

SAMPLE WORK-

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Dear Friend,

If you're reading this then it's a safe bet that you are interested in changing your life for the better! Keep reading and I will show you how **The XXXXX Programme** will do just that!

It is the Rolls Royce of all weight-loss programmes because it has a different approach which is guaranteed to keep the weight off and remain healthy and happy for the rest of your life. As well as all the hints contained in this book, I am including facts and figures to back up my statements so that you don't have to simply rely on my word - you can check it out for yourself. I have spent many years working with a crowd of people, ensuring that I get the Program perfected for you.



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I will disabuse you of all those terrible myths which have probably prevented you from achieving your target weight - and help you to see exactly what you need to do to rectify the situation.

How is it different from other weight loss programs?

For a start, most weight loss books are aimed at people with who excel at mathematics - they need to be able to work out points, calories or any other combination in a misguided attempt to lose so much weight in so many days! This is stressful for those of us who do not have more than a basic understanding of arithmetic (people often “can’t be bothered” to work out the weights needed and just resort to eating less - this may work temporarily but it is only a short term measure because you end up only losing water and muscle, not fat).



The XXXXXX Programme takes a common sense approach and, whilst it does arm you with important facts and figures, the aim is to change your life and attitudes so that you are happier and healthier - this, in turn, reduces your need to eat excessively so the “comfort eating” stops.

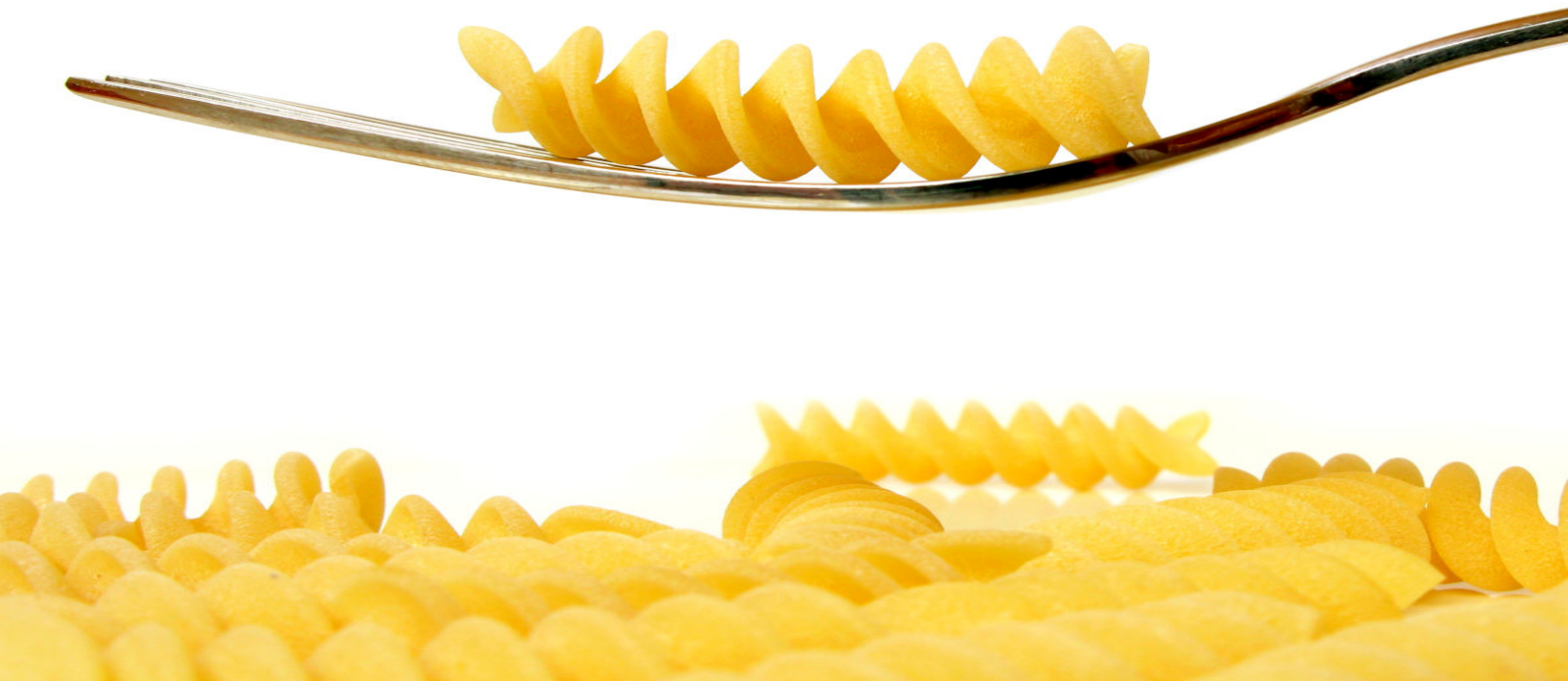
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The XXXXXX Programme makes no false promises. Unlike most books which tell you that you will lose a certain amount of weight in an impossibly short time, in this book I show you how to make certain life changes which will guarantee you will keep that weight off permanently. At the same time you will feel your spirits rise and be much healthier in yourself. Surely that is worth the small investment you need for this book?

Many things prevent people from losing weight - it could be something as simple as believing the myths you've been told about since you were a child - "A moment on the lips, a lifetime on the hips!" - the type of body you have or even a case of low self-esteem. By making simple changes to your life and your approach to it, you too can achieve the levels of weight loss you yearn for. **Unlike the food industry which wants you to stay fat - we want you to lose weight and become happier and healthier!**



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If you're interested in this book, then I think I am safe to assume that you have tried to lose weight before - and probably failed miserably. There's no need for the cycle of failure to continue any more.

Now you need to start with a clean sheet - put all the other attempts to lose weight behind you and approach this with a willing heart and a bundle of enthusiasm because **this is where you life will change. You will keep your weight off once and for all.**

A lot of hard work has gone into putting this book together and many people have tried my system to make sure it worked - just for you!

Of course I will explain the science behind weight loss - but my focus is more on changing your outlook and approach. This is not a medical encyclopedia! **The XXXXXXXX Programme** is a 70 page book which is quick to read and contains tips which can easily be implemented into your daily routine.

There are so many different types of "diet" out there that choosing the right one is a minefield. The most common types are those that are endorsed by celebrities - the so called "cabbage" diets, amongst many others. Obviously, they work temporarily, but all the good work is quickly undone when you begin to eat normally again. They work because they deprive your body of essential nutrients and vitamins, so what you are REALLY losing is muscle, water and fat. They can also make you feel very weak.

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In stark contrast **The XXXXX Programme** actively encourages you to make life changes - and shows you how you can still enjoy your favorite foods whilst losing weight. The beauty is that these are simple changes which don't require extensive effort (such as getting off the bus 1 stop earlier, walking up the stairs at work instead of getting the lift, or even simply exercising your dog for an hour). I even tell you how you can build exercise into your life in a subtle way so that you don't even notice you're doing it. This means **The XXXXX Programme** is even suitable for all the "couch potatoes" out there!

OK, so you've just mentioned exercise - I hate it!

Don't we all! But there are ways to build it into your life to make it fun (how about bouncing on a trampoline in a park, playing a game of baseball with the family, or going for a swim in your local pool - if it's close enough you could even walk there!)



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I'm talking about gentle exercise here - not ab-exercises, which are horribly tiring and the effects of which are usually slow to show themselves because there is a layer of fat hiding them! There is a common misconception that doing sit ups will help you to lose weight but sadly all it does is strengthen the stomach muscles - it's a lot of work for very little result!

On the subject of exercise, how many times have you responded to those advertisements which tell you how much weight you can lose by using their machines? There are too many weight loss machines out there to count and guess what? They simply don't work. By using the techniques described in this book, **you will be able to throw those useless tools away** - and watch the fat melt away without them. These advertisements always tell you that you'll lose pounds by using their machines. They are correct - you'll lose POUNDS of your own money!

What about my favorite foods?

Well that's the beauty of **The XXXXXX Programme!** I don't advocate avoiding any of your favorite food - that only makes you miserable and there's no incentive then.



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Guess what? You can still eat out at a restaurant or even have the odd chocolate (though obviously not the whole bar!) It's not so much WHAT you eat as how much of it. The problem most people have when trying to lose weight is that their portion sizes are too large. This book shows you how you can go into a restaurant and order a meal without worrying about putting on too much weight - or watching your friends eat huge platefuls while you gamely wolf down your salad.



Believe it or not, bread and pasta can still be on the menu! That's right! You CAN eat starchy foods - **The XXXXXX Programme** shows you how you can avoid the trap of piling on the pounds while going out for that glorious Italian you've yearned for all week.

How would you feel if I told you that by eating MORE - that's right - you will actually be healthier and LOSE MORE WEIGHT? You'd probably snap my hand off, wouldn't you? Well, that's why you need **The XXXXXX Programme** - it may sound like a contradiction in terms but it's not. I will guide you through the process so that you can eat more!

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How have I got it all so wrong?

Don't beat yourself up if your previous attempts at weight loss have failed - it may not be your fault or you may simply be very confused.

There are so many different schools of thought out there that it all becomes very confusing - and you get to the stage **you simply don't know what's true and what's not any more**. That's why I have set out to explode all the myths about weight loss - **The XXXXX Programme** clears the path so you have an easier route to your goals.

The first big step is actually reading this book! This, in itself, is a positive move which will dramatically improve your chances of losing your weight in a safe way which will keep it off for the rest of your life.

It may be.....

