand, you have the magic pill spokesperson telling you outright lies. You know the ones—promises of rock-hard abs or cellulite-free thighs or even cleaner intestines. The marketing is so perfect that you tell yourself, "Well, maybe it does work" or "They wouldn't be able to make those claims if it didn't do that." We are so tempted by the marketing of these products, it's no wonder that it's a multi-billion-dollar-per-year market. Promotions by the so-called scientific and medical experts and slick sales people make it a very confusing marketplace, especially since these "experts" are often paid endorsers who hope to lend credibility to the product. Naturally, we want to believe and buy into the easiest solution.

Often connected to one of these mysteriously effective magic pills is some sort of exotic diet making the same miracle weight loss claim. Sorry, these don't work either. Although you may have heard these fun facts about diets before, they are worth restating:

*** Fact: 95% of all diets fail**—That means that when you claim you're going on a diet, you're actually signing up to fail. I don't know about you, but I resist knowingly entering the failure business. However, that's exactly what you do when you go on a diet. We'd all like to believe that we'll be part of the 5% who succeed, but the odds

are severely against us. Try applying these types of “success” rates to anything you do in life, and then decide if you would proceed with the decision. For example, would you buy any household item or a car or toy if there was a 95% chance it was going to break? Would you buy any perishable item from the grocery store if it had a 95% chance of rotting or getting stale before you had a chance to eat it? Would you invest in a business if you knew it had a 95% chance of going bankrupt? Probably not.

*** Fact: 75% of the people who lose weight on a diet actually gain more weight back than they initially lost.** — UGH! If the 95% statistic didn't scare you off from starting a diet, this one certainly should. Think about that for a minute. You have a three out of four chance of gaining more weight on your next diet. Huh? Why in the world would anyone start a diet in the first place if they knew the odds are this bad?

I challenge you to fine tune your senses. When you hear some version of the next weight loss miracle in the form of a pill or something similar, listen to the disclaimer. Or better yet, take a stroll down the weight loss aisle of any drug store and read the fine print on the packages. Every single one of them says “with appropriate diet and exercise.” Save your money on the illusive magic pills, because without the diet and exercise, they don't work. Go to the real solution, which is nutrition and exercise. I'm really sorry if I burst your magic pill bubble, but we needed to get this out of the way early so we can move on to the real work of sustainable weight loss. Ready, let's dig in.

